

Erasmus+ Programme Cooperation  
Partnership in Youth

# COOLTOUR

Youth-driven prototypes from the Social  
Hackathon



Co-funded by  
the European Union

# Reinforcing the feeling of cultural heritage with Bag Painting activity

## A creative workshop to reconnect youth with cultural heritage

**Overview:** A hands-on activity allowing participants to explore and share cultural heritage through art.

**Desired outcome:** Strengthen cultural awareness, foster creativity, and enhance teamwork.

**Target audience:** Youth aged 15-25

**Partners:** Local art centers and community organizations.

### How it works:

- **Venue selection:** Choose a closed and comfortable space.
- **Material gathering:** Provide art supplies, flip charts, and cultural resources.
- **Icebreaker:** Start with a cultural game (e.g., Taboo).
- **Group discussion:** Explore shared cultural elements.
- **Creative activity:** Draft designs and paint them on bags.
- **Sharing and reflections:** Participants present their work and discuss their experiences

**Additional notes:** Emotionally enriching; suitable for community or school-based initiatives.



# Roles in Cultural Heritage: Stories and Questions

## Exploring cultural heritage through inspirational stories

**Overview:** Engages youth with cultural gender roles via storytelling on social media.

**Desired outcome:** Encourage critical thinking about gender roles and their cultural implications.

**Target audience:** Young adults

**Partners:** Cultural organizations and educators.

### How it works:

- **Story collection:** Gather stories highlighting individuals breaking cultural norms.
- **Content design:** Adapt stories for Instagram posts and newsletters.
- **Translation:** Translate stories into local languages for accessibility.
- **Promotion:** Share on social media platforms and partner with cultural organizations.

**Additional notes:** Focused on storytelling as a tool for cultural reflection.

### Mehmet Kuşman

(born 1940)

is one of the 12 people in the world that can speak the ancient language of Urartian (9th-6th century BC).

An Urartian epitaph was discovered at the archeological site near his home in Van, Turkey.



# Connecting with Literature in Public Transportation

## Making cultural literature accessible in public spaces

**Overview:** Promotes reading cultural literature among youth during commutes.

**Desired outcome:** Foster literacy and cultural appreciation.

**Target audience:** Youth

**Partners:** Local municipalities and libraries.

### How it works:

- **Setup:** Install mini-libraries or QR-code posters at transit stops.
- **Promotion:** Use social media to encourage participation.
- **Engagement:** Include online discussions or reading challenges.

**Additional notes:** Requires collaboration with local authorities for public installations.



# Traditional but healthier food workshops

## Adapting traditional recipes for modern dietary needs

**Overview:** Preserves culinary heritage while promoting health-conscious cooking.

**Desired outcome:** Enhance cultural appreciation and promote inclusivity in dietary practices.

**Target audience:** Food enthusiasts

**Partners:** Nutritionists, and local chefs.

### How it works:

- **Preparation:** Research traditional recipes and their healthier versions.
- **Cooking session:** Guide participants through creating dishes.
- **Discussion:** Discuss the significance of culinary traditions and adaptations.

**Additional notes:** Facilitates intergenerational sharing of food culture.



# Sticker design competition

Engaging youth in cultural heritage through art

**Overview:** Uses sticker design to connect youth with their culture.

**Desired outcome:** Promote creativity and cultural pride.

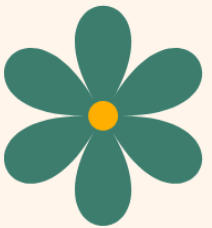
**Target audience:** Youth aged 12-18

**Partners:** Art and cultural organizations.

## How it works:

- **Promotion:** Share competition details via posters and social media.
- **Submission:** Participants create and submit designs online.
- **Recognition:** Produce winning designs as physical stickers.

**Additional notes:** Focused on digital tools for creative expression.

Pill tulõ  
pikä ilo  
pääle,   
naar suurõ  
peeru pääle



# Digital tools for cultural heritage

## Enhancing cultural education through technology

**Overview:** Equips teachers and students with digital tools for exploring cultural heritage.

**Desired outcome:** Make cultural learning engaging and tech-savvy.

**Target audience:** Educators and students

**Partners:** Schools and tech organizations.

### How it works:

- **Seminar:** Train teachers on digital tools.
- **Collaborative lessons:** Facilitate student-teacher exchanges on tech use.
- **Feedback:** Continuously adapt based on participant input.

**Additional notes:** Encourages mutual learning between educators and youth.



# Heritage reimaged: Bridging traditions with tomorrow

## Innovative approaches to make traditions exciting for youth

**Overview:** Addresses declining interest in cultural traditions among youth.

**Desired outcome:** Inspire curiosity and active participation in cultural activities.

**Target audience:** Youth aged 7–11

**Partners:** Local schools and cultural educators.

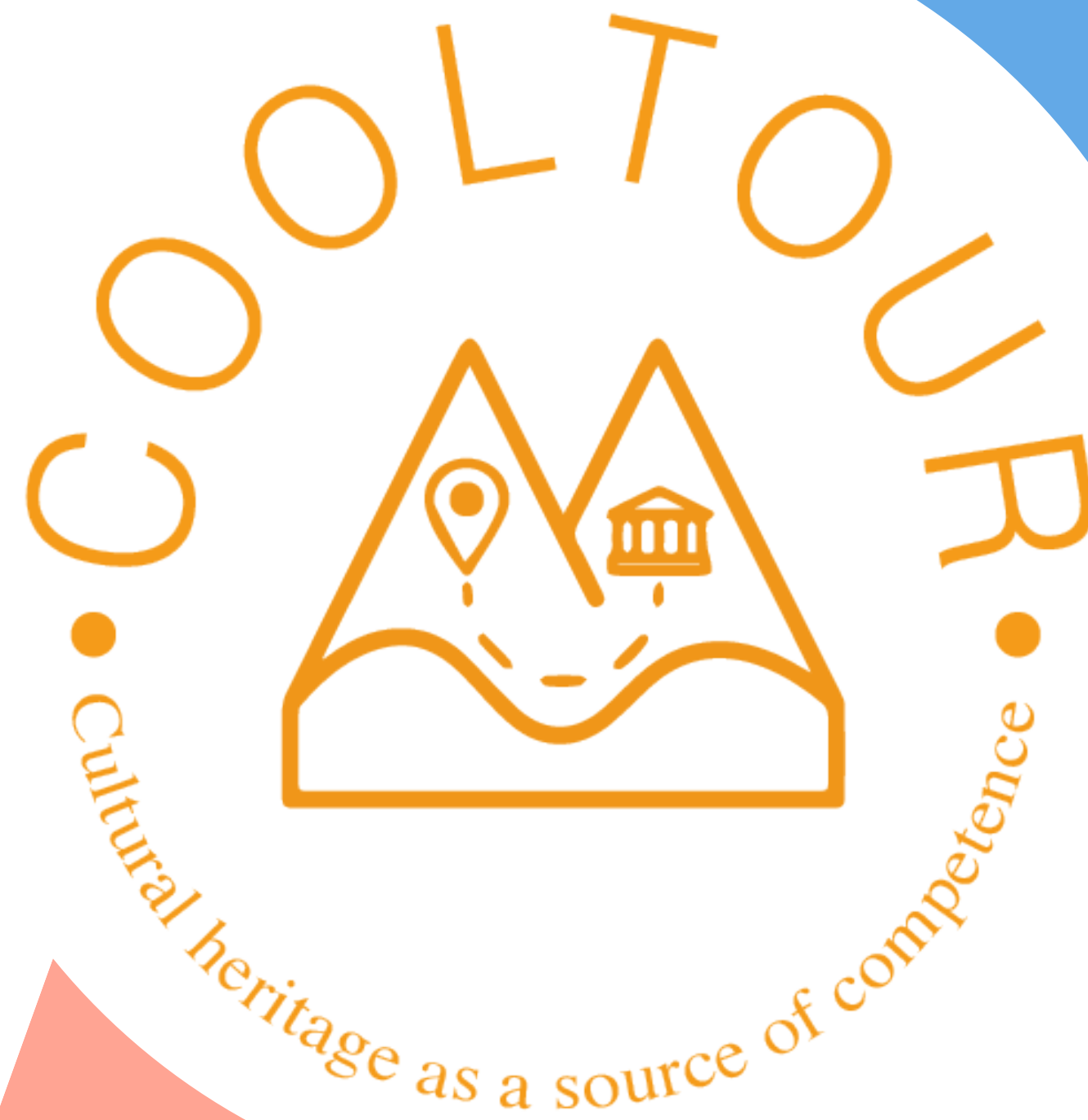
### How it works:

- **Collaboration:** Partner with schools and community stakeholders to align activities with youth interests.
- **Materials creation:** Develop engaging resources (e.g., videos, QR codes) to make cultural content accessible.
- **Workshops:** Organize interactive activities that align with cultural topics
- **Promotion:** Advertise through social media and school platforms, highlighting fun and rewards.

**Additional notes:** Requires innovative strategies to appeal to modern youth interests.







**Disclaimer:** This powerpoint has been created as a result of WP 2 of the project "COOLTUR-Cultural heritage as a source of development of future competencies in youth" nr 2022-1-EE01-KA220-YOU-000089197. The project is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.