



Erasmus+ Programme Cooperation
Partnership in Youth

COOLTOUR

Youth-driven prototypes from the Youth
Exchange



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Tomb's Gossips

Sharing local history through storytelling podcasts

Overview: A podcast to preserve and share stories about local famous people, events, and personal histories, fostering cultural connection.

Desired outcome: Develop digital storytelling skills, promote cultural awareness, and connect past with the present.

Target audience: Youth and local communities

Partners: Historians and cultural enthusiasts.

How it works:

- **Recording:** Prepare and record podcasts in local languages (e.g., Polish, Estonian).
- **Translation and distribution:** Translate into English and post on platforms like YouTube.
- **Content development:** Include family stories and community heritage.
- **Promotion:** Share through social media and cultural networks.

Additional notes: Team-building challenges during piloting highlighted the need for improved collaboration for success.



Cultural Rush

Showcasing cultural heritage through social media trends

Overview: Engages youth with cultural heritage using Instagram posts featuring traditions, practices, and values.

Desired outcome: Improve cultural awareness, communication, and creativity while embracing digital trends.

Target audience: Youth aged 15-25

Partners: Social media influencers and cultural organizations.

How it works:

- **Account setup:** Create a themed Instagram account.
- **Content creation:** Share images and posts about tangible and intangible heritage, natural sites, and social practices.
- **Engagement:** Use trending formats and hashtags to reach a wider audience.
- **Collaboration:** Partner with cultural groups and local artists for content.

Additional notes: Effective in promoting cultural awareness; requires consistent posting and engagement for greater impact.



Quartet of Cooltour

Sharing cultural insights and travel tips through Instagram

Overview: Promotes cultural diversity and awareness with travel-inspired content.

Desired outcome: Inspire curiosity about global cultures and provide travel ideas.

Target audience: Travelers and culture enthusiasts

Partners: Tourism boards and local guides.

How it works:

- **Content focus:** Highlight cultural facts, traditions, and popular destinations.
- **Daily updates:** Share customs, traditions, and everyday life moments.
- **Engagement:** Include captions with interesting cultural details and travel tips.
- **Metrics:** Track follower growth and engagement (e.g., likes, comments).

Additional notes: Early results show potential; continued effort needed to expand reach.



Young Culture Festival

A festival to foster cultural awareness and self-discovery

Overview: Combines games, workshops, and cultural exchanges to enhance cultural identity and diversity awareness.

Desired outcome: Strengthen empathy, teamwork, and global citizenship among youth.

Target audience: Youth aged 10-14

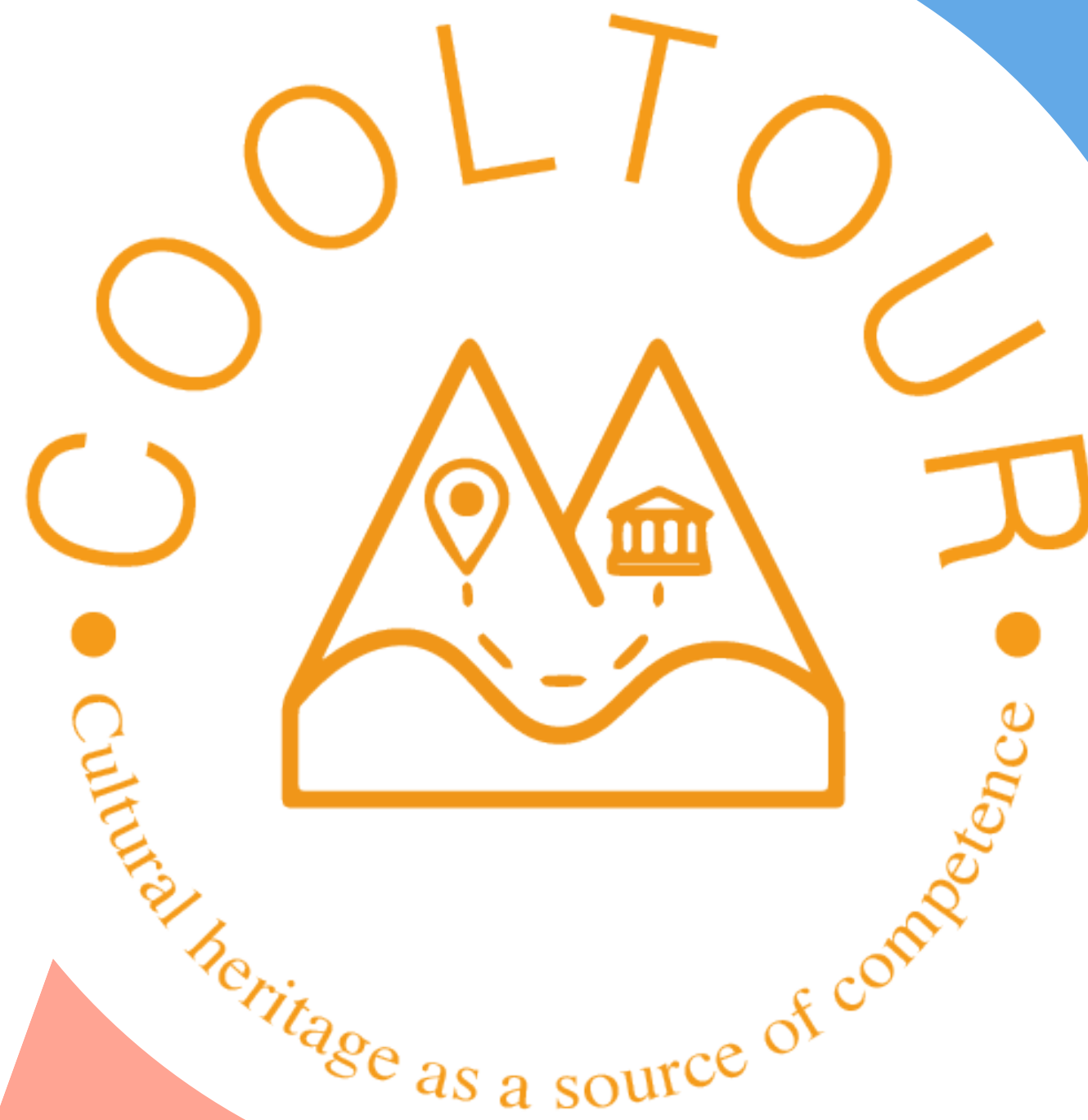
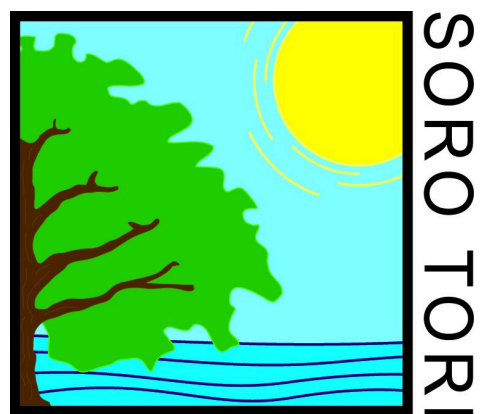
Partners: Schools, community centers, and cultural educators.

How it works:

- **Preparation:** Partner with youth organizations for materials and space.
- **Self-awareness activities:** Begin with games and activities to build trust and connect participants with their cultural identity.
- **Cultural diversity session:** Explore world cultures through shared experiences and project insights.
- **Workshops and performances:** Include creative drama, group work, and cultural storytelling.

Additional notes: Piloted with immigrant children, showing increased cultural awareness and improved communication skills.





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.