

The European Cultural Heritage: Europe, Heritage, Startup!



Name of the team: Municipality of Cajetina
Name, Surname of the leader: Vera Blagojevic
Number of members: 7
Age of the members: 19, 23, 25, 26, 29, 32, 38
Town/s: Cajetina
Country: Serbia

Serbian New Year's Eve

Description of the initiative

Our idea is to launch an initiative to re-hold the manifestation "Serbian New Year's Eve" in the village of Jablanica, which is located in the municipality of Cajetina, southwestern Serbia. Until two years ago, this event was held, which aimed to meet the young inhabitants of the village, but also many young and older tourists who come from the tourist place Zlatibor to visit this event with the traditional values and customs of this area. This event would be held every January 13, when according to the Julian calendar, Serbs who are of the Orthodox faith celebrate the New Year. On January 10, 1919, the Kingdom of Serbs, Croats and Slovenes accepted that the official calendar should be Gregorian, but Orthodox Serbs still celebrated certain holidays according to the Julian calendar, because they believe that it is the original calendar.

This event gathers villagers and guests who come that day to the village aged 2 to 82, is held next to Orthodox churches, in the forest of centuries-old pine trees, illuminated by floodlights and so lit and under the snow create the impression as if they were in a fairy tale. The event is designed to have a cultural program during which Serbian traditional songs are performed, folk dances, and then Christmas Bata appears who comes with a bag full of gifts for children and he tells Christmas stories about customs related to Christmas and Serbian New Year. The children listen attentively, and then he asks them to recite a song about tradition, Christmas or winter. A child who sings a few verses receives a gift. Later, with the sounds of the trumpet, a traditional dance is played - kolo. And there will always be a beautiful fireworks display that young people look forward to the most in that ambience.

Two years ago, this event stopped being held because the previous organizers fell ill, and later the Kovid period began, and this event was not held the previous year either. All the inhabitants of the village want the manifestation to continue, but they need help in the organization.

-Why do you want to implement this initiative?

Thus, an event that promotes traditional values is important for children and young people to learn in a fun way about their customs and traditions. In addition, children and young people in rural areas do not have the opportunity to attend a sufficient number of cultural events. And that is why we want to re-launch the initiative for holding these Manifestations, but in a new spirit, where, in addition to the listed cultural contents, we would also organize a play for children with elements of cultural heritage. But they also organized a quiz with interesting questions on the customs of this area that they could previously learn during the event, and for the winners would provide nice gifts consisting of classic souvenirs of this village, because the event is represented by young people from other parts of Serbia. on wintering on the nearby mountain Zlatibor.

-What needs will you meet?

We will enrich the knowledge of children and youth, and we will primarily provide quality facilities for children and youth living in this village. Thus, they will have the opportunity to meet their peers who come from different parts of Serbia, Bosnia and Montenegro.

-What would you like to understand and why?

In this way, we want to find out how much young people are interested in such and similar contents, so that in the future we can try to organize even more similar contents in this, but also in other villages. To understand through interaction with grandparents and young people what they are missing in terms of cultural content, and in which they themselves would like to participate in the future.

-How long would your initiative last?

We want this event to be held every January 13 in the coming years, in the village of Jablanica, but also to expand it to other villages.

-What are the main goals, objectives? Please also use some indicators that could help assess the initiative and its feasibility.

Our main goal is for our children to learn the customs with which they lived the preconditions, and to gain interest in traditional values, as well as to get involved in such events as participants and later as organizers. The specific goal is reflected in the desire to enrich the cultural content of children in rural areas.

If we realize this initiative, and re-organize the Serbian New Year's Eve with new content, we are sure that the event will start with at least 100 children and youth from 2 to 25 years, mostly residents of this village, but also guests coming from abroad. At least 30 young people will take part in the recitation program, and at least 20 young people will take part in the quiz. In addition to children and young people, this event will be attended by at least 300 adults and guests.



Name of the team: Ribamontán al Mar

Name, Surname of the leader:

Number of members: 25

Age of the members: 15–20

Town: Somo

Country: Spain

GUIDED TOURS OF THE NATURAL HERITAGE OF RIBAMONTAN AL MAR, CARRIED OUT BY YOUNG PEOPLE FROM THE MUNICIPALITY

- Why do you want to carry out this initiative?

Establish guided routes through the natural heritage of Ribamontán al Mar directed by young people and oriented to children to establish an environmental education program with special attention to the protection and conservation of the dunes of the beach of Somo-Loredo-El puntal (Municipality of Ribamontán al Mar) that constitute one of the most important dune systems in northern Spain.

- What needs will you meet?

This initiative tries to enrich the knowledge of children through guided tours carried out by young people from the municipality in which the natural heritage is valued. The visits are made by the young people of the municipality and the visits to the heritage are complemented by stories and anecdotes that occurred in the sites that are visited.

Young people not only get involved in the transmission of knowledge, but also learn about organizing events, pedagogy to be able to teach and transmit to children, project management and other qualities necessary for a later work performance.

- What would you like to do and why?

With this initiative, young people become guides and get involved in teaching the children who learn by taking a tour of the natural heritage.

- How long would your initiative last?

From April to August.

- **What are the main objectives, aims?**

The local natural heritage represents the identity of this municipality, it unites us and makes us feel the same and is preserved and transmitted from generation to generation: #wearewhatweprotect

Framed within a global project of structural transformation towards a model of sustainable development based on the blue economy and the enhancement of natural heritage, different environmental education programs with children are supported and promoted.



Centro Concertado Educación
Especial "Puentesauco"

C/ Condesa Mencía 150

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09008834@educa.jcyl.es

The European Cultural Heritage: Europe, Heritage, Startup!



Name of the team: Puentesauco

Name, Surname of the leader:

Number of members: Classroom

Age of the members: Under 30.

Town/s: Burgos

Country: Spain

SPORTS AND TRADITIONAL GAMES OF BURGOS

- Why do you want to carry out this initiative?

Our goal is the inclusion of children and young people with disabilities in Burgos through playing. Our current society is characterized by rush and technology. Most families are formed by an only child and the fear of leaving them alone, is leading to the loss of street gambling as a fundamental part in the global development of the children.

Through play, communication is improved, rules, values and respect for individual and collective issues are learned.

When children play there is no understanding of race, religion or special needs.

The lack of these playing street games, replaced by technology (instagram, facebook,...) as a means of interaction and communication between youngsters makes it difficult for disabled people to integrate.

Not all young people with disabilities know how to read or write, but they do have other skills that allow them to interact with other people of the same age.

That is why we value the recovery of traditional sports and games in the street as a means of free and inclusive participation essential.

- What needs are you going to address?

The inclusion of children and young people with intellectual disabilities in games and sports.

- The recovery of traditional sports and games.

- What would you like to do and why?

- Collect traditional Burgos games and sports.
- Put them into practice, both, in school and in inclusive activities with other young people without disabilities.
- Spread them in society.

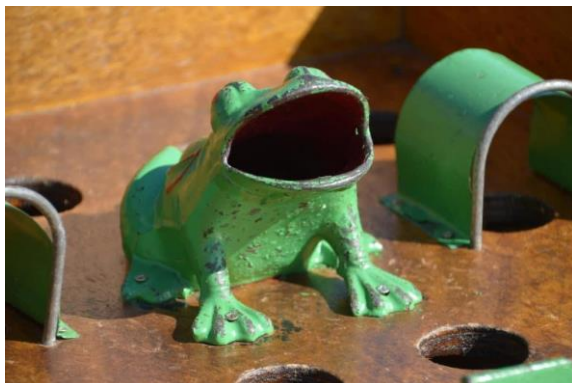
- **How long would your initiative last?**
The school course. From September to June.
- **What are the main objectives, aims? Also use some indicators that could help evaluate the initiative and its viability.**
 - 1.- Inclusion of young people with intellectual disabilities in their immediate social environment (school, neighborhood, town)
 - 2.- Recovery and spreading of traditional Burgos games.
 - 3.- Promote positive aspects and values derived from its practice.
 - 4.- Set up these games and sports as an alternative leisure medium.
 - 5.- Contribute to reducing the rates of harassment and violence at school and social environment.
 - 6.- Avoid sedentary lifestyle and addiction to the new technologies.
 - 7.- Identify these sports and games as a sign of cultural identity through intergenerational communication.
 - 8.- Avoid the loss of our traditions and customs.
- **Indicators which could help in evaluating.**
 - 1.- Number of schools/ entities which have collaborated.
 - 2.- Diffusion in the media and social networks.
 - 3.- Number of external youthsters.
 - 4.- Games that have been recovered.
 - 5.- Professionals who have collaborated.
 - 6.- Evaluation of students (values, norms,...):degree of satisfaction, acquisition of knowledge, fulfillment of objectives, accessibility of activities
 - 7.- Permanence in time.

SOME EXAMPLES



Peonza





The game of the frog



Bowling





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The plane

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Name of the team: Andrej Kmet' Grammar School

Name, Surname of the leader: Lucia Benkovičová

Number of members: Ivana Uhrinová, Ester Klečková, Lucia Benkovičová, Michaela Senková

Age of the members: 17

Town/s: Banská Štiavnica

Country: Slovakia

Former Evangelical Lycée – proposal for further use

Description of the initiative

In Banská Štiavnica, the town in which we are currently studying, stands an empty building – the former Evangelical Lycée. Here is our project.

Our proposal bears in mind the most effective and beneficial use of the building. Our aim is to revive the academic history of Banská Štiavnica and bring back students to the town. The plan is to offer the building to any university or college that would open a branch or external teaching/research spaces. In the past, Banská Štiavnica used to be the students' town. That is the reason why we want to raise awareness about the fact among young people. We would like to return the international recognition to the Silver Town under Sitno Hill through linking culture, traditions and education. In this stage, there is only a brief description of the project. Our vision is to attract a foreign university/college that would carry the educational process in a foreign language and thus interconnect students from various countries. It would be success for us even if no school from abroad didn't react to the offer. Slovak schools are great and the idea represents inspiration to link past with future.

It is very important that empty historical buildings are not let to deteriorate but are used more effectively. Because education is the most important need of the young generation, the idea would be beneficial for all that the building is used for educational purposes.

Thank you for the opportunity to join this initiative and help culture and young people in Slovakia.

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Name of the team: Secondary Art School

Name, Surname of the leader: Terézia Vrtel'ová

Number of members: Terézia Vrtel'ová, Veronika Hrnčiarová, Martina Máčaiová, Barbora Andrášková

Age of the members: 18

Town/s: Banská Štiavnica

Country: Slovakia

“Budovňa” – the Students’ House for Creative Souls

Description of the initiative

“Budovňa” is a picturesque house in Banská Štiavnica that was renovated and transformed from a ruin into a students’ leisure time house for students of Secondary Art School in Banská Štiavnica. The house is situated on a hill next to Vodárenská water reservoir. It is a place where every creative soul finds its personal peace and space for creative process. The interior is designed in the “hippie” style and anyone who steps inside can see flowers, lights, cosy sofas, there is also a room containing drawing, painting and modelling equipment. There is also a pantry in the house, for anyone who didn’t have time to eat at school canteen. There is also a room for art fans which houses artworks and other gadgets of “Budovňa” members. We are aware of the fact that a lot of students have no space for doing their creative work and “Budovňa” is ready to provide the space for them. It is a place where no one is ashamed of what he/she creates because in “Budovňa” everything is beautiful and appreciated. It is a place where there is never negative atmosphere. Inside you can smell scented candles, outside students sit on swings and paint the beautiful surrounding nature.

We would like to use the wonderful house in Banská Štiavnica and offer young students a space where no one will give them grades or condemn them, the space where they can finally relax.



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Name of the team: Genista research foundation/Regatta club Bormla

Name, Surname of the leader: Romario Brignone

Number of members: 6 volunteers

Age of the members: 18-30 years old

Town/s: Bormla

Country: Malta

The Maltese Traditional Boat And The Traditional Regatta

Description of the initiative

- *Why do you want to carry out this initiative?*

The tradition of boat building is dying due to lack of transfer of knowledge and with many boat builders choosing to work with other materials than wood.

The Maltese Traditional Boat in Maltese known as “Dghajsa Tal-Pass” was first mentioned in Maltese Documents goes back to 1601 and the first images found of The Maltese Traditional Boat was in 1664. The main use of the boat was for the knights to travel around the grand harbour in Malta. This type of boats are still used for the same reason in Malta especially for tourists coming to Malta.

- *Which needs are you going to address?*

Through the project we aim to organise a workshop for young people to learn about this traditional method of Boatbuilding craftsmanship. As these boats go way back as already mentioned the boats were built by professional skilled craftsman that kept this tradition alive from generation to generation till nowadays. As this kind of transport was the main type of transport in the grand harbour you could find quite a lot of boatbuilders. A research done in 1920 showed that around 2000 traditional boats were found in the Harbour. At that moment the demand was quite high which resulted in that you could find a lot of boatbuilders, unlike nowadays.

- *What would you like to realize and why?*

The National Regatta Race which is still happening in Malta is Victory Day Regatta which started in 1824 and is being held annually on 8th September. However if no young traditional boat builders are found the end of this traditional race and boatbuilding will diminish forever.

As part of this project proposal we would aim to target the following points for the realisation of the project.

1. Research on traditional boatbuilding
2. Collection of old designs of sketches of boats, measurements and shape according.
3. Organise a workshop on traditional boat building.
4. Ask a boatbuilder to organise a practical training course for interested youths and others to build actual boats as part of the training. (this would require a budget to cover the costs of the trainer, rental of workshop space, buying the wood and materials)

- *How long would your initiative last for?*

Depending on the funding available the timeframe would be:

1. Research on traditional boatbuilding (12 months)
2. Collection of old designs of sketches of boats, measurements and shape according. (12 months)
3. Organise a workshop on traditional boat building. (1 week)
4. Practical training course (24 months)

- *What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.*

The main aim is to revive the craftsmanship of traditional boat building and teach young people on how to build traditional boats.



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Name of the team: INTEGRA ONLUS APS
Name, Surname of the leader: KLODIANA CUKA
Number of members: 10
Age of the members: 25- 55
Town/s: LECCE
Country: ITALY

Ai francescani neri

- Why do you want to carry out this initiative?

We want to develop our project as we would like to enhance an old structures, old convent, in the city of Specchia, lecce – italy to create a new cultural strucuture. We will build an important cultural space in which we will create different activities (social, cultural and economics activities) such as library, Sensory garden, place for reading, presenting book, watch movies, ecc..)

- Which needs are you going to address?

The needs we want to satisfy with our project are the following:

- give back to the city and ist citizen the ex convent, this structures will be a very important cultural space., now the city no longer has a place like the one we want to create.*
- the need to restore the old identity of cultural space to this old convent, thus enhancing an already existing historical space*
- create a space in specchia where young people, adult, children and people with problems can study, learn, play, enjoy time all together.*

- What would you like to realize and why?

We want to give back to the city and ist citizen are this old structure, for doing this we need to realize our project in order to create a very important cultural space. Why do we want to carry out this project? Because the INTEGRA ONLUS association has been working for years in national and European projects to enhance the artistic and cultural heritage. Italy is full of beautiful structures that unfortunately are no longer used over time because they are now old, need work and maintenance, have been closed due to problems related to safety, etc. .. but which in the past represented a great point of reference for the city in which they are located. INTEGRA ONLUS therefore wants to enhance the present heritage to restore the beauty and value of this structure

- How long would your initiative last for?

Our initiative would have an unlimited duration, as our project wants to create a permanent cultural space available to the city and its citizens, open 365 days a year.

- *What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.*

The objectives are as follows:

- restore the old convent and make it a cultural space

(result indicator: structure restored and accessible for all within the time and costs foreseen by the project)

- make the old convent an important educational, social and cultural center for the city but also for the whole of Puglia

- give back to Specchia and its citizens a cultural space, awakening old memories and creating new ones thanks to the new activities that will be proposed

(number of people come to our structure, number of spectators, number of students / professionals involved in the activities)

- Create the following activities:

1. "Space Under X" (for the reception of girls and boys, with library and suitable equipment) ,
2. "Green Area "(for the care of flora and micro fauna)
3. "Sensory garden" (with plantings and design of spaces and materials that allow real experiences to those who do not enjoy the full functionality of every sense)
4. "From paper to paper" (pine forest equipped for reading, presenting books, listening to expressive readings, reading and publishing activities)
5. "Space of the New Arts" (outdoor space and indoor room for small cinema, audiovisual and pinhole production with dark room attached).
6. "Art of Flavors" course set up in the equipped kitchen, for the art of baking, pizzas and traditional desserts linked to history, also for students of colleague that can come for School-Work Alternation (a special program in Italy for study and work)
7. "Space of work" (working and painting workshops, ceramic and wickerwork and wickerwork by well-known local artisans).

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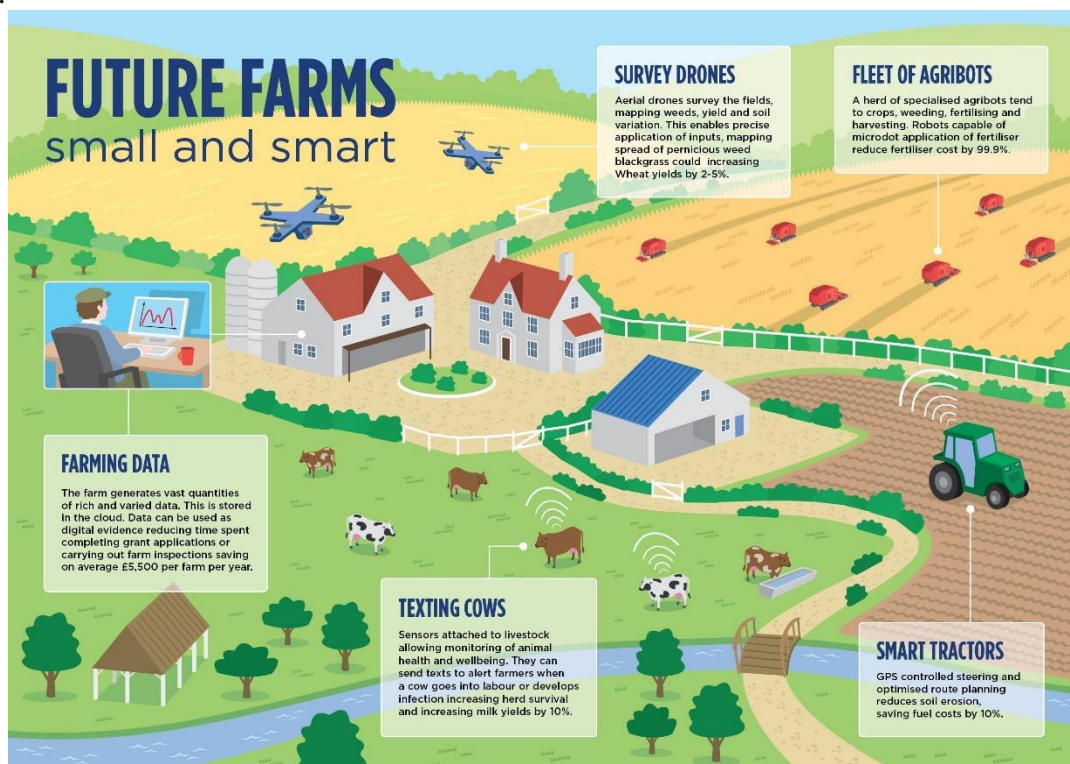


Name of the team: Fattoria Pugliese Diffusa
Name, Surname of the leader: Riccardo Scarlino
Number of members: 3
Age of the members: 26, 28, 29
Town/s: Taurisano (LE)
Country: Italy

AGRIFAMILA: PRECISION FARMING

Description of the initiative

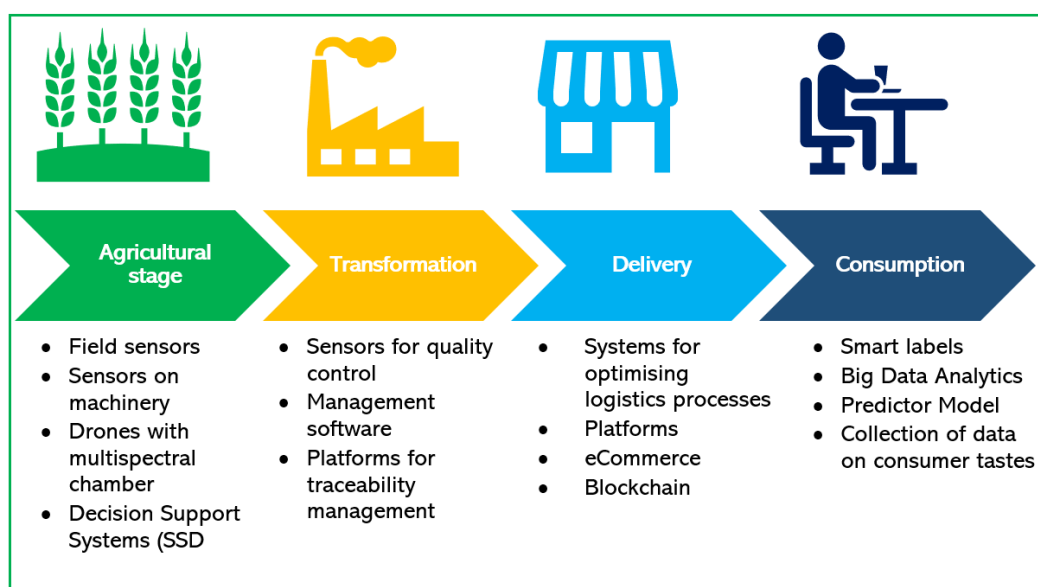
In developed economies with government-supported agriculture such as those of the EU, Japan and the US, the trend to maximize yields has led to severe environmental impacts. Now, recognizing the social need for sustainable land management, the goal of agriculture has shifted from maximizing production to environmentally compatible production. The company goal is always to maximize income, but now also through the increase in the value of the product (quality) and the economic recognition of environmentally friendly practices or sanctions for those who do not manage the agricultural activity in an environmentally correct way.



The idea is to combine in one physical solution (Shed, Covered market, etc.) the services incidental to agriculture, using the principles of “Collaborative Economy” a marketplace where consumers rely on each other instead of large companies to meet their wants and needs)

The managing organization of the Center Services for Precision Agriculture needs to close the circle by offering:

1. **Machinery:** For the principle of under-use of tangible fixed assets, it becomes convenient for a medium-small farmer who has a fleet of heavy agricultural vehicles to offer on loan for use, operational rental or using the NEVER BUY formula the use of machinery, or the service required with skilled labour.
2. **Centralized warehouse:** Natural agricultural products that have not undergone genetic modification, and those from organic farming are more subjected to perishability. It is obvious the requirement for small companies to have a warehouse flow that decreases food waste. Of all the 70,000 family farms, it is difficult to see how many manage to avoid the waste of unsold products. On the other hand, giving producers the possibility of exempting themselves from the bureaucratic and physical side of collecting goods and maintaining cells (thus reducing electricity costs, human resource and tools) represents a competitive advantage
3. **Images from cameras and satellites** with multispectral detection technology: technologies of this level, particularly for satellites, require an investment which, because of the nature and cost of the technology, needs to be used for big geographical areas.
4. **Human resources and specialists:** Local coordination of human resources to guide the development of the personal skills of each operator and to ensure safety at work and the reduction of physical deterioration because of strenuous work.
5. **Ethical Finance** there are likely to be more liquid assets than are needed during the year, or vice versa, there will be liquidity shortages due to sudden expenses, or natural disasters. Regulating the possibility of obtaining loans for micro-credit, with companies that are directly linked by sector or for geographical issues
6. **Economic and tax advice:** Prepare information and start-up paths for new subjects approaching the agricultural economy.
7. **Ecosystems open to the supply chain:** To contribute with a horizontal platform to connect the local productions with the induced one of the caterings, with mechanisms of calculation of the cost-meal and data on the availability of the goods in real time, plus with the help of historical predictive models for future programming,



What needs will you meet?

The high land fragmentation of the province of Lecce plays a key role in the development of a collaborative system. Transforming this aspect from a limit to an opportunity for diversification of technological innovation and biodiversity, is the main task of this project.

- I. Integrating human and agricultural resources** in a system that allows economic sustainability over time.
- II. Increasing business opportunities for young people** who decide to invest in agriculture.

- III. **Coordinate the activities** of the different actors involved in the supply chain to increase efficiency in the use of inputs.
- IV. **Reduce dependence on the social shock absorbers** of the agricultural sector through the organization of tasks and the seasonal adjustment of the work service.
- V. **Increase the possibility of obtaining "Quality Certifications"** through the standardization of data collection in cultivation procedures, conservation and favoring real-time control of the supply chain with the support of Precision Agriculture technologies.

Biodiversity Issues: Unfortunately, bees have suffered a dramatic decline in recent years, due to the destruction and degradation of habitats. More than a third of human food - from fruits to seeds to vegetables - would be lost if there were no pollinators (bees, wasps, butterflies, flies, but also birds and bats), which, visiting the flowers, carry the pollen of the male anthers on the stigma of the female organ, giving rise to fertilization.

Biodiversity **strengthens the productivity** of any ecosystem (agricultural soil, forest, lake) **and provides food** (plants and animals), fibre for textiles (cotton, wool, etc.), raw materials for energy production (wood and fossil minerals) And it is the basis for medication. Indeed, it has been demonstrated that the loss has heavy impacts on the economy and on societies and in particular, its impoverishment

Manage the Xylella outbreak which causes several problems in Apulia region:

1. **the vertical fall** in the production of quality oil with negative repercussions on the economy and agricultural employment in the area;
2. **the alteration** of the **agricultural landscape** and **socio-cultural** image of **Salento**, so attractive for land lovers and tourists;
3. **a blow to the ecosystem**, as the loss of millions of olive trees in an area without woods has **deprived the environment** of the fundamental role

What would you like to understand and why?

The aim of this paper is to be a reference guide for future actions in the field of precision agriculture, for public investment, being a vehicle for data aggregator not only for mere statistical objectives, but with a proactive function. During the research it has been amply demonstrated that the productive context of Lecce's province appears extremely fragmented, under-capitalized, characterized from low levels of investment, lacking a systematic approach to innovation and an excessive distance between university research and the business system.

In the new "Capitalism of knowledge", the economic model provides a collaborative approach, a network, a rethinking of corporate culture, which is open to comparison and that bases growth on the value generated by inter-company collaboration, and network agreements. The creation of social value (intangible social assets) is no longer a social cost, but localised assets for the enterprise.

Systematic governance of innovation processes is strategic to restart the agricultural economic system, public intervention must pay different attention to the policies already undertaken in recent years of consolidation in favour of large companies, with public capital. It has been realized that this methodology is no longer creating wealth in the real economy, but only speculative interventions by investors with large economic resources, in many cases without a particular focus on sustainable development of the territory and a process of continuity.



The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: Mov'n'Europe 2

Name, Surname of the leader: Elena Zuschlag

Number of members: 2

Age of the members: 18, 21

Town/s: Saint-Étienne/France, Mannheim/Germany (currently Taurisano/Italy)

Country: Italy

GRANDMA'S COOKBOOK -

PRESERVING CULINARY HERITAGE AS PART OF OUR EUROPEAN CULTURE

Why do you want to carry out this initiative?

Culinary heritage is a cultural fact transmitted from one generation to another through gesture and the word. In order to proceed in this direction and to preserve the rich heritage of traditional recipes and production techniques, generations in the past have collected, it is necessary to identify and record this wisdom. This also means restoring to the production activities and the consumption of the products their rightful value. Only in this way we will be able to preserve culinary heritage and reacquire its cultural and symbolic dimension.

The neologism "McDonaldization," commonly used as a synonym of globalization, demonstrates that the standardization of food practices is, in fact, representative of a wider phenomenon. But it would be impossible and misguided to align all culinary traditions that have developed in the past.

The food we eat shapes our cultural identity. Many of us associate our favourite recipes with warm feelings and memories of home. Sharing those recipes can be a connection to our roots, a source of pride and a simple way to celebrate one's cultural heritage with others. Just as reading a recipe or trying to guess the right amount of spices in one's favourite childhood meal can teach how much ingredients and kitchen tools have changed and can stimulate a long needed confrontation with our culinary heritage.

Which needs are you going to address?

The initiative creates a social space for different generations to realize their own ideas and take responsibility for one part of a collective program. Furthermore it addresses the need for a generation exchange. The younger generation receives the chance to understand and shape

their own cultural heritage, while for the older generation the initiative opens a possibility to pass down valued knowledge to the next generation.

What would you like to realize and why?

The initiative aims to create a deeper appreciation of culinary traditions and significance behind the foods we eat and why we make them by initiating a generation exchange between a plurality of social partners from the younger and older generation.

Therefore the initiative consists of two phases, framed by one Kick-off- and one Final meeting of all included participants.

The first phase serves as opportunity for the young generation to collect knowledge of their culinary heritage. This can be done in a direct exchange with the older generation, as second participating group of the project, or through research of old recipes and/or cookbooks in libraries, on flea markets or through online platforms.

The final output of this exchange shall be recorded in the second phase. This will be realized through the creation of a cookbook, containing traditional regional recipes, with a special focus on ancient ingredients, kitchen tools and production techniques as well as a recipe series in a local newspaper and online blog to spread the discovered and perhaps primarily written down findings.

How long would your initiative last for?

The initiative would last for seven months, estimating three months for each of the two phases and additionally one month to evaluate the project.

What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.

By carrying out this initiative we want to create a deeper appreciation of culinary traditions, value the role food and culinary heritage play in the process of shaping our cultural identity and contribute to the preservation of culinary traditions as important component of the intangible European heritage. The approach of this initiative especially aims to open a space of intellectual and practical exchange between generations; including and especially uniting social groups that usually don't come together in contexts outside of family.

We aim to reach a number of 50 direct participants for phases one and two and around 700 indirect involved people through the distribution in a local newspaper and online blog.

Hamburg Shrimp Soup

North Sea shrimp are the main ingredient in this excellent soup; however, if they are not readily available, you can use small North Atlantic shrimp instead. In the past, a stock made from the shells of the tiny North Sea shrimp were used for the soup base. But unpeeled North Sea or North Atlantic shrimp are hard to come by. Instead, just use shellfish (or fish) stock for the soup base to make this flavorful, creamy, soup! *Birgit*

Serves 4–6
 ¼ cup celery root
 ¼ cup carrots
 3oz leek
 4 sprigs of flat-leaf parsley
 4¼ cups shellfish stock (alternatively, fish stock)
 1 cup dry white wine
 ½ tsp salt
 1 pinch of saffron threads
 1 bunch of dill
 1 tsp tomato paste
 1 pinch of sugar
 1 cup heavy cream
 ½ lb (350g) cooked North Sea or North Atlantic shrimp, peeled and deveined

Clean and trim the celery root, carrots, leek, and parsley and chop into small pieces. Bring the shellfish or fish stock to a boil in a pot, add the vegetables, white wine, and salt, and cook over moderate heat until the vegetables are cooked through. Purée the soup in the pot using a hand-held blender.

While the soup is gently cooking away, ladle a bit of the cooking liquid into a small bowl and place the saffron threads in it to dissolve. Finely chop the dill. Stir half of the dill, the dissolved saffron, tomato paste, and sugar into the puréed soup. Reduce the heat and add ¾ cup of the heavy cream. Stir well and turn off the heat.

Set aside about 20 shrimp to use as a garnish later on. Add the remaining shrimp to the hot soup and gently warm the shrimp until they are just heated through; they must not boil. Taste the soup for seasoning and add more salt if needed. Whip the remaining heavy cream (¼ cup) until it forms stiff peaks. Ladle the soup into soup bowls and garnish each bowl with a dollop of whipped cream, the shrimp that were set aside, and the remaining chopped dill.

TIP If you don't have a hand-held blender, you can push the soup vegetables through a very fine sieve and then put them back in the soup. Adding 2 tablespoons of sweet sherry and a few drops of lemon juice to the soup gives it an extra lift.



Figure 1: page of a cookbook with traditional recipes; source: <https://www.barnesandnoble.com/w/the-german-cookbook-alfons-schuhbeck/1128189945>; last access 12.10.21

Food and Drink

Lerato's mango mousse with plantain chips

FORGIVE me for always finding delicious ways to eat plantains. This dessert is so easy to whip up hours before or a day before its needed. You can serve it with slices of bananas, ginger cookies, or a selection of toasted crushed nuts. Like I always say, make it your own. Mine is a simple mango mousse whipped into a sweet cloud with spiced plantain chips on top. Such contrasting flavours that marry incredibly well. I entertained a group of people with these treats and to my surprise a lot of them used the plantain chips as spoons for the mousse. How wonderful to have less washing up to deal with!

Makes 10 small cups & 5 medium sized cups
Preparation time: 20 minutes to 24 hours

Cooking time: 15 minutes

Ingredients

For the mango mousse

2 medium sized mangoes
 Juice of 1 lime
 250 ml double cream
 10g icing sugar

For the plantain chips

2 large sticks of green plantain
 1 tsp salt
 Freshly cracked black pepper
 1 tsp ginger powder

Let's get cooking! Just a bit of cooking...

Peel the mangoes and puree the flesh in a blender until smooth. Mix the juice of one lime into the

pureed mango. Taste the puree to determine sweetness. Whip the cream and sugar until

it forms soft peaks. Adjust sugar depending on the sweetness of the mangoes.

Fold the whipped cream into the mango puree and mix well, but gently.

Divide into 5–10 cups of glass cups and refrigerate for at least three hours to set. You can also leave to refrigerate overnight. The longer the better.

Plantain chips can also be made well in advance. Pre-heat your oven at 180°C/gas 6. Peel the skins off the plantains, cut into thin round slices. This can be easily achieved with a mandolin, but a sharp knife will do all the same.

Grease a baking tray with oil and line with baking paper. Place the plantain slices onto the baking tray and bake at 180°C/gas 6 for 15 minutes or until your chips are golden brown. The most important thing is not to burn



Lerato Umah-Shaylor

Twitter @LeratoTomato

them, as they can cook quite quickly. Once baked, take out of the oven and sprinkle with the salt, black pepper and ginger on both sides. Store in an airtight container or bag until you want to eat them. Serve on top of the mango mousse as whole chips or broken into bits. Be sure to serve your guests lots of chips so you won't have to give them spoons. If anyone does complain about no spoons, do not quote me! Instagram @lerato_tomato; Twitter @leratotomato; facebook: leraolovesfood

Figure 2 food column in a newspaper; source: <https://leratolovesfood.wordpress.com/aboutme/>; last access: 12.10.21

The European Cultural Heritage: Europe, Heritage, Startup!



Name of the team: Pegeia LA

Country: Cyprus

The idea is to organize during the early summer months (ideally between the 15th and 20th of May), a two-event concentrating on the rich cultural history of Pegeia's territory that expands some hundreds of years ago. The build evidence of that, pre-dominantly Classical period, concentrate on the various monuments created by the first Achaean Greeks, most of which inhabited the island after the Trojan war.

Ancient monuments such as the Tombs of the Kings (a unique UNESCO World Heritage-Cultural Site), the archaeological site of Agios Georgios, and the small island of Yeronissos a tiny island of great archaeological and landscape importance (once held a sanctuary dedicated to Apollo in the late Hellenistic period), are just some of the most remarkable sites of immense cultural values in the Municipality of Pegeia.

Given that these places have a highly touristic character as thousands of people visit them throughout the year, the common citizens as well the residents with a diverse background of ethnicities are not so much aware of its historical importance and real value.

That said, our goal is to concentrate on exactly those types of citizens that through a two-day event will be able to discover the treasures hidden literally outside their doorstep.

Moreover and concerning the specific target group (s) we will pursue to actively engage, we should also mention the ones of third-national- citizens currently residing in the region. This is of particular importance to us because they represent an integral part of our community since Pegeia, is the Municipality of Cyprus with the highest percentage of third-country-nationals in the island, and they have over the years quite active in the Public Domain with some of them even been elected as members of the Communal Board.

Plus, the target group of refugees, immigrants, and asylum seekers will also be engaged within the activities of our proposed "idea". In that regard, it should be noted here that Cyprus represents the island with the highest percentage per capita of these groups within the EU, a large number of which reside in the surrounding region of Pegeia.

By engaging these groups, we wish to expand the knowledge and enhance the idea of a common cultural identity in our community, for its members that were not born in Cyprus, but are living and working here – this is even more crucial for younger generations that will grow up in island although their parents were born elsewhere.

The event will include early afternoon and evening activities such as treasure hunting games (for younger children), multilingual guided tours, screenings of relevant material produced by the Cultural Authorities of Cyprus, and is made available freely to the Municipalities around the island, as well as traditional food and sweets.

What needs will you meet?

The primary need we will seek to fulfill is that cultural knowledge gap that exists in the majority of our aforementioned groups – all of which might never have the time, the resources, or the available mediums to them to fully comprehend the historically multicultural environment that they have been residing at.

Such a goal is of particular importance when it comes to the younger generations as well as the newly arrived residents, who might feel estranged in their current environment. Once they understand that Cyprus has been for thousands of years, a melting pot for various cultures and populations, then they might be able to start feeling that it can be their real home.

What would you like to understand and why?

As this will be the initial event taking place, through our engagement with our target groups we will seek to first understand their level of understanding of the place they are currently living and its unique cultural identity.

Moreover, by having the first contact with many of them (mostly referring to the groups of immigrants, refugees, and asylum seekers), we will get a first-hand opportunity to assess their experiences in living in the area and what could be done on Municipal Level in order their integration process.

This will then allow us, to only to give feedback to the region's Public Administration but to better organize a similar second event with specially tailored and targeted activities during the following year.

How long would your initiative last?

As mentioned above "our idea is to organize during the early summer months (ideally between the 15th and 20th of May), a two-event concentrating on the rich cultural history of Pegeia's territory that expands some hundreds of years ago". This two-day-event, if all goes well and the feedback we receive from all key stakeholders including our target groups is indeed positive, we will repeat it during the same time the following year.

What are the main goals, objectives? Please also use some indicators that could help assess the initiative and its feasibility.

Our main goals are the following:

- To identify and engage those types of citizens that through a two-day event will be able to discover the treasures hidden literally outside their doorstep (Cypriot-born Nationals, Third-country-Nationals and refugees, immigrants, and asylum seekers residing at the area).
- To expand the knowledge and enhance the idea of a common cultural identity in our community, for its members that were not born in Cyprus, but are living and working here.
- Develop and implement a two-day event that will include early afternoon and evening activities such as treasure hunting games (for younger children), multilingual guided tours, screenings of relevant material produced by the Cultural Authorities of Cyprus and is made available freely to the Municipalities around the island, as well as traditional food and sweets.
- Gain first-hand opportunity to assess the experiences of different ethnic groups living in the area to better understand what could be done on the Municipal Level in order their integration process.
- We aim to include in the activities: 80 to 100 persons coming from the first group (Cypriot-born Nationals, 40 to 60 Third-country-Nationals, and 30 to 50 refugees, immigrants, and asylum seekers residing in the area of which at least half must be children.







The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: Young entrepreneurs from Piatra Neamț

Name, Surname of the leader: Dana Irimia

Number of members: 2

Age of the members: 40 years old

Town: Piatra Neamț

Country: Romania

THE FAIR - MADE IN PIATRA NEAMȚ

December the 1st represents for every Romanian the National Holiday, crowned by history and spirituality. This year we want to mark it by organizing a fair with local traditional products entitled: **"The Fair - Made in Piatra Neamț"**.

It will be a meeting of people from the community who have the opportunity to enjoy the activities prepared by us, the people with their local products, the opportunity to contribute to the accomplishment of good deeds, smiles and warm atmosphere.

For about 4 hours, on The Plateau of Lord's Court, in the stands specially arranged as wooden houses, at least 10 exhibitors from Piatra Neamț will present local products, made on the basis of recipes inherited from generation to generation.

From the juicy and well-ripened apples, grandma will cook a pie with apples and an assorted strudel with nuts, or cabbage, meat or mushroom pies and "papanashi" (doughnuts made from a mixture of sweet cheese, eggs, fried and served with fruit jam and sour cream). From the cream cheese, someone with skilful hands will braid the browned "poale-n brâu" (traditional soft cakes filled with sweet cheese). Two sluggish arms will knead and spin "cozonaci" (Christmas and Easter cake) filled with cocoa, as well as a traditional Easter pie "pască", browned in the oven.

The clay pot is ready to receive the "sarmale" (minced meat with rice, wrapped in either pickled cabbage leaves or vine leaves), and then they are thrown in the oven heated with wood from the forest.

Pears, plums, nuts, grape juice "must", honey and honeycombs of all sizes, canned vegetables, compotes and jams, taken from grandma's pantry, will complete the range of well-cooked dishes.

The piglet, lovingly raised in the household, is well cooked to offer different assortments, bacon, large and small sausages, and the grill is waiting for "tochitura" (stew made from pan-fried cubed pork, served with mămăligă and wine), "mititeii" (grilled minced meat rolls), with the traditional "cârnați" (garlicky pork sausages) and "jumări" (dried pork remaining from rendering of the fat and tumbled through various spices).

And last but not least, on a table beautifully decorated with traditional towels - ștergar, will sit a hot polenta with a Moldovan soup, "brânză de burduf" (kneaded cheese prepared from sheep's milk and traditionally stuffed into a sheep's stomach), "caș" (semi-soft fresh white cheese, unsalted or lightly salted, stored in brine, which is eaten fresh), all to be tasted by participants in the fair.

These dishes are complemented with "rachiu" and "țuică" (fruit brandy) and mulled wine with cinnamon, cloves and sugar.

Romanian gastronomy, as well as culture, reflects, through each dish, the fascinating history of the country.

All important events, religious and popular holidays are primarily about food. Romanians communicate very well through food. we cook very well and at the same time, we eat very well.

Organizing a fair about traditional food manages to gather Romanians of all ages and social categories, manages to convey to young people the joy of talking, "eating" and preserving history.

We hope to succeed in transmitting cultural heritage through food.

Food is the oldest and also the easiest international language to speak.

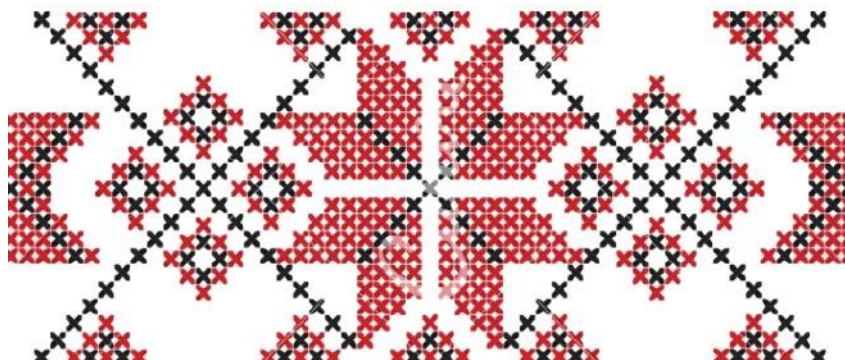
This fair wants to provoke the curiosity of young people about local history and local heritage. Young people are the ones who at the same time absorb information very easily and transmit it quickly. Through this fair we want to strengthen the spirit of community and belonging to local heritage, in the process of building of a better EU.

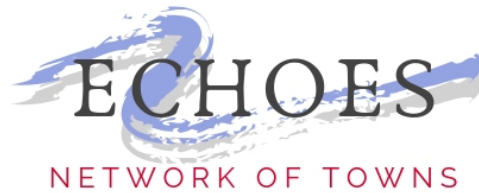
THE EVENT POSTER



THE FAIR MADE IN PIATRA NEAMT

DECEMBER 1, 2021
THE PLATEAU OF LORD'S COURT
2:00 PM





The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: TEAM LEARN+

Name, Surname of the leader: Lara Alves

Number of members: 27 alunos e 2 professores

Age of the members: 10-44

Town/s: Porto

Country: Portugal

MY HERITAGE, OUR KNOWLEDGE

Description of the initiative (Max 5.000 characters)

- Why do you want to carry out this initiative?

A vital part of a vibrant society, culture expresses itself in the way we tell our stories, remember the past, celebrate it and look to the future. Our creative expression helps us define ourselves and see the world through the eyes of others.

In addition to its intrinsic value, culture offers valuable social and economic benefits. It contributes to improving our quality of life and increasing the sense of well-being for both individuals and communities.

With this initiative, we intend to create the APP HERITAGE+, for the dissemination and enhancement of the Portuguese cultural, architectural, archaeological, mobile and immaterial heritage. And, in this way, to raise awareness and inform the public about the importance of cultural heritage in contemporary society. The promotion and enhancement of cultural heritage is a contribution to involving residents with the region's heritage and historical heritage and making it a pretext for new cultural experiences. Furthermore, promoting the enhancement of cultural heritage and affirming the region as an excellent tourist destination will boost the local and regional economy. As a matter of fact, the tourism phenomenon is today also seen as a balanced way to fight poverty, either through the inclusion of local communities in economic activities, or through the application of different tourist policies and programs accessible to all.

These are our main motivations.

- Which needs are you going to address?

- *Reduce ecological footprint*
- *More accessible to everyone*
- *More appealing to young people*
- *Contribute to the internationalization of Portugal*
- *Valorization of cultural heritage,*
- *Dissemination and promotion of cultural heritage,*
- *Preservation and protection of cultural heritage,*
- *Dignify the collective memory,*
- *Recognize that cultural heritage is a dynamic reality*

- *Social inclusion*
- *Fight poverty*

- ***What would you like to realize and why?***

We intend to create an APP that offers its users access to all kinds of content associated with culture, including buildings, structures, urban complexes, works of art, green spaces, places, landscapes, knowledge, skills, beliefs, practices, gastronomy, to the way of being of people,, of national, regional or local interest.

The APP would make it possible to carry out virtual visits, have access to testimonies about the collective memory of natives, experience unique experiences through the use of the platform and achieve a first contact with Portuguese culture without generating any environmental impact and thus reducing the ecological footprint

- ***How long would your initiative last for?***

1st stage - Jan- Jun 2022- development of the app

2nd stage - Jul- Dec 2022- testing phase

3rd stage - Jan 2023 - official launch

4th stage - annual updates

- ***What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.***

Aims:

- *to create a bridge between the local community and public authorities;*
- *establish partnerships with travel agencies/tour offices and other relevant tourism institutions;*
- *engage young people on the dissemination of their own local heritage;*
- *to promote and create awareness of the importance of preservation of local heritage at a local, national and international level.*

Indicators:

- *number of downloads in the 1st year and double that number in the second year;*
- *number of users per day and week;*
- *APP presentation/disclosure events in the north region of Portugal (public event with 150 participants).*

Please attach 1-2 pictures/paintings/link to a video, something which could clarify the state of the art and what you would like to realize.



The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: Kistarcsa Cultural Association

Name, Surname of the leader: Ferenc, Kereszti

Number of members: 80

Age of the members: 15–90

Town: Kistarcsa

Country: Hungary

DEVELOPING OWN PUBLISHING POSSIBILITIES FOR ISSUES ABOUT SETTLEMENT HISTORY

Description of the initiative (Max 5.000 characters)

Kistarcsa Cultural Association works on unfolding and collecting smaller or greater fragments about the history of Kistarcsa such as old postcards and photographs that show the view of characteristic buildings in the town, interviews with elderly people who lived most of their lifetime in place, and digitalizing archival documents of the town kept in the Hungarian National Archives. To present the value of these cultural heritage factors, we create issues (in the range from leaflets and informing papers to books) that published periodically or annually, and in these we publish processed, finished historical descriptions about events, building and well-known people.

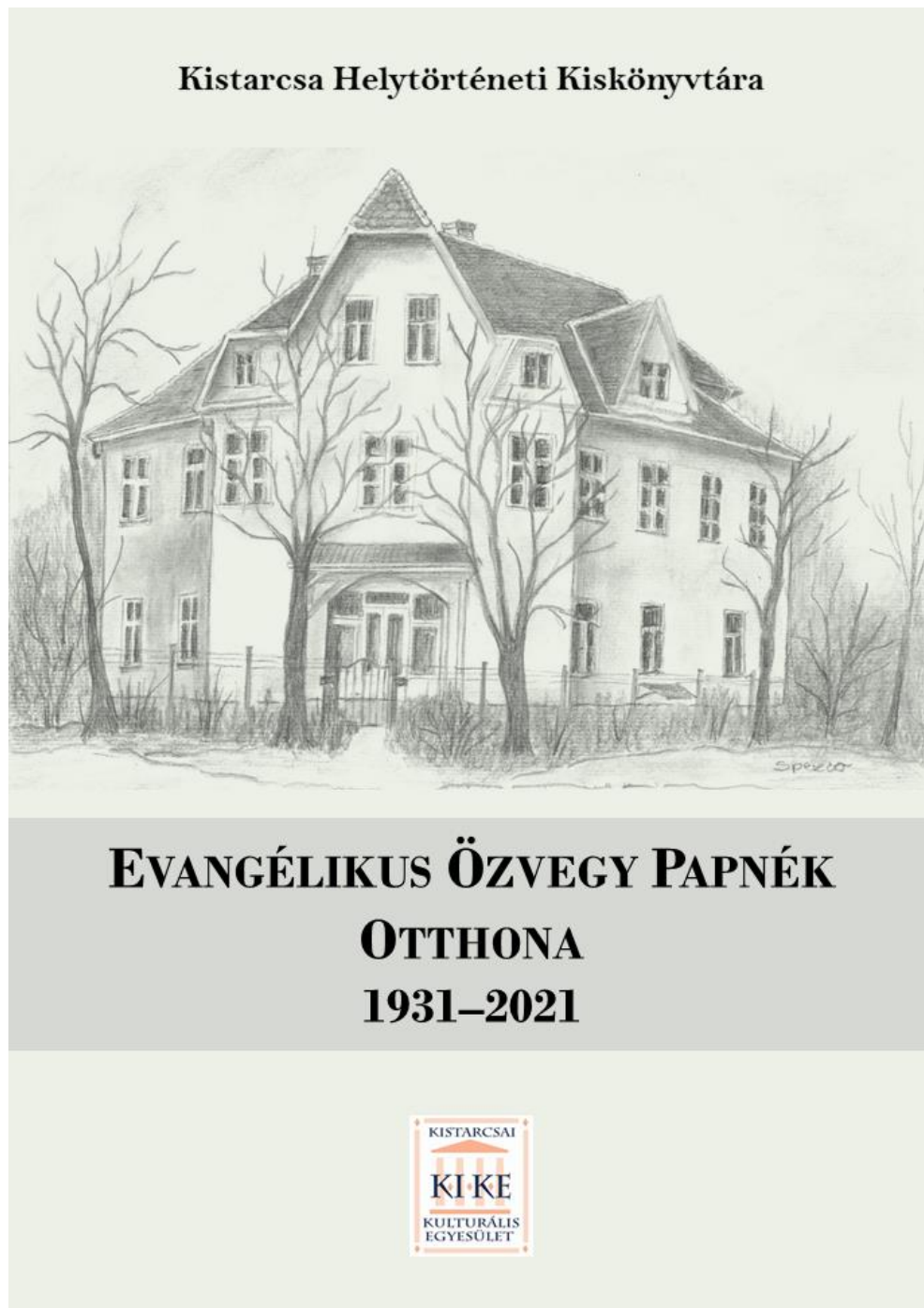
We would like to be more efficient in the technical background of editing books and creating front covers and illustrations, and become independent from publishing companies and IT editors whose preparation works cost the same amount of money we pay for the printing of our issues. That is why our need is to procure professional layout editing and visualising software which we use for making the publication design and buy printing machines for the implementation of simpler publications.

Our plan is to develop the working group of our association that makes the content and plans the format of our issues to be able to do their job more efficiently due to use own technical resources in the procedure and save time and money by being independent from publishing companies and their technical devices.

Our members collect the fragments of our town's history in their free time, on both amateur and professional way continuously since 1993 when our association was founded, so we would like to create issues till our association works officially.

Our main goal is to found a publishing workshop that is able to create the issues of the association itself, without any external IT support and produce the palpable physical form of publications via using own printing machines. Reaching this purpose could be demonstrated clearly if we would indite our informing papers and a book themed a great factory existed in our settlement between 1907 and 1927 as a new piece of our series about the history of Kistarcsa.

An example for our issues about settlement history we would like to publish in the future – the front cover:



Name of the series: *Library for the settlement history of Kistarcsa*

Title: *Home for the Widows of Evangelical Priests 1931–2021*

Freehand drawing by Zsófia Sándorné Peterdi.



The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: Culture Point BIOME
Name, Surname of the leader: Provatas Panagiotis
Number of members: 5
Age of the members: 50, 36, 35, 30, 25
Town/s: Athens
Country: Greece

(Culture Point BIOME)

Description of the initiative (Max 5.000 characters)

The spatial development of the urban environment is an ongoing process and as an effect of globalization the concentration of more and more people in cities increases the attention of experts and policy makers. Concerns often come about the modern way of living in today's societies being urban individualist. We consider the concept of the neighborhood as a place of an evolution of everyday life in the city, a space that has now begun to disappear from the urban fabric. The importance of the neighborhood, however, is particularly critical in preserving the local cultural and social identity, which can be maintained and enhanced through participation and interaction with others.

At the same time, the concept of the building as a center of development and connection of different people continues to evolve within the urban fabric, with all kinds of initiatives and ideas such as coworking spaces and cultural structures. Following this movement, we want to be inspired by our environment and bring something really paramount for the community of Kispeli and the wider city of Athens. Specifically, we propose the configuration of two opposite buildings on the street Derigny - Mavromateon. Being located next to the Athens University of Economics and being also part of their auspices we envision to attract the student and the academic community to interact with the space and influence its development. The two buildings' structure will be redesigned to accommodate different needs of expression of the local community, offering spaces for exhibition, theatre or stage activities, cinematography and photography, book reading and book exchanging, and other artistic ventures.

Our aim is to create a pilot "Culture Point BIOME" in the city of Athens that would act as the focal point of culture exchange, expression and maturation, as much of the person individually as much the city itself, and the local community it encompasses. The sustainability of this initiative would offer the good practices that would be built upon further in other cities or other areas of Athens.

- *Why do you want to carry out this initiative?*

Because we want to highlight the importance of confluence and not mere integration that comes to the fore through space. The selected location offers a safe space for growth and development. With this in mind, our initiative aims to synthesize the various elements of the neighborhood and welcome them in a community space where everyone can participate by creating and developing. The study area is Kypseli (Victoria-Evelpidon-Pedio Areos) a contemporary creation of cultural contrasts and compositions. Here the development and evolution of Athens is judged either as a modern urban center or a stagnant one. We want to change the character of the urban environment from an individualistic to communal where people can gather, exchange ideas or express their thoughts in different creative forms.

The city of Athens needs to be revitalized by its human aspect and embrace the old concept of the city, the city center, that is divided into neighbours that separately functioning together in parallel influencing each

other's development. The city needs to hold the people together by offering the connecting link that is missing when moving to a crowding place. The location matters and the act of truly socializing is a deeper need that we give time to venture creatively.

Through our own experience in living in the city of Athens we can realize how important that human aspect is, in our everyday lives. However, one might argue that opportunities for socializing in Athens are many, like a capital, a metropolis of course. However, the meaning of socializing has changed over the course of modernization. We don't want to offer the conventional already "fast-food" made aspect of entertainment, but to enact a self-serving aspect of DIY approach towards developing your own space of recreation together with other people and groups. This is what participatory design means and why we want to realize it.

- *Which needs are you going to address?*

Our relationship with our social environment influences our human needs. Through our action we do not aim to cover but to heal the daily need of fellowship, communication, search, discovery, expression and creation that all people require. At the same time, we want to connect the neighborhood with the university. The space or rather the spaces, as they will consist of two buildings, are located next to the Athens University of Economics and Business at a key point from Pedion tou Areos, Victoria Square and Patision. It is of particular importance for the University, as a place of knowledge, research and development to find a connecting link that unites it with society. Our action aims to provide this connection with a participatory approach. We all continue to learn and we all need a space for experimentation, usually given only during the school and university years. This combination of the two social spheres will create the surface for new ideas and initiatives that will blossom through the spaces of the two renovated building structures.

We have witnessed the need for a common space in the urban context of the city of Athens, outside the influence of political narratives or ideologies that often haunts these concepts. A space for everyone to co-exists and learn. There are already some actions that prove this concept, like the Municipal Agora of Kipseli in the Fokionos Square, however it is Municipal-Company led and not citizen led. The difference with our initiatives is that we want to include the everyday citizen in its usual format leading the interactions and not following it. There will be an overarching organization that will support its everyday functions working complementary and not dictating its everyday expression.

- *What would you like to realize and why?*

In few words, we want to have influence the act of positive socializing and social exchange as an integral part of everyday life in an urban environment, as well as, the connection of society and neighborhood with the concept of the university as a open space of ideas and as a space of expression, where different ages will compose together a special mosaic.

In retrospect, we would aim to develop an autonomous self-replicating social space where everyone is welcome to learn, improve and develop new ideas; bridging the border of the neighbourhood to the border of the university. Doing this we aim to attract new talent and inspire new initiatives to blossom.

- *How long would your initiative last for?*

Six (6) to eighteen months to develop the action and five(5) to make it sustainable.

- *What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.*

1) Facilitation of 5 social activities the 1st year, 10 activities for each following year , total 45 social activities in 5 years

2)Offering 2 education seminars each month, in the first year, 4 each month the following years

3) Daily number of people entering the structure 50 the first year (of opening) 100 the following years , total 135,000 people in 5 years

4) Associating with atleast 20 youth organization and 10 new unofficial groups, to establish their area of activities in our structure

- Development of 5 new initiatives that will be active in the offered space

- Presentation of 1 exhibition each month of a new artist, for the first year, 3 each month for the following years

- Production of 1 music show of young artists each month, for the first year, 2 each month for the following

- Designing of 1 participatory discussion every two months in the first year, every month the following years

Please attach 1-2 pictures/paintings/link to a video, something which could clarify the state of the art and what you would like to realize.

<https://maps.app.goo.gl/RzDrnFc2RXHCAJic8> (buildings' location)

The European Cultural Heritage: Europe, Heritage, Startup!



Name of the team: ITALCAM

Name, Surname of the leader: Emma Introzzi, Francesco Tosi

Number of members: 2

Age of the members: 22, 26

Town/s: Munich, Bayern

Country: Germany

Our aim is to promote a sustainable tourism that gives value to the territory and the communities which live there.

When we travel to a new place, be it a city of art, a village, a holiday resort, a nature area, etc., we are faced with the classic questions and hearts of tourists: which places are worth visiting? Which are the best local restaurants? How can I get around easily? Normally we rely on travel guides to answer these questions, but we know that the best advice always comes from the locals. Since we all play the role of tourists and locals, our web app wants to differentiate itself from classic travel guides by creating an interconnected community where tourists and locals can interact by entering various contents, Q&As, tips and so have always updated travel guides created directly by collecting their experiences.

This web app addresses two main target groups: tourists and locals. For tourists it represents an opportunity to get valuable information about places of interest, even the most niche ones, having the possibility to organise their trip in advance following the advice of locals even before being there. The advantages for locals are just as great, if not greater. They have the opportunity to promote tourism that reflects not only the needs of visitors, but also and above all their own needs. Social networks have certainly contributed to the development of tourism, whether in the city or in rural areas. Unfortunately, the contribution has not always been positive. Just think, for example, of the hordes of tourists who flock to small mountain villages on Sundays after seeing a nice picture on Instagram, but without stopping to really appreciate what those places and their communities have to offer.

We tried to understand why this happens. We came to the conclusion that there is a lack of space for interaction between the two target groups. Our aim is therefore to bridge this gap through the use of this interactive web app. Our idea is to develop and persist over time. We have devised a badge and remuneration system with the aim of attracting target groups and financing the activity of the web app.



By registering for the web app, local producers will have a range of free tools at their disposal with which to dispense advice, comment and participate in Q&As. By paying a small fee, they have the opportunity to be advertised in tourist searches. In turn, the tourist who makes a purchase at a local business receives a fee that can be spent at other local businesses or to advertise their own (if the tourist is a local producer at another location).

The registration to the web app will require basic requirements to be met by the local producers as well as the quality of the comments made by tourists and local communities.

The European Cultural Heritage: Europe, Heritage, Startup!

Name of the team: Young Leaders

Name, Surname of the leader: Klea Kambo

Number of members: 3

Age of the members: under 30

Town/s: Tirana

Country: Albania

THE ART OF SILK

Description of the initiative (Max 5.000 characters)

- *Why do you want to carry out this initiative?*
- *Which needs are you going to address?*
- *What would you like to realize and why?*
- *How long would your initiative last for?*
- *What are the main objectives, aims? Please also use some indicators which could help in evaluating the initiative and its feasibility.*

Vau i Dejës is a small town located in the north side of Albania with a population of 30,438. Currently, economic development there is based on small private economic activities such as services and commerce positioned along the Shkodër-Pukë national road. Economic development of the Municipality of Vau i Dejës focusing on the revitalization of small industrial production, agricultural development and livestock in western and southern areas of the territory of the Municipality, promotion of small enterprise focused on service and trade sector as creating an attractive environment for foreign investors.

Innovation in Tradition has its roots in the cultural heritage of Vau i Dejës in the production and use of silk that has been passed down from generation to generation by combining it with innovative elements in the materials as well as the products.

This start-up focuses on raising the awareness of young people about the benefits and challenges of professional employment, their training for basic knowledge of various professions, mainly in embroidery, increasing the value of silk and training on methodology of opening a small business, increases the possibility of reducing poverty and emigration of young people to other countries inside or outside Albania.

In the town of Vau Deja, the cultures of the ethnographic areas of Zadrime, Mirdita, Puka, but also Shkodra are intertwined. There is currently an artisan center where women work, and bring part of the tradition of these areas. Unlike other ethnographic areas, Zadrime continues to use folk costumes in daily life, which has led to increased interest in their work.

In addition to traditional clothing, in this artisan center in Vau Dejës, there are also fabrics in the loom, such as sheets, or tablecloths with motifs of Zadrime, which, in recent years, have found a wide use not only in family kitchens, but also in restaurants. This has prompted this small artisan center to experiment in the production of silk thread, as part of the fabric tradition of the Zadrime area.

Although in a period of pandemic, the artisans have managed to succeed by not interrupting their work for a single day. They say that the orders are numerous not only within the country, but also from USA, Italy, Germany and many other countries where Albanian emigrants live. Meanwhile, although in a pandemic, the artisans of Vau Deja are aiming to pass on the tradition to the young women of the area.

The idea of the start-up is the training of the young generations with the production and use of silk about 2 months and their products to be sold in a small fair organised on November 28th which is the national independence day of Albania.

By training the young girls of the province in the use of machinery, in the production of crafts as well as online sales, it will give them valuable skills for a better future. This training also intend to include people from Roma community, which helps for a more social inclusion and helping one of the most vulnerable groups in Albania.

It can also be viewed from an eco-friendly point of view as by buying a bag at the Vau-Deja artisan center, you protect the environment by reducing plastic bags usage.

Empowering young people through awareness and information about professional employment opportunities is the focus of the start-up.

Please attach 1-2 pictures/paintings/link to a video, something which could clarify the state of the art and what you would like to realize.

