

EUMillennialsTour

<http://www.eumillennials-tour.eu>

European Innovation Project in the sector of Cultural Tourism

Project Duration: 2015-2017

Funded by: COSME EU – COS-TFLOWS-2014-3-15

About the project

The EUMillennialsTOUR project aims at developing a transnational tourism product mixing together culture, education, knowledge capitalization and entrepreneurship up-skilling. It is co-funded by the COSME programme of the European Union.

The idea is to offer an immersive learning/ creative trip addressed to the edu/ school-trip tourism market field, thus comprising hands-on curriculum-linked activities addressed to youth, in particular those involved in the cultural and creative sector aged from 15-18 and from 19-25.

Objectives

- To stimulate the young generations to the value of EU industrial heritage sites as memory of our past, in particular regarding the remarkable period of the Industrial Revolution, representing a unique moment in our history for the progress of humanity, from a cultural and social perspective, and a strong mean of EU cultural identity
- To support young people in their knowledge capitalization, by providing direct and life experiences in those places where the industrial revolution happened, connecting learning objectives (textile & fashion, design, art & craft) to the travel experience

- To offer unique opportunities to participate to engaging workshops during the trip, up-skilling their competences also in new emerging technologies such as 3D printing

- Ultimately to show all the tourism value chain how sustainability is a relevant key in terms of sustaining and diversifying tourism throughout the year, in a responsible manner as well as fair in practices

Partners

X23 – Private Research Center, IT

World Youth Student and Educational (WYSE) Travel Confederation, NL

STA Travel, GB

E-FAITH, the European Federation of Associations of Industrial and Technical Heritage, BEL

CTS – Student Tourism Centre, IT

Lisburn & Castlereagh City Council (L&CCC), IRE

M2C Institute for Applied Media Technology, DE