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# Call for expressions of interest for experts with a creative profile

CREATIVE EUROPE CULTURE SUB-PROGRAMME :  
support to European Cooperation Project



**Co-funded by  
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## About

The "**Storytooling**" project aims to federate a European vision of the integration of young people in difficulty around post-industrial heritage. It is part of a logic of innovation and inclusion through the experimentation of a transnational laboratory that will develop new tools, skills and methods for the inclusion of unemployed and/or school dropouts and will create tailor-made inclusion paths for these young people.

Under the impulse of the European Year of Youth 2022 and the New European Bauhaus, this laboratory aims to create new heritage narratives developed by young people. To operate, the project will select a pool of European creatives with a wide range of expertise to accompany 15 young people by country partner in the design and co-creation of 5 cultural and tourist prototypes. The goal is to allow young people to reappropriate their heritage through experimentation and diversity.

By sharing our transdisciplinary skills, the project will fight against social and territorial inequalities, and will ensure the transmission of heritage to future generations. It is a tool to accompany the territories towards the transition of the cultural, creative and tourism sectors which are levers of economic and social development. This laboratory takes up the current problems of cultural tourism, including the revaluation of the tourist appeal among young people in the territory. Thus, we wish to experiment with a method of connecting young people to the territory that is declined in a field experience, a multidisciplinary and intersectoral approach, and a valorization of the post-industrial and rural heritage.

In the framework of the Europe Creative Program (Small Scale Call), a consortium of 5 partners have developed the project "**Storytooling**" which are:

- Pas-de-Calais Tourisme, mission ALL Autour du Louvre-Lens, FRANCE
- Centre d'innovation et de design au Grand-Hornu, BELGIUM
- Europimpulse Network, SPAIN
- University of Évora, PORTUGAL
- Tunis International Center for Digital Cultural Economy, TUNISIA

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CULTURAL ECONOMY

The emergence of the **"Storytooling"** project is linked to several observations. First of all, the territories where the project partners all have in common a need for projects that aim at the social integration of unemployed and/or school dropouts. Five partners will conduct actions in favor of the involvement of young people in territorial projects.

We are pleased to announce an exciting opportunity for **creative people** from Europe to participate in the **"Storytooling"** project with the aim of rethinking a new approach to the diversity of youth in order to achieve our two strategic objectives. This laboratory takes up the current issues of cultural tourism in Europe, including the revaluation of territorial attractiveness and post-industrial heritage among young people from the territory. It will be carried out using a design approach: the co-creation of tourism prototypes between young people and creative people.

We are seeking applications from experienced creatives who are passionate about cultural heritage and interested in working with young people. We will choose five creative people (one per country). The selected creatives will have the opportunity to work with a diverse group of young people to develop creative solutions that showcase and promote intangible cultural heritage.

## Common Requirements:

- Applicants must be based in Europe and [non-EU Participating Countries in the Creative Europe Programme](#).
- Applicants must have experience in the relevant field as mentioned for each partners
- Applicants must be available to participate in the program for **a period of 7 days on October 2023**
- English mandatory, speaking the local language related to the host country is preferable..

## deliverables :

- Detailed mission report
- Idea book

## Application Process:

you can find more details per country  [here](#)

To apply for this program, please submit the following documents:

- A CV highlighting your experience.
- A portfolio showcasing your work in the required field.
- A cover letter explaining why you are interested in this program and how you can contribute to it.
- A statement of availability for the week program.

Please send your application to:

Address Email per country:

- ❖ Belgium: [zoe.luc@hainaut.be](mailto:zoe.luc@hainaut.be)
- ❖ France: [soleneservin@pas-de-calais.com](mailto:soleneservin@pas-de-calais.com)
- ❖ Portugal: [arterialab@uevora.pt](mailto:arterialab@uevora.pt)
- ❖ Spain: [europimpulse.network@gmail.com](mailto:europimpulse.network@gmail.com)
- ❖ Tunisia: [tic.lab.tn@gmail.com](mailto:tic.lab.tn@gmail.com)

**Deadline:** 31th July 2023 at 3 pm (Central European Time (CET)).