



## Transnational Partner Search 045/2009

<i>(Preliminary) Title of proposed project</i>	<b>2.0 Treasures Project: Examining/adapting vocational skills in digital media/tourism relevant to rural labour markets.</b>
<i>Call (Reference no., Funding Programme, link to the call text)</i>	Leonardo Transfer of Innovation
<i>Deadline for submission</i>	26 February
<i>Deadline for expressions of interest from potential partners</i>	7th December 2009
<b>Description of project idea, incl. theme and activities</b>	<p><b>Theme:</b> Examining/adapting vocational skills relevant to rural labour markets. Young people will be training in digital media and adapt their new skills to the field of Cultural tourism.</p> <p>The main aim of 2.0 Treasures project is to explore young peoples skills needs and to support and develop jobs in cultural tourism, using characteristics of the local identity of each partner's geographical region. The project will be directed towards young people from rural areas who are facing particular difficulty in the labour market. We will demonstrate how the use of technology as an expressive tool, applied to an unexploited market, can play a vital role in increasing skills, knowledge and preparation for experience needed in future employment.</p> <p>This aim will be met in two ways. Firstly, young people will be trained to manipulate interactive media and web 2.0 tools, taught by artists and technology professionals. The trainees will also learn how to undertake targeted marketing of underdeveloped aspects of cultural tourism in their own area, building relationships with potential employers, identifying job opportunities, develop new pre-enterprise skills and enhance their personal growth. This training will be supported by cultural tourism professionals and the associated fields of agro and eco tourism.</p> <p>Secondly, web 2.0 material will be generated to empower these young people through sharing their creative expression transnationally, strengthening self-confidence and fostering an entrepreneurial skill of self-promotion and reflection to help to promote creativity, competitiveness, employability and the growth of an entrepreneurial spirit. These products will form the basis for vocational qualifications. English will be the working language of the project as it is the language dominant of the internet. Nevertheless, web pages will be bilingual reflecting the partnership and we intend to use language to reflect cultural identity.</p>

	<b>Activities:</b> <ul style="list-style-type: none"> <li>- Training sessions in creative technologies</li> <li>- Workshops to adapt digital media to cultural tourism and the Creation of a interactive website</li> <li>- Developing a social marketing web 2.0 campaign in the field of cultural tourism</li> <li>- Designing and trial e-portfolios that evidences and disseminates the knowledge and skills learnt</li> <li>- Case study research/ selection as a proof of good practice in each MS</li> </ul> Dissemination activities: Design materials, multilevel presentations and annual meeting of European Network <ul style="list-style-type: none"> <li>- Translation of educational packages</li> <li>- Project Management: Coordinate, Monitoring and Reporting</li> </ul>
<i>Lead Organisation</i>	<p>Looking for a partner to lead the project, Hybrid Arts is eager for assistance from experienced Leonardo project partners to help lead this transfer of innovation project.</p> <p>Hybrid Arts provide an innovative creative learning experience, where young people form part of a dynamic environment in which they can develop their creative passions and learn new skills in the process. We provide a chance for the community to experience first hand what life is like in a pioneering simulated studio environment within the creative industries.</p>
<i>Other partners involved to date</i>	Italy, Spain, Portugal
<i>Describe the type of partners you are looking for and their expected roles in the project</i>	<p>The project welcomes new partners wishing to bring an artistic point of view, which reflects a creative and innovative contribution to the programme and who will co-operate to develop new materials and best practices. We are looking for partners who work with under represented groups, i.e. young people, minorities, immigrants and have a community intervention in the following areas:</p> <ul style="list-style-type: none"> <li>- Educational and Artistic Institutions, Creative technology, - Digital Media&amp; Digital Inclusion, Marketing of Cultural Tourism, Social entrepreneurship and personal development, Arts organizations, Managing rural areas and local development projects Heritage and local authorities who are interested in cultural tourism, arts and heritage and Social economic Research</li> <li>-</li> </ul> <p><b>Expected Roles in the Project</b></p> <ul style="list-style-type: none"> <li>- Locating the needs of the target group involved</li> <li>- Advisor in cross disciplinary work</li> <li>- Elaboration and implementation of curriculum programs in digital media adapted to the field of cultural tourism and piloting them.</li> <li>- Designing workshops to support the training programme in interactive media and web 2.0.</li> <li>- Trial a validated learning programme across the partners' countries , focusing on the development of young people skills to support and develop jobs in cultural tourism</li> <li>- Combining the different products and components offered by the partners</li> </ul>

	<ul style="list-style-type: none"> <li>- Assisting in building the marketing website to create a long term cultural tourist network community</li> <li>- Linking young people through the different social networks ( Myspace, Facebook, Twitter) and business networking ( LinkedIn, Xing)</li> <li>- Contributions to E-portfolios creation and uploading</li> <li>- Dissemination materials: Translation and Diffusion of products and assessment methodologies</li> <li>- Function as a reporting source for the region/ country: Cooperation with local communities and other local and national institutions which could have an influence on the project development</li> <li>- Setting up a case study in each partner country</li> </ul>
<i>Financial conditions of participation?</i>	25% of match funding shared across the partnership
<i>Foreseen project duration</i>	2 years
<i>Contact</i>	<p>Sophie Lainé, European Policy Officer at West Midlands in Europe, <a href="mailto:Sophie.Laine@westmidlandsineurope.eu">Sophie.Laine@westmidlandsineurope.eu</a></p> <p>West Midlands in Europe is disseminating this partner search on behalf of Dudley College. Electronic introductions will be made directly upon receipt of expressions of interest so that you can follow up contact directly. Please state where possible your reasons for wishing to join this future partnership.</p>