

# STORY T<sub>OL</sub>LING

**Public presentation**

3rd October 2023

17:00 – 18:30 (Paris Time)



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- 1 ;**    Introductory remarks
- 2 ;**    Creative Europe programme
- 3 ;**    Storytooling project
- 4 ;**    Description of the destinations
- 5 ;**    Presentation of the creative experts
- 6 ;**    Closing remarks



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# INTRODUCTORY REMARKS



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# **Creative Europe programme**

*the programme to support culture and audiovisual sectors*



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Young people

Sharing

Narrative

Tourism

Europe



Heritage

Creativity

Rural

Inclusion

Culture

Innovation

Design

Post-industrial

# 5 partners with common issues and goals

- France – Pas-de-Calais Tourisme
- Belgium - CID – centre for innovation and design at Grand-Hornu
- Spain – Europimpulse Network
- Portugal – University of Evora
- Tunisia – Tunis International Center for Digital Cultural Economy



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How can unemployed young people in post-industrial and rural heritage cities become ambassadors of new sustainable narratives in their territories and take part in their development, thanks to a collaborative multidisciplinary and experimental design approach?



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Issues	Societal needs	Initiative
Social integration of unemployed/out-of-school youth	Making young people ambassadors for their territory	Make them actors in a project that promotes their culture and heritage
Youth unemployment and difficulty in employing in the culture and tourism sectors	Helping in career orientation and in finding employment	Enhance their creative potential Help them discover unknown jobs Create interest in jobs related to creative sectors
Heritage and territory reappropriation and attractiveness	Promoting the attractiveness of post-industrial / rural territories	Get young people to work with creative people on prototypes that highlight a new and more sustainable tourism based on culture





Combating the isolation of school dropouts and unemployed young people by developing social innovation through post-industrial heritage

*To foster the creative capacity of unemployed and/or out-of-school youth by creating a social link between creative people and them*

*Opening a capacity building space where young people can learn about heritage and tourism skills and professions*



To create new heritage narratives and enable the transmission of heritage to future generations



*Supporting territories and their representatives in strengthening their attractiveness to tourists through culture and creativity*



# Next steps on our journey

Co-creation

Prototyping

Implementa  
tion

Evaluation

Dissemina  
tion

Closure  
event

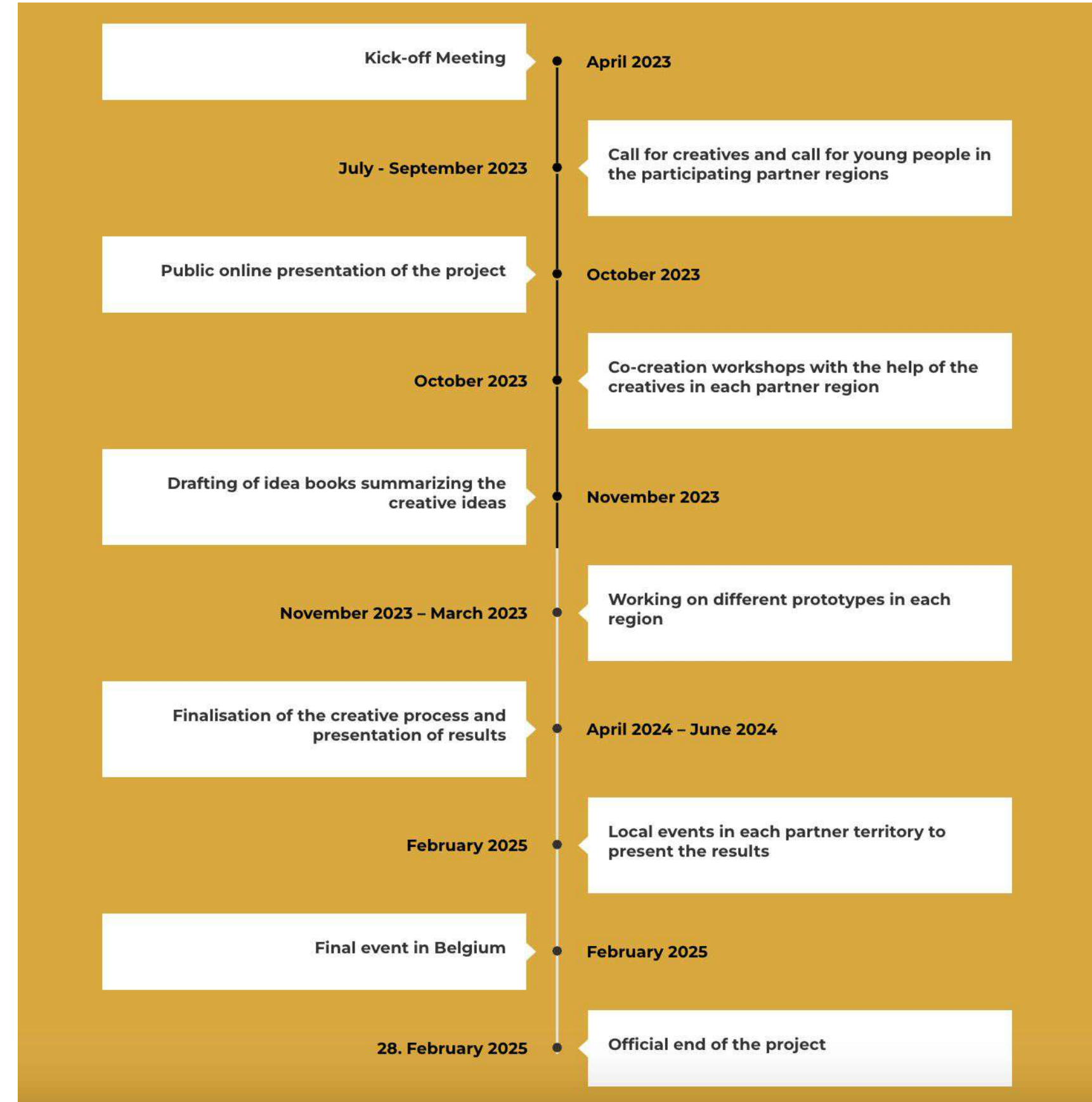


# Our website :



[Home](#) | [About us](#) | [Activities](#) | [Project Partners](#) | [Media](#) | [Contact](#) |  ▼

<https://storytooling.eu/>

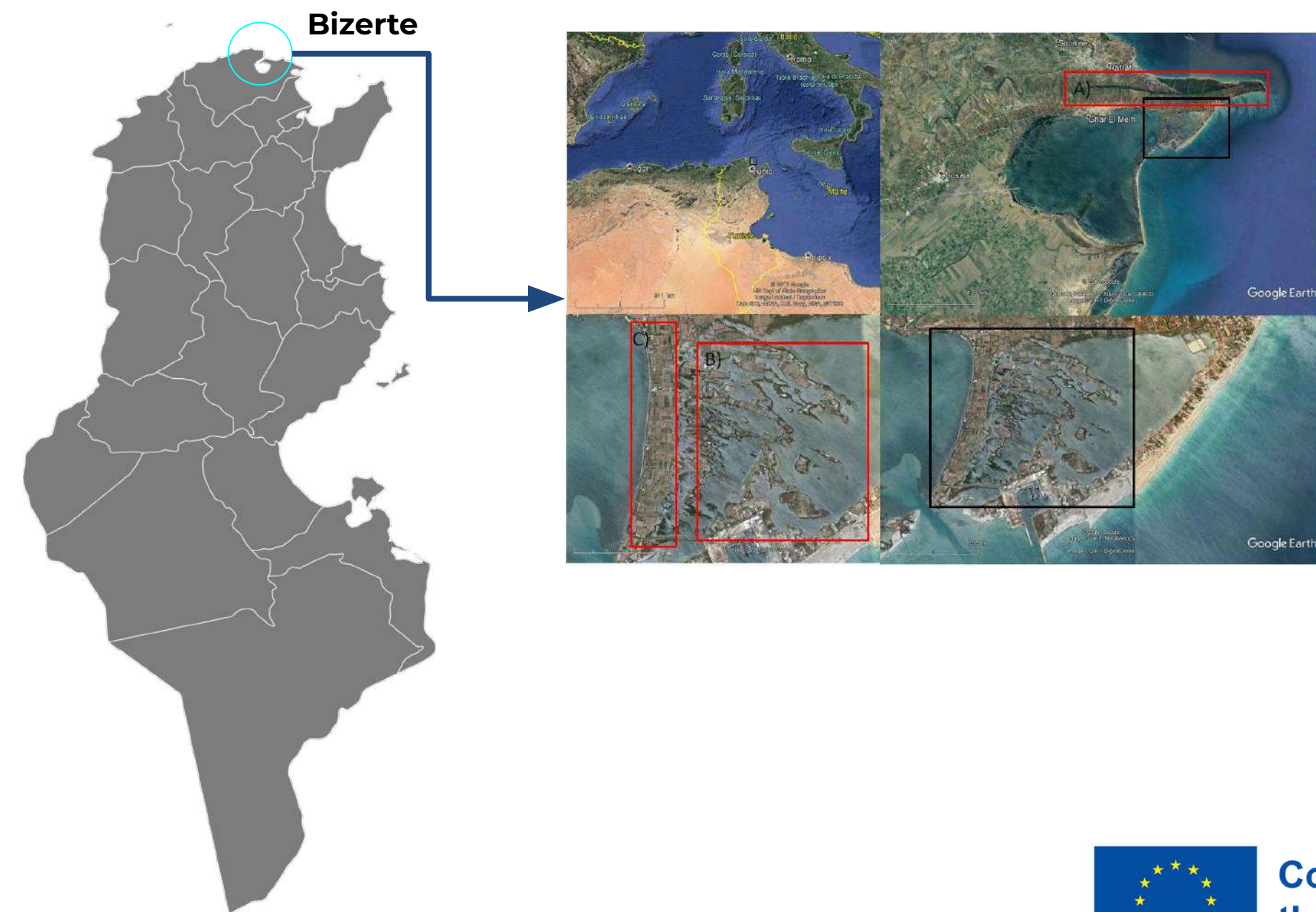


# Description of the destinations



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## Theme: Territorial attractiveness and collaborative design



**The Gattayas** are islets in the Sidi Ali El Mekki lagoon and the Mellah are small plots on the marshes bordering the Ghar El Melh lagoon. These highly unusual gardens, which go by a variety of names, were created in the 17th century by the Andalusian diaspora forced to settle in an area lacking in agricultural land.

They are naturally irrigated by stored rainwater, which floats on the surface of the sea through the movements of the tides.



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- Enhancing our heritage in an "innovative" way for tourists.
- Creation of a digital guide to local know-how (App).
- Designing cultural itineraries for the region's sustainable social and economic development.



## Storytooling, The Creative Itinerant Lab

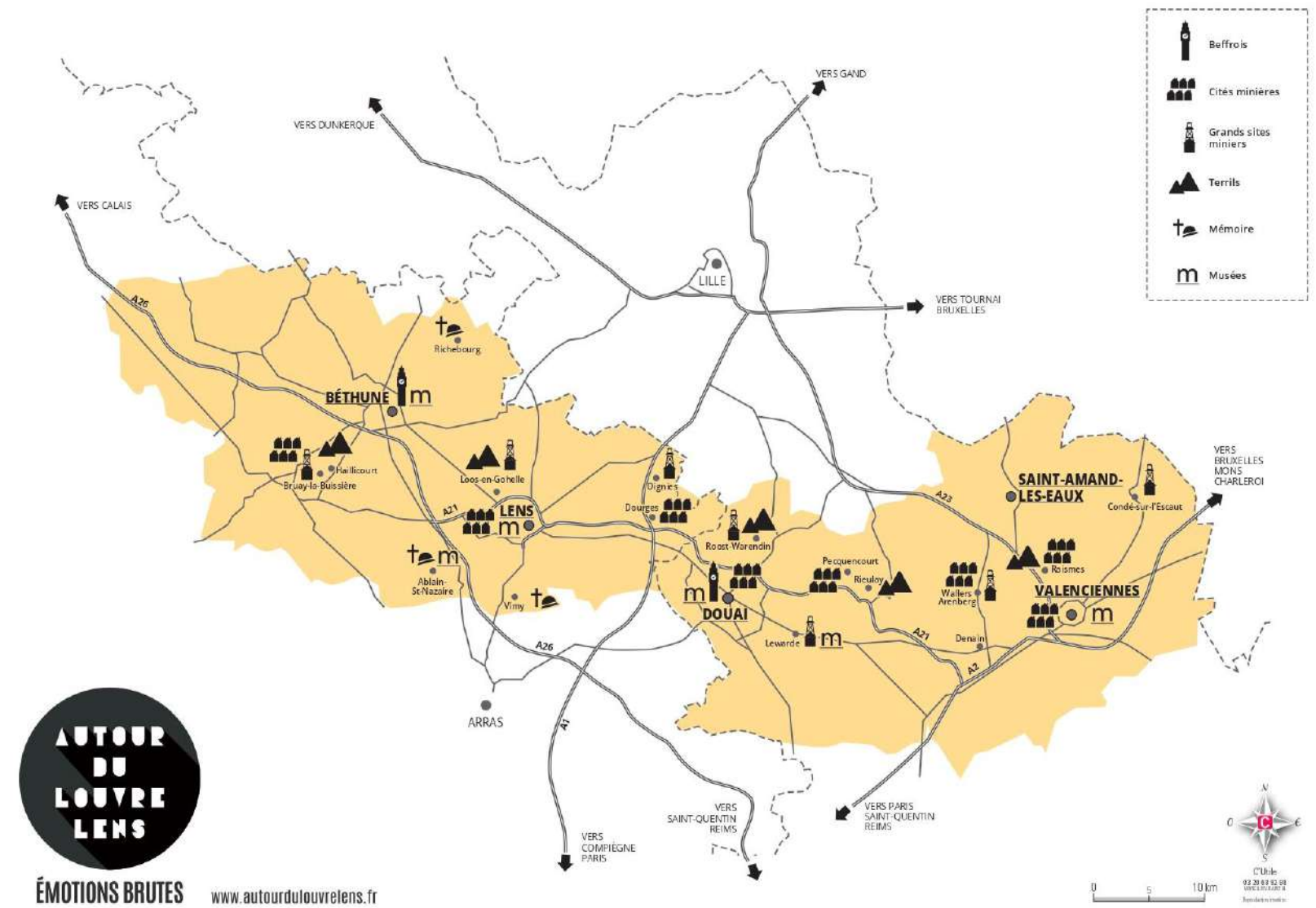
- Accompany young people in the co-creation process during co-creation workshops
- Produce a book of ideas from the co-creation workshop giving the notion of territorial attractiveness and collaborative design
- creation of the prototype, development by contracted startup
- user test with a group of customers in April 2024 as a digital content.





# FRANCE : Destination Around Louvre-Lens - Pas-de-Calais Tourisme

Theme: **The imaginary of souvenir**



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Theme: **The imaginary of souvenir**



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Theme: **Playground** - Gamification of a Unesco listed site



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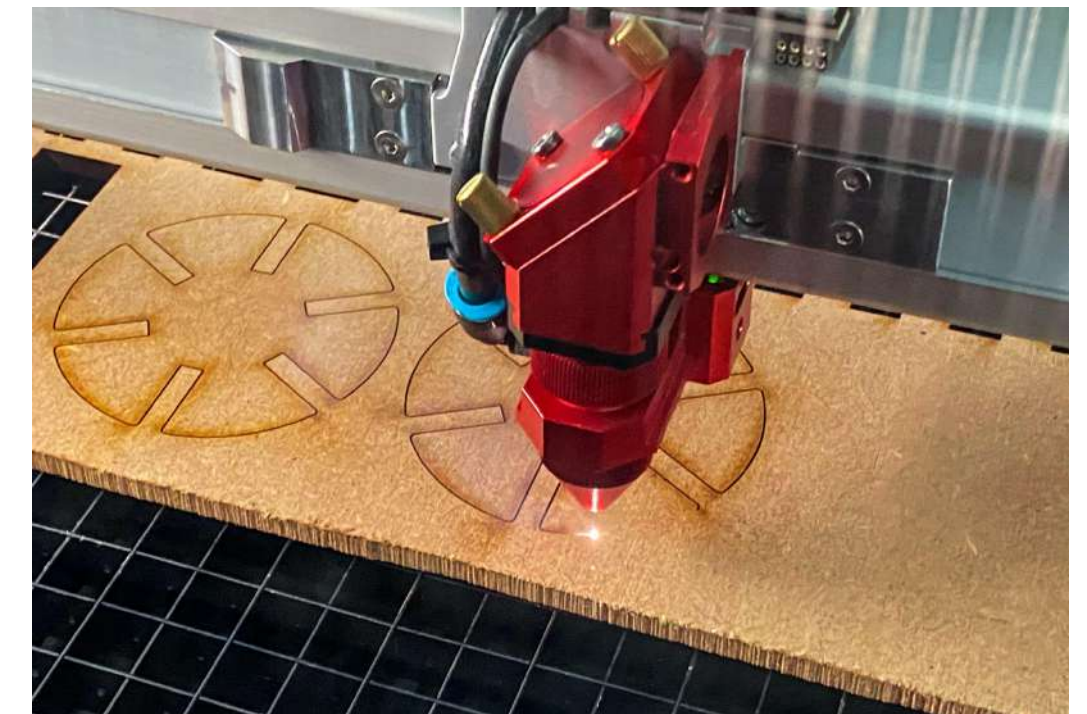
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# PORTUGAL

## UNIVERSITY OF ÉVORA

### \_ARTERIA\_LAB

A creative laboratory for the experimentation, prototyping and transdisciplinary research in the intersection of art, science, design and technology.



### CIDEHUS

Interdisciplinary Centre for History, Culture and Societies is an interdisciplinary research laboratory in History and Social Sciences.

# PORTUGAL

Theme: Conservation awareness - the beauty of destruction



# SPAIN: Europimpulse Network



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# Our creative experts

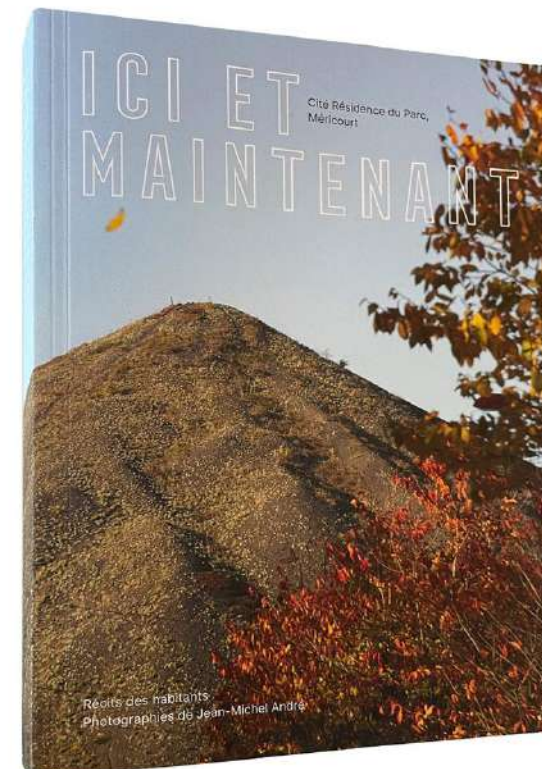


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FRANCE Jean-Michel André,  
photographer

“ For me, photography is  
the sensitive expression of the  
attention I pay to the land and  
to people. ”



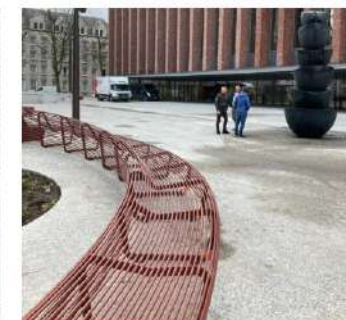
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BELGIUM - Lucile soufflet, designer

“ Her research focuses on individuality, relationships and the playful side of things. ”



CAST IRON PUBLIC FURNITURE



CIRCULAR BENCHES



IN AND OUT



CIRCULAR BENCH



LANDSCAPE FURNITURE



UP&DOWN



ALTOPIANO



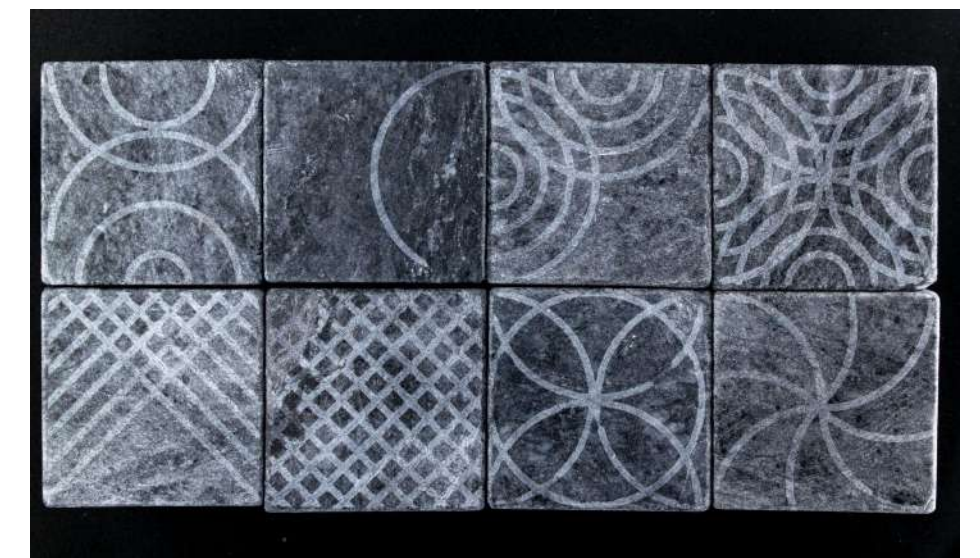
PICNIC FURNITURE



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## RUI HORTA PEREIRA | Portugal

Rui Horta Pereira has a degree in Sculpture from the Fine Arts Faculty at the University of Lisbon. Since 2000 his work has focused mainly on sculpture and drawing, on how the construction of the creative process is not dissociated from the creator's action, in all its aspects - whether ethical, social, environmental - as well as this relationship can be achieved effectively. He has been exhibiting regularly since 2010 and is represented by Galeria das Salgadeiras.



SPAIN, Irmina Insaurrealde

Art teacher & textile designer

I am a multi-discipline artist and educator specialized in Textile Design. However, my personal work is highly related to contemporary art practices as abstract painting, art installation or sculpture using sustainable materials.

Nowadays, I have been focused on Art Education having the opportunity to work with students from primary and secondary schools in Spain and Latin America, developing new artistic projects with the younger generations.



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## **TUNISIA : Ines Cheniour**

CEO of COMMITT Agency, consultant in strategy, communication, entrepreneurship and trainer in communication, project management and Design Thinking.

A graphic designer by training and thought, Ines Cheniour is a social entrepreneur who offers her services as a consultant in strategy, communication, entrepreneurship and as a trainer in design thinking.

Experienced in providing training and guidance in the field of social innovation, this expert has a notable track record. They conducted training and mentorship programs for employees worldwide, focusing on enhancing their social innovation skills.



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## CLOSING REMARKS

- 1 ;** Have an impact on the reinsertion of unemployed youngs through culture by involving them in territory project where they can increase their skill.
- 2 ;** Create a tool for support the territories towards a sustainable transition of the cultural, creative and tourism sectors which are important drivers of economic and social development
- 3 ;** Create ambassadors in young community : promotion of cultural heritage and tourism destination by the young with their discourses
- 4 ;** Creation of new cultural and tourism products / services



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# THANK YOU!

## The team :

Pas-de-Calais Tourisme - France: Norbert Crozier & Solène Servin

University of Évora CIDEHUS and Arteria\_Lab - Portugal: Natalia Melo, Aurea Rodrigues, Daniela Salazar & Armando Quintas

Grand-Hornu - Belgium: Marie Pok, Zoé Luc & Maryse Willems

Europimpulse Network - Spain: Mireia Alemany & Llanos Godes

TICDCE - Tunisia: Saloua Abdelkhalek & Nouha Ben Lahbib



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## TO CONTACT US :

France (Coordinator partner)- Pas-de-Calais

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