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



“Storytooling project”

### 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

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))

It will have a short list for preselected creative and we will invite them for an interview (online).

# Profile Criteria by country

## Belgium:

The theme chosen by the CID at the Grand-Hornu is "Playground - gamification of the outdoor spaces of a site registered on the UNESCO World Heritage List, the Grand-Hornu".

The Grand-Hornu is a former colliery, now dedicated to contemporary creation. The site hosts two institutions, the CID, center for innovation and design, and the MACS, the Museum of Contemporary Arts. Within the framework of the Storytooling project, we would like young people (18 to 25 years old) to meet the occupants of the Grand-Hornu: its staff, the inhabitants of the working-class city that surrounds the site and the visitors. Through their experiences, the young people will have to create a project that integrates game elements for the young public in the gardens of the tourist and cultural site, taking care to respect the integrity and authenticity of the UNESCO listed site, as well as minimizing potential negative impacts on the environment and the experience of other visitors.

### This mission consists of:

- Accompanying youth in the co-creation process during workshops in October 2023.
- Produce a book of ideas from the workshop on the theme of gamification of the outdoor spaces of a UNESCO World Heritage Site, the Grand-Hornu.
- Supervise the creation of the prototype, helped by the mediators of the Grand-Hornu and the craftsmen.
- Realize and supervise the testing of the prototype with users in April 2024.

The creation process will be divided into several phases:

- The co-creation with young people: 5 days (8h/day) in October on the Grand-Hornu site.

- The prototype: follow-up of the project with the craftsmen and visits of the workshops with the young people.
- Implementation on the site: satisfaction survey with the visitors of the Grand-Hornu on the prototype.

Creative profile:

- Designer specialized in outdoor equipment and public outdoor furniture
- Experience in the animation of workshops with non-specialized public.
- Expertise in public project management and prototyping follow-up

Total remuneration: 5 000 euros (VAT included)

- During the co-creation phase, accommodation, food and travel expenses are covered by the CID in Grand-Hornu. Travel expenses are also taken care of during the trips to the artisans' workshops and during the implementation phase.

**For more information, you can contact Zoé Luc : [zoe.luc@hainaut.be](mailto:zoe.luc@hainaut.be)**

## Spain:

In Spain we will focus on the [Ojos Negros Greenway](#), which is now a cycle path that follows the route of an old railway from Ojos Negros (Teruel) to Puerto de Sagunto (Valencia). This railway served the mining industry that existed in the area, mainly iron. The railway stopped operating in 1972, which led to an increased rate of depopulation in the area.

This mission consists of:

- Accompanying a group of young people in a co-creation process of creative workshops from October to February 2024 to celebrate the history of the area.
- Producing a book of ideas from the co-creation workshops on the theme of the history of the territory and its attractiveness.
- Accompanying a cycle tour with creative activities on the way with the group of young people in April 2024.

The creative process will be divided into several phases:

- Co-creation and prototyping phase with the young people: about 16 sessions from October to February 2024.
- Implementation: a cycling trip along the Ojos Negros Greenway (5 days) with the young people in April 2024.

Who can apply?

- People with experience in creative/ artistic projects with a territorial focus

Payment for the complete mission:

Total: 2400€ (VAT included)

During the implementation phase, accommodation and meals will be covered by the Europimpulse Network.

## France:

In France, we will work within the theme « The imaginary of souvenir » and we will focus on the area of Lens-Liévin agglomeration.

Pas-de-Calais Tourisme joined in 2023 the Creative Tourism Network which the goal to develop a creative tourism offer on the [destination Autour du Louvre-Lens](#). Through Storytooling project, we want to involve our young people in the creation of a creative photo tour. The initial idea is to develop a creative narrative on the heritage of our destination through a photo tour. What is the souvenir of the past nowadays ? What will be the souvenir of our present in the future ?

The creative chosen to work with young people is expecting to have experience in photography, travel photography and group supervision (photography workshop, ...). Photos taken during the mission will belong to Pas-de-Calais Tourisme.

Their mission will be to :

- Accompanying the young people in the co-creation process during co-creation workshop
- Produce an idea book from the co-creation workshop giving the concept of the travel
- Participate in the creation of the prototype, helped by Pas-de-Calais Tourisme professionals and partners
- Supervise a test trip with a group of clients in April 2024 as the photograph guide.

The creative's time participation will be organized in phases :

- Co-creation phase with the young : 35 hours over two weeks at the end of October 2023 in France
- Prototype : creation of the photo tour with the help from young people, Pas-de-Calais Tourisme expertise of the territory and their partners. From November 2023 to March 2024.
- Implementation : a test trip with 4 clients depending on the product created. During April 2024

Who can apply ?

- Professional photographer
- Tour operator specialized in photo travels, if one of their professional photographers can participate in the co-creation workshop

Remuneration for the complete mission : €16,200, all taxes included

- During the co-creation phase, accommodations, subsistence and travel will be covered by Pas-de-Calais Tourisme

For more information, you can contact Solène Servin : [soleneservin@pas-de-calais.com](mailto:soleneservin@pas-de-calais.com)



## Portugal:

In Portugal we will work within the theme “The beauty of destruction”, reflecting about mining spaces and post-industrial landscapes in the region of Alentejo. We will work with the idea of sustainability and (re)use of mine waste. The creative chosen to work with young people in this region is expected to have experience working with marble and/or marble waste.

This mission consists of:

- Accompanying youth in the co-creation process during workshops in October 2023;
- Produce a book of ideas from the workshop on the theme of reusing and sustainability of marble waste and the relation with the landscape.
- Supervise the creation of the prototype, helped by ARTERIA\_LAB work team and project researchers on industrial heritage and sustainable and creative tourism. It is preferential to the use of equipment of ARTERIA\_LAB maker-space.
- Realize and supervise the testing of the prototype with users in April 2024.

The creation process will be divided into several phases:

- The co-creation with young people: 7 days (8h/day) in October in the Alentejo region (Évora district).
- The prototype: follow-up of the project with the craftsmen and visits of the workshops with the young people.
- Implementation on the site: satisfaction survey with the visitors/ users/ local communities in Évora district. (the specific workplace will be defined later)

Creative profile:

- Designer/ Sculptor/ with experience with marble/ marble waste;
- Knowledge/ experience in participatory projects with young people.
- Experience in creative/ artistic projects with a territorial focus;

Remuneration for the complete mission<sup>1</sup>:

Total: 5000€ (VAT included)

During the co-creation phase, accommodations and subsistence will be covered by University of Évora

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<sup>1</sup> In case of being selected, you must have proof of active workers' compensation insurance;

## Tunisia:

### Introduction

The “**Storytooling**” laboratory is designed to bring a fresh perspective and a highly communicative burst of creativity to the table, with a direct impact on the reputation of the selected region.

Our program aims to strengthen the capacity of local officials and associations in the areas of territorial attractiveness and collaborative design. The program is designed to provide valuable knowledge, skills, and practical experiences to participants, empowering them to create vibrant and appealing territories through collaborative efforts and using new technologies.

We choose to work on the [Ramli agricultural system in the lagoons of Ghar El Melh, Tunisia](#)

### **This mission consists of:**

- oAccompanying the young people in the co-creation process during co-creation workshop
- oProduce an idea book from the co-creation workshop giving the concept of the territorial attractiveness and collaborative design
- osupervise the creation of the prototype, developing by startup contracted
- oSupervise a test user with a group of clients in April 2024 as the digital content.

### **Expected outputs :**

- A digital content / experience: immersive or interactive experience. Using new Technology as Digital mediation

## Program Details:

## **The creation process will be divided into several phases:**

### **Introductory Day:**

1. The program kicks off with a dedicated introductory Day, focusing on the principles and strategies of territorial attractiveness and collaborative design. Targeting local officials and associations, this day-long session will include interactive workshops, expert presentations, and case studies to provide participants with a solid foundation in these key concepts.

### **Discovery and Immersion Day:**

2. The second day of the program is dedicated to discovery and immersion. Participants will engage in collaborative activities and exchange ideas with stakeholders, including local residents, community leaders, and experts. This day will feature interactions such as meetings with residents, citizen debates, and tasting sessions of local products. By actively involving participants in these immersive experiences, they will gain firsthand insights into the dynamics and challenges of their respective territories.

### **Ideation and Co-creation Phase:**

3. Following the discovery and immersion phase, participants will be divided into three groups for the ideation and co-creation phase. Over the course of 4 day sessions, each group will work together to generate innovative ideas and design concepts for enhancing territorial attractiveness. The deliverables for this phase will be idea notebooks from each group, documenting their unique perspectives and creative proposals.

### **Prototyping by Startups:**

4. To transform the ideas generated during the ideation phase into tangible prototypes, the program will engage external startup providers. Through a consultation call and subsequent selection process, one startups will be chosen to develop prototypes based on the ideas presented by the participant groups. These startups will have a one-month timeframe to execute and deliver the prototypes, ensuring a timely and efficient process.

### **Presentation and Closing Day:**

5. The program concludes with a dedicated Presentation and Closing Day. This day will showcase the outcomes of the program, including the screening of documentaries highlighting successful territorial enhancement projects.

Participants will have the opportunity to test the prototypes developed by the startup and provide valuable feedback.

Additionally, a local product fair will be organized, allowing participants and the wider community to experience and appreciate the unique products and resources of the territory.

### **Who can apply ?**

- Possess a university degree in a relevant field.
- Demonstrate a strong understanding of digital mediation.
- Exhibit practical experience in development.
- Possess adequate proficiency in English and fluency in the local language of the project pilot sites (Tunisia), as per the specific country requirements for the expert's application.

### **Contracting**

The selected expert will sign an "Expert Agreement".

The agreement will indicate the expected role of the expert as well as the number of hours calculated to fulfill the activities over the implementation period as detailed in Section 2 ( 7 days (6 hours/Day). The agreement will include a fixed rate.

Total remuneration: 3 000 euros (VAT included)

- During the co-creation phase, accommodation, food and travel expenses are covered by the TICDCE in Tunisia.