

**Partner search**

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| **Project title** | *Focus on local culture as a driver for sustainable intercultural, social and economic development in peripheral rural areas* |
| **Theme** | The differences between European areas, regions, countries, generations and social groups are essentially cultural differences. Instead of letting them disappear spontaneously, it is more appropriate to research, promote and establish them reaching new and enlarged audiences, particularly young people. Cultural development should be regarded as an engine of social and economic development. |
| **Call for proposal** | Creative Europe – Cooperation Projects |
| **Project objectives** | The project main objective is to strengthen the cultural sector capacity to operate transnationally and join competences to develop new approaches to audience development and innovative business models: lead organization is designing and building up a strategy oriented to research, explain and transfer to new audiences - through the support of ICT and the involvement of schools in activities implementation - the tangible and intangible cultural heritage of peripheral areas, in particular recovering proficiencies and skills as new sources of knowledge and culture. They will drive in understanding the present environmental, social and economic situation of the project areas in view of improving it. |
| **Information about lead partner** | Musei Altovicentino is a network of peripheral cultural institutions in the North East of Italy (<http://www.museialtovicentino.it/> ). It links up several museums, sites and monuments, all located in a culturally peripheral, mainly rural, area close to the Alps. Its main activity is the promotion of culture and cultural interchanges in a territory where, tangible and intangible cultural heritage as well as landscape witness its multicultural history, fundamental to understand the present. |
| **Searched partners** | Similar cultural institutions located in peripheral/rural areas in Europe. |
| **Objectives/activities** | The project main objectives are:  1. Definition of the cultural connotation of the areas involved in the project (thanks to a common grid )  2. Joint development and characterization of the most appropriate criteria for cataloguing and digitization of know-how of each area, in order to create easy access and shared archives of the memory  3. Involvement of selected schools of each different European peripheral area as new audience; students become cultural intermediaries and drivers of the project  4. Interpretation and explanation by students of culture as result of an historical process: exchange of literary works among the schools of the project. Through ICT, meetings between students and authors/experts of the literary works  5. Organization of events staged by students, promoting knowledge and establishment of culture as an engine of sustainable development |
| **Financial aspects** | To be defined. |
| **Deadline** | October 2014 |
| **Contact details:** | Ivana De Toni [info@museialtovicentino.it](mailto:info@museialtovicentino.it)  Maurizio Dal Ferro [maurizio.dalferro@gmail.com](mailto:maurizio.dalferro@gmail.com) |