



ERASMUS+

CLICHÉ/CAPITALIZING ON LOCAL ICH AROUND EUROPE

Greece Cyprus Bulgaria Estonia Lithuania Slovenia

(2018-2021)

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The era of globalization has brought new challenges and threats in various fields particularly in rural areas. Changes in the retail economy, cheap imports by large transnational companies and the expansion of out-of-town shopping, have replaced local markets and food production systems. Deindustrialization and offshore manufacturing have lessened the competitiveness of the domestic economy and affected employability. Continuing urbanization and falling birth rates have caused gradual rural depopulation.

In the face of globalization, new challenges are also present such as, the cultural homogenization that has been witnessed throughout the world. As a result of this, there has been a progressive loss of the living cultures or the oral and intangible cultural heritage (HRTA: ICH) transmitted from generation to generation within particular communities. Due to changes in lifestyle, people stop practicing traditional occupations, rituals and customs as a part of their everyday life and move away from community-focused behavior towards urbanism.

European regions bear a wealth of intangible cultural heritage (ICH). Many expressions and manifestations of it are endangered by a lack of appreciation, support and understanding, leading to the economic and cultural

impoverishment of societies and above all putting at risk the realization of one of the most fundamental rights of EU, which assumes unity in diversity.

Found in UNESCO's Convention (2003), a representative list in 'Need of Urgent Safeguarding' with regard to ICH contains interalia:

(a) oral traditions; (b) performing arts; (c) social practices, rituals and festivities; (d) knowledge concerning nature/the universe; (e) craftsmanship; (f) legends, music, dances; (g) recipes; (h) customs, designs, symbols, (i) traditional medicine and pharmacopoeia, etc., all of which have significant symbolic or historical meaning and aesthetic value for particular communities forming the character of people and places. According to UNESCO's World Heritage Convention, ICH can only be heritage when it is recognized as such by the communities or individuals that create, maintain and transmit it, in contrast with tangible heritage which deserves international protection considering its outstanding universal value.

Thus, all regions and especially the ones located far from economic centers, need to safeguard their living heritage as it:

- reinforces a sense of identity and can provide opportunities to local communities to express pride in their own culture,
- helps intercultural dialogue and encourages mutual respect for other ways of life,
- can give the impetus through its transmission and valorization for the development of diverse, prosperous, heritage-based regional economies.

The social and economic value of this transmission of culture is relevant for mainstream social groups and for minority groups within a community/country.

Education has an important role in safeguarding culture and the local ICH, transferring it to the next generations. Besides, culture is a key driver of creativity and innovation both of which play a significant role in establishing a knowledge-based economy. Establishing competitive, innovative economies has been on the top of the European agenda (Lisbon Declaration). Innovation is creativity implemented. The cultural industries can encourage a vital symbiosis between heritage and economy and bear a great potential for job and wealth creation. However, in Europe and especially Eastern Europe, this potential often goes unrecognized or unexploited, due to insufficient capital endowment, the economic crisis or other reasons. Regions with higher percentages of creative workers though, have proven to be economically more successful than others. Thus, safeguarding ICH can be an alternative driver for sustainable development and economic recovery.



By CLICHE project we want students, teachers, local communities and other relevant stakeholders to value and use ICH as a social, educational, cultural, economic asset and a tool. This can be done through:

- the research, identification and documentation of ICH within its unique context to support its continuation within communities;
- the integration of ICH into formal and informal education of local schools;
- the valorization and capitalization of local ICH to boost the employability of a region.

Transnational cooperation can become the catalyst for:

- an ambitious project addressing a greater critical mass;
- taking advantage of complementarities and benefiting from similarities (Europe 2020, agenda for Smart Growth);

- joint learning opportunities that transfer know-how leading to higher impact and added

value;

- fostering effective networks of ICH agents;

-promoting synergy by working towards a shared goal and vision;

-implementing smart solutions that answer to regional challenges in the fields of innovation,

knowledge development, sustainable development and cultural resources.

We plan to organise 3 transnational project meetings:

1. (M1--November 2018; Bulgaria)

The 1st project meeting is to be devoted to elaborating project contents in greater detail, as before this meeting everything is discussed over the Internet. We have to elaborate on the workplan, specify the list of the project activities and distribute the tasks among the project partners.

Before the meeting, Erasmus Clubs will have been established at schools with students writing personal statements saying why they consider themselves appropriate to work on this project and school coordinators will have been appointed. (A1)

During this meeting we intend to draw up the baseline assessment of the current situation to identify best methods of up-skilling groups and/or individuals. (A2) There will also be a series of short workshops on how we do research on ICH using questionnaires. (A3) We will create our participatory wiki inventory and decide how we will upload the data of our research on it. (A4) As this will be the first project meeting, our students are to present their countries/regions/schools to the partners.

2. (M2 --November 2019, Slovenia)

The 2nd project meeting is to focus around the topic 'Education for Sustainable Development' (ESD). There will be a workshop about how to make blended educational packages for ESD and general guidelines around the issue and partners presentations/reports devoted to their experience on the topic. (A8)

Every partner will prepare and present their countries' experience in this sphere.

3. (M3 --April 2021, Greece)

The 3rd project meeting is to be devoted to the final stage of the project. We will measure the project impact on students/teachers/stakeholders and decide on dissemination issues: writing press releases, highlighting successful stories, reviewing project assets, future use/disposal, ‘Grow a Learning Tree’ activity (A20)

The multiplier event will also take place where partner schools will present good practices regarding the capitalization of their local ICH with innovative character. Students will TED Talk their state-of-the-art ideas for startups/apps, transmedia stories and cultural route for the sustainable use of ICH. It will be attended by 20 international students and 20 international teachers as well as representatives of other schools and authorities. (A18)

All the transnational project meetings include sessions to analyse the tasks in the meeting agenda and detailed plans of the tasks to implement for the next working period and staff training. They are to be attended by 4 teachers from each partner organisation.

We also plan to organise 2 short-term joint staff training events (C1 and C3) and 1 short-term exchange of student groups (C2).

C1 --Lithuania, April. 2019,

In C1 we will find out how to write a strong vision or mission statement that explains our aspirations for the sustainable use of our ICH (A6) after making a SWOT analysis focusing on what is really important and developing aspects of their action-oriented plan.(A5). We will also open our e-twinning space. (A7)

C2 --Cyprus, April., 2020,

In C2 through a series of short workshops we will guide students to:

-think about start-up, mobile apps ideas, etc. to promote innovative local products, attractions and services and become young sustainability entrepreneurs, (A11)

-Ted Talk, presenting their ideas and explain their creation process to an audience. (A-12)

-Ted talks will be video recorded (A13)

-Guidelines about ‘How to Ted Talk’ will also be developed. (A14)

Also the Cypriote partner will organise a students’ conference to which the local authorities, associated partners as well as the representatives of the Ministry of Education, colleagues from other schools and the media are to be invited. All partner schools will make presentations at the conference about ways they use to draw the attention of the whole school and the wider community, raise

involvement and encourage conservation ethic concerning ICH, taking into account the ICH of immigrant students and communities. (A16)

C3 --Estonia, Oct, 2020

In C3 we will learn through a series of short workshops how to make up connective and separate stories regarding local ICH based on the concept of transmedia storytelling. (A15)

Also, we will find out about European cultural routes and focusing on a common theme of shared ICH, we will develop a unique cultural route/itinerary that connects our 6 cities and countries starting from Cyprus in the south and ending in Estonia in the north. (A17)

We will also compile information about our training materials in a manual. (A19)

Dissemination links

1. **The School Virtual Museum -<http://rpgmuseum.bg/index.php>**
2. **FB page - <https://www.facebook.com/groups/722645421408210/>**
3. **The Municipality website - <http://razlog.bg/>**
4. **On the website for regional news - <http://www.pirininfo.com/>**
5. **The School website –<http://rpg-nstoychev.eu>**
6. **Teachers' Conference Razlog-Vidin**
7. **At the regional seminar for teachers of English.**
8. **At the annual meeting of the Cambridge Schools Association in Bulgaria <https://www.cambridgeschools.bg/>**
9. **The School 50th Anniversary Event at the end of March 2019**
10. **We are going to produce folders, pens, pencils, paper blocks with the project logo.**
11. **We are going to publish fliers.**

Links to the Activities

WEBPAGES

Wiki inventory

CLICHÉ <http://cliche.pbworks.com/w/page/131752365/FrontPage>

Blog CLICHEmore <https://culturalheritageurope.blogspot.com/>

SOCIAL MEDIA

Facebook: <https://www.facebook.com/groups/2223246174630273/>

Twitter: <https://twitter.com/ClicheErasmus> & <https://twitter.com/lyole>

Instagram: https://www.instagram.com/erasmus_cliche/?igshid=7681bf1u4kbh&fbclid=IwAR2IPgrDvDFLM9Jd_G0pHzpvvDX0CI8Milu2twmqNjwl48tOLJJSx9kWo9w

eTwinning: <https://live.etwinning.net/projects/project/183966>

[https://www.facebook.com/elena.syanova/posts/10211591802870100?_xts__\[0\]=68.ARBmKjyIWqc5SSexrQThYjqkb1BPnWCwHlimqRjx39pmW9ck4U4-sMkBNvwqn92hKaPP_SZdiZJ3dx8uHxK2qjKAeWcII7mfa_utDJnCIHWtQFYyJAsbVHpXgV6lLpC5aUGVwkbTU4he_pTArLwZ4E7zslVqtP2-OR1pmA9epe20W-13EAKtDEuMqIzW0XCis2MLICHnsGF8RBYQw42Fm2SP0WZ1aHN3j7iD6Anr7uc4lLlFt11sSwiNMcNj9DSN-aBQ_s-mvNwLlPjxBqrFIHqwHOl0IsdADfubr0eTloU0LmMsuFJKglxI44RPUfMobJY39GV7LpEbkAJgpvWm&_t_n_=-R](https://www.facebook.com/elena.syanova/posts/10211591802870100?_xts__[0]=68.ARBmKjyIWqc5SSexrQThYjqkb1BPnWCwHlimqRjx39pmW9ck4U4-sMkBNvwqn92hKaPP_SZdiZJ3dx8uHxK2qjKAeWcII7mfa_utDJnCIHWtQFYyJAsbVHpXgV6lLpC5aUGVwkbTU4he_pTArLwZ4E7zslVqtP2-OR1pmA9epe20W-13EAKtDEuMqIzW0XCis2MLICHnsGF8RBYQw42Fm2SP0WZ1aHN3j7iD6Anr7uc4lLlFt11sSwiNMcNj9DSN-aBQ_s-mvNwLlPjxBqrFIHqwHOl0IsdADfubr0eTloU0LmMsuFJKglxI44RPUfMobJY39GV7LpEbkAJgpvWm&_t_n_=-R)

<https://razloginfo.eu/%d0%bf%d1%80%d0%be%d0%b5%d0%ba%d1%82%d1%8a%d1%82-%d0%bd%d0%b0-%d1%80%d0%bf%d0%b3-%d0%bd%d0%b8%d0%ba%d0%be%d0%bb%d0%b0-%d1%81%d1%82%d0%be%d0%b9%d1%87%d0%b5%d0%b2-%d0%bc/?fbclid=IwAR1HxxqfAAUuzSx0cNdJp5PPKiw-S-UH-jteFxX3kOSQ134VjgkB6k7rrY>

<https://www.facebook.com/aneta.tumbeva/posts/10206714328532643>

https://www.mfa.bg/embassies/slovenia/news/23342?fbclid=IwAR1TeLdQNfnYPENBMEVO0nz-KDzvt8esODL4sRBC4BniQnZ_rXQPmcN-CM

https://razloginfo.eu/%d1%81%d1%82%d1%83%d0%b4%d0%b5%d0%bd%d1%82%d0%b8-%d0%be%d1%82-%d0%b0%d1%83%d0%b1-%d0%bf%d1%80%d0%be%d0%b2%d0%b5%d0%b4%d0%be%d1%85%d0%b0-%d1%83%d1%8a%d1%80%d0%ba%d1%88%d0%be%d0%bf-%d0%b2-%d1%80%d0%bf/?fbclid=IwAR3NGa9qYvfXrZHSenVcJWsfR8Uv_benN2pzlNFFHPd39bJenwg6S2WYPak

https://www.facebook.com/aneta.tumbeva/posts/10207026504456846?comment_id=10207039673106054