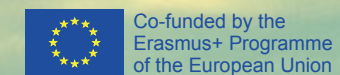




EUHeritage.

Skills for promotion, valorisation, exploitation, mediation and interpretation of European Cultural Heritage



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PROJECT'S OBJECTIVES

Through an interrelated set of eight Work Packages, the 10 EU partners will jointly address the shortage of **transversal & transferable** and **digital skills** in the field of Heritage Promotion, Valorisation, Exploitation, Mediation and Interpretation. EU Heritage will focus on an experiential approach and will deploy a cross-sectoral and multidisciplinary methodology that will enhance the potentials of connecting the heritage sectors with other sectors, i.e. tourism, technology, Creative and Cultural industries, entrepreneurship & business.

The project's objectives are to:

- **define a set of skills** needed in the CH sector drawing on partner research

- and on the strengths and wide experience of the consortium in research, needs analysis and training;
- **develop European occupational core profiles** for professionals employed in the field of promotion, valorisation, exploitation, mediation and interpretation of CH (level 6 EQF);
- **design an innovative and needs-oriented training course** which integrate several sector-specific and transversal skills, including digital, entrepreneurial, and soft skills.
- **create an e-learning platform** under Creative Commons licenses and with Open Educational Resources;
- **integrate the materials** into partner teaching or training activities, and mainstream the insights and the materials produced to the CH, culture and tourism sectors across Europe.



TARGET

EU Heritage project will benefit three main target groups:

- **Heritage and cultural tourism professionals.** Thanks to the project, they will be able to critically reflect on their competencies and skills, update their skills and develop new ones, in particular digital and soft skills.
- **SMEs, startups and entrepreneurs.** Bringing fresh insights from the market in the field of innovation for CH and cultural tourism and joining challenges/hackathons, they will have the opportunity to present and test their products and services within a network of other actors coming from both national and EU level.

- **Artists, creative and other professionals from the Cultural and Creative Industries.** They will bring their point of view for the innovation of the methods for promoting, exploit, interpret and reinterpret CH through contemporary creativity, as well as they will contribute to get new innovative solutions to the problems affecting CH organisations.



PROJECT PARTNERS

EU Heritage is a wide transnational initiative that brings together **10 partners from 7 European countries** (Italy, Spain, Greece, Germany, Malta, Romania, Belgium) with different specialisations.

- Four VET/educational providers;
- Three industry/sector representatives in the field of cultural heritage (CH), culture, tourism, creative industries;
- One research centre and sector representative in the field of Digital and ICTs for CH;
- One European network and sector representative in the field of culture, and
- One Chamber of Commerce.

