

EUMillennialsTOUR

DELIVERABLE 7.6

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EUMillennialsTOUR Project

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#EU Millennials
TOUR PROJECT



Welcome to the:

EUMillennialsTOUR Project

The EUMillennialsTOUR Consortium hits several milestones since the project initiation. The aim of the project is to create an innovative tourism package mixing together culture, education, knowledge capitalisation and entrepreneurship up-skilling. The idea is to offer an immersive learning/creative trip addressed to the edu/ school-trip tourism market field, comprising hands-on curriculum-linked activities. During the recent months, the EUMillennialsTOUR elearning course was delivered and registered an outstanding participation. Local workshops were celebrated in Belgium, UK, Germany and Italy for stakeholder engagement. The thematic tourism itineraries were finalised and presented to the selected schools; several Associated partners joined the EUMillennialsTOUR Consortium, intrigued by the innovative character of the tourism packages we developed; the pilot trips were successfully celebrated in UK, Italy, Belgium and Germany.

Discover how.

PLANNING THE DISSEMINATION EVENTS





The EUMillennialsTOUR is about to end and we are ready to disseminate all the awesome experiences we had together during the past 15 months. Dissemination events will be celebrated in Italy, UK, Germany and Belgium to celebrate the stories and to prepare for the next steps.

Stay tuned, we will provide more info via the official website!

THE EUMILLENNIALSTOUR PILOT TRIPS: A SUCCESS STORY

All the EUMillennialsTOUR pilot trips were successfully celebrated in the last 3 months. This represented the most important milestone for the project: the Consortium partners worked hard to design outstanding, immersive, educational and recreational tourism packages and to offer the teachers and students thrilling live experiences.

Here is the storytelling of the final 5 trips: from Rome to Milan (Italy); from Rome to Derry (Italy to UK); from Oostende to Oudenaarde-Ronse (Belgium); from Ghent to Bremen (Belgium to Germany); from Bremen to Berlin.

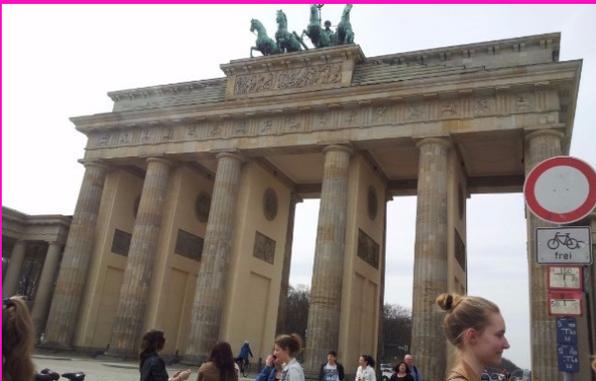
High TechXtile Roots: From Bremen to Berlin (Germany)

The Berlin-Experience: Fashion, Fab Lab and Industrial Heritage



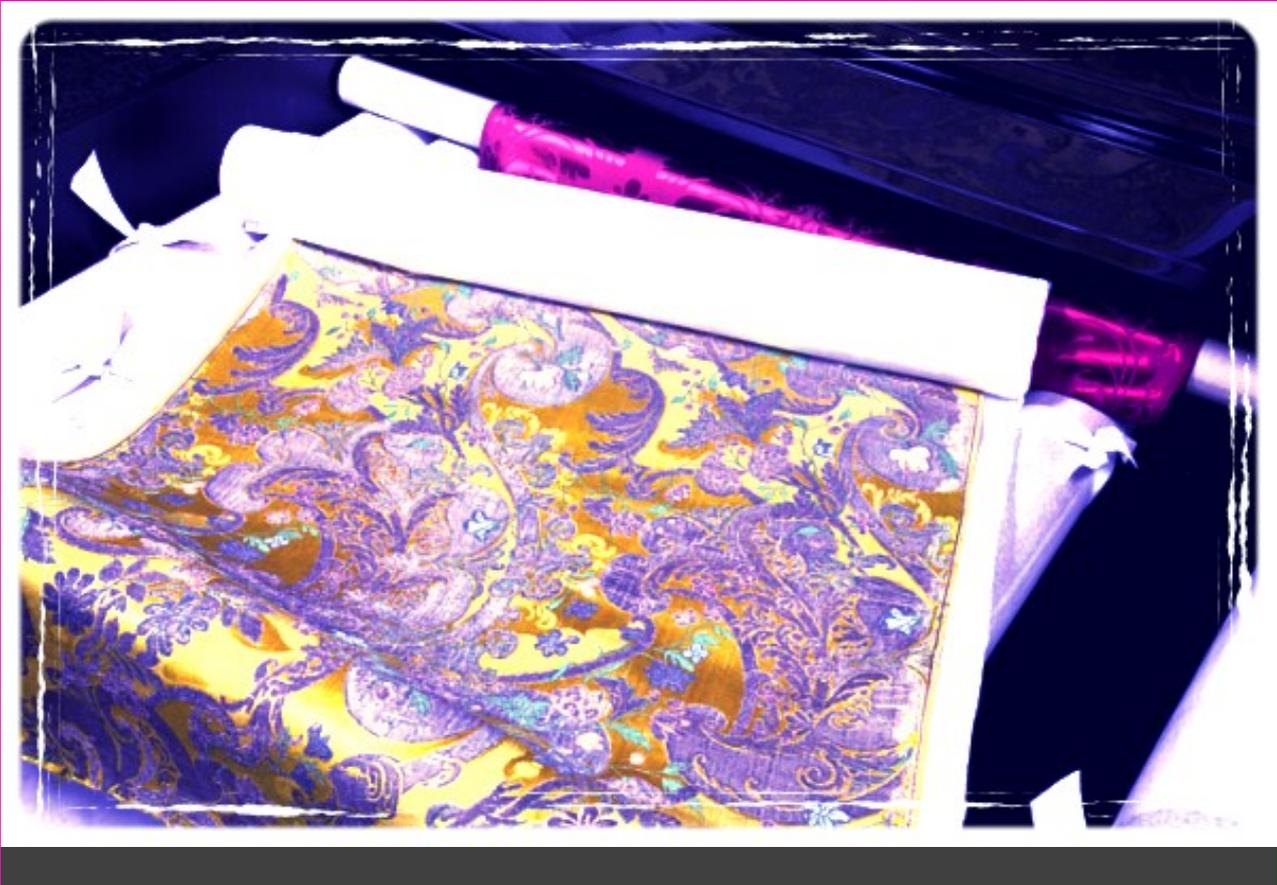
Berlin was the destination of the Bremen Pilot Trip group. Teacher Regina Schäfer, her colleague and the student group from the Wilhelm-Wagenfeld-Schule in Bremen jumped on an early train that brought them to the German capital. In recent years Berlin has gained huge popularity – especially among the Millennials. A unique rich history combined with a spirit of openness and internationality makes the city an El Dorado for young start-ups and entrepreneurs; many of them designers or fashionistas. Not without reason The Berlin Fashion Week has become of the most important event in the world of textiles. The Berlin Pilot Trip provided insights into this buzzing heart of German and international avant-garde Fashion industry. But also into the history of the industrialisation and into innovative new production techniques that will shape the future of our production and products. After the arrival the group started off with a visit to the German Historical Museum (DHM). The museum with its spectacular extension built by world famous architect I.M. Pei is situated in the historic centre of the city close to the Museum Island. “Clothes make the man – Fashion and Hairstyles in history” is the title of the special exhibition the group visited. For the start of day 2 another great museum awaited the students with a deep look into the

history of industrialisation: The German Museum of Technology features a broad spectrum of exhibits – from aircrafts to steam trains and of course textile production machines. A special highlight of the trip was the visit to the Berlin Fab Lab in the afternoon of the second day. In the Berlin Fab Lab new forms of educating people are mixed together with innovative technologies. Various from peer to peer courses and access to professionally equipped do-it-yourself studios offer great opportunities for new creative ideas and new forms of entrepreneurship. The Wilhelm-Wagenfeld-School is a school for all forms of art, design and media, the participating students are all planning a future in the textile sector; that is why the 3D-printing workshop became an exciting experience for all of them. The shopping and fashion world of Berlin Mitte was the topic of the third and last day of the trip. In a three hours walk under the topic “Fashion, Lifestyle & Design in Berlin Mitte” the fashion expert Carolina Croonenbroek guided the participants to the stores of world famous designers like Vivienne Westwood and to hidden second hand shops. In these small spots the unmistakable, eccentric Berlin style is created. Back on their train to Bremen the group was enthusiastically discussing all the inspiring moments of the last three days.



Fashion (Addicted) Tours: From Rome to Milan

At the heart of fashion and design



The Italian institutes ITT “Livia Bottardi” and IIS “Via Pedemontana”, leading actor of the pilot trips celebrated in Italy and UK, declared the pilots have been a real success. All students were enthusiastic of such an experience and the teachers stated the trip has been even much more formative than expected. One and a half month before the departure the CTS person in charge with the project had a preliminary meeting with the teachers appointed by the schools to follow the project and to coordinate the didactic activities before and after the trip. They were provided with several info material about the Textile Industry and were invited to hold some specific lessons explaining the importance of the industrial heritage and the value of it as a memory of our European history. Few days before the departure, the CTS person in charge with the project had a second meeting at the school and presented the definitive trip program to the students and teachers. The smart questions asked by the students well testified to the good job carried out by the teachers.

(Old) Fashion Tours: From Rome to Derry (Italy to UK)

Fashion and Design, culture and high-tech



Despite the agenda was quite full and tight, the students found all of activities very interesting, educational and even fun somehow. The reserved logistic services have been appreciated by the groups: in Italy the students were located in an hostel characterized by an international atmosphere and a youthful style, in Belfast they were host in a 3 stars hotel. It's quite well known how Italians are choosy and fussy with the foreign food and when they are abroad they continually complain about it. Incredibly during this trip they declared the food was good and abundant. The students loved all activities a lot. In a particular way students of the Pilot trip in Italy appreciated the hand-on experience such as the laboratories at The HUB textile work shop and they were very fascinated by the visit at the Museum Armani Silos, located in a renovated building that was constructed in 1950 as a granary. The students of the Pilot trip in UK appreciated the Lock Keepers and Industry Barge at Lagan Valley Regional Park where they had a very good explanation from the guide who well transmitted the importance and the value of the industrial heritage. The students indeed were so positively astounded by the Mayor: Mr Thomas Becket welcomed the students and dedicated to them a lot of his time, showed the premise of the

reception in a very friendly way and gave them a souvenir for the Principal. During the trips both groups took lots of pictures and videos, especially the students travelling to UK have been very active on the social network twitter. Upon their return we verified if the participants found the itinerary linked to their program of studies and to their area of interest. They were very happy because according to them this is the most pleasant way to study and learn. They also stated this is the way of travelling of the future: today young people want to consume experiences and it's important for a trip to have an added value, a theme connected to young tourists' interests, places and local people. The experience of this program is not over yet at ITT "Livia Bottardi". Indeed teachers want the students participating this trip to spread their experience to the other students who could not leave. So the participants shall prepare a power point presentation in order to illustrate what they have seen and understood.



Textile Roots Tours: From Ghent to Bremen (Belgium to Germany)

Past and present of the textile industrial heritage





“When we were then handed a bag and told that we could take some samples from the table, we all started collecting little clumps of cotton and such, but most importantly of camel hair!”

The students appreciated the historical centre of Bremen with its particular atmosphere and its building decorated by golden-plated ornaments. So the walk to reach the Cathedral has been pleasant and relaxing. After having visited the Dom of Bremen, the students went to the Baumwollbörse, the textile museum where the guide explained the several different processes to produce the cotton cloth from the ancient times to nowadays. The students had got the chance to touch the many types of cotton cloth and the different qualities of it.

After a cold lemonade and some relax, the students got ready to join a boat ride and reach the second stage of their tour: The Spedition Buckmann warehouse where they could get a great amount of information about cotton and the history of the harbour of Bremen. At the end of the tour, the guide put at the students' disposal very many clumps of wool, angora, coconut-hair, camelhair, cotton of course and a few unexpected products they are used to generate from cotton such as soap. This activity has been particularly appreciated by the students.

At a later time, the students visited the docks and the hangars of the Bremen Harbour, where they learned the different ways to pack and transport the cotton.



Textile Roots Tours: From Oudenaarde to Ronse (Belgium)
Past and present of the textile industrial heritage



"I was very impressed about the way they made carpets with their hands back in the days and also the museum with all the electronic devices for making textile. There I learned a lot. I am glad that I had the chance for visiting this with the field trip, because I think I wouldn't have visited it alone before. It was very interesting to learn about the early years of the industrial age in Belgium and the showcases of how the machines worked in their time was very intriguing. The textile factory was the most interesting. How creative the people used to be despite having so little equipment to work with. The textile factories and the places where the workers lived, were very interesting."

The students visited the city guided by the teacher. The kids appreciated the way their teacher took good care and had a great day. The itinerary included a a guided visit of the industrial heritage of Oudenaarde where the kids had the opportunity to see the textile mills reused, workers housing, remains of breweries and the Scheldt as a transport arteria). The lunch at the restaurant Duc de Flandres was very appreciated. In the afternoon the students visited the Oudenaarde Citymuseum MOU. They considered this visit very interesting and instructive. In particular they appreciated the explanations about the ancient carpets and how they are repaired. Ronse has the oldest railway station from Belgium, the former station of Bruges moved here at the end of the 19th century. Here the students had the opportunity to visit the industrial heritage special interest on reuse and 'small heritage'. The also visit the textile museum: working power looms and jacquard; the sample books. A stop was then included at the MUST in Ronse, and the students appreciated its instructive value.

NEWS FROM OUR ASSOCIATED PARTNERS



The School Travel Forum

Founded in 2003, the School Travel Forum is a democratic, not for profit organisation of leading school tour operators that promotes good practice and safety in school travel. STFO objectives are to promote best practice in educational school travel and support the principles established by the Learning Outside the Classroom Manifesto; To design and promote sector-specific standards that

will be periodically reviewed and adapted to reflect changes in education, health and safety legislation and any other relevant influence; To ensure the needs of schools and teachers are understood and adopted into our standards by regularly meeting bodies such as the Learning Outside of the Classroom Council (LOtC), the Department for Children, Schools and Families (DCSF), the Outdoor Education Advisors Panel (OEAP), Head Teacher Associations and Teacher Unions; To ensure independent assessment of travel companies offering educational travel in line with the requirements of the LOtC Quality Badge and the STF Code of Practice; To provide a forum for members to discuss non-competitive issues of common interest and concern.

From its inception all Assured Members of the STF were required to adhere to a rigorous Code of Practice and Safety Management Standards and were externally verified each year by Argent Health & Safety, the UK's leading Health and Safety Consultancy specialising in Travel. During the course of developing the STF Code of Practice, and in addition to liaising with the DfES (as was), advice was sought from all leading educational Unions and Associations. The STF initiative had the support of the ASCL, ATL, NAHT, NUT and Voice. Was welcomed by the Outdoor Education Advisors Panel (OEAP) and the DfES, and NASUWT advised members wishing to organise school trips to use companies that had this type of scheme. In late 2008 the STF were appointed by the LOtC Interim Council to act as the Awarding Body for the Study & Sports Tour sector by the LOtC Quality Badge. STF manages both member and non-member applications.

The Nordic Fashion Association



Scandinavian Design is world known for its clean lines and functional approach to clothes and lifestyle. Especially in the fashion industry, Scandinavian brands have become internationally renowned, creating a trademark of accessible, democratic fashion. With the wish to maintain and

develop the great potential, that the Nordic fashion and textile industry shares, the Nordic Fashion Association (NFA) was inaugurated.

Since 2008, 10 Nordic organisations have worked jointly in the NFA, to intensify strategic cooperation across regional and organisational boundaries, and to harness the added value of collaborative action. Through the benefits of pooled resources and based on the accumulated experiences, NFA is committed to engage in the necessary next steps, to unify the Nordic fashion collaborative export initiatives, with the use of joint international positioning and new business models.

One of the core purposes of gathering the Nordic fashion industries, was to implement strong common principles within sustainability. Launched in 2009 as the first project under NFA, the Nordic Initiative Clean and Ethical (NICE) project creates a unique foundation for a more sustainable fashion industry. NICE strives to found a platform of knowledge-sharing within the field of sustainability, and with projects such as nicefashion.org, consumers, designers and people can get involved. Based on the cradle-to-cradle principle, the site pushes towards more environmentally safe and ethical design and sourcing, while involving consumers in the process through guidance on wash, care and prolonged-use. With projects such as NICE, NFA creates a unique foundation for developing a strong Nordic fashion organisation devoted to competence building and global positioning.



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