



5th November 2015

EUMillennialsTOUR: Project Launch

The consortium is proud to announce the launch of the project as of 1st October 2015. Work on the deliverables has begun and the consortium is actively working on the tourism product aimed to stimulate young generations of the value of the EU industrial heritage sites as a memory of our past. Giuseppe Laquidara, X23 and Project Leader considers that *"EUMillennialsTOUR rests on the idea of integrating tourism to travel, discover and exploit [Heritages]. The industrial heritage is our hidden treasure, and we should try to see if it could be attractive to Millennials"*.

Introduction to EUMillennialsTOUR

The consortium implementing this project consists of eight partners from five countries, active in tourism, culture and the educational field. EUMillennialsTOUR is a 15 month long project, co-funded by the COSME programme of the European Union, focused on the youth market and aims to develop a transnational tourism product to increase tourism arrivals in low season. To attract the so called Millennial generation, innovative tourism packages are created, mixing culture, education, knowledge capitalisation and entrepreneurship up skilling.

To reach the Millennial generation, the project partners are working collaboratively to create innovative learning and creative trips addressed to the education and school trip market. This will not only comprise of an immersive school trip experience, but also hands-on activities tailored for the youth market that are closely linked with school curriculums.

Objectives of the Project

1. To stimulate the young generations to the value of EU industrial heritage sites as memory of our past, in particular regarding the remarkable period of the Industrial Revolution, representing a unique moment in our history for the progress of humanity, from a cultural and social perspective, and a strong mean of EU cultural identity
2. To support young people in their knowledge capitalisation, by providing direct and life experiences in those places where the industrial revolution happened, connecting learning objectives (textile & fashion, design, art & craft) to the travel experience
3. To offer unique opportunities to participate to engaging workshops during the trip, up-skilling their competences also in new emerging technologies such as 3D printing
4. Ultimately to show all the tourism value chain how sustainability is relevant in terms of sustaining and diversifying tourism throughout the year, in a responsible manner as well as fair in practices

Project Contact

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Project Partners

The project is being lead by X23 Srl based in Italy and consists of a total of eight partners from five different European countries Italy, Belgium, Germany, United Kingdom and Denmark.

X23 Lead Partner: X23 is an Italian SME and self-sustaining private Research Centre. In the last 15 years X23 built a solid, consistent reputation, both at national and international level as reliable partner in the field of Research, Business Innovation, Dissemination and Communication of innovation results. In the EUMillennialsTOUR project, X23 takes the role of Lead Partner and Project Manager, coordinating and supervising the activities of the Consortium Partners as well as dealing with data gathering, analysis and evaluation of the results achieved.

CTS: The Student Tourism Centre was established in 1974 with the aim of promoting the knowledge of the world through the journey, intended to the discovery of places and cultures, in respecting the environment and traditions of different people with whom you come into exchange. Within the EUMillennialsTOUR project, CTS takes the role of Exploitation Manager.

E-Faith: The European Federation of Associations of Industrial and Technical Heritage, is a platform promoting contacts and co-operation between volunteers and non-profit volunteer associations in Europe. It is the place where these can meet, exchange experiences, learn from each other and support each other's activities and campaigns. Within the EUMillennialsTOUR project, E-FAITH takes the role of Deputy Product Manager.

WYSE: The World Youth Student and Educational (WYSE) Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for young travellers and the youth, student and educational travel industry that serves them. In its role as Market Research Manager of the EUMillennialsTOUR project, WYSE Travel Confederation will coordinate activities related to gathering stakeholders, best practices and market intelligence to support and evaluate the project's pilot actions.

SE1 Media: SE1 Media specialises in tourism industry consulting. The mission of SE1 Media and the Digital Tourism Think Tank is to provide thought leadership in digital marketing and to combine innovative ideas with realistic solutions. Within the EUMillennialsTOUR project, SE1 takes the role of Communication Manager, given its strong expertise in the tourism field and its link to the Digital Tourism Think Tank.

STA Travel: STA Travel is the world's largest travel company for teachers, students and young people. With over 35 years of experience STA Travel Education organises safe, secure and exciting tailor-made trips for Schools, Colleges and Universities. Within the EUMillennialsTOUR project, STA Travel will play the role of Product Manager and leader of WP4 activities, aiming at designing the tourism product.

L&CCC: Lisburn & Castlereagh City Council is one of the most prestigious areas within Northern Ireland in which to live, work and visit. The Council is recognised as a premier business location within Northern Ireland and with a raft of new Powers and a significant population and land increase we see opportunities to grow and develop the local and regional economy. Within the EUMillennialsTOUR project, L&CCC plays the role of Deputy Exploitation Manager.

M2C: The M2C Institute is an interdisciplinary research institute in Bremen, Germany. M2C consults cultural organisations in strategic development, creative development, education, audience development and digital media for more than 10 years. The institute works on European level. The M2C Institute is the German partner in the EUMillennialsTOUR project where it adopts the role of Educational Manager.

