



Newsletter #2 - winter 2023

WHAT WE'VE BEEN UP TO?



These were the **four key questions** of the desk research carried out by KÖME - Association of cultural heritage managers.

Articles, project examples, research reports and policy papers were analyzed to get a clearer view and to better prepare the COOLTOUR training program for heritage experts. Research conclusions form the base for the upcoming questionnaire for heritage experts which will prioritize competence needs detected as relevant by international respondents.

WHAT WOULD IT TAKE FOR MILLENNIALS TO ENGAGE WITH CULTURAL HERITAGE?

WHICH DIFFERENT ACTIVITIES ARE THEY INVOLVED IN, AND HOW DO THESE ACTIVITIES REPRESENT DIFFERENT ENGAGEMENT LEVELS RELATING TO HERITAGE?

WHICH INFORMATION IS MISSING ABOUT THEM THAT HERITAGE EXPERTS COULD USE TO DEVELOP STRATEGIES IN THEIR INVOLVEMENT?

WHICH COMPETENCES HERITAGE EXPERTS LACK TO PROPERLY COMMUNICATE AND WORK WITH MILLENNIALS?

Feedback from millennials

helps the partnership fine-tune the platform towards detected needs of the project's target group - millennials, but also the needs of cultural heritage managers. The aim of the research of best practices on the use of digital tools in heritage management

was to facilitate a better understanding of the relation between millennials and cultural heritage. It will be utilized towards the development of an innovative digital platform aiming to promote the active involvement of millennials for the creation of contents related to cultural heritage.



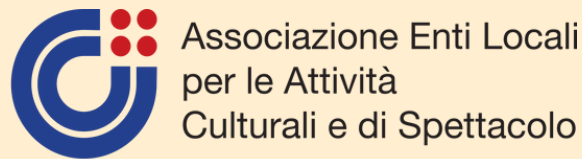
At the beginning of October, our project was presented to a wider audience in Serbia on the Serbian National Broadcast network - RTS2. Naučni portal (The Science Portal) is a TV show dedicated to

the popularization of science and the latest scientific achievements. Ana and Jelena presented the project topic, goals and the main results. Thank you Naučni portal, and thank you, Institute of Archaeology - our Serbian partner!



click on the picture/arrow to watch Naučni portal (The Science Portal) TV show !

MEET THE PROJECT CONSORTIUM LET'S START FROM THE LEAD PARTNER! (1/7)



Assoentilocali is an association based in Sardinia (Italy). The region is composed of a little over 100 local authorities. Assoentilocali strongly believes in the co-development of cultural programs where heritage

managers and younger generations (in project COOLTOUR millennials), discuss, share and co-create innovative processes of discovery and interpretation of cultural heritage.



Our team:

Marco Fresi - cultural management, planning, and management of international events coordinator. Marco assists public administrations and private organisations in the design and start-up of cultural enterprises; in the redefinition of supply systems and strategies for valorisation and development, and in the development and implementation of management, economic and financial plans.



Alessio Schirru - assistant of the project manager. Alessio manages the technical and operational parts of the project. He organises & plans cultural and entertainment events for public administrations. Passionate about music and sport, he is committed to the protection and enhancement of culture.

Francesca Fanari works as the administrative and accounting manager at the Association “Enti Locali per le Attività Culturali e di Spettacolo”. Passionate about music, nature, and culture.



Lello Giua has been organising and curating regional art festivals and events since the 70s, in the field of live entertainment for music, theatre, and dance. Lello worked as the art curator and director of the Circuito Pubblico per lo Spettacolo on the behalf of the Provincial Administration of Cagliari.

From its inception until 2015, he served as the general director of the Association “Enti Locali per le Attività Culturali e di Spettacolo” and the art director of the Circuito Regionale della Danza. He is currently the art management consultant of the association.

Francesca Billi specialized in cultural management in international contexts. She is a history buff, interested in the meaning behind heritage buildings and sites. Currently she is curating the development of project outputs, with specific attention to their sustainability and replicability.





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