

## Project Aims

The main objective of EU-ACT is to transfer to operators, educators and mediators, new knowledge and skills in the field of cultural mediation and theatrical and digital storytelling, with the aim of co-creating new cultural tourism products spendable on the market.

EU-ACT intends to accompany the realization of these products, through international experiences, promoted by a strategic partnership, made up of organizations with many experiences in the fields of theater, design and digital programming, methodologies of storytelling applied to cultural heritage, coming from Italy, Poland, Hungary, Germany and the UK.

The project will have a total duration of 27 months, and includes:

- training activities
- various project meetings, related to the realization of 3 intellectual products that will be presented later in the multiplier events that each partner will organize in its respective chosen city and which will be addressed to an audience of citizens and tourists.



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## Coordinator

EURO-NET (Italy)



## Partners

CRN (Germany)

EURO-IDEA (Poland)

IKTE (Hungary)

INTERACTING UK (UK)

More information on:

[www.europecitytellers.eu](http://www.europecitytellers.eu)

[www.facebook.com/Europe-City-Teller-1552751178163969/](https://www.facebook.com/Europe-City-Teller-1552751178163969/)

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Europe City-Teller: Cultural mediation & storytelling for tourism between theatre, multimedia and narration

Acronym: EU-ACT

[www.europecitytellers.eu](http://www.europecitytellers.eu)



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**INDIRE** ISTITUTO NAZIONALE  
DOCUMENTAZIONE  
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MINISTERO DELL' ISTRUZIONE, DELL'UNIVERSITÀ E DELLA RICERCA



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## What we want to realize

The project involves the creation of the following 3 intellectual outputs:

1. Live interpretation: route of theatrical visits, with "live-actors", that in historical clothes, will tell the main points of historical-artistic interest of the European cities involved
2. An online platform with an in-depth analysis of the contents produced by the project (to encourage the experience both before and after the events)
3. An APP in augmented reality, for mobile devices, connected to a paper/game guide, to permit to:
  - benefit from the contents created in real time
  - conduct the public to discover the path imagined with videoanimations



## The context

The project EU-ACT operates in the European cultural tourism sector, with the aim of developing a quality offer, promoting local traditions and customs, paying attention to sustainability, protecting and enhancing the heritage, landscapes and local culture.

The project intends to integrate itself into the transnational cultural tourism strategy promoted by the European Commission, which aims to carry out a series of activities to promote transnational tourism skills and products in relation to specific themes with significant growth potential and to respond to social concerns, to problems of territorial cohesion and of protection/enhancement of natural and cultural heritages.



## Results to be achieved

The project ensures a very strong impact on all direct and indirect actors producing effective results in the following fields:

- digital innovation
- promotion of territories
- promotion of cultural heritage
- development of actions of active citizenship in the tourism-creative sector
- involvement of target groups with disadvantages and large work needs
- increase in employment
- significant improvement in tourism supply
- ability to reverse the relationship between tourists and places
- provision of innovative and multimedia services in the field of cultural tourism and creative industry (considered priority by the European Commission).

