




**CREATIVE EUROPE (2014-2020) / SUB-PROGRAMME CULTURE – CALL 2016
PARTNER SEARCH**

European Programme	<p>CREATIVE EUROPE SUB-PROGRAMME CULTURE European cooperation projects LARGE SCALE / 2.000.000 € EU GRANT MAX Deadline: 5th of October 2016 References of the last call published by the European Commission: https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2016_en</p>	
Topic	<p>EUROPEAN CULTURAL HERITAGE FOR INCLUSIVE SOCIETY AND SUSTAINABLE TOURISM</p> <p>How promote an innovative use of cultural heritage to encourage the local communities' belonging to the historical monuments of their own territory and an attractive and sustainable cultural tourism thanks to effective audience development strategy, new digital technologies and capacities building?</p> <p>How contribute to build co-creative capacities (for artists and local inhabitants – particularly for non-audiences) to contribute to keep continuously local monuments alive and pleasant for the local communities daily common wellbeing?</p>	
Context and Objectives	<p>In the framework of an ERASMUS+/KA1/Adult education staff mobility project, the Abbaye aux Dames and its local cross-sectorial committee have identified good practices in terms of audience development strategies and methodologies in 4 EU countries (France, Italy, Denmark, Croatia). These good practices have been analyzed, adapted and experimented in new contexts and evaluated. Art participating activities dedicated to local populations have been successfully implemented and evaluated, and an transferable prototype of “3D sound binaural Music and Heritage Discovery Tour” is currently realized at the Abbaye aux Dames (official inauguration planed on the 19th of June 2016).</p> <p>The Abbaye aux Dames would like to develop with new European and non-European cultural coorganisers adapted and joint strategies and models, products and evaluation tools in order to reinforce the European cohesion and assure the European cultural heritage transmission to future generations.</p> <p>This cooperation project will integrate cultural organization and creative industries in the framework of an inter-sectorial and transnational staff connected with European and international professional networks involved in the educational, cultural and touristic sectors.</p> <p>We propose you to develop a new approach to cultural heritage and its interpretation that consists in:</p> <ul style="list-style-type: none"> • BUILDING APPROPRIATED TRANSNATIONAL AUDIENCE DEVELOPMENT STRATEGIES BY: <ul style="list-style-type: none"> • Preserving and enhancing a whole cultural landscape with interconnected historical monuments rather than isolated sites • Becoming more people-centered • Organizing an intelligent dialogue between different points of view thanks to an increasingly community-oriented approach, led by people and stories, for instance proposing heritage-based narratives that weave the personal stories of community members into the interpretation of larger historical events • Interacting the audiences with the collections by placing them at the heart of the activities. • Taking new opportunities offered by digitization and online accessibility that enable unprecedented forms of engagement and open up new revenue streams • DEVELOPING CAPACITY BUILDING IN EDUCATION AND TRAINING BY: <ul style="list-style-type: none"> • Identifying the relevant cultural key-competencies applicable for the cultural heritage by targeted groups • Organizing involving art participating activities that associate guest artists with usual and non-usual audience of historical monuments • Evaluating qualitatively the experience and the impact of cultural tourism activities on growth and cohesion of the involved territories 	

Who we are	<p>ABBAYE AUX DAMES – LA CITÉ MUSICALE – SAINTES - FRANCE</p> <p>The Abbaye aux Dames, located in Saintes in southwest France, is a French “1901 Association”. Constructed in the 11th century, the abbey itself is today a music school, hostel (in the historical monument), provider of social housing and classical concert venue (the Festival de Saintes). For over 40 years, music lovers have been attending the abbey to enjoy and learn about music, with a special emphasis on the use of period instruments. Located in the town of Saintes (France) between Bordeaux, La Rochelle and Cognac</p> <p>www.abbayeauxdames.org</p>	
What kind of partner(s) are we looking for?	<ul style="list-style-type: none"> • Higher Education Institutions specialised in educational and cultural policies evaluation • Cultural and artistic bodies / cultural historical monuments • Cultural organisations specialising in innovative heritage interpretation and art participating involving activities • Creative industries and audience development agencies • PR and/or tourism marketing companies • European and international networks involved in the framework of the culture, education, classical music, cultural heritage and tourism 	
Description of the project	<p>Key aims of the project:</p> <ul style="list-style-type: none"> • STRUCTURE the cultural heritage sector and creative industries by spreading excellence human and digital best practices for audiences development • PROMOTE the historical monuments as facilitating venues for an inclusive transmission of cultural and creative key-competencies to new (non) audiences • TRAIN the cultural stakeholders and heritage interpreters to develop art innovative and participating activities with the local inhabitants of their territory • ANALYSE the expectations, motivations, and satisfaction of local inhabitants and visitors in order to continually develop the project approach in a virtuous circle • DEVELOP a common adapted competencies building evaluation methodology to European/international level to prove the essential role of culture in the society • IMPROVE and STANDARDISE the heritage interpretation competencies in truly curriculum accredited by national and European high education institutions and/or European excellence label in European/international professional networks and European/international cultural organisations <p>For instance 2 artistic inspiration subjects have been included in the 3D binaural sound Music and Heritage Discovery Tour prototype of the Abbaye aux Dames :</p> <ul style="list-style-type: none"> • The history of the abbey and its various uses since construction in 1047 that include political, cultural, and religious history, as well as covering the everyday life of past and present users of the site • An introduction to classical music history and performance based on historical research and the practice of period instruments. <p>The Abbaye aux Dames would like to involve other European historical monuments and other “Cities of Culture” in the framework of an active cooperation network.</p>	
Activities	<ul style="list-style-type: none"> • Training activities and bootcamps for cultural heritage interpreters (in architecture, classic music, etc.) for developing good practices and competencies • Artistic interdisciplinary residences with different artistic fields (classical music, storytelling, circus art, photography, digital image projections, etc.) in historical monuments with cultural heritage interpretation involving participating activities for local inhabitants and tourists visitors • Conception and creation of innovative interactive outreach digital tools focused on historical building architecture and classical music (voice and instrumental practices, history of music, interpretation, composition, notation, life of its famous composers, etc.) • Binaural 3D classical music recordings and digitalisation of classical music archives in the framework of an European collaborative digital database • Audience survey focused on artistic and cultural key-competencies and its evaluation in the framework of each local work-in-progress project • Marketing and promotion strategies for cultural tourism by developing new storytelling approach with the cultural participant users • Contribution to the European and international professional networks in the field of the education, cultural heritage, tourism and musical industry • Conferences in/outside Europe 	
Coorganisers	<p>The Abbaye aux Dames presented last October 2015 an application to CREATIVE EUROPE / small scale with 4 other European cultural and creative organisations: Narrative (FR), the city of Skanderborg (DK), Modulo (FR) and the Dubrovnik Summer Festival (HR). Final selection results will be known in March 2016.</p>	
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