

**« Creative Europe »Program, call for proposals 2021**  
**CULTURE SUB-PROGRAMME : support to European Cooperation Project**  
**Category 1 – Medium scale cooperation project**

**STORYTOOLING**

**Mission statement :**

**How can the young generation become an industrial heritage ambassador thanks to a collaborative, interdisciplinary and experimental care design approach ?**  
**How is this approach stimulating the emergence of new narratives ?**  
**How does it contribute both to territorial attractiveness and to redefining tomorrow's cultural tourism ?**

**PART I : ADMINISTRATIVE CONTENT**

**A. List of the partners**

**MAIN PARTNERS**

- 1- Mission ALL - Autour du Louvre Lens (leading partner)
- 2- Kultura Medialna
- 3- CID Grand Hornu
- 5- Evora University

**SUPPORTING PARTNERS**

- 1- Mission Bassin Minier
- 2- Cité des électriciens
- 3- Lille-design

## **B. Contact details**

### **Mission ALL - Autour du Louvre Lens**

**Ludivine Seulin, project manager in design and innovation ALL - Autour du Louvre Lens :**  
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Norbert Crozier, Director ALL - Autour du Louvre Lens : [norbertcrozier@pas-de-calais.com](mailto:norbertcrozier@pas-de-calais.com)

## **C. Budget overview (TBD)**

\*To be confirmed as soon as the call for pro- posal will be released in early june 2021.

## **PART II : DESCRIPTION OF THE ACTION**

### **D. General presentation**

#### **A.1. Context**

Industrial heritage  
Immigration history

make use of a territory > caring a territory  
land of progress > land of sustainability  
industrial closed-up > cultural openness

#### **A.2. The people we want to work for**

Who ? Which youngsters ? Which territory perception do they have ?

Depopulation factor  
Unemployment / deschooling factors  
Disinterest into their areas of living  
Understanding of design as an elitist discipline

#### **A.3. Storytooling Concept**

How does a design and collaborative approach can bring tools to imagine a new territory mediation ?

How does a design and collaborative approach can contribute to “repair” a land ? To take care of its residents (both humans and also fauna and flora) ?

How does a design and collaborative approach emancipate young people by putting them at the heart of a project ?

## **E. The project and its objective**

Storytooling main objective is to bring together a network of european transdisciplinary operators who are sharing common values of solidarity, loyalty, empathy, sharing, authenticity, simplicity, creativity, care and inclusion. This european cooperation project aims to knock down the walls, to encourage a multicultural dialogue between various disciplines which are already applying this stand of values to make transdisciplinarity a key factor to conduct change. This network is gathering different core businesses : designers, philosophers, sociologists, anthropologists, biologists, botanists, landscape designers, teachers, researchers, artists etc.

The Storytooling network is built upon partners linked to the creative and cultural industries : design education, tourism, geography, human and social sciences, biology, UNESCO designated institutions. As the leading partner ALL (All around the Louvre Lens mission)/ Pas-de-Calais Tourisme is surrounding itself with partners from different domains of expertise. They are all using design as a creative tool to take into account the human and non-human living, in favour of areas which are willing to go from “make use of territories” to “caring territories”.

This co-creative program in favour of the people, the fauna and the flora will give to the tourism and cultural operators an overview of new ways to act and find the appropriate answers. The Storytooling network will follow different and compatible steps : a state of the art, collaborative workshops and debates, a prototype implementation, a user experience period and feedback, as well as a traveling exhibition concept.

## **F. The planned activities**

The project is built on **X** work packages (WP):

**C.1 (WP1) Management and coordination activities [X months (X/2020-X/XXXX)]**

**Objectives:**

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**Activities:**

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Outputs:

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**C.72 (WP2) Charter for a sustainable procedure implementation [X mois  
(X/2020-X/XXXX)]**

**Objectifs:**

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Activités:

**C.3 (WP3) State of the art / data collection [X months (X/2020-X/XXXX)]**

**Objectives:**

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Activities:

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Outputs:

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**C.4 (WP4) Debates and collaborative & creative workshops [X months (X/2020-X/XXXX)]**

**Objectives:**

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Activities:

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Outputs:

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**C.5 (WP5) Prototypes implementation / Users testing and feedbacks [X months  
(X/2020-X/XXXX)]**

**Objectives:**

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Activities:

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Outputs:

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**C.6 (WP6) Exhibition concept and public awareness tools implementation [X months (X/2020-X/XXXX)]**

**Objectives:**

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Activities:

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Outputs:

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**C.7 (WP7) General communication [X months (X/2020-X/XXXX)]**

**Objectives:**

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Activities:

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Outputs:

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