



## WHO?

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12 organisations from four different countries will facilitate the project activities

**Portugal:** INOVA+ (project coordinator),  
Câmara Municipal de Braga, Casa do  
Professor, Agrupamento de Escolas Doutor  
Francisco Sanches, FilmesDaMente

**Italy:** CESIE, Comune di Palermo, Istituto  
Istruzione Secondaria Superiore Alessandro  
Volta

**Spain:** Universidad de Murcia, Ayuntamiento  
de Ceutí Felipe de Bordon

**Poland:** INnCREASE

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# ouRoute

## CITIZEN-CULTURAL HERITAGE

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**CREATING A NEW GENERATION OF CULTURAL  
AMBASSADORS THROUGH EDUCATION AND  
CULTURE**

<http://ouroute.eu>





## WHAT?

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ouRoute is an innovative and collaborative approach for enabling citizen-cultural ambassadors: young students empowered to protect and promote cultural heritage and advocate common European values of such as freedom, democracy, peace, diversity and respect towards other cultures.

## WHY?

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Because it's of vital importance you

**#Knowyourpast...**

ouRoute responds to the urgent need to promote the sharing and appreciation of Europe's cultural heritage.

...so you can **#Liveyourfuture**

ouRoute will boost the next generation of young cultural ambassadors who will be embark on a (re)discovery journey through cultural heritage, being given the opportunity to learn inside and around schools and to teach others, acknowledging and reinventing their local/regional, national and European history, traditions and values and reinforcing their sense of belonging to a common European space.

## WHERE?

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ouRoute uses a whole school approach. As such, students from partners' schools will be at the centre of the expected lively ecosystem of new "citizen-cultural ambassadors".

**Activities will run in Italy, Portugal and Spain.**

During the process, students will be supported by teachers and the school community, who will be put into practice innovative resources for promoting common values, cultural heritage and social inclusion inside and around schools

## HOW?

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The project is built on (re)discovery journeys and "ethno-videographic" expeditions. In short, students will:

- design their research protocol
- embark into an adventure in local heritage
- interact with key actors of the community linked to arts and crafts
- translate their learning journeys into audio-visual resources
- animate an online community hub, acting as "citizen-cultural ambassadors"

