



About the Project

The EUMillennialsTOUR project aims at developing a transnational tourism product mixing together culture, education, knowledge capitalization and entrepreneurship up-skilling. It is co-funded by the COSME programme of the European Union.

The idea is to offer an immersive learning/creative trip addressed to the edu/school-trip tourism market field, thus comprising hands-on curriculum-linked activities addressed to youth, in particular those involved in the cultural and creative sector aged from 15-18 and from 19-25.

Objectives

To stimulate the young generations to the value of EU industrial heritage sites as memory of our past, in particular regarding the remarkable period of the Industrial Revolution, representing a unique moment in our history for the progress of humanity, from a cultural and social perspective, and a strong mean of EU cultural identity

To support young people in their knowledge capitalisation, by providing direct and life experiences in those places where the industrial revolution happened, connecting learning objectives (textile&fashion, design, art&craft) to the travel experience

To offer unique opportunities to participate to engaging workshops during the trip, up-skilling their competences also in new emerging technologies such as 3D printing

Ultimately to show all the tourism value chain how sustainability is a relevant key in terms of sustaining and diversifying tourism throughout the year, in a responsible manner as well as fair in practices



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