



#ASenseofEU



**Co-funded by
the European Union**

Introduction to the **#ASenseofEU Project**

Empowering rural communities to digitize, share and exploit Sense of Place through intergenerational exchange.

**ERASMUS+ KA2 Adult
Cooperation Partnerships in Adult
Project Number 2024-1-IS01-KA220-ADU-000251000**



What is #ASenseofEU?

A European project connecting heritage, communities and digital skills.



The project supports young adults and older adults living in rural and remote communities to safeguard, digitize and share Intangible Cultural Heritage through intergenerational exchange.



Heritage

Recognising local traditions, knowledge, practices and stories as valuable community resources.



People

Bringing generations together to share, learn and collaborate around their Sense of Place.



Digital tools

Using digital methods to document, communicate and promote local heritage.



Rural development

Exploring how cultural heritage can support sustainable opportunities in local communities.

Why does the project matter?

Rural communities hold rich heritage, but many traditions risk becoming invisible or disappearing.



Safeguarding living heritage

Local knowledge often survives through practice, memory and oral transmission. The project supports communities in keeping this knowledge visible and meaningful.



Strengthening Sense of Place

The project helps participants explore what makes their place unique and how identity is shaped by people, memories and landscapes.



Bridging generations

Older adults are often guardians of local heritage, while younger adults bring digital skills and new ways of sharing stories.



Creating future opportunities

Heritage can inspire learning, cultural participation, community action and sustainable tourism in rural areas.

Who is the project for?

The project focuses on adults in rural and remote communities, with special attention to intergenerational exchange.



55+

Older adults

Guardians of local traditions, memories, oral knowledge and community practices.



18–35

Young adults

Participants who can contribute digital skills, creative ideas and new forms of engagement.



Communities

Local actors

Associations, cultural organisations, local institutions, tourism actors and residents.

The course is designed to create a shared learning space where different generations and community actors can contribute their knowledge.

The European partnership

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The project brings together organisations from five countries with complementary expertise.

Iceland

Blabankinn

community innovation

Spain

Asociacion UNO

adult education and digital collection

Italy

Incipit Consulting

rural tourism and heritage

Italy

Open Impact

quality, impact and sustainability

Sweden

NCK

heritage learning and evaluation

Romania

I-CON

cultural heritage and conservation



NCK

incipit
consulting

UNO.

Open /impact.



Six focus areas

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The training programme connects several themes into one practical learning journey.



Sense of Place



Intangible Cultural Heritage



Intergenerational Learning



Community Mapping



Digitalisation



Rural Tourism

Together, these focus areas help participants move from discovering a place to designing a final ICH-based tourism product.

Main project results

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The project produces practical resources for learning, sharing and long-term use.

1

Training Modules

A learning pathway on Sense of Place, Intangible Cultural Heritage, community engagement, digitalisation and rural tourism.

2

Toolkit

A practical resource for trainers and communities to replicate activities and build local capacity.

3

Digital Collection

An open space where communities can share stories, images, videos, resources and examples connected to Sense of Place.

How the training connects to you

The training is practical: each module helps you build one Training Case.

Your Training Case

Throughout the course, you will select a place, community or heritage element and progressively develop it into an ICH-based tourism product.

Module by module, you will add new layers: heritage, people, stories, community assets, digital tools and tourism planning.



Your role in #ASenseofEU

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Participants are not only learners: they are co-creators of knowledge and community ideas.



Share your perspective

Bring your own experience, memories, questions and connection to place into the learning process.



Learn from others

Listen to different generations, communities and cultural contexts with openness and curiosity.



Create something useful

Use the activities and templates to develop a concrete Training Case connected to your community.



Think beyond the course

Consider how your ideas could inspire future local initiatives, digital content or tourism experiences.

Let's begin

Think about a place, community or heritage element that matters to you. This can become the foundation of your Training Case.

The course will guide you step by step from first ideas to final presentation.



Thank you
