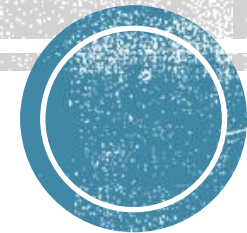


CLUSTER



My town your town

2018-3-CY02-KA205-001387



What are clusters in MTYT project

- Youth and mentors, guided by partners, agencies and tourism business hosts "The 'Cluster', will participate in a pilot that will take place in a real active marketplace, working with industry players who will use the outcomes from this shared experience.
- 5 Clusters in project delivery towns – the continuation of the Cluster network has so much potential for successful future outcomes. To encourage it to continue the pilot will deliver results for all members and determine the most suitable participant or other stakeholder to take it forward, with suggestions on how to do so and future opportunities lined up that could generate funds. The specific project Learning Outcomes related to the participants, 30 plus youth with raised skills and opportunities, 5 local partners, 10 mentors and 5 SME tourism businesses, minimum with raised skills, will likely be sustained due to the active nature of the learning and the foundation they provide for engagement in further tourism and mentoring related projects. Potential for sustaining wider benefits are also possible for players including the tourism site being interpreted and the local communities that host the site and dissemination will support this. The support the project gives to wider EU policy objectives, like social cohesion, and tourism development are built into the project and will be an aspect of its legacy.
- A minimum of 10 youths, 5 mentors 4 businesses and local partners will participate in each area. The Partners and Clusters will work together across nationalities to share good practices and experiences



steps

Expression of interest



My Town Your Town Expression of Interest

My Town Your Town (MYTT) is a Cooperation for innovation and the exchange of good practices project funded by Erasmus+ and delivered in partnership by CCF Cyprus, Petit Pas, Digital Idea, Uduga Murtla and European Development Innovation Network.

MYTT will raise youth employability, skills and inclusion through intergenerational tourism development. The key feature of the project is for youth, aged 18 to 30 to work with older mentors to produce a new interpretation, a new narrative, for an existing or new tourism or cultural destination in their local area, positioning it in a way that will better represent the values of the EU and the multi-cultural facets of the host community, and to better appeal to 21st century visitors.

They will do this through an active learning and mentoring programme developed by the partners, representing Cyprus, Italy, Croatia and Greece, and an expert partner from Scotland, UK.

To achieve this the project will run sustainable tourism training for the young people, develop and pilot the innovative interpretation tool with them, the mentors and local SME tourism related businesses.

You, your organisation and staff will benefit from access to EU cooperation, networking, coaching and access to free training.

If you would like your organisation to get involved in this project, please complete the form and return it to Scientific Association DIGITAL IDEA or info@digitalidea.gr

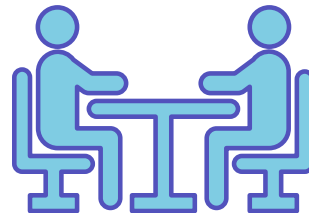
Organisation Name:	
Organisation Address:	
Contact Name:	
Contact Email:	
Contact Phone Number:	



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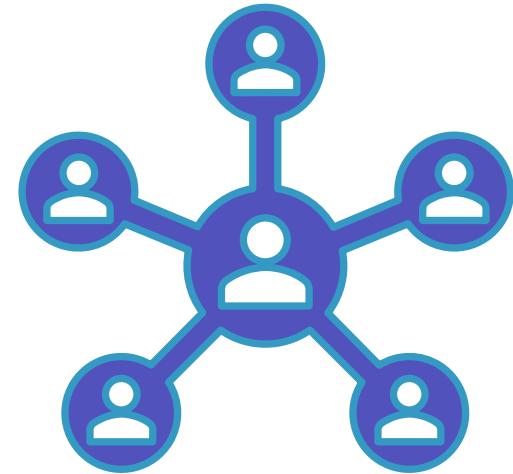
Meeting

Meeting for building Cluster with all interested parts

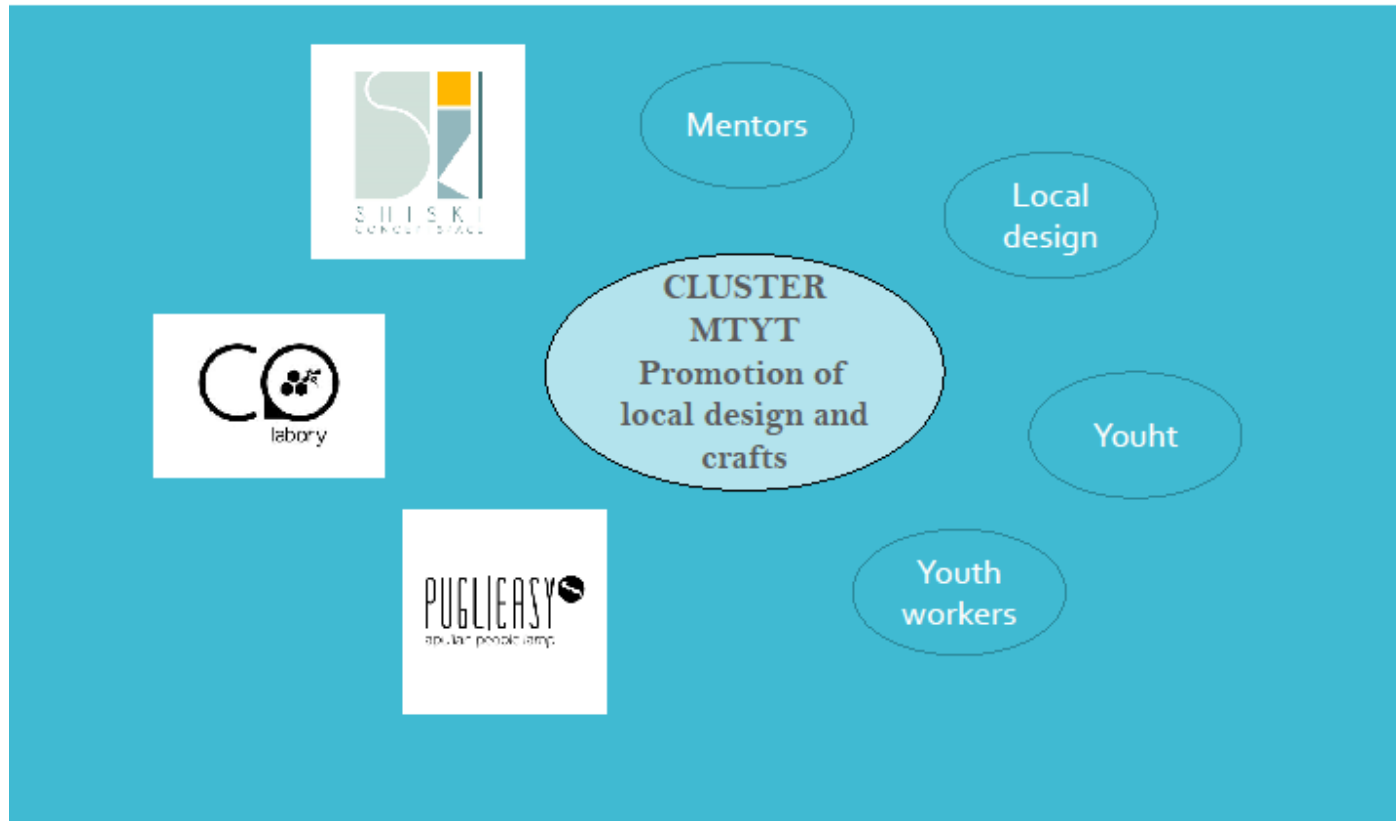


Bilding cluster

Each partner built Cluster on local level



Italy



Promotion of local design and crafts

The promotion of a territory passes from its culture, but also from furnishing products with an original design that draw inspiration from the Apulian culture and landscape. One result of My Town Your Town in Trani, Italy was cluster named "Promotion of local design and crafts". This Cluster consists of 3 cultural promotion associations who have created a cultural container with the aim of promoting and making the world of design and craftsmanship made in Puglia more usable, 12 Young people, 10 youth workers, and 4 mentors.

Pugleasy is a traditional storytelling and marketing project that rethinks the design of lighting traditions and declines them in a line of POP icons that characterize the space and indoor environments.

SHISKI Concept Space creates opportunities for meeting and collaboration between the different local designs, through concrete actions, workshops and dedicated events

CO-LABORY aims to encourage networking between young people and local professionals and to cultivate networks of professional relationships

Most important for project My Town Your Town is offering job for the youngsters, members of Cluster. Our Cluster aims to support young local creatives who promote our territory in various forms.



Cyprus

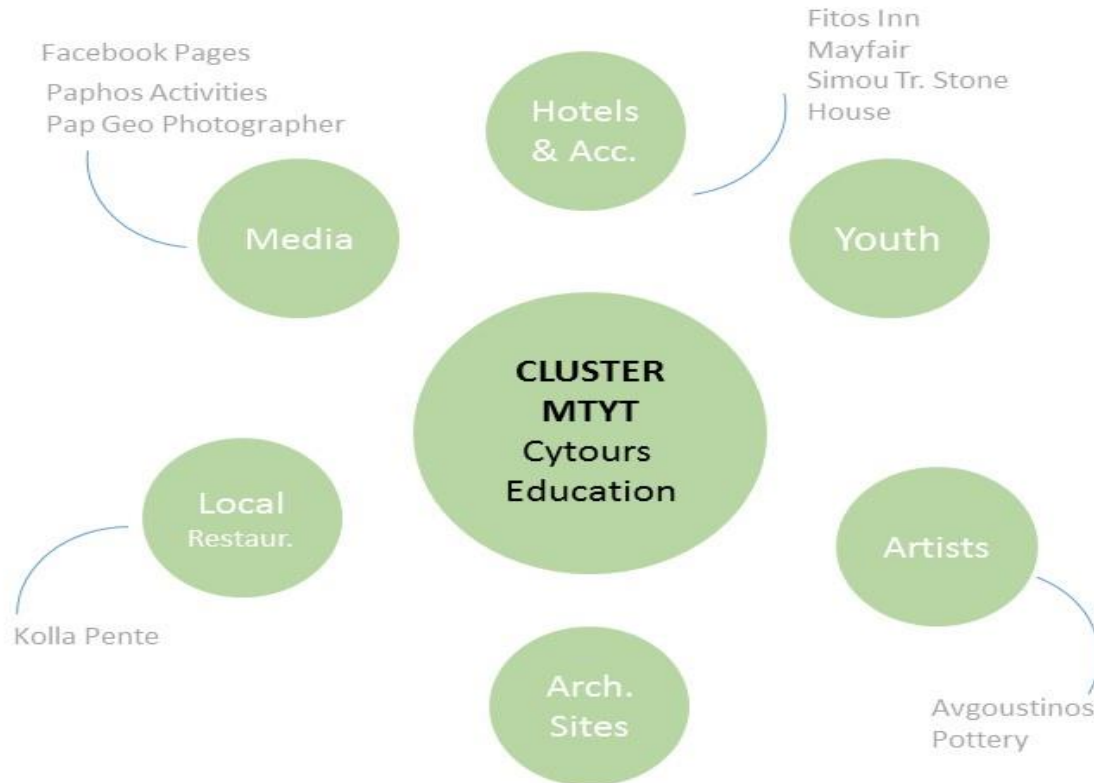


The Cluster of «My Town Your Town» project in Pafos, Cyprus is [Cytours education](#).

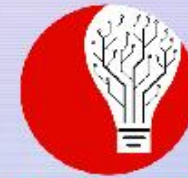
The cluster consists of cultural local businesses / associations / groups to promote youth intergenerational tourism, create new youth job opportunities and inspire with local storytelling.

The cluster supports the networking and cooperation among members locally, nationally and internationally.

It operates on both Social network platforms, online blogs and at physical level. The network of cultural organisations, businesses and information centers encourages and supports the interaction between the members and youth who wish to start new models of reinterpretation in youth tourism. The cluster works as a bridge between the local community and the providers (members of the cluster) to support new collaborations.



Greece



Digital Idea
Scientific Association

Digital Marketing Strategies for Tourism

One result of My Town Your Town in Larissa, Greece was Cluster named Digital Marketing Strategies for Tourism.

Cluster consists of three (3) companies (RED HOLIDAYS, SPIRITO and TOURISM APPS).

The three companies helping to promote and create a workshop about Digital Marketing Strategies for youth workers and youth. You can find more information in

www.digitalidea.gr/elearning

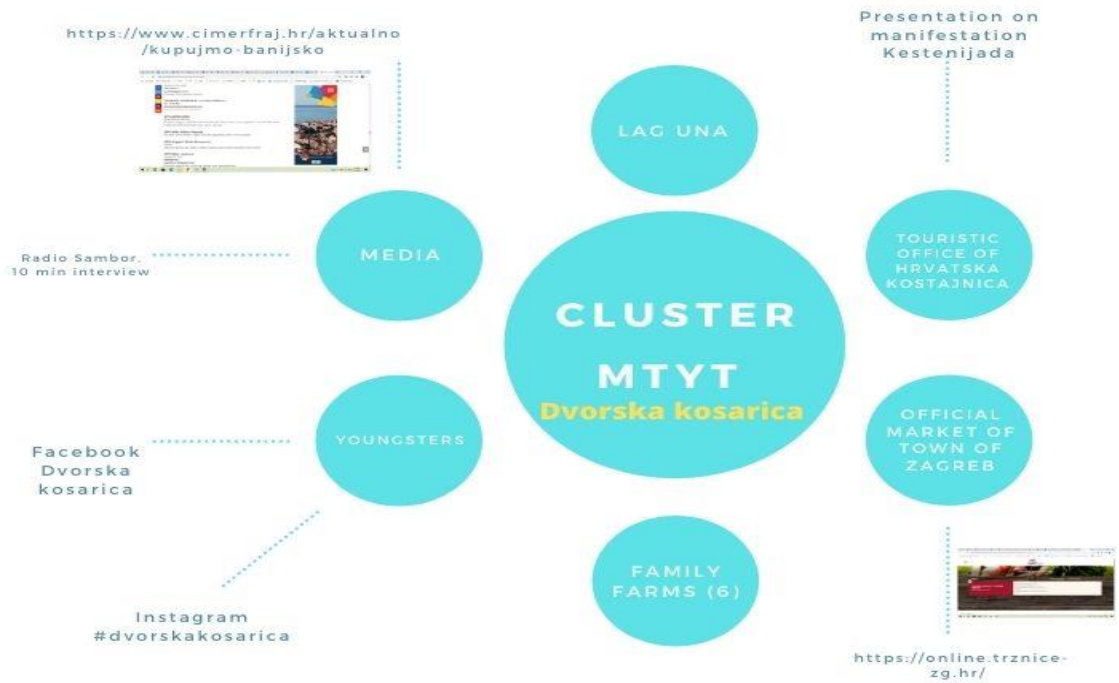


Croatia



Cluster

Agrotourism is strongly connected with local traditional food. One result of My Town Your Town in Dvor, Croatia was cluster named Dvorska kosarica (Basket from Dvor). Cluster consists of six Family farms offers their products (it is growing number), Local action Group - LAG Una, helping to promote Dvorska same as media (printed, digital and radio), Touristic office counts on Dvorska for the local manifestations, and it is another way of promoting their products. Official Market of the Town of Zagreb made officially long term offer of Dvorska kosarica products on their official website. Most important for project My Town Your Town is offering job for the youngsters, members of Cluster. They are promoting Dvorska kosarica on social networks as Facebook and Instagram.



Examples

Cross Culture International Foundation Cyprus-CCIF Cy
Cytours Education
The purpose of the cluster is to create a network in youth tourism industry with active partners in the Region of Paphos.



Activities of cluster	<p>The Cluster of «My Town Your Town» project in Pafos, Cyprus is Cytours education.</p> <p>The cluster consists of cultural local businesses/associations/groups to promote youth intergenerational tourism, create new youth job opportunities and inspire with local storytelling.</p> <p>The cluster supports the networking and cooperation among members locally, nationally and internationally.</p>
Describe how it is functioning	<p>It operates on both Social network platforms, online blogs and at physical level. The network of cultural organisations, businesses and information centers encourages and supports the interaction between the members and youth who wish to start new models of reinterpretation in youth tourism.</p>
Goals on local level	<p>The cluster works as a bridge between the local community and the providers (members of the cluster) to support new collaborations.</p>
Ideas for EU level	<p>Future Visitors from all over Europe can have access in the cluster, choose among the providers' services to design new roads of youth tourism.</p>



Organization/country	PETIT PAS APS
Name of the cluster	Promotion of local design and crafts
Activities of cluster	<p>The promotion of a territory passes from its culture, but also from furnishing products with an original design that draw inspiration from the Apulian culture and landscape. There are several Apulian designers, makers and companies who have chosen to tell about Apulia through design objects. One result of My Town Your Town in Trani, Italy was cluster named "Promotion of local design and crafts". This Cluster consists of 3 cultural promotion associations who have created a cultural container with the aim of promoting and making the world of design and craftsmanship made in Puglia more usable, and 12 Young people, 10 youth workers, and 4 mentors.</p> <p>Pugl easy is a traditional storytelling and marketing project that rethinks the design of lighting traditions and declines them in a line of POP icons that characterize the space and indoor environments.</p> <p>SHISKI Concept Space creates opportunities for meeting and collaboration between the different local designs, through concrete actions, workshops and dedicated events</p> <p>CO-LABORY aims to encourage networking between young people and local professionals and to cultivate networks of professional relationships</p> <p>Most important for project My Town Your Town is offering job for the youngsters, members of Cluster. Our Cluster aims to support young local creatives who promote our territory in various forms.</p>
Describe how it is functioning	If a young creative person has ideas, the Cluster makes available its spaces and equipment to carry out the project, promote it and sell it
Goals on local level	Increase the network of young designers and promote the area through their design products
Ideas for EU level	create a cluster at EU level to promote the local territory through design products



Organization/country	Murtila /Croatia
Name of the cluster	Dvorska košarica – Basket from Dvor
Purpose of the cluster (aim)	The purpose of the cluster is to create a network for youth in agritourism with local partners in Dvor, connected with other arts of Croatia.

Activities of cluster	<p>The Cluster of «My Town Your Town» project in Dvor, named Dvorska košarica consists of local businesses, associations, media, and groups connected to promote agritourism and its products.</p> <p>Youngsters find different possibilities in cluster for real employment: presenting products, distribution, social media promotions...</p> <p>The cluster supports the networking and cooperation among members locally and nationally with the intention to build it internationally.</p>
Describe how it is functioning	It operates on both Social network platforms and at physical level. Youngsters are collecting products from local family farms, presentation and distribution in bigger cities in Croatia, and on regional Festivals. Also, youngsters work in promotion online on social media.
Goals on local level	The cluster works as a bridge between wider community and the Family farms
Ideas for EU level	Cluster can work on international level since it is great promotion of touristic non developed place with great gastronomy and untouched nature.



Want to participate?

- If you want to participate in the cluster, or to share your business on EU level you can easily fill our My town your google form :
- <https://forms.gle/cavw7v2Eeb6LeMxy6>



This project has been funded with support from the European Commission under the Erasmus+ Programme. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

