**Partner search**

**Culture sub-Program**

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| Strand/category | Cooperative, small-scale project |
| Deadline | October 2017 |

**Cultural operator(s)**

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| Name | **Mission Louvre-Lens Tourisme – Pas-de-Calais Tourisme** |
| Short description | Mission Louvre-Lens Tourisme is a tourism engineering mission. Its goal is to propose a cultural tourism development strategy for the territories surrounding the Louvre-Lens Museum. Mission Louvre-Lens Tourisme works with artists, designers, architects artistic directors…, helping project holders and local stakeholders to create a new international cultural destination : ALL, AROUND LOUVRE-LENS.  Around Louvre-Lens is built upon a rich heritage and history, part of which is listed as UNESCO World Heritage.  Innovation and creativity are at the heart of Mission Louvre-Lens Tourisme’s work (National Innovation network, Creative Tourism network) |
| Contact details | Norbert CROZIER. Director |

**Project**

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| Field(s) | Creative and cultural economy  Tourism development (culture and events)  Territorial development around a museum and a rich industrial heritage (coal mining)  Regeneration of industrial territories through culture and tourism  Heritage and citizenship |
| Description | **A new vision of cultural and industrial tourism for 2018 –European year for Heritage- within the framework of a new European project.**  Mission Louvre-Lens Tourism wishes to exchange good practices with similar European destinations with a strong industrial heritage as to :   * Transform and promote former industrial sites * Build and strengthen links with similar destinations * Imagine and create an international event promoting industrial heritage * Exchange good practices in the field of evaluation * Build a thematic offer at the European scale * Raise public awareness * Work with local savoir-faire to develop by-products * Welcome start-ups and implement experimentations * Build a public-private partnership business model * Create artistic routes promoting heritage (land art, street art… ) |

**Looking for Partners**

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| Countries | United Kingdom, Japan, Belgium, Netherlands, Germany, Hungary, Austria, Morocco, Romania, Spain, Portugal, Russia, Bulgaria, Italy, Serbia, Bosnia , Montenegro, Albania, Tunisia, Ukraine, Poland, Slovakia, Turkey, Azerbaijan, Finland, Sweden, Denmark, Ireland, Iceland, Czech republic, Georgia, Estonia, Armenia, Latvia, Moldova |
| Profile | Publics Agencies, tourism and culture organizations, public administration, cultural facilities, economic development agencies, territories, regions, professionals unions, trade association. |

**Other**

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| … |  |