**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 economyTourism development (culture and events)Territorial development around a museum and a rich industrial heritage (coal mining)Regeneration of industrial territories through culture and tourismHeritage 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… )
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**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. |

**Contact**

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| … |  Norbert CrozierDirecteur Mission Louvre-Lens Tourisme12 Bis rue de Paris - 62300 LENS00 33 (7) 86 95 46 42norbertcrozier@pas-de-calais.com |