



Partner search form
For Creative Europe project applications

Call	<i>European Cooperation Projects 2025</i>
Strand or category	<i>Culture</i>

Cultural operator – who are you?

Name of organisation	<i>Agence de Développement et de Réservation Touristique du Pas-de-Calais</i>
Country	<i>France</i>
Organisation website	https://www.pro-tourisme62.com/
Contact person	<i>Solène Servin – soleneservin@pas-de-calais.com</i>
Organisation type	<i>Private Association</i>
Scale of the organization	<i>Pas-de-Calais department scale, North of France</i>
PIC number	<i>891319324</i>
Aims and activities of the organisation	<p>Pas-de-Calais tourisme contributes to the development of the region by helping to organise tourism, aiding tourism project developers, monitoring accommodation subsidy policies and preparing and implementing training plans for tourist office staff.</p> <p>The agency carries out promotional, communication and marketing activities aimed at the public and tourism professionals in France, the UK, Belgium and the Netherlands.</p> <p>To reinforce the positioning of Pas-de-Calais as a must-see destination, Pas-de-Calais Tourisme is asserting its identity and promoting its 3 regions:</p> <ul style="list-style-type: none"> - Grande Côte d'Opale - Campagne & Marais (Countryside & Marshes) - Around the Louvre-Lens <p>This positioning serves 3 ambitions:</p> <ul style="list-style-type: none"> - To excel in welcoming our visitors and satisfying their desire for unforgettable experiences - Improve support for public and private tourism stakeholders - Provide destination areas with skills that complement those already available locally. <p>In this way, Pas-de-Calais Tourisme is enhancing the attractiveness of the department and making a positive contribution to enriching the tourism offering of the Hauts-de-France regional destination.</p>
Role of the organisation in the project	<i>Coordinator</i>
Previous EU grants received	<i>Project Storytooling (2023-2025) – Creative Europe – coordinator</i> <i>Interreg projects</i>

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<p><i>Innovation</i> <i>Sustainability - inclusion</i></p>
Description or summary of the proposed project	<p>How can we pass on the culinary heritage and wealth of a destination to the younger generations of Europeans through creativity, raising their awareness of the catering trade and cultural tourism, and turning them into ambassadors for the region?</p> <p>How can young people work with chefs, local producers, farmers, the catering trade and residents to develop new models, new culinary concepts or new services or products (creative tourism) that enhance and reinvent family/traditional recipes and the region?</p> <p>In Pas-de-Calais, a cuisine that blends tradition and innovation is cultivated between land and sea, as well as a culinary identity influenced by human activity, immigration, Belgium, Poland, North Africa and England.</p> <p>For several years now, Pas-de-Calais Tourisme has been pursuing an ambitious culinary strategy as a major lever for the attractiveness of the prefecture. A design approach (including culinary design) has been undertaken to qualify the destination around the Louvre-Lens. This approach has resulted in the production of trend books, including one dedicated to culinary design, to support projects and adapt gastronomic offerings. Several events have highlighted the culinary tourism strategy (Upernoir festival, patisseries, etc.). The departmental agency has carried out a survey on trends in gastronomy and the positioning of the Pas-de-Calais department in 2023.</p> <p>On the other hand, many young people (aged 13-25) living in the prefecture would benefit from being involved in local projects to support them in their schooling, job search and training, and to help them in their career choices.</p> <p>With this project, our first aim is to experiment on a European scale, with bringing together young people (secondary school pupils, apprentices, jobseekers and students) around experience, creativity and the culinary arts through a design approach that encourages intergenerational exchanges. We see art and design as vectors for passing on culinary knowledge between generations and for positioning a region's culture. Secondly, we want to reflect on and co-construct with European partners who share common challenges in terms of tourist appeal and share best practice in culinary tourism (new</p>

	<p>consumer trends, eating better, interactions with the local area and culture).</p> <p>We want to develop co-creation workshops involving young people to encourage them to pass on the local recipes of their grandparents or those they love. This will be an opportunity to reconnect young people with local resources through planting and/or harvesting workshops at local producers, including educational farms. Culinary supervisors will be recruited to accompany and run the workshops. They may have a variety of backgrounds: culinary designers, specialist associations, chefs, food industry professionals, <i>table d'hôtes</i>, farmers or any other people involved in gastronomy (experts, artists, creative people, etc.). The workshops will be designed to bring young people into contact with their culinary heritage, local resources and products, and to help them understand consumer and societal trends and local and European history, around the question: How can tangible and intangible cultural heritage shape the way we eat and create a unique cultural experience?</p> <p>We are also planning European residencies. These residencies will be places where traditional recipes can be exchanged and learnt; they will allow creative approaches to be shared and studied, including those that encourage the creation of new recipes at the crossroads of cultures that are sources of new culinary narratives. They will provide an opportunity to think about services to be implemented in canteens, cafeterias, menus, street food, caterers, events or tourism professionals, etc.</p> <p>The groups will be systematically involved in artistic practice such as street art, live performance, cinema, literature, the visual arts, music and the culinary arts. These artistic expressions will aim to highlight the cultural and culinary heritage of the region and of Europe. The project should enable the creation of a lasting European ecosystem of exchanges on the promotion of culinary heritage.</p>
Partners currently involved in the project	-

Partners searched – which type of partner are you looking for?

From country or region	- <i>All eligible countries</i>
Preferred field of expertise	<p>Cultural heritage, gastronomy, art culinary, cultural tourism, design</p> <p><i>Including:</i></p> <p>1 University: research on culinary tourism, cultural tourism, design and/or youth involvement through culture</p>

Please get in contact no later than	<i>September 6, 2024</i>

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	YES
Which kind of projects are you looking for?	Cultural tourism - sustainability

Publication of partner search

This partner search can be published?*	YES
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