



Michael Culture Association
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PRESS RELEASE

06/09/2021

“The GLAMers - Enhancing GLAMs through youth engagement during the COVID-19 crisis” - European Erasmus+ project 2021 - 2023

Publication of the study: “Practices of digitally mediated youth engagement in GLAMs during the pandemic” and first series of webinars

The project

Connecting with audiences remotely, especially young audiences, and interacting with them online has been a challenge for European cultural heritage organisations during the COVID-19 pandemic, in particular for Galleries, Libraries, Archives, Museums (GLAMs). But the pandemic has also been an opportunity for GLAMs to think in new ways about young audiences, technology, and their own methods and strategies. **The GLAMers European project** aims to upskill and empower GLAMs by encouraging interaction and co-creation with youth stakeholders and individuals and by offering GLAMs a set of resources which will support them in creatively exchanging with youth organisations.

The Study

The first output of the project will be released in **September 2021** under the format of an **open access publication** entitled *Practices of digitally mediated youth engagement in GLAMs during the pandemic*, written by Katerina Zourou and Elisa Pellegrini, from Web2Learn. At the crossroads of 3 main concepts, Youth, the pandemic and GLAMs, this study aims to support the dialogue of cultural heritage institutions in their attempt to face COVID-19 related challenges by better engaging youth in their outreach activities. Grounded on European and international initiatives for the benefit of GLAMs, this report serves to create a **collection of practices** of digitally mediated youth engagement developed by European GLAMs during the pandemic. **15 concrete examples** of youth engagement in the ordinary activities of GLAMs are showcased in the publication while advice on means to engage youth are given by experienced staff of the selected practices.

The first series of webinars

From September to December 2021, the partners, under the lead of Web2Learn and the support of Europeana, will organise 2 **interactive sessions aimed at GLAMs professionals** as an opportunity to support and advise European GLAMs in building better connections with youth audiences during the pandemic.

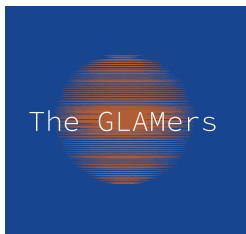
The 2 sessions are free and open to all GLAMs, registration mandatory.

- On **29 September**, a 45-minutes **webinar “[Practices of digitally mediated youth engagement in GLAMs during the pandemic](#)”**: insights and advice. Experience from GLAM professionals developing digital youth initiatives, and practical examples by The GLAMers of easy-to-implement techniques for digital interaction with youth audiences. Registration mandatory before the 28 September.



Funded by
the European Union

The GLAMers project is funded by the Erasmus+ Programme of the European Union. This document reflects only the views of the author, the European Commission cannot be held responsible for any use which may be made of information contained therein.



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- On **13 October**, a lively interactive 3-hour **workshop: “Youth audience engagement during COVID: digital ideas and methods from The GLAMers.”** will teach attendees how to implement a variety of digital audience-engagement techniques. Authors of the GLAMers study and experts from participating GLAM institutions will share their knowledge and insights through case studies and hands-on exercises. Registration mandatory before the 12 October.

The GLAMers project has been funded by Erasmus+ and the National Agency of the Applicant Organization, namely “Youth Board of Cyprus” with a total budget €221.744 and duration of 24 months.

The consortium consists of the Cyprus University of Technology (Lead partner - Cyprus), Citizens In Power (Cyprus), Web2Learn (Greece), the Museum of Arts and Crafts (Croatia) and the Michael Culture Association (Belgium).



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Useful links:

Open access publication ***Practices of digitally mediated youth engagement in GLAMs during the pandemic:***

<https://glamers.eu/io1-use-cases-collection-of-digitally-mediated-youth-engagement-for-glam-s-during-the-pandemic/>

Information about the webinar “**Practices of digitally mediated youth engagement in GLAMs during the pandemic**”:

<https://www.eventbrite.co.uk/e/practices-of-digitally-mediated-youth-engagement-in-glams-tickets-166504604755>

Information about the workshop “**Youth audience engagement during COVID: digital ideas and methods from The GLAMers.**”:

<https://www.eventbrite.co.uk/e/youth-audience-engagement-during-covid-tickets-166506045063>

Project Website: <https://glamers.eu/>

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