

# TECH4HERITAGE:

CULTURAL DIVERSITY AS A DRIVER  
OF ENTREPRENEURIAL INNOVATION

Erasmus+ Youth Mobility



# PRACTICAL INFORMATION

## Travel Information

- Accommodation in Mont-de-Marsan (fully covered)
- Reimbursement of trip / Reimbursement rules
- Bus/train + Distance band calculation
- Travel insurance / all-risk cover included

## Travel Reimbursement

- Receipts / documents required
- Tip: eco-travel (green bonus)
- Transport receipts to keep
- Reimbursement after the exchange



# Mission & Objectives



1

## Heritage Valorization

Show cultural diversity as an economic and innovation driver, transforming intangible heritage into tangible entrepreneurial value for European youth and communities.

2

## Skills Development

Equip 30 young people with entrepreneurial, digital, and intercultural skills through non-formal learning methods and hands-on project development activities.

3

## Innovation Stimulation

Organize a collaborative hackathon where youth create heritage-based entrepreneurial projects, turning cultural inspiration into innovative digital prototypes.

4

## European Cooperation

Build a transnational network across 4 countries and produce an open-source entrepreneurial guide under Creative Commons license for lasting European impact.





# Participating Organizations



## **France**

Association Culturelle Dominicaine Couleur Caraïbes (Coordinator)

Promoting Dominican culture and cultural diversity. Leads the TECH4HERITAGE project, coordinating all partner activities and ensuring alignment with Erasmus+ Youth objectives.

## **Romania**

Tomorrow Hub

Dedicated to youth empowerment and digital heritage preservation. Supports young innovators in Romania through non-formal education, design thinking, and technology-driven cultural projects.

## **Germany**

AGIC — African-German Integration Center  
Focused on African-German integration and youth entrepreneurship. Brings expertise in intercultural dialogue, digital skills training, and supporting young people with fewer opportunities.

## **Turkey**

Antalya Turkuaz Youth Association  
Specialised in social inclusion and sustainability projects. Engages marginalized youth through cultural exchange, entrepreneurial initiatives, and transnational cooperation programs.



# Project Rationale

## Heritage Under-Exploitation

European intangible cultural heritage remains largely untapped as a source of economic and entrepreneurial innovation. Despite its immense value, heritage is rarely integrated into youth entrepreneurship frameworks or digital innovation strategies.

## Youth Skills Gap

Youth unemployment across Europe is compounded by a growing skills gap in creativity, digital technology, and entrepreneurship. Young people lack structured pathways to transform cultural knowledge into viable professional and business opportunities.

## Need for Cooperation

Addressing these challenges requires transnational cooperation. By bringing together youth from France, Germany, Romania, and Turkey, TECH4HERITAGE leverages cultural diversity as a driver of collective innovation and sustainable entrepreneurial development.

# Detailed Program Overview

Mont-de-Marsan, France | October 19–24, 2026 | A 6-day immersive youth mobility experience combining cultural heritage, digital innovation, and entrepreneurial skills development.

**01**

## **Day 1 – Arrival & Cultural Immersion**

Participants arrive in Mont-de-Marsan and are welcomed with the "Living Museum" icebreaker activity. Teams are formed across nationalities to foster intercultural exchange and set the collaborative tone for the week.

**03**

## **Days 3 & 4 – Ideation, Prototyping & Hackathon**

Day 3 focuses on Design Thinking sprints and prototype creation using digital tools. Day 4 is the Collaboration Hackathon, where transnational teams develop and refine heritage-based entrepreneurial project concepts.

**02**

## **Day 2 – Inspiration & Diagnosis**

A full day of inspiration featuring a Culture-Tech entrepreneurs roundtable. Participants diagnose local and European heritage challenges and identify entrepreneurial opportunities rooted in cultural diversity and digital tools.

**04**

## **Days 5 & 6 – Presentations, Ceremony & Networking**

Day 5 features public pitch sessions and the Closing Ceremony celebrating participants' achievements. Day 6 is dedicated to project evaluation, Youthpass delivery, peer feedback, and building the Erasmus+ alumni network.



# BUDGET AND PRACTICAL INFORMATION

## Budget per Country

- Germany: €417
- Romania: €395
- Turkey: €580
- France: €0

## Travel Reimbursement

- Required documents:
- Flight invoice
- Boarding passes
- Transport receipts



# Mobility Flows Summary



## France → France

8 youth + 1 leader

Includes 4 participants with fewer opportunities.

Travel: Standard route.

Destination: Mont-de-Marsan, France.

## Romania → France

7 youth + 1 leader

Green travel route.

Destination: Mont-de-Marsan, France.

No exceptional costs.

## Germany → France

7 youth + 1 leader

Includes 4 participants with fewer opportunities.

Travel: Green travel route.

Destination: Mont-de-Marsan, France.

## Turkey → France

7 youth + 1 leader

Includes 4 participants with fewer opportunities.

Green travel route.

Destination: Mont-de-Marsan, France.

# LEARNING METHODS & SECURITY MEASURES

TECH4HERITAGE employs non-formal education methodologies to maximize youth engagement and skill development, while maintaining rigorous safety and protection standards throughout the mobility in Mont-de-Marsan.

## NON-FORMAL LEARNING

Learning by Doing: from idea to prototype. Design Thinking & Sprints using digital tools. Peer Learning in transnational mixed teams. Hands-on hackathon and co-creation sessions.

## SAFETY & PROTECTION

High supervision ratio with on-site coordinator. Code of Conduct with inclusion and GDPR compliance. Buddy system for participant safety and well-being.

## INSURANCE & COMPLIANCE

Medical forms collected prior to departure. Full Erasmus+ insurance coverage for all participants. Emergency protocols and 24/7 leader availability throughout the programme.

# Sustainable Impact & Dissemination

## ■ Open-Source Guide

Publication of the open-source "Guide du Jeune Entrepreneur Interculturel" under a Creative Commons license, freely accessible to youth, educators, and organizations across Europe to replicate the TECH4HERITAGE model.

## ■ Alumni Network

Creation of a sustainable Alumni Network on LinkedIn and Discord, governed by an elected committee of participants, ensuring long-term peer exchange, mentorship, and collaboration beyond the project's duration.

## ■ Public Restitution

Organization of public restitution events in all 4 partner countries, led by participants acting as Erasmus+ ambassadors, to share outcomes, inspire local youth, and promote cultural entrepreneurship in their communities.

# THANK YOU FOR YOUR INTEREST IN TECH4HERITAGE!

Contact: Sandra Bertranne — Project Coordinator  
Association Culturelle Dominicaine Couleur Caraibes (France)

KENNETH KRASSO - (+33 617-66-44-36)  
[kenneth.krasso@gmail.com](mailto:kenneth.krasso@gmail.com)

