



## PRESS RELEASE

### **Launch of the new Erasmus+ KA2 GLAMers: Enhancing GLAMs through youth engagement during the COVID-19 crisis**

The online kick-off meeting of the new Erasmus+ KA2.project took place on Friday 26 of March 2021. The project aims to boost Galleries, Libraries, Archives and Museums (GLAMs) that were for the majority unprepared regarding the effects of the pandemic, including a sudden loss of income (which definitely impacted the employment rates in the cultural and creative sectors), as well as a severe disruption of their relationship with their audiences. Since the beginning of the pandemic, these effects have managed to further damage this sector which was already struggling with poor community outreach over the past decade.

Therefore, the «GLAMers» has the following four main objectives, each one addressed by an Output (O).

- The first objective is to provide a collection of use cases emphasizing youth engagement as a means of GLAM recovery during the COVID-19 pandemic. This collection will be enriched with an analysis of challenges, opportunities and hidden potential of youth engagement in GLAM rebirth (O1).
- The second objective is to build on O1 results and create an open access digital collection of at least 30 digital resources, plus a 5-module online training suite and 8 webinars for GLAMs and youth organisations. These training sessions will be of national and pan-European reach as they will be carried out in English and in partner languages (O2).
- The third objective is to allow GLAMs put in practice knowledge acquired in O2 by organizing real events at their premises where youth (young individuals and youth communities) will have a vital role. At least 5 events will take place across Europe. They will all be held according to the local public health regulations for COVID-19 at that given moment. Thus, GLAMs will benefit from counselling by project partners to first carry out and then assess the digitally enhanced activities involving youth at their premises. Implementation and assessment tools will be part of the methodology that will be developed to support GLAMs during these stages (O3).
- The fourth objective is to map social change. The GLAMers will demonstrate how youth communities can be part of the solution to the current COVID-19 crisis through their active participation in cultural events that both help GLAMs recover and also contribute to community efforts to face the current pandemic. This will be showcased through live-streaming events at the premises of GLAMs, a series of Do's and Don'ts video-interviews and at least 20 attractive infographics (O4).



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair on  
Digital Cultural Heritage at  
the Cyprus University of  
Technology

Cyprus University of Technology  
Department of Electrical Engineering,  
Computer Engineering and Informatics  
Digital Heritage Research Lab  
Archbishop Kyprianou 30  
CY-3036 Limassol, Cyprus  
Tel.: +357-25-002020,  
Fax: +357-25-002899  
Email: [marinos.ioannides@cut.ac.cy](mailto:marinos.ioannides@cut.ac.cy)  
[www.digitalheritagelab.eu](http://www.digitalheritagelab.eu)



This 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 from the Cyprus University of Technology, the Project Applicant, the Citizens In Power, the Web2Learn, the Museum of Arts and Crafts and the Michael Culture Association.

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

Follow us #TheGLAMers

[Digital Heritage Lab at Cyprus University of Technology](http://www.digitalheritagelab.eu)