



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



MyStories

Experience the European life



As you enter my city **memory parks**, you will discover the land of passion and love, ideals and desires, values and integrity challenged, battles won and lost.

Stories of life will emerge. For each and every person that lived in my city, left a story.

And as you peacefully start accepting facts of stories of **their life**, you start realizing they are stories about **your life**.

Project idea

Tourism, especially cultural tourism, is about stories that enrich our knowledge and understanding of the places we visit. They are the most valuable asset of a destination.

Hence the project idea for cemetery and city tourism: **creating and offering stories about mysteries of life.**

Building on multiart creativity



As for now, most cemeteries books and guides may be quite **dull and boring for usual visitor**. Written mostly by historians and on historical facts they are valuable input for heritage protection documents and research.

Yet they **miss to impress the ordinary visitor**, leaving most of the senses and emotions out of the way. Most of the **artistic work is in design or photography** of these production.

Our project aims at developing stories by involving various artists. The prime role would be taken by **writers** that should build **mysterious and interlaced stories of various people** based on facts.

Visual and audio artists would follow on the prime story, developing materials for various stages of interaction and experiencing of the stories.

Interlaced stories of European cities within a time frame



Stories of people in various cities would interlace. For this to work, the writer would be first presented with current interesting stories that are already known at the cemeteries. The purpose is to actually **mix facts** (names, professions, dates, cultural values and life,...) with **imagined** (or even real) **encounters** among main characters.

Several results should emerge from this:

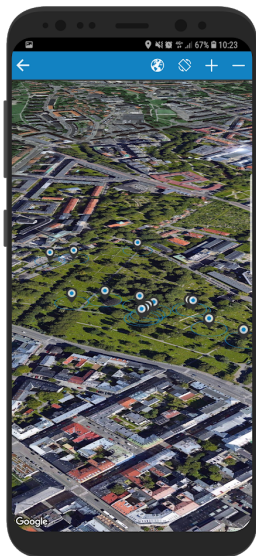
- Stories becoming much more interesting and readable
- Many other historical facts or cultural heritage facts could be included
- The European perspective in local history would be introduced

Stages of interaction

The important aspect of the project are the stages in which a visitor of the broader destination (city, region) would get involved. A **video trailer on social media** or a simple **table paper base** in a restaurant would trigger the attention with introduction to the story.



Next stage would be an option to buy a nicely designed print of **first chapter of the prime story** for a small fee, proposed as a way to **learn about the destination through this story**.



At the end of the chapter, visitor would be invited to get a much deeper discovery by visiting the cemetery and buying **other 2-4 chapters of the story**. Each chapter would be its own booklet and available as well in mobile app. Audio guide would be available on mobile app, leading along the cemetery for each chapter to be read at different point.

This stage is particularly interesting since the audio guide would contain **vital pieces of story**, but would not work without visiting the cemetery with mobile app. GPS data would be used to detect position of the visitor and providing relevant data. The intention is to get people to actually visit the cemetery and get in touch with its heritage.

Chapters of the story would be separated in a way that they could be read alone, yet together they would form much broader learning and even become a collection.

Finally at the end of audio guiding, visitor would be invited to **visit the cemeteries in other cities** included into the prime story as there he would be able to **read new chapters**, relevant to that city.

Theatre, movies and more

Due to predicted stories interest we plan to further propose them as theatre plays that could take place at the cemetery or elsewhere. Depending on the overall interest of the public even movies could be produced later.

Publisher brand: MyStories

Aim of the project is to **build a specific brand of publishing**, related to cemeteries and growing **understanding of cultural influences and intersections between European cities**.

The brand name with accompanied design would be further developed during the project, the currently proposed name and all designs being just a general idea of direction.

Publishing principles behind the brand would follow strict rules:

- Multiart creativity
- Interlaced stories of European cities and values within a time frame
- Stages of interaction
- Writers in prime role
- Single director and producer to keep known format for the readers

European Cemeteries Route role



The prime slogan and concept of our route is essential to this project as **stories** would always derive from the cemeteries and the stories should be directed by the **relevant facts and heritage**.

Therefore route (ASCE as the formal organisation) would be the publishing authority, coordinating the project, authors and interested parties (private companies that would participate in sales and promotion of the stories).

Project plan

Project partnerships and roles

Due to the nature of involved organisations and members of European Cemeteries Route it is important to find the most **viable way** for performing the project and managing it in the future.

Members of the route are mostly cemeteries management organisations, municipality departments, non-profit organisations and cultural institutions. They do not have sales orientation or personnel, which makes it hard to expect proper sales activities (dealing with hotels, restaurants, souvenir shops...).

In order to overcome this issue an important activity of the project is to find **distributors** in each of participating cities that will deal with this.

Therefore we will organize activities with following project partnership (and future) roles:

- Publisher: European Cemeteries Route (ASCE)
 - Develop and maintain the MyStories brand, manage the story creation process, prepare promotional materials (advertisements, posters, table-tops, flyers,...) and organize general promotions in various ways (events, advertising, media,...)
 - Arrange deals with authors
- Project members:
 - Invest into story development and project coordination
 - Arrange deals with local distributors or other licenced users
- Authors: writers, visual and audio producers, designers

Produce the story that will be attractive and multi-artistic (ie photos and audio contributing to the story understanding, design following the story theme).
- Distributors: local agents

Sales of the story through various channels and places like tourists points, museums, hotels, restaurants and other places. Distributors will as well decide and pay the story **translations** based on their market knowledge.

- Other licensed users: local guides, theaters or other interested institutions can further promote, use or sell the story in other formats (guided walk with a story, theater play at the cemetery, other touristic offer based on the story,...).

Activities

Due to innovative approach it is important to execute a **pilot project**, involving members from at least 3 cities. Based on results of the project, brand would be extended to cover new cities and cemeteries along the European Cemeteries Route.

Project would be performed by following activities:

- Project coordination
 - Kick-off meeting with formal agreements and team roles set-up
 - Agreement on **prime story basis** among members:
 - theme (sports, music, religion,...) if important
 - cemeteries included
 - monuments, graves and people included (for which the initial historical data exists and can be matched in a common story)
 - Finding local distributors and arrange agreements
 - Project activities follow-up work, coordination of the team
- Story creation
 - Call for authors
 - Formal arrangements with authors
 - Writing
 - Preparing the audio and visual materials
 - Design and production of stories
- Communications
 - Communications during the project
 - Design and production of promotional, sales points materials (table tops, posters,...) and media materials (press releases, blogs,...)
 - Organizing a promotional event (during the already established Week of Discovering European Cemeteries)
 - Promotion in digital tourists channels (websites, social media, emails, advertising) of the destinations (members cities)

- Post pilot project activities
 - Distribute information about the results to members
 - Finding members willing to participate
 - Organizing members in stories groups depending on how they fit the concept and possible tourist exchange (cities that could be visited by same tourists)
 - Initiate new story creations and publications

Budget, costs and income

It is estimated that the total costs of the project would be approximately 37.000€.

Activity	Costs	Income source	Cost in next publish?
Project coordination	6,500.00€		2,500.00€
Kick off meeting	1,500.00€	Partners	0.00€
Finding local distributors and arrange agreements	2,000.00€	Partners	1,000.00€
Follow-up work, project coordination	3,000.00€	ECR	1,500.00€
Story creation	11,000.00€		11,000.00€
Call for authors	500.00€	Routes4U Grants	500.00€
Formal arrangements with authors	500.00€	Routes4U Grants	500.00€
Writing	4,000.00€	Routes4U Grants	4,000.00€
Preparing the audio and visual materials	3,000.00€	Routes4U Grants	3,000.00€
Design and production of stories	3,000.00€	Routes4U Grants	3,000.00€
Communications	17,000.00€		2,500.00€
Communications during the project	2,000.00€	Partners	500.00€
Design and production of promotional, sales points materials and media materials	5,000.00€	Partners	1,000.00€
Organizing a promotional event during Week of Discovering European Cemeteries	7,500.00€	Partners	0.00€
Promotion in digital tourists channels	2,500.00€	Distributors	1,000.00€
Post pilot project activities	2,600.00€		300.00€
Distribute information about the results to members	300.00€		300.00€
Finding members willing to participate	300.00€	ECR	0.00€
Organizing members in stories groups	800.00€	ECR	0.00€
Initiate new story creations and	1,200.00€	ECR	0.00€

publications			
--------------	--	--	--

The costs would drop to 16.000€ for next projects (stories) as many network activities could already be in place or easier to promote. This however depends very much on the type of promotional activities, local distributors and other factors that will emerge during pilot project.

Figures do not include the actual printing costs of the stories as they depend on the agreements with distributors and should present their costs.

For the project to be viable on long term for the members, costs should be compensated by selling the rights to distributors and other interested parties or other ways relevant to the member (membership could use it as an investment into promotion of cultural heritage in cemeteries).

Key activity of the project

Success of the project very much depends on the story itself. An amazing story will attract people and thus create interest among distributors and other interested parties.