



## Partner search form

For Creative Europe project applications

Call	<i>Small or Medium Cooperation Projects</i>
Strand or category	<i>Culture</i>

### Cultural operator – who are you?

Name of organisation	Malta UNESCO Youth Association (MUYA)
Country	<i>Malta</i>
Organisation website	<i><a href="http://www.muya.info/">http://www.muya.info/</a></i>
Contact person	<i>Mr. Reece Delia, <a href="mailto:reece@muya.info">reece@muya.info</a></i>
Organisation type	<i>Non-profit / Non-governmental organisation (NFP-NGO)</i>
Scale of the organization	<i>Small</i>
PIC number	<i>908495405</i>
Aims and activities of the organisation	<p><i>The Malta UNESCO Youth Association (or MUYA for short) is a youth association representing the principles of UNESCO in Malta, in close cooperation with the UNESCO National Co-ordination Body (i.e. National Commission of UNESCO in Malta).</i></p> <p><i>The primary objective of the association is that of <b>promoting culture, education, science and communication - the ideals of UNESCO - amongst, first and foremost, local youth as well as, at a second level, the public at large.</b></i></p> <p><i>The association reaches this aim by carrying out a myriad of activities, including but not limited to:</i></p> <ul style="list-style-type: none"> <li><i>• Taking part as a partner in various Erasmus+ youth exchanges and training courses across the EU;</i></li> <li><i>• Writing its own Erasmus+ projects and thereafter hosting and organising youth exchanges and training courses in the Maltese Islands;</i></li> <li><i>• Tapping into local funding in order to create projects which promote various aspects of Maltese identity. These have included thus far an art exhibition portraying the Maltese identity (Min hu l-Malti?), a publication promoting Maltese dialects and varieties (Kelmtejn mill-Popolin), a musical concert exposing youth to the works of a famous Maltese composer (Carlo Diacono) as well as a music project bringing together the various communities represented in Malta (Sinfonija);</i></li> <li><i>• Attending local conferences and events in order to extend our outreach to youth such as events organised by the University of Malta, MCAST and other institutions; and</i></li> <li><i>• Cooperating with various local entities to spread our message.</i></li> </ul>
Role of the organisation in the project	<i>Project Coordinator</i>
Previous EU grants received	<p><i>EU Programme Erasmus+:</i></p> <ul style="list-style-type: none"> <li><i>• 2020-3-MT01-KA205-092389 - Learn2Play (2020)</i></li> <li><i>• 2019-3-MT01-KA105-074061 - EDUBoardz (2021)</i></li> </ul>

	<ul style="list-style-type: none"> <li>2021-1-MT01-KA153-YOU-000009400 - Get Across (2022)</li> </ul>
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**Proposed Creative Europe project – to which project are you looking for partners?**

Sector or field	<i>Intangible Cultural Heritage, UNESCO, Youth, Gamification</i>
Description or summary of the proposed project	<p><i>The term 'cultural heritage' has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO. Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.</i></p> <p><i>While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.</i></p> <p><i>It is precisely with this aim in mind that the project we are proposing seeks to <b>promote the value and importance of intangible cultural heritage amongst the future generations</b> so as to ensure that they have a thorough understanding of what this entails and promote it to generations yet to come.</i></p> <p><i>Our idea is to create a project that precisely promotes the intangible cultural heritage of the countries involved in the project. In a first phase of the project, we will design and hold a survey amongst local youth (aged between 15 and 24 years old as per the definition of UNESCO) in order to determine the extent to which they are aware of the UNESCO intangible cultural heritage items of their respective countries. Based on the results of the survey, we will shape and develop an effective tool to promote amongst youth, in a form and format that best suits our target audience (be it a board game or else an online application, depending on what proves most popular). This gamified tool will attract the attention of youth, allowing them to discover their natural intangible cultural heritage whilst enjoying themselves with friends!</i></p>
Partners currently involved in the project	<i>No partners are currently involved yet even if initial discussions are currently being held with some partners in Spain, Lithuania and Greece.</i>

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

From country or region	<i>We will like to find a partner from the Western part of Europe and another one from the Eastern part to ensure a diversity of partners.</i>
Preferred field of expertise	<i>Cultural Heritage, Youth, Gamification, Cultural technologies</i>
Please get in contact no later than	<i>28th February 2025</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?	<i>Projects involving any one (or more) of the ideals of UNESCO (culture, education, science) and most especially promoting the value of cultural heritage are of great interest to us. In addition, projects working with younger generations are also particularly of interest.</i>

**Publication of partner search**

This partner search can be published?*	Yes
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