

Introducing the **COOLTOUR Toolkit for Heritage Managers**

February 2024

In our continuous effort to bridge the gap between cultural heritage and Millennials, we are thrilled to announce the release of the **COOLTOUR Guidelines & the Toolkit for Heritage Managers**.

Both manuals are results of “COOLTOUR - Millennials for Cultural Heritage” Erasmus+ project. While the Guidelines summarise theory; share examples from implemented practices; bring forward tips & tricks for those working in heritage institutions; share exercises the project team worked on during the 2-year project, the Toolkit serves as a resource of case-studies from the joint efforts of youngsters and heritage managers in the involved pilot heritage sites.

What's inside the Guidelines?

The COOLTOUR Guidelines is a comprehensive guide for heritage managers, designed by KÖME - the Association of Cultural Heritage Managers, based in Budapest, and project partners. It brings insights and tested approaches to foster participation and better engage millennials, as well as suggestions on how to improve social media content for heritage sites.

What's Inside the Toolkit?

The COOLTOUR Toolkit is not just a resource sharing experiences from the project, but a roadmap, a collection of techniques and adaptable scenarios that staff and volunteers working in heritage related projects can use and test in their own context. The tools were designed to be versatile, thus the practices can be replicated across different cultural heritage institutions.



Key Features of the Toolkit

- **Innovative Strategies:** Learn how to connect with the millennial audience through modern and interactive approaches.
- **Engagement Techniques:** Discover new ways to encourage active participation and dialogue among young visitors.
- **Social Media Integration:** Get insights on leveraging social media platforms for effective storytelling and outreach.
- **Evaluating Impact:** Understand how to measure the success of your engagement strategies with new evaluation perspectives.

How to Access the Toolkit?

The COOLTOUR Toolkit for Heritage Managers is [now available for download](#). Heritage managers and professionals can access this resource to enhance their engagement strategies and create more meaningful experiences for the millennial audience.

Stay Connected

For more information and updates on the COOLTOUR project and other initiatives, follow us on our social media channels and join our community of heritage enthusiasts.

Together, let's make cultural heritage more accessible and engaging for the next generation!

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