



Traditional Heritage - Inclusive Culture Exchange – South Mediterranean , Europe

Traditional Heritage – Inclusive Culture Exchange South Mediterranean & Europe	
Programme	Erasmus+ Youth / Euro-Mediterranean Cooperation (SALTO-YOUTH Partner Finding – Otlas)
Project Type	Youth Exchange / Cultural Cooperation Project with a strong focus on Inclusion & Intercultural Dialogue
Coordinating / Initiating Organisation	Al-Mashal Association for Culture, Development and Sports Bouarfa – Morocco
Partner Countries (Confirmed / Interested)	Palestine – Tunisia – Algeria – Turkey – Greece – Spain
Project Duration	2025 – 2026

Project Summary

The project “Traditional Heritage – Inclusive Culture Exchange” aims to promote intercultural dialogue, social inclusion, and the preservation of traditional heritage by connecting young people and community actors from South Mediterranean and European countries.

Through inclusive cultural activities such as traditional crafts workshops, heritage exhibitions, storytelling sessions, artistic performances, and intercultural exchanges, the project creates a shared space where diversity is valued and cultural identities are respected.

A strong emphasis is placed on the active participation of youth with fewer opportunities, including young people with disabilities and marginalized backgrounds, ensuring accessibility, equal participation, and meaningful engagement for all participants.

The project brings together experienced civil society organizations from Palestine, Tunisia, Algeria, Turkey, Greece, Spain, and Morocco, all committed to supporting the implementation and impact of the project through cooperation, content contribution, and community engagement.

Background & Rationale

The South Mediterranean and European regions are home to a rich and diverse cultural heritage shaped by history, traditions, crafts, music, and social practices. However, globalization, social exclusion, and limited intercultural opportunities have contributed to a growing distance between young people and their traditional heritage.

At the same time, many young people—especially those with fewer opportunities, including youth with disabilities, marginalized communities, and those from rural or economically disadvantaged areas—often face barriers to participation in cultural and international activities.

This project responds to these challenges by using traditional heritage as a tool for inclusion, intercultural dialogue, and youth empowerment. By creating a shared cultural exchange space between South Mediterranean and European countries, the project promotes mutual understanding, respect for diversity, and active participation in cultural life.

Main Objective

To promote intercultural dialogue, social inclusion, and appreciation of traditional heritage by engaging young people and community actors from South Mediterranean and European countries in inclusive cultural exchange activities.

Specific Objectives

To strengthen intercultural understanding and cooperation between youth from South Mediterranean and European countries.

To increase the visibility and appreciation of traditional heritage and local cultural expressions

To empower young people with fewer opportunities, including youth with disabilities, through inclusive and accessible cultural activities.

To create safe and inclusive spaces for dialogue, learning, and creative expression.

To strengthen long-term cooperation and networking between civil society organizations working in culture, youth, and inclusion.

European & Regional Added Value

- Encourages Euro-Mediterranean cooperation and dialogue.
- Supports Erasmus+ priorities on inclusion, diversity, and participation.
 - Promotes cultural heritage as a means of social cohesion and peacebuilding.
- Builds sustainable partnerships between organizations from different cultural and social contexts.

Project Format & Methodology

The project will be implemented in the form of an Inclusive Cultural Heritage Exhibition and Exchange Event, bringing together organizations and participants from European Union countries and South Mediterranean countries.

Cultural Exhibition

The core activity of the project will be a cultural exhibition presenting the traditional and cultural heritage of participating countries. Each partner organization will nominate a representative or a small group of participants to represent their country through:

Traditional crafts and handmade products

Cultural symbols, traditional clothing, music, or visual materials

Stories and narratives related to local heritage and identity

The exhibition will serve as an open and interactive space for learning, dialogue, and cultural discovery.

Cultural Exchange Sessions

In addition to the exhibition, the project will include interactive cultural exchange sessions, such as:

Storytelling and heritage-sharing circles

Discussions on similarities and differences between cultures

Informal learning activities focused on intercultural understanding

Creative workshops inspired by traditional heritage

These sessions will encourage active participation, mutual respect, and meaningful intercultural dialogue among participants.

Country Representation & Documentation

Each participating organization will select a representative to present their country's cultural heritage. These presentations and activities will be documented through photography and video, creating high-quality visual content.

The produced content will be shared and promoted through:

Social media pages of participating associations and organizations

Online platforms and communication channels of the partners

This approach ensures wider visibility, dissemination, and long-term impact beyond the physical event.

Media Coverage

The project aims to secure national media coverage in Morocco, including:

Coverage by Al Aoula (Moroccan National TV Channel)

Broadcasting through official Moroccan national radio

This media involvement will increase public awareness of cultural diversity, inclusion, and Euro-Mediterranean cooperation.

Inclusion of Marginalized Groups and Persons with Disabilities

A dedicated component of the project will focus on supporting marginalized groups, youth with fewer opportunities, and persons with disabilities. This will be achieved through:

Actively involving them in exhibition activities and cultural sessions

Integrating their contributions into creative and artistic designs

Promoting and publishing their creative work through partner platforms

This inclusive approach ensures equal participation, empowerment, visibility, and recognition of their talents and creativity.

A. PARTNER ORGANISATION	
PIC	867340439
OID	E10415092
Full legal name (National Language)	جمعية المشعل للثقافة والتنمية والرياضة
Full legal name (Latin characters)	Al-Mashal Association for Culture, Development and Sports
Acronym	AMACDS
Year of establishment	2023
Address (Street and number)	Zayo Alley No. 144, Bouarfa ,Morocco
Country	Morocco
Founder of the Association	Driss Behloul
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B. PROFILE	
Type of Organisation	Non-governmental, non-profit organization
Is the partner organisation a public body?	No

