

A. PARTNER ORGANISATION	
ID Number	E10425504
PIC	871959579
Full legal name (National Language)	Associació Despega con Henko
Full legal name (Latin characters)	Associació Despega con Henko
Acronym	HENKO
National ID (if applicable)	G70715446
VAT number	G70715446
Address (Street and number)	Avenida Paralelo 124 bis
Country	Spain
City	Barcelona
Website	www.culturahenko.com
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B. PROFILE	
Type of Organisation	No profit association
Is the partner organisation a public body?	no
Is the partner organisation a non-profit?	yes

ASSOCIATED PERSONS		
	LEGAL REPRESENTATIVE	Second PERSON
Title/Position	Director	General Coordination
Gender	Female	Male
First Name	Raquel	Edu
Family Name	Ruiz	Cruz
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Please briefly present the partner organisation

Minimum 4500 characters and maximum 4900 characters

Cultura Henko is a cultural and social non-profit organisation based in Barcelona, Spain, founded in 2024. The organisation builds on more than a decade of experience in independent cultural production, audiovisual creation and creative communication developed by its founding team.

Cultura Henko works at the intersection of **culture, communication and social engagement**, using arts-based approaches, storytelling and participatory formats to create spaces for dialogue, reflection and community participation.

At local level, Cultura Henko is currently designing a youth-oriented programme composed of several creative itineraries, including music experimentation, audiovisual storytelling, embodied expression, documentary reflection cycles and digital identity development. These initiatives aim to foster self-confidence, collaborative skills, intercultural dialogue and media literacy among young participants. The organisation prioritises accessible methodologies that do not require previous artistic training, ensuring inclusive participation.

Beyond direct youth work, Cultura Henko has coordinated multidisciplinary cultural and communication projects involving public spaces, community stakeholders and creative professionals. This experience has strengthened its operational capacity in project management, team coordination, content development, stakeholder communication and dissemination strategy—key competences for European cooperation projects.

Cultura Henko integrates digital tools and online learning environments into its organisational practice and project development processes. Drawing from its experience in audiovisual production, digital communication and platform design, the organisation combines creative methodologies with digital storytelling and transmedia communication. This hybrid perspective enables Cultura Henko to connect local communities with broader European narratives and strengthen democratic participation and cross-border exchange.

The organisation's long-term vision is to consolidate itself as a European partner specialised in arts-based youth empowerment, gender-aware methodologies and inclusive digital practices. Participation in Erasmus+ represents a strategic step in expanding its impact, strengthening its institutional capacity and engaging in meaningful cooperation with experienced European organisations.

Through its community-centred approach, methodological coherence and strong communication expertise, Cultura Henko positions itself as a reliable, innovative and value-driven partner for Erasmus+ Youth projects.

What are the activities and experience of the partner organisation in youth work? Please provide information on your organisation's regular youth work activities at local level.

Minimum 4500 characters and maximum 4900 characters

Cultura Henko has not yet implemented structured youth programmes, as the organisation is in an early development stage and many planned activities depend on project-based funding.

However, the organisation develops participatory cultural formats such as short workshops, artistic facilitation sessions and dialogue spaces, often in collaboration with artists, psychologists and social practitioners.

The youth programme currently under development consists of five creative itineraries designed in collaboration with professionals from performing arts, music creation, digital communication and community pedagogy. These activities aim to create safe and reflective environments where participants can explore social themes through creative expression, storytelling and collective reflection.

The first itinerary focuses on accessible music and sound creation. It allows young people to explore composition, vocal expression and intuitive sound experimentation using basic digital tools. Sound becomes a medium for emotional expression and exploration of identity, without requiring previous artistic experience.

The second itinerary is dedicated to audiovisual acting and film language. Through practical exercises in front of the camera, participants develop expressive clarity, confidence, communication skills and an understanding of audiovisual storytelling. This itinerary supports young people in recognising their expressive capacities and navigating creative environments.

The third itinerary is a feminist documentary screening and reflection cycle. It consists of ten films accompanied by guided discussions on identity, bodies, memory and social realities. Planned in collaboration with a cooperative cultural space in Barcelona, its implementation depends on funding, but its educational structure and methodology are fully defined.

The fourth itinerary uses urban dance and embodied expression as learning tools. Through movement, improvisation and collective choreography, young people explore emotional release, connection with their bodies, and group cohesion. It provides a safe environment where physicality supports emotional well-being and personal grounding.

The fifth itinerary focuses on digital presence and feminist communication. It helps young participants articulate their personal narratives, reflect on identity, and create a basic website or portfolio. This itinerary strengthens digital literacy, visibility and expressive autonomy, particularly for young women and LGBTQIA+ youth.

The programme also incorporates a **community-oriented public event**, connected to the documentary cycle, designed to enhance visibility and reinforce the connection between participants and their neighbourhood.

Parallel to the development of this youth programme, Cultura Henko has built solid **project management and organisational capacities** through the coordination of large-scale creative and communication projects for external organisations. The organisation led the full marketing and communication launch of POP MART's first store in Barcelona, directing a multidisciplinary team responsible for audiovisual production, content creation, influencer strategy, community management and in-store activations. The creative and audiovisual teams worked under Cultura Henko's direction, demonstrating the organisation's capacity to coordinate complex, multi-actor processes with clarity and coherence.

The organisation has also coordinated complex communication and creative projects for external partners, managing multidisciplinary teams responsible for audiovisual production, digital communication and content development.

Through these experiences, Cultura Henko has built competencies in **creative direction, team leadership, content development, stakeholder communication, timeline management, digital creation and monitoring of deliverables**. Although these initiatives were not part of Erasmus+, they demonstrate the organisation's readiness to manage structured processes and support the implementation of high-quality youth work.

Erasmus+ represents an important opportunity for Cultura Henko to strengthen its methodologies, expand its network and bring its emerging youth programmes to life through cooperation and learning with European partners.

Please give information on the key staff/persons involved in this application and on the competences and previous experience that they will bring to the project.

Minimum 4500 characters and maximum 4900 characters

The founding team of Cultura Henko brings more than ten years of experience in independent cultural production, audiovisual creation and creative communication.

This experience includes the coordination of cultural events, audiovisual storytelling initiatives and communication strategies for artistic and social projects. Through these activities, the team has developed strong capacities in **project coordination, creative production, narrative development and audience engagement**.

These skills are particularly relevant for European cooperation projects that require effective communication, creative dissemination and accessible storytelling of project outcomes.

Raquel Ruiz Diego – Strategic Direction, Project Management & Facilitation

Raquel leads the strategic, organisational and pedagogical development of Cultura Henko. Her role includes defining the organisation's long-term vision, designing communication strategies, coordinating internal teams and external collaborators, maintaining relationships with institutions and funders, and developing proposals for European, national and local calls. She provides structural coherence, sustainability planning and decision-making capacity at all levels of the organisation.

With more than ten years of experience in cultural content creation and feminist storytelling, Raquel is the founder of *Improvistas*, an audiovisual project documenting emerging artists through an intimate, intersectional and narrative-driven lens. She has conducted interviews with high-profile figures and directed multidisciplinary creative teams.

Raquel also works accompanying women, youth groups and associations in developing their communication identity, creating websites, structuring digital learning platforms and designing communication strategies. Her practice integrates creative direction, emotional literacy and feminist pedagogy, with the ability to create safe, inclusive and reflective spaces for young people. In this project, she ensures methodological coherence, pedagogical design and overall project supervision.

Eduardo Alejandro Cruz Aragón – General Coordination & Executive Production

Eduardo Cruz Aragón is a cultural producer, musician and creative project manager with over 15 years of experience. As cofounder and vocalist of the indie pop project *lisen*, as well as co-director of Tramando Producciones, he has led concerts, tours, cultural cycles and audiovisual productions with international reach.

Through Tramando (2010–2020), he coordinated artists, technical teams, budgets, logistics and partnerships in fully self-managed projects. In the audiovisual phase of Tramando, he participated in the production of portrait interviews and documentary pieces that surpassed 1.5 million views and built a cross-generational creative community.

As cofounder of Cultura Henko, Eduardo now focuses on operational coordination, executive production, logistical planning and collaboration with cultural spaces. He also contributes to FluyoArchivo, coordinating processes related to cultural archiving, affective memory and community-centred artistic practices. He brings solid experience in **production, team leadership, organisation and community engagement**, all essential for youth project implementation.

Rocío Rivas Slipak – Strategic Communication & Narrative Design

Rocío Rivas Slipak is a publicist, communication strategist and cultural consultant with extensive experience in creativity, editorial production and transformative communication. She has worked in international advertising agencies and cultural projects, creating campaigns, strategic messaging and transmedia storytelling with feminist and socially engaged perspectives.

At Cultura Henko, she leads institutional communication, narrative identity and strategic content development. Her work prioritises accessibility, clarity and narrative coherence. She designs communication frameworks for educational and cultural initiatives and contributes to the development of inclusive materials for youth audiences.

In FluyoArchivo, she is responsible for communication strategy and transmedia storytelling, framing artistic and social processes through emotionally grounded and community-oriented narratives.

Combined Competences

Together, the team brings a balanced and complementary set of competencies:

- strategic leadership and long-term planning
- coordination and management of cultural and educational projects
- executive production and logistical organisation
- feminist facilitation and emotional literacy
- communication strategy and transmedia narrative design
- web creation, digital platforms and online learning environments
- audiovisual creation, storytelling and community-rooted documentation
- ability to lead multidisciplinary teams in complex, public-facing initiatives

This unique combination of cultural expertise, technical skills and community-centred methodology positions Cultura Henko as a capable and reliable partner in Erasmus+ youth projects, ensuring that all activities are delivered with professionalism, inclusivity and methodological coherence.

Would you like to make any comments or add any information to the summary of your organisation's past participation?

Minimum 2500 characters and maximum 2900 characters

Cultura Henko is a newly established organisation and, as such, we have not yet participated in Erasmus+ or other European-funded projects. Our lack of previous participation is simply a reflection of our early stage of development rather than a lack of interest or commitment. During our first organisational phase, our focus has been on building a solid conceptual foundation, designing our educational methodologies, and understanding the needs of the communities we aim to work with. This groundwork has been essential to ensure that our future involvement in European programmes is responsible, sustainable and aligned with our mission.

Within European cooperation projects, Cultura Henko contributes particularly through **creative facilitation, digital storytelling, audiovisual production and dissemination strategies**.

The organisation supports the transformation of complex social topics into accessible narratives and participatory formats, helping ensure that project results reach diverse audiences and communities.

Although we have not yet carried out formal projects or mobilities, we have invested time in creating workshop formats, developing youth-oriented content, and establishing initial contacts with local stakeholders. These preparatory efforts have allowed us to define our core thematic areas—emotional well-being, gender equality, creative expression and feminist pedagogy—and to identify the types of contributions we can offer to the youth sector. They have also helped us clarify the kinds of partnerships and learning opportunities that would meaningfully strengthen our organisation.

As a young entity, participating in Erasmus+ represents a crucial opportunity for capacity-building. We see the programme as a space where emerging organisations like ours can grow, learn from experienced partners, and acquire practical tools that elevate the quality of our work. Our intention is to gradually gain experience through training courses, networking activities and smaller-scale collaborations before moving toward more complex project formats. This step-by-step approach reflects our commitment to responsible development and high-quality youth work.

It is important for us to highlight that, even without a track record of completed projects, we already operate with a clear strategic vision and an educational philosophy rooted in inclusion, creativity and emotional care. Our team is motivated, well-prepared and eager to learn from the European context. We believe that bringing organisations at different stages of maturity into Erasmus+ enriches the youth sector and supports diversity of perspectives, practices and community realities.

For these reasons, while our past participation record is currently limited, our readiness, motivation and long-term commitment to the programme are strong. We aim to contribute to Erasmus+ through our developing expertise in arts-based learning, emotional literacy and gender-aware youth work, and we see this first step into European cooperation as a foundational milestone in the growth of Cultura Henko.