



Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura



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ASSOCIAÇÃO DE JOVENS VOLUNTÁRIOS DE GAEIRAS

RUA PRINCIPAL 75/77 RC - 2510-729 GAEIRAS



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Associação de Jovens Voluntários de Gaeiras

Jovens Voluntários de Gaeiras Organization was founded in 2012 with the purpose of developing a dialectical relationship between youth and the territories they inhabit. We believe in a strongly committed youth in the development of their place(s), helping the local community to edify a sense of belonging and mutual social awareness. Our organization promotes the empowerment of youth on a local, underdeveloped territory, offering tools for them to become social entrepreneurs and/or widely expand the local knowledge, determining a more informed and European aware youth community. Moreover, we are integrated in a local community, whose economical tissue is based mostly on agriculture and primary economic sectors, and we are working to create solid bridges between people of very different ages so that ancient knowledge do not disappear and turns out to be a tool of innovative business empowerment. We are a non profit, non governmental organization who put focus in the possible relationship between a small local community and a more wide and global social and economic world. We promote voluntary service among local youth as a tool to promote integration, European awareness, comprehension of social development mechanisms within small communities and stimulation of a new comprehension of endogenous products, powered by new digital, design capabilities and community development. We work mainly with young people between 13 and 30 years old, and promote connections with older people of our village and the municipal territory. We promote



around 10 relevant activities each year such as: Folk music and local traditions festival ; Soup Festival (to earn money for equipment for disabled people);

Participation in Óbidos Medieval Fair; Traditional festivities with an attendance of around 20.000 people each year; Inter-generational activities to create connections and strong links between past and future; Cultural moments - Small music concerts, exhibitions and cinema; Regional football tournament ; Cooperation with local schools on social relevant activities, etc. More recently, in 4th April 2015, the organization has integrated the network of Unesco's Clubs and it is the Unesco Club for the development of youth in local communities.

Glocalize! Communities Development and global integration

"Glocalize! Communities development and global integration " is a Youth Exchange, taking place in Óbidos in November 2015, that intends to promote a dialogue with young people about the future of youth employment within the cultural heritage sector. We would like to use this opportunity to start a young European think-tank which looks at the role that the green economy, cultural heritage and creative industries and the knowledge economy have to play in economic recover.

EU culture ministers reached a political agreement on raising the European Heritage Label to an EU level. During the meeting, the ministers approved the Council's conclusions on the contribution of culture to the implementation of the Europe 2020 Strategy. Cities have a duty to build better links between skills and economic development policies with skills and human capital being a key priority for economic development in the 21st century. Cities can use their youngsters' as their key asset and driver for sustainable and inclusive economic recovery.

Cultural Heritage can be a rich door to new job opportunities and for new ways of combating youth unemployment but also to raise the prevention of school dropping, to encourage voluntary activities of young people and their contribution to the development of their local communities.

Across Europe the economic crisis dominates headlines. Public funding is under enormous pressure with budget cuts taking place across the EU's public sector so cities



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have to address their challenges with fewer resources than before. In this climate of austerity local leaders need to work smart to make sure that policies and local initiatives are efficient enough to generate growth, create jobs and combat exclusion whilst protecting the environment.

Óbidos Criativa Strategy

In June 2012, the municipal company Óbidos Criativa was constituted and proposes to be a unique example of political commitment with Creativity and Innovation. They have brought together areas such as Education, our events calendar, as well as companies and entrepreneurship policies, all connected by a creativity induced methodology. This vision is called: the *Óbidos Criativa* Strategy.

One of the most important objectives that we accomplished in Óbidos was not to let creativity be solely affiliated with culture or technology. Creativity is broader and much more complex than just simple creative industries; it should be a natural inexhaustible resource that individually or collectively makes a community and territory develop. The concept of a creative footprint that we launched during the URBACT network - Creative Clusters in low-density urban areas - is an example of how we believe this idea of creativity should be instilled in every citizen of Óbidos. Our focus at the moment is in what we are and what we want to be, in other words: deal with the real and you will have the real deal.

It's time for a social equation: you and me=us, us and them=all. Collaborative skills, 'coopetition' or peer pressure, it's all about involvement, interaction and most of all, about results and how we should accomplished them. True partnerships are growing in Óbidos in some of the projects based on objectives and design thinking processes where public and private sectors try to be compatible.

Óbidos Literary Town



Connected to the use of cultural heritage as a land of considerable opportunities, a few years ago Óbidos researched funding opportunities to rehabilitate an old church inside the castle walls. In a country without

funding programmes for heritage conservation at the time, our challenge was to find a cultural and economic dimension that could respect the history of the building and, at the same time, create a new and specific cultural centre inside the historic center of Óbidos. With the premise of creating a project that was worth a visit, Óbidos have started working on a bookstore inside a church. Since then, we have a restored space and created a unique bookstore. The idea started with just for one bookshop, but at this moment we have created a network of bookstores in Óbidos, making us a Literary town. This project is very interesting positioning for Óbidos, not only because of the cultural relevance that it brings, but also because of the touristic differentiation and is already creating employment right now. First, let us create the atmosphere and the rest will follow.

Project's Main Objectives:

- Raising Youth Employment through local heritage
- Create a commitment between youth and cultural heritage preservation
- Get youth involved with local heritage
- Promotion of local products and services, considering their authenticity and possibility of creating spill over effects
- Promote creativity and use it as a tool of youth empowerment, social inclusion and European awareness.

What are we looking for:

Associação de Jovens Voluntários de Gaeiras is looking for partners interested in participating in this project.

Partner Profile:

- Interest and experience in projects related to entrepreneurship, cultural heritage and community development
- Preferably situated in a region with an high density of cultural heritage and, working on its preservation and development.
- Committed to the development of their local communities
- Capable of replicate or use the information on their local areas.



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