



# Empowering rural communities to preserve their intangible cultural heritage through the art of digital storytelling



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## Why use digital narratives in a cultural context?

Applying digital storytelling to our intangible cultural heritage breathes life into our traditions, creates emotional connections, and makes them appreciated by all, while preserving our identity.



## About HIGHRES

Helping Intangible Heritage Resilience through Storytelling – HIGHRES – is a two-year European project (2024-2026), led by the Vidzeme Tourism Association (Latvia), implemented in Italy, Latvia, Netherlands, Portugal, and Spain.

Our mission is to leverage the power of digital storytelling as a tool for preserving and promoting intangible cultural heritage, creating new opportunities, and addressing inequalities in rural areas. By producing training materials tailored to the adult population, we aim to contribute to:

- \* Safeguarding, interpreting and communicating Europe’s intangible cultural heritage.
- \* Promoting rural development through cultural tourism.
- \* Improving the digital skills of the adult population, thus ensuring a lasting impact on rural communities.



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## What to expect from the project?

- \* A Good Practices Handbook on identification, participatory management, digital storytelling, and promotion of intangible cultural heritage.
- \* A framework methodology for digital storytelling of intangible cultural heritage and training pathway design.
- \* Training modules on digital storytelling of intangible cultural heritage.
- \* A web-based application with all the materials adapted to e-learning format.

## Powered by cultural associations and higher education institutions from across Europe

- 1. VIDZEME TOURISM ASSOCIATION
- 2. STORY TELLING CENTRE
- 3. UJa. Universidad de Jaén
- 4. UNIVERSIDADE LUSÓFONA
- 5. UNIVERSITÀ DEGLI STUDI DI MILANO BICOCCA
- 6. projects