

HERS

Empowering Women Through Cultural Heritage



FUNDING PROGRAMME

Creative Europe

PROJECT NUMBER

101173511

DURATION

01/11/2024 - 31/10/2026

COORDINATING ORGANISATION

ODYSSEA

PARTNER COUNTRIES

Coordinator: Greece

Partners: Cyprus, Italy

WEBSITE

www.hers-project.eu

INSTAGRAM

www.instagram.com/hers_euproject

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PROJECT DESCRIPTION & BACKGROUND

The HERS project, titled "HERS – Inclusive approaches to safeguarding intangible cultural heritage", aims to support migrant women in preserving their intangible cultural heritage. This project, a collaboration between organizations in Greece, Cyprus, and Italy, seeks to address the challenges migrant women face in maintaining their cultural traditions while adapting to new environments. Additionally, HERS aims to give voice to talents from diverse backgrounds and support migrant women to preserve their intangible cultural heritage by facilitating the showcase and celebration of their traditions, providing resources for skills development, offering language assistance, and fostering intercultural exchange within their new communities, leading to the capacity building of the women, creating more opportunities for social participation and employment. The project proposes an innovative way for skills development and a co-creation model, inviting migrant women who hold their homelands' tradition and artists of the local communities to work with artists of their new communities, make decisions on how to showcase and co-document traditional knowledge through contemporary art media and digital community archives, aiming to empower women from marginalised backgrounds and support their social and financial integration. The project recognizes the wealth of knowledge and skills transmitted through intangible cultural heritage and its social and economic value for both minority and mainstream groups. It aims to empower migrant women, foster a sense of belonging, and contribute to a multicultural society that embraces diversity, understanding, and respect. The project aims to transform stereotypical perceptions through the stories and experiences shared by migrant women that will serve as a valuable way to highlight the importance of diversity and will provide insights into various perspectives, allowing the broader community to better understand different viewpoints.

TARGET GROUPS

The HERS project targets two main groups: individuals and organizations.

Individuals: Migrant women face intersectional discrimination, social exclusion, and barriers to preserving their cultural heritage. HERS empowers them through capacity-building, visibility opportunities, and storytelling, with particular attention to NEETs, single parents, ex-convicts, former substance users, and people with disabilities. Local artists and cultural professionals form the second individual group, co-designing learning schemes, training participants in expression, and mentoring them to strengthen their performances.

Organizations: HERS also engages Cultural Heritage Preservation Organizations; Governmental Bodies working on cultural affairs, migration, and women's rights; Academic and Research Communities in migration, cultural preservation, gender studies, and anthropology; NGOs and Advocacy Groups focused on migrant rights, cultural diversity, and women's empowerment; and the General Public

PROJECT OBJECTIVES

Empowerment: Acknowledging migrant women's cultural heritage to foster belonging, identity, and mental well-being, addressing their underrepresentation in cultural production and ongoing marginalization.

Capacity Building: Enhancing skills to support social and financial integration, responding to the need for greater migrant participation in cultural production and easing socioeconomic challenges faced by migrant women.

Documentation: Safeguarding intangible cultural heritage through a digital platform, preserving migrant women's stories and making them accessible to future generations and wider audiences.

Celebration: Honoring migrant women's traditions through storytelling festivals that promote cultural diversity, social participation, and integration into host communities while enriching society's multicultural fabric.

Awareness: Highlighting the significance of women's roles within communities and society at large, and informing culturally sensitive development activities

PROJECT RESULTS

The project, through its five work packages, will produce several key results:

Project Management Handbook (D1.1): Outlines the project's management mechanism, including implementation and data management plans, coordination processes, key activities, deliverables, timeframes, and partner targets.

Needs Analysis & Baseline Report (D2.1): Provides a comprehensive understanding of participants' backgrounds, current status, needs, and expectations, serving as a baseline to assess the project's impact.

Capacity Building Roadmap on Safeguarding Cultural Heritage (D2.2): Details the steps and activities to develop participants' skills and capacities in safeguarding their cultural heritage.

Impact Report (D2.3): Assesses the project's impact by comparing post-activity qualitative data against the baseline report.

Stories Documentation Framework (D3.1): Offers a structured approach to documenting participants' stories, with guidance for different storytelling mediums.

Digital Storytelling Platform (D3.2): A user-friendly, multimedia platform showcasing migrant women's documented stories to a wider audience.

Storytelling Festivals (D4.1–D4.3): Three festivals in Larnaca, Palermo, and Athens showcasing participants' stories and promoting cultural exchange and integration.

Dissemination & Communication Plan (D5.1): Outlines strategies and activities for promoting the project, its results, and raising public awareness.

Online Conference (D5.2): A final conference presenting the project's results and impact to stakeholders and the general public.

Final Narrative and Financial Report (D1.2): A complete narrative and financial report covering all deliverables and financial data, submitted to EACEA for review and validation.