



PRESS NOTE

Celebrating WP5 closure, 8 successful Pilot Trips in Italy – UK - Germany – Belgium, and the EUMillennialsTOUR App – a mobile guide for the Pilot Trips and beyond

Rome - July 5th, 2016

Finally it's time to celebrate. The closure of WP5 - work package completely dedicated to the Pilot Trips specifically on their planning and their organization, the assistance given to the participants on the spot, the collection of the participants' considerations about their trips - was a great success.

Thanks to the examination of the Evaluation Questionnaires filled in by the participants, it has been possible to learn the participants' appreciation for the organisation of their trip, for the effectiveness of the studied itineraries, for the included activities as well as the potential level of criticality.

These were the main results of the 8 pilot trips, carried out from February and May in Italy, UK, Germany and Belgium.

In general, the students' judgements have been rated very positive, the students having joint these tours have considered these experiences as a great opportunity to learn while travelling, socialising and having fun as well. Most participant students having **experienced their trip in UK and Italy**, have declared to wish to reschedule another similar trip in the future.

Effectively, the project has been considered as a useful opportunity, especially for the ones having attended the outbound trips, which allowed the participants to get a significant experience not only from an educational point of view, but also from a personal perspective; indeed they have got the chance to get in touch with different cultures and habits.



The organization of the trips has always been rated very positively, no critical aspects have been raised. The participants of the outbound project pointed out that they would have appreciated more time to visit of the most renowned tourist attractions of the surrounding areas rather than concentrating all the time to see the places and venues more connected to the content and the theme of the project.

In UK the visit of the Titanic Quarter in Belfast was particularly appreciated, in Italy students loved the visit at the Armani Silos and the workshops at The HUB.

Concerning the **trip experiences in Germany and Belgium**, despite some trivial organisational problems occurred during the trip, the overall rating of the activities and of the program is positive and most students would consider to join another similar trip in the future.

The students participating the pilot trips in Belgium and Germany have shown to appreciate the experiences connected to the visits of the textile industry very much and particularly: the use of the 3D print technology at the TIO3, the visit at the German Museum of Technology in Berlin and the activities in the FabLab at the University of Bremen.

The results of the survey show the wish of the Millennials to socialise and to experience more international contexts: the students of the Inbound project in Germany have much appreciated the opportunity during the trip to have got a deep knowledge of their school mates, while the German students would like to get in touch with the other pilot projects' attendees.

Since Millennials practically live on their mobile devices, and these devices have become part and parcel of their everyday life, the EUMillennials Tour Project It included the development of an app: The **EUMillennialsTOUR App** is produced specifically for the millennials target group but it can also be used by all other user groups of mobile applications. It features all relevant information regarding the project and the destinations visited during the Pilot Trips in real time next to enhancing enriched content and services.

The app features a very clean and simple design. Therefore all information can be accessed by 3 clicks or 4 swipes at the most which is a great advantage for an app that is used in ad-hoc situations outside and during the trip. It reduces the overall size of the app and leads to a better handling. Another advantage of the design is that all content can be used offline because it is downloaded after the first installation. This can be very helpful because not all participants might have a mobile data volume for foreign countries. The app is free of charge and can be downloaded via the Google Play Store. Installation is possible on Android devices and very easy to handle.



The app is customised for youth and is closely connected with the e-Learning program on the project website and the social media channels of EUMillennialsTOUR, namely the Facebook page and the Instagram channel. The app carries out the information on the attractions visited during the Pilot Trip activities to the real space. The integrated map allows all participating students to discover the visited sites individually or in small groups and serves as a perfect info-backup for the guided tours.

Furthermore app users can scroll through the other Pilot Trips and get involved in attractions and important sites of Industrial Heritage in 4 European countries. This can be very useful because the participating students and teachers can compare the sites of their own trip and that helps to evaluate the visited sites in their international context and to reflect on the Industrial Revolution as a European phenomenon.

With its design and features the EUMillennialsTOUR app supports the general ideas of the project to provide new approaches on school trip tourism by making new media an integral part of the trips. When used during the trip the app can be serve as a tool that gives students the possibility to discover the sites independently, something that is very important for the participants, as the evaluations have shown. It can also serve as a navigational tool to get information on opening hours, prices or the best food around. These information is also very valuable when the sites and attractions are visited at a later point in time when there is no additional guide available. This fact adds to the sustainability of the app after the end of the EUMillennialsTOUR project.

The app can also be used meaningfully before and after the trips to deepen knowledge about Industrial Heritage sites in Europe in general and to trigger excitement about the trip. Teachers can use the app to structure their post-processing of the trip. The EUMillennialsTOUR app is a very valuable addition to the Pilot Trips of the project and beyond. The overall feedback has been very positive.

Download the app here:

<https://play.google.com/store/apps/details?id=com.emuseapp.eumillennials>

Participation, sharing, cooperation is at the forefront of the EUMillennialsTOUR project, so we'd love to hear from you. If interested in

- **e-learning information:** please contact Stephan Siegert (M2C) at info@eumillennials-tour.eu
- **joining the Consortium as Associated Members:** please contact Wendy Morrill (WYSE) at info@eumillennials-tour.eu



- **information about the pilot trips:** please contact Laura Ravazzoni (CTS) or Katrina Malley (STA Travel) at info@eumillennials-tour.eu
- **for general inquiries:** please contact Marika Mazzi Boém (X23) at info@eumillennials-tour.eu

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