

Initiative

ALENTEJO / EUROPE

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A vision for culture in Rural Areas



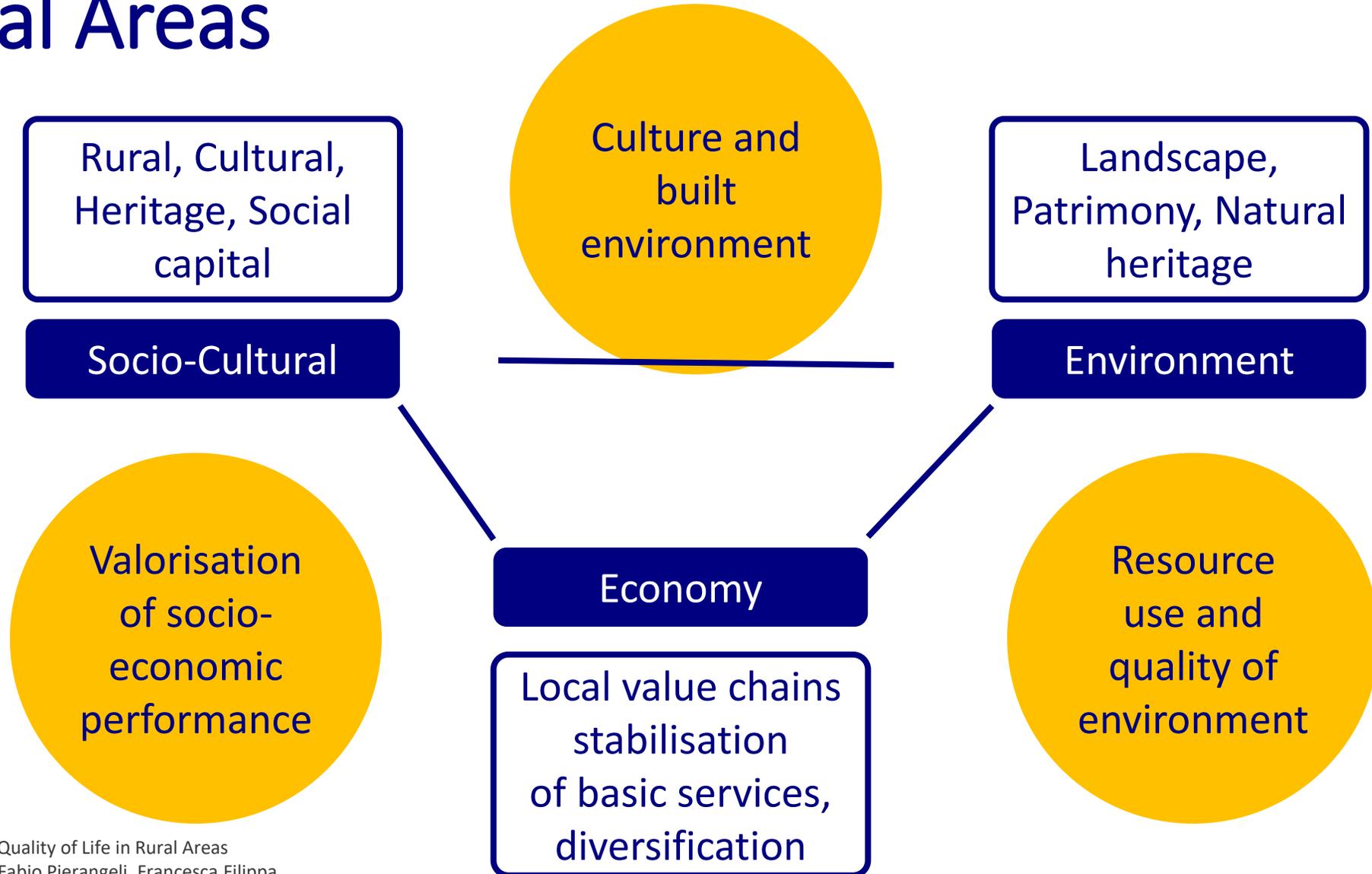
**Alentejo
Candidate to
EIT's CultureKIC**

Alentejo

**Opening dialogue with
artists, creators and
innovators within CCI
ecosystem**

**The need of dedicated
approach for culture in
Rural Areas**

The need of dedicated approach for culture in Rural Areas



The need of dedicated approach for culture in Rural Areas

Maximise the potential of all rural areas

Leveraging the unique assets of each rural area to adapt and respond to emerging mega-trends:

- digitalisation, globalisation and trade, climate change, population ageing, and urbanisation

Develop the condition for “Inclusive Rural society”

Enhancing the development of creative and cultural sectors. CCs may have a positive impact on improving rural areas and the quality of life of people living there. It would contribute to decrease enormous challenges such as, poverty rate and social exclusion and avoid Rural population shrinkage

The need of dedicated approach for culture in Rural Areas



Culture KIC

Because the KIC on CCI is expected to establish strong synergies with relevant policy initiatives under the Horizon Europe Programme, and in particular under Pillar II with the cluster “Culture, creativity and inclusive society”.

A systematic approach towards the development CCI in rural areas is necessary if we want to limit rural population shrinkage and promote inclusive and sustainable society.

Promoting dialogue with artists

Promoting dialogue with artists

**Our Future
Europe**

To co-design creative solutions and policies to overcome wicked problems.

Bringing artists and culture to rural areas, decentralizing arts, seeking to find answers to the challenges through dialogue, in digital forums where artists, their networks, policy makers and the general public meet.

Promoting dialogue with artists

1. Promotes forward-looking discussions on the future of Europe
2. Increases participants' knowledge and understanding of EU
3. Contributes to citizens' awareness of EU





EUbyLakes

artists, creators and innovators

Debate/ create/ improve

Our Future Europe

Promoting dialogue with artists



6

topics

Democracy

Equality

Climate Neutrality

Cohesion

Biodiversity

Digital Innovation



Promoting dialogue with artists

17
Countries

6
topics

73
Artworks

29
days

72
People
involved



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