**EVENT DESCRIPTION SHEET**

*(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.*

 *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

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| **PROJECT** |
| **Participant:** | Comune Serravalle di Chienti |
| **PIC number:**  | 887783189 |
| **Project name and acronym:**  | Folk: Music the Unites Europe - MUTARE |

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| **EVENT DESCRIPTION** |
| **Event number:** | WP2 D2.1 -D2.2, WP3 D3, WP4 D4, WP5,  |
| **Event name:** | montelago celtic festival |
| **Type:** | Workshop / experiential laboratories |
| **In situ/online:** | In-situ |
| **Location:** | Colfiorito Plateau – Municipality of Serravalle di Chienti (MC) |
| **Date(s):** | August 3 – 4 – 5, 2023 |
| **Website(s) (if any):** | **www.comune.serravalledichienti.mc.it** |
| **Participants** |
| Female: | 60 |
| Male: | 35 |
| Non-binary: |  |
| From country 1 [name]: | Italy (75 participants) |
| From country 2 [name]: | Portugal (25 participants) |
| From country 3 [name]: |  |
| … |  |
| Total number of participants: | 95 | From total number of countries: | 2 |
| **Description***Provide a short description of the event and its activities.* |
| The three workshops, realised in collaboration with the EUROPE DIRECT Unione Montana Marca di Camerino, were hosted inside the Montelago Celtic Festival. They saw the participation of a delegation of 25 Portuguese people. The workshops’ underlying objectives were to: * Promote exchanges between citizens of the two partner countries;
* Give citizens the opportunity to discover the cultural diversity of the European Union and make them understand that European values and cultural heritage are the basis of a common future;
* Ensure peaceful relations between Europeans and ensure their active participation at the local level;
* Strengthen mutual understanding and friendship among Portuguese and Italian citizens;
* Encourage cooperation between municipalities and the exchange of best practices.

**Event date**: DAY 1 – August 3, 2023**Event number**: WP2 D2.1 -D2.2**Title of the event**: *Reimmaginare il futuro del settore culturale e creativo: dalle criticità strutturali alle opportunità trasformative* (Reimagining the future of the cultural and creative sector: from structural criticalities to transformative opportunities)**Place (In situ):** Colfiorito Plateau, Municipality of Serravalle di Chienti**Number of participants per country**: The project involved 95 citizens, of whom 25 were from Portugal (Torres Vedras Municipality), 50 from Italy and the rest from other European and non-EU countries**Description/agenda of the event(s) per day:** The workshop *Reimmaginare il futuro del settore culturale e creativo: dalle criticità strutturali alle opportunità trasformative* (Reimagining the future of the cultural and creative sector: from structural criticalities to transformative opportunities) activated a constructive dialogue between young artists from Italy, Portugal, and other European countries to rethink the arts and creative ecosystem in the post-pandemic phase. Namely, it aimed to convert its intrinsically unsustainable characteristics into factors for socio-ecoonomic rehabilitation and environmental resilience. Placing cultural production at the intersection of human capital generation, social inclusion, and local development, the initiative aimed at building fruitful networks of collaboration between political decision-makers, the world of cultural work and bodies responsible for training to promote a vision of common and participatory development for mountain areas.To this end, the analysis of sectoral needs and the sharing of positive examples of cultural entrepreneurship in the Marche hinterland has been accompanied by institutional contributions on programmatic and financial aspects to support the cultural and creative industries. With a view to creating employment and monetisation opportunities for peripheral areas, EU grants under the Creative Europe Programme have been presented. As well as highlighting successful case studies, the workshop has endeavoured to build young artists’ and cultural entrepreneurs’ capacities to scout the most appropriate EU grants and improve their planning competences. Special attential was paid to the generational imbalance within the cultural and creative supply chain, which is particularly prominent in rural areas experiencing demographic decline. **Programme** 09.15 Registration of participants09.45 Emiliano Nardi – The mayor of Serravalle di Chienti  *The role of the Municipality of Serravalle di Chienti in the organization of the Montelago Celtic Festival for cultural and territorial revitalisation*09.50 Michele Serafini – Director of La Catasta Srl and of the Montelago Celtic Festival *Dialogue between lies and spells: analysis of the critical issues and needs of the cultural and creative sector*09.55 Renzo Marinelli - Councillor responsible for culture, education, and youth policies, Marche  Region *Paths for territorial enhancement: projects carried out by the Marche Region in the cultural and*  *creative sectors and funding opportunities*10.05 Anna Conticello - Creative Europe Desk, Culture Office of the Ministry of Cultural Heritage and  Activities and Tourism *The European dimension of arts and entertainment: funding opportunities under the Culture*  *Subprogramme*10.20 Katuscia Cassetta – President of Consorzio Marche Spettacolo *Good practices in action: pilot projects to broaden the impact of innovative and integrated*  *business models*10.30 Round table between representatives of European, regional and local institutions, artists,  training bodies and trade associations in the cultural sector10.45 Chiara Biondi - Councilor for Culture, Marche Region & Alessandro Gentilucci - President of the  Unione Montana Marca di Camerino and President EURORE DIRECT Unione Montana Marca di  Camerino *Conclusions***Description of the target groups and needs assessment**: The workshop targeted a broad variety of groups: rural citizens from local and neighbouring communities, artists, cultural and creative industries, civil society organisations, local, regional, and national authorities. As the event intended to foster new opportunities in the cultural and creative sector in inner areas, which are characterised by a paucity and a fragmentation of investments and job insecurity, it seeked to address the following audience segments:**Italian, Portuguese, and international artists** in order to:* Voice their day-to-day challenges in operating in the sector and expectations for a better  recognition of their role within their societies;
* Get acquainted with new skills and knowledge about the funding available;
* Create constructive international partnerships and share their experience in organising events that resonate with the whole community;

**Rural citizens** from local and neighboring communities who: * Became aware of the cultural richness of their territories and Europe;
* Appreciated the value of culture and creativity in fostering local development and mutual understanding;

**Local, regional, and national authorities**, who:* Shared best practices in the cultural and creative sectors, especially through their participation in EU-funded programmes;
* Proactively listed to artists and cultural representatives and committed to work towards a better-endowed framework for the arts and culture in their respective field of competence;
* Understood the importance of operating in cooperation for the full realisation of the potential of the cultural and creative industries;

**Representatives of cultural and creative industries and CSOs** interested in:* Participating in the Creative Europe Programme;
* Improve their cultural practices and business models.

**Impact and dissemination activities**:The conference made it possible to :* Understand and analyse the challenges and critical issues of the national and regional cultural and creative sector and open channels of dialogue between representatives of European and regional institutions to strengthen the status of artists;
* Illustrate the lines of intervention offered by the European Creative Europe programme;
* Present successful examples of cultural entrepreneurship in the process of strengthening local resilience and identity from a comparative perspective;
* Stimulate reflection on the role of young people in the cultural and creative sector;
* Promote the high potential of culture in sustainability in rural areas, characterised by phenomena of geographical marginalization and loss of human capital.

The workshop aimed to promote the “Next Generation EU” recovery plan for Europe, with reference to the National Recovery and Resilience Plan (PNRR) to underline the concrete impact on the Italian territory, in particular on the hinterland, rural and mountainous areas of our country, on the theme of artistic activities.**Event date**: DAY 2 – August 4, 2023**Event number**: WP3 D3**Title of the event**: *Bagpipe laboratory* **Place (In situ):** Colfiorito Plateau, Municipality of Serravalle di Chienti**Number of participants per country**: The project involved 95 citizens, of whom 25 were from Portugal (Torres Vedras Municipality), 50 from Italy and the rest from other European and non-EU countries**Description/agenda of the event(s) per day:** The *bagpipe laboratory*, held with the support of the EUROPE DIRECT Centre Unione Montana Marca di Camerino, consisted of a theorical and a practical lecture on the instrument of bagpipe and gathered 25 Portuguese artists and other 50 from Italy, as well as other international artists. It was a unique opportunity to bring artists and young people closer to the world of music and create a positive moment of aggreagation and cultural growth through the exchange of intercultural practices. The initiative, which was conducted by four specialists of the instrument, was a super-masterclass divided into three parts with the purpose of exploring the history and the musicality of the Iberian bagpipe. Not only was the laboratory a chance for piping enthusiasts to develop their knowledge of Portuguese folk music, but it also offered participants with no experience to try their hand at playing the instrument while engaging in two-way discussions on the role of music in their local community life. Ultimately, it contributed to raise awareness among the people who attended the lecture on the issues of cultural and linguistic diversity in Europe, thanks to the contribution of the EUROPE DIRECT Centre, which enabled European values to be conveyed through stories in music.**Programme**The laboratory was conducted by Ricardo Brito, Tiago Morais, Ruben Monteiro, Carla Costa and Orlando Trindade.While Tiago Morais and Ricardo Brito addressed the origins of the bagpipe in Portugal and Spain, focusing on the functions, specific techniques and styles of the instrument in the Iberian Peninsula, Ruben Monteiro and Carla Costa brought the bagpipe into contemporary times and its modernuses. The first two taught fingerings and techniques of the gaita galega and the gaita transmontana, while Ruben and Carla opened up to the study of composition and improvisation.To close, a historical-anthropological excursus on Portuguese folk music was led by Orlando Trindade, director of the technical department of the Portuguese National Museum of Music. **Description of the target groups and needs assessment**: **Piping entusiasts** eager to:* Familiarise with the history and techniques of the bagpipe and develop their knowledge of the Portuguese folk music;
* Participate in a positive moment of aggregation and cultural exchange;

**Italian, Portuguese, and international artists** who:* Learned new techniques and styles in the practice of bagpipe;
* Conveyed European fundantamental values through musical composition and improvisation;
* Reflected on the role of role in community life and strengthen bonds of friendship and solidarity.

**Impact and dissemination activities:**The workshops were a meeting between different generations both in terms of age and culture. The bagpipe is a music that fascinates a vast audience, and we believe that this phenomenon should be studied, as well as that of the many young people who with enthusiasm and passion dedicate themselves to the study of musical instruments typical (or compatible) with this type of music: Celtic harp, flute, violin, bagpipes, percussion of various kinds, etc.Through these activities, the Festival made it possible to remember that the identity of a person, a group or a place arises from the encounter with other realities and to invite us to consider rural areas as a land of exchange, a point of passage and connection between various cultures.**Event date**: DAY 3 – August 5, 2023 (morning)**Event number**: WP4 D4**Title of the event**: *Portuguese Cooking Workshop. The kitchen that brings together « DISCOVERING BACALHAU »with Fernanda Monteiro**and António Monteiro***Place (In situ):** Colfiorito Plateau, Municipality of Serravalle di Chienti**Number of participants per country**: The project involved 95 citizens, of whom 25 were from Portugal (Torres Vedras Municipality), 50 from Italy and the rest from other European and non-EU countries**Description/agenda of the event(s) per day:**The Portuguese cooking workshop made it possible to highlight the different typicalities of the two twinned countries. The significant dish was codfish, a food known to both countries, but with different cooking methods.Food is a natural aggregator, the oldest known to mankind.The very idea of sharing and community, foreach of us, is linked to the preparation and consumption of meals.During the workshop, held in the form of a cooking show, chefs from the two countries engaged in conversation and revealed their techniques.**Programme**Cod, “bacalhau” in Portuguese, is one of the key ingredients of Atlantic cuisine. Historically imported fromthe cold Norwegian seas, it soon took root on Portuguese tables, particularly from the twentieth century. In Montelago, it will was the focus of a magnificent free course held by the skilled hands of Fernanda and Antonio Monteiro, Portuguese chefs who shared their experience to teach participants simple but exquisite recipes.The Portuguese-born chef demonstrated dishes through his world travels, studies between America and Europe, and compared his cooking to a good movie with a happy ending.At the end of the workshop, participants were able to taste the dishes prepared by the chefs.**Description of the target groups and needs assessment**: The workshop was attended by a large audience of people, aged between 15 and 70 years old, namely citizens and artists.**Impact and dissemination activities :** The cook show event had an impact on the following topics:* Food education: the cook show event allowed to educate the public on different cooking techniques, ingredients, and cooking styles. This can promote greater awareness of healthy eating and culinary options.
* Community involvement: The event was a meeting point for the local community, bringing together people with similar interests related to cooking and nutrition. This can foster a sense of belonging and build closer social bonds.
* Inspiration and creativity: Viewers were inspired by the dishes prepared during the show and felt encouraged to experiment in the kitchen. This can lead to increased culinary creativity and the discovery of new flavors and ingredient combinations.
* Promotion of culinary tourism: The cook show event having been part of a festival has helped to promote culinary tourism in the host region, attracting visitors interested in the local gastronomy.
* Entertainment: The event also offered entertainment to the audience. This helped to create an immersive and memorable experience for viewers.

Ultimately, the cook show event has had a positive impact on several levels, from promoting food education to creating economic opportunities for local businesses, to promoting culinary tourism and building stronger, more connected communities.**Event date**: DAY 3 – August 5, 2023 (evening)**Event number**: WP5**Title of the event**: *Festival Music Folk***Place (In situ):** Colfiorito Plateau, Municipality of Serravalle di Chienti**Number of participants per country**: The project involved 95 citizens, of whom 25 were from Portugal (Torres Vedras Municipality), 50 from Italy as part of the town twinning project; however, the number of participants in this activity is considered to be much higher than estimated. Because of the format of the music event, it is difficult to calculate the exact figure, but the whole Festival was attended by over 15,000 people.**Description/agenda of the event(s) per day:** Montelago Celtic Festival is an event with a European vocation. For twenty years, the Festival has enabled the musical languages of peoples with a Celtic tradition to meet.Within the framework of the Festival, the Montelago Orchestra, an eagerly awaited concert and an international production of the Festival, was the highlight of the cultural programme dedicated to the Portugal/Italy twinning between the municipalities of Torres Vedras and Serravalle di Chienti. To express the bond between the two nations, a musical connection of excellence brought together on stage artists from different worlds: the Portuguese Albaluna and our Ogam, Fulvio Renzi and Clara People.**Programme****Albaluna | Portugal**More than a band, Albaluna is a concept. Through the multidisciplinary fusion of music, poetry and dance, inspired by the ancient cultures of the Silk Road, the originality of a group capable of establishing a permanent dialogue between ancient and contemporary music emerges.Creativity, a lot of energy, but also a deep introspection in the most relaxing moments animate the atmosphere of their performances, applauded all over the world, from Europe to Morocco, from India to China.Ruben Monteiro - rubab, bağlama, oud, hurdy-gurdy, vocalsChristian Marr's - bass, vocalsRaquel Monteiro - violin, viella, dilruba, vocalsDinis Coelho - darbuka, riq, tombak, tablas, davul, bendir, dafCarla Costa - ney, low whistle, bagpipes, danceTiago Santos - drums**Ogam | Marche**A fantastic journey into the land of uncontrollable emotions, where the energy that unites us with nature and the universe flows fluidly and where the nobility of souls reigns supreme. This is the magical world in which Ogam's music moves, borderless and full of contaminations.In addition to many collaborations also in the theatrical field, Ogam have two record productions to their credit: Li Ma To (1993), dedicated to the physical and spiritual journey of the great Macerata Jesuit Matteo Ricci; Il regno della Sibilla (2001), a musical suite inspired by the legends of the Sibillini Mountains. Angelo Casagrande - violoncello Francesco Savoretti - percussionLuciano Monceri - Celtic harp, acoustic guitar, morin khuur, Maurizio Serafini - Irish bagpipes, Scottish bagpipes, flutes**Fulvio Renzi** | *Toscana*Fulvio Renzi is a violinist, composer and producer. After classical studies, he ventured into different musical venues, converging the different styles he explored into a single personal alphabet. Between Europe, North America, the Middle and Far East, he has collaborated with Roger Waters, Bruce Springsteen, Ryūichi Sakamoto, among others. He has composed and produced music for theatre, films and documentaries in collaboration with Rai Cinema and has six albums to his credit, as well as appearances on more than 50.**Clara People** | *Marche*Clara People is a singer-songwriter and multi-instrumentalist. After her first album Sense the Raven (2021) with its folk sound and English lyrics, which contained the singles 'Thank you' and 'At least for a night', in March 2023 she presented the single 'In your light' from her second album Scissors, with a decidedly more pop sound. Drums and electric bass are the big changes, but everything is, as always, 'wrapped up' by Clara's acoustic guitar and the sound of musicians with a Nordic flavour (Catherine Ashcroft, Shona Mooney, Michael Biggins, etc). **Description of the target groups and needs assessment**: The Festival’s audience was very broad, including children, young people, and adults from local communities, every part of Italy, and abroad. **Impact and dissemination activities:**The impact of the final event with the concert was strong for the people who participated, for the following reasons:1. Cultural identity: Traditional and folk music has proven to play an important role in the cultural identity of young people, keeping traditions alive and transmitting the history and values ​​of the community.2. Personal Expression: Music provided an opportunity for personal expression and creativity. The young musicians were able to use music as a means to express their emotions, vent tensions or communicate their life experiences.3. Influence on behaviors: As with urban youth, music can influence the behaviors of rural youth. Songs that promote risky or unhealthy behaviors can have a negative impact on young people's lives, while music that celebrates positive values ​​can encourage healthy and responsible behaviors.4. Socialisation: Music has, definitely, been an important factor in the socialisation of rural youth. Concerts, festivals and other cultural events provided an opportunity to meet other young people, share common interests and feel part of a larger community.Ultimately, music has been shown to play a significant role in the lives of young people, influencing their identity, self-expression, behaviors and socialisation. However, it is important to consider the specific context and resources available in rural communities when evaluating the impact of music on these young people.**Outputs common to all the WPs and Deliverables:** Event Description Sheet (ESD) + link to the municipality /organisation website + other tangible results such as communication outputs shared via the Municipality and the Montelago Celtic Festival’s official websites, blogs and newsletter, articles and press releases on local and foreign newspapers, social media posts and interactions, besides new artistic and institutional partnerships forged and new friendships made. **link**:Europe Direct Unione Montana Marca di Camerino - sito del Comune di Serravalle di Chienti. |
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| **HISTORY OF CHANGES** |
| VERSION | PUBLICATION DATE | CHANGE |
| 1.0 | 01.04.2022 | Initial version (new MFF). |
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