



## 18. MOTIVATION

How to motivate adult attendees to get involved in promoting local cultural heritage

### CONTEXT

A central issue among media library users concerns maintaining their motivation to participate in virtual cultural events over time. This problem will be particularly significant if users engage in organising events over several sessions. It is not always easy to involve or bring back adults who occasionally participate in cultural exchanges or events at a distance.

### THEORETICAL BASIS

To overcome the sustainability issue in relation to media libraries, one way to engage people in remote areas to participate in digital or hybrid events is to invite them to choose the themes of the cultural activities in which they will participate, for example, proposals from inhabitants to develop a collaborative cookery book.

### ACTIVITY IN A NUTSHELL

This activity enables the discovery of distant regions while offering a new or exploratory look at one's own heritage.

## Activity/Solutions

### CONTACT TYPE

Online

### TIME NEEDED

30-40 minutes

### NUMBER OF PARTICIPANTS

6-15

### ACTIVITY TYPE

Group work

### TARGET GROUP

- All target groups

### VARIATION OF THE ACTIVITY

This activity can take place in two stages: the first session would be dedicated to discovering the richness and specificities of the heritage of other regions or countries, and in response to the material presented, the participants would be invited to collect photos or documentation concerning their region for the following session where they can share and compare the elements found with others. Between the two sessions, the participants can have thematic missions in small groups to document the topic identified in the first meeting.

### Goal

- Through a comparison of photos representing distant regions,
- to highlight the local heritage by citizens,
- to encourage participants to learn about their own environment,
- to encourage active participation.
- to create links between participants.
- To awaken a certain curiosity and commitment to the specificities of the local heritage while at the same time allowing for the discovery of other horizons and cultural contexts.

### How to prepare

- Select a series of photos representing architectural details, such as, windows, doors, lighthouses, harbours, markets, etc. from a distant region, or balconies, portals, carved coats of arms, the oldest building/the newest house, sunset/sunrise colours, the three most determinative materials in the landscape, the most typical tree, etc.
- Research the traditional characteristics and typologies of the chosen elements.

### Activity step by step

1. Provide a series of photos or descriptions of a built or natural environment in regions or countries other than those of the participants. A brief explanation can accompany this presentation.
2. Ask small groups of participants to find an equivalent or counterpart to the pictures or descriptions presented within their own place of residence. Their response can be an oral description.
3. If time allows, urge them to look for illustrations on the Internet or present some elements from their own archives.
4. Give turns to each group or individual to present the solutions/answers, starting systematically with "In my community, it is..."