

Passing on Our Musical Heritage

ICH North

interreg
Aurora

Co-funded by
the European Union

ICH North

1. Welcome to a tandem-meeting, combining entrepreneurship and traditional music!

First some general advice:

1. Balance talking about yourself and listening to your companion
2. Have a positive attitude. You never know what will come out of a meeting: even if you don't become partners, you can still be inspired by each other.
3. An open mind and open questions will help you move forward.

*Talk freely about the topic,
or go through questions on the cards!*

ICH North

2. Introduction and getting to know each other

If you are the entrepreneurial partner in the discussion, briefly describe your business and its core values.

If you are representing musical heritage and traditions, tell us what traditions you practice and what traditions that in your opinion would be important to transfer.

What kind of traditions are valued in the area?

How could these be combined?

ICH North

3. Now and in the future

What is best in your organisation/community/group?

What are your goals for the future?

ICH North

4. Target groups

What are the target audiences for each of you?

What do the target groups have in common?

ICH North

5. Bringing up traditions

How is locality visible in your organisation?

How could local traditions be highlighted and made more visible?

How could both business and traditions benefit from this?

*Feel free to throw out totally wild ideas
or think of very concrete small actions
you could take right away*

- or everything in between!

ICH North

6. Next steps

What could you do together?

What could you do for each other?

What could the next steps be?

ICH North

7. Bonus tasks

Combine your logos to a common visual image!

Come up with a slogan you could both use!

ICH North