



FONDAZIONE NAZIONALE
CARLO COLLODI



EUROPEAN FAIRY TALE ROUTE

Children's Way to Europe

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We use the word

Fairy tales

to mean

Fictional narratives for children

A cultural “product” historically belonging to European culture, which then spread as a genre all over the world

Today => **storytelling, theatre, books and picturebooks, comics, cartoons or actor movies, web series, digital games, parks...**

Narratives for children can mirror and convey: values, beliefs, social history, material culture, character of places and people.

They are a basic component of **cultural literacy**

They **communicate in a suitable way to children’s** mindset, cognition, emotional needs

They have an **educational** function, and enhance **intergenerational and intercultural** communication

They can bring to the fore and give a sense of unity to the **historic and present features of a territory** connected to them

Both residents and visitors can benefit from that - culturally, socially, economically

There are already many meaningful experiences of such positive effects

The Fondazione Nazionale Carlo Collodi proved that in Collodi with Pinocchio Park and the Collodian Library



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Scope: virtually all across Europe and the Mediterranean basin. Fairy tales are everywhere in our countries and each country has at least a “representative” one

Network: to be set up. Contacts have been made and developed in 19 countries so far

Statutes: draft been prepared by the Collodi Foundation , to be discussed with interested organizations

Possible members: heritage sites, museums, cultural activity centres , libraries and archives, art collections, parks whose focus and mission are connected with fairy tales, their characters, their authors /translators/adapters to diverse media; the local administrations of the areas where such organizations implemet their activities

Possible scientific supporters: higher education and research institutions, not only in human sciences and arts: new rechnologies are of basic importance to unfold the potential of fairy tales in contemporary society; private foundations or public bodies with aims of conservation and research in the field of education, literature, art, architecture, social sciences...



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The aims in setting up the European Fairy Tale Route are:

- to make **fairy tales** accessible to children and adults as a **living experience** which shapes places, artworks, new narratives, and a multitude of activities
- to connect past and present, **culture and leisure**, people from diverse backgrounds and of different ages
- to give children the chance to **access this narrative heritage** all over Europe, **share it** among them and with adults, and think of themselves **as Europeans** since their earliest age

The network related to the Route will provide with opportunities:

- education or art practitioners, providing artists, researchers and teachers with the right contexts and a stimulating contents for new creations or creative educational practice with their roots in a shared heritage
- tourism professionals - especially those who started their activities more recently - through exchanges and contacts with those centres with longer and successful experience in the field
- commercial operators, thanks to the wider audience provided by the presence on the web and by the flow of visitors
- the young who wish to volunteer or work with children – especially in educational or leisure activities - as they will find a strong and inspiring motivation in the intercultural and intergenerational common ground fairy tales can provide, and suitable places for exchanges and practice,

in a framework of sustainable tourism development to generate and enhance cultural and recreational opportunities both for residents and visitors, and economic development for the involved territories

The next EU calls for either education or creative industry => the nearest opportunities to plan and test common work and goals