

LIVE
WITH THE
CULTURE

The logo consists of three horizontal bands. The top band is white with the word 'LIVE' in large, grey, sans-serif capital letters. The middle band is split into a light blue left half and a light yellow right half, containing three white classical columns of varying heights. The word 'WITH' is on the left and 'THE' is on the right. The bottom band is white with the word 'CULTURE' in large, grey, sans-serif capital letters.

"culture is the widening
of the mind and the spirit"

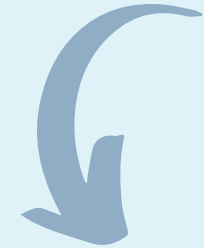


CULTURE

- CULTURE HELPS US UNDERSTAND AND APPRECIATE DIFFERENCES BETWEEN PEOPLE AND COMMUNITIES.
- CULTURE INCLUDES CUSTOMS, TRADITIONS, MUSIC, ART AND FOOD.
- LEARNING ABOUT DIFFERENT CULTURES CAN HELP US BECOME MORE OPEN-MINDED AND RESPECTFUL OF OTHERS.
- UNDERSTANDING AND APPRECIATING DIFFERENT CULTURES CAN HELP US MAKE FRIENDS WITH PEOPLE FROM DIFFERENT BACKGROUNDS.
- UNDERSTANDING AND RESPECTING DIFFERENT CULTURES MAKES THE WORLD A MORE INTERESTING AND PEACEFUL PLACE TO LIVE IN.

"OUR CULTURES"
BRINGS TOGETHER
7 CROSS-SECTOR INSTITUTIONS
FROM 6 DIFFERENT
CULTURALLY DIVERSE
COUNTRIES
(UK, SPAIN, TURKEY,
PORTUGAL, ITALY AND GREECE)
INCLUDING SCHOOLS,
CULTURAL AND CIVIL SOCIETY
NGOS.

TARGET GROUPS



PRIMARY TARGET GROUP

THE TARGET GROUP FOR THE PROJECT IS STUDENTS (7-15 YEARS OLD), TEACHERS AND OTHER EDUCATORS AND PROFESSIONALS WORKING IN FORMAL (E.G SCHOOLS) AND INFORMAL (E.G IN THE COMMUNITY) SETTINGS.

SECONDARY TARGET GROUP

SECONDARY TARGET GROUP INCLUDE POLICY MAKERS, DECISION MAKERS, THE MEDIA AND GENERAL PUBLIC AS WELL AS PARENTS AND CARERS.