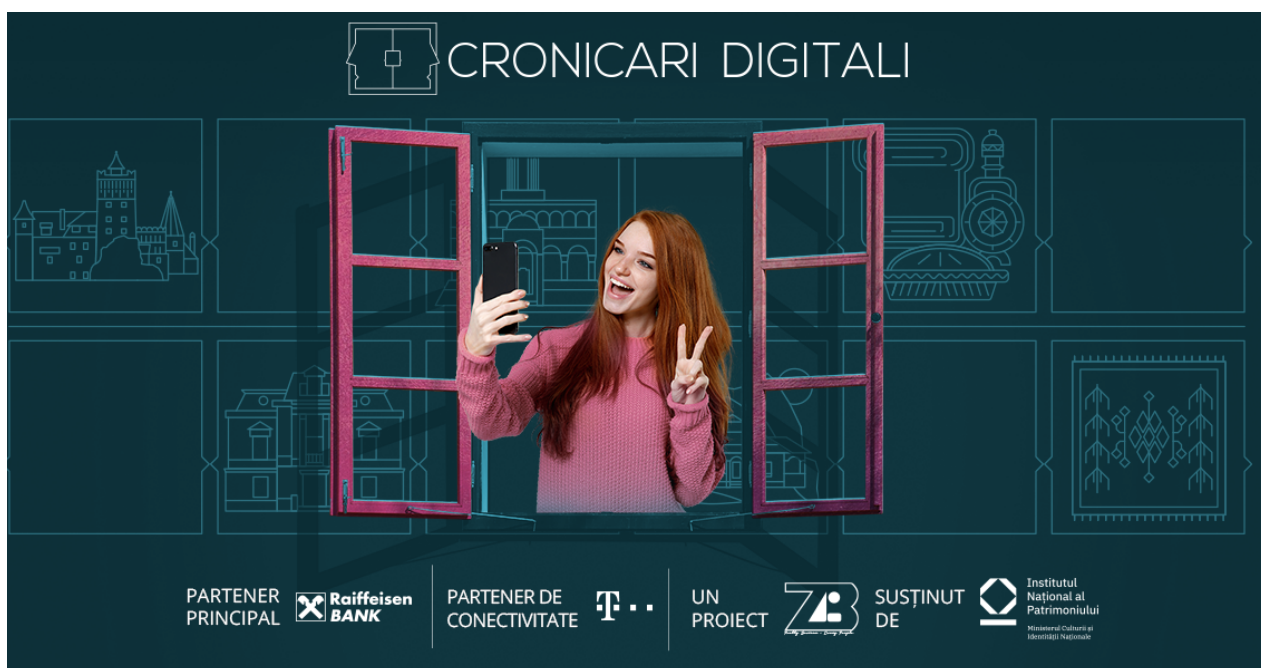


SOCIAL INCLUSION OPPORTUNITIES

DIGITAL HERITAGE

collection of ideas

CRONICARI DIGITALI



Cronicari Digitali (Digital Chroniclers) is a project that offers information and promotion and brings Romania's values and traditions face to face with the generation Millennials. The project is developed by the Zaga Brand and supported by the National Heritage Institute.

In an era in which selfie, trolls or mainstream break down the language barriers, the digital generation is slowly losing its touch with the national identity and is striving to find its place in today's society.

Since 2018 (EYCH), the Zaga Brand and the National Heritage Institute have proposed to erase the communication gap between generations by retelling the cultural message in a language friendly to the digital age.

The experts, as part of generation X, are telling stories, and the generation Millennials (Y and Z) are transporting the cultural identity online, in a language that everyone can understand it, with viral broadcast on their feed.

Actions

HERITAGE TRIPS

Together with the generation X, Y and Z, "Cronicari Digitali" is inviting you to travel through old building from the urban environment, with reference architecture, mansions, castles, agro-pastoral landscapes, still functional old water mills, railroads in fairytales landscapes and people included in the alive heritage.

In Heritage Trips, teams of experts, journalists, opinion leaders of generation Y and Z (bloggers, instagrammers, vloggers) explore the national cultural heritage of Romania.

National Heritage Institute Experts are completing the images with unheard stories and information not well known to the general public. In the end, it is time of the young Digital Chroniclers to describe Romania in words, images or videos and to pass on the story of a millennial culture.

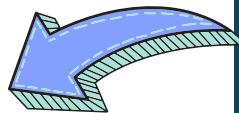
- Update the tradition
- Refresh the identity
- Move the history lessons online
- bring the portion of culture on the phone screen

DIGITAL STORYTELLING

The digital storytelling platform promotes the cultural heritage through engagement. The generation X, Y and Z get involved in the story and in turn become ambassadors of the platform, through their own visions.

PODCASTS

[www.cronicaridigitali.ro/
captivate-podcast/](http://www.cronicaridigitali.ro/captivate-podcast/)



In a world of speed and trends that expire the next day, it depends on the new blog, vlog or instagram columnist to transport the culture in digital.

This is how the commitment of the National Heritage Institute and of the Zaga Brans. They simplify the language, bring Facebook Live's and Insta Stories to the rank of art, posts photos on walls and invite influencers to tell the past for the future.

www.cronicaridigitali.ro