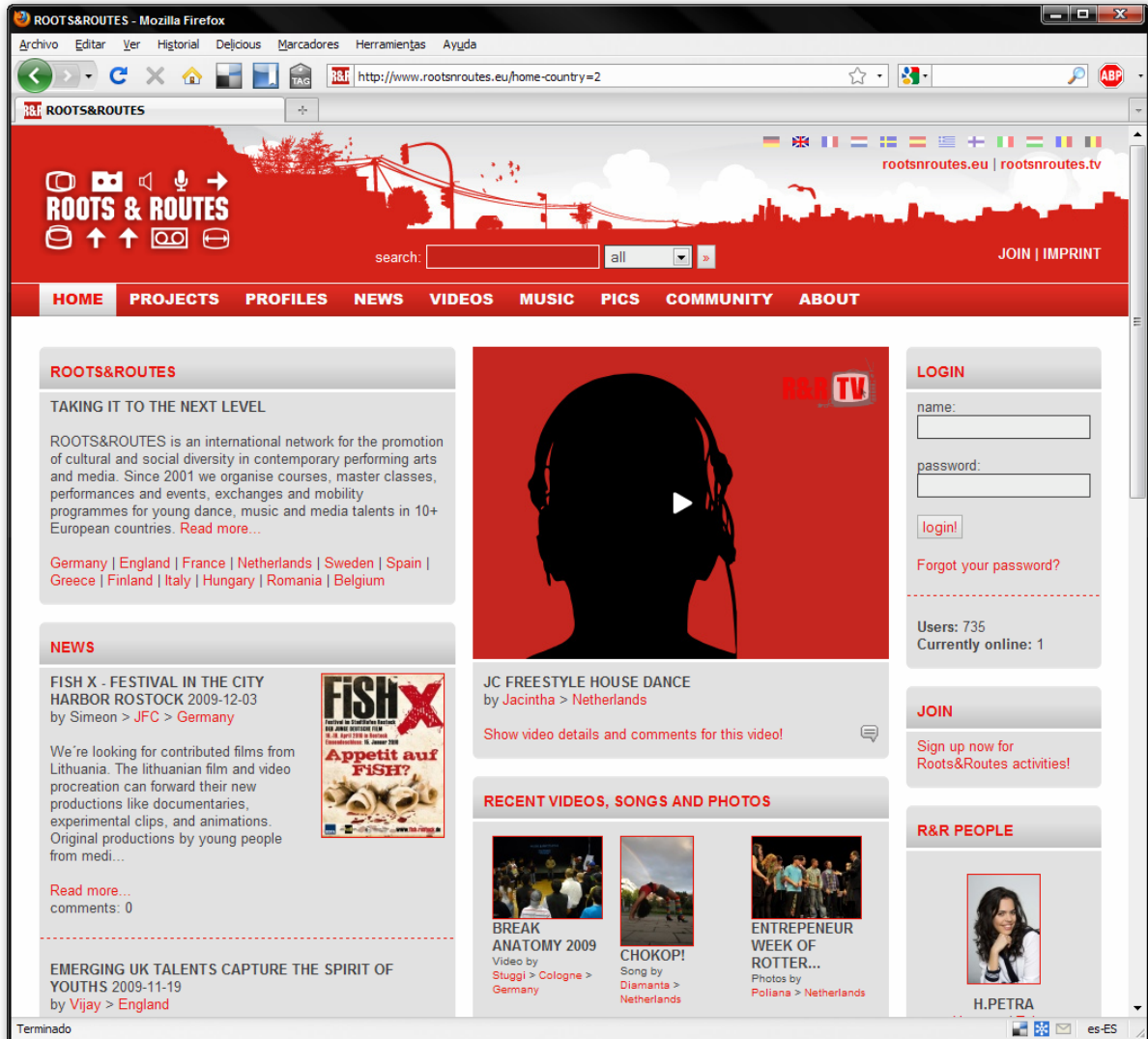


Case Study

Roots n Routes



Profile

Website's name / Domain	http://www.rootsnroutes.eu
Country of origin	Multinational
Geographical scope	<ul style="list-style-type: none"> National EU
Language/s / tackling of language issues	<ul style="list-style-type: none"> English German Whole website in two languages, additionally: menus in FR, NE, SW, SE, GR, IT, FI, HU

Website owner

Contact	Mr. Jeroen Marcelis (jeroen@rootsnroutes.nl)
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Type of organisation	Non-profit organisation
Description of the owner organisation	Roots&Routes is an organisation that promotes scenic and media skills (dancing, acting, singing, music composing, etc.) among young individuals with a clear focus on urban art , integration of migrant youth and cultural diversity. The organisation comprises an online community, where the artistic expressions of the Roots&Routes participants are showcased and a European network of participant institutions that host Roots&Routes activities and workshops.
Importance of the website within the organisation structure	The Roots&Routes website serves as an online community where its members can establish dialogue, showcase their artistic expressions and get aware of past and forthcoming Roots&Routes activities across Europe.

Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

Mission:	<ul style="list-style-type: none"> Facilitate the inclusion of young migrants in Europe by providing them with means to express themselves through urban art, an artistic expression language close to its cultural background.
Objectives:	Promote Cultural diversity and urban art in Europe.
	<ul style="list-style-type: none"> Empower young migrants with the necessary knowledge to express themselves in the chosen artistic field (dancing, singing, media composing) Support schools and other educational entities wishing to participate in Roots&Routes activities in diversifying its curricular activities through its Roots n Routes summer courses, a project under the European Commission Leonardo programme.
Domains addressed:	<ul style="list-style-type: none"> Urban art in all its disciplines: dancing, music, singing, new media, etc.

Website facilities

Kind of facilities	<ul style="list-style-type: none"> Information (e.g. about news, events, performance, policies, etc.) Social networking (communication and sharing of information) Promotion (Raise awareness about events, activities, initiatives, etc.) Mobility (Physical mobility of artists or managers, job opportunities, exchange programmes, residencies, etc.) Training, capacity building (Provide training, information about courses, etc. from all levels)
Member / non-member facilities	<p>Non members can browse all contents, but to contribute they have to be registered and signed in.</p> <p>The following contributions are available to R&R users:</p>

	<ul style="list-style-type: none"> • Text (forum, blogs, comments, etc.) • Photos pictures • Audiovisual material (videos, music) • Opinions (voting, rating, polling, e-surveys, etc.) 						
Importance within the website content	Member facilities are very important in this project as the website is used as a platform to showcase the artistic expression of the community members.						
Frequency of usage	<table border="1"> <tr> <td>Number of visitors (monthly):</td> <td>No information</td> </tr> <tr> <td>Frequency and number of uploads of contributors:</td> <td>No information</td> </tr> <tr> <td>Frequency of website updating by the website owner:</td> <td>No information</td> </tr> </table>	Number of visitors (monthly):	No information	Frequency and number of uploads of contributors:	No information	Frequency of website updating by the website owner:	No information
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Frequency of website updating by the website owner:	No information						
Does the website show any results for working communication and debate on a European / cross-border level?	Since 2001 the Roots&Routes initiative organises courses, master classes, performances and events, exchanges and mobility programmes for young dance, music and media talents in 10+ European countries. Additionally, Roots&Routes organises Summer courses, developed and executed by its partners in five European countries. This R&R initiative is developed under the framework of the European Commission Leonardo project						

Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The website has a strong focus on multi-cultural integration and assimilation of cultures into the European cultural landscape.
	Cultural values	<ul style="list-style-type: none"> • Dialogue – exchange – debate • Intercultural dialogue and understanding • Artistic expression • Equality, inclusion and accessibility • Innovation and creativity
Presentation, navigation, structure	<p>The website has a clean layout and a fresh, modern design that matches its target audience.</p> <p>Navigation is clear and designed for frequent users, and the media libraries are clearly structured and easily searchable.</p> <p>Overall is a good example of the use of social media to encourage participation and dissemination among communities with shared interests.</p>	
Trustfulness	The initiative is already nine years old, gets funding from the European Commission Leonardo programme and has partners based in five European countries.	
Main strength	Leverage of Web 2.0 tools to share artistic expressions	

Main drawback

Usage of communication facilities

and establish dialogue of a community with users from twelve European countries.

Member groups of only few countries involved so far.

This portal uses Web 2.0 tools to encourage street-artists and amateurs of "urban art" to share experiences and contribute to development of European cultural landscape.