

Partner search form

For Creative Europe project applications

Call	<i>European Cooperation Projects 2025</i>
Strand or category	<i>Small and Medium Scale Cooperation Projects</i>

Cultural operator – who are you?

Name of organisation	Ways To SL
Country	<i>Spain</i>
Organisation website	<i>www.waysjourneys.com</i>
Contact person	<i>Rocio F. Brusseau, rociofbrusseau@gmail.com, rocio@waystoyou.com</i>
Organisation type	<i>Private organization</i>
Scale of the organization	<i>Startup</i>
PIC number	<i>872725685</i>
Aims and activities of the organisation	<p>Ways enables deep cultural immersion and supports sustainable local development by connecting travelers with authentic makers, traditions, and stories along cultural routes, beginning with the Camino de Santiago.</p> <p>Our main activities live in our WAYS app and website:</p> <ul style="list-style-type: none"> - Facilitating <u>traveler's planning and navigation</u> of Camino Santiago Frances – currently- and Camino de Santiago del Norte – 2025. - <u>Online commerce platform</u> of traditional artisanal food, crafts and cultural experiences from local makers along Camino de Santiago. - <u>Dynamizing the ecosystem</u> and incentivizing positive actions for Camino through blockchain: Pilgrim Tokens & Peregrinus NFTs.
Role of the organisation in the project	<i>project leader or project partner</i>
Previous EU grants received	<i>Next Generation</i>

Proposed Creative Europe project – to which project are you looking for partners?

Sector or field	<i>We are looking for partners in the arts and technology space, cultural innovation and cultural promotion.</i>
Description or summary of the proposed project	<p><u>Ways</u> aim to participate in the upcoming edition of <i>Creative Europe Cooperation</i> by developing an innovative NFT project that expands on our first and previous collection, <i>Peregrinus</i>, developed by 4 artists in <i>Camino de Santiago Francés in Spain</i>.</p> <p>Now, we seek to create a new international NFT series covering the major pilgrimage routes in Spain, Portugal, and France and build a new model that connects local artists with</p>

	<p>international collectors and travelers funded in three pillars:</p> <ul style="list-style-type: none"> - Educating plastic artists in new technologies including NFTs and AI, opening a new space of creative and artistic expression while giving visibility of their art to a global and large community of cultural and curious travelers. - The NFT ecosystem allows for global access to cultural experiences, bringing together communities across borders and ensuring that the traditions and values of El Camino are preserved and reimagined for the digital era. - El Camino de Santiago is one of Europe's most important cultural and historical symbols, recognized by UNESCO and deeply embedded in the identity of European heritage. It represents unity, exchange, and transformation, making it an ideal foundation for a digital project that fosters cross-border cultural connections.
Partners currently involved in the project	We are starting to speak with some partners but we don't have a confirmed team in place.

Partners searched – which type of partner are you looking for?

From country or region	<i>France and Portugal principally.</i>
Preferred field of expertise	<p>We seek partners with expertise in:</p> <p>New Artist Onboarding: We aim to collaborate with partners who share our commitment to bringing new and emerging artists into the Web3 space, enabling them to explore NFTs as a medium for cultural, creative, and artistic expression.</p> <p>Technology-Driven Cultural Innovation: We are particularly interested in organizations and institutions that already have some familiarity with digital platforms and emerging technologies, specifically blockchain, ensuring their contribution and integration.</p> <p>Secondarily:</p> <p>Cultural heritage and tourism: Organizations connected to the Camino de Santiago and other cultural routes.</p> <p>Blockchain and NFT technology: Companies or experts capable of enhancing digital ownership models and sustainability.</p> <p>Art and storytelling: Cultural institutions, artists, and writers who can contribute to creative content.</p> <p>Community engagement: NGOs or organizations working with local communities along the pilgrimage routes.</p> <p>Sustainability and digital transformation: Partners</p>

	committed to green blockchain solutions and responsible digital innovation.
Please get in contact no later than	

Projects searched – are you interested in participating in other EU projects as a partner?

Yes / no	Yes
Which kind of projects are you looking for?	We are interested in participating in projects connected to the cultural routes in Europe – Camino de Santiago, Via Francigena, etc. or involving access to cultural travelers.

Publication of partner search

This partner search can be published?*	Yes
--	-----