



On a journey through the Minett region

- using playful storytelling to
share different narratives of
industrial heritage

What is the Minett region?





**Heart of European
steel industry**

© Henri Goergen



**Fifth-largest steel
producer worldwide**



**Former iron ore
mining region**

© Minièresbunn Doihl



**Products shipped
worldwide**



**Rich immigration
history**



**Contributed to
multiculturalism**



**Shaped
Luxembourg's wealth**



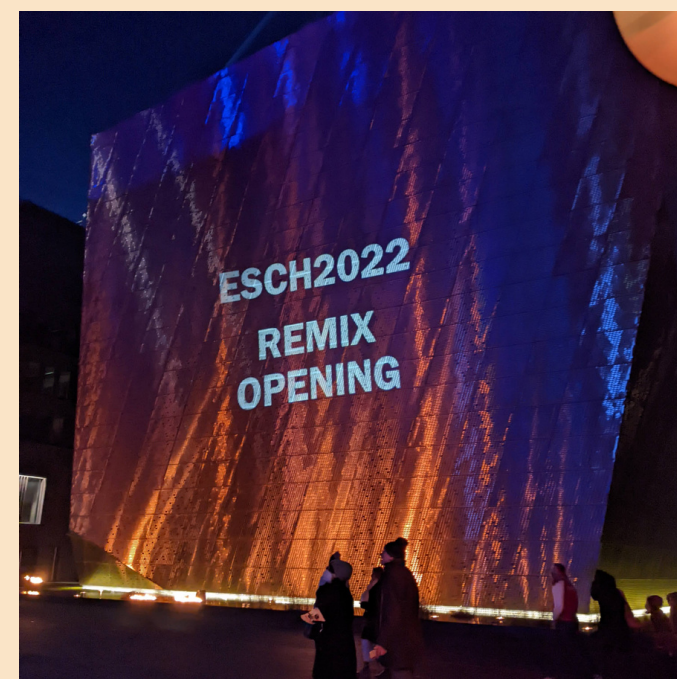
**Formed its unique
landscapes**

© Robert Glod

© Marc Weis



**Recognised in
UNESCO's Man & The
Biosphere programme**



**European Capital of
Culture Esch2022**

Who are we?



- Network for industrial heritage
- Supporting creative re-use
- Raising awareness for future generations



- Regional approach of sustainable development
- Environmental education
- Youth participation



- Luxembourg's first museum of work
- Museum without walls, initiative of Esch2022
- Multidisciplinary approach to work

How can we not just preserve our past but shape our future?



Create
something for
young people by
young people

Experiment
with new
storytelling
methods & tools

Question
our past and
look towards
the future

Explore sites
of the Minett
region

Discover/
re-discover the
region in a
new light

Move away from
a certain
image

What is our common project?



What is our common project?

Travelling
podcast

Exploring
different places

Promoting the region
and organisations



Targeted at
young adults



Why did we decide to do a podcast?

**To reach a
younger
audience**

**To jump on the
podcast
bandwagon**

**To highlight
our missions in
a fun way**

How is our podcast done?



How is our podcast done?



- Travelling to different regional sites
- Taking a young guest and listeners along on our journey
- Inviting guests from diverse backgrounds and fields
- Chatting about different topics
- Hosting in Luxembourgish
- Recording on a monthly basis

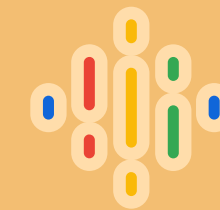
What do we want to achieve with our podcast?



- Share new and untold stories from past industrial sites
- Interact with guest and listeners, using fun content sections
- Experiment with flexible and adaptable concept
- Encourage guests to share their personal experiences

How is our podcast shared?

Distributing podcast using **Buzzsprout**
(Spotify, Apple Podcasts, Google Podcasts, Youtube)




Communicating podcast



Listeners from across the world





What are our key learnings?

- Challenges

Language

**Guest
as
ambassador**

**New
organisations**

**Outdoor
elements**

**Busy
schedules**

Quiz Time! & Quiiiirky Question

Scan QR Code

or

Visit



Slido.com

and enter code:

#2556 297

Did you know?

The Halle des poches à fonte housed cast iron ladles of the Belval steelworks.



**Thank you
for your attention**

