

December 7, 2023

I am writing this letter of recommendation in support of Daniel Michels and his project EMBLEM.

In my position as founder and director of the World Culture Project, I had the pleasure of discussing Daniel's exciting project at length recently. At this time, Daniel described this project in detail, including how he started it through his many experiences in different parts of the world, where this project stands at present, and how he and his colleagues are planning to develop it in the future. As a project that is designed to validate and record people's attendance, experiences, and participation in a variety of cultural activities during the course of their travels and lives, it is much like the passport validation but on a much grander scale and longer time period.

I was immediately struck by the incredible potential of this project. Not only is it much needed at this time when more and more people are traveling to different parts of the world to experience a variety of cultures and array of fulfilling events, but also the opportunities for expansion of this project in public, private, and commercial terms are enormous. Daniel's international experience to date, his enthusiasm for the project, and his commitment to developing it are certain to make this visionary project a great success. In addition, the fact that he's been in advanced talks with several important organizations in different parts of the world to be actively engaged in the project is ample confirmation of this. Daniel is also in current conversations with entities like the World Expo 2025, Eurovision, media, and different tourism offices and national brandings around the world.

Having been involved in the work of the International Institute for Gastronomy, Culture, Arts, and Tourism (IGCAT) for many years, I was delighted to learn that Daniel has arranged to undertake an EMBLEM pilot project with this remarkable and rapidly expanding organization. I fully support this initiative and believe that it will be very beneficial for all participants in the years ahead. EMBLEM is not only a guide and serves as a digital souvenir passport for tourists, but also turns each one of them into a storyteller and ambassador, broadcasting the unique values and narratives of the European Region of Gastronomy and its participants through local art with each Emblem collected.

Please do not hesitate to contact me if you would like additional information on Daniel and his EMBLEM project. It would be a pleasure to oblige.

D. Paul Schafer, Founder and Director, World Culture Project
WCP Website: www.worldcultureproject.org

Contact details redacted for privacy

