

A DATA-DRIVEN CULTURAL APP TARGETING FRENCH TEENS

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France – The French Ministry of Culture has launched a new app that offers 18-year-olds free access to cultural activities around the country.

While Pass Culture is open to all, it provides young individuals in particular with £447 (\$579, €500) worth of credit to spend on cultural events including films, theatre and exhibitions. The app, which has been described as ‘arty Tinder’ by the French newspaper **Libération**, uses geolocation to show users nearby offerings that they can swipe through, skip or keep hold of for later use or visits.

While the initiative aims to have a positive social and cultural impact on young French people, some have suggested it may be a way to collect significant data from its users, as seen with the **Amsterdam City Card**.

In another recent initiative, The European Commission launched **free Interrail passes** for young adults to inspire travel and cultural education among European youth.