

Erasmus+ Project 2020-1-DK01-KA227-ADU-094215

GETTING YOUNG PEOPLE AND YOUNG ADULTS INCLUDED AND ENGAGED IN THE CULTURAL AND CREATIVE SECTORS

Grasping the future



Erasmus+

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



6th July 2021, the project succeeded to hold the first non-virtual transnational meeting in Copenhagen - missing Italy and Norway.

A Difficult Project Launch - Many Online Meetings to Kick-off

The pandemic is far from over. The whole world is still struggling to adapt to the new reality, something which comes with a lot of challenges.

One major challenge is to design public supports that alleviate the negative impacts in the short term and help identify new opportunities in the medium term for different public, private and non-profit actors engaged in cultural and creative production.

To adapt to the new reality, is something which comes with a lot of challenges....

This was also the reality of this project as it was not possible for the partners to meet in a kick-off workshop physically. Of course, online meetings were rapidly agreed and established and, in this way, the project was launched and the tasks to be done agreed upon.

But it is not as efficient as meeting in person when a project has to be launched and when having milestones to decide and evaluate during the project process. Therefore, it was really good when it was possible to meet in Copenhagen.

In this Newsletter, we introduce you to the project. This project is about to inspire and to develop competence of existing and establishing new learning networks.

The overall aim is to develop a resource platform for Culture and Creative Sector facilitators. The platform will provide tools for a continued creative development of the sectors – with a special emphasis on engaging and including young people in the revitalization and innovation of the Culture and Creative Sectors (CCS).

<https://cultureplan-youth.eu/>

How can Culture and Creative Sectors (CCS) help People and Places to better address the new challenges brought about by pandemia, climate change, globalisation, demographic change and technological breakthroughs?

The COVID-19 crisis has hit the cultural and creative sectors particularly hard. One of the impacts of this project is to build the capacity to equip young people and adults with the necessary tools and competences needed to come up with creative and innovative solutions to face unprecedented risks and societal challenges as well as to unveil opportunities that can be sought in a critical context.

This project aims to enhance skills development and competences that reinforce creativity, as well as to boost quality, innovation and recognition of youth work. There is a need to build accessible tools and practice examples for needed facilitators to address the question: "How can Culture and Creative Sectors (CCS) help people and places to better address the new challenges brought about pandemia, climate change, globalisation, demographic change and technological break-

This project is about to inspire and to develop competence of existing and to establish new learning networks.



The project will develop eLearning for persons working with facilitation of post Covid-19 Culture and Creative Sectors (CCS) development: educators and other personnel, who support adult learners and young people. It can be a very diversified target group.

The target group will participate in local

workshops and local creative actions. All will have the opportunity to follow the eLearning modules; and representatives from the target group will have the opportunity to follow the training of trainers (Learning, Teaching, Training Activities).

Other participants that will be targeted by the activities organised by the project, will benefit from these activities by hands-on learning for advocating and creating strategic actions for developing the post Covid-19 CCS and are primarily the indirect target group (secondary target group): young individuals, organizations a.o.

Partners



We are five project partners from five EU countries: Denmark, Italy, Romania, Greece and Norway.

The partnership is with one social enterprise, two NGOs and two universities and we are sure that the project will utilize the synergies possible to achieve good results.

The partnership structure is based on partner complementarity to ensure competences and proper developed skills - and to contribute to the development of intersectoral and international collaborative cultures through the exchange of knowledge and ideas from teaching to workplace.

All partners are involved in all activities contributing their specific expertise and role in the project. And, we are striving to involve more actors in the creative and cultural sector to take part in the development of the tools to strengthen the involvement of young people in the local activities

The partners have worked with developing CCS, LMS courses/ course development. Also, we have all worked with youth, inclusion and different kinds of disadvantaged groups.

Our Strategic Partnership involves a diverse range of partners in order to benefit from their different experiences, profiles, and specific expertise to produce relevant and high quality project results.

The partners have been selected in order to ensure the coverage of all the phases of the complete cultural planning process as well as their ability to meet the following criteria:

- One of the aims of this project is to build the capacity to equip young people and adults with the necessary tools and competences needed to come up with creative and innovative solutions...



ETCC

European Training Centre Copenhagen is a modern training agency and project facilitator delivering cost-effective and efficient training seminars by utilizing the best located facilities and partner opportunities in Denmark and Europe.



Integra Onlus

Integra Onlus Association is a Non-profit Organization founded in 2003 in the city of Lecce, southern part of Italy, by Dr. Klodiana Ćuka (current president) and by a multiethnic group that shares a sense of concern for the urgent issues regarding immigration policy in Italy and Europe.



West Timisoara University

The Faculty of Fine Art and Design is the biggest faculty of this type in the western part of Romania. The study programs offered by us are covering three main areas: traditional arts, applied arts, and the theoretical domain.



ICSD

The ICSD supports, projects related to economic development entrepreneurship, regional planning, social and economic development and a significant number of projects related to the support of vulnerable social groups.



NORD UNIVERSITY

Faculty of Education and Arts is Nord University's largest faculty. The academic profile includes teacher education, humanities and the aesthetic disciplines.

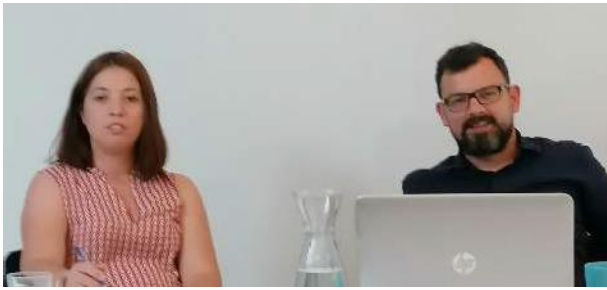
ETCC (Denmark) is the coordinating partner of the project, Henrik Sparre-Ulrich is ETCC project coordinator and Henrik Haubro Pedersen project director.

You can read more about the project on the website <https://cultureplan-youth.eu/project/> where you can also find the contact info for all the project partners.

1. State-of-the-art knowledge and experiences in their field of expertise
2. Involvement in other national or international projects
3. Links with local communities and the target groups
4. Links with HEI\ VETs and their pedagogical experience in designing and delivering training
5. Experience in participating in research in the field of cultural planning



The Danish web site and IT team



The Greek social media team

COMMUNICATION IS A MUST

Sustainability, beyond the popularity of the word itself is an essential part of our project strategy. We are convinced that the project can benefit by mapping the objectives of their sustainability strategy with the expectations of the stakeholders. Although a top line plan - this approach has a healthy influence on the bottom-line growth of the project.

Sustainability communication strategy starts with a thorough understanding of our target groups. Mapping out the motivations of the target groups and creating structured messages to support the projects objectives. Therefore, the project has put strong efforts in building an attractive and solid project website:

cultureplan-youth.eu

Also, the project has built a social media strategy with focus on Facebook and Instagram, where it is the intension to include information and links to other relevant sources and activities. In the social media, the project will engage in dialogues with interested colleagues and organisations.

Later in the project, we shall organise several dissemination actions and in each partner country make minimum one multiplier event presenting the project results.

THE PROJECT PROCESS

The project is now in the analyzing phase: Each partner will focus on different target groups in their respective surveys. This work will obviously involve a close cooperation with locally based stakeholders (municipalities, NGOs, universities, regional authorities etc.).

Based on their respective surveys, the partners will point out what could be the key themes for the local trainers/educators (facilitators) in order to meet the needs of their targeted young people (the beneficiaries).

This phase will be concluded in the end of October 2021, and the project will enter into the next phase where we will design the taxonomi key challenges and needs of the young people in their local and regional area after Corona.

Thereafter, the project will start to create and develop e-learning modules that can help to revitalize the development oppor-

tunities for young people locally and regionally - in relation to the cultural and creative sector and related sectors.

This phase includes making of a number of eLearning courses (open) where the target groups and other interested groups can access tools and methods to work with the young people to motivate them to take part and be active in the cultural and creative sectors.

As indicated in the figure, we will work with evaluating the results and the process all through the project, in order for us to adjust the outcomes to produce both hands-on and high quality results.

On the website and in these Newsletters we shall report the progresses so that everybody interested can follow the project's work and activities.

