

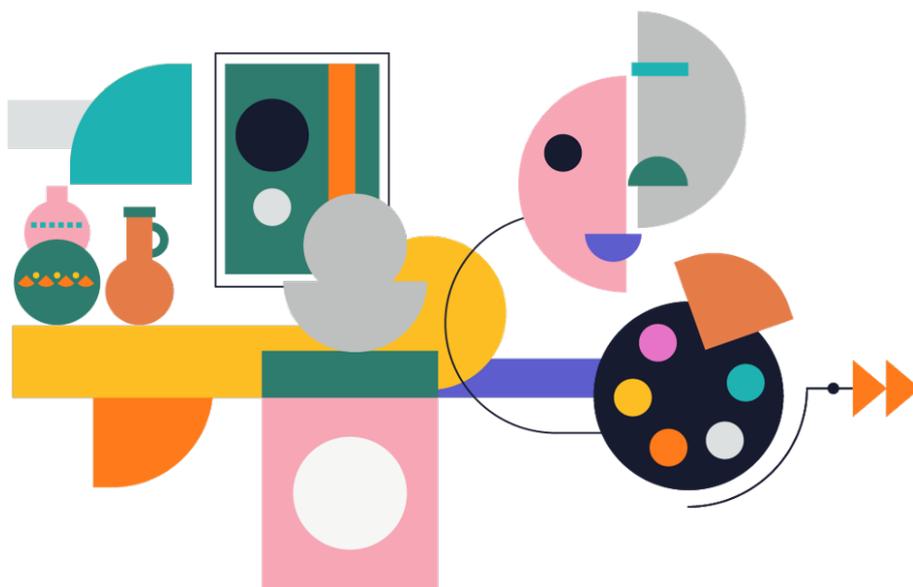
Project coordinator:  
Asociación Socio-Cultural La  
Guajira

Contact person:  
David Lorenz

E-mail:  
info@laguajiradealmeria.com



## 2<sup>ND</sup> NEWSLETTER



# TRAINING CURRICULUM



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In the last 6 months, the Bid To Art partnership focused on finalising the first intellectual output of the Bid To Art project. The **Training Curriculum on Entrepreneurial Mind-sets, Creativity, and the Use of ICTs in the Field of Cultural Promotion, particularly in light of the impact of Covid-19**, aims to determine the optimal methodologies and training pathways that address the entrepreneurial needs of artists at risk of social exclusion. This curriculum has been designed with the appropriate knowledge and optimal usage of digital skills, technology, and tools.

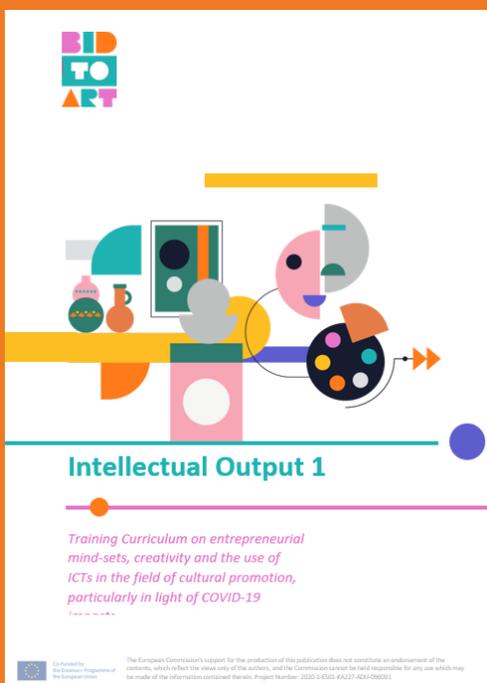
To do this, partners conducted research on a national level in Spain, Italy, Cyprus, Serbia, Romania, and Ireland. All in all, 42 professionals participated in the **Focus Groups** and 62 artists filled in the **Online Questionnaire**.

Furthermore, during the first months of the project, additional **Desk Research** was carried out in each partner country to analyse existing trainings related to entrepreneurial mind-sets in the field of cultural

promotion and to present innovative tools for training delivery. 23 training courses and similar initiatives have been collected at an EU and national level and these have been taken into consideration while developing Intellectual Output 1.

According to the findings of the Focus Group discussions, the Needs Analysis survey and the Desk research carried out across the partner countries; we identified the training needs, barriers, and skill gaps of the target groups in the fields of entrepreneurship and the digital sector.

Based on these results the partnerships proposes the following structure and core topics to be included in the IO2 BidtoArt blended-learning course:



## MODULE 1

How to Create a Business Plan related to Cultural Promotion

## MODULE 2

Techniques of Digital Editing, Audio-visual Filming and Live Transmission

## MODULE 3

How to Use Different media for Cultural Promotion

The Training Curriculum will be available in all partner languages (English, Spanish, Italian, Romanian, Hungarian, Serbian and Greek) and will be published as e-book downloadable from the project website.

## BLENDED TRAINING COURSE

Beginning in February 2022, the partnership has started working on the *Blended Training Course on Entrepreneurial mind-sets, creativity and the use of ICTs in the field of cultural promotion (IO2)*.

Each partner will develop in pairs, a training module, based on the Guidelines and templates provided by the IO leader Innovade, from Cyprus. The consortium will develop an **online platform**, the **learning and training materials**, based on the structure defined within the Training Curriculum and will create **video tutorials** for each training module. The Blended Training course and the video tutorials will be available in national languages of partner countries on the [project webpage](#).

## MEETINGS STILL ONLINE ...

Due to the COVID-19 restrictions the partnership were unable to meet face to face, therefore we organised online meetings on regular bases, to avoid any confusion related to project activities. The 2<sup>nd</sup> Transnational Partner Meeting was held online on the 24<sup>th</sup> of November 2021.



To spread the word about the consortium activities a project webpage and a leaflet has been created. For more details and news about project results, please visit the project website: <https://www.bidtoart.eu/en/> or follow us on Facebook:

<https://www.facebook.com/Bid.To.Art.project>

