

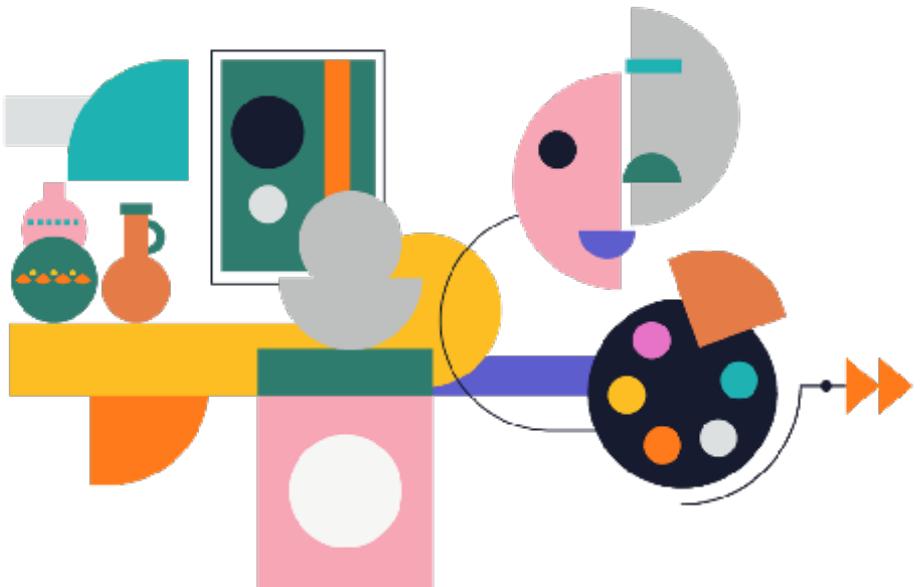
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NEWSLETTER 3



BLENDED TRAINING COURSE ON ENTREPRENEURIAL MINDSETS, CREATIVITY AND THE USE OF ICTS IN THE FIELD OF CULTURAL PROMOTION

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Since the last project Newsletter, published in March 2022, the BidToArt partnership focused on the development of the Blended Training Course (IO2). Each partner developed in pairs, a training module, based on the guidelines and templates provided by the output leader Innovade, from Cyprus. The consortium developed an [online platform](#), the [learning and training materials](#), based on the structure defined within the Training Curriculum and additionally created [video tutorials](#) for each training module. The Blended Training course and the video tutorials will be available in all partner languages and will be published on the project e-learning platform by the end of this year. The Blended Training Course's main aim is to foster employability, socio-educational, and personal development skills to people at risk of social exclusion related in the field of cultural promotion due to the aftermath of COVID-19. The course focuses on teaching practical knowledge related to implementing ICT tools in the field of cultural promotion, to foster employability through digitalisation. This is achieved by focusing on with emerging technologies, and aims to fill a knowledge gap detected in the primary needs analysis conducted in each partner country.



The Training Course (IO2) is based on the findings of IO1 (A Training Curriculum on entrepreneurial mind-sets, creativity, and the use of ICTs in the field of cultural promotion, particularly in light of COVID-19 impacts).

According to the findings of the Focus Group discussions, the Needs Analysis survey and the Desk Research carried out in each partner country within IO1, the BidToArt consortium identified the training needs, barriers and skill gaps of both target groups; trainers, educators, social workers, other adult education professionals and people at risk of social exclusion related to the field of cultural promotion, in particular musicians, painters, woodworkers, textile and other artists in the fields of entrepreneurship and the digital sector. The Blended Training course modules cover three main areas:

- How to create a Business Plan related to cultural promotion
- Techniques of digital editing, audiovisual shooting and live transmission, filling a knowledge created by COVID-19 impact
- How to use different kinds of media for cultural promotion

These are available as Open Educational Resources (OERs) on a specially created online platform:
<https://elearning.bidtoart.eu/>

Meeting finally onsite...

At the end of June 2022, the BidToArt partners finally met face to face in Florence, Italy. This gave partners an opportunity to discuss the management of the project, and also allowed partners to brainstorm on the structure, design and content of the Blended Training Course.



On this occasion a transnational joint staff training has been organised, its aim was to present and test the 3 modules developed by the consortium to trainers and adult educators working with people from the field of cultural promotion. The photos below were made during the practical part of the training:

