



2nd NEWSLETTER NOVEMBER 2021 – APRIL 2022

WELCOME TO THE SECOND NEWSLETTER OF THE HEART PROJECT

ABOUT

The Cultural and Creative sectors are among the hardest hit industries by the COVID-19 pandemic. The related consequences, such as lockdowns, negatively affected people working in these industries. People working in the Cultural and Creative Sectors have faced reduced income and even, in certain cases, unemployment.

The HeART project will enhance the competencies and skills of artists and individuals working in the Cultural and Creative Sectors and secure their inclusion in the labour market and society in general. To achieve this, the project will focus on the following capacities:

1. **Entrepreneurship, Employability, and Business Administration Skills** (Goal setting, business setup, networking, communication, collaboration, negotiation).
2. **Psychological Capacities** (character strengths, empowerment, stress management, emotion regulation).
3. **Digital Media Skills** (digital skills, marketing, social media promotion, advertising and selling).

OBJECTIVES

The specific objectives of the HeART project are to:

- Build the skills of young individuals in the areas of entrepreneurship and digital skills.
- Empower young people by enhancing their psychological capacities and wellbeing.

- Support the networking of individuals in the EU among partner countries and beyond.
- Provide useful information and guidance to Youth Workers, Trainers, Mentors, and others, to better support young artists.
- Combat unemployment in the cultural and creative sector - Equip young people with skills and competencies needed to enter the art labour market and sustain a stable income.

OUTPUTS

To achieve the goals and objectives, HeART will develop the following Outputs:

1. A Handbook for Young Artists
2. A Training Programme for Young Artists
3. Train the Trainer course (for Youth Workers, Art Managers, Teachers, Educators, Mentors, Career and Guidance Counsellors)
4. Online Modules and Open Educational Resources

CONSORTIUM

- University of Gloucestershire (UK)
- Centre for Advancement of Research and Development in Educational Technology Ltd-CARDET (Cyprus)
- Kentro Merimnas Oikogeneias Kai Paidiou (Greece)
- The Rural Hub CLG (Ireland)
- Institute of Development Ltd (Cyprus)
- Consulenza Direzionale Di Paolo Zaramella (Italy)





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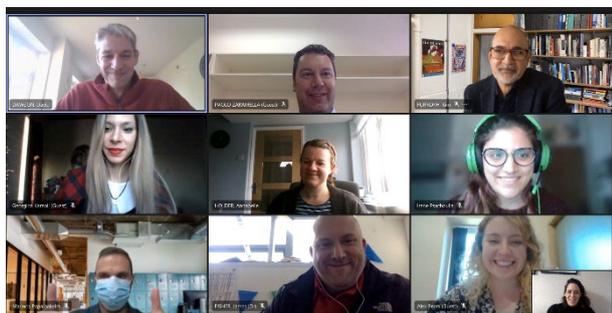
HANDBOOK FOR YOUNG ARTISTS

All partner countries contributed to the creation of an especially designed Handbook. This document has been tailored to the results of Needs Analysis, National Reports, Consolidated Reports and Focus Groups responses. It responds to the current needs of Young Artists. The Handbook contains a plethora of information, best practices, practical applications, and tips adapted to non-formal educational contexts. This will work to empower and motivate individuals within the Cultural and Creative sector to flourish; professionally and financially. The three main sections of the handbook include: (1) Art Entrepreneurship and Employability Skills (2) Digital Skills (3) Psychological Empowerment. The Partners will translate selected parts of the content of the handbook in English, Greek and Italian.

TRANSNATIONAL PROJECT MEETINGS

4th Meeting

On November 22nd, 2021, the fourth Partnership Meeting was held online with the active participation of all partners, discussing the next steps of the project.



5th Meeting

On 24th, the fifth consortium meeting was held online. The partners discussed extensively the tasks of the intellectual output one (I01) and more

particular the format and the content of the handbook.



NEXT STEPS

Training Programme for Young Artists

In the following months, a pilot training course will be developed as part of Intellectual Output 2 (I02). This will be implemented in each partner country to implement in vivo the HeART of EU Curriculum and Guide. This will involve a sample of 20 Young Artists and Culture and Creative Sector professionals' musicians, actors, fine arts, painters, sculptors, authors, directors, performers, dancers, crafts people, designers, fashion industry in each partner country. The training course will last 20 hours (blended learning) and will aim to enhance the competencies and skills of Artists and individuals working in the Culture and Creative Sector. The tools, skills and competencies acquired will help them to secure their inclusion to the labour market and become more connected with society in general. Moreover, this will be a great opportunity for Artists to network and expand their social circle, exchanging ideas and good practices.

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