

## Press Release.

The ArtCRelief project aims to cultivate the entrepreneurial and business mindset of artists, culture and creative professionals (ACCPs) in order to survive through the crisis and be prepared for the new conditions that will follow. The main project's objectives are to:

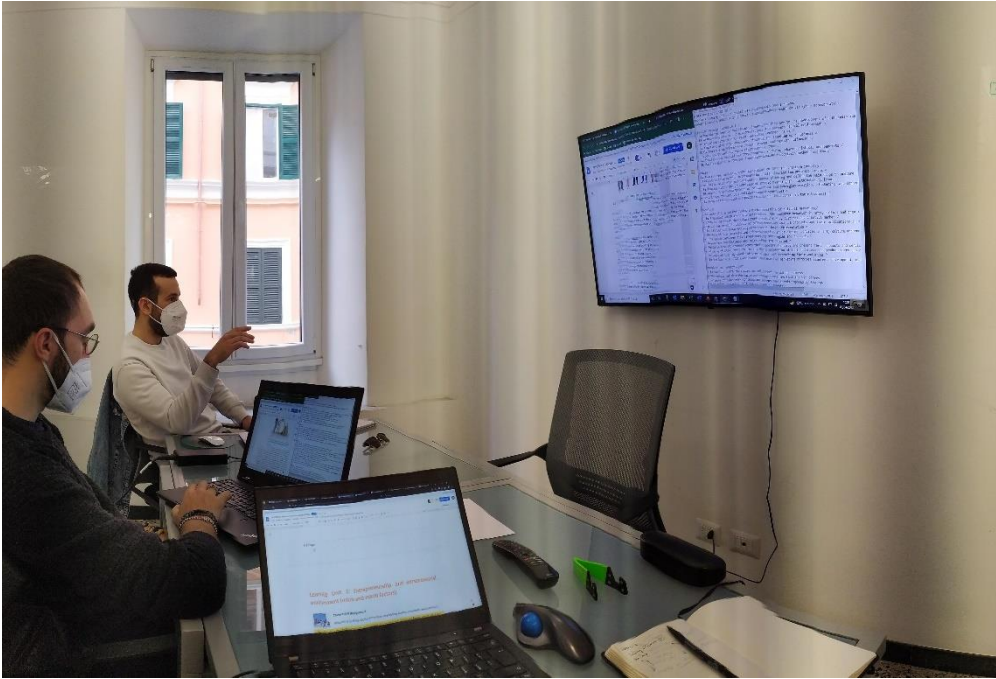
- a) Create a comprehensive, multidimensional training for ACCPs adaptable to local/national contexts and needs imposed by the pandemic crisis;
- b) Cultivate the entrepreneurial and digital mindset of ACCPs;
- c) Provide ACCPs with knowledge about new business models, based on the digitalization of culture and use of ICT for the promotion of creative products;
- d) Promote ACCPs active motivation in order to become more cooperative-oriented, embracing social entrepreneurial models;
- e) Create an attractive and easy-to-be-used training material for ACCPs in order to acquire the necessary knowledge, skills and competences that will prepare them for the after pandemic era;
- f) Create a tailor-made virtual community space for education sharing/exchanges purposes as well as for the development of collaboration and innovation culture between ACCPs and other stakeholders;
- g) Raise awareness among policy makers, stakeholders and other organizations, involved in education & training as well as in arts, culture and creative sectors.

Ulis was the partner responsible for the Intellectual Output 2 (IO2) of the project, "The development of the learning material for the preparation of ACCPs for the new era after the pandemic crisis", which is structured in 4 activities:

1. Development of learning materials
2. Detailed design of learning activities
3. Translation and adaptation of the learning material
4. Creation of digital training contents (infographics & short videos)

At the beginning a template was prepared, in which it was indicated the required font, the structure of the module, and the length of each section. The IO2 was officially concluded during the month of July 2022.

About the methodology to complete the IO2, we divided the responsibility to write down the learning modules, which contain all the learning materials, between all the partners. Each module was assigned to a specific partner or to a group of partners, according to their competences and skills. At the end, each partner had the time to read all the modules, and bring suggestions, changes, and raise doubts on the modules. After that, Ulis, as partner responsible for this IO, reviewed all the modules to guarantee a logical continuity, avoid overlapping and repetitions. The process took two full days of three people working for Ulis. We worked together in presence at Ulis office, with the help of three PC and a big screen. And with the mask on, Covid-19 is still an issue, as shown in the picture below.



All the partners have been disposable and quick to respond to issue we raised about the modules, and so we were able to complete the review process in a reasonably quick period of time.

At the beginning a template was prepared, in which it was indicated the required font, the structure of the module, and the length of each section.

The modules were 7:

1. *Principle of entrepreneurship and business start-up*
2. *Business models and planning facilitating synergies and collaborations*
3. *Introduction to cultural marketing and digital promotion*
4. *Digitalization of culture; new forms of cultural experience*
5. *Financial planning, funding and fundraising*
6. *Soft skills for ACCPs*
7. *Project management, risk management and proposal writing for funding*

To see what the modules were about, to have a brief description, you can check the website [artcrelief.eu](http://artcrelief.eu) or read our newsletter.

The modules were structured as follows:

- Introduction
- Learning Units. Each learning unit:
  - o An introduction
  - o The theoretical background
  - o “Did you know” – Examples and curiosities
  - o Best Practices
  - o Tips
  - o Additional Information
  - o Video materials
  - o Practical Activities
- Conclusions
- Bibliography

- A Self-Assessment

After the process of writing and reviewing the modules, they were translated in each language spoken among the partners. Every partner translated all the modules in its mother tongue.

Finally, a video script for each module with images and tables was provided by the partner responsible for the module.