

Get in Touch
WITH US!



@HeART.HelpingARTists



www.helping-artists.eu



29 Lykavitou Avenue (1st floor)
Engomi, 2401 - Nicosia, CYPRUS

Tel: (+357) 22 002100
Fax: (+357) 22 002115
Email: info@cardet.org

Partners



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects 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.
[Project Number: 2020-1-UK01-KA227-YOU-094512]



HeART

Helping ARTists of Europe Survive
As Freelancers and Entrepreneurs

Overview

Cultural and Creative sectors are among the hardest hit industries by the pandemic. COVID-19 and its related consequences, such as lockdowns, negatively affected people working in these industries, such as artists and individuals working in Culture and Creative Sectors, leading many of these professionals to unemployment.

HeART project aims to enhance the competencies and skills of Artists and individuals working in Culture and Creative Sectors and secure their inclusion in the labour market and society in general.

To achieve this, the project will focus on the main capacities below:

Entrepreneurship, Employability, and Business Administration Skills (Goal setting, business setup, networking, communication, collaboration, negotiation).

Psychological Capacities (character strengths, empowerment, stress management, emotion regulation).

Media skills (digital skills, marketing, social media promotion, advertising and selling).

Objectives

The specific objectives of HeART are to:

- Build the skills of young in the areas of entrepreneurship and digital skills.
- Empower young and enhance their psychological capacities and wellbeing.
- Support networking of all 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 creative sector: Equip young with skills and competencies needed to enter the art labour market and sustain a stable income.

Outputs

- Handbook for Young Artists
- Training Programme for Young Artists
- Train the Trainer course (for Youth Workers, Art Managers, Teachers, Educators, Mentors, Career and Guidance Counsellors)
- Online Modules and Open Educational Resources (OER)

