



3rd NEWSLETTER MAY 2022 – OCTOBER 2022

WELCOME TO THE THIRD 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.

In order to address these challenges, the HeART project aims to enhance the certain 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 focuses 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.

EDUCATIONAL RESOURCES

To achieve its goals and objectives, the HeART project is in the process of developing the following Educational Resources:

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

THE PARTNERS

- 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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On the 25th - 26th of May 2022, the sixth Partnership Meeting was conducted, with the partners finally meeting face to face! The meeting took place in the UK, with all the partners actively

HANDBOOK FOR YOUNG ARTISTS

The Handbook for Young Artists has been published! Following the contributions of all project partners, the Handbook has been tailored to the results of Needs Analysis, National Reports, Consolidated Reports and Focus Groups responses and responds to the current needs of Young Artists, mainly regarding Art Entrepreneurship and Employability Skills, Digital Skills and Psychological Empowerment. The Handbook addresses young artists and professionals working in culture and creative sectors, as well as youth workers and other professionals who work with young artists, and introduces a range of tools that can help young artists reach their goals through sustaining their practice as artists. It aims to help them better market their art using digital media, support them in making and selling through a viable business, and most importantly support them in improving their personal wellbeing.

Check out this [link](#) to further explore the Handbook and its contents!



participating and planning the next steps of the project.

TRANSNATIONAL PROJECT MEETINGS

6th Meeting



Train the Trainer Course

During the month of October 2022, on the 10th - 12th, a 2-day Train the Trainer Course was implemented in Cyprus for Youth Workers, Art Managers, Teachers, Educators, Mentors, Career and Guidance Counsellors working with emerging



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Artists in Nicosia, Cyprus. Trainers and participants



from the UK, Ireland, Greece, Italy and Cyprus were actively involved, making the implementation of the workshops a success!

HOW TO FIND US

Visit our website:

helping-artists.eu

Follow and Like our Facebook page:

facebook.com/HeART.HelpingARTists

NEXT STEPS

Training Programme for Young Artists

Following the development of the Curriculum, in the next steps of the project, a pilot Training Course for Young Artists will be implemented in each partner country as part of the Intellectual Output 2 (IO2). Each pilot will involve a sample of 20 Young Artists and professionals of the Culture and Creative Sectors, such as musicians, actors, fine arts, painters, sculptors, authors, directors, performers, dancers, crafts people, designers. The training course will consist of 20 hours of blended learning and it will aim to enhance the competencies and skills of Young 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.

