



4th NEWSLETTER

NOVEMBER 2022 – APRIL 2023

WELCOME TO THE FOURTH 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

In achieving its goals and objectives, the HeART project partners have developed 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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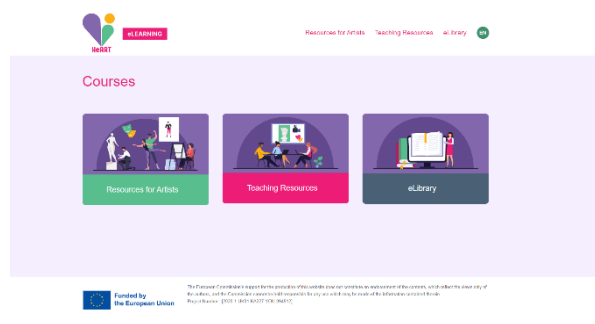
TRAINING PROGRAMME FOR YOUNG ARTISTS

Once the Curriculum was developed, the partners organised workshops in Cyprus, Greece, Italy, Ireland, and the UK implementing and testing the Training Programme for Young Artists. In each country, the partners reached out to at least 20 young artists and professionals within the Cultural and Creative Sectors, such as musicians, actors, fine arts, painters, sculptors, authors, directors, performers, dancers, craftspeople, and designers. These individuals attended the training course aimed at enhancing their competencies and skills. The purpose of the events was to offer tools and upskilling opportunities that will help young artists to secure their inclusion in the labour market, and to become more connected with society in general. Moreover, this was an opportunity for artists to network and expand their social circle, exchanging ideas and best practices. The workshops were implemented over the span of a minimum of two- and a maximum of six-day sessions. The artists responded very positively to the Training Programme, marking it as a success!



ONLINE MODULES AND OERs

For the fourth and final result produced in the project, the partners designed and developed online modules and collected and developed Open Educational Resources which can be found and freely accessed on the HeART e-learning Platform [here](#). On the platform, you will also find the Handbook for Young Artists, the Training Programme for Young Artists and the Train-the-Trainer Course. The eLearning space serves as a one-stop-shop providing instant access to the full suite of gamified, digital, self-paced learning resources, such as online modules, training material and other OERs that were identified as useful during the other project results.



TRANSNATIONAL PROJECT MEETINGS Final Partners Meeting

On the 15th - 16th of March 2023, the 7th and final Partnership Meeting took place, in the beautiful city of Vicenza in Italy. It was the third and last time the partners got to meet in person during our collaboration. During the two days, the HeART partners worked together with the main objective of wrapping up the project in the final month of its lifecycle.





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HOW TO FIND US

Visit our website:

helping-artists.eu

Follow and like our Facebook page:

facebook.com/HeART.HelpingARTists

Follow and like our Instagram page:

<https://www.instagram.com/heart.helpingartists/>

FINAL STEPS

As the project is coming to a close, the HeART partners are looking forward to the potential outreach that can be achieved with the project's developed results. More specifically, they are eager to make plans regarding the sustainability and exploitation of the project and its results. The partners started a discussion during the final partner meeting about the different ways each organisation will sustain and continue to make use of the project results.