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Boosting Digital skills TO promote entrepreneurship for ARTists and cultural heritage sectors

What competences would Vincent van Gogh have needed in order to sell more of his paintings in his lifetime? It is hard for anyone to answer this question but for today's artists and creative sector stakeholders a new Erasmus + project entitled 'BidToArt' will provide you with some tips to help you to identify these competences.

The main aim of the BidToArt project is to focus on the social and educational value of European cultural heritage by supporting individuals involved in its protection and dissemination (such as musicians, painters, woodworkers, textile and other artists) in acquiring and developing basic skills and key competences, using innovative practices in the digital era.

WHY DO WE THINK THIS IS IMPORTANT?

In Europe, most people involved in the field of cultural promotion face serious economic deprivation due to the COVID-19 outbreak. As stated by the OECD, "along with the tourism sector, cultural and creative sectors are among the most affected by the current crisis, with jobs at risk ranging from 0.8 to 5.5% of employment across OECD regions." (OECD Policy Responses to Coronavirus (COVID-19)).

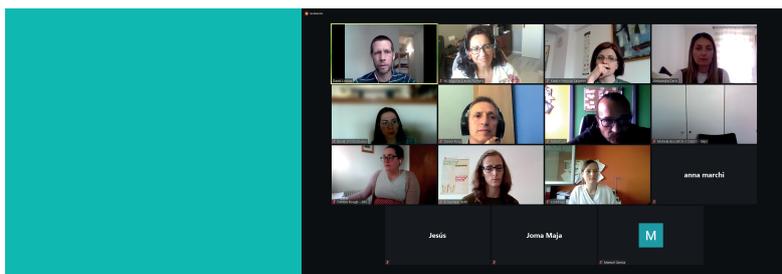
To overcome this situation, the OECD identifies "a need to address the digital skills shortages within the sector and improve digital access beyond large metropolitan areas". The needs analysis carried out during the planning phase of this project, shows that people related to cultural promotion who are at risk of social exclusion, generally have lack of knowledge concerning entrepreneurial mind-sets and the use of ICTs.

WHO ARE THE PEOPLE BEHIND THE BIDTOART PROJECT?

Partners from six European countries make up the project consortium: Asociación Socio-Cultural, the coordinator of the project and Innovation Training Center, S.L. from Spain, Co&So- Italy, Innovade LI LTD- Cyprus, Kulturnacija- Serbia, Spektrum Educational Center Foundation- Romania and Spectrum Research Centre CLG – Ireland. These organisations started to work together to develop innovative approaches within BidToArt project, funded with support from the European Commission by the Erasmus + KA2 Strategic Partnership programme.

WHAT IS OUR SPECIFIC HELP FOR THE CREATIVE SECTOR?

The consortium will develop three direct results: a Training Curriculum, published as an e-book, a Blended Training Course on entrepreneurial mind-sets, creativity and the use of ICTs in the field of cultural promotion, particularly in light of COVID-19 impacts and a Guideline for trainers, educators,



social workers and other adult education professionals who work with people at risk of social exclusion, or in the field of cultural promotion to implement entrepreneurship education in this field.

Over the long term, the BidToArt project consortium will foster the necessary digitalisation of the Cultural and Creative Sectors coupled with emerging technologies to overcome the negative impact of the COVID pandemic. Strategic complementarities on the impact of the COVID-19 crisis on both the education and the cultural and creative sectors will also be developed.

To join our initiative, or if you would like to share your thoughts, please contact the BidToArt project at: info@laguajiradealmeria.com or david-lorenz@gmx.de