



# envision

CULTURE AND CREATIVITY SECTORS'  
ENTREPRENEURSHIP EMPOWERMENT  
IN THE DIGITAL ERA

## ABOUT THE PROJECT

**ENVISION - Culture and Creativity Sectors' Entrepreneurship Empowerment in the Digital Era** is a highly innovative 24-month project, co-funded by the Erasmus+ Programme of the European Union and has been designed to actively support the development of entrepreneurial skills and competences of people pertaining to the Cultural and Creativity Sector (CCS), especially after the Covid-19 pandemic.

If you are a startupper or entrepreneur of the cultural and creative sector, affected by the COVID-19 situation, and would like to expand your **entrepreneurial skills** and **digital competences** in order to keep up with the "new normality" and be more resilient for potential future crises, the **ENVISION** project is ideal for you!

## AIMS AND OBJECTIVES

- To promote the recovery of the CCS sectors in the COVID-19 aftermath and enhance their resilience through the acquisition of valuable skills
- To promote an attitude change for the CCS and encourage participation and openness to the arts' industry
- Strengthening cross-border and sector collaborations for the CCS
- Increase the visibility of cultural entrepreneurship and develop tools for better understanding of the CCS (increase knowledge and promote various forms of cultural and creative development enterprises)
- Design of a digital toolkit providing information for cultural entrepreneurs, as a means of support of the recovery and re-development of CCS
- To promote novel and innovative initiative-taking in the CCS & facilitate knowledge exchange and culture-led innovation
- Testing new forms of organisation and management structures in CCS
- Improve business culture and boosting entrepreneurship
- Recognize the important role of cultural entrepreneurship and enterprises to combat unemployment; develop and strengthen policies to increase knowledge on various aspects of culture entrepreneurship
- Strengthen active cooperation among young cultural entrepreneurs with the relevant business and social partners and other stakeholders that will get involved in the project

# INTELLECTUAL OUTPUTS

Now that the **ENVISION** project has come to its end, we present you the intellectual outputs that were produced during the lifetime of the project!

**IO1**

#### MAPPING THE NEEDS AND REQUIREMENTS OF THE CCS IN THE PARTNER COUNTRIES

IO1 consists of a research that was implemented, to define the current situation of the cultural and creative sector in the partner countries leading to a report consisting of the mapping and analysis of the needs identified in the CCS.

**IO2**

#### DEVELOPMENT OF THE ONLINE ACCELERATING PLATFORM FOR CCS STAKEHOLDERS

Addressing the need for innovative digital tools providing valuable skills, IO2 refers to the design and development of a digital collaborative platform for the project's needs to support the operations of the CCS.

**IO3**

#### CONTENT DEVELOPMENT FOR AN E-TRAINING TOOLKIT OF CONSULTING & MENTORING SERVICES FOR CULTURAL ENTREPRENEURS

IO3 designed and developed an e-training toolkit for cultural entrepreneurs – a guide on basic concepts and practices for start-uppers and entrepreneurs of the creative and cultural sector to enhance their digital skills and competences.

**IO4**

#### IMPLEMENTATION OF A CULTURAL HACKATHON EVENT

IO4 refers to the design and development of the appropriate methodology to suite the live activities of the project, meaning the project's pilot, through the implementation of an online Cultural Hackathon Event.

**IO5**

#### DESIGN & DEVELOPMENT OF A CROWDFUNDING MECHANISM FOR CULTURAL ENTREPRENEURS

IO5 developed a digital crowdfunding platform providing support to cultural entrepreneurs and their projects. The crowdfunding platform enriches the project's innovative character giving cultural entrepreneurs the opportunity to gain access to fundraising and implement their creative ideas and projects.



## PARTNERS | CONSORTIUM

**Wisefour** - Cyprus

**CulturePolis** - Greece

**Found.ation** - Greece

**INFODEF – Instituto para el Fomento del Desarrollo y la Formación** - Spain

**Stichting Crealisatie** - The Netherlands

**PROGEU-Progress in European Union-Istituto per lo Sviluppo** - Italy



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