



## 1st NEWSLETTER

### May – October 2021

#### WELCOME TO THE FIRST NEWSLETTER OF THE HEART PROJECT

In the first issue, you will find information about:

- The idea behind the project and its main objectives and outputs
- Our consortium
- Our transnational project meetings

#### ABOUT

The 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. People working in the Cultural and Creative Sectors have faced reduced income and even, in some cases unemployment.

The HeART project will enhance the 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 will focus 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 creative sector - Equip young people with skills and competencies needed to enter the art labour market and sustain a stable income.

#### OUTPUTS

**To achieve the goals and objectives, HeART will develop the following Outputs:**

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

#### MEET THE CONSORTIUM

- 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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### TRANSLATIONAL PROJECT MEETINGS

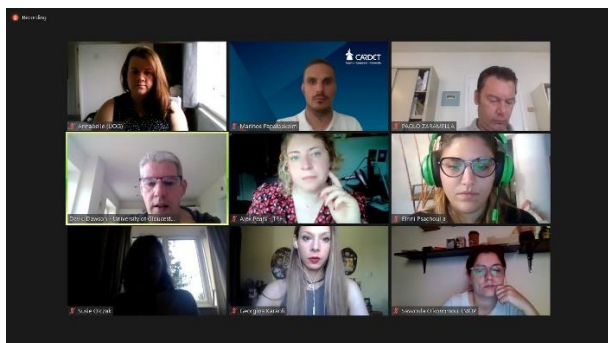
#### Kick off Meeting

At the beginning of June, the kick-off meeting of the HeART project took place virtually between the six partners from the UK, Ireland, Greece, Cyprus, Greece, and Italy, setting the project's scene.



#### 2<sup>nd</sup> Meeting

On July 13th 2021, the second Partnership Meeting of the HeART Project was held with the active participation of all partners, discussing the next steps of the project.



#### 3<sup>rd</sup> Meeting

On September 6<sup>th</sup>, 2021, we had our third meeting for the HeART project after a busy summer collecting thoughts about our focus groups in the UK, Cyprus, Greece, Ireland and Italy. Lots of creative ideas were discussed.



#### HOW TO FIND US

Visit our website:

<https://helping-artists.eu/>

Follow and Like our Facebook page:

<https://www.facebook.com/HeART.HelpingArtists>

