



Building new skills
for innovative business models
in the performing arts sector

www.trainart.eu

GENERAL OBJECTIVES

TRAINART aims at strengthening the competitiveness of the European Performing Arts sector and shaping new skills for cultural operators interested in developing innovative business models in the Cultural and Creative Industries

CALENDAR

01/10/2019
31/03/2022

KEY WORDS

Training
New business model
Transnational mobility

SPECIFIC OBJECTIVES

TRAINART aims to give new skills to cultural operators/artists by focusing on two particular fields:
A_management models of cultural spaces
B_artistic interventions in non-conventional contexts

A_New management models for cultural spaces

The need for performing arts center executives to exhibit strategic leadership and strong change management capacities may be best addressed by developing a systemic capacity building approach, based on the development of five key change management capacities. *Engagement with international touring and presenting*, as well as engaging diverse cultures within the community, requires the capacity to *manage international cultural interactions and to represent cultural identity*. Shifts in audience behavior and the constant increase of competition from diverse leisure activities require the capacity to *promote innovative methods of audience development and to experiment participatory governance approaches*. The diverse revenue streams involved in the management require the capacity to *foster a sustainable mixed funding system*. Most important, performing arts center leaders must exhibit *effective strategic leadership, including constant strategic awareness and an entrepreneurial focus* on changing environmental demands in the international, domestic and organization spheres of engagement.

B_Artistic interventions in non-conventional contexts

TRAINART intends to provide cultural operators with adequate training to meet the demand for artistic interventions in unconventional contexts as quickly and effectively as possible.

Artistic interventions in non-conventional frameworks (enterprises or public bodies) allow artists to open new markets and to reach different audiences, but also to gain new inspirations from unusual work environments: artistic interventions represent new opportunities for artists for experimentation and growth.

ACTIVITIES

Skills gap analysis

In order to best calibrate the subsequent activities of the project, the partners will carry out an effective assessment on the professional skills required in the cultural and creative sector of partner's territories, with specific reference to the fields addressed by the project. The purpose of the analysis is to investigate the needs and the constraints of the cultural operators in developing more sustainable practices and improving their economic performances. At the end of this phase, a pilot group of cultural operators coming from Italy, Spain, Serbia and Sweden to participate in the capacity building programme.

Transnational capacity building programme

The main findings of the analysis will be exploited to prepare the training programmes and the learning outcomes to be achieved through the training and the feasibility analysis for pilot activities. The selected participants will thus benefit from a full mobility schemes to foster knowledge and to learn from peers at European level on how to effectively implement innovative business models in the creative sector.

The beneficiaries will attend 60 training hours provided through MOOCs (Massive Open Online Courses) to acquire and/or foster basic skills in management, marketing and finance. Then they will access 60 hours of non-formal and peer-to-peer training, organized in different "training hotspots" (20 training hours each) for the two areas of intervention A (in Ireland, Spain and Italy) and B (in Sweden, Serbia and Italy).

Implementation of pilot actions

Coordinated by the project partners, the beneficiaries will have the opportunity to test the skills acquired, experimenting with new business models and new artistic interventions aimed at public or private organizations. The pilot actions will be implemented in Italy, Sweden, Serbia and Spain.

Possible examples of pilot actions (not exhaustive):

- implementation of new services within traditional cultural spaces;
- promote a more participatory governance of a space, which will stimulate the inclusion of the local community and its participation in the proposed cultural activities;
- identification and implementation of innovative public development practices;
- development of an artistic intervention adapted to the need of a private organization operating in a traditional economic sector;
- development of artistic interventions to favor the socio-economic development of a neighborhood within urban regeneration projects.

PARTNERSHIP

TRAINART partnership is a real *peer learning community* where each project partner is committed not only in sharing knowledge and transferring expertise, but also interested in building new professional skills and capacities

LEAD PARTNER

Consorzio Marche Spettacolo

www.marchespettacolo.it

Consorzio Marche Spettacolo is the consortium gathering the main legal subjects working in the field of performing arts of the Marche region. All the entities involved in the production, distribution, promotion and development of performing arts of the Marche region can associate to CMS.

The aims of the CMS are based on two main priorities:

- costs rationalization and optimization;
- identification and development of common policies, promoting synergies and exchanges, studies and research on live performance sector, etc.

Nowadays there are 40 associated entities, starting with the most important in the sector.

PARTNERS

Teater Nu [Göteborg | Sweden]

www.teaternu.se

Teater Nu is a Swedish art collective and platform for the performing arts. It works in close cooperation with the Associated Partner TILLT designing, implementing and disseminating cross-fertilisation practices between the cultural/creative and the other economical/societal sectors. It is an expert innovation driver and greenhouse for new artistic idea.

Kulturanova [Novi Sad | Serbia]

www.kulturanova.org

Kulturanova is a Serbian cultural association fostering cross sectoral cooperation between artists and non-artistic organizations (industrial, social and educational) and promoting creativity as tool for economic development and entrepreneurship. Kulturanova mission is to develop contents of independent culture to encourage positive social change and improve the position of creative people and advocating that creativity is a tool for economic development and entrepreneurship.

Haceria Arteak [Bilbao | Spain]

www.zawp.org

Haceria Arteak is Spanish not-for-profit cultural association working for the regeneration of urban spaces and founder of the "ZAWP - Zorrotzaurre Art Work in Progress" a permanent platform for artistic creation and social innovation. ZAWP became a cross-fertilized hub where several creative entrepreneurs work and provide a wide range of services for citizens.

Welcome aps [Monte Roberto | Italy]

www.europewelcome.eu

WELCOME A.p.s. is a not-for-profit association having the aim to stimulate transnational cooperation, strengthen public and private partnership in Europe and to foster excellence, innovation and quality in all the activities related to the human capital development. WELCOME A.p.s. is an official Training Provider recognised by the Marche Regional Authority and it has a very reliable experience in designing, coordinating, managing, monitoring and evaluating European mobility projects or formal and non-formal training experiences for learners and staff.

Limerick City and County Council Culture and Arts Department Social Development Directorate [Limerick | Ireland]

www.limerick.ie/council

The Limerick Culture & Arts Department is funded by Limerick City and County Council, the Arts Council of Ireland, and the Department of the Culture, Heritage & the Gaeltacht. The Limerick City Arts Office was established in 1988. The County Limerick Arts Office was established in 1993. The amalgamation of Limerick City and County Council in 2014 resulted in one Arts Office delivering the arts for Limerick. It is the first Local Authority in Ireland to put in place a Culture and Arts Department representing the growth in investment and delivery in Limerick in Culture and Arts.

BUDGET

331.327,16 €
EU co-financing: 198.796,30 € (60%)