



ART URBAN

URBAN REGENERATION WITH THE HELP OF ARTIST
ENTREPRENEURSHIP

ERASMUS+ PROJECT: ART URBAN REGEN

Art Urban Regen it's a project supported by European Commission under Erasmus+ Program, for the period: October 2018- September 2020 under the number 2018-1-RO01-KA204-049117.

SEE MORE ABOUT OUR PROJECT



Our Project

Art Urban Regen aims to develop urban regeneration and artistic entrepreneurial skills for adults in need of qualification.



Project Results

Training package, e-Learning open source web-based platform, Handbook for Training facilitators, Assessment tool for recognition of learning outcomes, Policy Guidelines.



E-learning

On the E-Learning platform all the content of the training package is available online for a wider public in English, Spanish, Romanian, German and Swedish.



Certification

A CERTIFICATE will be issued to each person who will complete the "Urban regeneration with the help of artist entrepreneurship" training course.

OVERVIEW OF THE PROJECT

Art Urban Regen (Urban regeneration with the help of artist entrepreneurship) is a project supported by the European Commission under the Erasmus+ programme, for the period October 2018 - September 2020. It aims to develop urban regeneration and artistic entrepreneurial skills for adults in need of qualification. The target audience will have the opportunity for a better fit in the working market, and the chance to build creative and entrepreneurial minds. The focus is on finding a solution to the abandonment of sites and unused city areas, giving them a second chance through business opportunities in the field of creative industries.

The project is targeting both adults in need for qualification and educators in urban regeneration, entrepreneurship and creative industries. The training programme and tools will be available to all the organisations and structures supporting target groups along with all the necessary resources, developed by its partners and initiators. The project will also involve decision-makers, experts, specialists, professionals in the field of urban regeneration.

The successful outcome of Art Urban will be to appropriate the right actors and stakeholders in local, regional, national and European systems - such as entrepreneurship educators, experts in urban regeneration, business angel investors, policy makers, local administrations, and convincing final users to apply the results and initiatives of the programme.

Intellectual outputs

The intellectual output of the project was created in collaboration by its 5 European partners, namely: **Power Net Consulting- Romania, FyG Consultores - Spain, Nod Makerspace - Romania, Mobilizing Expertise - Sweden** and **KulturLife - Germany**, and consists of the following:

- IO1: Training package of “Urban regeneration with the help of artist entrepreneurship”, a set of guidelines and methodologies on how to deliver the training but also a collection of tools and topics/competences on which the training will focus
- IO2: An e-Learning open source web-based platform able to host a community of users. The platform will connect everyone involved in the project allowing them to work together during and after the entire project.
- IO3: A Handbook for Training facilitators in “Urban regeneration with the help of artist entrepreneurship”, that will provide complementary information.
- IO4: Assessment tool and recognition of learning outcomes
- IO5: Policy Guidelines on Urban Regeneration with the help of artist entrepreneurship

Project Training Package

All the content of the training package is available in a comprehensive, interactive and web-based format, for a wider public of English and non-English speakers, in English, Spanish, Romanian, German and Swedish on the project e-learning platform - <http://power-learning.eu/>.

The modules of the course are:

1. Entrepreneurship education applied to the Urban Regeneration
2. Artist interventions in unused urban areas
3. Business modeling as a creative game tool
4. Entrepreneurship for artists - development of innovative skills
5. Creativity and fun for developing an entrepreneurial mindset
6. Problem Solving
7. Creating networks
8. Appropriate communications and Public Relationships

Who we are

Art Urban Regen Partnership involves 5 organizations from 4 European countries committed to developing high quality products based on their fields of interest and experience, namely: Power Net Consulting - Romania, FyG Consultores - Spain, KulturLife – Germany, Mobilizing Expertise - Sweden and Nod Makerspace – Romania.

Partners



Power Net Consulting- Romania

<http://www.power.ro/>



FyG Consultores – Spain

<http://www.fygconsultores.com>



KulturLife – Germany

<https://www.kultur-life.de>



Nod Makerspace – Romania

<http://nodmakerspace.ro>



Mobilizing Expertise – Sweden

<http://www.mexpert.se>

What we aim for

The objective of the project is to address spaces with regeneration potential in the project partners' countries and not only, by giving the necessary training to build entrepreneurial and creative minds. This will be achieved by allowing the refurbish of abandoned buildings or other unused sites that have been left aside for a long period of time, therefore improving the quality of the cities and various economic sectors.

The main benefit expected is to raise the competitiveness of citizens making them more qualified to fit in the labour market needs and to respond to their cities needs in terms of urban regeneration. In the long term, this process of helping people gaining new skills is extremely beneficial for new communities and businesses. The involvement of local people is the main focus of a renewal programme whose purpose is to be oriented towards the needs of the present residents and users of a specific area, and to be planned and carried out in cooperation with them.

Who we target

The project is targeting both adults in need for qualification and educators in urban regeneration, entrepreneurship and creative industries. The training program and tools will be available to all the organizations and structures supporting target groups along with all the necessary resources, developed by its partners and initiators. The project will also involve decision-makers, experts, specialists, professionals in the field of urban regeneration. A secondary target group in need for awareness rising will comprise local entities, private and public operator, professional organizations and competent authorities, and experts and trainers in other fields, also followers of the project in social media and web page and visitors of the partners pages.

These groups will be directly involved in the project activities. The innovation of this project on its cross-sector approach, and its aim to develop both the artistic entrepreneurial and urban regeneration skills of this low-skilled adults, by developing and offering training session on urban regeneration and artistic entrepreneurship.

When we met

Kick-off meeting in Bucharest, Romania

09-10.10.2018

Between the 9th and 10th of October 2018, ArtUrbanRegen partners have met for the first time in Bucharest, Romania, with Power Net Consulting as hosting organization. The purpose of the meeting was to get to know each partner and its experience and to plan the next steps in the development of the ArtUrbanRegen activities and the main reporting, communication and dissemination tools.

2nd transnational meeting in Valencia, Spain

16-17.07.2019

On 16th and 17th of July 2019, ArtUrbanRegen partners have met for the 2nd Project meeting in Valencia, Spain, with FyG Consultores as hosting organization. The purpose of the meeting was to review the work

that has been done and the results on the main Intellectual Outputs of the project: the Training Package that consists in a set of guidelines and methodologies on how to deliver the training on the topic, but also a collection of tools and the State of development of the ArtUrbanRegen e-learning platform where the Training Package will be available in all the partnership languages, English, Spanish, Romanian, German and Swedish, The meeting was concluded with establishing the next steps for the successful implementation of the project.

3rd transnational meeting in Kiel, Germany

10-11.12.2019

Art Urban Consortium has taken giant steps to increase the knowledge of art urban and entrepreneurship, our main goals. For that reason, the consortium held their 3rd meeting in Kiel (Germany), in the offices of Kultur Life. During the 10th and 11th of December, colleagues from Romania, Sweden, Germany and Spain, discussed about the evolution of the project, reviewed the work done, and prepared the final tasks that will be implemented until the end of the project.

Also, enjoyed great Kiel Christmas Market, and ate delicious food!

4th transnational virtual project meeting

10.09.2020

For the last project meeting, the Art Urban Regen partnership was supposed to travel to Lund, Sweden where our Swedish partner - Mobilizing Expertise was supposed to host us for two working days. Unfortunately, the COVID pandemic that challenged the whole world this year, made traveling difficult, so the partners, for safety measure, decided to meet in a virtual setting to discuss and plan the final aspect of the project, the dissemination of our two year of hard work results, the organizing of the multiplier events and the project sustainability after its completion. And even though we couldn't shake hands at the end of the meeting, we sent each other virtual greetings, with the promise of further collaborations.

LTTA Training in Valencia, Spain

15-19.07.2019

Between 15th and 19th of July, 18 people interested in Urban Regeneration gathered in Valencia (Spain), where the LTTA (Learning, Teaching, Training Activities) took place to participate in the face-to-face training sessions during the 5-day-workshop, with the objective of testing the Training Package of Urban Regeneration. The event was hosted by FyG Consultores in collaboration with Power Net Consulting SRL.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the National Agency and Commission cannot be held responsible for any use which may be made of the information contained therein. Project No.: 2018-RO01-KA204049117.



Co-funded by the
Erasmus+ Programme
of the European Union

