

Erasmus+ Project PHOENIX “Responding to COVID-19: Revitalization of Creativity sector” – A Summary



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Introduction

The aim of the Phoenix Erasmus+ project is to support Youth from the creative and cultural sectors who have been left alone during the Pandemic. The five partners of the project are providing this target with various tools that will spark their creativity again, while at the same time fostering community building.

The target group consists of : The disadvantaged young people aged 18-30 years old, mainly artists and the NGOs connected with artistic field.

The project has produced a e-learning course on how to use effectively community reporting, crowdfunding, and virtual content creation. It has also created a Web platform in which young amateurs, freelancers, and non-profit youth associations from the creative sector will be able to get support for their projects.

The partner organizations of the project are:

- Crossing Borders, Denmark
- Teatro Metaphora – Associação de Amigos das Artes, Portugal
- SkillsLab21, France
- NGO Nest Berlin EV, Germany
- Cross Culture International Foundation Cyprus, Cyprus



The Project Outputs

The results of the project are: writing an online training course, the creation and launch of a Web platform and the organisation of a local phase consisting of organising sessions in partner countries in order to present the online course to the target group and to evaluate of the three parts of the course.

The E-Course

This online course allows to:

1. Learn about the **community reporting** methodology and its implementation in the target group community
2. Learn about digital tools for **virtual content creation** & storytelling
3. Learn how to use **crowdfunding** to fund your project.

The structure of this course is:

Unit 1: Community Reporting

This section addresses three topics:

- TOPIC 1: What is Community Reporting?
- TOPIC 2: 7 steps guide for digital storytelling
- TOPIC 3: Case study: Community reporting: young people experiencing the pandemic

Unit 2: Virtual Content Creation

This section addresses four topics:

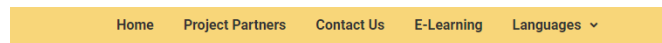
- TOPIC 1: What is Virtual Content Creation
- TOPIC 2: A guide: create content in 7 steps
- TOPIC 3: Case study: Upfront! Young European Video Award
- TOPIC 4: Insights: Graphic design, video content, tips

Unit 3: Crowdfunding

This section addresses five topics:

- TOPIC 1 What is Crowdfunding?
- TOPIC 2 Crowdfunding Platforms
- TOPIC 3 Types of Crowdfunding
- TOPIC 4 Step by step: How to run a crowdfunding campaign
- TOPIC 5 Success story: The Lunch Bag Initiative

The online course is accessible via the web platform dedicated to the project. Young people can easily create an account and log in to the course.

A login form titled "Login". It has two input fields: "Username or email *" containing "Azeddine" and "Password *" containing ".....". Below the password field is a "Remember me" checkbox. A blue "Login" button is at the bottom. A link "[Lost your password?](#)" is below the button.A register form titled "Register". It has one input field: "Email address *".

Registration or connection screen

Enrolled Course	Inprogress Course	Finished Course	Passed Course	Failed Course
1	1	0	0	0

Name	Result	Expiration time	End time
Phoenix E-Learning Course	0%	Never	-



The homepage of the E-Course

The web platform

The Web Platform “Virtual Creative Communities” contains different maps of registered municipalities in which young amateurs, freelancers and non-profit youth associations from the creativity sector will be able to select a specific zone of the city and upload a graphic and/or audio/visual simulation of the creativity action(s) that they would like to implement and citizens, public bodies and private entities users interested into it will be able to contribute to its realisation through human resources, sponsorship or donation.

The URL of the Web Platform:

<https://phoenixyouthproject.eu>



The homepage of the Web platform

Interactive Maps



Interactive Maps for Creative Minds

Click here to explore and support artists near your geolocation in your city on our customized map

Know More



Phoenix Opportunities for Artists

Discover proposals for artists from municipalities, public bodies, and private entities

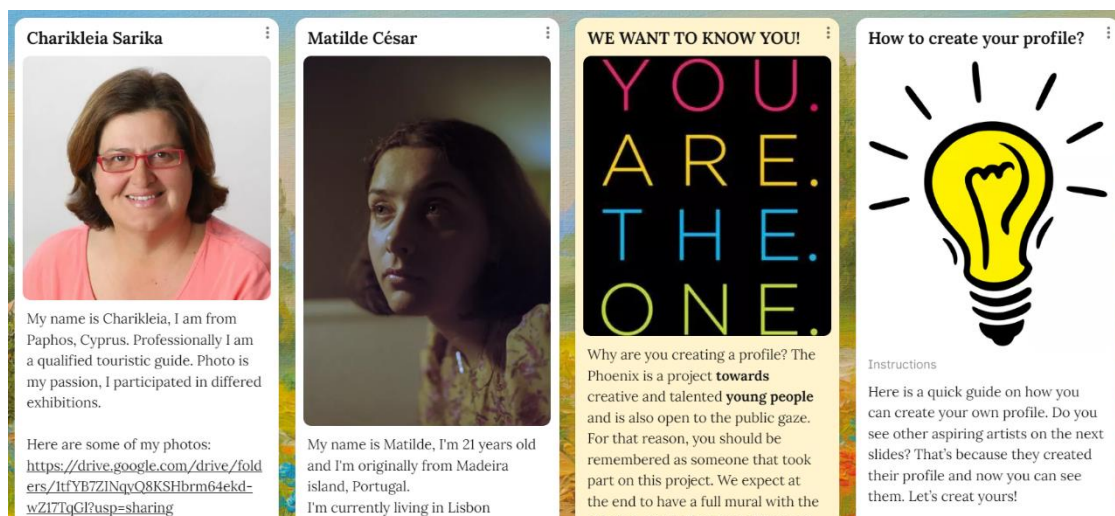
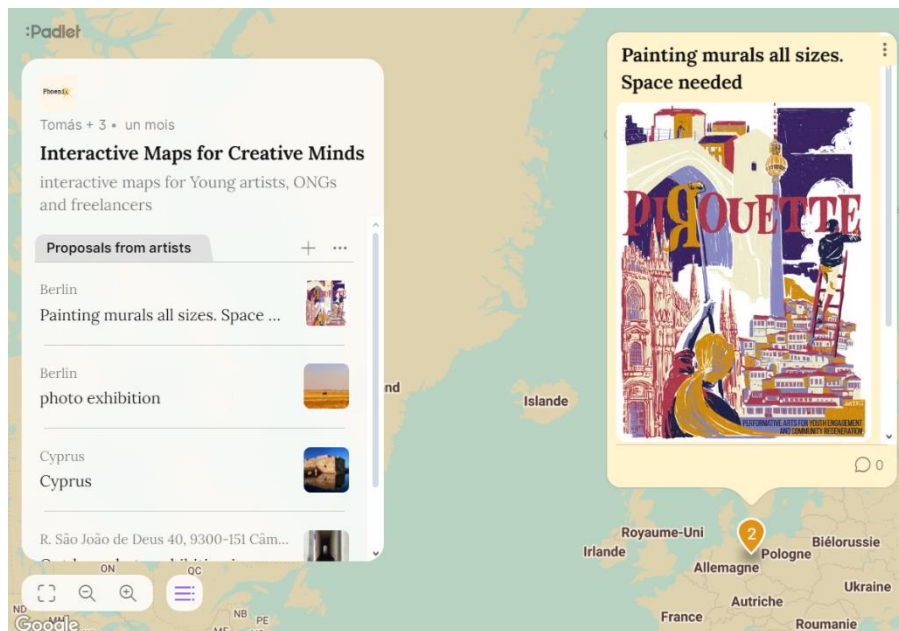
Know More



Candidate Profile for Artists

Click here to create your artist profile and be featured on our platform to connect with your audience

Know More



Tree screens from Interactive maps on the Web Platform

The local phase

Each partner organisation have tested the E-learning course at the local level with the involvement of 30 young people aged 18-30 years old (10 young amateurs, 10 freelancers and 10 members of youth associations). This local phase has allowed to assess the quality of the course and to adjust its contents.

In detail, this activity consisted in the organization of 3 workshops each focusing in one of the three topics of the course. These workshops were followed by a period of action and practice to make interviews, develop crowdfunding campaigns and create virtual content.



Photo from a workshop organized by SkillsLab21 in Paris, France

Each of the 3 workshops included a time for participants to express ideas on how to start a crowdfunding campaign? And for what? Think of an idea or topic for a possible community reporting project, etc.

Conclusion

The results of this project represent great opportunities for young people in the creative and cultural sectors after the Covid pandemic. The main objectives of the project have been achieved and the online course and the web platform will continue for the five years following the end of the project to bring benefits to other young people in the targeted sectors.