

**BUILDING BETTER**

# Newsletter / 01

## Online Action for Youth and the creative and Cultural Sectors

Project Reference: 2020-1-DE04-KA227-YOU-020835

### The Project

The outbreak of the novel coronavirus (Covid-19) has plunged all the countries into an unprecedented crisis, leaving everyone to cope with the new normality. Two of the most impacted fields are the youth field and the Cultural and Creative Sectors (CCS). Youth have been more affected by the restrictive measures than any other age groups, with adverse changes to their economic and social situation, well-being, and mental health. Higher levels of depression, loneliness, tension, anxiety, even suicidal thoughts have been reported; this negative trend is even more prevalent considering that before the pandemic it was the youth that showed higher results in well-being than the rest of the society.

Regarding the CCS, it is undeniable that they are among the most affected by the current crisis, with jobs at risk ranging from 0.8 to 5.5% of employment across OECD regions. The sudden drop in revenues of mostly venue-based cultural institutions sets their financial sustainability at risk and has resulted in reduced wage earnings and lay-offs with repercussions for the value chain of both creative and non-creative sectors.

**[building-better.eu](http://building-better.eu)**

The sudden cancellation of major cultural and art events had a significant impact on young people's mental well-being and social life. As a result of cultural cancellations and school being 'out' for weeks, young people had to curate their time differently, mostly increasing the time they spend on social media.

Youth organizations, on the other hand, have shown great resilience, adaptability, and creativity in mitigating this crisis by mobilizing young volunteers, providing mental health advice, supporting disadvantaged youth, and other risk groups, and transferring their activities to the online environment. Nevertheless, there is still a great need for more support, cooperation, and creation of networks between local authorities, youth organizations, and creative and cultural sectors' representatives in order to involve and support young people's mental well-being and enhance their societal resilience, social inclusion, and participation.



Photo by Julian Wan on Unsplash



## Project Results

The Building Better consortium will develop two Intellectual Outputs, which will help to involve and support young people's mental wellbeing and enhance their societal resilience, social inclusion, and participation. The results/activities that will be developed are the following:

Building Better Webinars that will provide local policymakers, youth workers and artists, representatives of the Cultural and Creative Sectors with knowledge and skills on how to face challenges, share ideas and practices as well as find opportunities to work together on collective resources and campaigns in order to culturally engage youth to participate in the age of social distancing.

Building Better Online Portal of Cooperation will be an online participatory platform where local policymakers, youth workers and practitioners working in the youth work field, advice and counseling services, as well as young people and artists can enter and get information on how they can be more active and support others to face the variety of challenges arising from the coronavirus crisis.

## The Aim

The project's main aim is to reinforce cross-sectoral cooperation with a focus on creativity, cultural awareness, social participation of youth and support youth workers, artists, and policymakers to find creative and innovative solutions to the new challenges. The Building Better project targets youth organizations, organizations active in the field of arts and culture, training institutions and local authorities in Germany, Cyprus, Italy, and Greece.



## Target Groups

**TG1:** Youth workers, youth leaders, facilitators, policymakers, municipal youth workers

**TG2:** Young people aged 18-30

**TG3:** CCSs actors, local artists, etc.



Project Partner Meeting, 15 June, 2021

## Objectives and Expected Results

The project aims to:

- establish networks and new collaboration models between youth workers, local policymakers, and CCS's actors, stimulating intercultural engagement and participation of young people, flourishing their creativity through the Building Better Portal of Cooperation.
- foster creativity, culture, and multiculturalism through the Building Better Webinars which will include learning tools, resources and materials
- accelerate the digital transformation of youth work and local municipalities by increasing the digital means used to adapt to the way creative products, cultural goods, events are created, managed and disseminated.

## Project Meetings

Due to the ongoing pandemic of Covid-19, project partners conducted four (4) online meetings so far. The kick-off meeting was held on 15th-16th of June 2021. During the meeting, partners had the opportunity to introduce themselves as well as present the project framework and plans for the next activities. The consortium decided to meet online every 5 weeks to monitor the development of the tasks in order to achieve results of very high quality.



Photo by Urban Art Ventures

# Important Milestones

The Building Better consortium has reached some important milestones. The guidelines of the asynchronous webinars have been developed by Jugend- & Kulturprojekt e.V. and partners have discussed the topics which will be developed for each webinar. Project partners are working towards the development of the webinars and their content.

The main topics of the webinars are the following: Going Digital, Tools and Innovative Practices, Ways of supporting young people, Personal well-being and arts participation. At this point we are quite excited to start engaging our focus groups and stakeholders, who will give us their valuable feedback and share their real needs concerning the learning materials that will be developed. Also, Eurosuecess has developed the project's Facebook page, Instagram account and website.



Photo by Chris Montgomery on Unsplash

## Project Partners

**JKPeV** (Coordinator of the Project & Intellectual Output 1 Leader) brings its years of experience in the cultural and artistic scene in Dresden and in other European cities and its expertise in fostering intercultural and inter-generational dialogue through European projects and events. JKPeV since 2004, has been involving citizens, artists, youth, academics, and professionals from different disciplines and countries, and facilitates the sharing of individual and collective experiences, expertise know-how. They use different forms of art, non-formal learning methods and digital media to meet the needs of the local community and their target groups.



**Eurosuecess Consulting:** (Dissemination & Intellectual Output 2 Leader) Eurosuecess the technical partner from Cyprus, bring their expertise on the training and development solutions (traditional training materials, e-learning solutions and ICT tools for competencies/skills assessment as well as development purposes). Eurosuecess Consulting have broad experience derived from EU and National initiatives, covering a multisector concept; VET, Youth, Adults, Children, including vulnerable groups of the society such as young people with fewer opportunities.

**The Cyprus Academy of Local Government** is an organisation of the associations of Municipalities and Communities of Cyprus as well as the Development Society of Larnaca and Famagusta Province. They will contribute to the project through their experience in the educational field and in cooperating with local authorities as well as their expertise in implementing cultural activities in cooperation with local municipalities and public authorities.



**Anelixis Development Consultants S.A.** (Quality & Evaluation Leader) is certified with ISO 9001: 2015. They have experience in Quality Management and Consulting Services to the public and private sector covering the following fields: Economic planning, Operational Research, Organization and Business Administration, Management and advisory of co-funded projects and programs, Advisory and Consulting services in the public and private sector, Marketing and communication services, Quality systems.



**Simmetecho (I-Participate)** (Risk Management & Assessment Leader) have experience in youth work, the online support of youth and the development of participatory online campaigns. They have expertise in non-formal education and the development of training and learning materials. Since 2018, more than 120 young people have participated in European projects supported by I-PARTICIPATE, as a host or sending organization. I-PARTICIPATE will bring forth this experience and know-how to the specific project by exploiting the methods and processes developed in these previous projects and further developing them to meet the needs of the specific project and target groups.



**Sharing Europe** brings its experience in promoting European citizenship and social, cultural and educational development. They are competent in organizing cultural and interdisciplinary exchanges, designing events and communication campaigns, within the framework of local, national and European programs. The association also contributes to the cultural enrichment of the city of Florence through the implementation of artistic activities, communication campaigns and events, in collaboration with local actors (local authorities, schools, media, CCS organizations).

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