

4AP Innovative
thinking
competences for
Creative Art
entrepreneurship



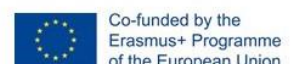
4ARTP
4ArtPreneur

1st NEWSLETTER
March 2021



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1st NEWSLETTER, March 2021

Welcome to the 1st issue of the 4ArtPreneur Newsletter, where we would like to introduce you to the project. The newsletter contains information about what the project is about, our partnership, what we have done so far, what we are working on right now and what we are planning for the next months.

We hope you will enjoy reading this issue!

The project

The 4AP will create an open-access online course of entrepreneurship addressed to faculties in cultural & creative industries (CCI) to train students and teachers in the acquisition and validation of entrepreneurial skills adapted to their specific needs.

The partners will develop the following outputs:

- ✓ An innovative methodology supported by SYSTEM DYNAMICS, the study and analysis of dynamic feedback systems using computer simulation.
- ✓ A modular ENTREPRENEURSHIP CURRICULUM. The curriculum's teaching & learning materials will be embedded into the system dynamics models that simulate the business cases/topics.
- ✓ The adaptation & improvement of an Eportfolio so that creative arts students can collect and show evidence of their entrepreneurial skills to confront future investment prospects.

Through this innovative methodology and tools, students will learn how to analyse complex systems, increase their entrepreneurial skills and be supported in the creation of their own businesses. Teachers will be supported in their professional development and institutions in cultural/artistic education will be able to make their creative arts degrees more permeable to entrepreneurial skills.

Further information

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[Project card](#)



The partnership

	<p><u>MYDOCUMENTA</u> (Spain)</p> <p>Coordinator of the project. Spanish SME, awarded by the EU as "key innovator", specialized in the development of applications for the cultural, educational and creative sector. Their main products are a Life-Long Learning eportfolio ecosystem, multimedia web-based platform, and digital tools for collaborative creation.</p>
	<p><u>EUROPEAN UNIVERSITY CYPRUS</u> (Cyprus)</p> <p>With a history of more than 60 years, European University Cyprus has grown into a leading academic and research institution and an example of collaboration between academia & industry. EUC created start-up incubators, SME accelerators and the Microsoft Innovation Centre. EUC is an expert in the Systems dynamics methodology.</p>
	<p><u>UNIVERSIDADE ABERTA</u> (Portugal)</p> <p>Public distance education university in Portugal. Established in 1988, UAb offers higher education (Undergraduate, Master and Doctorate degrees) and Lifelong Learning study programs. Since 2008 that all programs are taught in elearning mode, the year that UAb became a European institution of reference in the area of advanced elearning and online learning through the recognition of its exclusive Virtual Pedagogical Model.</p>
	<p><u>UNIVERSITAT POLITÈCNICA DE VALÈNCIA</u> (Spain)</p> <p>A public Higher Education Institution actively involved in international cooperation and mobility projects. UPV hosts nearly 30,000 students and employs over 4,000 people and it is the first technological university in Spain according to international rankings. The Campus of Gandia of the has the fusion of 4 areas of knowledge such as tourism, audiovisual communication, environmental sciences & interactive technologies.</p>
	<p><u>MEDIA DEALS UG</u> (Germany)</p> <p>MEDIA DEALS is a pan-European network of investors focusing on the Creative Industries. The network addresses business angels and seed investors looking for opportunities in film, TV, VR/XR, video games and FashionTech. Digitalization of the sector and its resilience to Covid 19 for home entertainment has proven to be a strong investment sector for scalable strategies. Cross border syndication of investors in Europe is necessary to create a growing investment eco system.</p>
	<p><u>UNIVERSITAT INTERNACIONAL DE CATALUNYA</u> (Spain)</p> <p>The International University of Catalonia is a private university based in Barcelona, Catalonia, with more than 6000 students in 15 degrees, 26 international double degrees and masters.</p>



What have we been working on?



The kick-off meeting of the project was held online on 26-27 November 2020. Not only was it an opportunity to finally meet in person (albeit virtually), but also to give a good start to the project and agree on the details of the work plan.

Apart from the specific sessions on project management, financial issues, reporting and dissemination, this first meeting was very much focused on the organization of the first intellectual output, the System Dynamics for Creative Arts and Entrepreneurs. This output is coordinated by the European University Cyprus, and for many of us it was a good occasion to get introduced to System Dynamics and learn about the advantages and applications by the presentations of Profs George Papageorgiou and Simona Mihai.

Since the kick-off meeting, the EUC team has continued their work on the elaboration of a course in System Dynamics, and the partners are contributing with their feedback and creating business cases to be used in the course. We have monthly follow-up meetings and look forward to the day we will actually meet each other in person.

Detailing business models with BMC

Business logic is a strategic mindset or intellectual model of a specific business activity, which acts as a driver or guide through its inherent decisions. Traditional thinking about value creation in business sees every agent (company, institution or artist) occupying a position in the value chain, adding value to inputs and then passing the output to the next agent in the chain. During the last few years more modern approaches have strongly



shifted away from the traditional sequential value creation process to new business logics that emphasize active roles in value creation, from customers, suppliers, relationships, activities and channels. One of the most popular business model frameworks is the Osterwalder and Pigneur's (2010) Business Model Canvas (BMC), which takes into account service logic principles. All 4ArtPreneur partners were asked to provide examples using the Business Model Canvas template (see figure below), which takes into account several key actors, resources and relationships, allowing for a more organic perception of the complex business scenario in the art world. This marks the first step in the transition from the projects first two main activities.

BMI • Business model canvas

<p>● Key partners Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?</p>	<p>● Key activities What are the activities you perform every day to create & deliver your value proposition?</p>	<p>● Value propositions What is the value you deliver to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customer? What are the products and services you create for your customer?</p>	<p>● Customer relationships What relationship does each customer segment expect you to establish and maintain?</p>	<p>● Customer segments For whom are you creating value? What are the customer segments that attract, pay, receive or decide on your value proposition?</p>
<p>● Key resources What are the resources you need to create & deliver your value proposition?</p>		<p>● Channels How does your value proposition reach your customer? Where can your customer buy or use your products or services?</p>		
<p>● Cost structure What are the important costs you make to create & deliver your value proposition?</p>			<p>● Revenue streams How do customers reward you for the value you provide to them? What are the different revenue models?</p>	

What's next?

In the coming months we will consolidate the local working groups, continue the work on Systems Dynamics, and start the Entrepreneurship curriculum for creative arts degrees (led by the Universidade Aberta). By summer, MyDocumenta will start the adaptation of the competence-based eportfolio.

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