

**ARTISTIC**

*Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions*

**AGENDA PROPOSAL FOR THE LOCAL TRAINING ACTIVITIES  
XXX, XXXX 2019**

VENUE:

CONTACTS

To be defined

<b>Day 1- XX of XXX 2019 - Module 1 “ICH Valorization Strategy”</b>		
9.00-12.00	Welcome coffee - Registration	Who?
09.15-10.00	Introduction What is ICH and why we need to safeguard and valorize it?	ICH Mediator/ICH Desk/ICH expert
10.00-10.05	Breaking the Ice: Pre-assessment evaluation with the participants (5 Minutes)	ICH Mediator
10.00-10.45	Strategy to valorize ICH in CE area	ICH Mediator/ICH Desk/ICH expert
10.45-11.20	Group activity (build groups to identify intangible cultural heritage (ICH) in the region (see “Guidance Note for Inventorying Cultural Heritage”, p. 21,22 Collect the key words in colorful big stick notes to present it to the group.	ICH Mediator /participants/ ICH bearers/ interested supporters
11.20-12.00	Presentation of the identified ICHs and group discussion	ICH Mediator /participants/ ICH bearers/ supporters
12.00-13.00	Lunch break	

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Day 1- XX of XXX 2019 - Module 2 “Business Plan”		
13.00-13.30	Business Model generation and strategic management	ICH Mediator/Business Plan Expert
13.30-14.00	How to generate it and what for?	ICH Mediator/Business Plan Expert
14.00-16.00	Group or individual activity: Business Model Generation using the Business Plan Canvas	ICH Mediator/Business Plan Expert/Participants
16.00-16.20	Presentation of the generated business models	ICH Mediator/Business Plan Expert/Participants
16.20-16.25	Coffee Break	
16.20-17.00	What is strategic management?	ICH Mediator/ Expert

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<b>Day 2- XX of XXXX 2019 - Module 3 “Financing Methods”</b>		
09.00 -09.10	Welcome coffee	
09.10-10.00	<p>Financing Methods: how and where to find support for our ICH initiatives?</p> <p>(Obs.: Start asking to the participants which kind of funding techniques they know, and maybe already use)</p>	ICH Mediator/ Expert
10.00-10.30	Which funding sources for cultural projects could we use?	ICH Mediator/ Expert/Participants
10.30-11.00	What is crowdfunding and how to use it?	ICH Mediator/ Expert
11.00-11.45	<p>Group activity: Which are the other methods to raise funds, such as organizing events and etc.?</p> <p>Which difficulties there could exist? How to network and find new supporters? Which method would suit the best for my initiative?</p>	ICH Mediator/ Expert/Participants
11.45-12.00	Presentation of the results of the group activity about other methods to raise funds.	ICH Mediator/ Expert/Participants
12.00-13.00	Lunch break	

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Day 2 - XX of XXX 2019 - Module 4 ("Communication Skills") and Module 5 (IPR)		
13.00-14.00	<p>How can I improve my communication skills?</p> <ul style="list-style-type: none"> <li>• What are communication skills?</li> <li>• The Different types of communication skills</li> <li>• How, when, and why should I use it?</li> </ul> <p>(ask the participants if anyone already makes use of Social Media or other technique to keep in touch or to make known his/her ICH initiative)</p>	ICH Mediator/ Expert
14.00-14.30	<p>Group activity: How would I present my project to investors? (Method: Elevator Pitch)</p> <p>Role play: a group represents the project owner and another group represents the sponsors. Trainer mediates.</p>	ICH Mediator /All participants
14.30-15.00	What is IPR? How does it work?	ICH Mediator /Expert
15.00-15.15	Coffee break	
15.15-16.15	Group or individual activity: What do I already have, what do I need to prepare? What do I need to start my ICH initiative? Which are the main obstacles? Where is my strength?	ICH Mediator/ All participants
16.15-16.45	What next? Next steps	ICH Mediator /All participants
16.45-17.00	Evaluation of the training course (short verbal feedback and infilling of an evaluation questionnaire)	All participants