

CALL FOR APPLICATION

UNDERTAKING BUSINESS IN CULTURE

Closing date

The complete application must be sent no later than 10 July 2023 (23.59 Rome time) via the link: <https://candidature.fondazionescuolapatrimonio.it/ubic>

Context

As part of the international project “Undertaking Business in Culture,” a collaboration between the Fondazione Scuola dei beni e delle attività culturali and ICCROM, **applications are now open** for suitable learning partners to join the Cultural Entrepreneurship Programme.

We are looking for **20 creative business minds** who have a few years of experience as cultural entrepreneurs; are inspiring and creative; are innovators and risk takers in the cultural heritage and creative industries in their country; and are dedicated to transforming and contributing to the sustainability of the creative and cultural sector.

This programme seeks to nurture, mentor and empower cultural entrepreneurs and will mainly contribute to the building of a platform for dialogue and exchange, sharing successful models and methods, and finding inspiration for new initiatives. The programme aims at building a network for partnerships and twinning projects between Italian and African institutions and the professionals involved in the training programmes. The outline of the programme focuses on the role that culture and cultural heritage play as an engine for local and regional development by focusing on: employment, social inclusion and entrepreneurship in the cultural sector, in line with the main objective of the ICCROM [Youth.Heritage.Africa programme](#); and strengthening the skills of Italian and foreign professionals and the internationalization of Italian cultural institutions, in line with the objectives of the Fondazione.

Objectives and results

Through **seminars and working tables**, participants will get the chance to know Italian, African, and international best practices aiming at promoting young entrepreneurship in the cultural sector, developing an **understanding of the strategies and methods needed for the management and promotion of cultural enterprises**, and finally testing the possible ways these strategies could be applied to their respective local context, in order to stimulate the empowerment of the local cultural entrepreneurs involved.

Participants who successfully complete the online training module will receive a **certificate of completion** signed by the ICCROM Director-General and the Director of the Fondazione Scuola dei beni e delle attività culturali.

Implementation

The programme will provide **20 young entrepreneurs** in the cultural sector with the training and support they need to advance in five key clusters:

- Business modelling and planning for the cultural and creative sector
- Fundraising and sponsorship
- Start-up counselling
- Sustainability and community involvement in creative and culture sector
- Marketing and communication strategies

The programme consists of an online training module, spread over 11 weeks **from September to December 2023**.

Each topic will be covered in a 2-week period according to the following schedule:

- 1. Webinar** (2 hrs)
Webinar of about 2 hours (including Q&A) in which two international experts will give a lecture on the topic.
- 2. First round table** (1.5 hrs)
Live workshop, led by international experts, in which the theoretical notions of the webinar will be applied to a case study. At the end of this, the lecturer will give further assignments to the participants to be developed at home and presented during the following round table.
- 3. Second round table** (1.5 hrs)
Live workshop, led by international experts, in which participants will be asked to present the results of the assignment. This will be followed by further discussion.

The working language will be **English**.

The course will be entirely **free of charge**.

Eligibility criteria

General requirements:

- Beneficiaries must be aged between 24 and 35.
- Beneficiaries must be citizens or residents of one of the following countries: Botswana, Ethiopia, Ghana, Italy, Kenya, Liberia, Mozambique, Nigeria, Rwanda, Sierra Leone, South Africa, Tanzania, Uganda, or Zimbabwe.
- Beneficiaries must be fluent in English.
- Beneficiaries must be IT literate, own a device with a webcam, and have reliable access to the internet.
- Beneficiaries must be able to commit to the full training and subsequent follow-up and on-field activities.
- Beneficiaries must be able to travel abroad (hold a valid passport and an active bank account). If selected, proof of documentation will be requested.

Specific requirements:

- Beneficiaries must be young entrepreneurs in the cultural sector with an ongoing entrepreneurial project focused on one of the following subjects: Art and design, museology, archaeology, architecture, fashion, music, cinema or sustainable tourism.
- Beneficiaries must operate a business in the cultural sector that has existed for at least six months or have a clear project plan.
- Having a bachelor's or master's degree in a relevant discipline will be considered an asset.

Selection process

When the application window closes, the Selection Committee will assess the **candidates' requirements, motivation and project proposal** according to the following scheme:

	Selection Criteria	Score (0-30)	
Personal background and motivation	Skills (Candidate's personal, academic and professional background)	9	12
	Motivation (Possibility and determination to participate in the proposed activities)	3	
Project proposal	Innovation and consistency (Originality and consistency of the proposal)	8	18
	Feasibility (Degree to which the project is feasible at the organizational, technical and economic levels)	6	
	Exposition of the idea (Ability, when completing the application, to provide a clear description of the idea)	4	

The Selection Committee will invite **30 candidates** to an **online interview**; after which the Committee will then draw up a ranking and select the **20 winning candidates**.

The selected participants will be contacted no later than the **beginning of August 2023**.

Throughout the training programme, ICCROM and Fondazione Scuola dei beni e delle attività culturali will conduct surveys to assess and evaluate the programme's progress.

If the results are positive, the Selection Committee will proceed with selecting **ten participants**, evaluating both course attendance and the final project presentation.

The ten selected participants will have the opportunity to go on a **field mission** within Italy and/or Africa (period: June/July 2024) aimed at introducing them to leading experts, companies and entities in the cultural sector. At the end of this second module, they will be asked to apply their newly acquired knowledge to their project and make a final presentation. **The three most outstanding applicants will receive a seed grant to invest in their project.**

For this reason, at the time of application, **applicants must also give their availability for the possible second phase of the project.** The feasibility of the on-field activities will be communicated to participants no later than March 2024.

Further information

For any further information, please contact:

- Fondazione Scuola dei beni e delle attività culturali:
international@fondazionescuolapatrimonio.it
- International Center for the Study of Preservation and Restoration of Cultural Property (ICCROM): africa-programme@iccrom.org