

AUGUST 2019

CULTURAL ENTREPRENEURSHIP PROJECT

LEARN MORE ABOUT IDEAS AND TOOLS
THAT HELP TO BRING ARTISTS, SOCIAL
INNOVATORS AND ENTREPRENEURSHIP
TOGETHER FOR CULTURAL HERITAGE.

London | Cultural
Matera | Entrepreneurship
Vilnius | Project

01

PROJECT IDEA

Cultural heritage, in many cases, may serve not only as a great remind of history, fascinating culture or inspiring objects, but also as an accelerator for creative or social entrepreneurship. It may help in building bridges among different stakeholders, organizations and people in order to facilitate economic growth, cooperation and sustainable development.

The Cultural Entrepreneurship Project was set up to maximise the social, economic and educational value of European cultural heritage. Organisations from the UK, Lithuania and Italy met in each country to work together for this purpose. The project aimed to do this through sharing best practices to help business educators to grow the cultural sector and include a diverse and wide range of people in its development.



02

ITS OBJECTIVES WERE TO:

- Share best practices around business and enterprise education for cultural heritage organisations and startups.
- Look at how cultural heritage can contribute to employment and economic growth and transfer strategies and learning for doing so.
- Consider and improve the use of ICT and its application by business and enterprise support organisations.
- Look at how we can support others to reach disadvantaged learners and people through ICT strategies.
- Increase partner's capacity to operate at a transnational level, share and confront ideas and methods.
- Look into how educators can help adult learners to start up and grow businesses in the cultural sector.

All the organisations in MCHEG are involved in educating individuals and organisations to start up and develop mainstream businesses, social enterprises, and other types of organisations through running classes, courses and workshops. All organisations believe business and social business has the power to help maximise the value of the cultural sector but must also be socially inclusive to do this. Sometimes it feels like bringing people from various backgrounds – business, innovators, social sector and creators – could be barely possible. However, teams from United Kingdom, Lithuania and Italy met in Matera in order to share ideas and instruments for how we can combine different sectors and build valuable ideas.

03

MATERA EXPERIENCE – EUROPEAN CULTURAL CAPITAL 2019

Matera is a unique place in Europe and not only because of its incredible landscape, breathtaking old town, many events and exhibitions (definitely the place to visit this year!). 10 years ago everything there looked very different than it is today.

Could you believe that once this place was called 'the shame of Italy' by the Italian government? On that day nobody saw a unique old town called 'Sassi', mostly consisting of caves, as a place to develop. It was surrounded by poverty, diseases, low sanitary levels. That is why the town council in the 1950s took a decision to leave the old town abandoned and move all the residents to the suburbs by building new, modern buildings. This is how the most unique place, the 'Sassi' was abandoned.



04

And even though, the place was protected by UNESCO since 1993, this alone wasn't enough to develop a highly valuable touristic place.

Matera then had a rebirth. 10 years ago group of innovators gathered together to focus on a goal that in 2019 Matera will become a capital of culture. The main challenge was how to make the community believe that the Sassi could become a modern and unique place for people from all around the world to visit? How could they connect people from different backgrounds – artists, architects, entrepreneurs, activists, government – in order to build and implement new vision of Matera?

Eventually, this was very successful, and the town brought together many great, creative and innovative initiatives, such that community engagement led to Matera becoming Capital of Culture. Every weekend thousands of visitors arrive in Matera – population 60,000 – and are delighted by its history, culture and built environment.



05

MATERA HUB – CREATIVE PROJECT CANVAS

SO IN THIS CASE – HOW CAN WE HELP CREATORS, ARTISTS AND BUSINESS EDUCATORS TO BUILD SOCIAL INNOVATIONS? HOW CAN WE BRING TOGETHER THEIR IDEAS WITH ENTREPRENEURS?

Project partner Matera HUB, has previously began developing a great instrument – Creative Project CANVAS. This tool is mostly based on the original Business Model Canvas, but in a way that is simplified and developed as more friendly instrument for artists, social innovators and communities leaders. The methodology also involves guidelines for how to build a project concept from a creative idea step by step.

APPLY CREATIVE MODEL CANVAS (EN)



06

ANTALIEPTE / INNOVATORS VALLEY

AREA FOR SOCIAL INNOVATIONS TO GROW

Antaliepte – unique area, located in north-eastern part of Lithuania, Zarasai region. Rich with fascinating nature and inspiring history.

In XVIII century Barefoot Carmelites build a Monastery in an area, that till now is the oldest still standing building in a region. Later on, Monastery was further developed by Ortodox monks and women nuns.

Around monasteries there was a lot of cultural and educational life – area was highly educated (according that days average), has beautiful parks and sustainable community, last women monastery was taking care of orphans, established school.

Unfortunately, area history, as all Lithuania, was strongly affected by Soviet Union. There was established agriculture school, building itself was strongly sovietised.

Since Lithuania independence, national government put lack of attention for regions development, strengthening historical values and it resulted that Antaliepte became poor area, with low incomes, education and population (around 300 habitants).



07

But since 2012 National Institute for Social Integration, non-governmental organisation, started to develop Innovators valley concept there. Organisation is saying that main activity started only in 2015, around 3 years was needed for preparation – developing relationship with local community, attracting an investments, primary renovating a buildings. The main goal was to build the best place for non-formal education there, that all area would be developed in a way to maximize learning. Later on, it was decided to build first co-living space in nature in Lithuania. In order to achieve this organisation purchase few unused buildings, that one of the main is previous monastery bravery. Also, by developing good relationships with a church, organisation get to develop old monastery itself, that now each year becoming more and more beautiful by uncovering old historical layers. Monastery now serves as a place for youth centres camps, various events, hostel for area guests.

Moreover, organisation is further working by building different social innovations in an area – Skills laboratory, first alternative school, based on apprenticeship, that focus of development and non-formal education, social and working skills development of vulnerable groups. Also soon expecting to create first makerspace in Lithuania located in a countryside.

Innovators valley area is rapidly growing, each year at least 2000 people coming there for events or trainings and spending at least one night. Also, more and more people, young families looking for home to settle there.



KAMARIŠKĖS MANSION – SLOW LIVING SPACE

Inspired by success in Antalieptė, organisation started a new project based in cultural heritage area.

Historic manor estate was developed by at least 5 families – von Bercken, Lopacinskiai, Tiškevičiai, Stolypinai, the last landlord was a German called Mr. Richter, who in 1944 has moved to Germany with his wife Maria. Initially, the territory of the mansion covered 80 hectares of land - including the lake and forest of Kamariškės. Also, mansion was adorned by the oaks alley, which unfortunately has almost disappeared now. As the time passed by, affected by the natural conditions, being unsupervised and devastated by people the buildings had vanished. However - the charm and beauty of the mansion are still reminiscent today of two manor wings. Now manor estate occupies 8.6 hectares, as it was defined in 1992.



09



The manor park is located at the Lithuanian-Latvian border. There is no internet or mobile connection - the nearest small village is almost 3km away.

Organisation see this as an an opportunity to create the first ever historic place in Lithuania for slow living, where people come to escape from rush, tension and devote precious time for themselves.

Allowing you to freely choose what you want to do and with whom to be, in other words - no strings attached.

By decorating, developing and restoring the spaces, we want to combine history of the mansion and innovations and so create the slow living space for visitors.

But first things first – organization is focusing now on covering mansion wings roof in order to prevent further collapsing. Since next year it is expected to develop area for glamping an invite first guests.

YOU CAN CONTRIBUTE AND
HELP TO SECURE BUILDINGS
HERE

10

HAVE YOU GOT A CULTURAL HERITAGE IDEA, PROJECT OR ORGANISATION?

Avilys, Materahub and Red Ochre all learnt a lot about supporting cultural entrepreneurship and development in this project. We are using that learning to offer services and support that can help others to improve places, develop businesses, organisations and social enterprises and create something beautiful. All the organisations involved in the Cultural Entrepreneurship project devoted their time and positive energy in sharing best practises of their countries. Together we searched for a way that cultural heritage can help maximize the value for entrepreneurial skills, as well as communities. We would love to share this work with you. Whether you want to volunteer with us in Lithuania, need social enterprise support in London, want to learn about the miracle of Matera or are simply interested in protecting, maximising, valuing and sharing cultural heritage within organisations – do get in touch.

To find out more visit:
www.redochre.org.uk/cep/
www.nvoavilys.lt/
www.materahub.com

11



THANK YOU!

TO ALL PARTNERS, ORGANIZATIONS WHICH DEVOTE THEIR TIME AND POSITIVE ENERGY IN SHARING BEST PRACTISES OF THEIR COUNTRIES AND TOGETHER SEARCHING FOR A WAY OF HOW CULTURAL HERITAGE COULD HELP MAXIMIZE THE VALUE FOR ENTREPRENEURIAL SKILLS, AS WELL AS COMMUNITIES.

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Erasmus+