

# MY EUROPE IS YOUR EUROPE, YOUR CULTURE IMPROVES MY CULTURE: A CULTURAL REVOLUTION THROUGH YOUTH ENTREPRENEURSHIP AND INCLUSION

## SUMMARY

After the serious pandemic COVID19, culture needs to adapt to the new reality, and that must go through by integrating digital technologies, changing traditional methods by new ones based on the virtuality of art.

This is also a great opportunity to provide the sector with a social value, the ability not only to spread ideas but to create the values of solidarity, inclusion, and self-improvement of the EU. We want to take advantage of the cultural revolution that is coming to promote an inclusive Europe.

Europe is going to change after the pandemic in all its areas, but specially in the cultural sphere, and this transformation will be led by young people and their enthusiasm, optimism, and knowledge of new technologies, but also their sense of solidarity.

With the project "**My europe is your europe, your culture improves my culture: a cultural revolution through youth entrepreneurship and inclusion**" we want to promote a new digital cultural, more supportive and committed to those who most need it, but also accesible both for users and young cultural entrepreneurs themselves, and specially for racialized and migrated youth. This initiative aims to promote a new young, dynamic, and supportive cultural entrepreneurship that facilitates social and labor inclusion of youth (both local and migrant)

In order to achieve this, 6 european entities that work in cultural entrepreneurship, art education and the inclusion of youth mirgrants want to promote VOICE THROUGH ART: a space for young creators where they can share their creations and generate joint artistic entrepreneurship projects, learning from each other and establishing networks of solidarity that allow them to achieve their inclusion. This will be a platform that facilitates the dissemination of a new culture and European values, espacially for those who have the most barriers, but that also enables (both for them artistic youth in general) a labor and social horizon facilitated by accessibility and the democratization of art brought by new technologies.

VOICE THROUGH ART's strategy is simple: generating a new art based on new technologies and youth entrepreneurship, but also inspiration, documentation, and reflection on what concerns youth community and strengths it possesses, especially in the society born after COVID 10. To achieve this, this virtual space will have:

- A collaborative and innovative methodology based on the famous "Photovoice" strategy, adapted to the cultural sector where art is built through critical analysis, reflection of the environment and digital avant-garde. This methodology will guide and structure the work of VOICE THROUGH ART.

- NON FORMAL EDUCATIONAL MATERIALES AND METHODS FOR YOUTH ENTREPRENEURSHIP AND INCLUSION: a series of resources that will constitute the project's Intellectual Output, providing young users (regardless of their origin and barriers), but also to launch joint entrepreneurship project through effective networking, benefiting from commonly used digital tools and equipment( like their smartphones or laptops)

- A DIGITAL GALLERY: a virtual gallery where to upload and disseminate their artists'works, also with links from social networks, and with links from social networks, and with entities and institutios capable of promoting these new artists.

In order to develop and create all these results, multiple national activities with target groups, virtual meetings, 4 transnational meetings (Spain, Greece, Italy, Spain) and 3 multiplier events will be carried out during 24 months, generating a great impact on both European culture and on creative youth.