

Z Elements (provisional name)

Creative Europe – Small Scale cooperation projects

1 Project background and objectives

The Municipal Foundation for Culture of Avilés City Council (hereafter: “Avilés”), through its so called “[Factoría Cultural](#)” (“Cultural Factory”, a creative hub fully equipped with workshops, rehearsal rooms, concert hall, classrooms, etc.) and its network of public equipment (theatres, museums, arts and music schools, etc.) has been particularly successful in participating in EU projects and in involving citizens and artists in all kind of cultural activities throughout the past decade.

However, it is still facing difficulties to get a major involvement of the younger generations to its activities. In that framework, Avilés has made some research on the profile and habits of the so called “Generation Z” (teenagers, young students, also called “post-millennial” or “centennial” generation, that grew up during the last years of the economic crisis). Among some outcomes of this research, we might underline that:

“Young people of Gen Z represent 25% of world population, and are more influent than their Millennial predecessors. 93% of parents say that they have significant influence in the family purchasing decisions; 63% point out that they are determinant for the vacation place choice...

This influential capacity implies that Gen Z is a decisive target for any company, and particularly for Cultural and Creative Industries (ICCs). To gain Gen Z as clients is a main driver for competitiveness.

Gen Z is the first to be considered digital natives. They have grown up permanently connected (laptops, smartphones, tablets...) and are familiar with anything related to Internet. Also capable and familiar with digital multitasking”.

While some innovative subsectors of the ICCs (videogames, youtubers, on-demand services, influencers, etc.) do take into account such profiles, the more traditional ones (dance, theatre, fine arts, etc.) are still far away from this reality (lack of digital skills, etc.).

The (new) cloud has become thus one of the main elements where younger generations feel comfortable and engaged, while some traditional subsector are willing to work with “classical elements”: Water, Air, Fire, Earth & Aether (quintessence).

The objective of the project is thus to develop artistic experiences and exchanges to explore how traditional artistic expressions can involve and attract a younger audience, and how young people can contribute to the development of such subsectors through digitisation and co-creation pilot activities, exploring together both, new and classical elements.

New co-creative processes involving new audiences, and the access to new forms of artistic expressions are still very new concepts and in line with the Creative Europe Programme, this new project will turn around the following 3 key objectives of the Programme:

✚ **New digital skills**

In particular, through the acquisition, around new technologies and their application, of knowledge and skills, transversal knowledge, throughout artistic and cultural exchanges.

✚ **Mobility** (of artists, works, co-creators, citizen curators, etc.)

Through artistic residences and the production of in situ artistic creations that engage invited artists and young people of the territories involved towards new forms of creation and co-creation, including new digital tools, and through the international roaming of their work.

✚ **Development of new audiences**

Through the development of ad hoc activities to involve Generation Z in the local cultural life, including workshops, active participation in e-communication activities, etc.

2 Project activities and timetable

The **Z Elements** project will be submitted to the **Call for Proposals EACEA 34/2018: Support for European cooperation projects 2019** (recently opened - the deadline for the submission of projects is the 11th December 2018). Further to an evaluation and contractual period, in case of being selected, the project would start from November 2018. As a small-scale kind of project, it should be developed throughout +-36 months (+- November 2019 till November 2021).

Within that period, in order to achieve the project and Programme's objectives, among the different kind of activities to be organised, we have in mind:

✚ **1. Baseline Joint Research**

Identification of digital Apps and Social Media opportunities for the development of and digitisation of traditional creative industries. Creation of a joint knowledge. Identification of Good Practices and fields of interest of and with the Generation Z target audience.

✚ **2. Pilot creations and co-creations (mobilities of artists and engagement of youth)**

This activities would be related the production of works *in situ* through residences involving artists and curators from all partners areas .Organisation of interdisciplinary artistic residences and workshops to generate and co-create works around the five "classical elements" (Water, Air, Fire, Earth & Aether). Participation of transnational artists and involvement of local young people. Taking in mind the following activity of production of transmedia products.

✚ **3. Digitisation and digital mobility of the artworks**

Learning by doing activities towards the transformation of the works carried out in the previous residences and workshops into digital creations orientated to a distribution through Social Networks and new platforms (apart from digital and photographic



techniques, creation of new storytelling, interactive, transmedia, multi-screen and cultural products).

In addition to the transversal activities of Management and Communication (with a particular involvement of young people in online communication activities).

3 Budget

According to the Creative Europe rules, and since the project will be submitted to the so called “small-scale cooperation projects”, **the total budget would turn around 330.000 €**, and its EU grant should be of up to 200.000 euros (60%). Depending on the final nr. of partners, their profiles and the activities and responsibilities that will be carried out by each partner, , **the average budget per partner should be of between 40-70.000 euros** (24-42.000 EU grant).

4 Partners

The project is being promoted by Avilés City Council (through its Municipal Foundation for Culture and Cultural Factory). In order to develop the activities and reach the objectives, we planned to build a partnership of +-5 partners, with different profiles, geographical origins and complementary competences.

Those organisations interested in joining our partnership are invited to fill in the following online questionnaire:

<https://docs.google.com/forms/d/e/1FAIpQLSd2mEI4C-vRSwHRnCDIev69vxc9P8xi4JTbX0HYH9JrQ1ji1Q/viewform>

5 Contacts

Yvan Corbat (yvan@grupodex.com)

Senior Consultant

Expert on Cultural Management & International Cooperation

M.: +34.616.96.58.66

www.grupodex.com