

"E.M.A." - *Excellent Mentoring for Artists*

Project Summary

Objectives

The project aims to foster **cultural & creative** entrepreneurs access to an international excellent **mentoring** network!

Combustible (Fr) & Elefant (No) are joining forces to strengthen the **skills** of **professionals** supporting their expertise fields (Art & Culture), stimulate their **beneficiaries' participation** in the Erasmus + program opportunities and create an **international network** of organizations supporting creative & cultural initiatives.

Implementation

We will implement **virtual mobilities** reinforcing our mentors' skills and hybrid **information sessions** in our respective countries (France & Norway) to our beneficiaries and organize a **workshop** to **prefigure** an international network of organizations supporting creative & cultural initiatives. This workshop will take place in Stavanger (No). **Dissemination** activities of the project **outcomes** will be carried out during and after its implementation.

Results

Our **excellent** mentoring will be strengthen through **OERs'** development reflecting the **realities** of **globalized** creative & cultural **industries** and innovative **good practices** in our territories will be spread. Our beneficiaries' **participation** in opportunities offered by Erasmus +, will be extended, thus strengthening their feeling of belonging to the European identity. We will formalize an international network to support creative and cultural initiatives **export**

Erasmus+
Small-scale partnerships
K02 - ADU
March 22/January 23
France & Norway

Plan
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France & Norway

E.M.A. - Excellent Mentoring for Artists

K02 – ADU – Session 2 – Small-scale partnerships in adult education



Coordinator

Biarritz (64) – Toulouse (31)

Established in 2005 – Non-profit organisation

www.combustible.fr

In 2005, the Combustible association was created out of a strong desire by a Rock band, which existed since 1995 to regain **independence** and **autonomy**, within a **flexible** and **reactive** structure.

Our ambition aimed to open a space enabling the **artists** and **cultural** and **creative entrepreneurs** to develop their projects according to their **needs** and **wishes**, **freeing** themselves as far as possible from contextual pressures.

Naturally **curious**, necessarily **resilient**,
audaciously **intrepid**!

Rigour and **professionalism** are necessary in these dreaming projects of **utopia** and full of **promises**, in an **insecure** business, facing **uncertain** futures and yet with **strong** expectations.

The **ride** is surely difficult
but it is terribly **exciting**!

Combustible is a **laboratory** of innovating cultural **initiatives**, with more than two decades of experience in **performing** arts, **artistic** creation, networking and cultural & digital **mediation**.

We work in **consulting** and training, co-production and **production** to cultural and creative **entrepreneurs**, especially coming from underground and **D.I.Y** cultures.

Not-for-profit company with limited liability

Stavanger - Norway

Established in 2013

www.elefantworkspace.no

Elefant is a non-for-profit company with limited liability founded and owned by its initiators, board of directors current members.

Elefant is a shared creation and production place in the heart of Stavanger, but it is above all a **community** composed of professionals from the **cultural** industry. 40 enterprises are established between its walls working in numerous of fields.

We have national and international **networks** available from our members and we are strong in our **knowledge** of management, in artists' **promotion** and in preservation and **exhibitions**, as well as in artistic **education**, **training** and development and **mentoring** methodologies for creative and cultural entrepreneurs.

It all started back in the spring of 2013 as we, four visual **artists** and two cultural **entrepreneurs**, were seeking for a space to rent together. Some of us have already been forming an artists' **collective** for several years and we were looking for larger premises and a more **professional environment** to develop our practices and individual **enterprises**.

In May 2014, a larger added group of **creative** enterprises subscribed for **permanent** workstations. This is how we went from 500 m² to 850 m²

Since then, we are fully booked, with **residents** in permanent studios and on short-term **office** rentals.

Operational environment & Vision

The **Cultural and Creative Industries** sector has been **changing** deeply over the last 20 years. Taking only the **current music** example, the content **production** chain involving before **new digital methods**: manager, editor, phonographic producer, booking agent, press attaché, record store, fanzine, specialised press, etc. has been restructured and made way for **new stakeholders**.

Linking audiences and musical works, these new stakeholders include platforms for content distribution (Spotify, Deezer, YouTube, etc.), **social networks**, influencers, and various algorithm models. Their core **activity** is not the artistic work production anymore, but the on-line **hosting**, Internet users **flow** operation, **attention** economy and management of dematerialised **advertising networks**. (Cf. for further information on this subject: Annexe 3)

The **economic governance** of the creative and cultural initiatives has been evolving deeply over the last twenty years.

Supporting the so-called independent artistic **creation** (in the sense that the artists are not under contract with industries or approved by various institutions) is clearly less important now than it was before the **digital transformations**. These **initiatives** and development **schemes** have been also deeply affected. Today, artists have to master additional **skills**, especially **entrepreneurial** ones while considering **globalised** and **digital** functionings.

Our structures already benefit from:

- several years of **experience** in cultural and creative entrepreneurship guidance,
- international disparate but **qualitative networks**,
- adequately structured **governance** to implement **new production** plans, (such as international cooperation), our organisations, **supporting** creative and cultural entrepreneurship, have to adapt and enhance their competencies to best meet the **opportunities** and **concerns** of these new globalised functions.

The **European Union** is one of the world's greatest economic markets for Cultural and Creative **Industries, employing** (according to UNESCO) 3,3% of the active population in Europe in 2013.

Therefore, our challenge, as **mentors**, is to update our guiding methodologies, **master** the Cultural and Creative **industries** operating at a global level, answer the key **societal issues** in our implemented projects and reinforce the **governance** in the initiatives we support.

Through this **project** funding, we'll be able to strive for our **values**, for **cultural diversity, inclusion** of people with fewer opportunities and offer to our **creatives** the opportunity to take advantage of all the culture **potential**, from local to **international**.