



Poetry in Business

www.poetryinbusiness.cc

cm@christinamerl.com

click & connect

***An art-inspired
awareness-building
campaign and future
skills development
programme for youth
across cultures and
continents.***

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The Project

What: Background and Motivation

The way we live, learn and collaborate has changed fundamentally in the 21st century. We are used to permanently receiving input via our mobile phones; we spend a lot of time on social media and are increasingly exposed to fake news. Technology dominates many aspects of our lives.

The present project argues that while (artificial) technology can help us unlock good answers to the complex problems we face, the real solutions to these problems can only be human. We therefore need to practice and train **human capabilities** – so called **21st century skills** or **future skills** – to prepare ourselves to deal with complex social, ecological and economic challenges. **21st century skills** comprise creativity skills, curiosity, imagination, critical thinking skills, empathy, collaborative team skills, cross-cultural communication skills etc.

Who: The Target Group

Click & Connect aims to launch an art-inspired awareness-building campaign and future skills development programme that focuses on **youth of disadvantaged financial and educational background**, aged between 16 and 28. These young people are increasingly exposed to manipulative content on social media and the Internet and frequently lack the educational support and skills that are needed to critically question content and discern disinformation from real information.

The **unique aspect** of the project lies in its ability to **connect youth** across cultures and continents, expose them to topic-related disruptive **input from the arts**, help them better understand complex issues and empower them to identify and make their own voices heard. All of this will support them in cultivating their human capabilities so that they can make reasonable choices, take responsibility and recognise that it is up to them to adapt their behaviour and contribute to democratic societies and a healthy planet, regardless of their social, financial and racial background.

What for: Project Goals and Milestones

As a first step, *Click & Connect* aims to launch an art-inspired awareness-building campaign that targets a cross-cultural core group of young people across Austria, Africa and the United States (to begin with). The art-inspired campaign will deal with complex social, ecological and educational issues as covered by the SDGs (e.g., the climate crisis, migration, wars, health and wellbeing, inclusion and equal opportunities).

Members of this cross-cultural core group of young people will be recruited and professionally facilitated, and they will be systematically exposed to topic-related **disruptive inputs from the arts** - paintings, poems, music, sketches, collage etc.

The artistic inputs will be sponsored by **Poetry in Business** (AUT) and its creative partner agency in Johannesburg (SA), managed by **Kuben David**. Additional potential sponsors will be contacted and hopefully gained. The young people will receive the artistic input via a safe website space and related social media channels. Local media partners will be contacted to cover the event.

Incentive, Benefits and Advantages for Youth

The incentive for the young people to participate in the cross-cultural *Click & Connect* movement is the opportunity to engage in authentic conversations with peers across cultures and continents and explore complex topics together. They will learn from each other and find out what real people their age, who live on different continents and in diverse cultural contexts, think; how they live, what their needs are, what scares them and what they wish for. **Art will serve as a catalyst**, trigger emotions in them and inspire them to articulate what they sense, observe and think in their micro-cultural contexts. They will be invited to express themselves creatively, through video stories, images, text messages etc.

While jointly exploring the complex topics we all face – climate change, wars, health issues, equal opportunities, democratic values – the young people will have a chance to practice 21st century skills. Overall, the current initiative will help them better understand complex global issues and they will find their own authentic voice, articulate their thoughts, and reflect their own habits and decisions. At a later stage, they will ideally define concrete action steps towards creating better living conditions.

How: The Method and Practice

The bottom-up approach of this project will apply the 2CG method, a tool supported multi-method approach that is grounded in the concept of social collaborative learning in communities of practice and makes use of inspirational input from the arts to foster 21st century skills in learners. The young people will be systematically exposed to disruptive inputs from the arts – paintings, sketches, collage art, poetry, music. This inspirational input will help them to better understand complex phenomena, such as the climate crisis, migration, wars, health crises and the fall of democracy.

Outlook and Vision

The art-driven cross-cultural *Click & Connect* initiative is centered around human capability cultivation and aims to provide a space for authentic cross-cultural peer exchange among real young people, about their real fears, wishes and aspirations.

What starts small with a cross-cultural awareness-building campaign and exchange programme for young people in Austria, South Africa and the United States should grow into an art-inspired disruptive movement that empowers young people (of disadvantaged financial and educational background) across cultures and continents, and supports them in developing relevant future skills. So that they can start taking responsibility and co-create the future by ensuring democratic values as well as sustainable lifestyle choices at micro- and macro-cultural level.

Budget Overview

Date	Activity	Players	Output	Hours	Euro
Month 1	Strategy meeting with facilitators	Christina (AUT) Kuben (SA) Shannon (US)	Clarifying roles and deadlines/milestones	6 (2x3)	480,00
Month 2	Picking local artists (eg art students but also artists who want to support the project for a small amount of money)	Christina (AUT) Kuben (SA) Shannon (US)	Local artists start crafting their neighborhood stories	4.5 (1.5x3)	360,00
Month 2	Setting up infrastructure (platform for exchange where artists can upload their stories and where exchange will take place)	Lead Partner (AUT)	Website + Platform Social media channels	8 hrs	800,00
Month 2	Recruiting core group of youth	Christina (AUT) Kuben (SA) Shannon (US)	A <u>core group</u> of young people from all three continents who commit themselves to participate (5 young people per city to begin with)	6 (2x3)	480,00
Month 3	Design of 4 Hour Kick-off Meeting Starting the dialogue	Christina (AUT) Kuben (SA) Shannon (US)	Design and Facilitation of Kick-off Meeting for all core members; documentation	4 + (3x3) + 1	1.120,00
Month 3	Strategy meeting of facilitators	Christina (AUT) Kuben (SA) Shannon (US)	Documentation of process, do's and don't's	6 (2x3)	480,00
Month 4-8	Story Crafting	6 Local Artists, 5 stories per artist for this first pilot	30 art-inspired neighborhood stories (5 stories crafted by each of 6 local artists (2 artists per city to begin with))	6x (5x50)	1.500,00 sponsored
Month 9	Curating content Evaluating project according to defined indicators	Christina Kuben Shannon	Each facilitator contributes to the overall documentation and exhibition	15 (5x3)	1.200,00 sponsored
Month 10	Preparing online exhibition and making PR	Christina Kuben Shannon	Uploading all stories, providing text with it Writing press release Contacting media and potential sponsors/stakeholders	12 (3x4)	960,00 sponsored
				Total	7,380.00
	Overhead Costs	20%			1,476.00
					8,856.00
					3,660.00 196.00 Sponsored
				Total	5,000.00

Contact and References

Web: www.poetryinbusiness.cc

Contact Person: Christina Merl

Email: cm@christinamerl.com

References

21st Century Skills Workshop

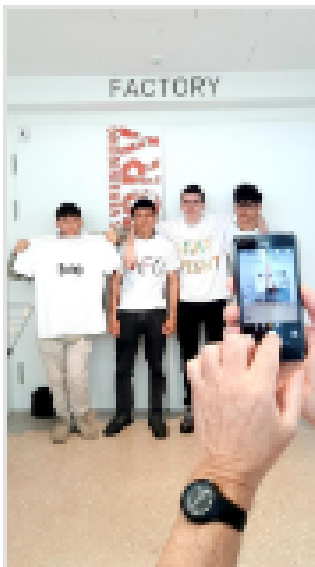


21 Skills Workshops

Our 21 Skills Workshops for students, apprentices and secondary school kids provide an excellent opportunity to practice future skills and become aware of the importance of building these skills. With the 2CG® multi-...

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Workshop with Youth of Disadvantaged Background



Wer entscheidet: mein Handy oder ich?

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Fact versus Opinion - Skills Training with Youth



Fakt versus Meinung.

Technisches Gewerbemuseum TGM, Abteilung für
Informationstechnologie & Poetry in Business – Verein zur Förderung von
Zukunftskompetenzen

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Magic Togetherness - Poetry in Business Advent Calendar



Digital Humanism - Art-inspired Session with Youth



Digitaler Humanismus: Wie geht das?

HTBLVA Villach & Poetry in Business – Verein zur Förderung von
Zukunftskompetenzen

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