

# Audience DEvelper: Training and Skills in Europe ADESTE.

# A European Project

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- ✓ 75% co-financed by the European Commission – Lifelong Learning Programme - Leonardo da Vinci – Development of Innovation (DOI)
- ✓ 25% co-financed by partners' own funding
- ✓ TOTAL BUDGET: 563.327 €
- ✓ It lasts 30 months: from 1 November 2013  
till 30 April 2016

# Partner Organisations: European Countries

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## 8 European partners in 6 different European Countries

ROLE	ORGANISATION	CITY	COUNTRY
Applicant Organisation	Fondazione Fitzcarraldo	Torino	Italy
Partner	Institute of Leisure Studies	Bilbao	Spain
Partner	European Network of Cultural Administration Training Centre	Brussels	Belgium
Partner	The Audience Agency	London	United Kingdom
Partner	Melting Pro. Laboratorio per la cultura	Rome	Italy
Partner	Academy of performing arts	Bratislava	Slovakia
Partner	Danish Centre for Arts and Interculture	Copenhagen	Denmark
Partner	Goldsmiths, University of London	London	United Kingdom

# Partner Organisations: Third Countries

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2 international partners in 2 different Countries

ROLE	ORGANISATION	CITY	COUNTRY
Partner	Los Angeles County Museum of Art	Los Angeles	United States
Partner	India Foundation for the Arts	Bangalore	India

# Associated partners

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## 5 partners in 3 European Countries

ORGANISATION	TYPE OF ORGANISATION	CITY	COUNTRY
Associazione Culturale Piuconzero	Non profit association	Turin	Italy
MIBACT. Ministero dei Beni e delle Attività Culturali e del Turismo	National public authority	Rome	Italy
The Arts Marketing Association	Sector skills council	London	United Kingdom
CCSkills	Arts professional institution	Cambridge	United Kingdom
Observatorio Vasco de la Cultura	Research insitute	Bilbao	Spain

# The audience developer: a new profile

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A new demand of skills for facing new challenges arising from the cultural sector which is lacking in specific competences related to promoting access and cultural participation.

ADESTE will focus on the new professional profile of the Audience Developer : a cross-organizational role with a strong component of integration, coordination and global vision.

# Objectives

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- ❑ assuming a broad concept of audiences' engagement, underlining the importance of developing knowledge and diversity of types of audiences, not just increasing numbers;
- ❑ designing and certifying a new European occupational core profile in the field of arts and culture
- ❑ developing and testing at EU-level innovative training methodologies, in line with the labour market needs and international best practices (new profession for new needs);

# Objectives

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- ❑ improving European impacts by cultural organizations and practitioners directly and indirectly involved in the project;
  
- ❑ promoting co-operation and exchange of good practices involving different stakeholders by a pan-European and cross-sectorial approach.



# The ADESTE activities

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## RESEARCH

- Map and analysis of the EU experts, training paths and practices
- Results: research report

## DEFINITION PROFILE AD

- Definition of training needs and market labor needs
- Results: definition of occupational standard profile of AD

## DESIGN TRAINING PROJECT

- Definition and designing of innovative training paths and models
- Results: toolkit of formal and informal VET for AD

## TESTING

- Testing of innovative pilot training projects in 5 Countries 30 trainees
- Results: innovative training model building

## VALIDATION

- Evaluation and certification of the training pilot projects
- Results: validation framework report