ABOUT

CLOE was born during the COVID19 pandemic that impacted on youths and cultural and creative industries (CCI), more than elsewhere. When CCI moved on digital environment providing public with free cultural contents, we all valued its impact on people quality of life, while the sector experienced the loose revenues, usually generated by events in presence.

CREATIVE LEADER OF EUROPE

The Pandemic impacted on youth people's future more than other aged groups. In this context Partners have joined forces and experiences to design and test an INNOVATIVE edutainment PROCESS responding to both issues: crisis of the Cultural and Creative industries and young people's loss of perspectives.

The project aspires to improve the capacities of both organizations and participants by:

- Creative Distance Co-Creation Edutainment Tools
- a Concept street Musical, a show in Greece, Italy and Portugal
- a WEB MAGAZINE (www.cloeplatform.eu) to give voice to young creative leaders
- a network of young Creative Leaders Of Europe.

The project's scope is to nurture young people creative talents and provides young cultural workers with both a creative educational frame and an entrepreneurship sustainable model that can be scaled up.

www.cloeplatform.ue

@CLOECreativeLeadersofEurope

creative_leader_of_eu

Co-funded by the European Union

The Team

The Consortium is composed by organisations from Greece, Italy and Portugal

KEAN
CELL OF ALTERNATIVE YOUTH ACTIVITIES

www.kean.gr

USMA

www.usmacaselle.org

ROSTO SOLIDÁRIO

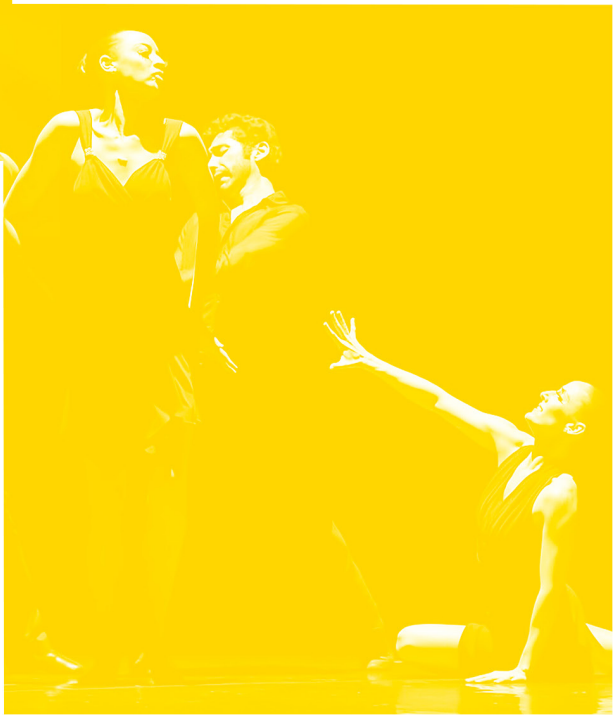
www.rostosolidario.pt

The project's objective:

Unleashing CREATIVITY SKILLS of youths, by involving 360 young people in an experimental distance-cocreation process, which results into : a concept street musical and a digital magazine;

Supporting creative young people to develop new social ENTREPRENEURSHIP, by providing them a novel hybrid business model, and will generate revenues from cultural DIGITAL Products;

"Creative youths will lead Europe from the new normal to the future leaving no one behind."



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Conveying the message that young people are the protagonists of the "new normal" leading transformation towards a more sustainable and INCLUSIVE European perspective.

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