

FACE

WebQuest 16

March 2024

IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

How Cultural Entrepreneurship communicates with Cultural Heritage



[Download the Webquest in a pdf](#)



SKILLS

Spotting opportunities, Creativity, Valuing ideas



MODULE

Fundamentals of cultural entrepreneurship



TIME FRAME

Up to 60 minutes



FACILITATION LEVEL

Hard

Explore how cultural entrepreneurship relates to Cultural Heritage, understanding principles of cultural enterprises and how they can be declined in the field of cultural heritage, promoting and enhancing it at best.



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Introduction



Welcome to the "Cultural Entrepreneurship Unveiled" WebQuest! This quest will lead you on a journey to explore the fundamentals of cultural entrepreneurship, a fascinating intersection between culture, creativity, and business. Your mission is to delve into the world where innovation meets cultural expression and discover the key principles and practices that define cultural entrepreneurship, with a particular focus on the relationship between those enterprises and the cultural heritage.

Learning objectives

By completing this quest, you will be able to:

- Define what is a cultural Entrepreneurship
- Identify fundamentals of cultural Entrepreneurship
- Outline how cultural Entrepreneurship relates to Cultural Heritage
- Investigate the challenges faced by cultural entrepreneurs and potential solutions.



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Task



Cultural Entrepreneurship is a very rich field of different realities and experiences closely linked to the world of art and creativity. Which is why their activities are often intertwined with the cultural heritage of a given location in which the cultural enterprise is located.

The task consists of investigating how cultural entrepreneurship contributes to the preservation of cultural heritage, identifying challenges faced by cultural entrepreneurs and potential solutions at this juncture.

Process

1. Formulate a comprehensive definition of cultural entrepreneurship, making also use of the videos available in Resources. Consider how it integrates cultural elements with entrepreneurial principles, in order to express your creativity, declined in an entrepreneurial way.
2. Identify examples of cultural entrepreneurs and their ventures. Explore how they have successfully blended cultural aspects with entrepreneurial strategies, finding useful information in the first website listed in Resources. So you will sharpen your skill of spotting opportunities.
3. Provide a definition of cultural heritage, consulting Websites and articles available in Resources.
4. Research cases where cultural entrepreneurs have played a role in preserving and promoting cultural heritage.
5. Create a presentation or infographic highlighting the impact of cultural entrepreneurship on cultural heritage preservation looking at UNESCO Document Website listed in Resources.
6. Outline the main difficulties of cultural entrepreneurs in working on cultural heritage.



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7. Explore articles or case studies highlighting the challenges cultural entrepreneurs encounter, such as funding issues, cultural appropriation concerns, or market access barriers (related to cultural heritage).
8. Develop a list of potential solutions or strategies that cultural entrepreneurs can adopt to overcome these challenges. That way you will have a general overview of cultural entrepreneurs idea evaluation processes.
9. Summarize your findings into a final report or presentation that encapsulates the key aspects of cultural entrepreneurship. Reflect on the definition, examples, impact on cultural heritage, and the challenges faced by cultural entrepreneurs. Discuss the broader implications of cultural entrepreneurship in promoting cultural heritage, and contributing to economic and social development of a community.

Conclusion

By carrying out this research, on the one hand, you will define the fundamental aspects of a cultural enterprise in general. On the other, you will explain the relationship between a cultural enterprise and local cultural heritage.

You will understand the power and significance of tapping into the rich world of the creative industry, discovering in how many ways these enterprises can relate to our artistic and historical realities. You will also analyse the different decisive actions entrepreneurs have to take when conducting their business, especially in the cultural sector.

Self - Evaluation

- What are the key digital marketing strategies employed by Spotify?
 - a) User-generated content campaigns only
 - b) Social media engagement
 - c) Paid advertising on search engines
 - d) Email marketing strategy



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2. How can cultural entrepreneurs apply similar strategies to Spotify in their ventures?
- a) By focusing solely on free advertising methods
 - b) By creating engaging content and utilizing social media platforms
 - c) By targeting a broad audience and try to engage as many as they can
 - d) By reducing the overall marketing budget
- What is the importance of data analytics and customization in digital marketing?
- a) They help improve user experience
 - b) They allow for more specialized advertising efforts
 - c) They help target particular audience segments
 - d) All of the above

Right answers: B, B, D

Resources

Click each section below to see all resources available

Websites

- Cultural heritage and Cultural and Creative Industries (CCIs)
https://research-and-innovation.ec.europa.eu/research-area/social-sciences-and-humanities/cultural-heritage-and-cultural-and-creative-industries-ccis_en
- Cultural Heritage
<https://culture.ec.europa.eu/cultural-heritage>



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Documents

- Cultural Heritage Entrepreneurship (CHE) – Challenges and Difficulties, Gheorghe Zaman
<https://www.sciencedirect.com/science/article/pii/S1877042815021266>
- Arts, crafts and cultural enterprises: creating today the heritage of tomorrow, UNESCO
<https://unesdoc.unesco.org/ark:/48223/pf0000132161>

Videos

- The Cultural Entrepreneur - Taking a Risk and Getting it Right: Joanna Taft at TEDxIndianapolis
https://www.youtube.com/watch?v=Wt5_mdW6vTw
- Cultural Entrepreneurship
<https://www.youtube.com/watch?v=ybiEV93NdY0>
- Heritage Systems and Cultural Entrepreneurship: A Multi-Stakeholder Perspective
<https://www.youtube.com/watch?v=GB7CRe3IATA>



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