

# FACE

## WebQuest 18

March 2024

IDEC S.A.



FOSTERING AWARENESS  
**CULTURAL**

ON YOUTH  
**ENTREPRENEURSHIP**

# How to create a sustainable event in cultural field



[Download the Webquest in a pdf](#)



## SKILLS

Valuing ideas, Ethical and Sustainable thinking, Self-awareness and self-efficacy



## MODULE

Cultural Welfare



## TIME FRAME

20-40 minutes



## FACILITATION LEVEL

Hard

Explore how the sustainability and welfare integrate fundamental values in cultural entrepreneurship, and in particular how those principles can be implemented through cultural events.



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## Introduction



In this “Sustainability and welfare in creative industry” quest, you will analyze examples of cultural enterprises to gain insights into how to develop your own. Cultural enterprises are businesses or initiatives that leverage cultural elements, such as art, heritage, or traditions, to create economic and social impact. In this WebQuest you will embrace in-depth the innovative and sustainable landscape of cultural enterprises towards a better future.

## Learning objectives

By completing this quest, you will be able to:

- Recognize different types of cultural enterprises and their impact on the community, in order to valuing best entrepreneurial ideas in this field.
- Outline how cultural entrepreneurship can integrate sustainable and innovation aspects useful for making those enterprise more tailored on society needs.
- Demonstrate how cultural entrepreneurship fosters innovation in various cultural sectors, bringing innovative ideas to traditional cultural practices.
- Investigate how cultural enterprise can contribute to the sustainable development of society.



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## Task



The relationship between sustainability and cultural enterprises is multifaceted, and these two concepts often intersect in various ways. Cultural enterprises, which leverage cultural assets, traditions, and creativity for economic and social impact, can contribute significantly to sustainability. The main task of this WebQuest is to explore how cultural enterprises can act as catalysts for positive social and economic change within communities, in order to underscore the potential for positive impact on both cultural and ecological aspects of communities.

## Process

1. Choose a cultural enterprise from your country.
2. Analyze how this enterprises integrate sustainable elements into its business models, and how it contributes to improvement of the local area, considering information on this item given by the website in Resources.
3. Examine the economic impact of cultural entrepreneurship on local businesses and local job creation in order to shape your ethical and sustainable thinking, since you will analyze solutions in line with these two items. To enrich your knowledge about this topic check out the video in Resources.
4. Explore how cultural enterprise engages with the community, fostering a sense of identity and pride, searching any social programs or initiatives these enterprise may have implemented, valuing the most impacted solutions.
5. Make a list of the main events (2-3 ) organized by these enterprises and collect results that demonstrate the benefic effects of these activity on the communities, increasing your self- awareness and self-efficacy in find best solutions for your community target.



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6. Considering the data and information gathered, try to organize an event in the spirit of sustainability and innovation, that could -in your opinion- improve the well being of your community target, basing on the knowledge of your area. In order to do that, take into account the instructions presented in the Documents.

7. At the end you will provide a programme of this event created by you.

## Conclusion

By the end of this WebQuest, you will have new knowledge to spend in your business activity towards activities that are compatible with principles of ethicality, sustainability and respect for the resources that your area offers. You will also have identified which types of events enhance the beneficial impact that cultural enterprises have in the community in which they operate.

## Self - Evaluation

1. What is the main focus of analyzing the chosen cultural enterprise?
  - A. Its artistic style and approach.
  - B. Its financial performance and profitability,
  - C. Its contributions to sustainability and community improvement.
  - D. Its influence on global cultural trends.
2. When choosing an event organized by a cultural enterprise, you should focus on:
  - A. Its popularity and media coverage.
  - B. Its positive impacts and benefits for the community.
  - C. The financial resources used to organize the event.
  - D. The specific artistic or cultural elements showcased.
3. How can enterprises integrate sustainability?
  - A. Focusing on short-term economic gains.
  - B. Making enterprises more responsive to social needs.
  - C. Replacing traditional cultural practices with innovative ideas.
  - D. Prioritizing individual artistic expression over community engagement.



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# Resources

Click each section below to see all resources available

## Websites

- Experts put forward recommendations on how to harness the power of culture for sustainable development  
[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_22\\_5726](https://ec.europa.eu/commission/presscorner/detail/en/ip_22_5726)

## Documents

- 4 ideas for cultural events: how to organize them  
<https://www.letzfair.com/en/2023/07/gli-eventi-culturali-idee-su-come-attuarli/>
- Planning Your Event  
<https://culturedays.ca/en/resources/planning-your-event>

## Videos

- The Importance Of Culture For Sustainability  
<https://www.youtube.com/watch?v=rhPvrdshQl4>



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