ST-ART APP NEWSLETTER n°4
March, 2015

First sketch of one of the 4 characters for the promotional video of ST-ART APP

StArt app

INTERACTIVE LEARNING SPACE FOR DEVELOPING ENTREPRENEURIAL SKILLS IN CULTURAL ASSETS AND HERITAGE

Programma di apprendimento permanente

LLP LEONARDO DA VINCI

ST-ART APP EXPERIMENTATION IS GOING ON…

Four friends complete their studies in Cultural Heritage. The day of their graduation they decide to start 2 businesses based on Cultural heritage. The video shows 2 stories with one couple struggling to find information and support to develop their idea while the second couple use tools provided in the St-Art App didactic tools to help them plan and implement their business idea. The first story ends in failure, the second in success.

If you have a business idea but feel that you need guidance and help to make it become a reality, St-Art App is the tool for you: **enhancing business with culture and culture with business!**

Italy, Greece, Portugal, Denmark, Hungary: these are the Countries that started the experimentation of the ST-ART APP e-learning platform and app. Aiming to involve at least 200 users from all over Europe before the end of July 2015, Partners are working hard in order to promote the use of the tools. Each partner, with local specific target groups, is organizing focused meetings, where -for the first time- they test the tools and then they evaluate and suggest improvements. Thanks to these collected evaluations, the Consortium, during the Final Event, will define if and how they will improve the tools' contents.
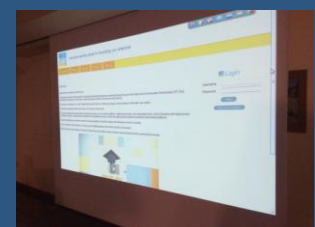
Financed by the European Commission's founds, ST-ART APP Project aims to develop entrepreneurial skills in Cultural Heritage field.

Platform homepage: project.start-app.eu

APP available on iOs & Android Markets

THE START-APP PROJECT

Through the adaptation and integration of innovative contents of a LLP Project, I-CAMPUS, the present project proposal, ST-ART APP, aims to develop skills and enhance self-employability by creating connections between VET, education and labor market by working with transnational partners in the sector of Creative Enterprises, Cultural Assets and Heritage.

Enterprise start-up is a relevant job placement opportunity and the new programme Europe 2020 aims to stimulate it in order to support European economic growth.

Experimentation starts in Italy, too!

THE CONSORTIUM

LP	Fondazione Flaminia
PP1	Ecipar di Ravenna srl
PP2	Panebarco srl
PP4	FLE
PP5	Highland Opportunity
PP6	Universidade de Évora-Laboratório HERCULES
PP7	Ecipar Emilia Romagna
PP8	ISES
PP9	Maniatakeion Foundation
PP10	SEENORDA

NEXT STEPS

Until July 2015, partners will test the ST-ART APP tools with local target groups.

Each user will evaluate and suggest improvements.

Each partner will collect the evaluations and will present them during the Final Event in Copenhagen on May 2015.

This event represents the watershed between 1.0 - beta version and the 2.0 ones of platform and APP.

In order to support the visibility and the dissemination of projects' results, there are two Social Networks profiles:
- Facebook:
https://www.facebook.com/pages/St-art-app/807788539330702
- YouTube:
https://www.youtube.com/channel/UC5nApUt9WEOwhbDa3W9UZwQ

For further information:

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www.start-app.eu

In Greece, employees and volunteers test the didactic tools