

UPCREATE is an Erasmus+ Strategic Partnership including six partners in total, representing five European Countries, Denmark, Iceland, Austria, Italy & Slovenia, We created UPCREATE because the COVID-19 situation had a huge impact on people of all age groups, social classes, and cultural backgrounds. However, among the most challenged from the pandemic, were young people and cultural institutions. Educational, cultural and social activities everywhere are still severely limited and, consequentially, social exclusion among young people is rising. Among these young people are future artists, creative entrepreneurs, writers, innovators, craftsmen and women, who have a huge potential to contribute to European society and culture. The situation also severely affects the cultural and creative sectors, and consequently many of them are threatened on their livelihood with museums also generally struggling to attract young people. There is therefore a great need for cultural institutions to renegotiate their identity by interacting with their audience through new innovative approaches.

In UPCREATE we focus on new, innovative participatory approaches to how young people can engage with, develop and innovate the creative and cultural sectors. Doing so, it is the expectation that UPCREATE will realise new synergies between fields of education, training and youth. Furthermore, by combining two essential cultural fields – Food and Art – in new, innovative ways, UPCREATE will foster the creation of innovative solutions young people can use to face the current societal challenges, and which will support the recovery resilience of the culture and creative sectors.

We look so much forward to present our work at a Session.
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