

Press release 28. April 2020

## **New partnership has launched a project focusing on solving local challenges using creative skills.**

**Partners in the newly launched DeuS – European Open Design School for Sustainable Regional Development project aims to create the solutions of tomorrow for local development. The road to success is through the use of and education in creative skills.**

DeuS is a regional Vocational Educational Training project which aims to co-create a European-wide learning and training approach in design, critical thinking, and entrepreneurship to find creative and cost-effective solutions to local challenges, by unlocking the potential of the cultural and creative sector.

DeuS is shaped around the Open Design School, the pillar project of Matera 2019, European Capital of Culture. The Open Design School is a design laboratory using a peer-to-peer approach, where professionals of any discipline work together sharing knowledge and expertise and testing the design solutions with the local community.

The DeuS project will develop a training methodology toolkit that will be made available on a Creative Knowledge Platform where the educational system, cultural and creative industries (CCI) professionals, and policymakers come together in creating innovative solutions to local challenges for local communities. The platform plans to deliver the best training, knowledge, and resources to diverse target groups across the CCI sector, encouraging also cross-sector and cross-border collaboration.

Users can expect high-level and user-friendly training, tools, and sources in support of lifelong learning in the cultural and creative industries with a focused and pragmatic response also to the critical needs of the CCI sector apparent as a result of the COVID-19 crisis. Alongside the digital universe, the project will organize collaborative problem-solving sessions across Europe.

The project will challenge the concept of sustainable local development by focusing on the transformative power of the cultural and creative industries.

*"The DeuS projects' ultimate goal is to put human capital, local communities, and the creative and cultural operators at the forefront of regional development strategies, which is exactly what the combination of the Creative Knowledge Platform and the physical training and co-creation events can provide. Our goal is to foster an open dialogue with policymakers and to show them that the community of educators, creatives and local forces that the project is building is the key to enabling the innovative, sustainable and lasting solutions we need"*

The project is a partnership representing no less than ten European countries counting Austria, Denmark, Finland, Italy, Lithuania, Malta, Netherlands, Slovakia, and the United Kingdom. It is a pilot project under the European Commission program Erasmus+ and will run for two years.

You can join the efforts starting today by sharing and participating in the projects newly launched surveys.

Cultural and Creative Freelancers - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEeIdWOCMyPWOJOh3oulFZoEbhURUxHTzc5RkU1Q0xGOVhWUjQ4NzBJTVBRsy4u>

Cultural and Creative Enterprises - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEeIdWOCMyPWOJOh3oulFZoEbhUMEZWVkJZUTk0UUIzNFhQVkpMRU5WVEowTS4u>

Cultural and Creative Educators - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEeIdWOCMyPWOJOh3oulFZoEbhUOU1UNUI4SzVYVvkFLSTdMWFFEQVZLRjk5QS4u>

Advocacy groups/ researchers / funders/ policy-makers / cities of culture... - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEeIdWOCMyPWOJOh3oulFZoEbhURVRHOU1VNjIOU1IIUkIOQTRaRU5QN EY4SC4u>

To learn more, visit the project's website at [www.deuscci.eu](http://www.deuscci.eu)

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## **About the DeuS Project**

The DeuS project is run by a consortium of ten partners:

- Fondazione Matera Basilicata 2019 (IT) [www.matera-basilicata2019.it/it/](http://www.matera-basilicata2019.it/it/)
- Consorzio Materahub Industrie Culturali e Creative (IT) [www.materahub.com/en/](http://www.materahub.com/en/)
- Vytautas Magnus University – VMU (LT) [www.vdu.lt/lt/](http://www.vdu.lt/lt/)
- XMAK – South Eastern University of Applied Sciences (FI) [www.xamk.fi/en/frontpage/](http://www.xamk.fi/en/frontpage/)
- ECBN – European Creative Business Network (NL) [www.ecbnetwork.eu/](http://www.ecbnetwork.eu/)
- University of Wales Trinity Saint David Royal Charter – UWTSd – Creative Industries Research and Innovation Centre – CIRIC (UK) [www.uwtsd.ac.uk/research/art-and-design-research/creative-industries-research--innovation-centre/](http://www.uwtsd.ac.uk/research/art-and-design-research/creative-industries-research--innovation-centre/)

- Creative Region Linz & Upper Austria GmbH (AT) [www.creativeregion.org/](http://www.creativeregion.org/)
- Creative Business Cup Foundation (DK) [www.cbnet.com/](http://www.cbnet.com/)
- Valletta 2018 Foundation (MT) [www.valletta2018.org/](http://www.valletta2018.org/)
- Creative Industry Košice – CIKE (SK) [www.cike.sk/en/](http://www.cike.sk/en/)