



(UPDATE: deadline extended until February 28)

The UNESCO-EU Transcultura Programme promotes training of Caribbean youth in cultural entrepreneurship

- 300 scholarships available to access online courses at the Open Campus of the University of the West Indies
- The courses are part of the new Regional Cultural Training Hub offer
- Application deadline extended until **February 28**

Havana, 27 January 2022. The *Transcultura Programme: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*, implemented by UNESCO and funded by the European Union, is receiving scholarship applications for the online courses on cultural entrepreneurship at the Open Campus of the University of the West Indies (UWIOC).

This call covers free access to 10 management courses for 300 young people from the Caribbean with expertise in the cultural and creative industries, to allow them to develop their skills and business projects.

These workshops will last 6 weeks and use a *b-learning* methodology, that combines traditional teaching with online tools. The offer includes: Small Business Management, Effective Management and Leadership, Effective Business Communication, Project Management, Finance for Non-Financial Managers, Entrepreneurship and New Venture Creation, Financial Monitoring and Evaluation, Sales and Marketing Management, Brand Management and Grant Proposals Writing. Courses will be taught in English by UWIOC professors with interpretation into Spanish and French. Teaching materials will be available in the three languages.

Cultural training for sustainable development in the Caribbean

The University of the West Indies is part of the Regional Cultural Training Hub promoted by the Transcultura Programme to strengthen the skills of young Caribbean professionals in the cultural and creative sectors. To date, more than 200 people have benefited from the training sessions organised by the Hub. New scholarship schemes will be launched in the future.

The call will remain open until 28 February for young creators and cultural professionals between 18 and 35 from Antigua and Barbuda, Bahamas, Barbados, Belize, Cuba, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Republic of Dominican Republic, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname and Trinidad and Tobago.

Interested candidates are encouraged to apply on the website <https://www.open.uwi.edu/transcultura/scholarships>

The Transcultura team will also organise a webinar on February 15 at 14:00 on 'How to become a Transcultura Fellow', that will focus on this call and the general conditions to access Scholarships. You can access the webinar on this link: <https://unesco-org.zoom.us/j/98917027848>

About Transcultura

The *Transcultura Programme: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity*, implemented by UNESCO and financed by the European Union, aims to harness diversity to build bridges between people and cultures from different linguistic areas. The program is built on two strategic areas of action: the first one focusing on strengthening the skills and capacities of young cultural professionals and the second one on enhancing opportunities through knowledge transfer and exchanges.

About the Regional Cultural Training Hub

The Regional Cultural Training Hub links key Caribbean institutions to promote the professionalization of the cultural and creative industries sector. Seven Cuban institutions and one from the Caribbean make up the Hub: the International Film and Television School of San Antonio de los Baños, the University of the Arts, the Higher Institute of Design, the Cuban Fund for Cultural Assets, the San Geronimo University College of Havana, the Workshop School "Gaspar Melchor de Jovellanos", the College of Santa Clara, and the University of the West Indies.

More information:

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