



Unit 1:

Management and Entrepreneurship in CCIs

Theme 1.3.

Cultural Policies and Institutions. Intellectual Property.

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCI

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1. Designing a business for the CCI: preparing a business plan and pitching business

Theme 2.2. Towards value. Economic, Market and Cultural valuation of products and services in the CCI

Theme 2.3. Market, Competition, Consumption and Branding in CCI

Theme 2.4. Business models, systems, partnerships

Theme 2.5. Management: team and change management in the CCI

Theme 2.6. Financing. Opportunities and Risks

You can find more information at the homepage: <http://www.fenice-project.eu>

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1 CASE STUDY

Schoko Youth Skateboard Center

<https://www.youtube.com/watch?v=IVpd0i5XROg>

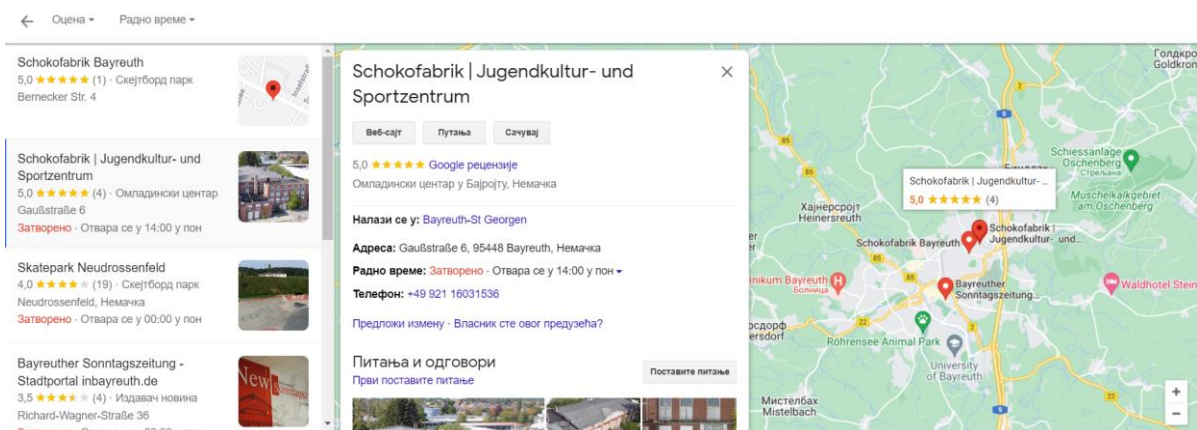
<https://www.youtube.com/watch?v=8FumkF3bsMo>

🚩 **Country/region of operation:** Bayreuth, Germany

🚩 **CCI area:** Sport, Music, Dramatic Arts

🚩 **Name:** Jugendkultur und Sportzentrum Schoko

🚩 **Description:**



Shoko is a place for spending free time, skateboarding, enjoying music, art, practicing democracy and active participation in society. Once there were chocolates, today the Chocolate Factory offers space for youth culture, for sport and participation: the heart of the project is a skateboarding hall, rebuilt together by the Schanz and Miniramp Skateboarding Parks Alliance, who turned the chocolate factory into the paradise for skateboarders in this region. Workshops, projects and concerts are regularly held inside and outside the factory.