



**Unit 1:**

**Understanding  
Entrepreneurship in the  
CCIs**

**Theme 1.1.**

**Policies and Cross-  
Sectoral Collaborations  
in the CCIs**

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The training contents at a glance:

## **FENICE Program**

### **Unit 1: Understanding Entrepreneurship in the CCIs**

#### **Theme 1.1. Policies and Cross-Sectoral Collaborations in the CCIs**

Theme 1.2. Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.

Theme 1.3. New Media, Creative Technologies and Digital Environment. Digital Marketing.

### **Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise**

Theme 2.1. Business Models and Management. Change Management.

Theme 2.2. 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>

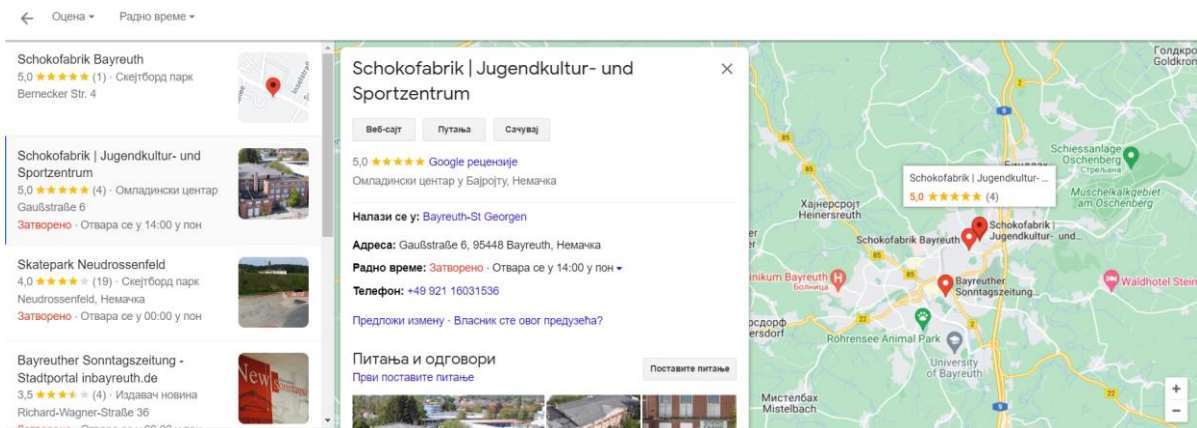
<https://www.youtube.com/watch?v=8FumkF3bsMo>

🚩 **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.