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| **Unidade 1:**  **Gestão e Empreendedorismo nas ICCs**  **Tema 1.3. Políticas e Instituições Culturais. Propriedade Intelectual.** | Autora:  **Prof. Dr. Ira Prodanov**  Instituição:  **UNS, Serbia** |

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Descrição gerada automaticamente](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEBLAEsAAD/4RCyRXhpZgAATU0AKgAAAAgAAodpAAQAAAABAAAIMuocAAcAAAgMAAAAJgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFkAMAAgAAABQAABCAkAQAAgAAABQAABCUkpEAAgAAAAMwMAAAkpIAAgAAAAMwMAAA6hwABwAACAwAAAh0AAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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6hi/+fMv/AX/AJGf1ij/ADr70e20V4l/w2n8Fv8AoerX/wABLn/41R/w2n8Fv+h6tf8AwEuf/jVH1DF/8+Zf+Av/ACD6xR/nX3o9torxL/htP4Lf9D1a/wDgJc//ABqj/htP4Lf9D1a/+Alz/wDGqPqGL/58y/8AAX/kH1ij/OvvR7bRXiX/AA2n8Fv+h6tf/AS5/wDjVH/DafwW/wCh6tf/AAEuf/jVH1DF/wDPmX/gL/yD6xR/nX3o9torxL/htP4Lf9D1a/8AgJc//GqP+G0/gt/0PVr/AOAlz/8AGqPqGL/58y/8Bf8AkH1ij/OvvR7bRXiX/DafwW/6Hq1/8BLn/wCNUf8ADafwW/6Hq1/8BLn/AONUfUMX/wA+Zf8AgL/yD6xR/nX3o9torxL/AIbT+C3/AEPVr/4CXP8A8ao/4bT+C3/Q9Wv/AICXP/xqj6hi/wDnzL/wF/5B9Yo/zr70e20V4l/w2n8Fv+h6tf8AwEuf/jVH/DafwW/6Hq1/8BLn/wCNUfUMX/z5l/4C/wDIPrFH+dfej22ivEv+G0/gt/0PVr/4CXP/AMao/wCG0/gt/wBD1a/+Alz/APGqPqGL/wCfMv8AwF/5B9Yo/wA6+9HttFeJf8Np/Bb/AKHq1/8AAS5/+NUf8Np/Bb/oerX/AMBLn/41R9Qxf/PmX/gL/wAg+sUf5196PbaK8S/4bT+C3/Q9Wv8A4CXP/wAao/4bT+C3/Q9Wv/gJc/8Axqj6hi/+fMv/AAF/5B9Yo/zr70e20V4l/wANp/Bb/oerX/wEuf8A41R/w2n8Fv8AoerX/wABLn/41R9Qxf8Az5l/4C/8g+sUf5196PbaK8S/4bT+C3/Q9Wv/AICXP/xqj/htP4Lf9D1a/wDgJc//ABqj6hi/+fMv/AX/AJB9Yo/zr70e20V4l/w2n8Fv+h6tf/AS5/8AjVH/AA2n8Fv+h6tf/AS5/wDjVH1DF/8APmX/AIC/8g+sUf5196PbaK8S/wCG0/gt/wBD1a/+Alz/APGqP+G0/gt/0PVr/wCAlz/8ao+oYv8A58y/8Bf+QfWKP86+9HttFeJf8Np/Bb/oerX/AMBLn/41R/w2n8Fv+h6tf/AS5/8AjVH1DF/8+Zf+Av8AyD6xR/nX3o9torxL/htP4Lf9D1a/+Alz/wDGqP8AhtP4Lf8AQ9Wv/gJc/wDxqj6hi/8AnzL/AMBf+QfWKP8AOvvR7bRXiX/DafwW/wCh6tf/AAEuf/jVH/DafwW/6Hq1/wDAS5/+NUfUMX/z5l/4C/8AIPrFH+dfej22ivEv+G0/gt/0PVr/AOAlz/8AGqP+G0/gt/0PVr/4CXP/AMao+oYv/nzL/wABf+QfWKP86+9HttFeJf8ADafwW/6Hq1/8BLn/AONUf8Np/Bb/AKHq1/8AAS5/+NUfUMX/AM+Zf+Av/IPrFH+dfej22ivEv+G0/gt/0PVr/wCAlz/8ao/4bT+C3/Q9Wv8A4CXP/wAao+oYv/nzL/wF/wCQfWKP86+9HttFeJf8Np/Bb/oerX/wEuf/AI1R/wANp/Bb/oerX/wEuf8A41R9Qxf/AD5l/wCAv/IPrFH+dfej22ivEv8AhtP4Lf8AQ9Wv/gJc/wDxqj/htP4Lf9D1a/8AgJc//GqPqGL/AOfMv/AX/kH1ij/OvvR7bRXiX/DafwW/6Hq1/wDAS5/+NUf8Np/Bb/oerX/wEuf/AI1R9Qxf/PmX/gL/AMg+sUf5196PbaK8S/4bT+C3/Q9Wv/gJc/8Axqj/AIbT+C3/AEPVr/4CXP8A8ao+oYv/AJ8y/wDAX/kH1ij/ADr70e20V4l/w2n8Fv8AoerX/wABLn/41R/w2n8Fv+h6tf8AwEuf/jVH1DF/8+Zf+Av/ACD6xR/nX3o9torxL/htP4Lf9D1a/wDgJc//ABqj/htP4Lf9D1a/+Alz/wDGqPqGL/58y/8AAX/kH1ij/OvvR7bRXiX/AA2n8Fv+h6tf/AS5/wDjVH/DafwW/wCh6tf/AAEuf/jVH1DF/wDPmX/gL/yD6xR/nX3o9torxL/htP4Lf9D1a/8AgJc//GqP+G0/gt/0PVr/AOAlz/8AGqPqGL/58y/8Bf8AkH1ij/OvvR7bRXiX/DafwW/6Hq1/8BLn/wCNUf8ADafwW/6Hq1/8BLn/AONUfUMX/wA+Zf8AgL/yD6xR/nX3o9torxL/AIbT+C3/AEPVr/4CXP8A8ao/4bT+C3/Q9Wv/AICXP/xqj6hi/wDnzL/wF/5B9Yo/zr70e20V4l/w2n8Fv+h6tf8AwEuf/jVH/DafwW/6Hq1/8BLn/wCNUfUMX/z5l/4C/wDIPrFH+dfej22ivEv+G0/gt/0PVr/4CXP/AMao/wCG0/gt/wBD1a/+Alz/APGqPqGL/wCfMv8AwF/5B9Yo/wA6+9HttFeJf8Np/Bb/AKHq1/8AAS5/+NUf8Np/Bb/oerX/AMBLn/41R9Qxf/PmX/gL/wAg+sUf5196PbaK8S/4bT+C3/Q9Wv8A4CXP/wAao/4bT+C3/Q9Wv/gJc/8Axqj6hi/+fMv/AAF/5B9Yo/zr70e20V4l/wANp/Bb/oerX/wEuf8A41R/w2n8Fv8AoerX/wABLn/41R9Qxf8Az5l/4C/8g+sUf5196PbaK8S/4bT+C3/Q9Wv/AICXP/xqj/htP4Lf9D1a/wDgJc//ABqj6hi/+fMv/AX/AJB9Yo/zr70e20V4l/w2n8Fv+h6tf/AS5/8AjVH/AA2n8Fv+h6tf/AS5/wDjVH1DF/8APmX/AIC/8g+sUf5196PbaK8S/wCG0/gt/wBD1a/+Alz/APGqP+G0/gt/0PVr/wCAlz/8ao+oYv8A58y/8Bf+QfWKP86+9HttFeJf8Np/Bb/oerX/AMBLn/41R/w2n8Fv+h6tf/AS5/8AjVH1DF/8+Zf+Av8AyD6xR/nX3o9torxL/htP4Lf9D1a/+Alz/wDGqP8AhtP4Lf8AQ9Wv/gJc/wDxqj6hi/8AnzL/AMBf+QfWKP8AOvvR7bRXiX/DafwW/wCh6tf/AAEuf/jVH/DafwW/6Hq1/wDAS5/+NUfUMX/z5l/4C/8AIPrFH+dfej22ivEv+G0/gt/0PVr/AOAlz/8AGqP+G0/gt/0PVr/4CXP/AMao+oYv/nzL/wABf+QfWKP86+9HttFeJf8ADafwW/6Hq1/8BLn/AONUf8Np/Bb/AKHq1/8AAS5/+NUfUMX/AM+Zf+Av/IPrFH+dfej22ivEv+G0/gt/0PVr/wCAlz/8ao/4bT+C3/Q9Wv8A4CXP/wAao+oYv/nzL/wF/wCQfWKP86+9HttFeJf8Np/Bb/oerX/wEuf/AI1R/wANp/Bb/oerX/wEuf8A41R9Qxf/AD5l/wCAv/IPrFH+dfej22ivEv8AhtP4Lf8AQ9Wv/gJc/wDxqj/htP4Lf9D1a/8AgJc//GqPqGL/AOfMv/AX/kH1ij/OvvR7bRXiX/DafwW/6Hq1/wDAS5/+NUf8Np/Bb/oerX/wEuf/AI1R9Qxf/PmX/gL/AMg+sUf5196PbaK8S/4bT+C3/Q9Wv/gJc/8Axqj/AIbT+C3/AEPVr/4CXP8A8ao+oYv/AJ8y/wDAX/kH1ij/ADr70e20V4l/w2n8Fv8AoerX/wABLn/41R/w2n8Fv+h6tf8AwEuf/jVH1DF/8+Zf+Av/ACD6xR/nX3o9torxL/htP4Lf9D1a/wDgJc//ABqj/htP4Lf9D1a/+Alz/wDGqPqGL/58y/8AAX/kH1ij/OvvR7bRXiX/AA2n8Fv+h6tf/AS5/wDjVH/DafwW/wCh6tf/AAEuf/jVH1DF/wDPmX/gL/yD6xR/nX3o9torxL/htP4Lf9D1a/8AgJc//GqP+G0/gt/0PVr/AOAlz/8AGqPqGL/58y/8Bf8AkH1ij/OvvR7bRXiX/DafwW/6Hq1/8BLn/wCNUf8ADafwW/6Hq1/8BLn/AONUfUMX/wA+Zf8AgL/yD6xR/nX3o9torxL/AIbT+C3/AEPVr/4CXP8A8ao/4bT+C3/Q9Wv/AICXP/xqj6hi/wDnzL/wF/5B9Yo/zr70e20V4l/w2n8Fv+h6tf8AwEuf/jVH/DafwW/6Hq1/8BLn/wCNUfUMX/z5l/4C/wDIPrFH+dfej22ivEv+G0/gt/0PVr/4CXP/AMao/wCG0/gt/wBD1a/+Alz/APGqPqGL/wCfMv8AwF/5B9Yo/wA6+9HttFeJf8Np/Bb/AKHq1/8AAS5/+NUf8Np/Bb/oerX/AMBLn/41R9Qxf/PmX/gL/wAg+sUf5196PbaK8S/4bT+C3/Q9Wv8A4CXP/wAao/4bT+C3/Q9Wv/gJc/8Axqj6hi/+fMv/AAF/5B9Yo/zr70e20V4l/wANp/Bb/oerX/wEuf8A41R/w2n8Fv8AoerX/wABLn/41R9Qxf8Az5l/4C/8g+sUf5196PbaK8S/4bT+C3/Q9Wv/AICXP/xqj/htP4Lf9D1a/wDgJc//ABqj6hi/+fMv/AX/AJB9Yo/zr70e20V4l/w2n8Fv+h6tf/AS5/8AjVH/AA2n8Fv+h6tf/AS5/wDjVH1DF/8APmX/AIC/8g+sUf5196PbaK8S/wCG0/gt/wBD1a/+Alz/APGqP+G0/gt/0PVr/wCAlz/8ao+oYv8A58y/8Bf+QfWKP86+9HttFeJf8Np/Bb/oerX/AMBLn/41R/w2n8Fv+h6tf/AS5/8AjVH1DF/8+Zf+Av8AyD6xR/nX3o9toqO2uY7y3inhbfDKgdGx1UjIP5VJXCdAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQA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Os conteúdos de forma resumida:

|  |
| --- |
| **FENICE: Programa** |
| **Unidade 1: Compreender o Empreendedorismo nas ICC** |
| Tema 1.1. Compreender as ICC. Colaborações Intersetoriais. |
| Tema 1.2. Criatividade e inovação. Responsabilidade e comportamento ético |
| Tema 1.3. Políticas e intuições culturais. Propriedade intelectual |
| Tema 1.4. Mentalidade e processo empreendedor. |
| **Unidade 2: Prática empreendedora – Conceção de um projeto empresarial nas ICC** |
| Tema 2.1: Projetar um negócio para as ICC: preparar um plano de negócios e um pitch |
| Tema 2.2: A criação de valor: valorização económica, de mercado e cultural de produtos e serviços nas ICC |
| Tema 2.3: Mercado, concorrência, consumo e branding nas ICC |
| Tema 2.4: Modelos de negócio, sistemas, parcerias |
| Tema 2.5: Gestão de equipas e gestão da mudança nas ICC |
| Tema 2.6: Financiamento. Oportunidades e riscos |

Pode encontrar mais informações na página: <http://www.fenice-project.eu>

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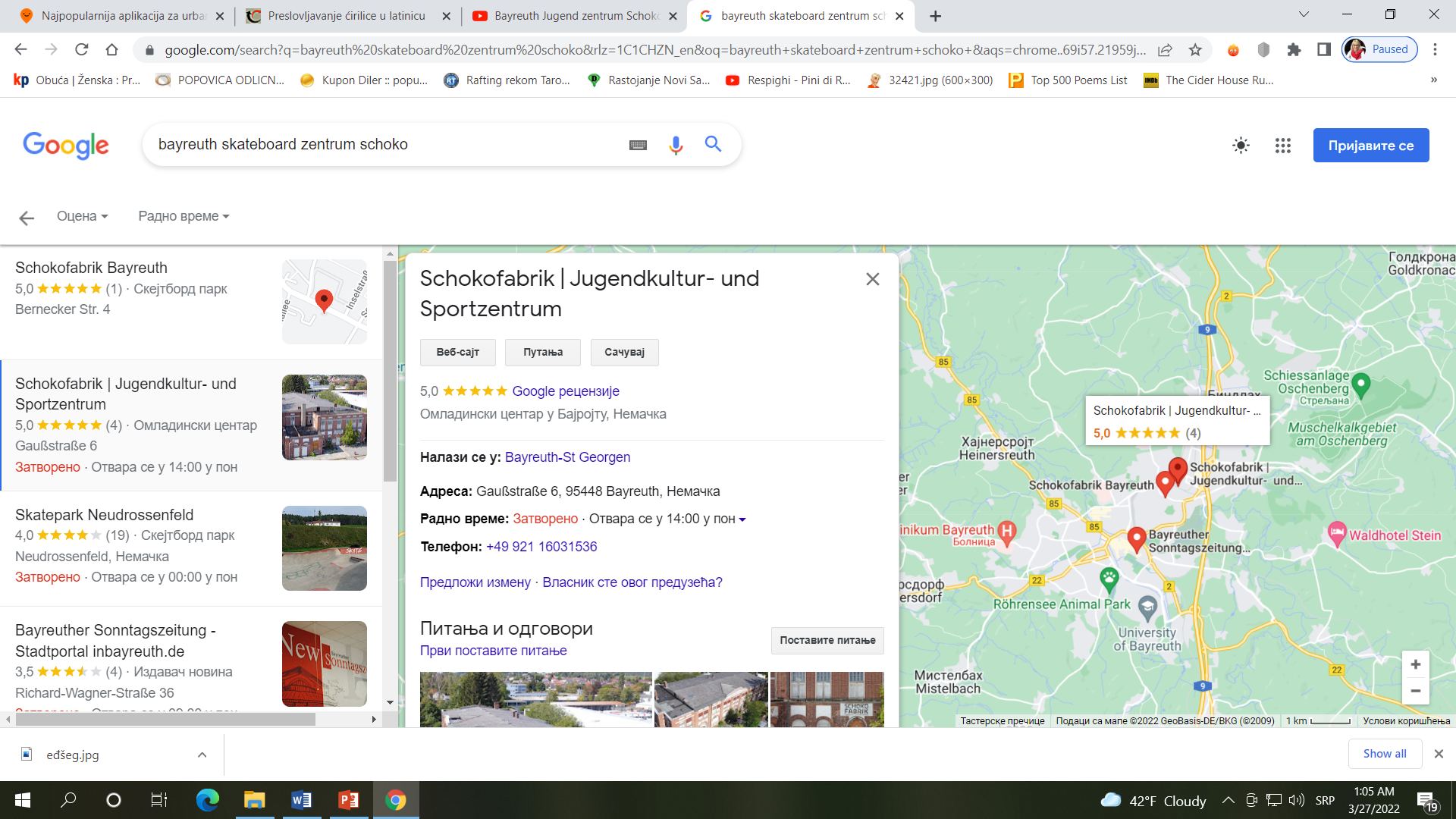
# ESTUDO DE CASO

*Schoko* *Youth Skateboard Center*

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

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

* ***País/região de operação****: Bayreuth, Alemanha*
* ***Área das ICCs:*** *Desporto, Música, Artes Dramáticas*
* ***Nome:*** Jugendkultur und Sportzentrum Schoko
* ***Descrição:***



Shoko é um lugar para passar tempo livre, andar de skate, apreciar música, arte, praticar democracia e participação activa na sociedade. Em tempos houve chocolates, hoje a Fábrica de Chocolate oferece espaço para a cultura jovem, para o desporto e a participação: o coração do projecto é um salão de skate, reconstruído em conjunto pela Schanz e Miniramp Skate Parks Alliance, que transformou a fábrica de chocolate no paraíso dos skatistas desta região. Workshops, projectos e concertos são realizados regularmente dentro e fora da fábrica.