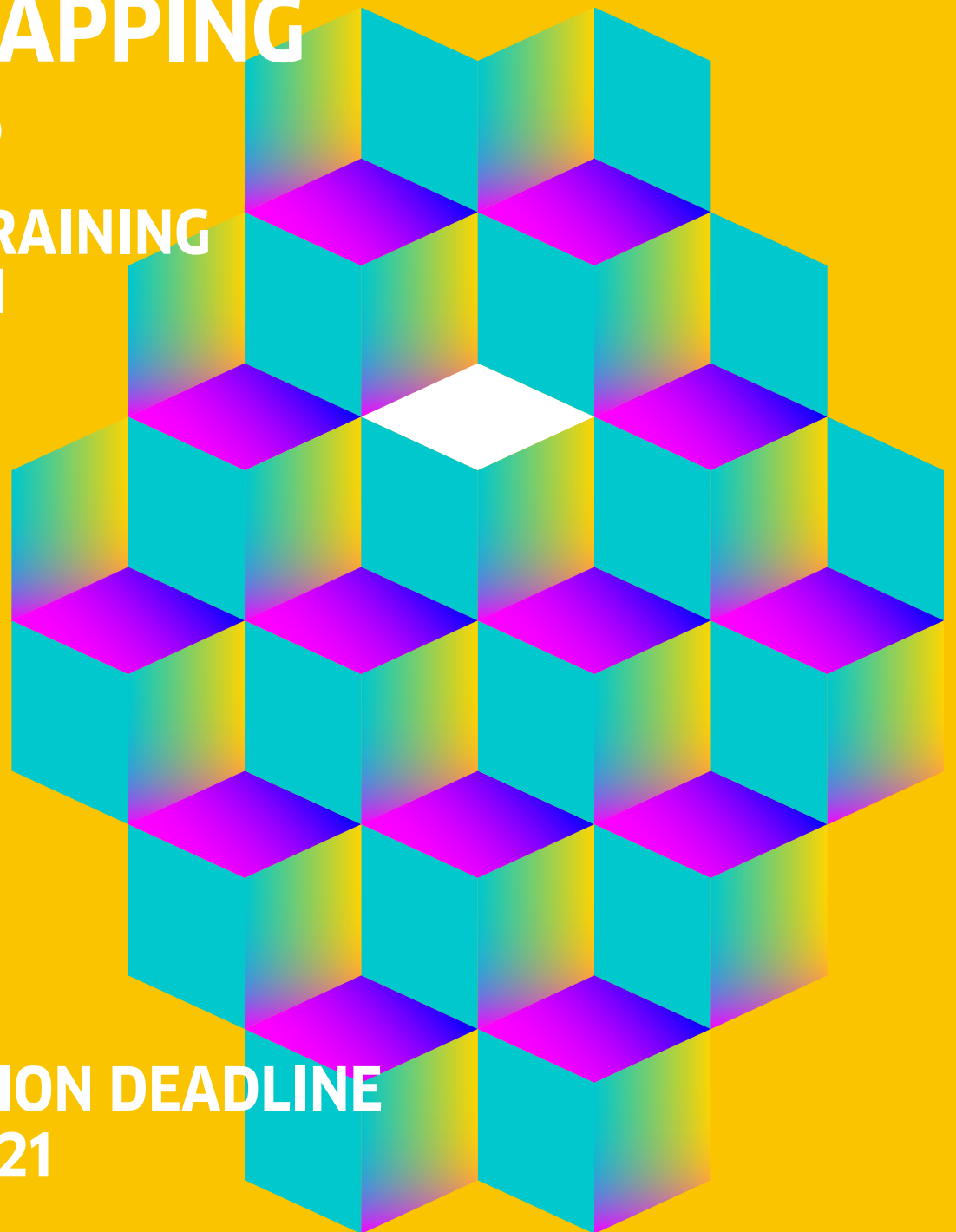


**CALL FOR
APPLICATIONS**

**DESIGN,
CO-CREATION AND
ENTREPRENEURSHIP
IN TIMES OF
OVERLAPPING
CRISES**

**ONLINE TRAINING
PROGRAM**



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**APPLICATION DEADLINE
07 FEB 2021**

WHAT IS THE CONTEXT?

Design, Co-creation and Entrepreneurship in Times of Overlapping Crises is the first in a series of **Training Programs on Design and Entrepreneurship** offered by the Goethe-Institut for designers and design entrepreneurs in the **MENA region**. The objective is to enhance their entrepreneurship and collaborative skills with regard to the challenges they currently face, with the mid- and long-term aim of promoting their creative business activities in a sustainable way, thus contributing to their creative industries locally and regionally. Building a reliable and strong community of designers and design entrepreneurs within the MENA region is another objective of the Training Programs on Design and Entrepreneurship, as this creates synergies and supports resources-sharing.

WHAT IS THE TRAINING OFFERED?

The Training Program "**Design, Co-creation and Entrepreneurship in Times of Overlapping Crises**" will be held **online for designers and design entrepreneurs based in Jordan, Iraq and Lebanon** to offer them a high-quality on-the-job training. On offer is a coherent set of knowledge and skills for designers and design entrepreneurs to overcome these times of overlapping crises in a collaborative, innovative, and efficient way, as well as a way to connect and network to foster synergies and collaborations beyond the borders of their respective countries.

The first Training Program on Design and Entrepreneurship will take place on **Ebtedy's e-learning platform between March 08, 2021 and May 23, 2021.**

WHAT IS PLANNED?

LAUNCH EVENT:

Online get-together to know the other participants, the moderator and the trainers, one day before the first training session.

4 TRAINING SESSIONS:

One training session per week, split in two 2 hour sessions, for a period of four weeks, with homework to complete before or in between the sessions. The training sessions will be conducted by design professionals and practitioners from the region and beyond.

Solidarity, Collaboration and Co-creation in Times of Crisis: How can designers and design entrepreneurs create synergies through collaboration, co-creation and solidarity and benefit from them?

Strategic Thinking in Times of Crisis for the Design Industry: What are alternative business management solutions to cope with crises?

Marketing and Sales for Designers: Which best practices for marketing and sales can help designers thrive in times of crises?

Sustainability and Design: How to innovate and think outside the box with limited resources at hand?

1 PANEL DISCUSSION (optional):

One panel discussion of around 2 hours with design experts that will be open to further designers, design entrepreneurs and creatives.

3 FOLLOW-UP SESSIONS:

One follow-up session of around 2 hours every two weeks.

Sessions and events would be held in **Arabic or English, with simultaneous translation between English, Arabic and Kurdish if needed** and facilitated by a professional moderator.

WHO CAN APPLY?

Up to 30 designers and design entrepreneurs based in **Iraq, Jordan and Lebanon** will be selected to take part in this online training, according to the following criteria and based on their application documents.

YOU CAN APPLY IF:

- you have at least 2 years of experience in any field of design and/or design entrepreneurship;
- you are facing difficulties in realizing your projects/professional activities due to the current difficult economic and political conditions prevailing in your country;
- you are willing to think outside the box to find innovative and efficient solutions;
- you are willing to cooperate across borders and work fields, including by sharing your experience and expertise;
- you are committed to attend and actively participate in all the online training and follow-up sessions of this Training Program on Design and Entrepreneurship;
- you are willing to connect to and engage in the current cultural and creative industries projects of the Goethe-Institut Iraq, Jordan and Lebanon.
- Priority will be given to applicants who have not yet taken part in a training program from the Goethe-Institut in the field of cultural and creative industries.

WHY WOULD YOU APPLY?

Accompanied by experts and design professionals, the selected applicants will have the opportunity to further **develop their business ideas or projects** and **adjust them to the current crises** we are going through with the help of practical tools and best practices learnt throughout the curriculum prepared for this Training Program on Design and Entrepreneurship.

Participants will be accompanied to build a **strong and reliable network** of fellow designers and design professionals as the training program will favor a cohort spirit and collaboration will be encouraged through homework and follow-up sessions.

HOW TO APPLY?

By sending the following required documents to fantasmeem-application@goethe.de before **February 07, 2021** with the subject line

“Application for the online Training Program 2021 on Design and Entrepreneurship”

- **CV,**
- **Work Portfolio,**
- **Motivation Letter**, including:
 - Description of how you are trying, as a designer or design entrepreneur, to overcome the difficulties and challenges faced in these times of overlapping crises
 - Whether you would prefer the sessions
 - to be held in English or in Arabic (or if you need simultaneous translation into Kurdish)
 - to take place: 1) in the morning, 2) in the afternoon or 3) in the evening

The majority will decide on the schedule and the language of the training (when both options are available). Incomplete applications will not be considered.



WHAT ELSE SHOULD YOU KNOW?

FANTASMEEM the design-related program of Goethe-Institut Libanon, entirely covers the training fees for all the participants to the first online Training Program on Design and Entrepreneurship and will reimburse the participants for their 3G expenses based on corresponding invoices, and up to 15 GB a month only between the months of March and May 2021.

The participants who actively took part in all the training sessions, the follow-up sessions and an online evaluation will receive a **certificate of completion**.

www.goethe.de/beirut/fantasmeem



fantasmeem.program



fantasmeem.program

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Goethe-Institut promote the emerging market of cultural and creative industries in Africa and in the Middle East.

