MENT-ART
supporting women's creative minds

Toolkit

Index

Introduction

Across Europe, women in the cultural and creative sectors continue to face structural barriers that hinder their professional development, financial stability, and access to entrepreneurial opportunities. Although the creative economy remains one of the fastest-growing fields in Europe, gender disparities persist in terms of leadership roles, income, funding access, and career continuity (Eurostat, 2024). Women make up nearly half of Europe's cultural workforce, yet they are more likely to work under precarious or freelance conditions, which often increases economic vulnerability and professional isolation. Recent reports also show that women are significantly more exposed to work-related stress and mental-health challenges: up to 40% more likely to experience anxiety or depression compared to men (OECD, 2023).

These trends appear consistently across all four countries involved in the MentArt partnership:

- **Italy** hosts one of Europe's largest creative economies, but female-led enterprises represent only about 22–30% of businesses, and women in the arts continue to report income instability and limited access to entrepreneurial pathways (Unioncamere, 2023).
- **Spain** has a vibrant creative and digital sector, yet women face persistent barriers such as underrepresentation in leadership, difficulties accessing financial support, and limited entrepreneurial training opportunities (EIGE, 2022).
- **Croatia** shows a high concentration of women working as freelancers in the arts, many of whom deal with irregular contracts, low income, and limited institutional support, making entrepreneurial competencies crucial for sustainability (UNESCO, 2021).
- **Greece**, despite its strong cultural heritage, records some of the highest levels of stress and mental-health risk among women in Europe, especially in self-employed cultural occupations, exacerbated by economic instability and insufficient support structures (OECD, 2023).

In this context, empowering women creatives with entrepreneurial tools, digital communication skills, creative development, and well-being practices becomes essential for fostering resilience, professional autonomy, and sustainable artistic careers.

MentArt was developed precisely to address these shared European challenges by offering a structured, transnational learning experience that integrates creative practice, entrepreneurship, digital strategy, and mental well-being within a supportive community.

To achieve this, the project designed a training pathway that combined different modes of learning and collaboration among the countries: participants took part in **five online webinars**, open to all countries, where specific themes were explored collectively; **in-person workshops** were organised in each partner country (Spain, Croatia, and Italy) to strengthen national female artistic communities; a dedicated **online learning platform** allowed participants to follow, at their own rhythm, four in-depth modules: Social Entrepreneurship (Espacio Geranios), Digital Communication and Inclusive Design (Stanza101 Project), Creative Boost (OSK), and Self-Care and Mental Well-Being (IBRT), described in depth in the next paragraphs.

To bring this vision to life, the project was carried out through six interconnected actions, from October 1, 2025 to November 30, 2025:

- **Action 1: Project Management.** Regular meetings and check-ins among partners helped ensure open, transparent, and supportive communication throughout the entire project.
- **Action 2: Curriculum Building.** Three online co-design sessions allowed partners to define the structure of the learning pathway and identify shared learning goals.
- **Action 3: Train-the-Trainers in Zagreb.** An in-person event where partners exchanged methods, received training on course topics, and finalised the curriculum together.
- **Action 4: Training Implementation.** Launch of the national in-person workshops, the online learning modules, and the international webinars that connected all participants.
- **Action 5: Spain Residency.** A four-day immersive experience for a selected group of participants (four per country), blending creativity, entrepreneurship, personal growth, and community building.
- **Action 6: Dissemination.** Sharing project activities, materials, and outcomes on the online platform to inspire and support organisations interested in replicating the approach.

Purpose of This Digital Toolkit

This digital toolkit has been designed as **a practical and replicable resource** for organisations wishing to implement similar training programmes. It documents MentArt's pedagogical approach, structure, methodologies, and activities so that associations, cultural centres, NGOs, and community organisations can adapt the model to their local contexts.

The toolkit includes:

- A detailed description of each activity, from preparatory co-design to hybrid workshops, digital learning, and the international residency.

- Visual documentation (photos, screenshots, examples of creative outputs) providing a concrete sense of how activities unfolded.

- Implementation guidelines, including facilitation tips, logistical considerations, and insights for working with adult women in creative fields.

- A dedicated "Lessons Learned" box for each activity, highlighting what worked well, what could be improved, and suggestions for organisations applying the model in the future.

Rather than a static manual, this toolkit is meant as an **interactive companion** that reflects the spirit of MentArt: openness, care, creativity, and collective learning.

Our hope is that it will support future facilitators and organisations in nurturing empowering spaces where women can explore their artistic identity, strengthen their entrepreneurial confidence, and build resilient creative communities.

Hope you enjoy it!
Take care,

The MentArt Team

References

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Eurostat. (2024). Culture statistics – Cultural employment. https://ec.europa.eu/eurostat

OECD. (2023). Understanding and addressing inequalities in mental health. OECD Publishing.

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Partners

Stanza101 Project

Stanza 101 Project is a cultural association founded in 2013 in Rome, led by a group of women and queer individuals.
We create Projects, Education, and Lifelong Learning initiatives developed through an intersectional approach.

Our mission is to use our diverse skills to support women and the LGBTQIA+ community in their creative endeavors, challenging gender stereotypes through knowledge-sharing and collaboration. We design and support activities that promote gender and sexual orientation diversity, intercultural dialogue, the rights of foreign nationals and people with disabilities, as well as emotional and sexual education.

Our aim is to build an open, participatory space against all forms of social exclusion.

We are committed to fighting violence against women, homophobia, lesbophobia, biphobia, transphobia, racism, and all forms of discrimination.

- Instagram account
- stanza101project.com

Espacio Geranios

Espacio Geranios is a family-style, independent coworking space in Madrid that hosts and support over 50 social entrepreneurs, ngos, and freelancers who are looking to make a positive change in their local community.

Instagram account
Facebook account
espaciogeranios.com

Otvoreni Studio Keramike (OSK)

We are Ivana Castellano and Milenka Zivkovic, two Argentinians that met in Croatia and built a friendship based on love for Arts and Crafts.

We cocreated a seasonal Fair (O'Fair) to give visibility and space to local and international makers, we created a set of innovative and creative workshops to fight Artist's block and have fun (Do, Undo, and DO), and we continue, as in this module, to support and complement each other to keep expanding in what we love doing, that is, basically, creating.

Also, last Tuesday of each month, we have our mastermind to help us ground our expansive creativity into doable steps.

Instagram account
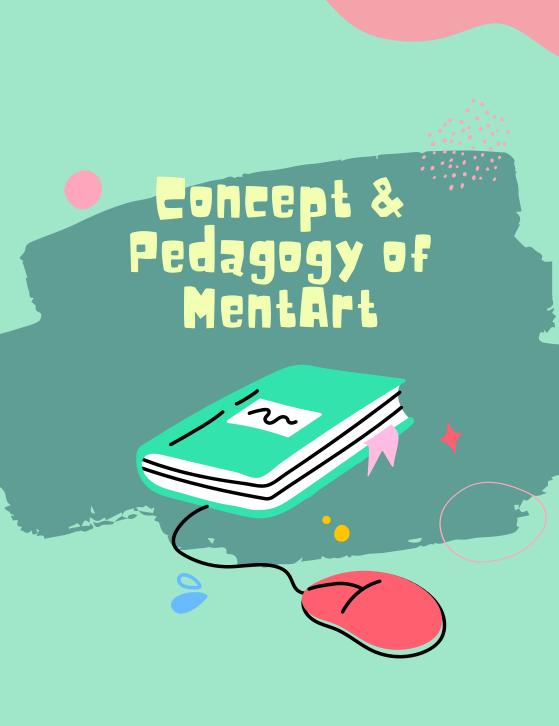Facebook account
otvoreni.studio

The Institute of Behavioral Research and Therapy (IBRT)

The Institute of Behavioral Research and Therapy (IBRT) is a non-profit organization, founded in 1992. Its main aim was to disseminate CBT in Greece, by providing high standards clinical training and accessible quality psychotherapy services.

Facebook account
ibrt.gr

Concept & Pedagogy of MentArt

Consortium building and Project Management

MentArt was conceived as a European Erasmus+ project aimed at supporting women creatives in Europe through a holistic journey that integrates **self-knowledge, artistic development, social entrepreneurship**, and **digital communication**. Its overarching vision was to empower participants to transform their creative potential into sustainable, meaningful professional paths, while fostering a strong sense of community and mutual support.

Pedagogically, MentArt was grounded in **experiential** and **reflective** learning, combining creative practice with personal growth and social entrepreneurship education. Each module blended theory and practice, inviting participants to explore their creative identities, develop concrete entrepreneurial tools, and engage in mindful self-care. The approach promoted empowerment through participation, where learning was not a top-down transfer of knowledge but a co-constructed process shaped by dialogue, creativity, and lived experience.

The partnership behind MentArt, composed of **women-led organizations** from Italy, Spain, Croatia, and Greece, embodied the same values it aimed to transmit. Collaboration was organized through a shared Google Drive for resources and materials, a common Google Calendar for coordination, and initially through Doodles to set meetings. As the project evolved, the team adopted WhatsApp as a faster and more relational communication channel, which strengthened the group's sense of connection.

A core principle of the partnership was to create a **safe and inclusive space**, not only for participants but first and foremost among partners. We intentionally cultivated **horizontal power dynamics**, valuing transparency, empathy, and shared decision-making. Over time, the collaboration evolved from a professional consortium into a community of genuine friendship and trust. Our unofficial motto became: "You can't burn out for a mental health project!": a reminder to nurture care, balance, and joy in every phase of MentArt.

Lesson learnt

- Horizontal power: builds trust and human connection, but can create decision-making uncertainty.
- Communication: too many emails cause confusion; WhatsApp is more effective but increases mental load.
- Relational care: in a project focused on creativity and wellbeing, nurturing partner relationships is essential.
- Clear roles: defining responsibilities early prevents misunderstandings.
- Shared systems: centralized documentation helps, but needs consistent organization.
- Community mindset: a successful project also becomes a safe, supportive space for collaboration.

Who were the main target groups or personas?

The Ment-Art project has two primary target groups:

1. Partner Organisations
Who they are: Consortium members working in the field of adult education in Italy, Spain, and Croatia, along with a technical partner from Greece specializing in mental health and well-being.

2. Adult Women Participants
Who they are: Female practitioners in the fields of arts, crafts, and cultural heritage, particularly those from diverse backgrounds and/or facing mental health and well-being challenges.

What learning needs and objectives were identified, and how did these needs inform the design of activities?

For the partners: Strengthening the internal capacity of partner organisations to deliver high-quality training programs tailored to the needs of female practitioners in arts, crafts, and cultural heritage.

Goals:
- Enhance the skills, knowledge, and resources of partner organisations.
- Build a strong, long-term partnership capable of generating this and future collaborative projects.
- Develop a shared methodological framework informed by existing best practices and adapted to diverse local contexts.

Methods:
- International peer-to-peer learning.
- Knowledge exchange through study visits, workshops, and collaborative activities.
- Co-design of tools and training methodologies based on evidence and lived experience.

For the women participants: Supporting women's creative, personal, and professional development through a nurturing and inclusive structure.

Goals:
- Foster personal and collective well-being.
- Strengthen artistic and creative skills and entrepreneurial competencies.
- Improve employability and social inclusion through increased confidence and opportunity.

Methods:
- A training programme combining soft skills, artistic development, and entrepreneurship.
- Creation of a community of practice rooted in mutual support, peer learning, and collaboration.
- Continuous support for participants' personal and professional growth through workshops, mentorship, and resource sharing.

Lessons Learnt

- Women in the arts and cultural sector often juggle many roles, which can make traditional training formats inaccessible. It is important to offer hybrid options that contribute to meaningful engagement; however, we want to stress the importance of in-person training and circles, which enable participants to connect on a deeper level.
- Having the technical support of a mental health and well-being organization such as IBRT helped to integrate mental well-being and mindfulness based practices throughout the project, and was a useful tool for partners and participants alike.
- Co-creation processes and peer mentoring increase engagement and allow participants to gather strength and inspiration from other's experiences.

Train-the-Trainers in Zagreb

Train-the-Trainers in Zagreb

Objectives and Structure of the Training

All partners gathered in Zagreb for three days, completing six working sessions. The main goals were to:

- Strengthen team synergy and collaboration
- Provide and receive feedback on all partners' online courses
- Establish a common structure and format for the online program on the MentArt platform
- Acquire tools for filming, editing, and translating modules into four languages
- Define the content of in-person meetings
- Understand the course we are about to lead and consolidate the working team
- Decide the articulation between online and in-person content
- Address technical and financial questions (Q&A)
- Produce content for social media and EU project requirements
- Anticipate challenges related to participant engagement
- Define communication channels with participants throughout the course

Main Activities and Methodologies Used

Activities included:

- Icebreakers to get to know each other and create a safe working space
- Brainstorming sessions
- PowerPoint presentations
- FODA analysis
- Shared meals with local food and informal time to decompress
- Museum visits for inspiration and cultural enrichment
- Working in different locations to maintain motivation
-

Agenda and infopack attached

Lessons Learned

- Better internal preparation and communication would have improved the working sessions
- Assigning clear time slots to different moderators ensures shared responsibility
- Preparatory meetings (at least with the coordinator) are essential to co-define the agenda
- A small coordination subgroup could help design and manage the agenda
- Course preparation required more time than anticipated
- Future meetings should include more hands-on workshops led by different partners to broaden trainers' skills

Call Dissemination and Selection Process

How the call for participants was released

The call for the Ment-Art project (Erasmus+ code 2024-1-IT02-KA210-ADU-000251756) was made public through various channels: Publication on the official project website, with a clear description of the modules ("Digital Communication and Inclusive Design", "Social Entrepreneurship", "Creative Boost", "Self-care and Wellbeing").

Promotion via the project's and partners' social media, with graphic posts and direct links to the website and registration platform.

Newsletter sent to partner networks and the artistic and cultural communities involved, inviting them to share the call on their local/international channels.

Sharing on online forums and thematic groups dedicated to art, creativity, inclusion and social entrepreneurship.

Use of project partners for local promotion in their respective regions, thus promoting the geographical and cultural diversity of participants.

Selection criteria and process

The selection process followed these key steps:
Collection of applications via Google Form, to which participants attached their CV, motivation letter, portfolio or link.

Preliminary screening to ensure that each candidate was available to attend all course modules and participate in the final webinar, as indicated on the website.

Evaluation based on criteria such as: relevance of profile (artistic, creative, or social), motivation for the Ment-Art project, potential contribution to the international network, gender balance, age, and geographical origin.

Creation of a shortlist by the coordination team and review with partners to ensure international representation and diversity.

Formal communication to those selected, with an official invitation and information on access to the course; those not selected were sent a message of thanks for their interest.

Communication tools and platforms used

Here are the main tools used:

- Online form (Google Forms) for collecting applications.
- Email & mailing list for sending the call, confirmation of receipt, updates, and post-selection communications.
- Social media (Instagram, Facebook, LinkedIn) of the Ment-Art project and partners to reach a wide and diverse audience.
- Project website as a central hub: description of the modules, how to participate, link to the application form.
- Project management/storage platforms (e.g. Google Drive or similar) to manage applications, evaluations, and feedback internally.

Lessons learned

- Early coordination between all partners facilitated coordinated and widespread promotion, increasing the variety of candidates.
- Clear, simple and appealing visual materials (social media graphics, course images) were very effective on social media.
- Establishing a clear and shared evaluation grid from the outset helped to speed up the selection process and ensure transparency.
- Timely communication (including automated confirmation of receipt) is greatly appreciated by candidates.
- Slightly extending the application deadline allowed us to collect additional high-quality applications without compromising the overall timing.

Modules and Activities

STANZA
101

Digital Communication & Inclusive Design

Structure of the modules and activities for the participants

Digital Communication & Inclusive Design

The 'Digital Communication & Inclusive Design' module focused on enhancing participants' ability to communicate creatively, effectively and inclusively within artistic and cultural contexts. The main objective was to provide artists with practical tools to design communication materials accessible to their target audience, while improving their digital presence and storytelling skills.

The Digital Communication and Inclusive Design module guided participants in creating a meaningful and strategic digital presence as artists or creative entrepreneurs.
The aim was to support the community in learning how to develop a clear digital strategy in line with their vision, identify their brand archetype and define a consistent tone of voice that speaks authentically to their target audience.
Particular attention was paid to inclusive communication: how to make content accessible, respectful and engaging for different communities.

We also presented practical tools and platforms to simplify workflow and amplify the message. The aim of the module was to build a solid foundation for communicating creative work with clarity, determination and impact.

The module was divided into targeted sections covering theory, food for thought and practical exercises to help participants experiment and develop their communication strategy. We also encouraged them to adapt the course to their personal needs, guiding the group to integrate insights from other modules and use this space as a creative laboratory for self-expression and connection.

Click here to access the module

The Digital Communication and Inclusive Design module is divided into 4 sections. Here is an overview of the module, sections and lessons that were included::

Section 1 – Value proposition
The value proposition is an explicit statement that outlines the unique offerings a business provides to customers, emphasising why they should choose that product or service over the competition. It answers the question of why a customer should choose you, detailing the value you offer.

- Lesson 1. Digital strategy: what is it?
- Lesson 2. Elevator pitch. 30 seconds to tell everything
- Lesson 3. Value proposition
- Lesson 4. Value proposition Canvas
- Lesson 5. Empathy approach
- Lesson 6. Empathy Map Canvas

Section 2 – Archetype and tone of voice
The archetype is a universal model of behaviour that defines a brand's personality, while the tone of voice is the way in which this personality is expressed through words. The archetype provides the foundation (e.g. "The Hero" or "The Innocent"), which then translates into a specific and consistent tone of voice (e.g. "motivating and powerful" for "The Hero" or "simple and cheerful" for "The Innocent").

- Lesson 1. What are the archetypes
- Lesson 2. The 12 archetypes
- Lesson 3. How to define your brand archetype
- Lesson 4. Tone of voice: what it is
- Lesson 5. What it is for
- Lesson 6. How to define your tone of voice

Section 3 – Inclusive communication
With a world striving for equality, we need to evaluate the most important aspect of human nature: communication. Very often, mass media and communication represent a group that is considered the norm in society. In order to foster inclusive communication, you need to make sure that underrepresented groups feel addressed and represented in your communication.

- Lesson 1. Reconstructing history through the intersectional approach
- Lesson 2. Who is represented and who is NOT represented
- Lesson 3. Binarism: what's beyond?
- Lesson 4. A queer year of love letters: queer design
- Lesson 5. Disability theory
- Lesson 6. Systemic racism: how to recognise it?
- Lesson 7. Equality VS equity
- Lesson 8. Trivia

Section 4 – Useful Tools
Share useful tools to facilitate content production and post-production of audiovisual materials.

- Lesson 1. Canva
- Lesson 2. Adobe podcast
- Lesson 3. Adobe dimension
- Lesson 4. Unconventional communication

SPEAKERS

Chiara Aliberti

Visual designer and multimedia communication expert. My profession did not have a name when I started, in the jurassic web. It was 2005. In recent years, my main focus is "welcoming" communication (I don't like to call it "inclusive"). I love telling stories, especially the small ones, which are then the biggest. **Take a look at Stanza 101 Project profile**
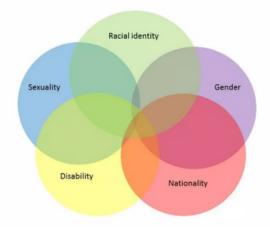
Francesca Mattia

Copywriter since 2012. I write for online and offline communications for businesses, brands and nonprofit organizations. Everything I know about this craft, I've learned in the field. And I've learned more from deleted words than from published ones. I am a firm believer in doubt. Basically, I am a living oxymoron. **Take a look at Stanza 101 Project profile**

Lessons Learned:

- Participants understood the principles of responsible and accessible communication;
- They learned to recognise communication barriers and adapt artistic content to target audiences using an intersectional approach, thereby deconstructing stereotypes and cultural barriers
- They developed skills in digital storytelling, online visibility and audience engagement;
- They became familiar with digital design tools and platforms;
- They created communication outputs consistent with their artistic identity.

The expected outcomes included the ability to plan accessible communication strategies, create welcoming visual materials, and apply a user-centred approach to their creative projects. In addition, participants were encouraged to strengthen their confidence in presenting their work online and communicating their creative identity to an international audience.

The methodology adopted combined short theoretical inputs, guided discussions, individual and group exercises, practical digital activities, horizontal feedback sessions and brief reflections. A workshop-based, practical approach was favoured, allowing participants to experiment, receive real-time guidance and immediately apply the concepts they had learned. The module encouraged active participation, creativity and collaborative learning, in line with the Ment-Art philosophy.

The Social Entrepreneurship

The Social Entrepreneurship Module

The Social Entrepreneurship Module focused on offering female artists the opportunity to explore concepts that could help them grow closer to starting or consolidating their business models. The goal was to enable the participants to transform their creative purpose into concrete, sustainable projects, learning how to build a business plan that aligns with our values. The course covers key topics such as budgeting, funding opportunities, and useful networks for creative and social entrepreneurs. We also offered a helpful module on how to stay organized, manage your time, and reduce stress throughout the entrepreneurial journey. Whether someone is starting from scratch or refining their existing idea, the module seeks to support you in turning your passion into positive impact.

Click here to access the module!

The Social Entrepreneurship Module is divided into 5 sections. Here is an overview of the module, sections and lessons that were included:

Section 1 – Social Entrepreneurship Basics
To better understand the world of social entrepreneurship, reflect on best practices in the arts and creative sector and also determine how you can contribute to having a positive change in society through your work.

- Lesson 1. What is Social Entrepreneurship?
- Lesson 2. The power of the collective
- Lesson 3. Best practice examples in the arts & culture sector
- Lesson 4. How to expand your opportunity horizon
- Lesson 5. Lessons learned: Entrepreneurship as a Process and a Journey

Section 2 – How to transform your purpose to a plan
To reflect on our guiding values as creators and entrepreneurs and transform these principles into a concrete plan of action.

- Lesson 1. Finding your purpose – personal & professional values
- Lesson 2. Social business model Canvas
- Lesson 3. How to be a creative risk manager

Section 3 – The Numbers
The goals of the section involve understanding basic concepts behind pricing your work and brainstorming creative ways to drive revenue. We also sought to offer practical tools and templates that will help you understand the initial investment and expenses needed to run your business and how to control income and expenses on a daily basis.

- Lesson 1. Pricing and Targeting Your Art
- Lesson 2. Your Model for Making Money

Section 4 – Finding funding & networks
During this session, the goal is to share insights and resources regarding national and European funding opportunities and networks that exist to help promote artistic and cultural endeavours. We also shared ways to make the most of the resources we have at hand.

- Lesson 1. Bootstrapping & leveraging resources
- Lesson 2. Sources of Funding: market vs. community-based funding
- Lesson 3. EU Funding opportunities and networks
- Lesson 4. How to strengthen your creative community

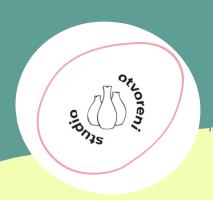**Section 5 – Staying organized and diminishing stress**

Short Description: In this section, we explored the root causes of creative block and how perfectionism can hold us back from realizing our creative potential. We also introduced practical tools to help you overcome these challenges and address other common obstacles. Finally, we offered guidance on next steps, focusing on developing your MVP, testing your ideas, and finding the right partners to bring your vision to life.

- Lesson 1. Digital tools that help
- Lesson 2. Graphic facilitation resources
- Lesson 3. Tools for transforming creative block
- Lesson 4. Guide – what are you going to do next? Focus on MVP (Minimal Viable Product) – testing your product, finding partners

Lessons Learned:
- Participants shared how this module awakened in them the idea that their creative business is already having or has the potential to have a positive environmental and social impact on their community. They also recognized the need to define their theory of change, how it is connected to their fundamental values and communicate this openly in order to reach a broader audience.
- As partners, we learned that the creative process of co–designing a curriculum from scratch takes a significant amount of time and energy, from researching and writing, preparing presentations, recording videos and creating the platform, and for future projects, this process should include more time.
- For future online courses, it would be important to focus even more on the accompaniment and mentorship process and continue to offer peer–to–peer mentorship possibilities to ensure participants get the most out of each training module.

SPEAKERS

Erika Meyer

Hi everyone! I'm Erika — a social worker, community builder, and lover of creating spaces that make people feel at home. Over the years, I've worn many hats: from working in health care advocacy to raising funds and managing projects with organizations like Salud por Derecho, Fundación Entreculturas in Madrid, and helping to promote American Jesuits International in Washington, D.C. I'm the co-founder and Project Coordinator at Espacio Geranios, a family-style, independent coworking space in Madrid where we host and support over 50 social entrepreneurs, ngos, and freelancers who are looking to make a positive change in their local community. I've spent the last 10 years helping launch projects with heart — offering advice, workshops, and hosting "aperitivos" to small entrepreneurs and nonprofits alike. Super excited to jump into this Ment Art course with you all and learn about your work!

Creative Boost

The Creative Boost Module

The Creative Boost Course is a guided program designed to help participants develop two key items:

- A Creative Journal – a reflective document that accompanies their MentArt journey
- A Digital Portfolio – their "Artist ID," useful for competitions, grants, and professional opportunities

Throughout the course, participants explore their creative process, artistic identity, and personal narrative. The module includes theoretical content, self-evaluations, and hands-on exercises. It is divided into 6 sections, each containing several lessons.

**Click here
to access the module!**

The Creative Boost module is divided into 5 sections. Here is an overview of the module, sections and lessons that were included:

Section 1 – The past
Participants are introduced to the creators of the module, the methodology, and complete an initial evaluation.

- Lesson 1. What is a Journal?
- Lesson 2. What is an Artist's Book?
- Lesson 3. Letter to your Creative Self Exercises
- Lesson 4. Write your Decalogue
- Lesson 5. Inaugurate your journal: Create a Collage from your Decalogue and Letter
- Lesson 6. Final Evaluation

Section 2 – Travelling into the past
Explains the difference between a journal and an artist book, introduces various journaling practices, and provides multiple optional exercises.

- Lesson 1. Introduction
- Lesson 2. Who is my inner creative? Reflective questions
- Lesson 3. A Deck of Personal Material
- Lesson 4. The Philosophy of Artistic Expression and Art

Section 3 – In the now
Focuses on self-observation, understanding current work, and overcoming creative block.

- Lesson 1. Activate the Observer
- Lesson 2. What is My Value? Work and Movement!
- Lesson 3.Optional Manifesto
- Lesson 4. Creative Block

Section 4 – The future
Participants gain clarity on artistic goals and aspirations.

- Lesson 1. Exposure
- Lesson 2. Create Your Visual Board
- Lesson 3. A Letter to Your Future Self and Accountability
- Lesson 4. Final Evaluation

Section 5 – Creating your portfolio
Explains different types of portfolios and provides tools for building one.

- Lesson 1. Defining Your Digital Portfolio's Purpose and Audience
- Lesson 2. Types of Portfolios & Editing Your Work
- Lesson 3. Formatting & Sharing Your Portfolio
- Lesson 4. Final Thoughts: Turn Excuses Into Action

Lessons Learned:

- Participants shared how this module awakened in them the idea that their creative business is already having or has the potential to have a positive environmental and social impact on their community. They also recognized the need to define their theory of change, how it is connected to their fundamental values and communicate this openly in order to reach a broader audience.
- As partners, we learned that the creative process of co-designing a curriculum from scratch takes a significant amount of time and energy, from researching and writing, preparing presentations, recording videos and creating the platform, and for future projects, this process should include more time.
- For future online courses, it would be important to focus even more on the accompaniment and mentorship process and continue to offer peer-to-peer mentorship possibilities to ensure participants get the most out of each training module.

SPEAKERS

Milenka Zivkovic

Hi, I'm Milenka Zivkovic—a ceramic artist, a creative workshop facilitator, currently building my own pottery brand and ceramic studio and a founding member of the NGO **Otvoreni Studio Keramike.**

Ivana Castellano

Hi, I'm Ivana Castellano—an Argentinian illustrator and print designer based in Zagreb, Croatia. I work independently as an illustrator and graphic designer, collaborating with agencies, organizations, and the fashion industry. My projects range from commercial graphic design, including animations and illustrations, to more artistic collaborations where I can express emotions and bring sensibility to life through colorful, positive, and expressive designs.

The Self Care and Wellbeing

BREATHE!

The Self Care and Wellbeing Module

The Self Care and Well being Module is a supportive, empowering module designed to help women reconnect with themselves and build healthier inner and outer lives. Through four focused sections—Limiting Beliefs and Values, Assertiveness, Mindfulness and Self-Compassion, and Self-Care—participants learn to recognize and reframe unhelpful thought patterns, communicate with clarity and confidence, cultivate emotional awareness and kindness toward themselves, and develop practical routines that nurture overall well-being.

This module offers a holistic approach that encourages personal growth, resilience, and a deeper sense of balance.

Click here
to access the module!

The Self Care and Wellbeing Module is divided into 4 sections. Here is an overview of the module, sections and lessons that were included:

Section 1 – Limiting beliefs and values
The Limiting Beliefs and Values section helps participants explore the thoughts and assumptions that may be holding them back, often shaped by past experiences, societal expectations, or fears. It guides women in identifying these self-imposed barriers and understanding how they influence confidence and decision-making. At the same time, the lesson focuses on clarifying personal values—the deeply held principles that guide how we live, connect with others, and make meaningful choices.

By recognizing limiting beliefs and grounding themselves in their values, participants can move toward greater self-awareness and intentional living.

- Lesson 1. Introduction to limiting beliefs
- Lesson 2. Self awareness
- Lesson 3. Cost analysis of holding limiting beliefs
- Lesson 4. Time for reflection
- Lesson 5. Clarifying values

- Lesson 6. My 80 birthday
- Lesson 7. Putting values into action
- Lesson 8. Final reflections

Section 2 – Assertiveness
The Assertiveness section supports participants in developing the confidence and clarity needed to express their needs, emotions, and boundaries in a respectful and authentic way.

Through guided self-reflection, targeted exercises, and real-life practice, participants learn to recognize their own feelings, communicate openly and honestly, and build healthier, more balanced relationships.

- Lesson 1. Introduction to assertiveness
- Lesson 2. What is assertiveness
- Lesson 3. Self reflection
- Lesson 4. Barriers to assertiveness
- Lesson 5. Recognizing dysfunctional thoughts
- Lesson 6. Challenging dysfunction thoughts
- Lesson 7. Assertive communication
- Lesson 8. Setting boundaries
- Lesson 9. Reflection

Section 3 – Mindfulness and self-compassion
The Mindfulness and Self-Compassion section introduces the practice of being fully present with your thoughts, feelings, and experiences, moment by moment and without judgment. Participants learn how mindfulness supports emotional balance, clarity, and overall well-being, and how self-compassion allows them to respond to their inner experiences with kindness rather than criticism. The section explores both formal practices, such as guided exercises, and informal practices that can be woven into everyday routines. By starting with simple, familiar activities, participants learn a way to approach themselves and their lives with greater awareness, patience, and care.

- Lesson 1. Mindfulness
- Lesson 2. Mindful walking
- Lesson 3. Mindful pause
- Lesson 4. Doing and Being
- Lesson 5. Self compassion
- Lesson 6. Questioning beliefs
- Lesson 7. Practicing self – compassion
- Lesson 8. Reflection

Section 4 — Self care
The Self-Care section serves as a gentle reminder of the small but essential practices that nourish both body and mind. It highlights simple ways to support overall well-being, including re-balancing activities, relaxation techniques, and healthy sleep habits. By focusing on these everyday practices, participants learn how to create sustainable routines that restore energy, reduce stress, and promote a greater sense of balance in daily life.

- Lesson 1. Rebalancing activities
- Lesson 2. Relaxation
- Lesson 3. Sleep
- Lesson 4. Reflection

Lessons Learned:
- Recognizing factors that influence the way a person thinks and behaves towards themselves.
- Learn ways to manage internal and external stressors in everyday life.
- Develop self-care habits in a way that supports professional development.

SPEAKERS

Foteini Lekka

Foteini Lekka, MSc, PhD, is a Clinical Psychologist, CBT therapist, trainer and supervisor and MBCT teacher, trainer and supervisor

ONLINE WORKSHOPS

Online Workshops

First webinar: Welcome to MentArt – The MentArt experience has officially begun

Link to Recording
Link to Program
Link to Webinar Presentation

Format: Online Webinar. Duration: 2 hours

Main contents and speakers

Goals:
- Introduce participants to the MentArt vision, structure, and e-learning platform.
- Foster initial connection and trust building among the international group.
- Establish shared community values for the MentArt learning environment.

Speakers:
- **Marika Mascitti, from Stanza101 (Italy)** – Host of the session, presenting the overall MentArt concept, the four training modules, and a guided tour of the digital platform.
- **Erika Meyer, from Espacio Geranios (Spain)** – Facilitated the experiential breakout-room activity designed to help participants get to know each other and initiate community building
- **Milenka Zivkovic, from OSK – Otvoreni Studio Keramike (Croatia)** – Led the discussion on defining the shared values of the MentArt community, co-creating principles of collaboration and support.
- **Foteini Lekka, from IBRT – Institute of Behavioral Research and Therapy (Greece)** – Guided a meditative closing exercise to ground participants and set a mindful intention for the journey ahead.
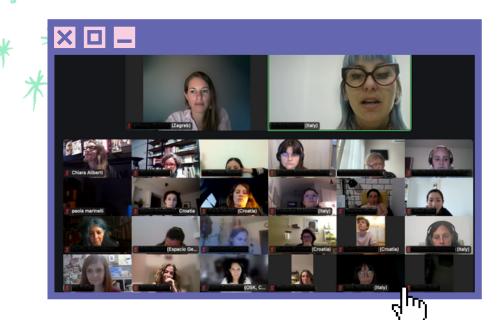
Interactive methods:
The webinar combined a frontal introduction with experiential learning. Participants were divided into breakout rooms (groups of 4–5 people) to share their creative backgrounds and expectations for MentArt. The questions to be discussed were: *What brings you here? What are you hoping to gain? 2–3 positive things / talents about yourself*
The session also included reflective grounding through a short guided meditation.

Lessons Learned:
- Allowing ample time for small-group discussions in the first meeting greatly supports community building.
- Combining explanation with experiential activities maintains engagement across countries.
- Ending the session with meditation created a calm, connected collective atmosphere.

Second webinar: The Use of AI in the Artistic Field: Risks, Opportunities and Skills

<u>Link to Recording</u>
<u>Link to Webinar Presentation</u>

Format: Online Webinar, Duration: 2 hours (frontal session + experiential breakout activities)

Main contents and speakers

Goals:
- Introduce participants to the fundamentals of Artificial Intelligence and its current relevance in artistic practices.
- Explore the creative potential of AI tools across disciplines (visual arts, writing, sound, video).
- Encourage critical reflection on ethical, artistic, and professional risks and opportunities.
- Inspire participants to imagine innovative and responsible uses of AI in their own creative work.

Speaker:
- **Marika Mascitti (Stanza101, Italy)** — Led the webinar with an accessible introduction to what AI is, how generative tools work, and how artists worldwide are currently integrating AI into their practice. Marika guided participants through a discussion on the advantages and limitations of AI in artistic contexts and invited them to brainstorm creative applications for their personal work.

Interactive methods:
The session included a Mentimeter poll to capture participants' prior experiences, beliefs, and concerns about AI. After the theoretical introduction, participants joined breakout rooms for a hands-on group activity: transforming an artifact into a new creation using AI (e.g., turning a poem into an image, an image into music, or text into video). Groups then presented their results and reflections.

Lessons Learned:

- Allocate ample time for group activities to allow participants to explore tools, collaborate effectively, and fully engage with the creative process.
- Mixing theory and experimentation helps demystify AI and empowers participants to use it more confidently

Third webinar: Social Entrepreneurship - Transforming Purpose to a Plan

Link to Recording
Link to Program
Link to webinar presentation
Link to Anceu Coliving presentation
Link to SIKA presentation

Format: Online Webinar / **Duration:** 2 hours

Main contents and speakers
Goals:
- Inspire women creatives to connect their work with social change.
- Explore sustainable models of social entrepreneurship in the arts and cultural sector
- Explore collective social impact projects.

Speakers:
- **África Rodríguez** from Anceu Coliving, Espacio Arroelo and Rural Hackers. África defines herself as an activist of collaborative culture, and she is passionate about helping to create networks and communities that collaborate through collective intelligence and sharing knowledge. From Anceu Coliving, she builds bridges between the rural and urban world, a space of coexistence where she works to build an international community while generating projects to help revitalize rural areas. https://anceu.com/
- **Ina Georgescu** is a surface pattern designer with an engineering mind and an artist's heart—fluent in both pixels and paint. With a background in tech and a passion for storytelling through visual rhythm, she specializes in crafting hand-drawn patterns that bridge tradition and innovation. https://www.lanaturalezapintada.com/
- **Zvoni Schreckeis** is a Croatian-German female entrepreneur who believes that business and community grow best together. As co-founder of SIKA Consulting (Split) and IBC Business Coaching (Berlin), she works with SMEs across Southeast Europe and the DACH region to turn bold ideas into sustainable, profitable ventures. https://www.linkedin.com/in/zvoni-schreckeis/?originalSubdomain=de

Interactive methods: In this webinar, we used breakout sessions to split the participants into groups of 4–5 people, offering each person the opportunity to share in a quick Mastermind format: What is something I feel stuck on/ need help with as a creative and entrepreneur?

Lessons Learned:
- This webinar was a wonderful opportunity to connect women who had previously taken part in other European projects with us—particularly *The Break*—and to offer them a space to showcase their work while inspiring our Ment–Art community.
- The informal conversations and round–table format created an engaging and inspiring atmosphere, encouraging many thoughtful questions and active participation from attendees.
- It was also a great idea to highlight members of our community who have been actively contributing to the platform's forum and to incorporate their stories into the webinar. One of them, Ina Georgescu, had the chance to present her work and share her experience, receiving valuable feedback from participants at this stage of her entrepreneurial journey.

Fourth webinar: The Power of Questioning

The Fourth Webinar, "The Power of Questioning," explores how questions can be used as tools for creation rather than triggers of fear or paralysis.

Questions can energize or inhibit us. Although each creative process is unique, we all make continuous decisions. Every action—or hesitation—is preceded by questions, whether conscious or unconscious.

This webinar creates space for these questions to surface—not to resolve them, but to hold them in a Socratic, open-ended spirit. Here, doubt becomes a vital ingredient of creation. We view questions as powerful tools for artistic development and wish to share this perspective with participants.

This session is, in a way, **an Ode to Questions**.

Structure (6 parts):
- Meditation, embodiment practice, and short journaling prompt
- Conversation between Milenka Zivkovic and Ivana Castellano
- Breakout rooms for guided reflection
- Return to group + introduction to a hands-on activity
- Breakout rooms for creating a simple practical object
- Closing circle

Duration: 120 minutes

Additional Details
- Interactive webinar with practical exercises
- Facilitators: **Ivana Castellano** and **Milenka Zivkovic**
- Includes a PPT and instructions to create a simple questioning device (a playful paper origami object)
- Breakout rooms used throughout
- Always include clear slides for breakout activities and provide a link to download all activity files

Final Webinar – The End of Our Journey... or Maybe Not

Link to Recording
Link to Program
Link to Webinar Presentation
Link to Spain Residency Video

Format: Online Webinar, Duration: 2 hours (frontal + experiential breakout sessions)

Main contents and speakers

Goals:
- Celebrate the closing of the MentArt programme while opening space for continuity and collective ownership.
- Reflect on the emotional, creative, and communal journey of the participants.
- Share the outcomes of the Spain Residency and honour the work created there.
- Co-design ideas for the future evolution of the MentArt community.
- Close with grounding and emotional alignment through meditation.

Speakers:
- **Milenka Zivkovic (OSK, Croatia)** – Opened the webinar with an interactive Mentimeter activity exploring feminine energy and lunar cycles as a metaphorical check-in on participants' emotional states.
- **Ivana Castellano (OSK, Croatia)** – Presented the documentary video produced during the Spain Residency, showcasing creative work and shared experiences.
- **Marika Mascitti (Stanza101, Italy)** – Discussed the long-term vision of MentArt, explaining how the platform and community will continue to grow under participant-led initiatives.
- **Foteini Lekka (IBRT, Greece)** – Guided a closing meditation to help participants integrate insights and end the journey with calm and intention.

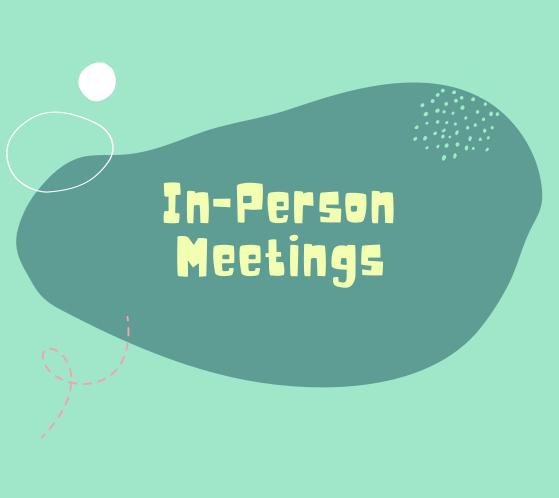**Interactive methods:**
- Mentimeter emotional check-in using lunar phases.
- Breakout rooms to explore and propose strategies for keeping the MentArt community active beyond the project's end.
- Group sharing and open discussion.

Lessons Learned:
- Adequate time should always be allocated for group discussions, especially when co-creating future strategies and reflecting on shared experiences.

In-Person Meetings

1st In-person meeting name: Introduction & Elevator Pitch

During the first in-person meeting in Italy, participants met to get to know each other, introduce the project objectives, and start building a creative network. The main focus was the elevator pitch.

Learning goals:
- Establish trust and collaboration among participants
- Understand project aims and methodology
- Encourage exchange

Main activities:
- Icebreaker and team-building exercise: A question in a bottle
- Each participant writes down a question they typically ask when they want to get to know someone better. All the questions are collected in a hat or a bag. Sitting in a circle, participants take turns drawing one question and answering it openly. Before responding, they are invited to check in with themselves: if they don't feel comfortable answering that particular question, they may simply draw a different one. This creates a gentle and respectful atmosphere while encouraging authentic sharing.
- Elevator pitch: exchange of presentations
- Group discussion on expectations and goals

Photo

Lesson learnt:
- Early team-building fosters openness and collaboration
- Clear introduction to objectives aligns expectations
- Personal interaction strengthens engagement and motivation

2nd In-person meeting name: Tone of Voice and Archetypes

Focus on the application of inclusive communication strategies and digital storytelling in creative projects. Participants explored how to define their archetype and tone of voice in order to communicate in a consistent and inclusive manner.

Learning goals:
- Apply the principles of inclusive communication
- Develop digital storytelling skills
- Raise awareness of the needs of different audiences

Main activities:
- Ice-breaking activities:
- The facilitator displays a selection of cards (similar to Dixit cards) around the room: illustrations, images, or mystical scenes. Then, facilitator simply asks: "How are you, today?". Participants walk around and choose the card that best represents their emotional state in that moment. Sitting together in a circle, each person is invited (only if they wish) to share the story, feeling, or reflection behind their chosen card. This creates a gentle and expressive space for emotional awareness and connection.
- Workshop su archetipi e tono di voce
- Esercizi pratici con Canva e strumenti Adobe
- Peer review e feedback di gruppo

Photos

Lesson learnt:
- Hands-on practice reinforces theoretical concepts.
- Peer feedback improves clarity and inclusivity.
- Digital tools must be introduced gradually for effective use.

3rd In-person meeting name: Useful Tools

Practical lesson on the use of the following tools:
- Canva
- Adobe podcast
- Adobe dimension
- Unconventional communication

Learning goals:
- Share useful tools to facilitate content production and post-production of audiovisual materials.

Main activities:
- Brainstorming and concept development
- Designing visual and multimedia outputs
- Presentations and critique sessions

Lesson learnt:
- Collaborative work enhances creativity and learning
- Sharing diverse perspectives improves project quality
- Structured feedback ensures alignment and inclusion

In-person activities: Espacio Geranios

In Spain, the Ment-Art participants met three times in Sala Sembra (Espacio Geranios) in Madrid on May 29th, June 19th and September 17th, 2025. The goals of the sessions were to continue to strengthen the community, provide opportunities for peer-to-peer learning and also have time to build skills for personal development and general well-being such as journal reflections, mindfulness and movement exercises. We finished each session with networking and informal coffee break so that participants could have time to get to know each other in an informal manner.

1st In-person meeting name: Building the Ment-Art Community

Photos
Video

During the first in-person session, we started with an icebreaker where each member received two questions and were asked to first introduce themselves, their artistic discipline/work and then to pull from the "Question Hat". This was a fun and dynamic way to get to know each other a bit more – first, with a lighter question and the second round with a deeper question.

Main activities:
- Presentation of Ment – Art Community in Spain
- Question Hat Icebreaker
- Collaborative mural highlighting our shared values, expectations and experiences that we bring to the table based on the following questions:
  - What is a value that is very important to you?
  - What is something that you bring to the community?
  - What is something that you hope to receive from the Ment-Art program?
- Sharing of the excel directory of resources and tools for each community member to upload local events, workshops, calls for projects and proposals.
- Q&A regarding Ment-art program and platform

Lessons learned:
- During the first in-person session, it would have been a good idea to set up peer-to-peer accountability partners to ensure active participation and engagement throughout the program.
- Following each in-person session, we encourage participants to follow the course actively and participate in the webinars, but it would have been important to propose some sort of "artistic challenge" together so that they have homework prior to the next in-person meeting.

2nd In-person meeting

<u>Session outline</u>

During our second in-person session, our goal was to continue strengthening the community of female artists, building trust, and fostering collaboration and mutual support.

Main activities
- Icebreaker: "My Artistic Object" Each participant brought an object from home that represents her creative practice (a paintbrush, a photo, a piece of fabric, etc.) and responded to the question: What does this object represent for me?
- Creative Mastermind: "Lighthouse & Fog"
- We split into small groups to create a supportive space where each woman could share areas where she needed clarity, direction, or help. Each group had 30 minutes to discuss the following guiding questions:
  - Where do I feel I need the most support right now in my creative business?
  - Where am I feeling stuck or blocked?

Other group members offered ideas, references, questions, and encouragement—always from a place of non-judgement.

- We closed the session by returning to the larger circle, sharing the main insights from each group, and ending with a collective reading of <u>The Thread</u> by Denise Levertov.

Lessons learned:
- The symbolic-object activity proved especially powerful: many artists brought pieces of their own work (pattern designs, textiles, etc.), allowing us to see firsthand the essence of their creative practice.
- The mastermind activity helped deepen empathy within the group, giving space for the women to articulate the challenges they face daily. It also opened a valuable channel for those with more established practices to share what has worked for them—such as platforms they use to promote their work, tips on navigating tax and administrative issues, and strategies for organizing their creative workflows.

3rd In-person meeting

Photos
Session outline

Our third in-person session focused on mental health and creativity. We sought to create a space for calm and introspection, while also reflecting on the power of tools such as daily mindfulness and meditation practices to sustain our creative work and entrepreneurship endeavours.

Main activities:
- Mindfulness and Movement practice: We started the session with a body check in and some movement exercises, finishing with a reading of the Five Earth touchings by Thich Nhat Han.
- Inspiration: We posted around the room three phrases related to moral leadership found in the book by Jacqueline Novogratz, which include practicing courage, accompanying each other and embracing the beautiful struggle and we posted the quotes around the room. Each participant was invited to slowly move around the room and explore the phrases, highlighting what resonates the most with them.

- Poetry Assembly: After the coffee break, we held a short poetry assembly where we split up into small groups and read out loud three poems that we printed ahead of time related to the artistic process. We came back in a large group and shared 1–2 works that resonated with us the most. We made a decalogue of our favorite words.
- Meditative walk: We slowly walked together to visit a neighborhood mural and finished by sharing our decalogue in front of the mural.

Lessons learned:
- Maybe one of the most valuable lessons is that we often just need time to slow down, sit in silence together, and have time to connect to our inner muse. The stresses of daily life often do not permit these types of spaces and integrating them as regular practices can help boost our creativity.

- Integrating poetry and spoken word into these spaces is a very useful tool for building community and motivating female creatives to "ask the questions" and engage in deeper inner reflection.

In-person activities: OSK

We organized 2 official in-person meetings and one non mandatory, all including hands-on activities and room for spontaneous interaction. Participants were encouraged to propose activities beyond MentArt to support their artistic journey.

1st In-person meeting name: Introduction to MentArt & Building a Community

Participants met to get to know each other, learn the project goals, and begin forming a creative community. A safe space was established through sensory and spontaneous expression using clay.

Learning Goals:
- Establish trust and collaboration
- Understand project aims and methodology
- Encourage creative exchange

Main activities:
- Icebreaker and personal presentations
- Clay modeling: spontaneous creation connected to senses
- Sharing stories through the created clay objects
- Group expectations and goals
- Writing expectations, personal value, and creative dreams on paper; collective reading and grouping
- Exchange of personal contacts based on shared needs/interests

Lessons learned:
- In-person meetings are highly impactful—two would not be enough
- Early team-building fosters openness
- Clear introductions align expectations
- Personal interaction increases motivation

2nd In-person meeting name: Unofficial Gathering

Learning Goal:
- Share something we love crafting

Main Activities:
- Sharing creative experiences

Lesson Learned:
- Unofficial meetings have lower attendance but require similar facilitator effort

3rd In-person meeting name: Planning the Future of the In-Person Community

We organized a picnic, a paired walk to share MentArt experiences, and a small analog film workshop. A WhatsApp group was created to stay connected.

Main Activities:
- Creation of a WhatsApp group
- Analog photography workshop led by a participant
- Walk in pairs to share experiences
- Creating and painting a postcard

Lessons Learned:
- Collaboration enhances creativity
- Diverse perspectives enrich the project
- Participants struggle to meet without facilitator initiative

Spain Residency

The objectives and structure of the training

The Ment-Art Residency, held from October 9–12th, 2025, sought to contribute to a sustainable ecosystem that promotes mental health, artistic expression, and entrepreneurial learning opportunities for women in the arts, crafts, and cultural heritage fields.

Main Activities and methodologies used

- Cultivating Well-being and Mental Health Awareness through morning mindfulness activities thanks to the support of our partners IBRT.
- Fostering Collaborative Creativity, Artistic Exploration & Exchange of Ideas and culture through workshops hosted and prepared by the participants.
- Creative writing and story sharing by creating a safe and supportive space to connect through personal narratives and experiences.
- Boosting knowledge through a workshop on entrepreneurship.
- Co-creating the collaborative online platform for future Ment-Artists.

We used participatory and co-design methods to create the foundation for the program, with each partner offering their input to strengthen the overall proposal. The selection process for the residency was based on the following criteria: interest, availability, motivation, willingness to facilitate a workshop and also level of engagement throughout the rest of the online and in-person program. Participants were invited to share their ideas for creative workshops as part of the selection process and were selected based on time needed and resources available for the materials. The result of this entire process was the following program agenda:

AGENDA

MENT-ART: Project No. KA210-ADU-DD76F44E

4-Day Residency in San Lorenzo de El Escorial,
Madrid, Spain
Hosted by Espacio Geranios
9 – 12 October, 2025

Thursday, October 9th, 2025	
17:30- 18:30	Welcome, Agenda and Goals. Coliving agreements and practical info about San Lorenzo. - Icebreaker - Creative writing + journaling prompts to reflect on throughout the residency
18:45 - 20:30	Walking Tour San Lorenzo de El Escorial. Share with someone on the walk that you haven't met before!
20:30	Welcome Dinner & Entrepreneurship story sharing with local artist at Casa Tenue (@casatenue)

Friday, October 10th, 2025	
9:00- 9:30	Morning Mindfulness & Movement (self care exercises facilitated by the IBRT team).
9:30-9:45	Icebreaker & Intro to Action Plan for Local Community Event & Collaborative Art creation
9:45 - 11:15	**Workshop facilitated by Ment Art participant** - **"Filosín, a creative practice in group"** with Paola Marinelli
11:15 - 11:30	Coffee Break
11:30-13:30	Entrepreneurship Workshop Part 1: Social Business Model Canvas Feedback with Espacio Geranios
13:30 - 15:00	Lunch Break & Networking / Rest
15:00 - 17:00	Entrepreneurship Workshop Part 2 - Social Business Canvas Development with Espacio Geranios
17:00 - 20:00	**Collaborative Art Workshops facilitated by Ment Art participants** - To choose: **"Totems de Dones"** - Honoring women through collage with Isabel Sosa Tortosa
20:00	Dinner

Saturday, October 11th, 2025	
9:30 - 11:30	Nature walk through Abantos with Elba
11:30 - 11:45	Coffee Break
11:45-13:30	**Collaborative Art Workshop facilitated by Ment Art participant -** "**Eco printing textiles with plants**" with Silvia Kranjec or "**Circular Weaving with Wool**" with Flaminia Bisceglia
13:30 - 15:30	Lunch Break & Networking / Rest
15:30 - 19:00	Intro to novelties in Ment-Art platform following residency + Breakout into Teams : 1) Recording of video testimonials of participants 2) Creative writing 3) Prep of local community event
19:00	Local community event - Cultural Exchange Dinner & Exhibit. **Goal:** to share collaborative art pieces created throughout residency + video short of artists involved

Sunday, October 12th, 2025	
9:00-9:30	Morning Mindfulness and Movement facilitated by IBRT Team
9:30 - 10:45	**Collaborative Art Workshop facilitated by Ment Art participant:** "**Alhambra-Inspired Pattern Play & Reflection**" by Ina Georgescu
10:45- 12:00	Closing, Feedback, Certificates and Evaluation

Resources:

- Welcome Presentation
- Entrepreneurship Presentation
- Infopack
- Recap Video
- Testimonial Videos
- Creative Testimonials

Lessons learned:
- Allowing the participants to lead their creative workshops offered the opportunity to showcase their talent and increase their facilitation skill and confidence.
- Fewer expectations: The time was limited and there were a lot of objectives to cover. Participants sought fewer activities and longer pauses to integrate and mentally process what was learned.
- Although we had space for mindfulness-based practices, participants requested more workshops on mental health support and tools.
- Several participants mentioned that they would have benefitted from a longer residency, with more time for exploring the city, cultural visits, especially to significant local monuments, more free time between workshops and mentorship support on concrete business problems they are dealing with.
- While we had a final webinar, participants encouraged us to follow up and continue to promote the selected artists and keep them informed about opportunities in Europe for residencies, exhibitions, collaborations, etc. to keep the community going and promote lasting participation. This is something to take into account for future projects.

The platform after the project

How the platform will evolve after the project

At the end of the Ment-Art project, the platform will transform from a closed e-learning platform for participants only into an open, long-term training space. It will evolve to support continuous learning, networking and collaboration between artists, educators and cultural operators.

The platform will be regularly updated to ensure that the knowledge generated during the project remains accessible.

Opportunities for the community to continue participating

- Continuous networking: Members will be able to continue connecting, sharing projects, informing the group about local events and collaborating internationally.
- Workshops and webinars: Regular online sessions, also developed by participants, will allow them to deepen their skills and explore new topics.
- Discussion forums: Spaces dedicated to dialogue on inclusive communication, creative practices and emerging trends.
- Resource sharing: Users will be able to upload and access templates, guides and tools developed by the Ment-Art community.
- Creative challenges and input: Creative challenges dedicated to collaborative artistic production among participants will be launched periodically.

New functions or initiatives planned

- Interactive learning modules: Additional micro-courses produced by the participants themselves on topics consistent with the core of the project.
- Project showcase: Section dedicated to presenting members' projects and collaborative initiatives.
- Gamification elements: Badges, challenges and awards to stimulate participation and engagement.
- Localisation and multilingual content: To ensure accessibility to a wider international community.
- Collaboration spaces: Tools for co-creating digital and artistic content directly on the platform.

Recommendations

- Maintain active community management to sustain engagement.
- Regularly gather user feedback to adapt features and resources to evolving needs.
- Encourage member-led initiatives to strengthen community belonging and identity.
- Ensure accessibility and inclusivity remain central to all platform updates.
- Collaborate with external organisations to expand opportunities for training, networking, and project sustainability.

Evaluation, conclusions and recommendations

Evaluation, conclusions and recommendations

Survey and data from evaluations

An online 28 Likert-scale questionnaire complemented with detailed open-ended questions was used in order to evaluate the MENT-ART project's impact on the women who participated in the pilot testing.

Link to the questionnaire:
https://docs.google.com/forms/d/e/1FAIpQLScOjOfY8HgvBUpczS24y7YJG_axD2H-7VY53NURjgT0zpzwyg/viewform

Across the board, participants rated the program highly, reporting a general satisfaction with the course organization, speaker clarity, and the overall inspiration derived from the modules presented.

The results indicate that the project successfully helped participants develop existing skills and boost their personal confidence in applying new knowledge to both their professional and everyday routines.

A key achievement noted in the feedback was the project's success in creating a strong, supportive community amongst female artists, a community that fostered connections and potential collaborations.

While generally positive, some suggestions for improvement included some requests for more extensive content on specific business topics such as financial planning and digital marketing techniques.

Overall, the findings suggest the course effectively met the expectations of the majority of the participants.

MENT-ART
supporting women's creative minds

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