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ONLINE CONTENT PLATFORM EXPLOITATION MANUAL

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Table of Contents

Chapter	Page
About the project	3
About the platform	4
Introduction	5
Chapter 1- Target Audience	7
Chapter 2- Technical Tutorial	8
- Section 1. Homepage	8
- Section 2. Registration Process	11
- Section 3. Online Courses	16
- Section 4. Artworks and Artists	21
- Section 5. Uploading Artwork	26
Chapter 3- Benefits	28
Chapter 4- Best Practices	30
Chapter 5- Reaching Stakeholders, policymakers and other relevant parties	32
Conclusion	33

About the DiGiPORT Project

The Covid-19 crisis has severely impacted v, with jobs at risk and revenues declining. While online content platforms have benefited from increased demand for cultural content streaming, this accrued mainly to the largest firms in the industry and not to self-employed artists and professionals. The creative arts market relies heavily on venue-based events cancelled due to the pandemic, making it unlikely that the European art agenda will quickly recover. In addition, CCS professionals have reported a lack of entrepreneurial skills, which has hindered their ability to assimilate into the world of business and get their products/services to market.

There is an opportunity for a significant innovation breakthrough in terms of the deployment of state-of-the-art technologies that allow new forms of digitally mediated, decentralised creative production, engagement with more extensive and broader communities, and a new "experience economy". To capitalise on these opportunities, there is a need to address the digital skills shortages within the sector. The DiGiPORT project aims to equip adult trainers and adult education organisations to support CCS professionals and artists with developing the necessary digital and entrepreneurial skills that allow them to ensure their sustainability and enhance their resilience towards similar challenges and crises. The project also aims to develop and establish a pan-European online platform that will allow CCS professionals and artists to establish their own digital pop-up shops, through which they will be able to promote and disseminate their work and reach out to their target groups.

If you would like to learn more about the project and access its resources visit our website:

<https://digiport-project.eu/>

About the platform

The DiGiPORT project aims to meet the needs of its partnership and target groups by providing free and interactive training and support to **adult trainers, adult education organisations, unemployed and self-employed CCS professionals, and aspiring art entrepreneurs**. By developing a **pan-European online content platform**, the project will help these groups acquire **entrepreneurial and digital competencies** necessary to modify how creative products, cultural goods, and events are created, managed, disseminated, and consumed during and after the Covid-19 crisis. The platform is offered in five languages. English, French, Italian, Greek and Bulgarian. You can reach the DiGiPORT online content platform by clicking <https://digiport-platform.eu/>.

Introduction

Welcome to the DiGiPORT Online Content Platform, a digital space created by the DiGiPORT consortium to support artists in their entrepreneurial journey and showcase works on a platform visible in Europe. The DiGiPORT Online Content Platform provides a user-friendly experience for artists, cultural and creative sector professionals, and adult educators to gain knowledge on entrepreneurship through free online courses, connect with potential clients and collaborators and showcase their talents.

This manual aims to provide a comprehensive overview of the DiGiPORT Online Content Platform and guide the user to fully utilise and take advantage of all the features and functions this platform has to offer. This includes but is not limited to registration, uploading artwork, and accessing online courses. Whether you are an aspiring artist, an established artist looking to expand your reach, or a cultural and creative sector professional eager to acquire a new and accessible tool along with the necessary knowledge to support entrepreneurial and digital skills development, this manual will assist you in fully exploiting the potential of the DiGiPORT Online Content Platform.

The manual is divided into several chapters, each explaining in detail the exploitation value of the platform along with its features and functions. **Chapter 1** explains the platform's target audience and how they might benefit from using it. **Chapter 2** encapsulates the platform's technical details, design, and functionalities. It is further divided into five sections. Section 1 will provide an overview of the DiGiPORT consortium's values and mission. Section 2 will guide you through the registration process and explain the steps to create your artist or mentor account. Section 3 will describe the online courses available on the platform and how to access them. Section 4 will explain how to navigate the artist and artwork sections of the platform to discover and connect with other artists and their work. Section 5 will provide instructions on uploading your artwork, including information on providing detailed descriptions, adding images, and connecting your social media accounts. **Chapter 3** highlights the key benefits of using the platform. **Chapter 4** offers tips and best practices for using the platform effectively. **Chapter 5** provides information on how to correctly promote the platform by reaching stakeholders, policymakers, and other relevant parties in the cultural and creative sectors.

This manual aims to guide the users in maximising their experience on the platform in order to achieve their entrepreneurial goals in the cultural and creative sectors. It is offered in the five languages of the consortium. English, French, Italian, Greek and Bulgarian. We hope it will be a helpful resource in your journey on the DiGiPORT Online Content Platform. Let's get started!

Chapter 1- Target Audience

The DiGiPORT Online Content Platform is designed to cater to the needs of **two main target groups** in the cultural and creative sectors (CCS). **Adult trainers, and adult education organisations**, are the first. **Unemployed or self-employed CCS professionals and aspiring entrepreneurs** are the second.

As an **adult trainer or an adult education organisation** dealing with the support and training of CCS professionals and artists, you might be looking for new and innovative tools to help your students acquire entrepreneurial and digital skills. The DiGiPORT platform offers a range of online courses that can provide the necessary knowledge and skills to support your trainees' professional development. The courses cover topics such as digital marketing, copyright, resource mobilisation, planning and management, among others. By using the DiGiPORT platform, you can enhance your training arsenal and better support CCS professionals and artists in their journey towards entrepreneurial excellence.

For **CCS professionals and aspiring art entrepreneurs**, the Covid-19 crisis has created additional difficulties in a notorious economically challenging sector. Many have been exposed to the risk of exclusion from the job market or have had to face financial difficulties due to the pandemic. The DiGiPORT platform offers a solution for these challenges by providing a digital space where CCS professionals and aspiring art entrepreneurs can showcase their talents, connect with potential clients and collaborators, and gain knowledge on entrepreneurship through online courses. Using the DiGiPORT platform, you can expand your reach and overcome obstacles hindering your professional growth.

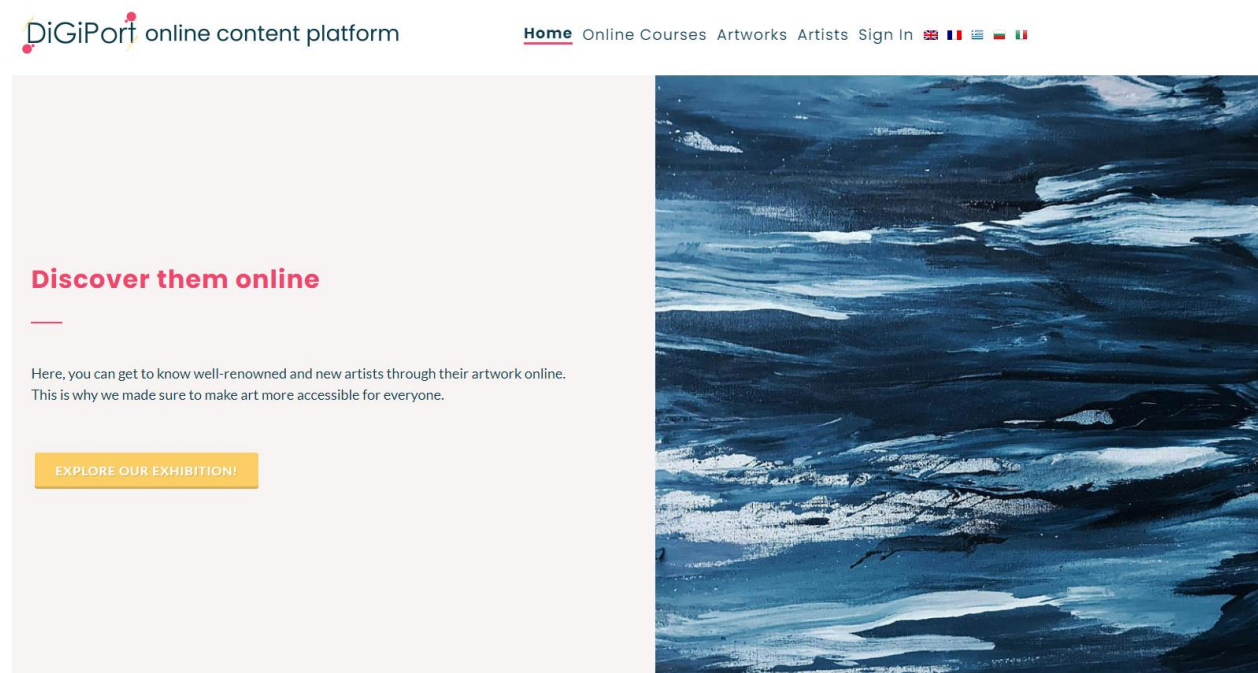
Chapter 2- Technical Tutorial

Welcome to the DiGiPORT Online Content Platform's technical tutorial! This guide is designed to help you make the most of the platform's features and functionalities. The platform is simple, minimalistic and aims to make art accessible to everyone. Here is a step-by-step guide on using the website's different features.

Section 1. Homepage

First and foremost, to access the platform, you need to type in your internet browser's URL and the link of the platform. The link can be found here: <https://digiport-platform.eu/>

The homepage is the first page you will see when you visit the platform.



Here, you will find the mission and values of the DiGiPORT consortium.

OUR MISSION

The DiGiPort consortium believes that everyone deserves to enjoy art from their comfort zone. But even more, we believe that artists must feel free to showcase their talents with no limits. This is why we developed the "DiGiPort Online Content Platform" where artists can grasp the opportunity to receive proper education related to entrepreneurship through our Online Courses, and become better entrepreneurs.

Of course, the platform would not be complete unless we provide the chance to every artist to disseminate their work all over the world with no limits. Therefore, we developed this website where artists can become better entrepreneurs and where everyone else can find unique artwork only for their eyes.

FIND OUT MORE ABOUT
THE DIGIPORT PROJECT

OUR VALUES



Trust &
Transparency



Safety &
Accessibility



Innovation &
Creativity

You will also see the team behind the project, briefly describing their educational background and experience.

OUR TEAM

Menelaos Lampis

CIP

Sociologist & Researcher

Menelaos has obtained a Bachelor's Degree in Sociology from the University of Cyprus and a Master's Degree in Global Studies with a major in Sociology from Lund University in Sweden. His interests within the field of studies focus on Social and Political Structures, Social Research, Global Crises and European Affairs. Menelaos loves travelling and exploring new cultures, wild nature and gardening, and photography and contemporary art. Graphic and Digital Designing lie among other skills.

George Trimithiotis

CIP

IT Expert

George holds a BSc in Computer Science from Frederick University (Cyprus) and a Master's degree in Web and Smart Systems from Frederick University (Cyprus). During his studies, he collaborated with The Cyprus University of Technology. He can work with ease in programming languages like C, C#, Java, PHP, HTML/HTML5, Javascript, MySQL, MSSQL, Android and Arduino platforms. Now he is focusing on Android as these are some of the new growing technologies.

Yiannis Tsoutsas

Innovation Hive

Project & Networking Manager

Yiannis holds a Bachelor degree in Primary Education from the University of Ioannina and a MA in Educational Leadership and Management from the University of Nicosia. His main research interests are focusing on studies regarding new innovative educational methods, education in minorities and vulnerable groups for social inclusion and education through cultural activities for social cohesion. Within the last years, he has worked with immigrants and refugees, focusing on training and integration as well as in the cultural and creative sector. Until today, he has been involved in the implementation and design of several EU projects in the fields of social innovation and inclusion, digitalisation and education

Section 2. Registration Process

To fully exploit the platform as a CCS professional/ artist or adult educator, you must create an artist or mentor account.

To create an account, click on the Sign In tab on the top right part of your screen. Then click on CREATE ACCOUNT, located under the sign-in options.

DiGiPort online content platform

Home Online Courses Artworks Artists Sign In

I am an artist

EMAIL:

PASSWORD:

SIGN IN Forgot Password?

I am an mentor

EMAIL:

PASSWORD:

SIGN IN Forgot Password?

**Are you new here?
CREATE ACCOUNT**

Fill in your personal data on the new window that opens, just like in any other social media platform. You will be presented with the opportunity to upload your photograph and fill in your basic information, such as username, first name, last name, email address, phone number, and country.

Basic information

UPLOAD YOUR PHOTO ...

Photos should be at least 300px x 300px

Choose File No file chosen

USERNAME:


FIRST NAME:

LAST NAME:

EMAIL:

PHONE NUMBER:

Furthermore, you are encouraged to connect your social media accounts to the platform, ensuring higher visibility, traffic and, as mentioned in the Artworks section, a way for potential customers and interested parties to communicate with them.

DiGiPort online content platform [Home](#) [Online Courses](#) [Artworks](#) [Artists](#) [Sign In](#) 


COUNTRY: *

PROFESSION: *

PASSWORD: *

WRITE SOMETHING ABOUT YOURSELF: *

Connect your social media accounts

FACEBOOK: f **INSTAGRAM:** @ **PINTEREST:** @ **TWITTER:**  **TIKTOK:** **LINKEDIN:** in

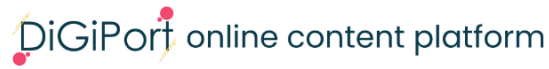
REGISTER

After creating an account and signing in, the Sign in tab changes into a drop-down menu with the tabs “My Account”, “Artwork”, “Delete Account”, “Forum”, and “Logout”.

[Home](#) [Online Courses](#) [Artworks](#) [Artists](#) [Hello, Aristophanes](#)     

- My Account
- Delete Account
- Artwork
- Forum
- Logout

The “My Account” tab of the drop-down menu features all the basic information the artist provided when creating their account and is the section wherein the artist can constantly update their personal data.



[Home](#) [Online Courses](#) [Artworks](#) [Artists](#) [Hello,](#)



UPLOAD YOUR PHOTO ...

Photos should be at least 300px x 300px

Choose File No file chosen

USERNAME:

Username

FIRST NAME:

Artists

LAST NAME:

Artists

The “Delete Account” option in the drop-down menu allows users to delete their accounts.

The “Forum” tab of the drop-down menu allows users to contact mentors, other artists, and CCS professionals from all over Europe. The user can utilise the “Forum” feature of the platform to share thoughts and comments or ask questions about anything related to the platform and the courses.

Ask a question

QUESTION:

Submit

#	Question
1	Aristophanes Aristophanous

Section 3. Online Courses

Under the Online Courses tab, you will find fourteen (14) modules that the consortium of the project has developed.



Module 1: Spotting opportunities

Learning Outcomes:

- To understand and be able to boost your imagination by using specific techniques.
- To understand how to train creativity!
- To learn different tools and methods for defining problems, generating ideas, and creating value towards specific needs of people, society, and environment – locally or globally.
- To understand the importance of networking, create and maintain professional contacts.

Module 2: Valuing ideas

Learning Outcomes:

- To understand the modern concepts of assessment and prediction of what value ideas could have in terms of different perspectives, like social, cultural, economic, etc.
- To apply different methods and techniques for the assessment of ideas.
- To understand the role of the assessor and be able to overcome the traps and difficulties in the process of evaluation ideas.
- To re-evaluate the importance and being able to apply own creativity, personal, and professional values towards the new ideas one would



These courses are designed to help artists become better entrepreneurs.



Module 3: Self-awareness & self-efficacy

Learning Outcomes:

- To understand the meaning of self-awareness and self-efficacy and why they are important to develop in your personal and professional life.
- To learn how to develop the confidence and skills needed to endure times of uncertainty and not give in to the fear of the unknown.
- To reflect on your short and long-term needs and work on achieving those by implementing efficient goal-attaining efforts.
- To get familiar with the practices and tools that can help you develop yourself to become more self-aware and efficient in your every-day work life.

Module 4: Resource Mobilisation for Entrepreneurs

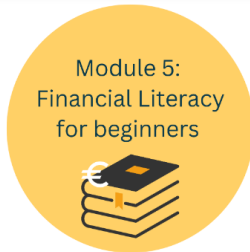
Learning Outcomes:

- To define resource and resource mobilisation and how it is related to entrepreneurship.
- To understand the importance of resource mobilization towards maintaining sustainability.
- To be able to develop an Action Plan for Resource Mobilization.
- To find out how entrepreneurs can map out the strategies to mobilise the resources they need and eventually generating good values towards the environment.



Module 5: Financial Literacy for Beginners

The modules cover a range of topics, including spotting opportunities; valuing ideas, self-awareness and self-efficacy; mobilising resources; financial and economic literacy; planning and management; coping with uncertainty, ambiguity, and risk; evaluating data, information, and digital content (information and data literacy), digital marketing, collaborating through digital technologies, managing digital identity, developing digital content, copyrights and licenses, and protecting personal data and privacy.



Module 5: Financial Literacy for Beginners

Learning Outcomes:

- To understand the meaning of financial literacy and how it impacts our daily life.
- To find out about how financial institutions work and the services they offer.
- To recognise the 5 different components of financial literacy.
- To develop a strategy for setting financial goals to improve towards better financial management.
- To be aware on the importance of being financially literate individual

Module 6: Planning and Management

Learning Outcomes:

- To learn about the key elements of good management (tools, techniques).
- To find out how to create an effective action plan for your business.
- To learn how to identify and resolve all key aspects of your business.
- To enhance knowledge and skills on planning and executing.



Module 7: Coping with uncertainty, ambiguity and risk

Each module is designed to be self-paced and includes multimedia content, such as videos, slides, and interactive quizzes.



The screenshot shows a slide from an interactive presentation titled "Entrepreneurial Creativity". The slide is divided into several sections:

- Entrepreneurial Creativity** (Title)
- DiGiPort** (Logo)
- Creativity includes:**
 - Divergent thinking (a traditional measure of creativity)!
 - Ideation!
 - Innovation!
 - Imagination!
 - Spotting opportunities!
 - Usage of ideas and tools in unusual ways!
 - Understanding people and their needs!
 - Spotting problems that need solutions!
- Creativity is boosted by:**
 - Personal factors and motivation!
 - **Mental & physical health!**
 - **Neuro plasticity of the brain** (or how trained your brain is to use all its centres simultaneously)!
 - Mastery of a particular domain!
 - Autonomy and nonconformism!
 - Curiosity, problem seeking, and ability to pose unique questions!
 - Interacting with other people!
 - External factors of the environment!
- Do you know...**
 - ... that the concept of creativity as we understand it today wasn't popular until midway through the last century?
 - And creativity was deemed to "discoveries only."
 - One of the fullest theory of creativity was offered by Teresa Amabile, a Professor at Harvard Business School, in 1983.
- Watch a short video about the Theory of Creativity of T. Amabile (12 min)** (with a play button icon)
- Co-funded by the Erasmus+ Programme of the European Union** (with the European Union flag logo)

At the bottom of the slide, there is a navigation bar with the text "SLIDE 11 OF 33" and navigation arrows.

➤ Example of an Interactive Presentation

While all the modules are freely accessible to the visitors of the platform, the quizzes are a feature available only to those who are signed in with their account.

Once the user has covered one of the modules, they may test the knowledge acquired by completing the quiz at the bottom of the page. The questions are multiple-choice. The user will know if they answer correctly, as the text will turn either green (for correct answers), or red (for wrong answers).

Quizzes

1. The skills of tomorrow, according the WCF, include 4 major areas of skills – problem solving, self-management, working with people, technology and development:

True ✓
 False

2. Creativity, originality, ideation, networking and social influence are part of:

Self-management
 Working with people
 Problem solving ✓
 Technology and development

3. Spotting new opportunities depends on:

Mastery of a particular domain & personal motivation.
 Networking with other professionals
 Both ✓

4. Creativity, originality, ideation, networking and social influence are part of:

Defining possible problems and needs of a group of people and offering specific solutions to these problems
 Assessment of new products/solutions
 Both ✓
 None of the above

5. Mind mapping techniques is useful for illustration of projects, ideas, processes, plans, etc.:

True ✓
 False

Table of Contents

- 1. Introduction
- 2. Learning outcomes
- 3. Theory
- 4. Examples/Good Practices
- 5. Quiz
- 6. References

POWERPOINT





DOWNLOAD PDF


REFERENCES

➤ Example of a Comprehension Quiz





Section 4. Artworks and Artists

Under the Artworks tab, you will find images of the artwork uploaded by each artist.

DiGiPort online content platform Home Online Courses Artworks Artists Sign In    



TECHNIQUE CATEGORY STYLE COLOUR

 <p>56 cm x 29 cm Interior Design</p>	 <p>33 cm x 42 cm Dancing woman in black</p>	 <p>20 cm x 20 cm Barelef "Self-portrait" and "People's Anatomy"</p>	 <p>50 cm x 70 cm "Mess"</p>
------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------

You can use filters to search for specific artwork based on techniques, thematic categories, styles, and colours.

You will be redirected to the artwork's page when you click on one of the images. The artwork's page consists of a prominent picture of the available-for-sale artefact or object on the left side of the screen, while on the right side of the screen, the title/name of the artefact is demonstrated, the artist's name and their social media.

DiGiPort online content platform

[Home](#) [Online Courses](#) [Artworks](#) [Artists](#) Hello, Aristophanes    



Παραδοσιακά κεραμικά της Λαπήθου

Pambos Aristofanous

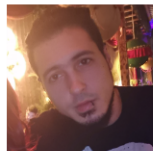
[Contact the artist](#)

Follow the artist on social media



The platform will not be used as a place where buyers can buy an artefact or artwork directly from it. Therefore, the "Contact the artist" button exists. By clicking on it, you will be directed to the artist's profile within the platform, where you can find the artist's social media and possible ways to contact him/her/them. Any interested buyers can arrange their transactions directly with the artists.

By scrolling down the artworks page, you will find more information about the artist and relevant information about the art piece, such as the technique used by the artist, its dimensions in the metric system, the category it belongs to and the style.



Vasilis Diagoupis

Artist

[Contact the artist](#)

ABOUT THE ARTIST

To be completed later on

ABOUT THIS ARTWOK

Oil color on canvas Break free from your inner brain prison. We are all free.

Technique: Painting


Dimensions: 75 x 120

Categories: Abstract

Colours: Blue

Styles: Oil

Under the Artists tab, various artists are featured in a loop based on who uploaded the latest artworks.

 online content platform

Home Online Courses Artworks Artists Hello, Aristophanes    



Featured Artists



Georgios Trimithiotis



Menelaos Lambis



Fenia Kalantzi



Aristophanes
Aristophanous



Silene Theobald



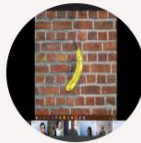
Irene Mosaikou



Irene Mosaikou



Fenia Kalantzi



Fenia Kalantzi



Michalis Koushapas



Alterro Johnathan



Maria Aristofanous

When you click on an artist's photograph/profile picture, you will be redirected to his/her/their profile, where you can find the artist's name, profession, and location. Within the artist's profile, you can find descriptions of the artist, their artworks, and their social media for you to contact them. See the picture below as an example:

DiGiPort online content platform

[Home](#) [Online Courses](#) [Artworks](#) [Artists](#) [Hello, Aristophanes](#)    



Maria Aristofanous

Art Teacher | Cyprus

About the artist

It's not about the result, but the process

Available artworks



The agony of falling



Tired woman



Marriage



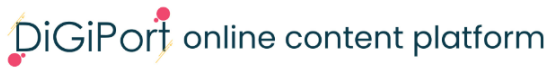
abstract composition

Follow the artist on Social Media



Section 5. Uploading Artwork

In the “Artwork” tab of the drop-down menu, artists can upload images of their work and include all the relevant information they want to share. The platform allows the artists to feature the name of their art piece, its dimensions, thematic category, style, technique, prevailing colours, and a description. Artists are encouraged to fill in all the categories available in this tab, to make their work easily identifiable to the platform's visitors.



[Home](#) [Online Courses](#) [Artworks](#) [Artists](#) [Hello,](#)

Details

UPLOAD NEW ARTWORK *

Choose File No file chosen

TITLE: *

Max 50 characters

HEIGHT:

in cm

WIDTH:

in cm

SELECT CATEGORY: *

Select a category

SELECT STYLES: *

SELECT COLOURS: *

TECHNIQUE: *

WRITE A DESCRIPTION ABOUT THE ARTWORK: *

BY TICKING, YOU ARE CONFIRMING THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO TERMS AND CONDITIONS: *

Chapter 3- Benefits

The DiGiPORT Online Content Platform offers numerous benefits for artists, cultural and creative sector professionals, and adult educators. This chapter will highlight some of the key benefits of using the platform.

1. **Reach a wider audience:** The Platform allows artists to showcase their work to a global audience. This means that artists can reach potential clients and collaborators worldwide, increasing their exposure and potentially leading to new opportunities.
2. **Generate income:** Even though the platform is not designed to sell products online directly, artists are able to attract potential buyers by displaying their work and providing a price value. Interested parties can contact the artists directly by clicking on the "Contact the artist" option next to the art piece that interests them. This feature allows artists to monetise their work by selling their creations directly to interested buyers.
3. **Professional promotion of work:** The Platform provides a professional and user-friendly environment for artists to promote their work. This includes the ability to upload high-quality images and descriptions of their artwork, as well as providing links to their social media accounts and websites.
4. **Access to online courses:** The platform offers various online courses to enhance entrepreneurial and digital skills. These courses provide valuable knowledge and support for artists looking to grow their careers.
5. **Networking opportunities:** The platform allows artists to connect with other artists and cultural and creative sector professionals. This can lead to collaborations, new business partnerships, and other opportunities for growth.
6. **Eye-opening collaborations:** The Platform is not limited by geographic boundaries, meaning that artists can collaborate with others from different countries and cultures. This provides an opportunity to gain new perspectives and insights into different art forms and inspiring ideas. Exposure to numerous artworks, divergent art forms and practices can provide further artistic development.

The benefits of using the DiGiPORT Online Content Platform are many, and offer a range of opportunities for artists, cultural and creative sector professionals, and adult educators. Whether it is the ability to reach a wider audience, attract buyers, access online courses, or network with other professionals, the platform provides a valuable resource for those looking to enhance their skills and grow their careers in the cultural and creative sectors.

Chapter 4- Best Practices

To get the most out of the DiGiPORT Online Content Platform, it is vital to use it effectively. The platform is just a tool; you can only extract its maximum exploitation potential by properly utilising it. This chapter discusses some tips and best practices to achieve that.

1. **Create high-quality images:** Even the best artist in the world cannot gain recognition if his work is not shown correctly. You must capture high-quality pictures of your artwork to show professionalism and attract the eye of potential customers. Low-definition images will not do justice to your talent and will only create a poor impression on you. Ensure your pictures are clear, well-lit, and accurately represent your product. It is ideal if the images you upload exceed 300 PPI (pixels per inch) or 300 DPI (dots per inch).
2. **Write clear and compelling descriptions:** The descriptions of your art pieces should be informative and engaging. Don't include only the information that is required by the platform, but make sure to give details about your artwork's unique features, techniques and meaning. It greatly helps if your language conveys your passion for your work and artistic perspective. Be careful, though. You don't want to tire your audience by overdoing it. Keeping your description below 250 words is ideal.
3. **Keep your account up to date:** Regularly updating your account with your newest creations will help the visitors of the platform to remain engaged and interested in your work. In addition, the platform will feature your work in the artworks section more frequently as it shows the art piece that was last uploaded and then loops around to show the rest.
4. **Engage with the community:** Engaging with the people using the platform by using the "Contact the artist" option and regularly answering the people who contact you can help you build relationships and expand your network.
5. **Promote the platform:** Use social media to promote the DiGiPORT platform. Spread the word on its features and content and highlight your own participation. Help the platform to gain momentum and find yourself getting much more recognition and your work much greater visibility. A more detailed analysis of this best practice can be found in the following chapter.

By following these best practices, you can effectively use the DiGiPORT platform to showcase your talents and reach a wider audience.

Chapter 5- Reaching Stakeholders, policymakers and other relevant parties

The DiGiPORT Online Content Platform was created to offer artists the opportunity to disseminate their work in a professional manner and a tool to increase their chances of economic success even during global crises, such as the Covid-19 pandemic. To thoroughly exploit the platform's capacity, **it is paramount to actively engage with stakeholders, policymakers, and other relevant parties in the cultural and creative sectors and promote its usage.** By doing so, the platform can be better utilised, attract more users, and multiply its positive outcomes.

The first step in reaching out to stakeholders and policymakers is to identify who they are and what their needs are. Conduct research, identify which organisations and individuals will most benefit from the platform, and tailor your outreach efforts accordingly. Such parties may include local or government officials, cultural institutions, and media outlets.

When promoting the platform, it is vital to have a clear and compelling message that highlights its key benefits and unique features. Focus on how the platform can support entrepreneurship and digital skills development and how it can help artists improve their viability and resilience. Make sure to use language that resonates with your target audience and emphasize the value of the platform.

Social media and other marketing channels can be powerful tools for promoting the platform. Consider creating a social media campaign that highlights the platform's key features and beneficial characteristics. Consider partnering up with associates, colleagues, or other interested agencies to co-promote the platform. A smart way of doing that is to reach out to social influencers in the cultural and creative sectors in your region. Getting them on board will massively benefit your outreach audience. Getting the word out is key!

Conclusion

Congratulations on reaching the end of this exploitation manual for the DiGiPORT Online Content Platform. We hope that this guide has provided you with everything you need to take advantage of this platform to the fullest.

We firmly believe that this platform offers an innovative approach to addressing the needs of the described target groups. The DiGiPORT platform provides a new, handy tool for adult educators and adult education organisations to better support CCS professionals and artists. As for the artists themselves, using all the functionalities the platform has to offer will leave them better equipped with essential digital and entrepreneurial skills to capitalise on the opportunities and innovations arising in the cultural and creative sectors. Furthermore, they can improve their operational and financial sustainability and gain personal development and independence.

We encourage you to use the tips and best practices outlined in this guide to make the most of the platform and to share it with other stakeholders, policymakers, and cultural organisations. By doing so, you can be part of the platform's success and contribute to the flourishing of the European cultural and creative world.