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## Empowering Creative Entrepreneurs: Free Masterclasses on Arts & Wellbeing

The Northern Dimension Partnership on Culture (NDPC) invites artists, creative professionals, and small businesses in the arts and wellbeing sectors to participate in free masterclasses as part of the AWAKE project. These sessions focus on developing entrepreneurial skills and sustainable practices for artists and entrepreneurs.

Deadline for registrations: Varies per masterclass

Event Dates: November 21, 2024 – January 29, 2025

Organizer: [NDPC](#) in collaboration with [Lapinlahden Lähde](#), [Centrul Cultural Clujean](#), and [Pôle Culture](#) & Santé en Nouvelle-Aquitaine

Who is it for: Artists, creative professionals, and small businesses in the arts and wellbeing sectors

Register [here](#) for each class.

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#### About the AWAKE Masterclasses

The AWAKE project, supported by the Creative Europe program, explores the intersection of arts and wellbeing through a business lens. The masterclasses provide training on topics such as sustainable business models, value co-creation, and social impact assessment. Participants will gain practical tools and insights to enhance their professional journey while fostering collaboration across the arts and wellbeing sectors.

## Upcoming Masterclasses

- December 12, 2024

Measuring the Social Impact of Arts and Wellbeing Projects (Online, French): Learn to evaluate the social impact of cultural and health initiatives.

- December 12, 2024

Running Your Business, Marketing, and Licensing as an Arts & Wellbeing Entrepreneur (On-site, Helsinki, English & Finnish): Explore customer engagement and business models in the arts and wellbeing sectors.

- January 23, 2025

Sustainable Business Models for the Arts and Wellbeing Sector (Online, English): Discover sustainable business practices and value creation strategies.

- January 29, 2025

Unlocking the Power of Value Co-Creation in Arts and Wellbeing Businesses (Online, English): Dive into collaboration strategies and storytelling in creative businesses.

## How to Register

Visit the individual registration links provided for each masterclass. Participation is free, but slots are limited.

For further information, visit the [AWAKE project page](#).

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