



**EMPACT CSR SEMINARS & WORKSHOPS**

# **Arts, CSR & Entrepreneurship**

**FOCUS ON  
CLAY & POTTERY**

**P R O G R A M M E**

**17th November, 1st & 2nd December 2023**



**Cyprus  
University of  
Technology**



**Co-funded by the  
Creative Europe Programme  
of the European Union**





# ABOUT THE EVENT

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The seminar aims to explore the theoretical discourses and the sustainable practices in the framework of Art and Corporate Social Responsibility. Particularly, the artists and the cultural professionals will be provided with the necessary tools, in order to effectively connect their work to corporate initiatives. The workshop addresses the necessity for artists and cultural workers to become themselves empathic and resilient individuals in order to deal with the post-pandemic social and economic crisis. It focuses on the training of artists/cultural professionals in initiating sustainability-oriented creative proposals addressed to companies' CSR activities. It moreover aims to open a window for connecting artists with arts market, by focusing on pottery as an art exemplifying the intersection of arts and entrepreneurship. It focuses on training artists / cultural professionals in the implementation of creative sustainability-oriented proposals addressed to companies' Corporate Social Responsibility activities. In addition, it aims to open a window to connect artists with the arts market, focusing on ceramics as an art that exemplifies the intersection of arts and crafts. The combination of artistic expression and entrepreneurship shows how the world of arts can serve as a platform for entrepreneurial endeavors, where innovation and passion lead to both artistic projects and thriving micro-enterprises. Through this connection, artists strengthen their resilience as they navigate market challenges, adapt to changing trends, and continue to create.



# KEY ISSUES

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Key issues of the seminar are the coaching of artists' professional management in terms of branding and funding, the connection of art practices with corporate initiatives and the application of Sustainability in this context. The workshops are going to initiate a dialogue about:

- What is CSR?
- How is CSR relevant to the arts and culture sector?
- Why companies should invest in society? Why culture is so important in it?
- In which ways artists and companies can collaborate and contribute to a sustainable future?

The Arts, CSR and Entrepreneurship: Focus on Clay & Pottery seminar will include one online session, one city session and one rural session (Vouni village), as well as artistic workshops and a gallery walk in Limassol.

Particularly, the ceramics and pottery workshop will take place in Vouni village, in collaboration with REVITA project.

During the workshop, the participants will learn different techniques on how to turn clay into artistic, useable or decorative objects.

# EVENT DETAILS

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DATES: 17/11, 01/12, 02/12

LOCATIONS:

CUTing Edge Venue,  
Limassol city walk,  
Vouni Village (Elementary School of Vouni) &  
online (<https://bit.ly/3QRxCAM>).

# TO RESERVE YOUR PLACE

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Please fill in the short registration form here: <https://forms.gle/E8nCRsCRyAg1b7Pa8>  
(open with Chrome web browser)

# AGENDA

DAY 1

17/11

## CUTING EDGE VENUE

09:00 - 10:00

### CSR CYPRUS: TARGETING SUSTAINABILITY

Popi Psaliou, George Savva, Members of the Board of Directors, CSR Cyprus

10:00 - 13:00

### HOW TO BECOME A SUCCESSFUL ARTIST ENTREPRENEUR: KEY BUSINESS AND MARKETING INSIGHTS

Celia Hadjichristodoulou, PhD

Founder and Managing Director GrantXpert Consulting Ltd

13:00 - 15:00

LUNCH BREAK

15:00 - 16:00

### HYBRID TALK (ONLINE+CUTING EDGE) [HTTPS://BIT.LY/3QRXCAM](https://bit.ly/3QRXCAM)

### ENVIRONMENTAL ARTS ENTREPRENEURS IN REMOTE AREAS: CHALLENGES AND TRENDS

Prof. Dr. Lidia Varbanoba, Program Director, MA in Management of Performing Arts and Industry, National Academy of Theatre and Film Arts "Kr.Sarafov", Bulgaria

## CITY SESSION

16:00 - 18:00

### VISITS TO CERAMIC WORKSHOPS IN LIMASSOL

Michaella Karagiorgi, artist

Ioannis Nestoras, artist

END OF DAY 1



## DAY 2

01/12

RURAL SESSION VOUNI VILLAGE (ELEMENTARY SCHOOL OF VOUNI)

10:00 - 11:00

ARTIST TALK: CERAMICS IN THE CROSSROAD OF ART AND ENTREPRENEURSHIP

Ioanna Hatzipanigiri, artist (in coll. with REVITA project)

11:00 - 12:00

ARTIST TALK: THE VESSEL AS A VITAL ORGAN: VIEWS ON EVERYDAY OBJECTS THROUGH EMPATHETIC ART PRACTICES

Irene Zinonos, artist

12:00 - 17:00

ALL DAY CERAMICS WORKSHOP

END OF DAY 2



## DAY 3

02/12

10:00 - 15:00

ALL DAY CERAMICS WORKSHOP

Ioanna Hatzipanigiri (in coll. with REVITA project)  
Irene Zinonos, artist

END OF DAY 3





## END OF PROGRAMME

### Disclaimer

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*