DIGI*Kommune*

Introduction

DigiKommune aims to empower the target audience of female creatives to take their work online by developing the hard and soft skills needed for virtualisation through personalised learning and knowledge exchange. Central to this project is sustaining businesses by facilitating commercialisation, routes to market, and digital performance.

The project was designed in response to the unprecedented business disruption across Europe due to the Covid-19 pandemic, especially within the creative industry; many creative and artistic enterprises are sole traders or small businesses, and the digital skills required to take a business online in a short period of time has caused financial hardship and put livelihoods at risk.

The piloting consisted of a 2-day training programme addressing:
Day 1 – digital marketing, multimedia development tools, hosting online events
Day 2- Social media, digital networking

Check out how it went!

United Kingdom - Inova Consultancy

Participants - 11
There were people from various backgrounds, including: fine arts, photography, performing arts, publishing and sculpting.

Impact of the training
"Inspiring and engaging and good to be in a 'live' training situation meeting other creative women and hearing about a myriad of scenarios and solutions and common problems."
"Definitely useful to creatives."
"It was helpful to understand how some platforms work. Made me more confident to try something more for myself. Thanks."

What had the participants learnt in their own words...
"How to use LinkedIn and the importance of my profile on all social media platforms."
"Podcast stuff, LinkedIn, email strategies, storytelling. It has all been very useful."
"Digital tips."
"To feel more confident, to express my creative work and to go for it."
"Don't wait to be perfect, give it a go and try different things."

The Netherlands - Inova Aspire

Participants-23
There were people from various backgrounds, including: biomimicry based textiles, painting, fashion, baking, art teachers

Impact of the training
An overwhelming majority would recommend this programme
"Perfect for small business owner and starters so they gain perspective"

"I liked the dialogue that generates. Very focused on my needs!"
"Very inspiring to find out your next steps. Also very helpful, dynamic and interesting

What the participants learnt in their own words...
"Self confidence given through detailed information and tips"
"Learn a few ways of retaining sales and generating new customers and build a relevant network."
"Better use of social media and networking for business and how to make connections"
"Target SMART goals"
"Believe in yourself"
"To find your channel of communication and how storytelling and connections are important"

Poland - ARTeria

Participants- 11
The first day of training had 11 participants and the second had 10.
There were representatives of different artistic fields: a writer of children's books, a computer graphic designer, and representatives of handicrafts and visual arts.

Impact of the training
The pilot workshop was praised by the attendees with great enthusiasm.
"Great material, I finally sorted out my issues with social media activity"
"Very well chosen training topics, extremely necessary in these digital times"
"It's super that this training is for women in the arts. I have been looking for something like this for a long time"
"In a simple and clear way the workshop showed me difficult topics about digital media activities"

What the participants learnt in their own words...
"Up until now I didn't do very well with marketing, especially online. Now I know a lot more about how to do it."
"I had been thinking about running my own podcast channel for a while, I didn't really know how to go about it, the training showed me step by step how to do it in a clear manner."
"I've learnt to get better at making short videos and posting them on my channel on Instagram. It's not as difficult as I thought it would be."
"In the pandemic I was thinking about organising my shows online. I didn't know how to do it. At this training I learnt how to do it."

Italy

Participants- 19

The first day had 19 attendees and the second had 17.
The majority of participants were Apulian artists (14 participants) although there were also artists from Basilicata. Additionally, most of the participants were young (11 participants were 18-25 years old).
8 participants came from the visual arts field: graphic designers,
Illustrators, and photographers, and 5 were from the performing arts sector.

Impact of the Training in Italy
The programme and the facilitators received high praise from the participants, who also expressed a desire to have more time for working on personal digital projects over time.

What the participants said in their own words...
"I found that the training programme was adapted for the needs of the artists who are not yet comfortable with digital marketing tools."
"There aren't any other training programmes about digital marketing designed specifically for women artists."
"The training programme provides helpful tools to improve your online activity. I found it challenging and inclusive. I have appreciated the possibility of networking."
"The women artists need to be involved in this kind of training programmes."
"I became aware of aspects that often are undervalued, furthermore the trainers and the atmosphere were friendly and inspiring."
"This is not only a training programme useful and in-tune with the times, but it also allowed me to know new artistic realities and colleagues."

What the participants learnt in their own words...
"How to better use Instagram and email marketing."
"The importance of the correct use of online platforms."
"I learnt that using a strategy and keeping in mind goals and targeting online communication is simple."
"I learnt how to correctly use tags and hashtags. How to better understand the target. I got to know new digital tools and digital platforms for women."
"I learned how to set concrete goals, structure a method of communication, and grow social media profiles."
"How to set a different communication strategy for each channel."

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