


Curriculum  
Sum-up

# HAND BOOK



This Handbook has been prepared as part of project "Artists Influence – Support the co-creation, circulation, and promotion of sustainability and climate change in Europe" – E-ART (2023-1-SE01-KA220-VET-000155330) and by the following authors:

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# Index

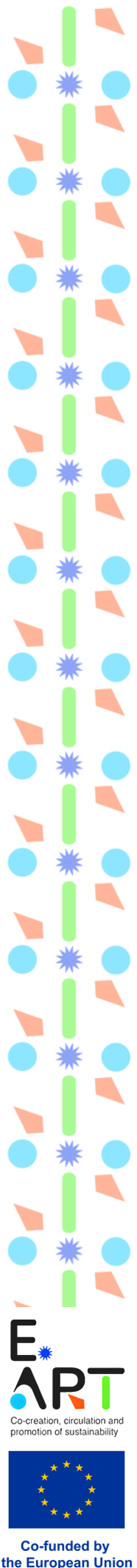
The Sustainable Curriculum aims to promote awareness and understanding of sustainability issues through artistic expression. It seeks to help students comprehend the impact of their actions on the environment and encourages them to develop creative solutions that support environmental sustainability. The curriculum emphasizes the use of eco-friendly materials and techniques in art-making, which helps reduce waste and environmental impact. It also promotes collaboration and community engagement by encouraging professionals to work together on projects that support environmental sustainability, such as creating art installations that raise awareness of local environmental issues. Additionally, the curriculum aims to develop critical thinking skills among art professionals, enabling them to think critically about environmental issues and their impact on society. Through these efforts, the curriculum aspires to foster a holistic understanding of how art can contribute to environmental sustainability and inspire positive change.

The Sustainable Curriculum is designed to cater to a diverse group of individuals and professionals within the arts sector. The primary target groups include:

- **VET Teachers and Trainers:** Educators involved in vocational education and training who are looking to integrate sustainability into their teaching practices and curricula.
- **Artists:** Established artists who wish to incorporate sustainable practices into their work and contribute to environmental awareness through their art.
- **Emerging Artists:** New and upcoming artists who are at the beginning of their careers and are eager to learn about sustainable art practices from the start.
- **Crafters:** Individuals involved in various crafts who want to adopt eco-friendly materials and techniques in their creations.
- **Visual Artists:** Artists specializing in visual arts, including painting, sculpture, photography, and digital art, who are interested in exploring sustainable methods and materials.
- **Art Professionals:** Curators, gallery owners, art managers, and other professionals in the art industry who are looking to promote sustainability within their organisations and projects.
- **Community Leaders and Activists:** Individuals and groups who are engaged in community-based art projects and environmental activism, aiming to use art as a tool for raising awareness and driving change.

By targeting these groups, the curriculum aims to create a broad impact across the arts sector, fostering a culture of sustainability and environmental responsibility.

The current handbook is a sum-up of the key components and methodologies developed within the E-ART project. It serves as a comprehensive guide for educators and art professionals, providing them with the tools and resources needed to implement sustainable practices in their work.



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Co-creation, circulation and promotion of sustainability



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# Project summary

## PROJECT OBJECTIVES

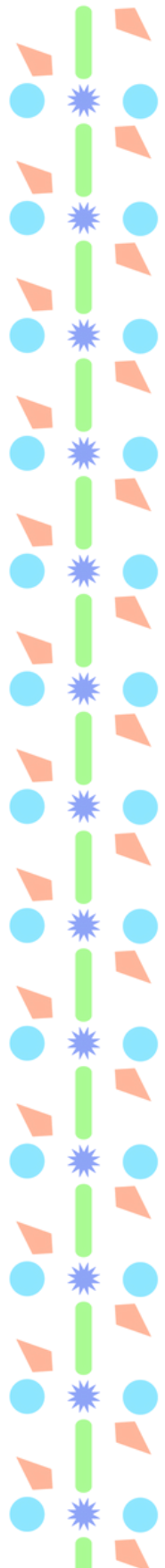
1. **Create New and Emphasize Using Sustainable Materials in Art:** Develop innovative art projects that prioritize the use of eco-friendly and sustainable materials, reducing environmental impact.
2. **Highlight the Importance of Sustainability & Climate Protection in Art & Public Sector:** Raise awareness about the critical role of sustainability and climate protection within the art community and the public sector, encouraging responsible practices.
3. **Upskilling/Reskilling Art Professionals:** Provide training and educational opportunities for art professionals to enhance their skills in sustainable practices, ensuring they are equipped to integrate these methods into their work.
4. **Sustainable Artists Promotion:** Promote artists who are committed to sustainability, showcasing their work and contributions to environmental awareness and protection.

## PROJECT RESULTS

1. Innovative curriculum and training creation
2. Information about sustainability and climate change
3. Encouragement of creativity and building of a sustainable community
4. Training professionals to become proficient and to use sustainable practices and materials
5. Educating VET professionals to adjust and promote the project deliverables to the adult, school, and youth educational sectors
6. Changing behaviours and engaging the community in the implementation of the project

## PROJECT PARTNERS

E-ART is organised by six partner organisations from six member states of the European Union.



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# Overview of Sustainability in the Arts in Partner Countries

## Greece

In Greece, sustainability in the arts is increasingly integrated into educational and cultural initiatives. The country has a strong focus on environmental protection, which is embedded in its constitution. Various projects and schools, such as those in the UNESCO Associated Schools Network, incorporate art and culture to promote sustainable development.

## Sweden

Sweden is known for its progressive approach to sustainability, including in the arts sector. The Swedish government has implemented measures to support the arts and cultural sector's recovery and development post-pandemic, emphasizing sustainability. Initiatives include promoting energy efficiency, reducing carbon emissions, and integrating sustainable practices into cultural policies.

## Ireland

Ireland's Arts Council has developed a Climate Action Roadmap to guide the arts sector towards sustainability. This includes reducing carbon emissions, enhancing energy efficiency, and promoting green procurement. The roadmap also emphasizes the importance of engaging staff and the public in sustainability efforts.

## Italy

Italy has seen a growing interest in sustainability within the arts, with various initiatives focusing on eco-friendly practices. For example, the city of Siena has been recognized as a sustainable tourist destination. Additionally, exhibitions like "3CODESIGN – 3R: Reduce, Recycle, Reuse" highlight sustainable design and art practices.

## Bulgaria

Bulgaria prioritizes sustainable development, including in the arts. The country focuses on integrating sustainability into its national policies and cultural practices. Initiatives include promoting a green and energy-efficient economy and protecting biodiversity. The arts sector is encouraged to adopt sustainable practices to support these goals.

## Spain

In Spain, there has been a significant increase in projects and exhibitions exploring the nexus between art and sustainability. Institutions like the Centre de Cultura Contemporània de Barcelona (CCCB) host exhibitions that address contemporary environmental challenges through art. These initiatives aim to foster a more sustainable approach within the arts sector.

This overview highlights the diverse approaches and initiatives in sustainability within the arts across these partner countries. Each country brings unique strategies and projects to the table, contributing to a collective effort towards a more sustainable future in the arts.

# The curriculum

## METHODOLOGY

The methodology for developing the Sustainable Curriculum involved a collaborative and iterative process, ensuring that it meets the needs of the target audience and effectively integrates sustainability into the arts. Here's an overview of the methodology used:

- 1. Needs Assessment and Research:** The initial phase involved conducting a thorough needs assessment to identify gaps in sustainability education within the arts sector. This included surveys, interviews, and focus groups with VET teachers, trainers, artists, and other stakeholders. Research was also conducted to gather best practices and innovative approaches to sustainable art from around the world.
- 2. Collaborative Development:** Partners from Greece, Sweden, Ireland, Italy, Bulgaria, and Spain worked together to design the curriculum. Each partner brought their unique expertise and perspectives, contributing to a rich and diverse curriculum. Regular meetings and workshops were held to discuss and refine the curriculum content.
- 3. Curriculum Design:** The curriculum was structured into modules, each focusing on different aspects of sustainability in the arts. This involved defining clear learning objectives, selecting appropriate content, and developing engaging activities and assessments. The modules were designed to be flexible and adaptable to different educational contexts.

## TARGET GROUPS

The Sustainable Curriculum is designed to cater to a diverse group of individuals and professionals within the arts sector. The primary target groups include:

- 1. VET Teachers and Trainers:** Educators involved in vocational education and training who are looking to integrate sustainability into their teaching practices and curricula.
- 2. Artists:** Established artists who wish to incorporate sustainable practices into their work and contribute to environmental awareness through their art.
- 3. Emerging Artists:** New and upcoming artists who are at the beginning of their careers and are eager to learn about sustainable art practices from the start.
- 4. Crafters:** Individuals involved in various crafts who want to adopt eco-friendly materials and techniques in their creations.
- 5. Visual Artists:** Artists specializing in visual arts, including painting, sculpture, photography, and digital art, who are interested in exploring sustainable methods and materials.
- 6. Art Professionals:** Curators, gallery owners, art managers, and other professionals in the art industry who are looking to promote sustainability within their organisations and projects.
- 7. Community Leaders and Activists:** Individuals and groups who are engaged in community-based art projects and environmental activism, aiming to use art as a tool for raising awareness and driving change.

By targeting these groups, the curriculum aims to create a broad impact across the arts sector, fostering a culture of sustainability and environmental responsibility.



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# The curriculum

## HOW IT WAS CREATED

The setup and creation of the Sustainable Curriculum involved a detailed and collaborative process. Here's an overview:

### 1. Needs Assessment and Research:

- Conducted surveys, interviews, and focus groups with VET teachers, trainers, artists, and other stakeholders to identify gaps in sustainability education within the arts sector.
- Researched best practices and innovative approaches to sustainable art from around the world.

### 2. Collaborative Development:

- Partners from Greece, Sweden, Ireland, Italy, Bulgaria, and Spain worked together to design the curriculum.
- Each partner contributed their unique expertise and perspectives, ensuring a rich and diverse curriculum.
- Regular meetings and workshops were held to discuss and refine the curriculum content.

### 3. Curriculum Design:

- Structured the curriculum into modules, each focusing on different aspects of sustainability in the arts.
- Defined clear learning objectives, selected appropriate content, and developed engaging activities and assessments.
- Designed the modules to be flexible and adaptable to different educational contexts.

### 4. Pilot Testing and Feedback:

- Implemented the curriculum on a trial basis with selected groups to gather feedback.
- Used the feedback to make necessary adjustments and improvements to the curriculum.

### 5. Finalization and Implementation:

- Finalized the curriculum based on the feedback and adjustments.
- Rolled out the curriculum to the target audience, providing support and resources for effective implementation.

This thorough and collaborative approach ensures that the curriculum is well-rounded, practical, and tailored to the needs of its diverse audience.





# The curriculum

## ADDRESSED TOPICS

The **Sustainable Curriculum** is designed to provide a comprehensive understanding of sustainability within the arts sector. It covers a wide range of topics that equip art professionals with the knowledge and skills necessary to integrate sustainable practices into their work. The curriculum is structured into several key modules, each focusing on different aspects of sustainability in the arts.

The first module, **Understanding Sustainability in Arts**, introduces the fundamental concepts of sustainability and explores the role of art in promoting environmental awareness. It includes case studies of successful sustainable art practices, providing a solid foundation for further learning.

The second module, **Art, Sustainability and Activism**, delves into the ways artists can engage in environmental activism. It covers strategies for influencing environmental policy and showcases examples of art projects that have had a significant social impact.

In the third module, **Sustainable Creative Project Canvas**, participants learn how to develop sustainable art projects using a structured framework. This module provides tools and techniques for effective project planning and includes case studies of successful sustainable projects.

The fourth module, **Network, Communication, and Community Building**, focuses on building networks and engaging communities in sustainability efforts. It covers effective communication strategies and provides insights into how to foster community involvement in sustainable art initiatives.

**Audience Development**, the fifth module, explores strategies for expanding audience reach and engaging them with sustainability themes. It includes case studies of successful audience engagement and provides practical tips for connecting with diverse audiences.

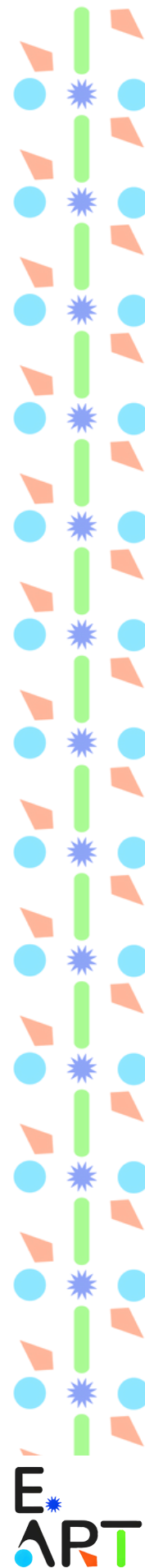
The sixth module, **Project Management for Creatives**, introduces the principles of project management tailored to the needs of art professionals. It covers tools and techniques for managing art projects sustainably and shares best practices for ensuring project success.

In the seventh module, **The Green Dividend: Sustainability as an Economic Driver in the Arts**, participants learn about the financial aspects of sustainability. This module highlights the economic benefits of sustainable practices and explores funding opportunities for sustainable art projects.

The eighth module, **Introduction to Materials**, provides an overview of eco-friendly art materials and techniques for using them. It includes innovations in sustainable art supplies and practical tips for incorporating these materials into artistic practices.

The curriculum also includes several modules on **Art Sustainability Practices and Methodologies**, both theoretical and practical. These modules cover theoretical approaches to sustainable art, methodologies for integrating sustainability, and hands-on workshops and exercises. Participants will gain practical experience in applying sustainable techniques to their art projects.

This curriculum aims to inspire and empower art professionals to make a positive impact on the environment through their creative endeavors. By covering a wide range of topics, it provides a holistic understanding of how sustainability can be integrated into the arts.



# Module 1

## UNDERSTANDING SUSTAINABILITY IN ARTS

Prepared by **OECON GROUP BULGARIA**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

The module aims to help creators understand their environmental, societal, and economic impact. It also examines how artistic practices can address environmental and social challenges. Sustainability in art will be reflected as a mindset, to encourage the consideration of the long-term consequences of artistic choices. Participants will be provided with practical examples to demonstrate sustainability goals within their artistic practice.

### MODULE CONTENTS

**Introduction to the concept of sustainability in the context of arts**

Implement sustainable practices in arts, recognize environment-art connection, minimize ecological impact

**Environmental impact of art materials**

Inspect art material's impact with Life Cycle Assessment, a systematic evaluation which considers environmental indicators

**The circular economy in art**

Circular economy minimizes waste and maximizes resource efficiency by reusing, recycling, and regenerating

**Art and water conservation**

Minimize water usage in art creation and explore alternative artistic practices which are more sustainable.

**Art and waste management**

Turn waste into art through upcycling which reduces waste, educates, and challenges perceptions

**Community engagement through art**

Understand how artistic practices connect, involve and empower communities

**Advocacy and activism for sustainability through art**

Learn the importance of showcasing environmental issues through impactful art to spread awareness regarding sustainability

Trainers' instructions



Module materials



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# Module 2

## ART, SUSTAINABILITY AND ACTIVISM

Prepared by **ESPRONCEDA**

Duration (indicative) **2 HOURS**

### MODULE INTRODUCTION

The module aims to explore the intersection of art, sustainability, and activism. An overview of art's significance in activism is provided, and the relationship between art and sustainability is explored. The discussions feature pressing environmental matters and examine the relationship between humanity and the environment. Examples of effective artistic research are given, while the potential impact of art on social change is also discussed. Participants will apply the covered topics to real-world scenarios and reflect on their experiences and learning outcomes, identifying possible strengths or room for improvement.

### MODULE CONTENTS

#### **Art and its social, cultural, and political function: A new role for the artist in society**

In the late 20th century, art interpretation evolved from passive to active, changing definitions of artist, viewer, and art itself. Avant-garde movements like Futurism & Dadaism challenged traditional views, leading to Fluxus & Situationism. Artists like Joseph Beuys envisioned art as "social sculpture", where everyone is an artist, as seen in the "7000 Oaks" project.

#### **Art and sustainability: Birth and early developments**

The section explores early artistic movements connecting art and the environment, highlighting the human-environment relationship post-1990s to raise climate crisis awareness through contemporary art. Key movements include land art, environmental art, and ecological art.

#### **The Role of Art in the Context of the eco-social Crisis: Positioning the human subject concerning the environment from an aesthetic point of view.**

Participants discuss modern environmental issues and challenges, addressing the relationship between humans and the natural environment, striving for environmental justice, sustainable development, and equitable access to resources. Concepts like neo-extractivism and zoegalitarianism are discussed.

#### **Best practices of artistic research analyzing and investigating issues related to the environment and society**

Artists U. Bienmann, P. Cirio, M. Pinsky, and J. Oliver promote sustainability through art and activism. They address various issues such as challenging traditional ideas, sparking discussions on human rights, and advocating for environmental equity.

Trainers' instructions



Module materials



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# Module 3

## PROJECT MANAGEMENT FOR CREATIVES

Prepared by **CUBE NGO**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

Project management in the creative sector combines theoretical knowledge with creative autonomy to ensure efficient resource allocation, risk identification, and innovative solutions. It fosters clear communication, successful teamwork, and effective collaboration. Project management contributes to sustainability by optimizing resources, planning production schedules, and incorporating environmental practices. It also considers the long-term impact of projects, uses best communication practices, and mitigates risks to avoid obstacles in the process, ultimately leading to successful and sustainable outcomes in the arts.

### MODULE CONTENTS

<b>Introduction</b>	Understand why project management is important for artists and its contribution to sustainability in arts
<b>Defining project scope and objectives</b>	Learn how to define project scope and objectives and the importance of aligning them with sustainability principles
<b>Project planning &amp; timeline</b>	Understand how to build an effective timeline, set milestones and be flexible when adhering to sustainable practices
<b>Resource management</b>	Learn the most important aspects of resource management, budgeting and sustainable sourcing
<b>Risk management and contingency planning</b>	Acquire the skills to predict, identify and mitigate possible risks in project management, and the role of adaptability in sustainable project management
<b>Monitoring and evaluation</b>	Familiarize with benefits, ways and methods to monitor a project, and the importance of evaluating artistic work against sustainability criteria
<b>Project documentation and reflection</b>	Discover why documentation is important in a project, how to document properly, and how to reflect at the end of a project
<b>Conclusion</b>	Conclude the module
<b>Hypothetical case study</b>	World environment day mural series

Trainers' instructions



Module materials



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# Module 4

## SUSTAINABLE CREATIVE PROJECT CANVAS (SCPC)

Prepared by **MATERAHUB**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module introduces the Sustainable Creative Project Canvas and its key components. The main aspects of the SCPC are covered, and key questions and themes towards the creation of a sustainable project or idea are discussed.

Participants will be able to visualize and design their business model through a creative planning process, address sustainability challenges, and calculate different impacts from different perspectives. They will be able to define the desired impact of their business idea on the UN Sustainable Development Goals, identify contributions to achieve these goals by 2030, and integrate policies, proposals, processes, tools, and certifications related to them in their business vision and mission.

### MODULE CONTENT

The main content is about the Sustainable Creative Project Canvas, which is a tool that helps entrepreneurs visualize and design their business model through a creative planning process that combines environmental, social, and financial priorities. The SCPC has four main parts. The lesson highlights the importance of answering key questions related to the vision, mission, and impact of the business idea on the Sustainable Development Goals and encourages entrepreneurs to improve their SCPC by gathering important suggestions from supporters and potential users/customers. The lesson provides a guided way to develop a clear and straightforward plan for an SCPC.

Trainers' instructions



Module materials



# Module 5

## NETWORK, COMMUNICATION AND COMMUNITY BUILDING

Prepared by I & F

Duration (indicative) 6 HOURS

### MODULE INTRODUCTION

This module covers communication strategies for artistic messages, community-building techniques to build strong connections, using networks for sustainability to enlarge impact, and art as advocacy to promote environmental awareness and help fight climate change. Additionally, already existing networks will be used to support such initiatives.

### MODULE CONTENTS

<b>Introduction to Network and Communication</b>	The world of networking and communication for environmental art initiatives
<b>Building an Artistic Community</b>	Building a strong and sustainable artistic community around the environmental art practice of an artist
<b>Effective Communication Strategies</b>	How to craft persuasive messages
<b>Using Digital Platforms</b>	Learn real digital tools that artists can use for networking and collaboration among them
<b>Community Engagement Events</b>	Explore the world of community engagement events for green artists, and acquire knowledge and skills to create impactful experiences that connect with artists' audiences and leave a lasting impression
<b>Feedback and Reflection</b>	Reflect on participants' experiences, share their community engagement event ideas, and refine their approach as an artist-activist.

Trainers' instructions



Module materials



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# Module 6

## AUDIENCE DEVELOPMENT

Prepared by **MATERAHUB**

Duration (indicative) **4 HOURS**

### MODULE INTRODUCTION

This module aims to equip participants with the necessary knowledge and skills to thrive in today's educational landscape using cutting-edge pedagogical tools and techniques. Participants will also understand how to implement strategic analysis to shape educational outcomes and, through several activities, explore how to design effective learning experiences that resonate with diverse learners.

Participants will be equipped with skills in analyzing participation using cultural marketing tools and innovative design. The module also suggests objectives, tools, and models for cultural organisations to implement an effective audience engagement campaign.

### MODULE CONTENTS

**New contexts, new scenarios and the digital challenges of participation**

Transitions and major changes in the Cultural and Creative Industries sector

**Defining Project Scope and Objectives**

Learn how to define an audience engagement campaign, set clear strategies and objectives for projects, make stakeholder analysis and understand the use of public maps

**Stakeholders Analysis: The map of the public**

Learn about the map of the public and understand different groups of audiences

**Participation and demand for culture**

Comprehend the evolution of participation in cultural events, and the variables which determine it

**The nature and scale of the cultural and creative sector**

Cultural dimensions encompass the arts sector (visual and performing arts) which depend on non-profit organisations, and public policies, alongside cultural industries (publishing, audiovisual), which are driven by profit and influenced by arts and culture

**Marketing and innovative design**

Explore the dimensions of virality and connection, using word to mouth techniques and finding new ways to engage and identify interest groups. Learn the objectives, tools and models cultural organisations use for marketing and analyze case studies.

Trainers' instructions



Module materials



# Module 7

## THE GREEN DIVIDEND: SUSTAINABILITY AS AN ECONOMIC DRIVER IN ARTS

Prepared by **CUBE NGO**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

"The Green Dividend: Crafting Sustainability into Economic Success" guides artists through the impactful blend of creativity and sustainability. This module demonstrates how green practices can enhance financial growth and attract a wider audience, transforming art into a catalyst for positive change. Participants will learn to integrate eco-friendly initiatives into their work, elevating both their art and its contribution to a sustainable future. Designed for creatives eager to merge ecological values with their artistic ventures, this course lays the groundwork for a legacy of innovation, sustainability, and economic resilience.

### MODULE CONTENTS

#### Financial Literacy for Artists: Budgeting Basics

Learn fundamental finance principles relevant to artists, their importance and how to implement them

#### Revenue Streams for Sustainable Art Practices

Understand the different possible income streams for artists and learn how to best utilize them

#### Building partnerships in the arts

Discover techniques for recognizing and utilizing economic potential in the arts sector, along with effective strategies for promoting innovation and expansion

#### Green practices in the arts: a dual benefit

Social and reputational benefits of utilizing green practices and the importance of integrating green practices

#### Value-based pricing in the arts sector

Discover varying pricing tactics for diverse types of art depending on how customers perceive their worth

#### Navigating economic challenges for artistic innovation

Examine the most common economic challenges for artists and acquire the skills to overcome them

#### Risk management for art projects

Learn how to identify potential risks with specific techniques, assess them and mitigate them

Trainers' instructions



Module materials





# Module 8

## INTRODUCTION TO MATERIAL

Prepared by **INTERCULT**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module aims to provide participants with an introduction to materials available to them, emphasizing the most sustainable kinds. Artists will learn to understand the impact of the materials they choose to use and the lifespan of an art piece, while at the same time becoming familiar with recycled, upcycled, and found materials. Artists are equipped with knowledge to make environmentally conscious choices when selecting which materials and tools to use in their projects. Additionally, they will learn the full process of identifying traditional and sustainable materials and comparing their pros and cons, recognizing the way they are produced, recognizing the impact of their use, and applying their knowledge to future research. Several examples of artworks using recycled or found materials are also provided.

### MODULE CONTENTS

<b>Introduction to module</b>	Introduction and outline of the module material, comprehension of artistic materials, tools and processes and the history of art materials
<b>Key overview of materials and tools</b>	Introduction to basic categorization of art materials and tools, example of categories, comparisons and visual examples of artworks from recycled and found material
<b>“It’s not what you use, but how you use it”</b>	Overview of sustainable processes and methodologies and examples of artworks using them
<b>Art production and the environment</b>	Introduction to environmental issues of art production and usage, recycling and upcycling materials, found materials and objects
<b>Longevity and conservation</b>	Impact of materials in the lifespan of an art piece and relevant examples
<b>Quality of material</b>	Quality vs. quantity & choosing sustainable & affordable materials
<b>Further resources</b>	Online and physical resources for further research
<b>Wrap-up</b>	Open discussions and surveys

Trainers’ instructions



Module materials



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# Module 9

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR RECYCLED PLASTIC MATERIALS – THEORY

Prepared by **OECON GROUP BULGARIA**

Duration (indicative) **4 HOURS**

### MODULE INTRODUCTION

This module examines the use of recycled plastic in art installations and explores the significance of incorporating sustainable plastic in art, educating artists on the negative environmental impact of plastic production, consumption, and disposal. The module also covers the concept of plastic recycling holistically and highlights methods of upcycling, which introduce new possibilities for turning recycled plastics into valuable products. The module also includes art sustainability practices and methodology. Participants will be provided with practical examples to demonstrate achievable incorporation of recycled plastic in art pieces and empowered to apply recycled plastic use in their artworks.

### MODULE CONTENTS

#### Understanding plastic pollution and recycling

Plastic pollution comes from various sources and takes different forms, including microplastics harmful to humans and marine life. Artists can contribute to reducing plastic waste by using recycled or upcycled plastic in their works. Plastic recycling is key to minimizing plastic disposal and can be implemented in diverse ways.

#### Exploring the world of recycled plastics

Plastic recycling depends on the type of plastic, classified by the Resin Identification Code. PET, HDPE, LDPE, and PP are commonly recycled, while PVC and PS are less due to their composition. Artists can choose wisely for their art.

#### Addressing challenges in plastic recycling

Some places lack advanced plastic recycling infrastructure, so artists can creatively utilize different plastics in art.

#### Collaborative solutions for recycling plastics

Manufacturers, recyclers, and retailers must collaborate for sustainable plastic packaging. They should design recyclable products, improve collection systems, and increase recycled materials. Various sectors & organizations can work together to promote recycling and enhance processes, with local stakeholders playing a crucial role.

#### Familiarizing artists with the process of creation using recycled plastics

Artists can work with recycled plastics by melting, molding, shredding, weaving, and use 3D printing to create unique textures, finishes, collages, and sculptures. By repurposing plastic, they promote sustainable practices and create visually compelling artworks.

Trainers' instructions



Module materials



# Module 10

## UPCYCLING FOUND OBJECTS - THEORY

Prepared by **ESPRONCEDA**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module aims to provide detailed knowledge regarding the historical significance, techniques, and applications of found object art. The participants will investigate the historical roots of upcycling, learn related techniques, and gain insights and skills to creatively engage with upcycling found objects through analysis and case studies. Participants will explore historical debates on material manipulation, including ready-made and assemblage concepts. They will examine these debates and, through critical thinking, establish a connection between them and contemporary art movements regarding upcycling.

### MODULE CONTENTS

#### Introduction to Upcycling in Contemporary Art

Upcycling transforms unused materials into new artworks, repurposing them in innovative ways to reduce waste. Found objects, or “objet trouvé”, can become artworks in their own right, as seen in Picasso's cubist compositions from 1912. Upcycled objects can be left as they are, like readymades or modified, becoming assemblage composition

#### The History of Found Objects, related groups and art movements

Examine historical movements like Dadaism, Neo-Dadaism, Pop Art, and Surrealism, where artists incorporated found objects into their artworks. Dadaism in WWI Europe challenged artistic norms, while Neo-Dadaism in the 1960s focused on the artwork itself. Pop Art celebrated consumerism, and Surrealism disrupted meaning with juxtaposed objects.

#### The main approaches to incorporating found objects into artwork

Explore the distinctions between assemblage and readymade art forms using found objects. Assemblage art, originating in the 1910s with Picasso, involves arranging different objects to create three-dimensional art pieces. Readymade art, pioneered by Duchamp, designates mass-produced items as art, challenging traditional notions.

#### Case studies

Discuss around modern artists working with found objects with examples including C. Caycedo's Cosmotarrayas / Comotarrafas / series (hanging sculptures of fish nets), A. Umar's and T. Andrew Hguyen's “Unburied sounds”, M. Antignal's “Huevo, larva, crisalida, mariposa”

Trainers' instructions



Module materials



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# Module 11

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR TEXTILE MATERIALS - PRACTICE

Prepared by **MATERAHUB**

Duration (indicative) **4 HOURS**

### MODULE INTRODUCTION

In this module, participants will understand and learn how to promote sustainability in textiles and explore the environmental and social impact of traditional textiles. They will also explore the different types of sustainable textile options and learn how to evaluate the life cycle of textiles. Lastly, they will develop familiarity with textiles through hands-on exercises to understand the characteristics of different types of materials and their impact on the sustainability of textiles.

### MODULE CONTENTS

#### Introduction to sustainability in textiles

Explore case studies on the environmental and social impact of conventional textile production. These include G. Apice's diluted drawings on sheets, V. Neri's artworks which explore the themes of birth and death, the search for meaning and the transience of existence with materials which show the signs of time.

#### Design and creation of sustainable fabrics

Guided discussions with the artist on practical experience, potential applications of sustainable textiles, and use of available eco-friendly materials.

#### Innovative technologies and practices

Theory and hands-on instructions on utilizing natural ingredients to produce dyes with oil, eggs, and rabbit adhesive.

#### Sustainable business practices in the textile industry and the differences in the use of chemical dyes and their impact on the environment

Fashion industry's impact on world pollution, fast fashion and ultra-fast fashion brands, and where the clothes that are discarded end up and the ways they are disposed. The topic of human rights and the environment is also explored.

#### Promoting awareness and adoption of sustainable

Ways people can act to become more sustainable and eco-friendlier when using textiles of any kind

Trainers' instructions



Module materials



# Module 12

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR CLAY & BIO CERAMICS - THEORY

Prepared by I & F

Duration (indicative) 5 HOURS

### MODULE INTRODUCTION

This course is designed to equip you with the knowledge and tools to guide artists and learners on their journeys toward creating a more sustainable ceramic practice. Through lectures, discussions, and hands-on activities, participants will understand the impact of traditional ceramics, sustainable sourcing and producing techniques, creative reuse and recycling for ceramics, Life Cycle Assessment (LCA) for them, and art's role in promoting ecology.

Participants will be able to identify the environmental benefits of each type of clay, suggest ways for eco-friendlier clay production, develop a personal action plan for incorporating sustainable practices in the ceramic workflow, and explain how the LCA can help evaluate the environmental impact of ceramic artworks.

### MODULE CONTENTS

<b>Introduction to Sustainable Clay &amp; Bio-ceramics</b>	Sustainability in ceramics and environmental concerns during clay mining
<b>Eco-friendly Clay Choices</b>	Exploring alternative options for sourcing clay, like locally sourced clay, recycled clay and sustainable alternatives
<b>Waste Reduction Strategies</b>	Techniques to reduce water usage in clay preparation, alternative firing methods to minimize environmental impact
<b>Addressing challenges in Clay Upcycling</b>	Common difficulties encountered when upcycling clay and strategies for overcoming them with practical examples of clay upcycling
<b>Bio-ceramics: exploring new frontiers</b>	Bio-ceramics and their properties, while showcasing examples of artists using bio-ceramics to create sustainable art
<b>Building a Sustainable Ceramic Practice</b>	Integrating sustainable ceramic practices in ceramic artwork production

Trainers' instructions



Module materials



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# Module 13

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES ON RECYCLED PAPER – THEORY

Prepared by **CUBE NGO**

Duration (indicative) **6 HOURS**

### MODULE INTRODUCTION

The module focuses on recycled paper in art, covering theories and practical tips for art creation using eco-friendly material instead of traditional paper. Participants will learn how to use recycled paper in their art projects, with examples from the art world for inspiration. The module also covers the sustainability of art materials, assessing methods like lifecycle analysis, environmental certifications, and ethical sourcing practices. Participants will learn how to integrate sustainable practices, including recycled paper, into their artwork and make eco-friendly choices in the creative process.

### MODULE CONTENTS

#### Lifecycle Analysis of Paper

Introduction to Lifecycle Analysis (LCA) for recycled paper, assessing environmental impact at each stage. Emphasis on enhancing sustainability in creative practices and integrating wastepaper into workflows.

#### Environmental Impact of Paper Production

Contrast traditional paper production with recycled paper benefits, featuring case studies and sustainable practices.

#### Introduction to Recycled Paper in Art

Explore the advantages of recycled paper, such as environmental benefits, resource conservation, pollution reduction, and waste minimization. Also, appreciate its unique aesthetics, versatility, and integration into sustainable art practices.

#### Challenges in Paper Recycling

Understand the significance of stakeholder collaboration in paper recycling, identifying key stakeholders, involving local communities, government policy, and industry innovation. Utilize interdisciplinary collaboration to design a comprehensive recycling project.

#### Market Trends and Opportunities for Paper

Explore market trends in recycled paper, understand demand, examine the use and impact of ecological labelling, learn how to analyze consumer and competitors' behaviors and develop entry and expansion strategies

Trainers' instructions



Module materials



# Module 14

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR COLOR PIGMENTS - THEORY

Prepared by **INTERCULT**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module provides a theoretical overview of color pigments and paints focusing on sustainable alternatives. It presents the history of traditional and new pigment usage, production, and a comparison between different pigments and binders and their characteristics. It also emphasizes the environmental impact of working with color pigments, exploring the possibility of self-made pigments, recycling, and upcycling. Participants will be able to make an informed decision about the types of pigments they use in their artworks, having the knowledge to compare the pros and cons of artificial and organic pigments.

### MODULE CONTENTS

<b>Introduction to module</b>	Familiarize with color pigments and the importance of the theory of their production and usage
<b>Overview of color pigment and binder categories</b>	Learn basic categorizations of color pigments and binders and their history, case-examples and comparison of color pigments
<b>Pigment production and environment</b>	Become aware of environmental issues during pigment production and usage, recycling, upcycling, self-making pigments and binders, and disposal
<b>Longevity and conservation</b>	Discuss how the choice of pigments affects the life span of an art piece using case studies
<b>Quality and economic aspect</b>	Analyze quality vs. quantity, the economic aspects of using environmentally friendly pigment, and how to choose sustainable and affordable paints
<b>Further resources</b>	Online and physical resources for further research
<b>Wrap-up</b>	Open discussion and survey

Trainers' instructions



Module materials



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# Module 15

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR RECYCLED PLASTIC MATERIALS - PRACTICE

Prepared by **OECON GROUP BULGARIA**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module aims to showcase to artists how to incorporate reuse and repurposing principles in their artworks through innovative techniques, while at the same time raising awareness of using recycled materials. The participants will increase their knowledge of recycled plastic used in art projects and train on how to properly handle and work with recycled plastic. Educational material for working with recycled plastic will also be developed through this module.

### MODULE CONTENTS

#### Case studies in sustainable art projects using recycled plastic

Examination of exemplary sustainable art projects using recycled plastic and methodology analysis for artists to gain inspiration. Examples include “Precious Plastic” and community workshops (open-source project that provides blueprints and instructions for building small-scale recycling machines that can transform plastic waste into new products), Studio Swine’s “Sea Chair” (plastic debris collected from beaches molded to a functioning chair), “Plastique Fantastique” (collective who creates sculptures and installations using recycled plastic).

#### Case studies in sustainable art projects using upcycled plastic

Examination of exemplary sustainable art projects using upcycled plastic and methodology analysis for artists to gain inspiration. Examples include the “Washed Ashore Project” (non-profit that creates sculptures from debris collected from beaches), the “Art of Recycle Awards” (a Coca Cola and UNESCO initiative for artworks that reuse plastic and aluminum waste and promote sustainable alternatives) and M. Valle’s “Bottle cap portraits”.

#### Innovative techniques and processes for working with plastic materials

Discussion on the risks involved when working with plastic materials, how to prevent them and use safety equipment. Examples of recycling and upcycling methods like vacuum forming (heating a plastic sheet then vacuum pressure to form it), thermoforming by hand (heating a plastic sheet and then using your hands with gloves to form one-of-a-kind items), laser cutting (use a laser cutter to cut plastic sheets with intricate designs or patterns) or heated knife.

Trainers’ instructions



Module materials





# Module 16

## UPCYCLING FOUND OBJECTS - PRACTICE

Prepared by **ESPRONCEDA**  
Duration (indicative) **6 HOURS**

### MODULE INTRODUCTION

This module teaches artists how to create impactful work using found objects. Artists will explore environmental and social themes, foster creativity by transforming ordinary objects through techniques like sketching and prototyping with an emphasis on selecting materials, reflecting on depth, and engaging with community issues. This process inspires observation of the direct environment, innovation, critical thinking, and meaning expression in the final works of artists. Participants will be assessed in understanding and applying techniques to upcycle found objects.

### MODULE CONTENTS

#### How to build research-based art project/artwork

Artists are guided to identify a problem and thematic direction for their work, then choose a research topic. They create a presentation with case studies, discuss it, analyze data, and explore unique practices and perspectives of communities. They choose themes that arise from their research results and translate their discoveries into artistic expressions. This grounded approach helps artists effectively convey meaningful messages through their work.

#### Creating and defining the key steps for the development of an artwork

Artists analyze collected data, refine selected aspects to align with their goals, and use visual tools for brainstorming. Data is translated into cohesive research and transformed into deeper meanings. Artists reflect on research strengths and weaknesses while staying focused on their goals.

#### Creation process: Materialization of the idea in an artwork

Artists transform ideas into visual representations through techniques like sketching and visualization. They strategically select objects to bring their vision to life, then experiment with prototypes for refinement. This dynamic journey requires imagination, experimentation, and a deep understanding of materials to reach the final vision.

#### Execution of the research-based concept: Final artwork

Upon completion, artists should carefully decide where to place their artwork in the exhibition to ensure it complements and fits well with the other pieces. Artists must focus on the specifics of components and take into account how the audience may engage with the art.

Trainers' instructions



Module materials



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# Module 17

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR TEXTILE MATERIALS – THEORY

Prepared by **MATERAHUB**

Duration (indicative) **4 HOURS**

### MODULE INTRODUCTION

This module aims to provide participants with deep knowledge of sustainability in textiles and the different options available, awareness of the environmental and social impact of traditional textile production, and innovative sustainable solutions for the sector and how to promote them.

### MODULE CONTENTS

#### Understanding the concept of sustainability in textiles

Sustainability in textiles involves adopting practices that minimize environmental impact and promote social responsibility, encompassing resource conservation, reduced emissions, fair labor practices, and waste reduction.

#### The importance of using eco-friendly materials

Using eco-friendly materials in textiles reduces environmental impact, harmful chemicals, and water consumption. It promotes biodiversity conservation and sustainable livelihoods.

#### Environmental and social impacts of conventional textile production

Traditional textile production is harmful to the environment and society, with toxic chemicals used in dyeing, pollution, health issues, and exploitation in developing countries.

#### Exploration of sustainable fabric options

Discover a growing variety of sustainable fabric options like organic cotton, hemp, bamboo, recycled polyester and tencel.

#### Characteristics and advantages of sustainable fabrics

Sustainable fabrics are usually more eco-friendly, biodegradable and resource-efficient while at the same time offering high quality, durability and comfort. They also support ethical supply chains with fair labor practices & transparency.

#### Challenges and opportunities in the adoption of sustainable textiles

Adopting sustainable textiles poses challenges of cost and material limitations but also sparks innovation and collaboration. Companies, governments, and consumers can drive change towards a more responsible textile industry.

Trainers' instructions



Module materials



# Module 18

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR CLAY & BIO CERAMICS - PRACTICE

Prepared by I & F

Duration (indicative) 5.5 HOURS

### MODULE INTRODUCTION

This module equips participants with knowledge for a more sustainable ceramic journey, exploring innovative recycling techniques, experimenting with biomaterials, and finding alternative solutions. Participants will have a chance to create a small piece using a biomaterial of their choosing in their clay body, showcasing hand-building techniques.

### MODULE CONTENTS

<b>Case studies in clay recycling</b>	Examine methods artists use for recycling clay, consider advantages and disadvantages of widespread recycling initiatives, and generate ideas for incorporating recycled clay into their own artwork
<b>Practical clay recycling techniques</b>	Gain practical experience with using recycled materials, acquire knowledge and create plans to reduce waste in the clay studio
<b>Bio-ceramics in action</b>	Analyze case studies of artists using biomaterials, discuss possible properties and limitations and identify readily available biomaterials in the local environment
<b>Bio-ceramics workshop</b>	Experiment with incorporating simple biomaterials into clay bodies, explore shaping techniques and discuss drying and low-fire considerations specific to bio-ceramics
<b>Sustainable firing solutions</b>	Investigate case studies of alternative firing methods, discuss benefits and limitations of such techniques and explore possibilities for incorporation into each artist's studio.

Trainers' instructions



Module materials



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# Module 19

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES ON RECYCLED PAPER - PRACTICE

Prepared by **CUBE NGO**

Duration (indicative) **7 HOURS**

### MODULE INTRODUCTION

This module highlights sustainable practices through the artistic use of recycled paper. Attendees will be taught how to find and reuse recycled paper, discovering its artistic possibilities in interactive workshops. The activities consist of sourcing workshops, repurposing techniques, labs for creative experimentation, and a collaborative art project that will be showcased in a public exhibition. Conversations will promote contemplation of sustainable methods, with the goal of boosting environmental consciousness and fostering creativity within the art world. Attendees will acquire hands-on abilities and knowledge in creating art in an environmentally friendly manner, promoting conservation efforts.

### MODULE CONTENTS

#### Preparation Stages for Working with Recycled Paper

Learn how to use protective gear, properly handle art tools and manage waste effectively when working with recycled paper. Understand cleaning, cutting, sanding and shaping methods to prepare recycled paper for artistic use. Examine staining, painting and sealing methods to enhance the appearance and durability of recycling paper.

#### Papermaking

Get familiar with basic sculptural forms and carving techniques and explore upcycling and repurposing ideas for recycled paper.

#### Creating art with recycled paper

Identify different types of recycled paper and learn step-by-step process of making forms and structures with papier-mâché. Get to know origami creating techniques and techniques to create three-dimensional forms of paper.

Trainers' instructions



Module materials



# Module 20

## ART SUSTAINABILITY PRACTICES AND METHODOLOGIES FOR COLOR PIGMENTS - PRACTICE

Prepared by **INTERCULT**

Duration (indicative) **5 HOURS**

### MODULE INTRODUCTION

This module provides a foundation for environmentally informed artistic practices with sustainable use of paints and pigments throughout the creative process. It aims to help artists incorporate sustainability principles in their creative process through a hands-on experience where they can create their own pigments, mix paints, look at case studies of art projects using different pigments, and learn how to work with several techniques and processes using sustainable pigments and binders and test them in real life. The aim is to enhance the practical skills of identifying, selecting, and using sustainable pigments, binders, & paints, how this affects the artwork and learning the difference between organic and artificial kinds. Learners will look at several case studies and discuss them in groups.

### MODULE CONTENTS

<b>Introduction to module</b>	Familiarize yourself with the module outline and objectives and get to know different color pigments
<b>Presentation and demonstration of paints and color pigments</b>	Examine a variety of choices in paints, pigments and binders, see how the application works on different surfaces and compare the results
<b>Case studies</b>	Analyze examples of sustainable and creative pigment utilization
<b>Workshop</b>	Participate in an interactive workshop and experiment with various pigments through a series of guided artistic tasks
<b>Assessment and comparison of results, discussion</b>	Assess and compare the results of workshop, discuss them with other participants and complete a survey

Trainers' instructions



Module materials



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# Conclusions

The Sustainable Curriculum has successfully established a comprehensive framework for integrating sustainability into the arts sector. Here are the key conclusions:

- **Enhanced Awareness and Understanding:**
  - The curriculum has effectively raised awareness about the importance of sustainability and climate protection within the arts community.
  - Participants have gained a deeper understanding of how their actions impact the environment and how they can contribute to positive change through their art.
- **Adoption of Sustainable Practices:**
  - Art professionals, including VET teachers, trainers, and artists, are now equipped with the knowledge and skills to incorporate sustainable materials and techniques into their work.
  - The curriculum has promoted the use of eco-friendly materials, reducing waste and minimizing environmental impact.
- **Collaboration and Community Engagement:**
  - The curriculum has fostered collaboration among art professionals, encouraging them to work together on projects that support environmental sustainability.
  - Community engagement has been strengthened, with art projects raising awareness of local environmental issues and promoting collective action.
- **Development of Critical Thinking Skills:**
  - Participants have developed critical thinking skills, enabling them to thoughtfully address environmental issues through their art.
  - The curriculum has encouraged a holistic approach to sustainability, considering both environmental and social impacts.
- **Promotion of Sustainable Artists:**
  - The curriculum has highlighted and promoted artists who are committed to sustainability, showcasing their work and contributions to environmental awareness.
  - This promotion has helped to inspire other artists to adopt sustainable practices and contribute to the broader movement.

**"Artists Influence – Support the co-creation, circulation, and promotion of sustainability and climate change in Europe" – E-ART (2023-1-SE01-KA220-VET-000155330)**

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