

UKRAINIAN WOMAN PROJECT GUIDE

Promotional support of New Cultural Cooperation Projects

Introduction

Ukrainian Woman is an international project supporting Ukrainian women artists and cultural professionals through collaboration, co-creation, and increased visibility across Europe.

The project aims to foster international partnerships, develop new cultural projects, and strengthen the presence of Ukrainian voices in the European cultural landscape.

This guide is designed to support participating teams in promoting their project results through the international large - scale online presentation, exhibitions, communication channels of the U-Woman project and major project events.

This selection aims to highlight the most impactful, collaborative, and scalable projects, ensuring maximum visibility and outreach. Approximately 70–80 new project results will be selected for promotional support by the U-Woman Project Advisory Board based on defined selection criteria. This selection aims to highlight the most impactful, collaborative, and scalable projects, ensuring maximum visibility and outreach.

Roadmap

Step 1 Register on the Cultural Cooperation Community web platform

Step 2 Create a digital profile

Step 3 Search for partners or ideas

Step 4 Initiate a project or join an existing one

Step 5 Build a project team

Step 6 Implement the project

Step 7 Apply for promotional support

Step 8 Take a promotional support through participation in international large - scale online presentations, exhibitions and online events

Selection criteria for promotional support

Projects result may be selected for promotional support if they meet the following criteria:

- ♦ comply with the eligibility project conditions;
- ♦ are registered on the Cultural Cooperation Community web platform;
- ♦ focus on strengthening international cultural cooperation and/or the use of modern digital tools in project implementation;
- ♦ include a clearly identifiable cultural or artistic outcome, such as an exhibition, theatre production, performance, visual artwork, film, musical composition, literary work, publication, community-based cultural initiative, digital artistic project, or other tangible cultural product or creative result;
- ♦ are at an advanced stage of development (in development, ongoing, or completed);
- ♦ demonstrate readiness for dissemination (availability of materials, descriptions, and visual content).

Initiators of the project team who successfully complete the project's online training courses will be considered an additional advantage during the selection process.

Formats of promotional support

- ♦ participation in large-scale online presentation (after selection);
- ♦ participation in large-scale online exhibitions (after selection);
- ♦ participation in large-scale online U-Woman events (after selection);
- ♦ promotion through the communication channels of the U-Woman project;
- ♦ coverage in Ukrainian and European media;

Additional promotion in the form of a presentation at the final conference in Krakow is provided to implemented international projects with a strong visual component.

Useful links:

Cultural Cooperation Community Platform: <https://uw-community.com/>

A video guide on how to register on the platform is available here:

<https://uw-community.com/how-to-register-on-the-culture-cooperation-community-platform-u-woman/>

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