

newsletter

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CIP Training @ Neuw West, Amsterdam

In a rapidly changing world, Cultural InnoPreneur (CIP) recently hosted a Training of Trainers course in Amsterdam, Netherlands. Bringing together 16 professionals from cultural and education sectors, the course focused on leveraging storytelling and design thinking for social change. Over four days, participants immersed themselves in learning and collaboration.

The course began with exploring social challenges in Neuw West through visits and discussions with local NGOs, projects, and museums. This phase empowered participants to apply their knowledge to effect change. Next, participants engaged in design thinking workshops to generate innovative ideas for Neuw West's challenges. Collaboratively, they developed prototypes combining storytelling and design thinking to inspire action.

The course concluded with presentations of two prototypes to local stakeholders: "New West Air bnb" aimed to boost area tourism through community involvement, while "Bureau Postjesweg Sparks" fostered creativity and collaboration in the neighborhood. The event showcased participants' dedication and skills, inspiring stakeholders to consider innovative solutions to social challenges.

