

SHADOWS PROJECT NEWSLETTER 1

**WELCOME TO THE FIRST
NEWSLETTER OF THE
„SUPPORTING ENTREPRENEURS
IN THE CULTURAL AND
CREATIVE INDUSTRY SECTOR“
PROJECT!**

We will tell you who we are, what the goals of the project are and how we will try to accomplish it.

It is great having you here!

What SHADOWS is about?

All over the Europe there are plenty of VET programmes that are focused on the development of creative, professional skills. You can learn to become a carpenter, painter or a graphic designer.

At the same time we observe a profound shortage of coherent entrepreneurship training, with even fewer initiatives addressing the needs in the creative industry sector.

The SHADOWS project addresses both issues, which are priorities for all EU Member States:

- Entrepreneurship
- Culture and creativity

We believe that Europe needs its first targeted entrepreneurship curriculum for graduates embarking on a career in the CCI sector.

Why is creative industry so important?

EU has recognized the culture and creativity as one of its priorities to increase competitiveness and employment.

It is one of Europe's most dynamic sectors, contributing around 2.6 % to EU GDP, with a high growth potential and **providing quality jobs to over 5 million people across EU.**

Europe has started to realize that creative businesses can be beneficial by:

- contributing to boosting local economies
- creating sustainable jobs
- solving social problems
- reviving neglected areas of cities
- making regions more attractive for tourism



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What needs to be fixed?

Most people working in creative fields focus on how to make a product, how it can be used, what makes it different. They are creative, perfect in their craft, they have the knowledge; they know the software and the tools.

However, they don't usually have the habit to think about:

- What will be my business model?
- Who will manage the company?
- How is it going to be funded?
- How will I advertise and sell it?
- How to protect my intellectual property?

We based our project on the fact that **the right idea is only half the way to success. To become an independent, self-sufficient entrepreneur you must acquire business management skills.**

What will SHADOWS do?

Supporting people to develop their creative skills without developing the business acumen is an on-going disconnect in education and training that cannot be allowed to continue.

Our consortium after a thorough research will provide learning resources that address the specific needs of graduates with a lot of creativity but in need of an extra training to become entrepreneurs.

The SHADOWS project runs from September 2016 to August 2018.

What will SHADOWS achieve?

The proposed new curriculum will include all the entrepreneurship modules supplemented by sector specific modules addressing how to;

- present the cultural and creative entrepreneur and their team;
- present the idea while alleviating investor/financier fears and concerns;
- demonstrate a relevant and robust business model;
- protect your intellectual property and manage intellectual property assets;
- scale and internationalize your business;



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MEET OUR TEAM!

The SHADOWS consortium comprises 9 partners from 8 different EU Member States:

- Municipio de Lousada (PORTUGAL);
- Universitaet Paderborn (GERMANY);
- Creative Exchange UK (UK);
- Meath Community Rural & Social Development Partnership (IRELAND);
- Universitatea Din Pitesti (ROMANIA);
- Future In Perspective (IRELAND);
- INNEO Studio Twórczego Rozwoju (POLAND);
- Innoventum Oy (FINLAND)
- European University Cyprus (CYPRUS).

HOW TO FIND US:

Visit our website:

www.creative-entrepreneurs.eu

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<https://www.facebook.com/creative-entrepreneurs.eu/>



Erasmus+

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What has already happened?

The kick-off meeting in the framework of the Shadows Project took place in Trim on the 13th and 14th of December 2016, hosted by Meath Partnership.

During the meeting partners got to know each other and introduced their organizations. They also presented their experience in the creative industry and shared the results and conclusions after their preliminary research. The partners also agreed on the deadlines of tasks and division of work between them.

Coming next...

Our next activities:

- Setting up national **stakeholder groups** to support the project on the long-term.
- Setting up **local working groups**
- **Research** - a comprehensive programme that will help us identify: existing tools and resources, key learning needs of graduates in the creative sector, the pedagogic induction needs of micro-enterprise owners and the in-service needs of VET staff.



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