

SHADOWS PROJECT NEWSLETTER 2

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

We will tell you more about:

- the second project meeting
- the results of our research
- our next steps

What has happened lately?

The second Transnational Meeting of the Shadows project took place on 14-15th February 2017 in London and was held by our British partner - Creative Exchange UK.

The partners have worked on the research phase of the project, discussing and summarising the results in each of the eight states that are part of the consortium. After that the next arrangements have been made concerning the next phase - development of the curriculum. The partners agreed on the form of learning materials and shared the work.

Besides working on Intellectual Outputs the dissemination and evaluation standards and activities were discussed. Partners have also agreed on the date of the next meeting, which will take place in Finland.

THE SECOND TRANSNATIONAL MEETING IN LONDON



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What has already been done?

The Aim of the Report is to evaluate the condition of CCI in Europe and in the partner countries; to understand the VET in these industries and comply the information to create a Common Curriculum Framework and a Learning outcomes matrix.

The importance of the creative industries has been overlooked so far due to the facts that they are often multidisciplinary in nature and do not fall under the priorities of a particular ministry or policy, and it is hard to measure its role in the economy and society.

However, **there is now an increasing understanding on the benefit of having a common strategy for the promotion of these industries.** Yet, these industries need a range of support, including of educational material and the matching of skills to the workplace.

The research has confirmed that the creation of an educational curriculum for CCI should:

- combine learning outcomes with leadership and management skills
- inform on practical issues such as how to pitch an idea in front of investors, how to communicate and how to use IPR
- develop the resources in a way that it will also be useful for existing members of the industry to undertake
- integrate the business mentoring scheme as an integral part of the training programme, to ensure practical knowledge transfer
- ensure the resources are accessible and developed with the needs and time constraints of the final users in mind

After the first months of the project **the Summary Research Report has been created.** If you are interested, we strongly invite you to visit our website and read all of the findings.



Finally, the range of feedback on the curriculum, learning outcomes and skills of all stakeholders in all nations was compiled in a **Common Curriculum Framework and a Learning outcomes matrix** to ensure the goals are attuned to the needs and the European vision.

It enables us to create a bespoke curriculum that takes into account the issues required by local stakeholders within the project. **In this way, there is an acclimatization of the principles in a local environment, ensuring its greater uptake and completion.**



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PHASES OF THE PROJECT

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The project will be broken down into phases:

1. **Research** — a comprehensive programme that will help us identify: existing tools and resources in each partner countries in the field of entrepreneurship, key learning needs of graduates in the cultural and creative sector; the pedagogic induction needs of micro-enterprise owners as well as the in-service needs of VET staff.

Field-based research has already been conducted with the local working groups established.

2. **Curriculum development** — design, development and testing of the new entrepreneurship curriculum.

It will be produced in media-rich formats to support different methods of learning in a variety of settings and on a range of technology platforms.

The work is based on the outcomes of the phase 1) and will be supported by regular peer reviews conducted with the local working groups.

3. **Development of In-service training** — design and testing of the training programme for VET professionals to ensure that they have the understanding to deliver the new curriculum and to work in blended learning environments.

4. **Development of induction to pedagogy** — design, development and testing of the training programme for micro-enterprise owners to support their role as mentors.

5. **Developing Web Platforms**

6. **Implementation of 3) and 4) trainings**

7. **Implementing the new curriculum**

8. **Valorisation** — validating project outputs with all target groups will be one of the key activities.

Partners will engage local stakeholders from the beginning of the project and work closely with them throughout the development and implementation phases.



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