

CreaVET

Developing Entrepreneurship Education in Cultural and Creative Industries

INFOPACK

13 - 18 March 2023 Nice, France



Co-funded by
the European Union



About Project

The main objective of the CreaVET Project is to improve the entrepreneurial skills of young people working in the field of CCIs through an innovative VET programme. In a broader sense, the project has the following specific objectives;

1. Building a pioneering cooperation partnership with local and international CCIs
2. Improving entrepreneurial capacity of young professionals by developing a non-formal Creative Entrepreneurship Training Programme (CETPRO)
3. Minimising the entrepreneurial challenges of young professionals with one-month online Creative Entrepreneurship Training
4. Increasing real-life entrepreneurship experience of young professionals with a 5-day Peer to Peer Learning Activity
5. Guiding young professionals to develop their own business models and encouraging them to establish new creative start-ups
6. Developing a VET programme to respond to the special needs of CCIs

Supporting youth entrepreneurship is an important factor in reducing unemployment. Increasing the entrepreneurial skills of young people, developing solid managerial skills and getting mentor support to establish their own businesses are some of the steps to be taken in this way. The CreaVET Project is planning activities to support young people working in cultural and creative industries, who want to start their own business or are looking for a job. These activities include training programs developed according to their needs, guidebooks and learning activities that will give them experience. Thus, CreaVET Project will directly contribute to the "Inclusion and diversity in all fields of education, training, youth and sport" priorities. To understand the exact requirements of CCIs workers and their perspectives about self-employment or entrepreneurship, Tânia Santos from the project team, carried out a research study with 5 international partners from Italy, Portugal, Spain, Greece and Turkey. A great range of responses was gathered in an open answer question about their most challenging problems and obstacles. These are as follows: Management problems, English skills, financial security, accounting, market development, customer base expansion, reaching global markets, lack of resources, lack of appreciation, lack of staff, job structure, cost, economic and social background, planning, workload.

On the other hand, the CreaVET project is related to the "Adapting vocational education and training to labour market need" priority. The cultural and creative institutions such as Creative hubs/centres are appearing all across Europe and could create opportunities to provide skills, increase employability, and ensure social inclusion, particularly among the most disadvantaged. However, most of these institutions constitute small scale establishments that have limited capacity to develop specialised training services for professionals in CCIs. With this problem, the CreaVET project aims to develop a new VET programme for CCIs professionals.

CreaVET Project targets directly 2 groups other than the organisations and experts involved in the project partnership;

1. Young professionals working in the fields of Cultural and Creative Industries: The following criteria can be listed to define this group more clearly;

- working in the fields of Advertisement, Architectural Design, Handicrafts and Art, Fashion and Design, Movie Industry, Music, Fine Arts and Publishing
- solopreneurs, working independently, working within co-working centres or participating in the works of local enterprises
- do not have entrepreneurial or administration experience during their studies
- do not have any vocational training experience
- previously not have been involved in and have no experience of any Erasmus+ project
- have difficulties with corporate development, sustainable development, merchandising, and financial management

2. CCIs institutions: On the other hand the CreaVET Project targets institutions like cultural and creativity centres, art centres active in the field of CCIs. These centres have limited operational, training and management capacities. Also, initiatives to establish new CCIs centres are included in this group. They will adapt the Training Programme to become more effective and functional.

Participant Profile

Each participant profile will be selected in line with the main goals and objectives of our project, and the presentations, activities, workshops, technical trips to be realized are planned accordingly.

Travel budget per participant is;

- 360 EUR for Turkey
- 275 EUR for Germany and Belgium

Travel dates:

- Arrival day: 13th of March
- Departure day: 18th of March

Important Note:

Please do not buy any tickets before consulting and confirming with the Project Coordinator. The Coordinator will not take any responsibility for tickets bought without confirmation. Please ask for the Coordinator's approval before finalizing the purchase for your travel plans for this project.

Accommodation

The dates of the training are 13-18 March 2023, the project will be held in Nice, France.

Accommodation, food and coffee break expenses will be covered by the Coordinator.

Accommodation will be in Hostel Villa Saint Exupery Beach in Nice center.



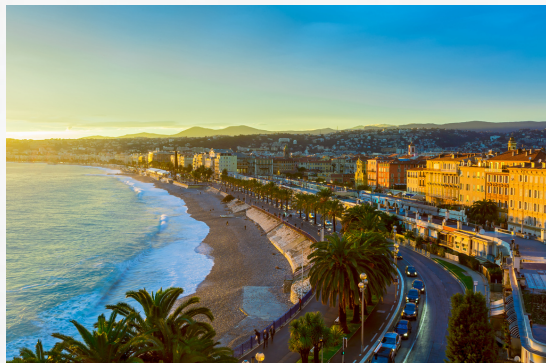
Accommodation will be in 4 person rooms. Each room will have its own private bathroom and toilet.

About Nice

Nice is the most famous tourist destination in France, aside from Paris. Rich in history, architecture, heritage, seafront, festivities, and many other surprises, this amazing spot on the French Riviera has quite a lot to offer its visitors, including possibly the best market in France.

The best Nice foods are often healthy dishes made with fresh Provencal vegetables, herbs, and olive oil. You'll be able to taste Ratatouille and Niçoise salad, the world-famous dishes originating from Nice. The local cuisine has many other treats to surprise you, too.

Nice is one of the few cities in France that has beautiful beaches right on its doorstep. In fact, it has four miles of them, stretching as far as the eye can see.



Cultural Night Preparations

- A mixed, enjoyable, cultural night waiting for you! There will be there 3 different countries. That means 3 different cultures. So be ready to stock yourself with cultural elements.
- To contribute to this night and present your culture, you should make some preparations. Some cultural drinks and foods, prepare a cultural music and dance and be ready to teach everybody your dance!



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