



Social Entrepreneurship 4 Arts

PR1 - Protocol for the acquisition of skills and competences on entrepreneurship

European Youth Network for Creativity and Innovation
(EYNCRIN)



Good Practices: Social Entrepreneurship Training Programs

Title of good practice
Creative Entrepreneurship Hub at the European Youth Network for Creativity and Innovation
Brief description (including what level: local/national/European)
<p>Level: International, European. The hub is coordinated from Bulgaria, where the EYNCRIN headquarters are based.</p> <p>The Creative Entrepreneurship Hub Youth is a pan-European structure, involving 43 organizations from 27 European countries. For the period 2017-2022 it reached over 20 000 young people age 18 to 30, offering a non-formal youth-work approach to a wide range of communities across Europe.</p> <p>The Creative Entrepreneurship Hub is offering a close and informal contact with the young people, a youth-friendly outreach and ability to instil trust in young people`s entrepreneurial capacity; bridge the gap between young entrepreneurs and relevant institutions and authorities, that are in charge with providing support for youth entrepreneurial activities.</p> <p>In addition, the Creative Entrepreneurship Hub provides individual support and counselling for young artists and creatives, tailored to the particular challenges of this specific groups of young people, offering them unique opportunities to develop their entrepreneurial ideas and share them with peers and colleagues from all over Europe in an informal environment.</p> <p>The Creative Entrepreneurship Hub is engaged in a wide variety of personal and social development activities, helping young people to develop the knowledge, skills, and attitudes that are frequently needed in their entrepreneurial activities. These include design thinking, creative solutions. teamwork, communication, leadership, flexibility and responsiveness as well as - defining problems, coming up with ways of dealing with them, and sticking to a chosen course of action.</p>
Objectives, learning approach, methods, topics used in the training/program, target group
<p>Target group: European young people, age 18 - 30</p> <p>Learning approach: Youth-friendly, non-formal educational methodology.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Increase the educational and training opportunities, and improve the entrepreneurial development perspectives for vulnerable and disadvantaged young people in Europe; - Support young enterprises` capacity building process addressing educational and training opportunities for potential or new young entrepreneurs, their access to funds and their ability to develop adequate business models and strategies; - Support creative young people to bring their entrepreneurial ideas to maturity and sustain them in the long run; - Offer quality innovative entrepreneurship training programs to young artists and creatives, including those from the most disadvantaged families and areas; - Focus on the cross-section between arts and culture and the economic sectors with higher appeal to youth – innovation & IT, creative industries, green economy, and social entrepreneurship.
Added value for SE4A project
<ul style="list-style-type: none"> - Focused on creative approaches to social entrepreneurship - Supports the training and development as essential elements of young entrepreneurs` capacity-building process
Contact information/link to website
<p>http://www.eyncrin.net/creative-youth-entrepreneurship-institute.html</p>



Title of good practice
Female Artpreneurs in Digital Age, Serbia
Brief description (including what level: local/national/European)
<p>Scope: National, Serbia</p> <p>Description: Being an artist present a challenge in a modern world, where more and more activities are happening online and where and entrepreneurial spirit is necessary for the success. Artist, being a specific species, often without an entrepreneurial spirit, find this situation discouraging and difficult. This especially goes to the female artist, that living in patriarchal societies such as ones in Western Balkans, are expected to conduct numerous household chores in addition to the professional life – often on their own. In this article, the author will try to present the situation of a female artpreneur in a digital age by first defining the artpreneur, placing the female entrepreneur in an appropriate digital age and social context and finally, offering potential solution or at least ideas that can contribute to the empowerment of female artpreneurs in Serbia.</p>
Objectives, learning approach, methods, topics used in the training/program, target group
<p>Type of Activity: Research and Training</p> <p>Objectives: Mastering digital skills for female artpreneurs</p> <p>Mastering digital skills is necessary for any artpreneur to prosper and succeed in the modern, digital age. If there was any doubt about this, the COVID-19 pandemic definitely confirmed this statement. During the COVID-19 pandemic, there were virtually no cultural and art events at some points and it will be less public investment in artistic work and cultural production in months to come. By acquiring knowledge in digital areas, artpreneurs can easily combat with many challenges, including pandemic like ones.</p> <p>Female artpreneurs share the same challenges that male artpreneurs are facing, but also have one's characteristic due to the pre-determined roles to its gender in society. Challenges for female entrepreneurs, particularly ones living in dominantly patriarchal societies in Balkans and hence in Serbia, are numerous. In the still active and ongoing social division and gender roles, women have a very dense and demanding schedule and are generally expected to do numerous chores alongside their work. In the research, women entrepreneurs were asked a question about their activities after work. The results showed that women entrepreneurs in Serbia spend most of their time on house and family duties (61%). On the other hand, only 23% of their time is spent on working on their professional improvement which leads us to a conclusion that women entrepreneurs, regardless of their numerous business duties, don't want to neglect their house and family. They are paying special attention to their families by balancing between work and house and family duties.</p> <p>For female artpreneurs, mastering digital skills can be of crucial importance. Access to the internet has eliminated many barriers and obstacles to accessing people, skills, training, financial resources, etc. Since the internet and digital environment present an environment where many gender-based biases are eliminated, it is of utmost importance for women artpreneurs to become proficient in it.</p>
Added value for SE4A project
<ul style="list-style-type: none"> - Scope on the artists as entrepreneurs - Researching the gender dimension of art-entrepreneurship - Focus on digital skills for art enterprises
Contact information/link to website
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<p>Title of good practice</p>
<p>Creative Arts Strategic Endorsement Training Course, Croatia</p>
<p>Brief description (including what level: local/national/European)</p>
<p>Level of activity: national</p> <p>Type of activity – a week long training within the Creative Arts Strategic Endorsement (CASE) project</p> <p>Culture & creativity are to be considered as the prominent medium for creating economical values and progress in the 21st century. It is assumed that creativity will become the most important source of advantage on the world market. If we take a look at the past, we can say that the working-class has dominated the world industry in the first half of the 20th century. Then, in the second half of the 20th century, everything was oriented on the service industry, and now creative industries take over development and force changes and innovations on local, regional and international scenes. Thus, it could be concluded that creative entrepreneurship is the emerging form of entrepreneurship for the future and the culture will become a vital source of economic development and growth.</p> <p>Creative industries cover a wide range of sections: marketing, architecture, visual arts, handicrafts, design, fashion, movie production, music production, performing arts, publishing, software development and video game development. A common issue for the majority of these sectors is that they require highly educated professionals with a strong potential for entrepreneurship or self-employment. However, during their formal education period, they are not able to gain the required skills and competencies, making them practically unprepared for real situations and the labour market. This mostly affects young people without real skills, competencies and previous working experience in which they were educated.</p>
<p>Objectives, learning approach, methods, topics used in the training/program, target group</p>
<p>Creative Arts Strategic Endorsement (CASE) project aimed to promote creative process and non-formal education within the participants from various backgrounds and previous experiences. The goal was to educate and prepare young professionals for the labour market whether they are youth workers, curators, art historians, writers, designers, architects, producers, art teachers, filmmakers, conservators, amateur artists, painters, photographs; highly educated or without a formal education degree.</p> <p>The main addressed topic in the CASE project was the approach of proactive self-employment of young people, based on creative entrepreneurial knowledge applied in creative industries. CASE project's main activity was the organization of the five days lasting international training course on creative entrepreneurship, leadership, project management and digital innovations for youth workers and organizations working with youth and international youth mobility. Participants met with the definition of creative entrepreneurship and best practices from the participating countries. Further on, using non-formal and informal learning methods, participants experienced how to create, develop, plan and implement their own or someone else's creative ideas. It is also important to mention a social approach and awareness being developed via creative entrepreneurship. Local communities can make a significant benefit from fostering creative ideas and innovations because most of the artistic production nowadays is engaged in the depiction of social problems and the raise of social awareness.</p>
<p>Added value for SE4A project</p>
<ul style="list-style-type: none"> - CASE project macro-level goal was focused on creating a culture of lifelong learning in the creative sector for the purpose of its empowerment and development which would encourage young people, students, young entrepreneurs, or already experienced creators to take on



entrepreneurial innovative solutions, implement existing resources on innovative ways, and develop basic entrepreneurial potential.

Contact information/link to website

Klub Mladih Split <https://klubmladihsplit.hr>



Title of good practice
Cultural Entrepreneurship Training For Youth Workers, Romania
Brief description (including what level: local/national/European)
<p>Level: International, European</p> <p>Description:</p> <p>Cultural heritage represents the field that helps people discover their origins and history, it provides details on the evolution of social inclusion and the most important, it shapes one's identity. Unfortunately, nowadays, this domain seems to be neglected, especially in some EU countries and communities, lacking institutions, NGOs and trained people that could develop its dimensions. Therefore, acknowledging, preserving and promoting cultural heritage became a must. Above all, the development of some useful, interesting, modern educational tools and trainings is needed in order to raise young people's interest in exploring and learning more about it.</p> <p>The aim of the project is to develop interesting cultural entrepreneurship training tools for youngsters in order to facilitate and promote a modern access to cultural heritage education, stimulating their interest, with focus on the development of the project outputs: trainings for youth workers, mAPP – a smartphone app for youth tourism that will offer different attractive routes for young people, a website that will provide details on the project, an online Non-Formal Cultural Heritage Education Book for trainers and teachers interested in cultural heritage activities and monthly activities for the open public, Coolt Events.</p>
Objectives, learning approach, methods, topics used in the training/program, target group
<p>Cultural Entrepreneurship was the 3rd training for youth workers implemented by House of Education and Innovation – HEI in Constanta, Romania, in the framework of the mAPP my Europe project funded by Erasmus+.</p> <p>HEI welcomed 24 participants from Bulgaria, Romania, Spain and Greece to 3 days of intense activities that aimed at creating a strong group of youth workers that develop together various tools and methods based on non-formal education in the field of entrepreneurial learning and cultural heritage.</p>
Added value for SE4A project
<ul style="list-style-type: none"> - Relevant to our target group – artists and cultural entrepreneurs - Illustrates a successful training activity within a larger project
Contact information/link to website
<p>https://www.mappmyeurope.com/cultural-entrepreneurship-training-for-youth-workers-in-constant-romania</p>



Title of good practice
Creative National Platform "Serbia Creates"
Brief description (including what level: local/national/European)
<p>Level: national, Serbia</p> <p>Description: Creative industries are one of Serbia's youngest, yet fastest-growing economic sectors. The largest potential lies in audio-visual content production, as well as gaming and visual effects. On top of many privately-owned spaces for communal work and creative collaboration, Belgrade is set to open the doors of another meeting place for new ideas and emerging talents – the multifunctional creativity and innovation center Lozionica.</p> <p>The national platform Serbia Creates is an intergovernmental umbrella body in charge of international promotion and export in the fields of creative industries, innovation and knowledge-based economy boosting creative entrepreneurial spirit in artists.</p> <p>The Serbia Creates concept underlines the importance of creative industries, science, and knowledge-based economy. It provides support to local artists and creatives in gaining international recognition, promoting the highest contemporary values of creativity, innovation, authenticity, knowledge, and talent.</p>
Objectives, learning approach, methods, topics used in the training/program, target group
<ul style="list-style-type: none"> - The main goal is to support growth of the innovation and creative entrepreneurial ecosystem, in close cooperation with artists, scientists, innovators and the creative sector in general. - Driven by the belief that everything begins with a single idea and talented individual, Serbia Creates aims to build a strong national brand that relies on internationally acclaimed talents whose achievements, innovation, and creative ideas continue to inspire.
Added value for SE4A project
<ul style="list-style-type: none"> - Relevant to the SE4Arts project's target group – provides support to local artists who want to become entrepreneurs - Creates national and international networks of artists to work together on entrepreneurial ideas and activities
Contact information/link to website
https://en.serbiacreates.rs/create-in-serbia/