



**Social Entrepreneurship 4 Arts**  
**PR1 - Protocol for the acquisition of skills and  
competences on entrepreneurship**

**Irish Creative Training and  
Innovative Development Center  
(ICTIDC)**



## Good Practices: Social Entrepreneurship Training Programs

Title of good practice
<b>"Business to Arts" National Program, Ireland</b>
Brief description
Scope: <ul style="list-style-type: none"><li>- National, Ireland</li></ul> Type of Practice: <ul style="list-style-type: none"><li>- Projects within the National Program "Creative Ireland", run by the government of the Republic of Ireland in cooperation with artists, schools and businesses</li></ul> Overview of the two programs, related to the SE4Arts project: <ul style="list-style-type: none"><li>o <u>The B!G Idea Program</u> - introduced 500 students across Ireland to this very notion between January and May of 2021. It delivered the programme to a diverse range of students, teachers and communities too, across a geographic spread of urban and rural, unisex and single gender and DEIS schools. The student teams had the opportunity to choose a current social, environmental or ethical challenge relevant to their own lives, preparing them to approach creatively a range of new social entrepreneurial causes.</li><li>o</li><li>o <u>The Artist-in-residence Programme</u> is a partnership between Business to Arts and the Creative Ireland Programme's National Creativity Fund, working with businesses to develop new CSR activity. The Programme covers a broad spectrum of activity: community engagement, staff engagement and work-place training and creative activities by the host companies and artists.</li></ul>
Objectives, learning approach, methods, topics used in the training/program, target group
Central to the program's vision is the belief that participation in cultural and creative activities promotes the wellbeing of the individual, the community and the nation.  Objectives are unified around 5 key pillars: <ol style="list-style-type: none"><li>1. <u>Enabling the Creative Potential of Every Young Person and Child</u> - Creates opportunities for children and young people to realise their creative potential. Working within and outside of the formal education system, we support their learning, self-expression and personal development through participation in cultural and creative activities.</li><li>2. <u>Enabling Creativity in Every Community</u> - a local authority-led initiative which pioneers and supports creative collaborations and local cross-sectoral projects in arts, heritage, local history, STEAM and the creative industries. In the first two years of the Programme, we supported over 2,500 creative initiatives across the country.</li><li>3. <u>Investing in Creative and Cultural Infrastructure</u> - a capital investment of €1.2bn in cultural infrastructure in Ireland over ten years, as part of Project Ireland 2040.</li></ol>



4. Ireland as a Centre of Excellence in Audiovisual Production - In the first year of the Programme, Creative Ireland identified the audio-visual sector as a priority for strategic investment. Following the publication of the government's first *Audio-Visual Action Plan* in June 2018, an additional €200 million in funds for Screen Ireland was announced over the next 10 years. Implementation of the Audiovisual Action Plan is overseen by a working group chaired by the Department of Culture with representatives from Screen Ireland, Department of Business Enterprise and Innovation, the Department of Communications, IDA, Department of Finance, Department of Education and the BAI.
5. The Creative Ireland Program informed and contributed to the development of the government's Global Ireland 2025 initiative.
  - **Creative Nation** recognises and values the unique contribution of Irish culture and creativity to our global reputation and influence in the world. It supports and contributes to cross-agency collaboration which seeks to position culture and creativity at the centre of our international relations.
  - **Creative People** *advocates* and promotes investment and recognition of Irish creative excellence as well as innovation in our creative industries: working with state agencies, other departments, individuals, organisations to develop policy and foster new collaborations.

#### Added value for SE4A project

- The Big Idea Project is focused on training young people to obtain skills on developing creative approaches to social entrepreneurship
- The Artist-in-residence Program links artists with business and other industries, opening new opportunities for creative industries development.

#### Contact information/link to website

<https://www.creativeireland.gov.ie/en/partners/business-to-arts/>



<b>Title of good practice</b>
<b>Arts, Policy and Cultural Entrepreneurship, Netherland</b>
<b>Brief description</b>
<p>Scope:</p> <ul style="list-style-type: none"><li>- National, based in the Netherlands, but involving international students</li></ul> <p>Type of Practice:</p> <ul style="list-style-type: none"><li>- MA program at the Faculty of Arts at the University of Groningen</li></ul> <p>Overview:</p> <ul style="list-style-type: none"><li>o Degree: MA in Arts &amp; Culture</li><li>o Course type: Master</li><li>o Duration: 12 months (60 ECTS)</li><li>o Language of instruction: English</li><li>o About: Art is inherently public. In this programme the students study and reflect upon how public arts policy, arts management, arts marketing and education affect the realisation of artistic values in society.</li></ul>
<b>Objectives, learning approach, methods, topics used in the training/program, target group</b>
<p>Traditionally, the arts have been regarded as a means for representing individual and collective identities, and for the reflection on, and critical assessment of, society. Increasingly, however, the arts are regarded as entertainment (e.g. based on notions such as the 'experience economy'), or as a means for the creative development of local economies ('creative and culture industries' and 'creative class'), or as a form of social engineering.</p> <p>The Arts, Policy and Cultural Entrepreneurship track focuses on the organizing of art and the public role of art in today's societies. Using methods from critical sociology, public policy studies, management studies, and cognitive perspectives on the arts you will learn to critically reflect upon the values that influence local and global art practices. On the basis of theory and empirical work, students learn to analyse, criticise, and reflect upon the existing practices for art's sustenance, organisation, and dissemination.</p> <p>Students learn to devise strategies on how the arts should be managed, marketed, and addressed by public policy agents in order to strengthen their role in society.</p>
<b>Added value for SE4A project</b>
<ul style="list-style-type: none"><li>o Presents an academic program with 60 ECTS credits, related to the PR4 of the SE for Arts project</li><li>o Focuses on cultural entrepreneurship, which is one of the key points of the project</li><li>o Combines theory with empirical work and reflection, just as the project seeks to do.</li></ul>
<b>Contact information/link to website</b>
<a href="https://www.rug.nl/masters/arts-policy-and-cultural-entrepreneurship/?lang=en">https://www.rug.nl/masters/arts-policy-and-cultural-entrepreneurship/?lang=en</a>



Title of good practice
<b>MA Entrepreneurship for Creative Practice</b>
Brief description
<p>Scope:</p> <ul style="list-style-type: none"> <li>- National, UK, but also involves international students</li> </ul> <p>Type of Practice:</p> <ul style="list-style-type: none"> <li>- MA program at the Arts University Plymouth</li> </ul> <p>Overview:</p> <ul style="list-style-type: none"> <li>o Degree: MA in Arts</li> <li>o Course type: Master</li> <li>o Duration: 12 months (60 ECTS) <ul style="list-style-type: none"> <li>▪ 1 year – full time</li> <li>▪ 2 years- part time</li> </ul> </li> <li>o Language of instruction: English</li> <li>o About: The Masters program offer the students an intensive personal programme of creative and stimulating study within a supportive critical and practical framework that enables students to examine, interrogate and reflect upon the nature and role of their chosen practice. The programme will rigorously test and expand students` critical and entrepreneurial awareness, and it is structured so as to deliver concrete outcomes that they can apply immediately to their practice.</li> </ul>
Objectives, learning approach, methods, topics used in the training/program, target group
<p>The Masters in Entrepreneurship for Creative Practice programme is for highly motivated creative practitioners and graduates who want to start a creative enterprise, whether working as a creative entrepreneur or within an established organisation.</p> <p>The course will challenge students intellectually, practically and creatively, giving them opportunities to showcase their work and identify potential partnerships with arts and business organisations.</p> <p>The MA program encourages diversity in thinking and making, acknowledging the potential in material exploration, collaborative working, cross-fertilisation of ideas, and the exploration of new and vital concepts. Critical enquiry and practice-based exploration are central to the programmes, helping students to make dynamic and challenging work that resonates and reflects your key concerns in light of current national and international dialogues.</p>
Added value for SE4A project
<ul style="list-style-type: none"> <li>o Presents a one year (full time) or two year (part time academic program at masters level.</li> <li>o The program contains 60 ECTS credits, related to the PR4 of the SE for Arts project</li> <li>o Focuses on entrepreneurship as a creative practice, which is one of the key points of the project</li> <li>o Boosts creativity and innovation in arts-based enterprises, just as the project seeks to do.</li> </ul>
Contact information/link to website



<https://www.aup.ac.uk/courses/postgraduate/ma-entrepreneurship-for-creative-practice>