

CALL FOR PARTICIPANTS

**Building Entrepreneurial, Transversal and Digital Competences
for Creative and Cultural Sectors & Industries (CCSI)
Professionals in Euro-Mediterranean region**

Organization for European Programmes & Cultural Relations

in collaboration with **Materahub**
and **Anna Lindh Foundation**

HOW

- ▶ 25 hours of flexible learning via online platform
- ▶ 4-day Training and Networking event in Cyprus

WHEN

October – November 2024
including 5 live weekly online sessions

WHY

- ▶ Upskilling in CCSI
- ▶ Free Participation
- ▶ Professional Networking in Euro-Med
- ▶ International Recognised Certification and Microcredentials

**DEADLINE
FOR APPLICATIONS**

15 SEPTEMBER 2024

THE ORGANIZERS

The Organization for European Programmes and Cultural Relations (OEPCR) was established by the Republic of Cyprus in 2020 with a Decision of the Council of Ministers with the main goal of promoting and disseminating contemporary Cypriot artistic creation and contributing in every possible way to both European and international cultural networking. Having a crucial role between (inter)governmental, structures, civil society and cultural and creative sector players, it operates the National Contact Points/Desks of EU funding programmes and initiatives such as Creative Europe, Citizens, Equality, Rights and Values – CERV, New European Bauhaus, and Anna Lindh Foundation Cyprus Network among others.

Materahub an experienced organisation based in Italy, manages international pilot projects to support cultural and creative industries, encouraging innovation, inclusion processes, and a new entrepreneurial vision to face contemporary challenges. Materahub has been involved in EU-funded projects both as a coordinator and as a strategic partner, running initiatives under European programs such as Erasmus+, COSME, H2020, Interreg Europe, and Creative Europe. Most of these initiatives focus on exploring skills gaps in the cultural and creative sectors, as well as developing forward-looking policies and programs for growth. Through these projects, Materahub has developed tailored training approaches and advanced methodologies such as DEUS and CYANOTYPES.

Based on Barcelona Process the Anna Lindh Euro-Med Foundation for Dialogue between Cultures (Anna Lindh Foundation) is an international, inter-governmental organisation operating the largest network of civil society organisations and citizens for intercultural dialogue among the people of the Euro-Mediterranean region. Founded in 2004 with its headquarters in Alexandria (Egypt), developed jointly by the European Union and its Euro-Mediterranean partner countries. It is active in more than 42 countries and has over 4,500 member organisations.

ABOUT

As outlined by the Creative Europe Programme, Cultural and creative sectors are all industries that revolve around cultural values and creative expressions. This includes activities like developing, creating, producing, sharing, and preserving cultural and artistic products, covering everything from architecture, museums, and crafts to music, dance, film, and literature. The definition applies regardless of whether these activities aim to make a profit, the type of organization involved, or the method of funding. This broad inclusion ensures support for a wide array of artistic and cultural activities, enhancing innovation and employment opportunities in these sectors.

Today, Cultural and Creative Sectors & Industries (CCSI) are a vital component of the global economy. These industries are not only expanding but are also becoming strategic assets for job creation, societal creativity, and cohesion. CCSI contributes approximately 6.1% to the global GDP, with an estimated annual worth of €3.9 trillion. They generate around €2 trillion in revenues and provide nearly 30 million jobs worldwide, employing more people aged 15 to 29 than any other sector (UNESCO). In the EU alone, CCSI generated €193 billion in added value, encompassing 1.2 million cultural enterprises, contributing 4% of EU GDP, with an annual turnover of over €500 billion.

In addition, cultural and creative entrepreneurs play a crucial role in job creation. Their work not only generates economic value but also enriches cultural diversity and promotes social inclusion. CCSI entrepreneurship involves exploitation of business opportunities and management of cultural or creative organization with a clear strategic mission. It requires balancing creative and managerial values while significantly contributing to local infrastructure.

Major challenges that are affecting business growth of cultural and creative operators in our Euro-Med region are skills-related, such as the ability to operate transnationally and digitally (e-commerce). In that sense, and as part of OEPCR's capacity-building efforts, the Building Entrepreneurial, Transversal and Digital Competences for Creative and Cultural Sectors & Industries (CCSI) Professionals in Euro-Mediterranean programme is conducted by the Organisation for European Programmes and Cultural Relations (OEPCR) in collaboration with Matera Hub and Anna Lindh Foundation.

The initiative is a transnational, gender sensitive opportunity that aims at improving skill sets and supporting the digital transition of cultural and creative operators in our euro-med region. The strategic objective is to enable start-ups to be launched from home and new markets to be reached online, with a specific attention given to women and young cultural and creative operators.

The course will be implemented during October 2024, via an online learning platform, which will include five weekly 60-minute live sessions and requesting flexible learning time of approximately five hours per week. At least 30 professionals active in cultural and creative sectors, with balanced participation of South partner countries (Egypt, Lebanon and Jordan only) and North partner countries (EU members and candidate states), will have an opportunity to enhance their horizontal creative skills such as developing and managing creative and cultural entrepreneurial ventures, building self-awareness, critical thinking, problem-solving, fostering effective communication and teamwork, and improving the ability to use digital tools effectively, all put in the context of Euro-Mediterranean cooperation. To complement the online learning path, a final 4-day training and networking event will be organized in Cyprus between 6 and 9 December 2024.

The training programme, based on advanced methodologies from previous EU-funded initiatives such as DEUS and CYANOTYPES, is designed with online micro-learning sessions, including written and video content, interactive activities, self-reflection exercises and live online sessions enhancing learning engagement, understanding and sharing. Participants who will complete the entire online educational program (approximately 25 learning hours, including 5 hours of direct online participation) and pass the required tests (e.g., quizzes) will be invited to a 4-day live training and networking event in Cyprus, organized around the Day of the Mediterranean (28 November 2024). The entire course will be certified with 1 ECTS (25 hours of learning), and fully recognized within the EU tertiary education framework.

TRAINING STRUCTURE & LEARNING APPROACHES

Building Entrepreneurial, Transversal and Digital Competences for Creative and Cultural Sectors & Industries (CCSI) Professionals in Euro-Mediterranean region training programme adopts a blended learning approach combining both real-time and in-demand online teaching. The methods and tools used for the delivery of the program are based on advanced methodologies from previous EU-funded initiatives such as DEUS and CYANOTYPES.

The training programme consists of 3 online courses (9 modules), one-hour weekly live sessions with a duration of around 5 weeks, and a final 4-day training and networking event in Cyprus.

COURSE 1: ENTREPRENEURIAL CHANGE IN CCSI

- ▶ Module 1: Introducing entrepreneurial mindset in CCSI
- ▶ Module 2: Planning and managing your business
- ▶ Module 3: Innovation and creativity

The goal is to equip learners with essential entrepreneurial skills tailored to the CCSI, promoting innovation, creativity, and effective business practices, with the main objectives being to develop and manage entrepreneurial ventures and encourage innovative thinking and problem-solving through activities such as self-reflection exercises, discussion forums, individual and innovation challenges projects.

COURSE 2: TRANSVERSAL COMPETENCES FOR SUCCESS IN CCSI

- ▶ Module 1: Effective Teamwork and Collaboration
- ▶ Module 2: Building self-efficacy and self-awareness
- ▶ Module 3: Critical thinking and problem solving

The goal is to equip learners with essential interpersonal and intrapersonal skills to successfully adapt to changes and lead meaningful and productive personal and professional lives across various roles and sectors, by enhancing soft skills and fostering effective communication and teamwork, through activities such as group discussions, role-playing exercises, scenario-based exercises reflection activities and exercises, peer feedback sessions and critical thinking workshops.

COURSE 3: DIGITAL PROFICIENCY FOR CCSI

- ▶ Module 1: Mastering social media and online marketing
- ▶ Module 2: Data analysis and interpretation
- ▶ Module 3: Digital Project Management and AI tools

The goal is to enhance learners' skills in leveraging digital tools for marketing and project management, by improving their ability to use these tools effectively and enabling them to leverage digital platforms for these purposes, through activities such as social media campaign projects, online marketing simulations, data analysis projects, interpretation exercises, project planning exercises, and tool simulations.

07/10/2024 -
08/11/2024

FLEXIBLE
LEARNING
HOURS

COURSE 1

MODULE 1: INTRODUCING ENTREPRENEURIAL MINDSET IN CCSI

MODULE 2: PLANNING AND MANAGING YOUR BUSINESS

MODULE 3: INNOVATION AND CREATIVITY

COURSE 2

MODULE 4: MASTERING SOCIAL MEDIA AND ONLINE MARKETING

MODULE 5: DATA ANALYSIS AND INTERPRETATION

MODULE 6: DIGITAL PROJECT MANAGEMENT AND AI TOOLS

COURSE 3

MODULE 7: MASTERING SOCIAL MEDIA AND ONLINE MARKETING

MODULE 8: DATA ANALYSIS AND INTERPRETATION

MODULE 9: DIGITAL PROJECT MANAGEMENT AND AI TOOLS

LIVE SESSION 1 - 09/10/2024, 10:00 - 11:00 CET - OPENING

LIVE SESSION 2 - 16/10/2024, 10:00 - 11:00 CET

LIVE SESSION 3 - 23/10/2024, 10:00 - 11:00 CET

LIVE SESSION 4 - 30/10/2024, 10:00 - 11:00 CET

LIVE SESSION 5 - 06/11/2024, 10:00 - 11:00 CET - CLOSING

MANDATORY
LIVE
SESSIONS

PARTICIPATION & ELIGIBILITY CRITERIA

To be eligible to apply for the training programme, you must comply to the following educational and/or working criteria:

- ▶ Have working experience in cultural and creative sectors and industries
- ▶ Be based or registered in the Euro – Mediterranean region
- ▶ Be eligible to obtain Cyprus visa
- ▶ Have a very good command of English

Priority will be given to:

- ▶ Participants reached from the current and prospective member organizations of the Anna Lindh Foundation Network
- ▶ Women, young people ≤ 35, persons belonging to minorities, persons with migrant background

APPLICATION AND SELECTION PROCESS

Interested applicants should submit a completed application form and upload their CV (in English, up to 4 pages), indicating their suitability for this initiative and highlighting relevant experience and interest in Cultural and Creative sectors and industries.

The application form is available **here**.

The applications must be submitted in **English**.

Deadline for applications: 15 September 2024, 11:00 CET

Applicants will be selected to participate in the training by a panel committee, representing the project partners, based on the criteria mentioned in the section [Participation and Eligibility Criteria](#).

The panel committee reserves the right to select participants to ensure the balance of gender, diverse nationality, cultural, linguistic background and any other diverse characteristics.



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ASSESSMENT AND ELIGIBILITY FOR LIVE TRAINING IN CYPRUS

Assessment will be continuous, incorporating quizzes, interactive activities and participation in live sessions. Upon completion of the course, learners will receive a certificate recognizing their achievement and proficiency in the covered competencies.

To complete the training programme, participants must:

Have attended at least 70% of the total duration of the 3 courses

Those participants who meet the above successfully completed criteria will be provided with incentives and reimbursements for travel to Cyprus as well as full accommodation, meals, and local transportation for their participation in the Capacity Building Training Course.

To complement the online path, a final 4-day in situ living lab will be organized in Cyprus. The training will be organized in the format of challenge-based learning where the participants will apply the theoretical knowledge learned during the online path to their own business or projects, solving a challenge given by the trainer.

CERTIFICATION

At the end of the course, participants will obtain an internationally recognized certificate of participation based on European standards such as EQAVET.

This certificate is automatically generated by the platform of Materahub once all the course requirements have been completed.

Training Programme for Enhancing the Capacities of Creative and Cultural Sectors & Industries (CCSI) Professionals in the Euro-Mediterranean Region

ENTREPRENEURIAL SKILLS

TRANSVERSAL SKILLS

DIGITAL SKILLS

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