



Project "Creative Agents- Connecting the Creative and Cultural Industries with Sustainable Development"

2021-1-CY01-KA220-VET-000033339/1

Creative Agents Training Course

First Development of the Course



TABLE OF CONTENTS

General educational objectives.....	3
Specific educational objectives	4
Expected learning outcomes.....	5
1. Addressing the impact of the pandemic on the CCI sector and the labour market at large	6
2. Skills, Knowledge and Attitudes needed in CCI	7
2.1. Skills	7
2.1.1. Digital and Marketing skills.....	7
2.1.2. Social and Networking skills	9
2.1.3. Organisation and Management skills.....	11
2.1.4. Entrepreneurial skills.....	14
2.1.5. Personal development skills	16
2.2. Knowledge.....	19
2.2.1. Financial Literacy.....	19
2.2.2. Labour market.....	20
2.2.3. Entrepreneurship	22
2.2.4. Environment	23
2.3. Attitudes.....	26
2.3.1. Teamwork and cooperation	26
2.3.2. Goal-setting	28
2.3.3. Social offer	29
2.3.4. Values	30
2.3.5. Lifelong learning.....	32
3. Implementation of the above Skills, Knowledge and Attitudes in the CCI sector and the labour market at large.....	33

GENERAL EDUCATIONAL OBJECTIVES

The Creative Agents Training Course is an innovative set of tools that support competence development in the Culture and Creative Sector. It has the form of a blended curriculum and it is open to the public via an online platform, hosted on the project's website: <https://www.creativeagents.eu/>.

The main objective of the course is to support VET providers in the adaptation of the training they offer to changing skills needs in the CCI sector, thus enlarging their training offer to more sustainable, green and digital skills. The course will facilitate the development and adoption of a new job profile, the Creative Agent, who encompasses entrepreneurial spirit, digital knowhow and a green approach to their practice.

The target group of the course is mainly VET providers and trainers in the CCI sector, adult educators, as well as practitioners and professionals in the CCI sector, artists, cultural and social entrepreneurs and also people interested in self-entrepreneurship.

The content of the course is in line with the Occupational Profile of the Creative Agents, and was developed based on the research results from all partner countries (Cyprus, Greece, Italy and Spain). The results came from carrying out an online survey, implementing national focus groups and doing desk research on relevant good practices. All the above aimed at finding the skills, knowledge and attitudes that are needed in the contemporary CCI sector and that its representatives feel that they need to enhance and develop, in order to match the requirements of the labour market, especially after the pandemic.

On completion of the course, the learners are expected to have acquired the skills and competencies to follow new learning and career paths in the sector of Creativity and Culture and facilitate the learning process of others, embracing the concepts of learning-by-doing, learning to learn, and letting others learn.

SPECIFIC EDUCATIONAL OBJECTIVES

The Creative Agents Training Course aims to help learners develop certain skills and competencies that match the Occupational Profile of the Creative Agents and promote innovation, creativity, digital and green skills and entrepreneurship.

The first educational objective of the course is to help learners realise the needs and requirements of the contemporary labour market in general, and the Culture and Creativity Industry in particular. By exploring the specific skills, knowledge and attitudes that the Creative Agents should demonstrate, the learners will understand the socio-economic context of the partner countries, and the European Union at large, and shape a holistic image of the capabilities that help employees and entrepreneurs stand out of the crowd and succeed.

The second educational objective of the course is to guide learners in how to develop the skills, knowledge and attitudes mentioned above in an innovative, interactive and interesting way. To be more specific, through interesting facts and research findings, useful tips, interesting exercises and self-quizzes, the learners are able to explore different topics related to creativity, culture, digital and green skills and entrepreneurship, and expand their potential.

The third educational objective of the course is to make learners understand how they can apply the skills, knowledge and attitudes that they have acquired to the local, national and international labour market. Each competence included in the course has been designed to correspond to a specific need -or set of needs- of the labour market and serves the purpose for enabling environments for green growth, innovation and community empowerment.

Overall, the Creative Agents Training Course is to take green and digital challenges as opportunities to change perspective and transform our lives for the better by contributing to the creation of a bridge between the world of science and technology and the world of art and culture.

EXPECTED LEARNING OUTCOMES

The Creative Agents Training Course aims at a broad range of learners from the field of VET and adult learning, as well as the CCI sector. On completion of the course, the learners are expected to:

- Understand the needs and requirements of contemporary labour market at a local, national and international level.
- Identify the impact of the pandemic on the Culture and Creativity sector and the European labour market and find ways to address this impact through creativity and innovation.
- Build on their existing skills in the field of creativity and culture and explore new skills and competences.
- Acquire new knowledge and capabilities that are relevant and essential in the CCI sector, especially when it comes to digital, green and entrepreneurial skills.
- Develop new attitudes towards the CCI sector and the labour market and be open to new changes.
- Implement the acquired skills, knowledge and attitudes in their existing or future work.
- Adopt a learning-by-doing approach and facilitate the learning of others.
- Commit to personal growth, lifelong learning and social change.

It is the partnership's belief that the course will offer an alternative source of learning and equip learners with valuable skills which they will utilize in their everyday work and life at large.

1. ADDRESSING THE IMPACT OF THE PANDEMIC ON THE CCI SECTOR AND THE LABOUR MARKET AT LARGE

Recent research has shown that the field of creativity and culture in Europe is a bit underrated, underrepresented and highly affected by the pandemic. The outburst of COVID-19, the constant lockdowns and the various restrictions worldwide led to a general turn to the digital world and changed the mode of contemporary working and learning. For this reason, creativity needs to be made visible to the broader public and promoted with the use of contemporary digital tools and applications, like for example Canva, Instagram etc.

Marketing is also essential in order for an artist to beat the competition and find possible investors. Along with digital skills, social and networking skills are crucial for the dissemination of their work, as well as public speaking and the skill to “sell” themselves and their work. At the same time, people from the CCI sector should have the opportunity to develop entrepreneurial skills and the ability to spot funding resources available for start-ups, especially for young people and women.

What is more, due to the fact that most of the people had been working from home during the pandemic, they had to develop organizational and time management skills, which they are now called to transfer into their ‘conventional’ working mode. In parallel, people from the CCI sector should develop skills like prioritizing, problem-solving and decision-making, in order to meet the requirements of the field.

Furthermore, since the broader public spent many weeks at home and yet had the option to attend cultural events online, for example concerts, theatrical plays etc., artists are now facing the challenge to motivate people to leave their houses and attend those kind of events in the ‘conventional’ way. More specifically, despite the fact that virtual events gave the opportunity to numbers of artists, designers etc. to be made broadly known and gain publicity, the general turn to ‘normal’ demands from them to demonstrate social skills and the competence to interact with the public effectively. Therefore, the creation of common spaces for artists and the need for funding opportunities to support such initiatives is now a general demand. For instance, organizing co-create/ co-design labs is a way of bringing artists and the broader public together and offering the common ground for critical thinking, skills acquisition, collaboration, flexibility and empathy.

Moreover, it is essential for people who work in the CCI sector to be able to work under pressure, function as part of a team, explore the possibility of cooperating with other people, especially from

other fields, and be engaged in a meaningful work, that also has a social impact and promotes equality and inclusion.

Last, but not least, the CCI sector should adapt to new trends and requirements of the labour market, but still keep its high values and offer good quality products/ services that are competitive and attractive. For instance, there is a general demand for traditional products or designs/ patterns, that trigger memories and emotions to the people. For this reason, traditional arts and crafts, e.g. pottery, carpentry etc., should be well-preserved and offer alternative options to the public.

In a nutshell, people from the CCI sector are in need of meaningful education, in order for them to receive recognition of their existing work and acquire new skills and competences, that will help them keep up with the times and become agents of progress and change.

For this reason, the development of certain skills, knowledge and attitudes is essential.

2. SKILLS, KNOWLEDGE AND ATTITUDES NEEDED IN CCI

The development of the following skills, knowledge and attitudes is essential for people from the CCI sector to keep up with the requirements of the labour market, especially after the pandemic, and become Creative Agents.

2.1. Skills

2.1.1. *Digital and Marketing skills*

Digital literacy is a person's ability to learn and adapt to technology. In today's digitalized world, it is essential for an employee or a self-employed person to:

- Stay up to date with existing technologies
- Properly communicate in an online environment
- Manage their ideas in an online environment
- Work in teams leveraging technology

When it comes to the CCI sector in particular, the effective use of technology for promoting one's work is crucial, especially in the post-pandemic era. Among other things, CCI representatives, for example artists, can benefit from the utilisation of digital tools and applications for creative and professional purposes and reach their target groups successfully.

A very useful digital tool that can be utilised in the CCI sector is Canva, which allows online graphic design for professional and commercial purposes. It includes a lot of free templates, videos and tutorials and is broadly used by designers, developers and artists around the world.

An introductory video can be found here:

Canva - Tutorial for Beginners in 13 MINUTES! [2023 FULL GUIDE]:

<https://www.youtube.com/watch?v=6M8axhCQP7M>

Another interesting video for the use of Canva to sell one's work online can be found here:

How to Create Printables in Canva to SELL ON ETSY:

<https://www.youtube.com/watch?v=62YQtgX4qMM>

Also, social media management and use for the promotion of creativity and culture is an essential skill.

Here is an interesting video:

How to Create an Instagram Business 2022 [Step by Step Tutorial] - Make Money on Instagram:

<https://www.youtube.com/watch?v=mnAlI8h6ZhA>

Along with digital skills, marketing skills and the ability to "sell" one's work online is necessary in the CCI sector nowadays, and creators should be able to develop their marketing knowledge and skills. Digital marketing is the act of promoting a brand, product, and/ or service through paid and organic online campaigns. The most common marketing goals include increased brand awareness, sales, engagement, leads, and revenue and can be achieved through the following strategies:

- Social media marketing
- Messaging marketing
- Email marketing
- Search engine marketing

- Native advertising
- Pay-per-click/ Cost-per-click
- Content marketing via blogs
- Affiliate marketing/ Influencer marketing
- Marketing automation through different apps
- Remarketing/ Behavioral retargeting
- Sponsored content

Users can find hundreds of relevant tutorials and videos online, and the fact that many digital applications offer a free-trial period allows people from the CCI sector to experiment with digital marketing and find the strategies that best fit their work and purposes.

Last, but not least, a very useful skill in the CCI sector is Virtual and Augmented Reality and Artificial Intelligence knowledge. Such digital tools can be used as Open Educational Resources for artists and CCI representatives, enhance their customers' and target groups' experience and improve operational efficiency in the industry. Virtual and augmented reality, for example, are being used to create immersive and interactive experiences for customers, while artificial intelligence is being used to automate and streamline business processes. Adding VR/ AR/ AI to a list of tourism and cultural services can provide differentiation and competitive advantage for a territory or an enterprise operating in cultural and creative sector.

2.1.2. Social and Networking skills

In the past few years, Cultural and Creative Industries have become an interesting strategic sector to boost competitiveness, productivity, employment and sustainable economic growth. They are knowledge-intensive and based on individual creativity and talent, generate economic wealth, create value and culture. In addition, they generate new growth and create new jobs — in particular, for young and creative people — and strengthen social cohesion. Therefore, they are being used more frequently to promote social integration, social values, cultural promotion and as a source of

information as well as knowledge. For this reason, along with digital and marketing skills, social and networking skills are a prerequisite in the CCI sector nowadays.

One of the most important social skills that people from the CCI sector should demonstrate in order to become Creative Agents is public speaking and the ability to present their work to a crowd. Organizing promotion events, or going to other people's events and gatherings gives artists and creators the opportunity to talk about what they do, and possibly share a sample of their work with the broader public. Some useful tips for public speaking can be found in this video:

Public Speaking For Beginners: <https://www.youtube.com/watch?v=i5mYphUoOCs>.

As it was mentioned above, the return to 'normal' after the pandemic has shown the need for the creation of common spaces that will bring together people from different CCIs and the broader public. In order to organize successful events, there are several guidelines that Creative Agents can follow, like for example:

- Define goals and objectives
- Establish a budget
- Build your team
- Pick your venue and date
- Develop event branding
- Plan your program
- Confirm sponsors, exhibitors, and speakers
- Identify and select tech tools
- Create a marketing and promotional plan
- Determine your measurement

Furthermore, Creative Agents should benefit from existing events, festivals, campaigns etc. that can enhance their visibility and attract customers, fans or followers.

In addition to public speaking and event planning, taking initiative and motivating other people are two key competencies that can help CCI representatives keep up with the demands of their field and the labour market in general.

Taking initiative is fundamental to a person's personal and professional growth, and the main steps can be summarized as follows:

- Develop a career plan
- Build self-confidence
- Spot opportunities and potential improvements
- Sense-check your ideas
- Develop persistence
- Find balance

When a person is capable of taking initiative, they are more likely to motivate other people to follow their vision and join their effort to stand out and make an impact.

2.1.3. Organisation and Management skills

Today's labour market is becoming more and more complex and competitive, and as a result employees and entrepreneurs should develop several skills to make their work more effective. Working under pressure and managing time efficiently is crucial, especially now that a big part of people's work, even in the CCI sector, has been transferred online and requires multitasking and flexibility. Here are some tips to organize time in order to work better and make work-life balance easier:

- Set SMARTer Goals (pecific, measurable, achievable, relevant, and time-bound)
- Prioritize
- Use the Power Hour
- Batch Similar Tasks Together

- Delegate Tasks
- Schedule Your To-Dos
- Set up Deadlines
- Block Out Distractions
- Overcome Procrastination
- Learn to Say No
- Leverage
- Track Your Time Spent
- Take Regular Breaks
- Deal With Stress Wisely

In order to achieve time management and working under pressure, Creative Agents should demonstrate thinking skills, such as:

Analytical thinking: the ability to identify and define problems, extract key information from data and develop workable solutions for the problems. Ability to scrutinize and break down facts and thoughts into their strengths and weaknesses and developing the capacity to think in a thoughtful, discerning way, to solve problems, analyse data, and recall and use information.

Critical thinking: the ability to actively and skilfully conceptualise, apply, analyse, synthesise, and/or evaluate information and determine how to interpret it in order to make a sound judgment using various sources of information including a person's own existing knowledge.

Creative thinking: the ability to look at something in a new way. It is the very definition of "thinking outside the box." Ability to perceive patterns that are not obvious. Ability to consider something – a conflict between employees, a data set, a group project, for example – in a new way.

Lateral thinking: the ability to use imagination to look at a problem in a fresh way and come up with a creative solution. It involves ideas that may not be obtainable using only traditional step-by-step logic, but using techniques such as brainstorming, random association (think about a word and try to use it as an idea for a problem), provoking ideas, etc.

Vertical thinking: the ability of analysing, processing, and using information in a logical, patterned, or direct way. It also involves the analysis of past information to figure out how a current situation may have come about.

In line with the above, decision-making and problem-solving are two skills that go hand-in-hand with organizing and managing one's work effectively.

Decision-making is a cognitive-psychological term, which describes the selection of a belief or a course of action among several alternative possibilities. There are many different ways of making good-decisions, but some general guidelines include the following:

- Identifying the decision
- Gathering information
- Identifying alternatives
- Weighing the evidence
- Choosing among alternatives
- Taking action
- Reviewing the decision and its impact

A corresponding video can be found here:

The 7 step decision making process | Decision making model | Lauren Kress:

<https://www.youtube.com/watch?v=d53AFjxT5hQ>

Similar to decision-making, problem-solving is the act of defining a problem, determining the cause of the problem, identifying, prioritizing and selecting alternatives for a solution, and implementing a solution. The procedure can be summarized as follows:

- Define the problem
- Generate alternative solutions
- Evaluate and select an alternative
- Implement and follow on the solution

There are numerous techniques of putting the above steps into practice, some of which can be found in this video:

Problem Solving Techniques: 5-Why-Method, Flowchart, Mind-Map:

<https://www.youtube.com/watch?v=XTV1aGIn1U4>

It is important to note the importance of the transferrability of the above skills both to the working from home and to the face-to-face occupational settings, especially in the post-covid era.

2.1.4. Entrepreneurial skills

Entrepreneurship is a complex concept that is gaining more and more popularity nowadays. Especially during COVID times, hundreds of professionals, artists and creators grew the ambition to start their own business online and make their talent a profession. For this reason, a Creative Agent should demonstrate the relevant entrepreneurial skills, such as the ability to spot funding resources available for start-ups, especially for special population groups, like young people and women. Online and face-to-face mentoring and coaching are massively available these days, and there are numerous platforms that can guide a future entrepreneur through the available options and opportunities, such as:

EURAXESS - Researchers in Motion: a pan-European Initiative launched by the European Commission to promote research careers and facilitate the mobility of researchers across Europe. EURAXESS is a platform for researchers, entrepreneurs, universities, and businesses to interact with each other. It covers mobility issues, allows institutions to find the right talent, and connects people, projects and funding. It is available here: <https://euraxess.ec.europa.eu/>

European DIGITAL SME Alliance: the largest network of ICT small and medium enterprises in Europe, representing more than 45,000 enterprises in total. The Alliance is the joint effort of 30 national and regional SME associations from EU member states and neighbouring countries to put digital SME at the centre of the EU agenda. Can be found here: <https://www.digitalsme.eu/>

Ideas Powered for business SME Fund: a grant scheme designed to help EU small and medium-sized enterprises (SMEs) protect their intellectual property (IP) rights. Available here: <https://euipo.europa.eu/ohimportal/en/home>

A popular method followed in the CCI sector is organising co-create/ co-design labs, which bring together people from different backgrounds to work on common goals and achievements. A co-design/ co-create lab is an open, creative community of fabricators, artists, scientists, engineers, educators, students, amateurs and professionals, that provides access to the environment, the skills, the materials and the advanced technology to allow people to create practically anything, from paintings and sculptures to clothes, performances, concerts and 3D-printed pieces of art. Some ideas for co-create/ co-design labs include:

(1) Entrepreneurship lab for the Creative and Cultural Sector: supporting participants in the business development of their projects or ideas and the enhancement of their entrepreneurial mindset and skills.

(2) Visual Arts lab: encouraging participants to develop collaborations through conversation, photographing, painting, sketching, and collecting examples.

(3) Fashion lab: exploring the possibilities of sustainability in fashion by learning about traditional crafts and transferring them into new forms.

(4) Performance lab: including poetry, storytelling, music, theatre and any other kind of performance.

(5) Design lab: developing potential products or services of various forms and applications, according to the participants' skills.

The benefits of co-create/ co-design labs include the exchange of ideas and experiences, the social inclusion of marginalized population groups, such as migrants, as well as the adoption of a learning-by-doing approach to creativity and culture.

Last, but not least, entrepreneurial skills in the CCI sector include the ability to explore the possibility for the development of products and services related to alternative and sustainable tourism, such as agrotourism, which is very popular nowadays. The CCI sector offers several potential opportunities for sustainable local development. One opportunity is eco-tourism, which involves promoting tourism that is sustainable and environmentally responsible and practices effective waste management, reduced carbon footprints, as well as recycling and upcycling. Another opportunity is the development of cultural and creative industries that contribute to the local economy and create jobs in the local society.

2.1.5. Personal development skills

Another very important aspect of the Creative Agents' new Occupational profile is the motivation and ability to take care of themselves and invest in their own personal -and thus professional- development. A key competence is stress management, especially stress that is caused either in the workplace or because of the uncertainty and insecurity that the pandemic has brought. Managing stress properly can have a positive effect on both professional performance and daily routine. It provides a way of coping with pressing situations with more clarity and efficiency, making better decisions on matters of importance, as well as improving mental and physical health.

There are two ways to work on managing stress:

By practicing *prevention*: e.g. spend time doing relaxation techniques on a regular basis to keep your everyday stress at a low level.

By practicing *intervention*: e.g. at the time you feel your stress level rising, you perform a relaxation technique to help you calm down and manage the current situation.

Here are some suggestions you could apply in your life.

- Relaxation exercises like following your breath, deep breathing, progressive relaxation, centering yourself can help you feel calmer and detox yourself from everyday life worries and problems. Breathing exercises bring more oxygen to your body and mind helping you to think clearly.
- Physical exercise can help you lower your stress levels and even prevent stress if you exercise on a daily basis. Exercising can help you expel adrenaline, relax your muscles, and slow down your heart rate.
- Eating habits. Some substances that have been linked to higher levels of stress are caffeine, artificial sweeteners, white sugar and flour and alcohol. Substances that have been linked with lower stress levels are B-complex vitamins, calcium, magnesium, omega-3 fatty acids, and complex carbohydrates (whole grain products).
- Managing time/ Staying organised. These two skills are very important if you want to live a more peaceful life and be successful at your work. Having things in order at work and home can help you find them easier, and save time. Planning ahead and

scheduling by using applications or printed calendars will help you be on time for your deadlines, and avoid any unnecessary commitments for extra work or pleasure when you don't have the time to.

- Talking/ writing it out: When people do not express feelings of stress, stress does not just disappear. Holding anxiety in can actually make it feel more overwhelming. Expressing anxiety by talking about it helps to release it. If you don't feel like talking then writing can be an effective way to express and release feelings of stress. You don't need to have any special kind of writing talent because you are writing for yourself only.
- Support network. Having people with whom you can share your thoughts and discuss your problems can lift the weight from your shoulders. Getting support, sharing ideas and solutions with your colleagues, friends and relatives can make the difference in your life during hard times.

Along with stress management, gaining or improving one's "self-skills" is important for dealing with difficult situations like the pandemic and building a strong personality and character. "Self-skills" include:

- *Self-efficacy*: Self-efficacy refers to your belief in your capacity to execute behaviors necessary to produce specific performance attainments. Self-efficacy reflects confidence in the ability to exert control over your own motivation, behavior, and social environment. These cognitive self-evaluations influence all manner of your experience, including the goals for which you strive, the amount of energy expended toward goal achievement, and the likelihood of attaining particular levels of behavioral performance.
- *Self-awareness*: the capacity for introspection and the ability to recognize oneself as an individual separate from the environment and other individuals. Self-awareness includes having a clear understanding of your strengths, weaknesses, thoughts, beliefs, motivation and emotions. Being self-aware allows you to manage your emotions in the workplace and in daily life in general. Being self-aware allows you to pay more attention to your emotions and how you perform your work. This helps you to get a better understanding of why you do the things the way you do, which will enhance your self-leadership style. Becoming more self-aware in the workplace allows

you to see work-related issues more objectively; thus understanding the role you may have played in creating them. It allows you to relate to your colleagues and to be more mindful with your actions and therefore create a more harmonious environment.

- *Self-critique*: Self-critique is the way you evaluate your skills, abilities and competences. By focusing on your strengths, rewarding yourself for them and trying to improve them even more, while on the other hand managing your weaknesses and trying to overcome them, will make you more efficient and effective and help you build your self-esteem and self-worth.

Apart from the above, a Creative Agent should be characterized by open-mindedness and being eager to experiment with new techniques and methods. Embracing new technologies, environmentally friendly materials and innovative learning approaches can lead to professional growth and boost creativity and cultural inclusion. A useful video about open-mindedness can be found here:

Open-mindedness: <https://www.youtube.com/watch?v=T69TOuqaqXI>

Last, but not least, a Creative Agent should have the ability to spot new opportunities for training, like the present one, and be involved in experiential, work-based and lifelong learning.

The “learning by doing” methodology that can be applied both in the educational environment and in the job training includes four main stages:

- Concrete experience. Immersing people in the activities and tasks they are carrying out gives rise to observation.
- Thoughtful observation. People think about what they are observing and develop hypotheses with that information and its potential significance.
- Abstract conceptualisation. Based on those hypotheses, people generate abstract concepts that must be interpreted and assimilated.
- Active experimentation. People experience and put the concepts into practice in other contexts, which allows them to improve.

In the case of businesses, the simulation of certain situations experienced in an organisation makes it possible to develop skills and attitudes that are highly valued in the current context due to their strategic nature, such as creativity, critical thinking, self-assessment, analytical skills, teamwork,

problem-solving and decision-making. In addition, ideas are shared which often go on to become innovative solutions leading to improvements in productivity.

In general, a Creative Agents should be a flow personality, willing to learn and adapt to a changing world.

2.2. Knowledge

2.2.1. *Financial Literacy*

Apart from the skills needed in the CCI sector nowadays, people who are involved in this field need to acquire specific knowledge, in order to become actual Creative Agents. More specifically, interdisciplinary skills are necessary for the upskilling and re-skilling of CCI representatives, especially after the pandemic, such as the ability to understand and interpret market. At the same time, cross-sectoral, mathematics and logical competences, are considered as a must-have in order to address the high competition which characterizes the CCI sector today.

Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. Key aspects to financial literacy include knowing how to create a budget, plan for retirement, manage debt, and track personal spending. What is more, financial literacy prevents a professional from fraud. A useful video can be found here:

Learn How to Improve Your Financial Literacy Skills:

<https://www.investopedia.com/terms/f/financial-literacy.asp>

Economic literacy, on the other hand, is focused on the capability of someone to understand their own situation, its broader economic context and thereby the situation of others. For example, while a financially literate person would understand what an interest rate is and what it means for their personal finances, an economically literate person would also understand why an interest rate has been changed and how this change will affect the broader economy. Consequently, there is a sense in which financial literacy is nested within economic literacy.

Along with the above, Creative Agents should have good knowledge of their country's taxation system, as well as the legal framework that concerns the type of business they are involved in or they are interested in starting.

Furthermore, future start-upers and entrepreneurs in the CCI sector should be aware of intellectual property rights (IPR), which include ideas, inventions, and creative expressions based on which there is a public willingness to bestow the status of property. IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark, etc. Patent, for example, is a recognition for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial application. IPR is prerequisite for better identification, planning, commercialization, rendering, and thereby protection of invention or creativity.

In general, knowing the financial aspects of creativity is important for a Creative Agent, and thus they should be constantly trained on the topic.

2.2.2. Labour market

In order for a Creative Agent to be able to function in contemporary labour market, especially if they are interested in starting their own business, having the necessary labour market information is a prerequisite. Labour market information is a set of data and insights that helps describe how jobs are changing, now and into the future. Understanding labour market information is important in a variety of contexts, and particularly for work and education. There are many different types and sources of labour market information.

An important feature of labour market information is its structure. The job market is organised into key cohorts, industries, occupations, regions and skills. A strength of the structure of labour market information is that it enables people to see how characteristics of jobs are changing over time. Where they are now and where they may go in the future are important factors to consider as a Creative Agent plans their next job, training or career step.

Labour market information can help a professional or entrepreneur answer questions such as these:

- Will I need to move? Research job vacancy trends where you live, or look at the location of workers in the jobs you're interested in.
- Will I need to participate in further study? Consider the qualifications of workers in a particular job and whether these are changing. If most people have a university

degree, or if occupations that are expected to grow in the future require high-level skills, then you may need to undertake further study to improve your job prospects.

- Will I be able to earn enough money? Look at the average earnings for workers in a particular job, and remember that you might be on a lower salary when starting out.
- Will I be able to find the hours I want to work? You might want to work full time or part time. Labour market information can provide insights around how many people work full time, carry out shift work, or work overtime and on weekends.
- Is this a large or small employing occupation? There may be more job opportunities in large employing occupations, but it can still be difficult to find work if a large number of applicants are competing for the same jobs.
- Has the number of workers been growing or falling? If the number of workers has been growing in a particular industry, this might demonstrate that there will be demand for workers now and into the future.
- How does the unemployment rate compare to other occupations? If the unemployment rate is high, then there may be lots of experienced workers competing for a limited number of positions. This could make it difficult to find work in the industry.
- Are employers having trouble finding workers with the right skills for their job vacancies? Skill shortages and recruitment difficulty are signs of a mismatch between labour supply and employer demand. The right skills and training may lead you to a new career path to explore.

Other kinds of knowledge regarding the labour market include understanding the specific social, cultural and political context that the business is taking place, being able to analyse data like demographics and knowing who the competitors are. In this way, the target groups of a product or service become clearer, while the existing businesses in the field can provide ideas for marketing and advertising.

Overall, in order to be a Creative Agent, you need labour market information such as workforce trends, skill requirements and job vacancies to help you make informed education, training or career decisions.

2.2.3. Entrepreneurship

The next step after being educated on the labour market is to gain specific knowledge on entrepreneurship. First of all, a Creative Agent needs to develop a specific vision and mission, in order to put their idea into practice.

A vision statement provides a brief description of a company's long-term goals. It is typically ambitious and communicates how the company plans to make a difference in the world. In other words, it is a roadmap for making decisions that align with a company's philosophy and objectives.

A mission statement, on the other hand, can range from a sentence to multiple paragraphs, but it should convey a company's purpose to customers, employees, and the community. When developing a mission statement, a Creative Agent should ensure the statement will answer the following questions:

- What is your small business? What type of organization are you creating?
- What are your products or services?
- What are your target markets?
- Who is your ideal client?
- Who is your ideal employee? What are the desired skills in team members?
- What are your long-term goals?

After answering these questions, the next step is to develop a succinct message that can be easily digested by anyone who reads it. In this way, a future entrepreneur is more likely to spark people's interest and attract possible investors, who will bring their idea to life.

Another way of attracting possible investors is Crowdfunding. Crowdfunding is the use of small amounts of capital from a large number of individuals to finance a new business venture. Crowdfunding makes use of the easy accessibility of vast networks of people through social media and crowdfunding websites to bring investors and entrepreneurs together, with the potential to increase entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives, and venture capitalists.

In any case, a person who starts their own business in the CCI sector should be constantly updated and trained on finance matters, in order to be able to do effective planning and management, especially budget management, and achieve the company's mission and vision.

What is more, a key aspect of effective management is Human Resources and Talent Management and Recruitment. Human Resource Management is the strategic approach to nurturing and supporting employees and ensuring a positive workplace environment. Its functions vary across different businesses and industries, but typically include recruitment, compensation and benefits, training and development, and employee relations. In the CCI sector, there is an evident need for talent management as well, which shows how employers recruit and develop a workforce that is as productive as possible and likely to stay with their organization long term. When implemented strategically, this process can help improve the overall performance of the business and ensure that it remains competitive.

Talent management entails other concepts like teamwork, achievement, innovation, decision-making and ethics, making it particularly important in the CCI sector. A relevant video can be found here:

Organizational Culture and Talent Management:

<https://www.youtube.com/watch?v=8Fsdj14eH3o>

Overall, a Creative Agent needs to be able to keep up with the latest trends and developments of the labour market and do their best to offer good quality products or services to the public.

2.2.4. Environment

As it was mentioned above, environmental awareness and responsibility is crucial in the CCI sector and should be a top priority for Creative Agents, regardless of the type of their work. Adopting greener habits and promoting environmental protection is a key way of serving the purpose of social offer, which is strongly linked to creativity and culture.

A starting point is the Sustainable Development Goals, which is a collection of seventeen interlinked objectives designed to serve as a shared blueprint for peace and prosperity for people and the planet, now and into the future. In particular, the goals are the following:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice Strong Institutions

GOAL 17: Partnerships to achieve the Goal

Although environmental awareness and responsibility is specifically stated in some of the above goals, the aim of the Creative Agent in the framework of the CCI sector should be to embrace all goals and make this world a better place. An interesting video can be found here:

Understanding the Dimensions of Sustainable Development:

<https://www.youtube.com/watch?v=pgNLonYOc9s>

What is more, the CCI sector should implement the guidelines of the EU Green Deal in all its activities, to address climate change and environmental degradation. The European Green Deal aims to boost the efficient use of resources by moving to a clean, circular economy and stop climate change, revert biodiversity loss and cut pollution. It outlines investments needed and financing tools available, and explains how to ensure a just and inclusive transition. The European Green Deal covers all sectors of the economy, notably transport, energy, agriculture, buildings, and industries such as steel, cement, ICT, textiles and chemicals.

The European Green Deal will improve the well-being and health of citizens and future generations by providing:

- fresh air, clean water, healthy soil and biodiversity
- renovated, energy efficient buildings
- healthy and affordable food
- more public transport
- cleaner energy and cutting-edge clean technological innovation
- longer lasting products that can be repaired, recycled and re-used
- future-proof jobs and skills training for the transition
- globally competitive and resilient industry

For this reason, the Creative Agents should be part of this effort in their everyday life and work.

Among other things, representatives of the CCI sector should embrace responsible travelling and prefer public means of transportation whenever possible. Given the fact that most artists, craftsmen and entrepreneurs need to travel for work nowadays, it is important to keep in mind that they should have a low overall carbon footprint and practice green travelling.

Another key aspect of environmental protection in the CCI sector is waste management, especially in the business of tourism. An interesting concept is the 7 Rs, which aim at decreasing the amount of things people use and simultaneously also decreasing the amount of things they throw away.

In a nutshell:

1. *Rethink*: Adopt a Zero Waste Lifestyle! Rethink the way you live and interact with people, things, and the Earth.
2. *Refuse*: If you don't buy it or use it in the first place, then you don't have to deal with it as waste.
3. *Reduce*: Using less materials from the start leads to less waste and less energy use. Reduce your waste in the first place!
4. *Reuse*: Can you avoid buying a new product? Thrift, share, repurpose, adapt items to a new use, etc.
5. *Repair*: Fix or upgrade your existing objects before you throw them in the landfill. Get creative with repairs for a new life!
6. *Re-Gift*: It is okay to pass along a gift that doesn't serve you. It doesn't have to be a holiday to Re-Gift.
7. *Recycle*: If all else before this step fails...Recycle all that you can to create new products, including composting your organic materials. Buy recycled content products to Close The Loop!

In general, a Creative Agent should contribute to the general effort to make society greener and more sustainable at a local, national and international level.

2.3. Attitudes

2.3.1. Teamwork and cooperation

During the process of acquiring new skills and knowledge, a Creative Agent should also develop several attitudes that will help them achieve personal and professional growth. An important attitude is to have a good team spirit and practice teamwork. It is crucial that people in today's fluid labour market are eager to work with people from different social and cultural backgrounds and manage to function well as part of a diverse team. Here are four different benefits that effective teamwork can bring to a contemporary working environment:

- A source of motivation and inspiration: As team members start to work together, they'll see how it boosts productivity. Teams may meet milestones with greater ease than individuals. Seeing success can motivate others to stick with their goals, even if they encounter challenges.

- More productive conflict management: With effective teamwork comes more open communication. It's not about smooth conflict resolution so much as working with friction in respectful, productive ways.
- More meaningful team development: Working as a team allows people to get to know each other's skills, personalities, and areas of expertise. Developing these connections leads to a stronger, more developed team. Professional relationships may flourish, and people may discover opportunities for mentoring.
- Bigger goals: Effective teamwork proves that a team can do great things, and with that comes an expansion of their goals. A successful team won't stay stagnant for long. Managers will be motivated to set new team goals. And, employees of all levels will want to challenge themselves and expand their own skill sets.

In line with team spirit, Creative Agents should be able to recognise cooperation opportunities and be open to new partnerships. Especially in the post-covid era, working with people from different sectors can enhance creativity and make innovation more feasible.

Along with that, developing transversal skills and transferring one's knowledge and competences to other fields is fundamental for the further growth of the CCI sector. Transversal skills are those typically considered as not specifically related to a particular job, task, academic discipline or area of knowledge, but as skills that can be used in a wide variety of situations and work settings. These skills are increasingly in high demand for learners and professionals to successfully adapt to changes and to lead meaningful and productive lives. The most relevant transversal skills in the CCI sector are:

- Critical and innovative thinking
- Inter-personal skills (e.g. presentation and communication skills, organizational skills, teamwork, etc.)
- Intra-personal skills (e.g. self-discipline, enthusiasm, perseverance, self-motivation, etc.)
- Global citizenship (e.g. tolerance, openness, respect for diversity, intercultural understanding, etc.)
- Media and information literacy such as the ability to locate and access information, as well as to analyse and evaluate media content.

The above skills should, of course, be adapted to each person and working environment, but in general they are a good asset and should characterise a Creative Agent.

2.3.2. Goal-setting

As it was mentioned before, the labour market is constantly changing and the CCI sector is constantly evolving, so the people who are involved in it should be in a constant process of setting new goals and achieving them. For this reason, they need to have certain skills, like commitment to their work and purpose and persistence. They should keep in mind their mission and vision and try to keep it up. They should not forget the reason why they entered their field and they should always try to improve it.

Goal-setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. In between, there are some very well-defined steps that transcend the specifics of each goal. Knowing these steps will allow you to formulate goals that you can accomplish. Here are some tips:

- Think about the results you want to see: Before making a goal, take a closer look at what you're trying to achieve.
- Create SMART goals: Once you've zeroed in on what you actually want, ensure your goal is Specific, Measurable, Attainable, Realistic and Time-bound.
- Write your goals down: When you write your goals down, they become real and tangible instead of a vague idea that resides only in your mind.
- Create an action plan: Your action plan should include the overall goal you're trying to meet and all the steps you need to take to get there.
- Create a timeline: As part of your action plan, use a timeline maker to help visualize roles, tasks, milestones, and deadlines to achieve your goal.
- Take action: Every step that you take should lead to another until you finish your goal.
- Re-evaluate and assess your progress: You need to keep your motivation strong to complete your goal. Consider scheduling a weekly evaluation, which could include measuring your progress and checking your schedule. Once you see how close the

finish line is, you'll feel more motivated to push through to the end. If you're a little behind schedule, make necessary adjustments and keep going.

Persistence is the quality that allows someone to continue doing something or trying to do something even though it is difficult or opposed by other people. As many unexpected obstacles may occur, especially after the pandemic, coping with uncertainty and risk is an ability that a Creative Agent should develop. These simple steps can help you better face life's uncertainties:

- Be kind to yourself.
- Reflect on past successes.
- Develop new skills.
- Limit exposure to news.
- Avoid dwelling on things you can't control.
- Take your own advice.
- Engage in self-care.
- Seek support from those you trust.
- Control what you can.
- Ask for help.

In general, coping strategies are very beneficial for people whose work is complicated and uncertain, and thus should be developed to address the post-pandemic challenges.

2.3.3. Social offer

Along with the other attitudes that Creative Agents should have, they should also be engaged in meaningful work and attempt to make a social impact through creativity and culture. Arts and culture have traditionally been considered as means to promote equality and inclusion, and thus contemporary representatives of the CCI sector should be intrinsically motivated for social offer.

A good example is art27, a platform for artists, arts educators and arts organizations working with refugees and asylum seekers in Europe and beyond. It is inspired by Article 27 of the Universal Declaration of Human Rights, according to which everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits. The platform art27 organizes gatherings of socially engaged artists and arts organizations in Europe and beyond, to share expertise and forge collaborations. It collects and openly shares resources and knowledge with all who wish to use art to contribute to a welcoming and just society. The movement art27 seeks to impact the public narrative on war, refugees and migration. They aim to counter fear and xenophobia and promote social inclusion through participatory arts projects, arts education, community arts initiatives, exhibits, installations and performances. More can be found here: <https://art27.art/>.

2.3.4. Values

An important aspect of the Occupational Profile of the Creative Agents is their commitment to the values that characterize them and their work, as well as their connection with society and the people. First of all, a Creative Agent should have ethical and sustainable thinking and be resilient to challenges, especially in post-covid era.

A resilient person is someone who has strong coping skills and is able to marshal their available resources, ask for help when needed, and find ways to manage the situation they are facing. People with resilience do not experience less distress, grief, or anxiety than other people do. Instead, they use healthy coping skills to handle such difficulties in ways that foster strength and growth, often emerging stronger than they were before.

Resilient people also tend to have characteristics like:

- Being a good communicator
- Having an internal locus of control
- Having high emotional intelligence and managing emotions effectively
- Holding positive views of themselves and their abilities
- Possessing the capacity to make realistic plans and stick to them

- Viewing themselves as fighters rather than victims of circumstance

A Creative Agent should also be an active listener and show empathy and solidarity. Active listening is the practice of preparing to listen, observing what verbal and non-verbal messages are being sent, and then providing appropriate feedback for the sake of showing attentiveness to the message being presented. This form of listening conveys a mutual understanding between speaker and listener. Active listening techniques include:

- Being fully present in the conversation
- Showing interest by practicing good eye contact
- Noticing (and using) non-verbal cues
- Asking open-ended questions to encourage further responses
- Paraphrasing and reflecting back what has been said
- Listening to understand rather than to respond
- Withholding judgment and advice

Active listening is important because it keeps you engaged with your conversation partner in a positive way. It also makes the other person feel heard and valued. This skill is the foundation of a successful conversation in any setting—whether at work, at home, or in social situations. Some tips for effective active listening can be found in this video:

Active Listening: <https://www.youtube.com/watch?v=rzsVh8YwZEQ>

Empathy is the ability to understand and respond to the unique affective experiences of another person. It is the ability to imagine or feel ourselves in the position of others, and it is generally expected that this insight will guide us toward more ethical or moral behavior. Empathy allows us to perceive the experience and feelings of others as if those experiences and feelings were shared, and encourages us to improve the situation of others as if it were our own. Empathy also allows us to be more tolerant and accepting of others. This is particularly important in this modern age, as working and learning environments become increasingly diverse due to high levels of global migration. For this reason, common empathy is an important factor for cohesion and maintenance of social structures within a healthy society.

Apart from the above, the CCI sector should adapt to new trends and requirements of the labour market, but still keep its high values and offer good quality products/ services that are competitive and attractive. For instance, there is a general demand for traditional products or designs/ patterns, that trigger memories and emotions to the people. For this reason, traditional arts and crafts, e.g. pottery, carpentry etc., should be well preserved and offer alternative options to the public.

Thus, a Creative Agent should be able to keep values and traditions alive and implement old techniques in contemporary products/ services, in this way making them competitive and attractive.

2.3.5. Lifelong learning

Above all other skills, knowledge and attitudes, Creative Agents should embrace the concept of lifelong learning and be involved in meaningful educational activities, which will bring recognition of their existing work and help them acquire new skills and competences.

A Creative Agent should be open to change and not be afraid to risk and experiment. Openness to change refers to an individual's level of acceptance and conscious awareness of the possibility that change may be needed across a range of situations and scenarios, together with the appetite or drive to enact that change. Here is an interesting video:

How to Be Open to Change: <https://www.youtube.com/watch?v=gH9jXRaOGqg>

In the framework of lifelong learning, Creative Agents should be open to work-based learning, which provides real-life work experiences where they can apply their existing academic and technical skills and develop their employability. Through work-based learning activities, people from the CCI sector, especially youth and newcomers, are able to:

- Gain exposure to the world of work. Participants in work-based learning programs develop skills that employers value but may be difficult to acquire in classroom settings. These include not only technical skills but also professional skills, such as the ability to work as a member of a team, an awareness of the need to be proactive, and an understanding of workplace expectations.
- Get firsthand involvement in specific occupations or industries. Work-based learning gives people an opportunity to immerse themselves in a particular field and interact

with professionals who have worked in it for years. This type of experience can help people make decisions about their long-term career goals.

- Gain experience that reinforces academic instruction. In work-based learning programs, participants can apply the lessons they learn in the classroom to real-world situations. As a result, they are more likely to master and retain the material, and they are able to demonstrate their new skills in a concrete way.
- Get a paying job that may become permanent. In some work-based learning programs, such as apprenticeships, participants work in paid jobs that last for the duration of the program and may even lead to full-time positions at the organization. But whether or not they result in permanent employment, all work-based learning experiences yield long-term career benefits because participants acquire skills that they can add to their resumes.

Last, but not least, a positive attitude towards learning new languages. In today's digitalized world, and with the broad dissemination of non-formal and informal learning, it is not necessary to learn a language in a specific, traditional learning environment. Instead, there are numerous training opportunities, like for example in the framework of EU-funded projects, which offer free of charge self-learning activities, as well as hundreds of applications for computers and smartphones, e.g. duolingo (<https://www.duolingo.com/>).

Overall, Creative Agents should have a general attitude of open-mindedness and constant development as active members of the society.

3. IMPLEMENTATION OF THE ABOVE SKILLS, KNOWLEDGE AND ATTITUDES IN THE CCI SECTOR AND THE LABOUR MARKET AT LARGE

The concept of Creative Agents is quite complex and multidimensional. The present course aims at providing the necessary motivation to learners to improve their skills, attitudes and knowledge and become valuable representatives of the CCI sector at a regional, national and international level.



CREATIVE AGENTS

CONNECTING THE CREATIVE AND CULTURAL INDUSTRIES
WITH SUSTAINABLE DEVELOPMENT



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agreement number: 2021-1-CY01-KA220-VET-000033339/1