



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

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

Occupational Profile of the Creative Agents



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INTRODUCTION

What is an Occupational Profile?

An Occupational Profile is a text in the form of a table or a brochure that includes all the necessary professional, social, educational, etc. information about an occupation or a large family of related occupations. Occupational profile items are interdisciplinary competences that form an essential basis for employability skills and vocational proficiency. These generally valid qualification requirements are utilised for training and employability purposes.

What is the Occupational Profile of Creative Agents?

When it comes to the Cultural and Creative Industries (CCI), an Occupational Profile is in fact a set of skills, knowledge and attitudes that are needed in order for the people from this sector to be able to meet the requirements and demands of the contemporary labour market. Those skills and competences encompass entrepreneurial spirit, digital knowhow and a green approach, in order for the people who match this profile, the Creative Agents, to be capable of creating synergies among different economic sectors, strongly communicating and cooperating with local communities and actors to promote innovation and social change.

The Occupational Profile of the Creative Agents will form the basis for the development of a course in the field of Vocational Education and Training (VET), which will aim at equipping VET educators with the necessary knowledge and skills to educate people from the CCI sector to become agents of creativity and change. As a result, the Creative Agents will be able to adopt innovative strategies to better account for the role of cultural and creative sectors, promote greater complementarities between culture and other economic sectors, support cultural and creative entrepreneurship as catalysts of new models of economic and social value creation, invest in digital infrastructure that can amplify advances in cultural and creative sectors.

The Occupational Profile of the Creative Agents will be a starting point for structuring decent jobs by accelerating the training in sustainable cultural and creative tourism, arts, heritage conservation and community based activities and promote post-pandemic economic growth and prosperity.

OCCUPATIONAL PROFILE

Description of the Occupation

The Cultural and Creative Industries (CCI) sector is a very broad and includes people from different backgrounds and experiences. The most common areas of employment that fall into the CCI category are (but not limited to):

- Advertising
- Architecture
- Visual art, crafts
- Fashion and textiles
- Design
- Performing arts
- Music
- Photography
- Film and video
- Computer games
- Radio and TV
- Writing and publishing
- Heritage
- Software/ electronic publishing
- Cultural education
- Policy making

The above sectors are interlinked and there is usually overlapping among them, since their main component and prerequisite skill is creativity.

Educational background

Although for many areas of the CCI sector there are numerous university courses and programs, especially in cultural education, architecture, policy making and technology/ software and electronics, people who are occupied in the field can be from different educational backgrounds. For instance, some of them can be Bachelor or PhD holders who are mostly engaged in research and teaching, while others can be self-taught artists and craftsmen, basic education graduates, or people who have completed non-formal education (Adult, VET etc.).

For this reason, the Occupational Profile of the Creative Agents should be quite broad and flexible, in order to match the skills and competences of all people who belong in the category of creativity and culture.

Working status

Similarly to the educational background, the occupational status of the Creative Agents can vary from self-employed and freelance to entrepreneur and company owner. At the same time, people whose main job is outside the CCI sector can also fall in this category if they work with arts, design or culture in their free time or part-time, or occasionally. The sector also includes people who teach arts, creativity and culture in all forms (formal, informal, non-formal education), people who are involved voluntarily in the creativity and culture industry, and people who have a hobby related to culture and creativity, for example traditional dances, music, writing, painting, gaming and so on.

Career Opportunities

The aim of the Occupational Profile and the corresponding Course is to enhance the career opportunities of the the Creative Agents in order for them to:

- Integrate CCS in the post-pandemic economic growth strategies increasing the professionalisation and employability of Creative Agents.
- Promote the creation of decent jobs by accelerating the training in sustainable cultural and creative tourism, arts, heritage, conservation and community based activities.

- **Contribute to the creation of a knowledge-based creative economy in which human creativity and ideas are vehiculated through technology, collective expressions and the respect of the cultural values and diversity of the communities.**
- **Reinforce the interaction between CCS and sustainable development by creating enabling environments for green growth, innovation and community empowerment.**

Overall, the aim of the Creative Agents project 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.

Skills, Knowledge and Attitudes needed in CCI

The Occupational Profile of the Creative Agent is a matrix of all the skills, knowledge and attitudes which are necessary in the contemporary Cultural and Creative Industries and can be adapted to each person's specific competences, experiences and needs.

The Occupational Profile reflects the Creative Agents' ability to:

- Put in practice new innovative solutions and sustainable alternatives.
- Work with new partners at community level so to increase the participation of local stakeholders.
- Adopt smart digital distribution formats.
- Collaborate with the CCS practitioners to create joint actions and movements at local level.
- Contribute to the well-being of citizens, social innovation and cohesion.

The overall aim of the profile is to be used as a basis for skills' recognition and validation and promotion of creativity and culture in contemporary labour market.

Skills

Digital and Marketing skills

- Digital literacy
- Virtual and Augmented Reality and Artificial Intelligence knowledge
- Social media management and use for the promotion of creativity and culture (e.g. Instagram)
- Utilisation of digital tools and applications for creative and professional purposes (e.g. Canva)
- Marketing skills, ability to “sell” one’s work online

Social and Networking skills

- Public speaking, presenting one’s work to a crowd
- Ability to motivate people to leave their houses and attend events related to arts, culture and creativity in the ‘conventional’ way
- Ability to motivate others
- Taking initiatives
- Organising events
- Creating common spaces for artists, CCI people

Organisation and Management skills

- Time management
- Critical thinking
- Prioritizing
- Problem-solving
- Decision-making
- Flexibility

	<ul style="list-style-type: none"> • Working under pressure • Transferrability of the above skills both to the working from home and to the face-to-face occupational settings
Entrepreneurial skills	<ul style="list-style-type: none"> • Ability to spot funding resources available for start-ups, especially for young people and women • Skills in organising co-create/ co-design labs • Alternative and sustainable tourism/ agrotourism
Personal development skills	<ul style="list-style-type: none"> • Stress management • Self-efficacy • Self-awareness • Self-critique • Open-mindedness • Experiential learning • Ability to spot opportunities for training • Experimenting

<i>Knowledge</i>	
Financial literacy	<ul style="list-style-type: none"> • Taxation system • Economic literacy • Legal framework • Intellectual property rights
Labour market	<ul style="list-style-type: none"> • Knowing the competitors • Socio-political context • Analysing data (e.g. demographics) • Advertising skills
Entrepreneurship	<ul style="list-style-type: none"> • Vision development, putting an idea into practice • Attracting possible investors • Budget management • Human Resources Management and Recruitment
Environment	<ul style="list-style-type: none"> • Environmental awareness • Sustainable Development Goals • EU Green Deal • Responsible travelling, reducing one's carbon footprint • Waste management • Recycle, Reuse, Reduce, Rethink

<i>Attitudes</i>	
Teamwork and cooperation	<ul style="list-style-type: none"> • Team spirit • Recognition of cooperation opportunities • Transversal skills, transfer of knowledge and competences to other fields
Goal-setting	<ul style="list-style-type: none"> • Persistence • Commitment • Coping with uncertainty and risk
Social offer	<ul style="list-style-type: none"> • Making a social impact through creativity and culture • Promoting equality and inclusion
Values	<ul style="list-style-type: none"> • Resilience • Empathy • Active listening • Solidarity • Ethical and sustainable thinking • Keeping tradition alive • Implementing old techniques in contemporary products/ services • Offering good quality products/ services that are competitive and attractive
Lifelong Learning	<ul style="list-style-type: none"> • Being involved in meaningful educational activities, • Receiving recognition of one's existing work

	<ul style="list-style-type: none">• Acquiring new skills and competences• Being open to change• Work-based learning• Learning new languages
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CONCLUSION

The Occupational Profile of the Creative Agents was developed by the project's consortium based on the results of the national research that was carried out in each partner country (Cyprus, Greece, Italy, and Spain). The data collection included an Online Survey, a Focus Group implementation and a Desk Research.

The profile offers a basis in order for people from the CCI sector to be able to keep up with the requirements of contemporary society and labour market, and can be used as a tool for validation of their skills and competences and the acquisition of new ones.

The profile is the starting point for the creation of the corresponding Course and Toolbox that will be developed primarily for VET educators and, in turn, for all people from the Culture and Creativity Industries, who are the end beneficiaries of the project.



CREATIVE AGENTS

CONNECTING THE CREATIVE AND CULTURAL INDUSTRIES
WITH SUSTAINABLE DEVELOPMENT



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