



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

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

## OCCUPATIONAL PROFILE OF CREATIVE AGENTS

Collective Research Report



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## Introduction

The current Collective Research Report serves as a compilation and summarization of the findings collected from the Survey Questionnaire, the Desktop Research and the Focus Group in each partner country.

Primary research consists of a survey questionnaire, disseminated online throughout the partner countries, exploring key competences needed from professionals in the cultural and creative sector.

The scope of the survey is to identify the skills, knowledge, and attitudes that the sector requires from employees who wish to become Creative Agents, to enhance their work or projects, making it more sustainable, green and digital.

All partners also organised Focus Groups in each country to discuss the different dimensions involved in mapping the Occupational Profile of the Creative Agent. The participants in the Focus Groups are the members of the Stakeholders Committees.

In addition, all partners completed their national reports with data from desk research, including good practice from each country, such as previous projects, courses and programmes etc.

Understanding these training needs is central to the planned innovation; is essential to ensure that the required impact can be achieved; and will provide a benchmark for future developments in the field allowing other players in the field to build on a foundation already established.

The current Collective Research Report forms the basis for the development of the Occupational Profile of the Creative Agents, as well as the corresponding Training Course, Toolbox and e-learning platform.

## Main findings

According to the findings from the online survey and focus group carried out in Cyprus, as well as the literature review that concerns Europe and the whole world, the pandemic has revealed that there is a lot of room for improvement in the CCI sector, and that its representatives need to be involved in a re-skilling and upskilling process, in order to meet the requirements of the labour market. The most prominent skills that were highlighted and should form the basis for the development of an innovative training course are digital and social skills, entrepreneurship, organizational skills, time management, problem-solving, decision-making, as well as teamwork and collaboration, resilience, commitment to one's values, and intrinsic motivation for lifelong learning and social change. As the participants and the literature review have shown, education in all forms is the key to success and to make a social and cultural impact.

### *General Findings*

The main findings that were common in all partner countries, based on the results of the online survey, focus groups and desk research were that the people from the CCI sectors need to demonstrate a set of skills that are necessary for their success in the field, especially after the pandemic. The skills can be summarized as follows:

- Digital and Marketing skills
- Social and Networking skills
- Organisation and Management skills
- Entrepreneurial skills
- Personal development skills
  
- Financial literacy
- Labour market

- Entrepreneurship
- Environment
  
- Teamwork and cooperation
- Goal-setting
- Social offer
- Values
- Lifelong learning

All those are in line with the labour market requirements across the EU, and internationally.

### *Findings supporting proposed Toolbox (Project Result 2)*

The findings indicate the importance of the acquisition of new skills and competencies by the people who are involved in the CCI sector. For this reason, the development of tools is of great importance. As it was mentioned during the focus group, returning to normality after the pandemic has brought the need for the creation of common spaces for artists, and the need for funding opportunities to support such initiatives is prominent. More specifically, 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.

### *Findings supporting the Creative Agents e-learning platform (Project Result 3)*

The main key finding from the focus group, online survey and literature review was that digital skills, social media management and networking are crucial for people from the CCI sector, as well as vocational education and training. This is the purpose of the Creative Agents e-learning platform,

which will provide the necessary means for upskilling and re-skilling in the CCI sector. Apart from digital and social skills acquisition and utilisation, the learning material will include methods for acquisition and improvement of entrepreneurial skills, recognition and critical use of funding resources and opportunities, as well as organisational and managerial skills.

What is more, the platform will include exercises that enhance time management, problem-solving, decision-making, working under pressure and prioritising, as well as teamwork, collaboration skills, persistence, resilience, goal-setting and commitment. Financial literacy, mathematical skills and knowledge of the EU legal framework will also be part of the platform methodology.

Last, but not least, the platform will show the users how to preserve old values and techniques and incorporate them in creativity and culture activities. Most importantly, the platform itself will be a good example of involvement in lifelong learning and social change through creativity and culture.

## Conclusion

The Creative Agents research in all partner countries (Cyprus, Greece, Italy and Spain) offered the opportunity for people from the CCI sector to share ideas and suggestions for the development of the Creative Agent's profile. According to the findings, in order for people from the CCI sector to be able to keep up with the requirements of contemporary society and labour market, the validation of their skills and competences and the acquisition of new ones is essential.

The most prominent skills that were highlighted and should form the basis for the development of an innovative training course are digital and social skills, entrepreneurship, organizational skills, time management, problem-solving, decision-making, as well as teamwork and collaboration, resilience commitment to one's values, and intrinsic motivation for lifelong learning and social change.

According to the findings, education in all forms is the key to success and to make a social and cultural impact.



# CREATIVE AGENTS

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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