

ECVET for Creative Industries

IO3: DEVELOPMENT AND PILOTING OF LRN CERTIFICATE IN ENTREPRENEURSHIP FOR EUROPEAN CREATIVE INDUSTRIES

Introduction to IO3

Intellectual Output 3 (IO3) of the ECVET for Creative Industries (EfCI) project involved the development and piloting of the overall LRN Certificate in Entrepreneurship for European Creative Industries qualification, which included the newly created 'Creative Industries Entrepreneurship in Europe' unit.

The EfCI project partnership worked with the UK-based awarding body Learning Resource Network to 'internationalise' the qualification Entrepreneurship for Creative Industries by creating a series of new 'Creative Industries in Europe' units that can be added to the existing qualification. These units incorporate European level perspectives and focus on the current status and ongoing development of the Creative Industries within the participating Member States of Ireland, Italy, Poland, Spain and the UK, identifying key current sectors and areas for future growth, as well as reviewing the tradition and historical development of the sector in each country. The units also review and analyse key regulatory, legal and economic issues related to the Creative Industries, entrepreneurship and enterprise start up in the respective partner countries.

The new qualification Certificate in Entrepreneurship for European Creative Industries comprises 4 units as follows:

1. Creating a Professional Profile, Personal Brand and Online Presence
2. Communication, Negotiation and Conflict Resolution Strategies
3. Introduction to Business Planning for Creative Industries Practitioners
4. Creative Industries Entrepreneurship in Europe

Units 1 to 3 focus on creative industries within the learner's home country, with an international dimension added through the creation of a fourth unit on European Creative Industries to provide added value for learners interested in learning about or working within creative industries in other EU countries. To facilitate this we created a version of this additional unit for each of the EfCI partner countries (Ireland, Italy, Poland, Spain and the UK) so that, for example, a UK learner interested in the creative industries in Spain would complete the first 3 units of the course focusing on the UK and then the Spanish version of the fourth unit. Similarly, an Italian learner interested in Ireland would do the first 3 units focusing on Italy and then the Irish version of the fourth unit (and so on across the different countries within the EfCI project partnership). The new Certificate in Entrepreneurship for European Creative Industries was accredited by LRN and successfully submitted for recognition by Ofqual and the Ofqual approved qualification specification forms part of this document.

Furthermore, as the qualification is based on common units, learning aims and

assessment criteria that apply to the versions available in each of the partner countries, the EfCI project partners are able to offer full ECVET credit transfer for learners who commence the course in one partner country but wish to undertake work experience and further study in another EU country. Thus it is now possible for a VET learner to start the Certificate in Entrepreneurship for European Creative Industries with – for example – Capacity London in the UK and complete some of the units of the qualification and then travel to Spain to work in the creative industries sector and transfer their credits to 3Si and complete their qualification in Spain.

The Certificate in Entrepreneurship for European Creative Industries qualification was then integrated into the VET offer of the EfCI project partners through a series of pilot courses in the respective partner countries. Through these pilots a total of 97 VET learners were engaged on the new course and 75 achieved the Certificate in Entrepreneurship for European Creative Industries qualification.

This report includes Schemes of Work and learning materials covering all Assessment Criteria and used by each of the EfCI partners to deliver the classroom based elements of their pilot programmes, which have been adapted to the context of the creative industries sector in their respective countries and, except in the case of Ireland, translated into the relevant national language. The learning materials provided are taken from those used in the different partners' pilot courses and consist of PDF presentations, videos, screencasts (a digital recording of computer screen output containing audio narration), teaching guidance, and exercise sheets. For other VET organisations interested in delivering the Certificate in Entrepreneurship for European Creative Industries, it is important to note that each partner will have also worked with individual learners on a one-to-one basis throughout the pilot courses. Thus, in addition to the main learning materials used for the classroom based elements of the course, the EfCI partners will be able to make available to interested parties some individually tailored learning materials and, importantly, example assignments and assessments for the qualification.

The materials will be made freely accessible through the EfCI project's website (<https://www.creativeindustriesproject.eu>) as well as through the partner organisations by request. The materials are continually being developed and evolved for use in different contexts and with different target groups. For example, Third Sector International (3Si), the project partner from Spain, is currently assisting a training centre in Seville in their delivery of an adapted version of the course to complement their graphic design courses for students interested in the entrepreneurial and business aspects of the creative industries. In addition, Capacity London are currently delivering an adapted version of the qualification designed for VET learners undertaking work experience with Creative Industries employers in Marseille, France, France, which will contribute to the creation of a new set of lesson plans and learning resources adapted to the creative industries sector in France.

The Schemes of Work and learning materials that provide the main content for this report demonstrate an excellent overview of the delivery requirements for the Certificate in Entrepreneurship for European Creative Industries in the EfCI partner countries of Ireland, Italy, Poland, Spain and the UK. However, it is recommended that VET organisations interested in becoming accredited to deliver the qualification first get in touch with one of the EfCI project partners who can offer support with the

accreditation process, as well as access to a wider range of learning materials (in both English and the relevant national language of the partner organization) and detailed advice on learner engagement, support and assessment.



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