



Curriculum “Successful Innovator in Cultural and Creative Sectors (CCS) of the Economy”

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1. Introduction to the Curriculum

The main aim of the Curriculum is to present to you the innovative and attractive learning pathway dedicated to enhancing your main competences needed to think and act innovatively in Cultural and Creative Sectors of the economy.

We would like to invite you to participate in the training program named Flipped studio „Successful innovator” in order to:

- equip you with the set of innovative European and worldwide solutions in CCS during COVID-19 to unveil opportunities that can be sought by you, thus contribute to your future successful involvement in CCS as self-employed, employee or a volunteer;
- enhance and assess your skills and competences needed to become the successful innovator in CCS.

Seven sectors of CCS are covered by the training programme: Music, Performing Arts, Visual Arts, Audio-visual Arts, Games & Multi-media, Design & Fashion, Artistic crafts. 40 innovation solutions are presented in total, with at least 5-6 good practices for each of the defined sector.

The training program is developed in the learner-friendly manner, is easy to join and based on the combination of the self-learning via e-platform with the facilitated face-to-face workshops. The duration of the training is 40 academic hours in total, including 26a.hours of self-learning in any time suitable for you and 14 academic hours for 4 face-to-face workshops facilitated by adult educators and helping you to deepen your knowledge acquired by online learning. After successfully finishing the training course you will get the Digital Badge (Certificate) which indicates your competences obtained and could be used for improving your CV.

2. The cultural and creative sectors of the economy: main perspectives and trends

The cultural and creative sectors (CCS) represented around 3.5% of all products and services made in the EU and employed 3% of the European workforce before the Pandemic (Covid-19). However, the CCS are among the most severely impacted at this time as artistic and cultural events are being postponed or cancelled all across Europe. According to preliminary estimates by Eurostat in 2020, the COVID-19 crisis may affect about 7.3 million cultural and creative jobs across the EU representing 3.7% of total employment across the EU. Many of these jobs lack adequate protection, in fact, 32% of cultural sector workers are self-employed.

Despite the difficulties, CC sectors have shown tremendous solidarity amidst the crisis – offering their works for free online, easing feelings of isolation and contributing to the

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mental and emotional health and well-being of people in these challenging times. Art and culture can help to act as a remedy in these circumstances as exhibitions, music

and films on digital platforms are acting as a "social connector" that people can engage with from home. Massive digitalisation coupled with emerging technologies, such as virtual and augmented realities, can create new forms of cultural experience, dissemination and new business models with market potential. While the provision of free and digitally mediated cultural content is not sustainable over time, it has opened the door to many future innovations. To capitalise on them, there is a need to address the digital skills shortages within the sector and improve digital access beyond large metropolitan areas.

The crisis is testing the EU's citizens capacity to think and act in unconventional and innovative ways to respond to these unprecedented circumstances. That is why there are needs to stimulate European awareness of innovative solutions undertaken during the COVID-19 in CCS as well as empower and train people to be successful innovators in CCS. Thus, one of the objectives of this training course is sharing the best practices for coming up with bottom-up solutions from the CCS.

3. Why it is important to have the capacity to think and act innovatively in CCS

The capacity to think and act innovatively is the ability to come up with new ideas and novel approaches for participating successfully in the cultural and creative sectors (CCS) of the economy, especially in the context of Covid-19. As the economic situation in CCS is changing fast, your ability to be flexible and to adapt to this change is crucial if you want to have a successful career in CCS. Whether you aspire to become self-employed, persist a career as an employee or become a volunteer in CCS, the ability to generate innovative ideas and actions is inevitable in order to keep up with rapid changes of the CC sectors and overcome the challenges appeared during the Pandemic.

Why your innovative thinking and acting is important in CCS:

- It empowers you to participate in the Cultural and Creative Sectors (CCS)
- It equips you with a set of genuine ideas, tips, tools and methods to anticipate and prevent the challenges in CCS
- It gives you a possibility to use the accumulated knowledge, experience and to adapt to the things that limit you at the time: Covid-19, budget, colleagues with different opinions, etc.
- Innovative ideas help you achieve goals despite the circumstances.
- Innovative thinking is in reality creative problem solving, and it is a crucial skill if you want to remain competitive in the marketplace, whatever your role is.
- Innovative thinking is a significant criterion when the employer is choosing an employee. An innovative person would be a much more preferred candidate as



such person would tend to make decisions himself, take actions, suggest improvements for the company and take responsibility.

- It increases your self-confidence, motivation to be involved to the CCS, and in general, contributes to wellbeing and active citizenship in CCS.

4. How the participation in the Flipped studio “Successful Innovator in CCS” could help you to think and act innovatively in CCS.

The Flipped studio “Successful Innovator” is a learning pathway to develop your five main competences needed to think and act innovatively in CCS:

- Understanding of main components of innovations in CCS
- Culture awareness and expression
- Digital
- Entrepreneurship
- Realising your innovative ideas in CCS

The training process in the Flipped studio is organised in the modern educational e-learning environments, adapted to the Pandemic situation. The teaching methodology suggested to you ensures an awareness-raising of about 40 implemented successful innovative ideas in seven Cultural and Creative sectors, deepens your knowledge on the above mentioned five competences and increases your capacity for making future actions towards your innovative way in CCS as self-employed, employee or volunteer as well.

The structure of the learning process is the following:

- The learning process for awareness-raising and deepening knowledge on the competences is based on five self-learning sessions using short, well-structured video courses, named NOOCs (Nano Open Online Courses).
- The leaning process for making actions is enriched by the discussions and reflections in the groups during four workshops facilitated by adult educators. There is the possibility to implement the workshops in online environments, like ZOOM classrooms.

The Flipped studio covers competences that are meant to develop your innovative thinking in CCS therefore by participating you will be able to foster your ability to generate novel and creative ideas for successfully carrying out and continuing your activities despite changing market or unpredicted circumstances such as Covid-19.

5. Introduction for self-learning sessions using the Nano Open Online Courses-NOOCs

The NOOCs method became very important during the Pandemic period as allows to organize self-learning using flipped studio methodology. It means that you are invited to firstly learn the materials yourself online and then to discuss and fulfil the practical



exercises during the workshops, facilitated by an adult educator (practical sessions on the Flipped Studio).

The five self-learning sessions aimed at awareness-raising and deepening knowledge on the five competences for being creative and innovative in CCS are:

1. Innovative solutions in CCS during the Covid-19
2. Importance of the cultural awareness and expression
3. Digitalization opportunities for CCS
4. How to realise my business in CCS effectively
5. How to proceed with my innovation ideas in CCS as self-employed, employee or volunteer

Each self-learning session includes the set of NOOCs: Nano (small) Open Online Courses. Each NOOC is presented as an attractive short video-course including training materials and following-up with the self-testing and practical exercises. The NOOCs are online training courses that provide you with:

- self-learning opportunities in any time suitable for you,
- free access and unrestricted participation to learn from the any video-course of your choice.

5.1. Innovative solutions in CCS during the Covid-19

This self-learning session “*Innovative solutions in CCS during the Covid-19*” is dedicated for developing your competence “Understanding of main components of innovations in CCS”.

The good level of this competence increases your abilities for analysing the spectrum of innovation in culture and creative sectors of economy (CCS) such as music, performing arts, visual arts, audio-visual arts, Games and Multi-media, Design & Fashion, Artistic crafts. This competence reinforces your capacity to learn from the good innovative practices in CCS emerged during the COVID-19, understand the challenges the COVID-19 brought to CCS as well as realise the wide range innovative solutions which could benefit for re-enforcing of CCS. Having this competence means that you are able as well to analyse the successful practices from the point of the importance of using the digital technology and understand that it is opening the door to many future innovations in CCS. Thus, this competence refers to the creative capacity to search for, recognise and store new and innovative ideas, benefit from them and act upon opportunities presented in innovative solutions in CCS.

This self-learning session consisting of the 8 NOOCs (Nano open online courses) presented as a short video and aiming to deepen each of the following skills, corresponding to the seven above-defined sectors of cultural and creative economy:



- Identifying opportunities for innovation ideas in the Culture Creative Sectors of economy during the Pandemic
- Creative analysing the innovation solutions in the Music sector
- Creative analysing the innovation solutions in the Performing Arts sector
- Creative analysing the innovation solutions in the Visual Arts sector
- Creative analysing the innovation solutions in the Audio-Visual Arts sector
- Creative analysing the innovation solutions in the Games & Multi-media sector
- Creative analysing the innovation solutions in the Design & Fashion sector
- Creative analysing the innovation solutions in the Artistic Crafts sector

5.2. Importance of the cultural awareness and expression

This self-learning session “*Importance of the cultural awareness and expression*” is dedicated to the development of your competence “Cultural awareness and expression”.

Managing a good level of this competence helps you to develop and express your own ideas within cultural and creative contexts, thus, creates a basis to be a successful innovator in the cultural and creative sectors of the economy, especially during the COVID-19 pandemic outbreak. This competence increases your understanding of how ideas and meanings are creatively expressed and communicated in different cultures. Having this competence helps you to use different ways of communicating ideas, both as an individual and collectively in a team, with the respect for diversity in cultural expressions of them, especially after the pandemic outbreak. It also regards the development of an ethical and responsible approach to the intellectual and cultural ownership of ideas.

This self-learning session consisting of the 5 NOOCs (Nano open online courses) presented as short videos and aiming to deepen the following skills:

- Expressing, interpreting and developing your ideas with empathy in the range of the forms within cultural and creative contexts
- Understanding how your ideas in CCS can correspond to the different cultures
- Understanding the different ways of communicating the innovative ideas in CCS both as an individual and collectively in a team
- Ethical respect for diversity in cultural and artistic expressions of creative ideas
- Showing the responsibility towards intellectual and cultural ownership in CCS

5.3. Digitalization opportunities for CCS

This self-learning session “*Digitalization opportunities for CCS*” is dedicated for developing your Digital competence.

Digital tools and opportunities have become an integral part of the activities of many sectors, including CCS, due to COVID-19 circumstances. Thus, the good level of the Digital competence creates your abilities to use digital technologies for developing and



implementing innovative ideas in CCS. It increases as well your capacity to use the internet search for discovering the new opportunities safely, to pitch your innovative ideas in CCS digitally, to make attractive digital presentations, to use the social media opportunities for marketing your innovative ideas in CCS and communicating with the followers during COVID-19 pandemics and in the future.

This self-learning session consisting of the 5 NOOCs (Nano open online courses) presented as short videos and aiming to deepen the following skills:

- Understanding the benefits of using digital technologies for creating, presenting and implementing the innovation ideas in CCS
- Using internet search for discovering the new opportunities in CCS safely
- Awareness of the possibility to express your idea using digital presentations and animations
- Using different digital platforms, tools for collaboration and communication, social media especially within the period of limitation of face-to-face activities, like COVID-19
- Understanding of limitations and risks of the digital sphere.

5.4. How to realise my business in CCS effectively

This self-learning session “*How to realise my business in CCS effectively*” is dedicated for developing your Entrepreneurship competence.

Good level of this competence helps you to start or run your business in CCS successfully. Having this competence increases your abilities to develop innovative ideas in your business creatively by bringing new and innovative product or service to market as well as evaluate the problems and risks which have to be overcome especially considering COVID-19 pandemic situation. By strengthening your ability to start a new business in CCS, improving your working life, being proactive citizen and consequently coping with the socioeconomic challenges that the world is facing during pandemic, you will become an active part of society.

This self-learning session consists of the 5 NOOCs (Nano open online courses) presented as short videos and aimed to deepen the following skills:

- Understanding of the core business principles and steps to be followed when creating and managing business in CCS
- Creativity in developing innovative ideas in your CCS business
- Critical thinking and looking at your business ideas from different perspectives
- Problem solving while implementing your CCS business idea
- Coping with uncertainty, ambiguity and risk in your business



5.5. How to proceed with my innovation’s ideas in CCS as self-employed, employee or volunteer

This self-learning session “*How to proceed with my innovations ideas in CCS as self-employed, employee or volunteer*” is dedicated for developing your competence “Realising your innovative ideas in CCS”.

Good level of this competence enables you to make actions by specifying your innovative ideas in CCS as self-employed, employee or volunteer and presenting it in the digital visualization form. Having this competence increases your capacity to understand your strengths and weaknesses and realise how involvement in the CCS could benefit your life, even during critical situations, like the COVID-19 pandemic. This competence develops as well your capacity to visualize and present your minds, ideas and the future steps as memorable picture using Google Jamboard, which is a modern digital visual thinking tool. Having this capacity to develop and present visually your mid-map is very important step to proceed with your innovation ideas successfully as Albert Einstein said: “If I can’t picture it, I can’t understand it.”

The self-learning session consists of the 4 NOOCs (Nano open online courses) presented as short videos and aiming to deepen the following skills:

- Understanding your own strengths and weaknesses in implementing your innovation idea in CCS
- Understanding the success factors as well as threats that can influence the implementing of your innovation idea in CCS
- Awareness on visual thinking tool Google Jamboard to develop and express your innovative ideas in CCS
- Presenting visually your mind-map of innovation ideas and future plans using the Jamboard.

6. Participating in the Workshops facilitated by adult educators

In additional to self-learning sessions defined above, the classroom-based Workshops facilitated by adult educators are an important part of the learning process within the Flipped Studio. The discussions and reflections in the groups are essential for developing a sense of innovation and ensure a better acquisition of the five competences described above and development of related to them skills. You will be invited to participate in four Workshops.

The first workshop is intended for introducing by adult educator-facilitator the learning process within the Flipped Studio “Successful Innovator” as well as the content of the first self-learning session “Innovative solutions in CCS during the Covid-19” to the participants.

The next three facilitated workshops are dedicated to developing the specific competence “Realising your innovative ideas in CCS” and are based on the reflections on self-learning materials and developing abilities for making innovation actions. These workshops are:



- Tell Your Innovation Dreams,
- Strengthen Your Knowledge,
- Stop Dreaming, Start Innovating!

The facilitator could organise these classroom-based workshops in the new online environments, like ZOOM classrooms.

7. Assessment session

To assess your competences needed to become successful innovator in CCS we suggest you 2 different tools:

- Self-assessment test
- Visual learner’s presentation “My innovation idea in CCS”

Self-assessment test consists from 25 closed questions with explanation of correct answers.

You will be suggested to execute the self-assessment test at the beginning of the learning process at flipped studio “Successful Innovator” in order you could understand the level of your knowledge on the five main competences to be a successful innovator and defined above. The obtained during the training programme five competences and coherent skills are assessed during the final training session using the post-assessment test.

After successful finishing the post-assessment test (at least 80% (or 20 questions) of 25 questions have to be answered correctly) you are invited to present the visual presentation “My innovation idea in CCS” to your facilitator and the group during the last Workshop.

Following the provided instructions and using suggested by facilitator visual thinking tool Google Jamboard, you will present your mind-map to show your innovative ideas in CCS and the future steps to be done. This part of the assessment also strengthens your competence “to realise innovative ideas in CCS” and will help you to make further actions on your participation in CCS. The following features of visual presentation are evaluated (rating from 1 to 10) by the facilitator:

- Innovativeness of the presented idea
- Clarity of the innovative idea
- Steps of the idea realisation
- Use of digital elements

The maximum score you can get is 40 points, however the passing rate of your visual presentation is 32 points in total. After successful completion of the post-assessment test and the visual presentation you are entitled to receive the digital badge “Successful Innovator in CCS” which you can use in your CV, job search networks and social media.



8. How to participate in the Flipped studio: Lessons plan

This Lessons’ plan provided below gives you a step-by-step overview of the learning process in the Flipped studio “Successful innovator”.

Training steps	Type of the learning session	Duration, a. h	Content/Topics
1	1st Workshop- Introductory session Face-to-face /ZOOM	2	<ul style="list-style-type: none"> ➤ Getting to know each other. Ice-breaker exercise ➤ Introduction of the learning process within the Flipped Studio “Successful Innovator” ➤ Learners expectations ➤ Initial assessment of competences and skills of adult learners willing to become successful innovators in CCS ➤ Short Introduction of the first self-learning session “Innovative solutions in CCS during the Covid-19” ➤ Giving the task for first online self-learning session
2	First online self-learning session “Innovative solutions in CCS during the Covid-19 “	8	<ul style="list-style-type: none"> ➤ Analysing the seven CC sectors (short animation videos and self-testing exercises) ➤ Self-learning using 40short videos on success stories in 7 CC sectors ➤ Fulfilling the self-testing practical exercises ➤ Self-reflection on each of the story (will be presented by learners during the 2nd Workshop
3	2 nd Workshop - Tell Your Innovation Dreams Face-to-face / online meeting	4	<ul style="list-style-type: none"> ➤ Deepen knowledge obtained during the 1st self-learning session (short videos on success stories in 7 CC sectors) <ul style="list-style-type: none"> • Feedback on the challenges faced during the Pandemic • Discussing the innovative solutions to overcome the challenges • Reflection on the possibility to act upon opportunities presented in the success stories (at least one story per participant). ➤ Introduction to the second and third online self-learning sessions: <ul style="list-style-type: none"> • Importance of the cultural awareness and expression • Digitalization opportunities for CCS
4	Second online self-learning session “Importance of the cultural awareness and expression”	4	<ul style="list-style-type: none"> ➤ Self-learning on the basis of 5 NOOCs (short online video courses) dedicated to the competence “Cultural awareness and expression” ➤ Fulfilling the practical exercises ➤ Self-reflection on the provided learning materials
5	Third online self-learning session “Digitalization opportunities for CCS	4	<ul style="list-style-type: none"> ➤ Self-learning on the basis of 5NOOCs dedicated to the Digital competence ➤ Fulfilling the practical exercises ➤ Self-reflection on the provided learning materials
6	3 rd Workshop Face-to-face / online meeting “Strengthen Your Knowledge”	4	<ul style="list-style-type: none"> ➤ Group work exercises on second and third self-learning sessions ➤ Introduction of the fourth self-learning session “How to realise my business in CCS effectively” ➤ Introduction on how to prepare for the final assessment including test and visual presentation of your idea (using the mind-map) in order to get the Digital Badge
7	Fourth online self-learning session “How to realise my business in CCS effectively	4	<ul style="list-style-type: none"> ➤ Self-learning on the basis of 5NOOCs dedicated to the Entrepreneurship competence ➤ Fulfilling the practical exercises ➤ Self-reflection on the provided learning materials



Training steps	Type of the learning session	Duration, a. h	Content/Topics
8	The fifth online self-learning session “How to proceed with my innovation’s ideas in CCS as self-employed, employee or volunteer”	6	<ul style="list-style-type: none"> ➤ Self-learning on the basis of 4 NOOCs dedicated to the competence “Realising your innovative ideas in CCS” ➤ Fulfilling the practical exercises ➤ Self-reflection on the provided learning materials ➤ Practical exercise on preparation of the visual presentation “My innovation idea in CCS”
9	4 th Workshop Face-to-face / online meeting “Stop Dreaming, Start Innovating!”	4	<ul style="list-style-type: none"> ➤ Fulfilling the final assessment test ➤ The learners present their Visual presentations “My innovation idea in CCS” which are evaluated by facilitator ➤ Digital badge “Successful innovator” ➤ Reflections on the NOVA course – participants’ questionnaire
TOTAL		40	

9. Learning outcomes

By the end of the training course “Flipped studio: Successful innovator” you will be able to:

- get information, use it and understand creative and innovative solutions in CCS which will give you opportunities to face different risks and social challenges during COVID-19,
- think over and act in non-traditional and innovative ways in order to respond to the challenging circumstances,
- discover opportunities when you face critical situation,
- look for the job positions in small and medium CCS enterprises, or to become entrepreneur or/and a volunteer in CCS,
- understand and get advantage of creatively expressed and communicated ideas in different cultural and creative sectors in economy,
- understand, develop and express your own ideas within cultural and creative contexts especially during COVID-19 pandemic outbreak,
- use digital technologies for developing and implementing innovative ideas in CCS,
- understand the ways to take opportunities and manage projects in a way that will lead to realising your business in CCS,
- clearly present your innovative ideas and plan future steps to make them a reality by using different visual thinking tools.