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Empowering adult learners to become successful innovators in the cultural and creative sectors of the economy

Recommendations for the Policy Makers and Adult Educators

We, participants of the project's "NOVA" Final Conference, held on 4th April, 2023 in Kaunas, Lithuania and participants of the national multiplying events in Bulgaria, Greece, Italy, Lithuania and Romania, analysed the project results and discussed the necessity to implement them in the future in order to empower adult learners to become successful innovators in cultural and creative sectors (CCS) and to be integrated to the society by getting employed, self-employed or becoming volunteers in CCS.

We would like to recognize:

- 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
- According to preliminary estimates by Eurostat, the COVID-19 crisis may affect about 7.3 million cultural and creative jobs across the EU
- Before Pandemic, CCS has demonstrated an important role to play in generating growth and occupation and fighting unemployment. To recover these sectors and make them attractive to the occupation again, there is a **need to empower and train people to generate their innovative ideas** and implement them by getting employed, become self-employed or volunteers in the CCS.

We would like to underline:

- The NOVA project outcomes impact the adult learners as they become **empowered** for making actions for inclusion to the society through creativity and arts by **starting their activities in CCS** in different ways: finding employment, creating their own business or becoming volunteers in organisation of CCS. The project contributes to better integration of this target group to the labour market and society and the achievement of ET 2020 benchmark of increasing the employment rate by 75%.

We would like to introduce the following recommendations:

- To support the integration of the "NOVA" results in the Employment Offices and NGOs, who provide training for unemployed or having other difficulties, in order to motivate them towards cultural and creative sectors of the labour market
- To foster migrant inclusion (such as Ukrainian refugees) and seek cultural awareness by organising local events and other cultural activities
- To use the project results in the cultural and creative organisations and communities, employees or employers' associations, migration departments, international organisations such as Red Cross, etc.
- To support the integration of the "NOVA" project in school, VET and higher education in order to encourage adult learners' active participation in the CCS
- To support voluntary engagement of citizens in the cultural and creative sectors
- To spread widely the success stories of innovative solutions in CCS.



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