Project Name: "Think like an artist, don't act like one! "

Project Venue: Project Consortium Countries

STEP 1

Needs analysis – Why this project is needed?

Needs:
- Difficulties in understanding different perspectives
- "Interest conflicts" (change their minds)
- Non effective cooperation between fields

Causes:

- lack of structure
- unemployment (for artisits)
- time consuming
- higher costs
- low networking
- low social impact
- lack of trust between artists and the management field

Core Problem: Lack of communication between management and creative fields (we assume there is co-operation but not effective, expensive, time consuming, lack of trust, lack of structure, lack of networking)

- A problem analysis should be carried out prior to the project about the problem that the project wants to solve, in general in the world, in Europe and in the countries where the project will be implemented. (i.e. current figures, articles, analysis from references)

- BEFORE THE PROJECT APPLICATION a ''customized needs analysis'' study should be carried out in all countries where the project will be implemented specifically for the target audience that the project focuses on. The results of this study should be included in the general needs analysis of the project. By selecting a target group of 20-30 people from the countries where the project will be implemented - a total of 120 figures will make sense- the actual needs of the main theme of the project can be identified and the project activities can be shaped in this way. Furthermore, the fact that the project consortium makes such a needs analysis before the project will bring a significant plus point for the project evaluation. (This research can be published in pdf or infographic format on the web page of the project coordinator.) Linking directly to this page in the project form will be very important for understanding the motivation of the project consortium to realize the project.

- In this section, reference should be made to the areas in which the project intersects with the priorities of the program.

Who will be the target group(s) of your project? (age group, characteristics of the target group)

Higher education students in cultural creative fields & business students (final year university students - or in their first couple of years after graduating)

- Project target groups should be classified as focus groups as much as possible according to their differences. (For example, Target Group 1: Unoccupied and unemployed young women between the ages of 20 and 25, living in relatively less developed areas of Madrid)

- When defining the target group, the past experiences of each target group, the needs to be focused on the project objectives, the problems to be solved during and after the project, and the competencies they need should be defined.

- The methods to reach each target group should be discussed in detail. What methods, tools, activities will be used to reach the target group and the responsibilities of the project partners should be answered.

- In addition to the target group to be directly involved in the project, different groups/institutions/stakeholders to be reached through dissemination activities should be included in this section.

- - Objective / measurable criteria to be used for the selection of the target audience to be included in the project should be established with the project consortium. A scoring/evaluation system should be established for the weight of these criteria in the selection to be made. (Example: 25 points for being unemployed, living in the targeted area, the urgency of the need for the project, etc.)

- If there is a disadvantaged group among the project target groups, the special measures to be taken to reach this audience should be included in this target audience statement.

STEP 2

Defining the aim and objectives – What is the project for?

Aim: Bridging the gap between professionals of the cultural/creative and management fields

Objectives:
- Advocacy
- Increasing awareness of alternative business models and job opportunities
- Creating an effective national and international networking
- Finding links and connections between the fields

ADVICE

General considerations for the project objectives and purposes;

- The project objective statement should be simple, understandable and, if necessary, divided into sentences. The objective statement should give a general answer to the question, ''Why does this project exist? '.

- The target sentences that will enable us to reach the general purpose of the project should be written based on the results you will reach in the project. While writing these, the needs of the target audience should be set out and concrete contributions should be made to meet these needs.

- Project objectives should include the short and medium-term. It should be numerical, measurable, clear and concrete.

For this project, for example;

> **Aim of the Project:** The aim of the "Think like an artist, don't act like one! " project, is to improve the entrepreneurial skills of the professionals working in creative industries by meeting their vocational development needs. Together with this, by increasing the VET providers' institutional capacity and improve the quality of the services they give via transnational collaborations. Thus, increasing the number of people employed in creative industries to help countries' development.

In this context;

Project Objectives :

1. elaborate the innovative VET methodology under the light of non formal education approach to approach the transference of entrepreneurial skills in arts and creative practitioners,

2. to develop a set of online and offline tools to support these target and the trainers of arts entrepreneurship and, ultimately,

- - Within the scope of the project, a 150-hour ''non-formal education-based and applied'' VET Programme will be created. Within the scope of the VET, 14 different expert will produce content, programme will be made into its final version by getting feedback from 10 different organization.

- The VET programme, within the scope of our previous researches, will be designed ''specific for creative industries'' in order to develop the competences of the CCIs professionals, in areas that they need the most; will include the fundamental subjects of strategic planning, business growth and management, legal frameworks and accounting, pricing, marketing and branding, increase in customer base, funding, internationalisation, team management, time and stress management and work & life balance. > The context and training plan of the 150-hour VET

3. to establish a new model of creative center and its contents, as a local epicentric for creative businesses development, that can be later replicated in other cities, regions or countries.

- With at least participation of 10 different organization as partners and stakeholders; it will have an office in project coordinator space to be used as the center, a 50 person space for vocational training/application, 1 full-time, 1 part-time worker and 2 interns. (Project's local partner and stakeholders will provide office and event space, With the co-financing of project partners the workers and interns will be employed.

- A strategic plan for the center to be established will be created including the short, mid and long term roadmap and application plan, and within this concept the mission and responsibilites of the partners and stakeholders will be defined.

- Center and its activities and services provided will be introduced to 50 organizations in local area, 300 in national wide and 600 in EU generally, specifically to creative hubs,NGO's related departments of the universities and organizations working in this field.)

4. to ensure international international mobilities of CCIs professionals for development for vocational skills

- 25 CCIs proffessional that participated in the VET Programme will be sent to accomplished CCI business in project partner countries for job shadowing for 10 days. With this, they will view the accomplished CCI businesses, receive peer-mentoring, develop their career and entrepreneurial leadership competences.

STEP 3

Defining the Methodology (Activities & Outputs)

Activities:
- Training Programme (Financial management legislations institutional structures art workshops) (Academy + Gabriella)
- Exchange Programme (Check-In)
- Educational Guide

Output 1: CCI Vocational Development Center

Output 2: Creative Industries Vocational Competences VET Programme

Output 3: www.ccidevelopment.eu Portal

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1 - Good practice visits (successful inclusion centers in project countries.(The visits will be completed in the first 5 months of the project and a total of 3 countries will be visited)

2 – Generating project outputs (experienced members from the project consortium will produce project outputs in an 8-month work program)

3 – Project execution meetings (kick off, mid-term and final meeting will be held. 2-day meetings in project consortium countries)

4. –The VET programme will implement in order to develop the competences of the CCIs professionals, in areas that they need the most; will include the fundamental subjects of strategic planning, business growth and management, legal frameworks and accounting, pricing, marketing and branding, increase in customer base, funding, internationalisation, team management, time and stress management and work & life balance. > The context and training plan of the 150-hour VET

5 – Implementation of pilot CCI Exchanges : 25 CCIs proffessional that participated in the VET Programme will be sent to accomplished CCI business in project partner countries for job shadowing for 10 days. With this, they will view the accomplished CCI businesses, receive peer-mentoring, develop their career and entrepreneurial leadership competences.

6 – Organizing A Project Final Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

STEP 4

Dissemination and Sustainability:

Dissemination:
- HUB events, exhibitions (Dinamo10)
- Website, blog,social media

Sustainibility
- Building a concrete cooperative with the selected participants

ADVICE

For example; in order to disseminate the "Think like an artist, don't act like one!" project, similar tools and activities to the following tools and activity contents were produced.

1 – ccicenter.org

- The content of all the training programs created by the project will be recorded and installed professionally and uploaded to this site via an online training module. In addition, an online test system will be developed. Target groups will be able to receive the training. All systems will be free of charge and they will be able to get a certificate if they are successful in examinations made through the system.In addition, many dissemination tools that will be created by the project will be accessible on this site. The site will be available in all languages of the project partners.

2 – Think like an artist, don't act like one! Project Magazine (Online and Hard Copy)

- The project magazine will be produced both online and hard copy. It will be included for all outputs and dissemination tools of the project like, photographs, special writings and many other topics that the project has produced over the 2 years of operation.

3 - Think like an artist, don't act like one! Trainings Toolkit

- All contents and outputs of the training programs produced by Think like an artist, don't act like one! project will be available in the training box. In this way, all materials of the training and printed educational contents booklets and DVDs will be accessible directly.

4- Think like an artist, don't act like one! project Presentation Presentations

- Presentations will use in all activities of the project. (seminars, congress, events, and online dissemination)

5 - Think like an artist, don't act like one! project Documentary

Within the context of the project, all phases of the project will be recorded. We will produce a documentary about the project at the end of 2 years. This study will be an interesting tool to be used in expansion activities.

6 Think like an artist, don't act like one! Project Final Report

This report, which will set the initial targets and results of the project, will be an objective outcome, especially in reaching policymakers and producing new similar projects.

7 - Digital and Printed Images

Posters, brochures and social media images will be produced in printed and digital media for all promotion and dissemination activities of the project.

8 - Social Media Apps

Facebook, Instagram, and LinkedIn will be used to reach our target groups. We will produce innovative social media campaigns to spread the results of the project.

9 - Think like an artist, don't act like one! Project Seminar Series

Our project stakeholders will organize 10 different spreading seminar sequences with the education centres, youth centres, public and private schools.

10 - Think like an artist, don't act like one! Project Summit

Organizing the Think like an artist, don't act like one! Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

11 - Regular Meetings of the National & International CCI Authorities

Effective dissemination of the Authorities Project will be held at these meetings. Regular Meetings of National & International CCI Authorities

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12 - EU Common Centres and Networks Meetings

- Our project partners will disseminate the results of our project at regular networking meetings held by 25 institutions which are in the EDI networks.

13 - Meetings with Policy Makers

Face to face meetings with policymakers will be held with the European Commission by the organization of EDI. EDI has a strong lobby network in Brussels, which is directly related to youth policymakers in Europe. At these meetings, we will present the reports of our project, and we will disseminate

the Think like an artist, don't act like one! Project model for piloting by policymakers.