


CREATIVE TALENT FACTORY



New project launched to boost entrepreneurship
in the creative sector

*“Without the drive to be creative – it will be difficult
to make your business stand out.”*

- Elie Hirschfeld -

Creative businesses have demonstrated to have an important role to play in generating growth and occupation and fighting unemployment while strengthening social cohesion, particularly for young people, but also for those adults who come from disadvantaged backgrounds, who can transform their creative skills into their own business. Creative businesses, which have shown strong resistance to the pandemic, represent around 3.5% of all products and services made in the EU each year and employ 6.7 million people, the 3% of the European workforce.

In order to help the creative sector unlock its potential for growth, the EU responded with the Programme "Creative Europe", considering the lack of efforts in providing aspiring and practicing creative people with knowledge and skills that increase their capacity to create and lead their creative entrepreneurial ventures.

With the aim of promoting self-employment and entrepreneurship in the creative sector, the Erasmus+ project, Creative Talent Factory (CTF), was born. Six partners from Lithuania ([EINC](#)), Portugal ([StoryTellMe](#)), Serbia ([BDCK](#)), Slovenia ([PIA](#)), Italy ([CESIE](#)) and Greece ([IDEC](#)) will work over the next 2 years to achieve the CTF project's objectives:

to provide digital learning opportunities for adults, including those from disadvantaged background, empowering them towards access to upskilling pathways for creative entrepreneurship;

to assess and monitor learners' achievements in order to ensure the transparency and recognition of their creative entrepreneurial competences and skills;

to provide an innovative easy-to-learn pathway for upskilling their creative entrepreneurial competences and skills needed to set up or improve a creative business;

to extend and develop educators' competences needed for effective running the training of adult learners to become successful creative entrepreneurs.

The components of the creative sector in which the CTF project will focus on are: visual and performing arts; craftsmanship; art and antiques; fashion; music and dance.

During the next months, the project partners will develop a set of OERs (Open educational Resources) named "Creative Entrepreneurial motivation and empowerment" which will include:

Interactive readings
"Why the development of a creative business is important to me?"

Collection of video success stories


E-book of the testimonial success storiesCollection of video success stories

Through this set of OERs, the CTF project aims at providing aspiring or new entrepreneurs in the creative sector with attractive training materials for self-study, to deepen their understanding of the creative sector and have the tools, the motivation and the inspiration necessary to prosper within the sector.

If you would like to learn more about the
Creative Talent Factory project
please write to

simona.palumbo@cesie.org


PARTNERS



European Innovation Centre (EINC)

Lithuania


www.einc.lt



StoryTellMe

Portugal


storytellme.eu



RBCK - Razvojni biznis centar Kragujevac

Serbia


rbcentar.org



PIA

Slovenia


www.pia.si



CESIE

Italy


www.cesie.org




IDEC

Greece

idec.gr





Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

© CREATIVE TALENT FACTORY
Newsletter developed by CESIE

[View web version](#)
You have received this e-mail at [Email] because you are subscribed to CESIE newsletter.
We recently updated our [Privacy Policy](#). Renew your consent to data collection [here](#).
If you do not want to receive our newsletters anymore, please click here to [unsubscribe](#).