

# **E- Toolkit for Adult educators**

## **“How to run "Creative Talent Factory"”**

**How to use Set of OERs "Creative entrepreneurial motivation and empowerment" for marketing of the training course and pre-selection of the learners**

**CTF partnership**  
**2021-2022**

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## Introduction

This tool aims to develop the competence of adult educators in marketing the "Creative Talent Factory training course", motivating and pre-selecting learners to participate in the CTF training programme using Set of OERs "Creative entrepreneurial motivation and empowerment". The document also provides general information, including the main marketing principles of the training courses, defining the target group and reaching them through different channels, and presents a motivational tools developed specifically for the CTF project.

The adult learners will be invited by the adult educator-facilitators to participate in the first on-line self-learning 4 hours session using Set of OERs „Creative Entrepreneurial motivation and empowerment' (O1). The adult educators will get tips and instruction on how to recruit, pre-select and motivate learners to participate in this session

## Objectives

The tool aims to

- Present motivation aspects for adult learners - artists
- Introduce marketing tools to market the training course
- Introduce Set of OERs "Creative entrepreneurial motivation and empowerment"
- Provide practical hints how to market "Creative Talent Factory" training course
- Provide methodology how to organise the motivational CTF training course session for the learners

## Learning Outcomes

By the end of this module, adult educators will

- Understand motivation aspects for adult learners - artists
- Be aware of recommended marketing strategies for the adult training courses
- Know the CTF motivational tools

- Be able to organise the motivational session for CTF training course learners

## Motivating adult learners

Motivating adult learners to participate in a training program can be challenging, but there are several strategies that can be effective:

1. **Emphasize the relevance of the training:** adult learners are more motivated to participate in training that is relevant to their work or personal goals. It's important to highlight how the training will help them achieve their objectives and improve their performance.
2. **Provide a clear learning path:** providing a clear learning path with achievable goals and milestones can help adult learners stay motivated throughout the training program.
3. **Use a variety of teaching methods:** adult learners have different learning styles, so it's important to use a variety of teaching methods to keep them engaged. This can include hands-on activities, group discussions, and online learning modules.
4. **Make it interactive:** adults are more likely to engage with training that is interactive and involves active participation. This can include role-playing, case studies, and other interactive activities.
5. **Provide feedback and recognition:** Providing regular feedback and recognition for progress can help motivate adult learners to continue their participation in the training program.
6. **Provide incentives:** offering incentives such as certificates, bonuses, or other rewards for completing the training program can also be effective in motivating adult learners to participate.
7. **Create a supportive learning environment:** creating a supportive learning environment where learners feel comfortable and confident can help motivate them to participate in the training program. This can include providing resources and support for learners who may need additional assistance.
8. **Regenerate response.**

**Motivating adult artists** to participate in a training program may have some unique characteristics or peculiarities. Here are some strategies that could be effective:

1. **Emphasize creativity:** artists are often motivated by the opportunity to express their creativity and develop new skills. It's important to highlight how the training program will support their artistic growth and offer opportunities for experimentation and exploration.

2. Provide personalized instruction: artists often have unique learning needs and preferences, so providing personalized instruction can be effective. This can include one-on-one coaching or small group instruction.
3. Provide opportunities for collaboration: artists may also be motivated by the opportunity to collaborate with other artists and share their work. Creating opportunities for group projects, critiques, and exhibitions can help foster a sense of community and motivation.
4. Offer specialized training: artists may be motivated by the opportunity to learn specialized skills or techniques. Offering training in areas such as online marketing, or digital media can help attract artists with specific interests and motivations.
5. It's important to keep in mind that adult artists may have unique motivations and learning needs, so it's important to tailor the training program to meet those needs.

## Marketing of the training course for creative adult learners

Marketing of training courses refers to the process of promoting and selling educational programs, courses, workshops, or seminars to potential students or clients. The goal of marketing training courses is to attract and engage individuals or organizations who are seeking to acquire new knowledge, skills, or expertise in a particular field or subject.

Marketing training courses typically involves a range of activities, such as developing marketing strategies, creating promotional materials, identifying target audiences, establishing pricing, and using various channels to reach out to potential students or clients. Effective marketing of training courses requires a thorough understanding of the market, competition, and customer needs and preferences.

The ultimate aim of marketing training courses is to increase the visibility and awareness of the courses and to encourage potential students or clients to enroll in them. This can be achieved through various marketing channels such as social media, email marketing, search engine optimization, content marketing, advertising, and public relations.

Here are some ideas on how to market an adult training course:

- Identify your target audience: Knowing your target audience is essential for successful marketing. Think about who your course is designed for and what their interests, goals, and pain points are.

- **Use email marketing:** Email marketing is a great way to promote your training course to a targeted audience. You can use email to share course updates, new course offerings, and testimonials from satisfied students.
- **Partner with industry influencers:** Partnering with influencers in your industry can help you reach a wider audience. Reach out to industry leaders and see if they would be willing to promote your course to their followers.
- **Host a webinar or workshop:** Hosting a free webinar or workshop can be an effective way to showcase your expertise and promote your course. Use the event to provide valuable insights and information that will be useful to your target audience.
- **Create a referral program:** Word-of-mouth is a powerful marketing tool. Encourage your current students to refer their friends and colleagues to your course by offering incentives like discounts or exclusive content.
- **Leverage paid advertising**
- **Focus on the benefits:** When marketing courses for artists, emphasize the benefits that students or clients will gain from taking the course. This might include developing new skills, gaining exposure for their work, or learning how to market themselves effectively.
- **Leverage social media:** Artists tend to be active on social media, so use platforms like Instagram, Facebook, and Twitter to promote your courses. Share images and videos of students' work, offer tips and advice, and use hashtags to reach a wider audience.
- **Collaborate with other artists:** Partner with other artists or arts organizations to promote your courses. This might include co-hosting an event, cross-promoting on social media, or offering discounts to each other's audiences.
- **Use testimonials:** Collect testimonials from past students or clients who have benefited from your courses. Share these on your website and social media to build credibility and trust.
- **Offer a free sample:** Consider offering a free sample of your course, such as a short video or a downloadable guide. This can help to build interest and encourage potential students to enroll.
- **Create engaging content:** Develop blog posts, videos, or other content that showcases your expertise and provides value to potential students. This can help to establish your brand as a thought leader in your field.

By using these marketing hints, you can help to promote your courses for artists and attract more students or clients.

## Set of motivational open educational resources for the "Creative Talent Factory"

The aim of the Set of motivational OERs is to motivate and empower adult learners to participate in the training program "Creative Talent Factory".

The Set of OERs consists of the following learning materials:

- Interactive readings "Why development of creative business is important to me?" (
- Collection of 6 video success stories
- E-book of 12 testimonial stories.

Adult educators-facilitators invite learners to take part in the Workshop and start self-learning of OERs online. Within this first online session the learners are encouraged to come to the next sessions of Workshop, which are organised as blended learning with pre-assessment, training and post-assessment and networking opportunities. Thus, the set of motivational OERs is used as a marketing tool to attract and pre-select the learners, who are motivated to take part in the further trainings.

Aim of the video and testimonial stories is to provide an effective tool for inspiration and motivation for all those who want to become creative entrepreneurs or already have their creative business, but want to improve skills and competences in order to make business successful.

OER "Why development of creative business is important to me?" presents an attractive training material for self-study for learners to deepen their understanding of creative sector and how they could join it. The interactive readings take into account the dual nature of creative business activities: on one hand, as a driver of diversity and citizens' engagement, and on the other hand, as a driver of growth and jobs, recognising also their broader contribution to creativity, talent generation, entrepreneurship and innovation.

The reading consists of the following core topics:

- The description and statistics of employment in the creative sector, such as visual and performing arts, craftsmanship, art, antiques market, fashion, music.
- The role of individual creativity and talent in generating considerable economic wealth and forming European identity, culture and values.
- How the creative industries are capable of fighting unemployment and creating new jobs.

- Presenting of EC Programme “Creative Europe” to help cultural and creative sectors unlock their potential for growth and transnational circulation of art works, and their ability to operate transnationally and reach new audiences in Europe and beyond.

The tool is innovative as covers a lack of the EU efforts in providing existing or future creative entrepreneurs with knowledge that increase their understanding of the industry context, practices and trends, competences and skills to lead their entrepreneurial ventures.

The impact of this output is expected on both direct target groups. The direct impact within the project lifetime will be on adult learners as they will be motivated and empowered for further training in order to setup or improve their creative business. This output gives them opportunity to learn more about the importance to use talents and creativity as crucial tools to become creative entrepreneur or to develop further already existing, but not yet very successful business. Thus, they could make the perceived decision on their further participation in the training course. It expected that at least 80% of the initially invited adult learners will decide to take part in the further trainings. The impact on adult educators-facilitators is in equipping them with the online, freely available tool in order to organise the marketing of the training course and pre-selection of the motivated adult learners. The motivated learners is one of the main factors of success and effectiveness of training course. Presented as OER, the Toolkit has an additional impact on promoting an open access requirement for all materials produced through Erasmus+ projects, thus, could be used by wide range of adult learners (in town and in rural areas). The Toolkit can be used in schools for motivating talented and creative pupils to choose further education connected with joining creative business sector.

The text of Interactive readings is presented in the Annex 1. It contains valuable information on the creative industries and entrepreneurship as well as questions for self-checking and self-reflection which can be used also during the motivational session.

Topics of the Interactive readings:

- Creative industries
- Creativity and talent
- Programme Creative Europe
- From creativity to entrepreneurial endeavour

To motivate the learners use online version of the interactive readings ([Interactive Readings – Creative Talent Factory \(talentcreation.eu\)](https://talentcreation.eu)) which is prepared in a very attractive and innovative way, where the student can first read the provided material and then take part in the attractive game-like quiz section.



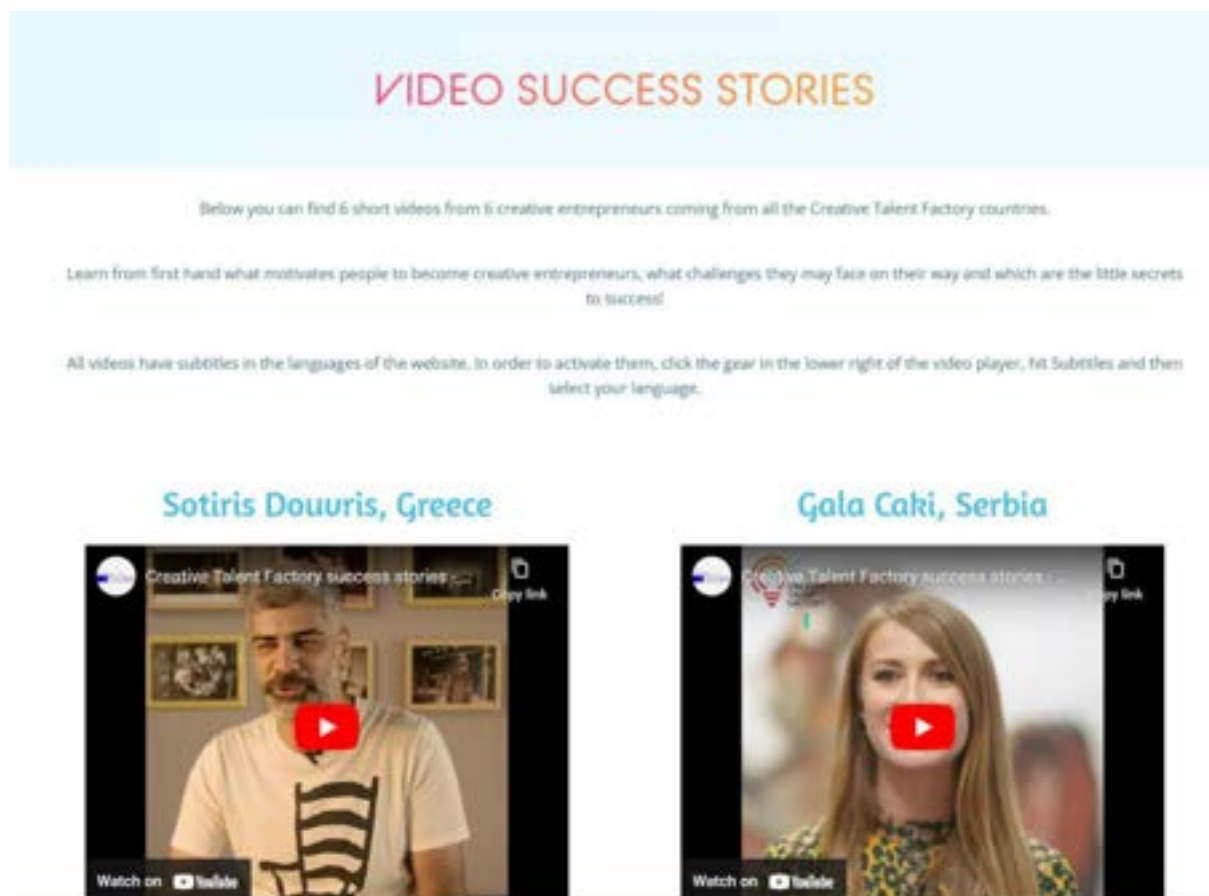


The learners are invited to read the material in the Step 1 and then take part in the interactive quiz in Step 2.

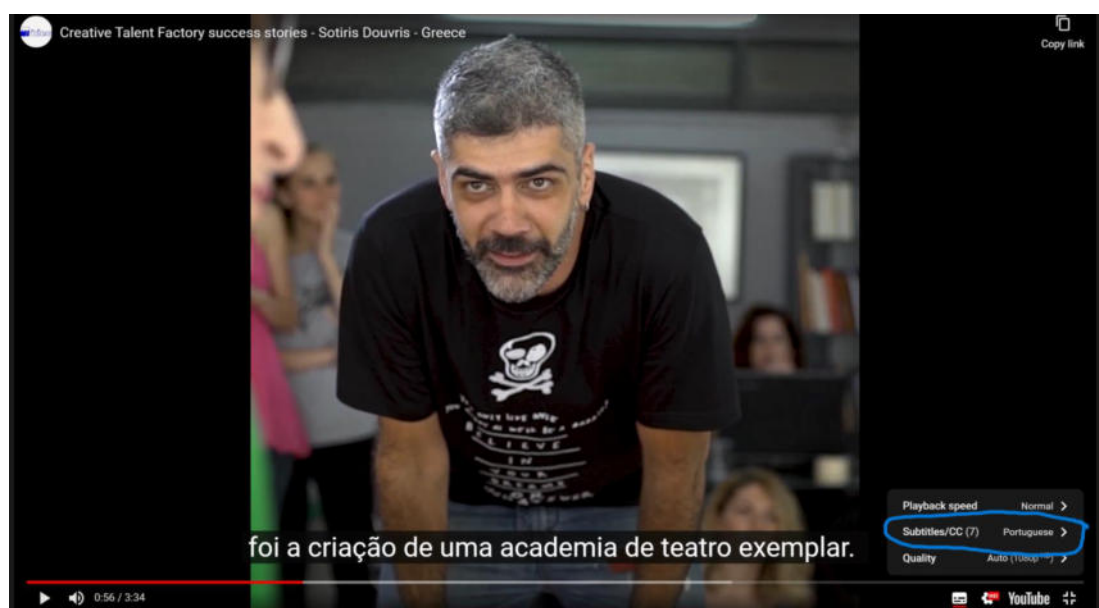


The 6 video success stories are placed on the Youtube channel and the project website:

[Video Success Stories – Creative Talent Factory \(talentcreation.eu\)](https://talentcreation.eu)

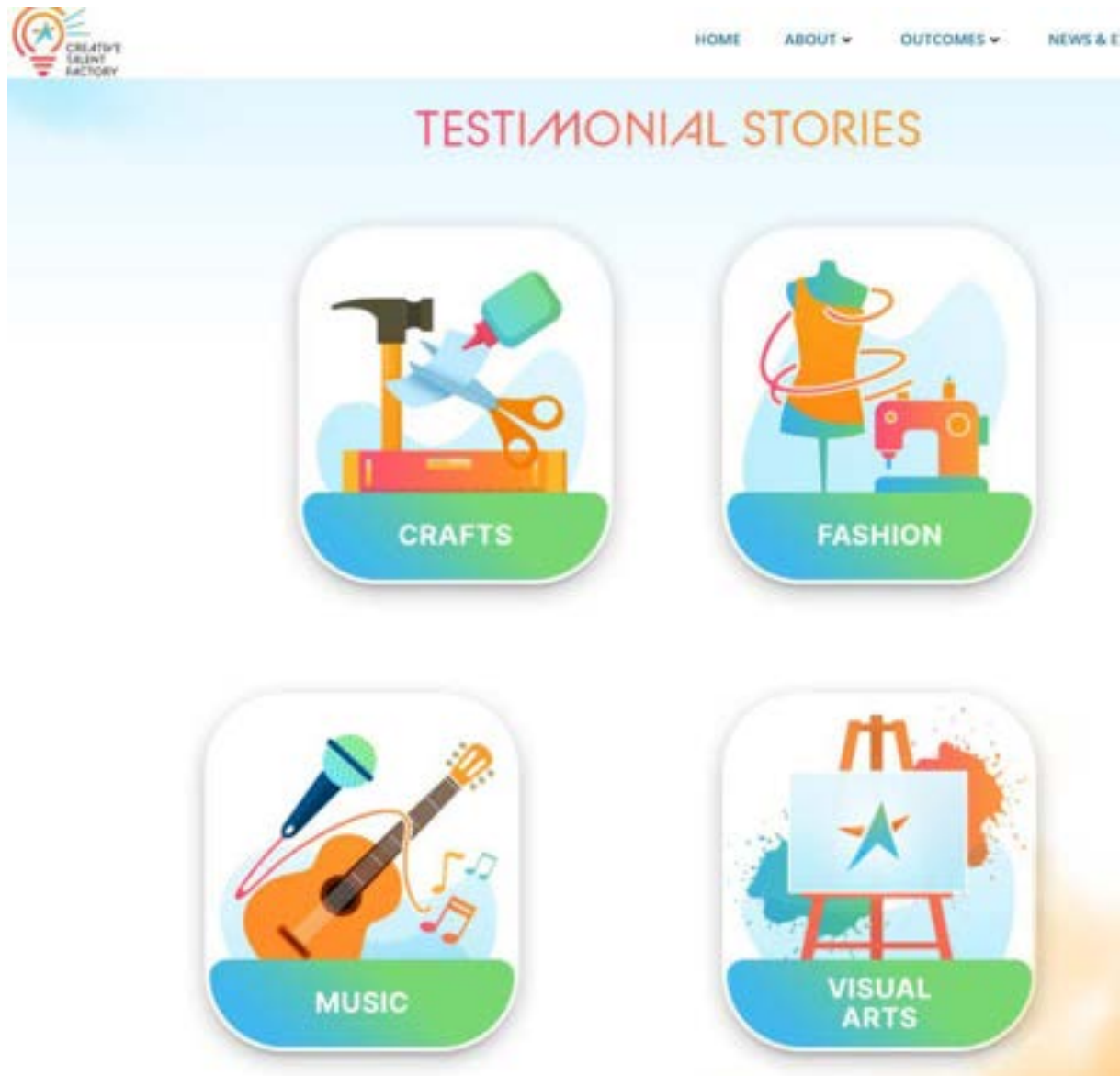


The stories can be viewed in the original language of the speaker with English subtitles or with subtitles in the languages of the partners' countries: Greek, Italian, Lithuanian, Portuguese, Slovenian and Serbian. Just select required subtitle language as shown here:



The E-book of testimonial stories (Annex 2) can be found on the CTF website:

[Testimonial Stories – Creative Talent Factory \(talentcreation.eu\)](https://talentcreation.eu)



The stories are collected and presented in few areas of the creative industries:

- Crafts
- Fashion
- Music
- Visual arts

Just read the and discover amazing and inspiring stories of the creative entrepreneurs. At the end of every story set of questions for self reflection can be found. These questions can also be used for a group discussions during the motivational session for learners.

## How to recruit learners for CTF training course?

The targeted learners' for the "Creative Talent Factory" training programme and workshops are the adult learners willing to set up or improve their own businesses in the creative sector, including adults with disadvantaged backgrounds. With this target group defined, you can look for learners by contacting the wide range of institutions, organisations and public bodies. To name but a few:

- Creative communities, associations and clubs
- NGOs working in the field of adult education
- Social inclusion and anti-poverty NGOs
- Local community centres
- Local councils, neighbourhoods
- Employment services
- Social services
- Migrant communities, associations, clubs
- Migrant registration centres
- Vocational training institutions, universities
- Specialist social media groups
- Country-specific institutions, associations.

We recommend to prepare a short and to the point motivational information about the CTF training course, including concrete information about the course objectives and content. The project leaflet can be used to promote the course, or selected texts from the leaflet or newsletter can also be used. As an example, we recommend using the possibility of creating an event on Facebook (meta) and sharing invitations with a link to the first motivational session.

## Getting ready for the first motivational session

We suggest to organise the first-motivational CTF training course session online using online meetings platform as ZOOM, Microsoft Teams, GoogleMeets, etc.

Register participants for the meeting and send them the meeting agenda with the link and meeting time. Provide the link to the CTF website and invite them to go through the interactive readings and some success stories (, so that participants have the opportunity to check out the engaging CTF tools before the first meeting and come to the meeting inspired and ready to learn more about the project and it's benefits for learners.

The lessons' plan is developed to help you to organize the motivational session. This plan gives an overview of the blended learning process using the reversed training methodology, the Role Model and the Dialogical Group methods. The online / face-to-face motivational session



is planned with 2 sessions: one online session for self-studying (reading time is not pre-defined) and one face-to-face online group session (4 hours).

The recommended motivational session plan:

Type of session	Duration, hours	Content/Topics	Methodology
On-line self-studying	NA	<ul style="list-style-type: none"> <li>▪ <u>Facilitator</u>: Send an email to learner with the Introduction of the Workshop (Annex 1). Ask learner to send by email his/her expectations</li> <li>▪ <u>Learner</u>: Individual online materials' studying using: <ul style="list-style-type: none"> <li>▪ the Interactive readings</li> <li>▪ Collection of video success stories</li> <li>▪ E-book of the testimonial success stories</li> </ul> </li> </ul> <p><i>Consultations with the facilitator via emails (according to the learner's need)</i></p>	<ul style="list-style-type: none"> <li>▪ Reversed training/flipped learning</li> <li>▪ Motivation by introducing useful facts on the creative industries</li> <li>▪ Role model method based on success stories</li> </ul>
Online / Face-to-face motivational session with the group of participants	4	<ul style="list-style-type: none"> <li>▪ Participants introduce themselves, elicit their expectations</li> <li>▪ Presentation of the project, website and learning platform</li> <li>▪ Group work on the Interactive readings. Sharing main findings from the groups</li> <li>▪ Group work on the success video stories. Presentation on the results from the groups</li> <li>▪ Group work the testimonial E-book. Presentation on the results from the groups</li> <li>▪ Summarizing the results of the group work.</li> <li>▪ Reflection from the participants on how their expectations were met and their motivation to participate in CTF learning course</li> <li>▪ Presenting the Trainees manual for registration onto the learning course on the Moodle platform, sending the manual to registered participants before the first face-to-face meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Icebreakers; Energizers</li> <li>▪ Lecturing by using project presentation (Annex 3)</li> <li>▪ Dialogical group method. Use ZOOM breakout room facilities to organise the group work online</li> <li>▪ Filling the registration forms by participants</li> <li>▪ Manual for trainees (Annex 4)</li> </ul>

		<ul style="list-style-type: none"> <li>Finalising the meetings, giving instructions for the first face-to-face meeting: date, time, venue. Session closedown.</li> </ul>	<ul style="list-style-type: none"> <li>Final reflections on the meeting</li> </ul>
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## Methodology used in the motivational session

1. The Role Model Method can be defined as teaching by analysing of good examples in informal and learner-friendly manner. This method is very good for motivating disadvantaged persons to make positive changes in their lives. However, it is important to ensure the good quality of content of success stories: they have to be attractively presented, not very ambitious, have to look as possible to follow and to be presented in the national language of learners. It is recommended to use this method during the online session of this workshop.

2. The dialogical group method – discussions between the group participants on the questions prepared in advance (self-reflection and self-check questions from Interactive readings and success stories E-book can be used) during the face-to-face sessions. In our case it will be the self-reflection questions from Interactive readings and the questions on success stories which have been read by participants already during the online sessions. The effectiveness of such discussions much depends on the experience of the facilitator and on how much the questions for discussion is interesting to all members of the group. Thus, it is suggested to moderate the presentation of the groups and together with learners to find out which success stories are interesting for this particular group of learners.

It is advisable to assign each group with a different story and ask them to present it to the other group(s) and suggest how this success story could be used to promote lifelong learning and integration into the local society. You can ask participants to read the success stories once again (if it is necessary to refresh their minds). Each group will present the stories by answering the self-reflection questions by making collaborative answers.

Now the session is over and participants registered to the "Creative Talent Factory" training course and you can get ready for the next part of the CTF course by using tools:

- Methodology and the training plan for running the "Creative Entrepreneurial Local Workshop"
- Effective implementation of the E- training programme "Creative Talent Factory"
- Effective implementation of the E- training programme "Creative Talent Factory"

We wish you success in the organisation and running of the CTF course. You can contact project partners in your country or the coordinator using contacts from the website ([Who we are – Creative Talent Factory \(talentcreation.eu\)](http://Who we are – Creative Talent Factory (talentcreation.eu))) if you need an advice.

## Annexes:

**Annex 1. Interactive readings**

**Annex 2. E-book of the testimonial success stories**

**Annex 3. CTF project presentation**

**Annex 4. CTF\_MOODLE TRAINEE MANUAL\_EN**

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## Annex 1. Interactive readings

# Creative industries

## Description

**Creative industries (CI)** or in a wider sense **cultural and creative industries (CCI)** have become the world's fastest growing economy in recent years. Creative industries generate enormous economic wealth around the globe. The global market value of creative industries is estimated at \$1.3 trillion, says UNCTAD<sup>1</sup>. Creative and cultural industries in OECD countries mark annual growth rates of between 5 to 20%. CCIs in Europe create revenues of 535.9 billion EUR, and contribute to 4.2% of Europe's GDP. The sector is the 3<sup>rd</sup> largest employer after construction, food and beverage activities.

The term "creative industries" was first introduced in 1944, by Adorno and Horkheimer. They used the term to describe creation, industrial reproduction and mass distribution of cultural works.

Later on in the 1990's, in Australia and UK, the concept further developed into the concept of **creative economy**. The creative economy underlines creativity and perceives it as the engine of innovation,



Description



Key employment statistics



Creativity and talent



Self-check

<sup>1</sup> UNCTAD – United Nations Conference on Trade and Development



technological change and as a comparative advantage in business development.

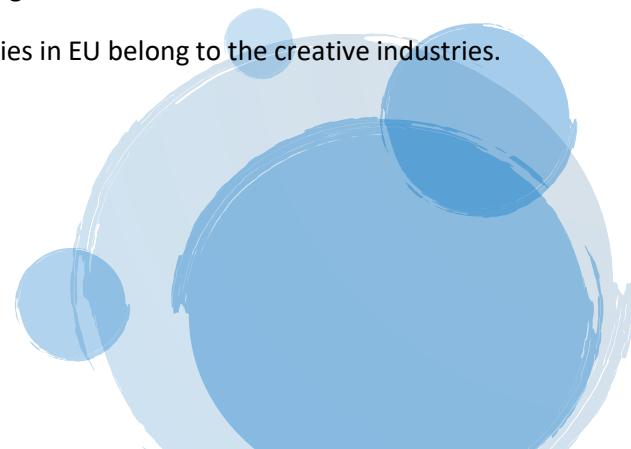
For the *European Parliament* (2016) CCI are defined as “those industries that are based on cultural values, cultural diversity, individual and/or collective creativity, skills and talent with the potential to generate innovation, wealth and jobs through the creation of social and economic value, in particular from intellectual property”.

In the *European Commission Green Paper 2010*, cultural industries include, besides the traditional arts sectors (performing arts, visual arts, cultural heritage – including the public sector), film, DVD and video, television and radio, video games, new media, music, books and press.

**Creative Talent Factory (CTF) project** is mainly focused on the following creative businesses: a) *visual and performing arts*; b) *craftsmanship*; c) *art and antiques market*; d) *fashion*; e) *music and dancing*.

## Key CCI employment statistics

- In 2015, 8.4 million people worked in cultural and creative industries in European Community, that is 3.7% of total EU employment
- In the large European cities 1 out of 7 jobs is in the CCI
- In the EU more people work in creative industries than in the automotive sector.
- The biggest employers in CCI in Europe are visual arts, performing arts and music industry, with about ½ of employees in CCI in 2012
- The biggest turnover makers in the CCI sector in the EU are: visual arts, advertising and TV.
- 2.45 million companies in EU belong to the creative industries.





## Creativity and talent

Creative workers and their talents are valuable assets in the global economy. Creativity is becoming the magic word, the magic ingredient in innovation driven economy of the 21<sup>st</sup> century. It is the new leading sector in the global market, co-existing and crossing with other sectors of economy, like tourism for example, contributing to their growth as well. Creativity and the arts are becoming crucial assets in supporting innovation.

- European CCI sector is mainly composed of 95% of micro and small business. On average each business entity employs 2 – 3 persons.

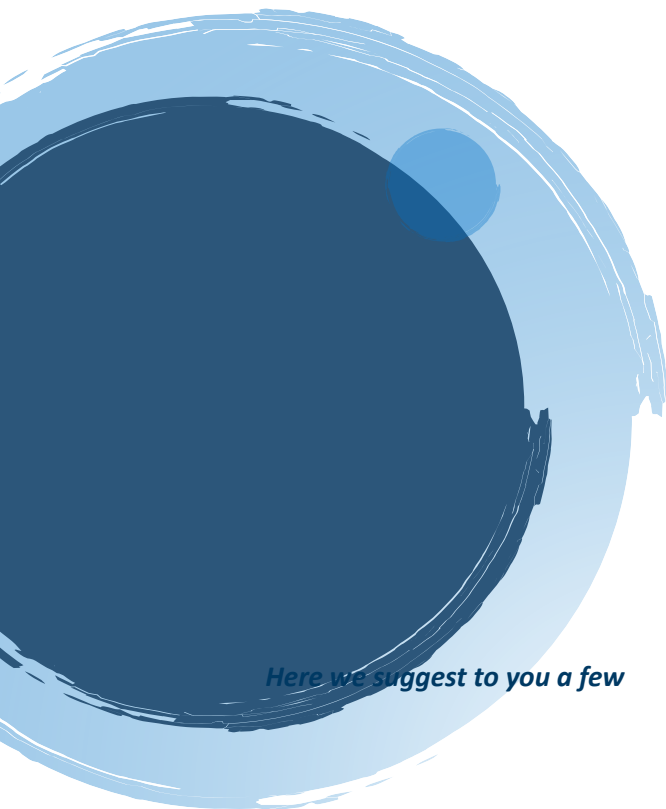
CCIs make a strong impact on the **cultivation of local talents, culture and creative heritage**, by fostering cultural diversity, and generating creative and cultural capital. One of the core values of CCI is that **everybody matters and everyone has worth**. Talent and creativity do not recognize the borders. CCIs are bridging and connecting different parts of society and different territories. They enhance social inclusion, build closer intercultural links, and develop a sense of common belonging based on our cultural diversity and common heritage.



As Matisse once said “**Creativity takes courage**”.

If you have certain creative skills and talents, be brave to develop them, shape them and offer to the world.





*Here we suggest to you a few*



**Creative industries foster cultural diversity, and generate creative and culture capital of society.**

**Creativity and arts support innovation driven economy.**

***questions to self-check your knowledge of the material read***

1. How would you describe in your own words, the concept of creative industries?
2. Which cultural and creative sectors are meant as cultural industries according to the European Commission Green Paper 2010?
3. In your opinion, why are culture industries important for communities and people?
4. How many people were employed in creative industries in the EU, in 2015?
5. What is the core value of creative industries and why is it important for societies and communities?
6. How would a world without creative industries be?





# Creative industries

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## Creative Europe Programme

We think that it is important for you to know about the European Union initiative towards helping cultural and creative sectors to unlock their potential for growth and transnational circulation of art works, and their ability to operate transnationally and reach new audiences in Europe and beyond.

Creative Europe is the **European Commission's framework programme for support to the culture and audiovisual sectors**. Creative Europe (2014-2020), with a budget of €1.46 billion (9% higher than its predecessors), provided significant support to Europe's cultural and creative sectors.

The different funding schemes encourage the audiovisual, cultural and creative players to operate across Europe, to reach new audiences and to develop the skills needed in the digital age.

By helping European cultural and audiovisual works to reach audiences in other countries, the programme also contributes to safeguarding cultural and linguistic diversity.

**There are three sub-programmes:**

➤ **Culture**



Program Creative Europe



Self-check



From creativity to  
entrepreneurial endeavor



Self-check





- **Media**
- **Cross-sectoral strand**

### **Culture**

Supports cross-border circulation of works of culture and the mobility of cultural players.


Funding opportunities cover a diverse range of schemes: Cooperation projects, Literary Translation, Networks or Platforms. The supported activities aim to enable cultural and creative players to work internationally.

### **Media**

Supports the EU film and audiovisual industries financially in the development, distribution and promotion of their work. It enables European films and audiovisual works including feature films, television drama, documentaries and new media to find markets beyond national and European borders; it funds training and film development schemes.

### **Cross-sectoral strand**





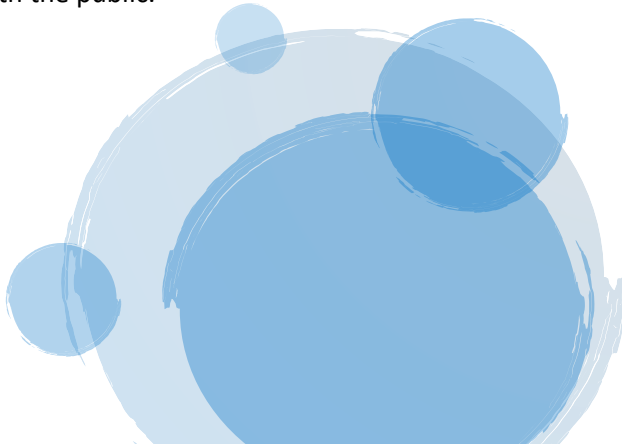
Supports transnational exchange of experiences and know-how in relation to new business and management models, as well as peer-learning activities. It also supports networking among cultural and creative organizations and policy-makers related to the development of the cultural and creative sectors, promoting digital networking where appropriate.

***Here we suggest to you a few questions to self-check your knowledge of the material read***

1. When was the Creative Europe program is launched?
2. What are the sub-programmes within the Creative Europe programme?
3. What sectors are being supported within the Creative Europe programme?
4. What kind of opportunities are offered by the programme?
5. Do you know someone who participated in a project within the Creative Europe programme?
6. What idea would you apply for the programme with?

### **From creativity to entrepreneurial endeavour**


Maybe there were some prejudices in the past times, that if you're an artist and create work of arts, you cannot be an entrepreneur at the same time. One might think that business orientation and strategic thinking are completely the opposite from creative thinking, or that they even could kill creativity,



**The new Creative Europe programme 2021-2027** is foreseen. It is expected to have an increased budget of €1.85 billion, with increased focus on cross-border collaborations and sectors such as virtual reality and digital innovation.

The programme intends to include new specific sectorial support to areas such as music, architecture, books and publishing, and culture heritage.

innovation and creative processes. Maybe there is still this stereotype about the artist, poor and lonely, "lost" in his/her creative work and world, without any connection with real life, and in particular, completely without any sense for business and sharing his/her work with the public.



However, the rise of creative industries in the 20<sup>th</sup> and even more in the 21<sup>st</sup> century, managed to break this stereotype and shaped another picture – a picture of a **talented, creative person, who can transform his/her talent into a successful job/business**, without losing the innovativeness or creativity or unique artistic expression. Although the profit and money making might not be the focus of the artist, there is the other motivation, mainly intrinsic which drives him/her to invent new works of art and creation and share it with the public. In today's market, people are hungry for all kinds of creative, artistic works, and are ready to pay for it. Creative, entertainment industries attract millions of consumers around the world and help people satisfy their creative and cultural needs.

So, **what do you need to transform your talent into successful entrepreneurial career, fulfilling and self-actualizing?** Talent and creative skills you possess are the foundation. However, they are not enough.


**Questions you should ask yourself are:**

- What is success to you, how do you define it?
- What are your strengths, in particular in relation to your competitors?
- Who are your customers and what are their needs, wishes?
- How can you manage your intellectual property?
- And what is business growth to you, in what direction do you want to grow your business?



**CREATIVE TALENT AND  
BUSINESS/ENTREPRENEURSHIP ARE NOT  
MUTUALLY EXCLUSIVE.**

*To answer all these questions, you must be complemented by core entrepreneurial, business skills, which are not a matter of genetic heritage, but could be learnt, shaped and improved over time. **That is why we encourage you to participate in the E- training programme “Creative Talent Factory “, which provides an innovative easy-to-learn pathway for upskilling the creative entrepreneurial competences and skills needed to set up or improve your creative business.***







***The main five competences to become a successful creative entrepreneur are:***

- 1) entrepreneurship
- 2) digital competences
- 3) understanding of the main components of the creative business
- 4) implementing effective marketing strategies for a creative business
- 5) sales and business negotiation techniques for a creative business.

#### **Questions for self-analysis**

- What are your creative potentials?
- What can you offer to people? Why would they be interested in it?
- How people will hear about you and your artistic products/services?
- Visualize yourself and your career in 5 years? How do you see it? Where

**The Creative Talent Factory programme will help you to:**

- develop your creative entrepreneurial competencies,
- inform yourself about opportunities in the market, and
- look for the right answers on the above mentioned questions.

**Do not hesitate, join us and make your entrepreneurial journey knowledge based, fascinating and inspiring!**

are you and what does your career look like?

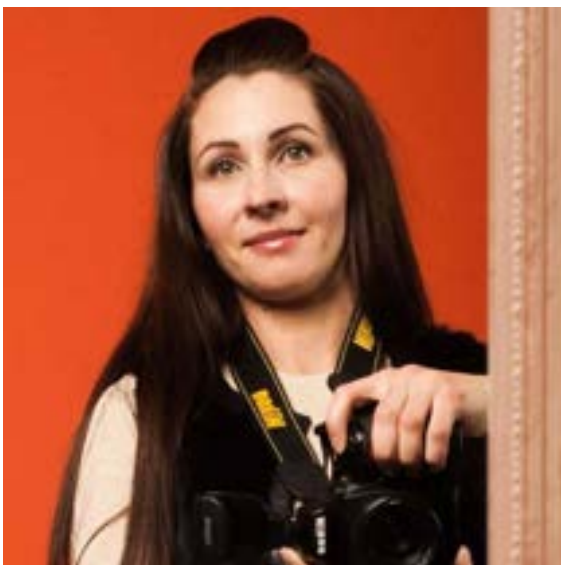
- What do you need to learn, explore and know more to reach your career vision and goals?



# TESTIMONIAL STORIES



A entrepreneurship story is not a timeline, it is a culmination of key moments, lessons learned, anchors, motivation, frustrations, and successes. Check out all these testimonials from creative entrepreneurs' storytellers! Every successful entrepreneur must be a storyteller.





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# MATEJ RAZBORNİK, SLOVENIA

*I grew up in an entrepreneurial family, but from a young age, I chose to play. I was not interested in business, meetings and the corporate world since I can see my dad fully indulged in it. I always had a passion for drawing, creating and making new things never done before ... and of course, enjoying the whole process.*

*It was a natural choice to select an Artistic high school in Zagreb, Croatia. I passed it without a problem and chose a university to pursue an Academic painter degree. I failed the entry course.*

*At that time, I figured out that my path is not pure enjoyment, entertainment and play - it is hard work, as I found out when I prepared myself for the next year's selection with the mentor from the academic painting world.*

*High school teaches you to follow a recipe; now you need to create one—an entirely different perspective. Another bump came after finishing my degree. Nobody needs an academic painter as such ...*

*Since I was a little boy, I have always been fascinated by tattoos. The world of tattoo artists and their art has always seemed magical to me, so becoming a tattoo artist has been one of my biggest dreams.*





# **MATEJ RAZBORNÍK**

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*The road to becoming a successful and respected tattoo artist starts with the very first step: the apprenticeship. And, like many other things in this world, taking that first step is not always easy. A tattoo artist will consider many things when choosing an apprentice and, while it's not so simple as asking a bunch of yes or no questions. I passionately started to create a portfolio with my best line arts to show to the potential tattoo master and selected the best tattoo shops in town.*

*And always, when you focus on one thing and one thing only, all forces in the universe will support you. I entered the first tattoo shop, had a great interview and was accepted. I was over the moon.*

*Over a short span of time, I started with my first tattoos. That was the time when all previous education came into place. My art education proved essential when making designs that fit different body parts, creating a great composition and telling a story in a small space. I started to learn the essence of tattooing - it is not only about the designs on the body but to improve the person's self-confidence. To love how you look is vital for good mental health and well-being and expressing yourself how you want to. When designing tattoos, we are communicating, getting the reasons for these designs and trying to make something that will bring joy to the owner for their entire life.*

*In essence, the tattoo artist is also in a way a psychologist (laughter).*

**“DON’T BE AFRAID TO START  
YOUR JOURNEY. YOU  
CANNOT KNOW ALL IN  
ADVANCE AND YOU WILL  
FIGURE IT OUT LATER”**





# MATEJ RAZBORNÍK

## ***What are my main achievements?***

*My most outstanding achievement is my changed mindset.*

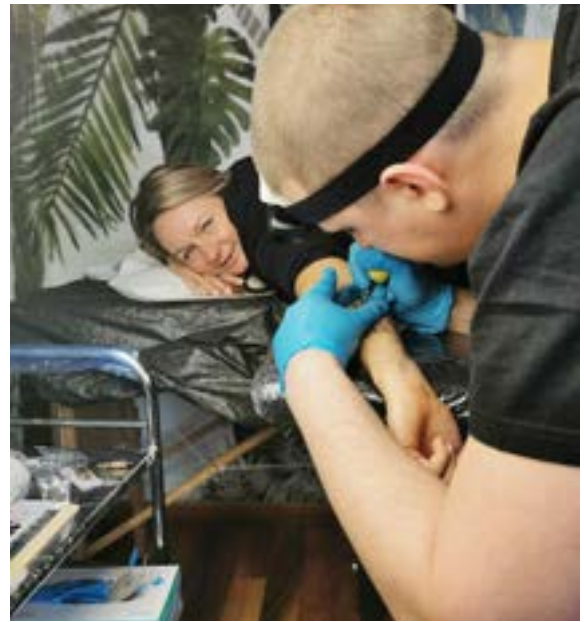
*When I started my education, I thought - you learn the craft and you are set. Now I see that learning is everything in this high paced world. Being a tattoo maker also means being a good marketer - or you will not eat. Prospective customers or clients can only see your work online and find the contact details. But it would be best if you also educated them, encouraged them and invited them to your studio to see you and your work corner. They need to feel safe and supported in their endeavour.*

*You learn that your business is not about the hundreds of clients but is more about providing the value that people need. A happy client will make you happy too. He/she will come again and spread the word about your expertise - and this is the ultimate goal for every entrepreneur.*

*You start to appreciate anyone who succeeds in any business. We have so many words for people on the internet making money just from their appearance, letting cameras into their homes, creating cat movies - but they started their idea and are focused just on that. They succeed because they are persistent.*

*You learn that we cannot have a bad day at the tattoo shop - if you have it, the client will pick it up, become moody, and the whole experience will be lost. You will never see that client any more. You need to be stable, resilient and full of enthusiasm. And it is very hard sometimes, but an essential part of our business.*





***My plan*** is to learn the craft and enjoy every moment of it. The process may seem overwhelming at times with all different tattoo designs, but this truth cannot be any farther from reality. It takes time for an artist to follow their client's needs and wishes in order to make a fantastic design that will last forever on someone's skin! Once I get my hands dirty designing these tattoos one-by-one, there's nothing more satisfying than seeing them come together as something beautiful which has meaning to someone behind each detail - because they are not just tattoos; they're memories.

*I need to get serious about my promotional strategy as well. I don't think an Instagram page is enough, and people deserve more than just product representation on it. It's essential that they have faith in me if I want them to put their trust into what I do with the art we create together as collaborators!*

*Eventually, I will build my own studio sometime in the future.*

***You may think that you can do several things at the same time, but your body has a natural limit. Give 100% of your energy to one thing and make it as focused as possible so people will benefit from what you're trying to accomplish.***

***Another piece of advice - anticipate good results. Many things can go wrong but pondering over problems will not take you where you want to be.***



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# LIDIA APANASENKO, UKRAINE

*I am Lidia, I was born in Kyiv, Ukraine, in 1986, the night before the Chernobyl disaster.*

*I have been always a creative person. I studied Art in high school and I have a University Degree in Architecture as an interior designer.*



*Thanks to a project addressed to kids born during the Chernobyl disaster year, when I was a child from 8 to 14, I used to come every summer to Italy where I was hosted by an Italian family and here my love towards this country started.*

*Although I was studying Architecture at university, I also had many other interests, such as in Philosophy, and I had a special interest in Organic Architecture. This is why through several study visits abroad in different European schools I started to be interested in Waldorf Pedagogy, also known as Steiner Pedagogy, and I decided to take another university degree and study a subject related to this pedagogy, named Eurythmy, the art of movement. This allowed me to definitely move to Italy where I started to work as a Eurythmy teacher in a Waldorf school based in Palermo. However, my love for art and more precisely illustration has been always a part of my life during these years.*



# **LIDIA APANASENKO**

*Here in Palermo where I live now this passion grew bigger and bigger. I was feeling very inspired by all the architecture this region could offer, so I started to draw and paint the most iconic monuments and sites of interests here.*

*During these years, I tried to develop my own illustration style, following my passion for art. And now I can define it like a mixture of sketching and watercolour technique. you to draw on plain air. I got hooked on this method and started drawing in this technique. I have developed my own style, where I combine my passion for architecture and watercolour. I draw directly on the sheet and then I add the colour with the sketch markers. It allows you to capture the moment, the light, the place. I started to draw the glimpses of Palermo.*

*When I realised that people were interested in my artwork and really liked them, I started to think how to make this love for illustration a real job and I started to find my path as an entrepreneur. This motivated me a lot. Also, my friends and my family encouraged me a lot.*

*So, in 2019 I started to exhibit and sell my works in another artist's shop based in the city centre and so far, sales have been very good. I also started to sell my works in open air markets and make any kind of works I could: calendars, stamps, postcards, paintings, etc.*

**“MY HOBBY HAS BECOME  
A SOURCE OF  
INCOME.”**





# LIDIA APANASENKO

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*My fears are all the fears of all those people who want to make something artistic. When people start believing in your art and work but you still can't believe your natural talent can be that appreciated by others. Sometimes I still find myself having doubts about other people's appreciations: "Will they like my works? Are they really interested in my art?". Sometimes I fear I will just run out of creativity and that I will never be able to draw anymore. It can happen but you need to accept it. Doubts and fears are part of any creative process.*



*Today I also sell my works through an art finder website, where you can sell your work and people can decide to make different items out of them: mobile phone covers, pillows, t-shirts, dresses, etc. I also promote and sell my works through social media, such as Facebook and Instagram.*

*Links to my pages:*

<https://www.facebook.com/lidanjart>

<https://www.instagram.com/lidanjartla/>

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=nIiC5IoNAH4)

[v=nIiC5IoNAH4](https://www.youtube.com/watch?v=nIiC5IoNAH4)

***“DON’T BE AFRAID. JUST SET YOUR OBJECTIVE AND TAKE LITTLE STEPS FORWARD.”***

**WHAT ARE MY  
MAIN  
ACHIEVEMENTS**

*Today I also sell my works through an art finder website, where you can sell your work and people can decide to make different items out of them: mobile phone covers, pillows, t-shirts, dresses, etc. I also promote and sell my works through social media, such as Facebook and Instagram.*

*I am very happy when I think that my artistic works are now in Japan, USA, Germany, etc.*

**MY ADVICE FOR CREATIVE  
ENTREPRENEURS AND  
START- UPPERS**

*I would say to an aspiring creative entrepreneur who would like to start a business to not be scared. Do not think of the future too much. Thinking too much is dangerous because it can block you and your creativity too. Just take little steps forward towards small objectives. Give yourself a small goal to be achieved in a short amount of time and focus on it. Choose a goal that really comes from your passion and just focus on it.*

**MY FUTURE PLANS**

*These are very hard times. The Covid 19 pandemic is not helping much but in the near future I would like to have my own website in order to reach more customers from more and more countries and promote my works better.*



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# DIMITRIJE DAVIDOVIĆ, SERBIA

*I'm Dimitrije Davidovic from Nis. From a young age, I was 'thrown' into the whirlpool of art and creativity. The most of my family also work in similar fields, from painting, graphics to graphic design. That was important precondition for me to continue with the same path, the creative path.*

*After primary school, I enrolled in the Art School, which I finished with great success. I moved to Belgrade after, and enrolled in the Belgrade Polytechnic higher education school in the field of industrial product design.*

*During my schooling, I have been winning numerous competitions and contests in the field of design.*

*In 2017, I won a bronze medal at the design competition in Milan, after which I performed at the fair of innovators, where I received a silver plaque. The following year, I participated in the furniture fair in Belgrade, and the same year I received another gold plaque by the Association of Innovators.*

*During that time, I present my design at international exhibitions all over the world, from Belgrade and Nis, through Milan, all the way to China, India and Dubai. In total, there were over 20 exhibitions where visitors could get acquainted with my work.*



# DIMITRIJE DAVIDOVIĆ

*I started designing in the high school where I did smaller jobs related to graphic design.*

*During college attendance, I started to get jobs in 3D modeling and industrial design where I was trying to make every day work easier for clients, by devising and designing gadgets and accessories for their existing machines. I have never been afraid of trying new things, so I was one of the first to work with 3D printing and 3D scanning in college.*

*The first big support I got was from the company where I was on internship, MikroE (mikroe.com), from Belgrade. They recognized my talent, supported me and financed the project for which I received award later.*

*Most of the jobs I got, I got through a recommendation, including the first job related to interior design from the company NAR Royalton (narroylaton.com) from Nis, one of the best companies that rent apartments in Serbia. It was a great honor for me.*

*As I had only theoretical knowledge before that, this was a big step for me. I was determined and decided to do the job properly. The first thing I did was to contact some older colleagues and ask for some advices. They of course helped me, and at that point they were my big importance.*



*I finished that project very successfully, the clients were very satisfied and we continued our cooperation until today.*

*After that, I continued with various projects in the field of design and education.*

*All the time I've been attending various fairs, lectures and taking courses in the field of design, entrepreneurship, marketing, etc.*

*By doing so, I went to info day presentation about Erasmus for Young Entrepreneurs program, which was organized by BDC Kragujevac.*



# DIMITRIJE DAVIDOVIĆ

*After returning to Serbia, I got a couple of interior design projects where I consolidated my knowledge and applied most of the things I learned in Spain.*

*In the meantime, I was thinking about how to use VR technology in my business and I came up with the idea to organize a team of people who would deal with interior design, with great emphasis on self-sustainable design but where projects would be displayed via Virtual Reality devices.*

*At the end of last year, I organized a team called Uncube ([uncube.co](http://uncube.co)) - where we work to help people start crossing their limits of thinking, to drop their limitations. We help our clients see their living space from a different perspective.*

*In order to promote our idea, the first step was to become present on social networks and the Internet. We are creating a website and at the same time we are starting to promote it on all social networks.*

*Our idea is slowly spreading and people are starting to recognize our work. In order to fight the competition on the market, we started marketing on the Internet as well as writing useful texts in the field of interior design and VR technology.*

*Quickly, people started sharing some of our web site articles and we are already at the top of the Google search with some topics, which is the proof that we are doing a quality job.*





*I consider my previously mentioned awards in the field of design to be my main achievements. In terms of strictly business achievements, I am pleased with the number of projects I have worked on as well as with the number of people I met, people who have helped me in my growth.*

*I would also like to mention one very interesting experience, which is recording a show dedicated to my work that was broadcasted on Brainz TV.*

*The editors of Brainz TV recognized my work and thus created the opportunity to record my first appearance on TV. It was a new experience for me, which I would love to repeat.*

# **THE THOUSAND MILES' JOURNEY STARTS WITH THE FIRST STEP.**

*The future is currently happening in front of our eyes. We are working on expanding our business, expanding our team and we are looking forward to new clients abroad, as a springboard for our business. It would mean us a lot, because we would then have enough space to work on our new projects with more people and more creativity.*

*I think there are no difficulties, which creative people could not overcome.*

**Go! Do not think too much whether you will succeed, instead think of what you want to achieve. Be creative, not lazy. Imagination creates and facilitates creativity, while laziness is killing it.**



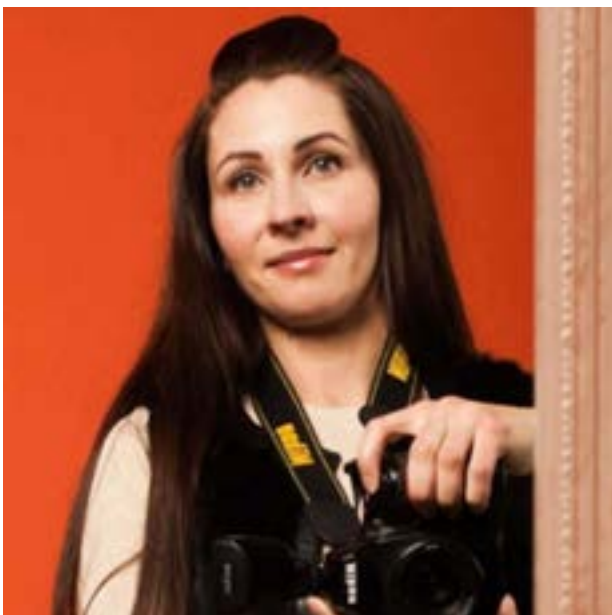


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## AGNĖ FIODOROVA, LITHUANIA

*was born and grew up in Kaunas, Lithuania. And live here at the moment.*

*My husband's and my family is said to be large by the recent scale: we are even 5 people. We are raising three beautiful kids – 11, 6 and 2 years old (two girls and a boy). Our family is the most important for me, so I am talking about it in the first place*



*I graduated from Vilnius University Bachelor of Business and Management Administration. After university, I worked as a hired employee for a short time until decided to establish my business venture and it was a mobile coffee service as I call it. I was visiting different fairs, events, concerts, festivals with my mobile café and was serving coffee, tea and others refreshments for the visitors. Unfortunately, this business was not very successful, because the events were not organised even each weekend and people still were considering mobile coffee as something very unusual... So, the coffee era was over. Quite soon our family decided to establish a pub business, but it was highly demanding in investments due to high health and safety requirements and the location wasn't ensuring crowds of visitors though and the venture was closed by us.*



# AGNĖ FIODOROVA,

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*Being just an entrepreneur or office worker didn't satisfy me as an individual, because I was always missing personal growth and freedom, thus started to look for something that would be both: my business and personal development, satisfaction.*

*In my journey towards personal fulfilment, I came up with the idea that my hobby of photography in my spare time can become a favourite job. I completed photography courses, thanks to the Lithuanian Labour Exchange. I took the opportunity to acquire another speciality. After fulfilling the course, I was obliged to maintain the photography business at least for six months, and I didn't have a thought for a minute to discontinue it for five years already! It is a perfect match for me because I enjoy colours, shapes and love objects that I want to record and I visualise my thoughts already in my mind. In addition to photography during the COVID-19 pandemic outbreak, I started to paint and I enjoy it very much.*

*Photography is both a hobby and a job for me, so I love my business. Sometimes I remember saying about turning your hobby into a career and that you'll never have to work again. And it is true for me.*



*I began by arranging personal, family, group or events' photo shooting in my studio, because I adore meeting new people, communicating with them, hearing their stories and make them happy by creating unforgettable memories. But as pandemics hit the world I had to change my work area and currently, I mostly photograph interiors, real estate for sale objects. Till the time comes...*

**“I WISH YOU  
THE COURAGE  
TO START  
YOUR OWN  
CREATIVE  
BUSINESS  
BECAUSE IT'S  
WORTH IT!”**





# AGNĖ FIODOROVA

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*My enterprise and brand name is A.F.FOTO and I want it to become well known in photography, so I am promoting it on social media, arranging direct marketing campaigns, making promotional actions for it. Please check A.F.FOTO on the Facebook. Apart from personal photo sessions, I was also shooting performance, clothes, jewellery, beany bags, vintage cars, breeding horses, children, families, christenings, weddings, nature, wild birds and animal, interiors, architecture... I wonder how much photography I have taken. Great to remember!*

*The success is also supported by the constant development of the material base for the business, I am investing in the work tools and equipment. Personal professional development is also very important for me, so I am taking different courses, participating in seminars and professional events. Modern entrepreneur in photography besides profound knowledge in the photographing has to have basics in entrepreneurship and be a skilled user of different computer software too.*

*In the near future, I plan to create my website with my photographic works and thus expand my opportunities to create aesthetic interior accents using my photographs, distribute my works and expand the activities, not only in Lithuania but also abroad. I dream of modern interiors adorned with my creations.*

*And the first thing to do after the pandemic ends is to renew my photoshoots in the studio and organise the first live exhibition of A.F.FOTO. Everybody is invited!*

***I invite you to become an owner of your creative business, it is a great opportunity to allocate your time according to yourself. You can always make money if you take up your favourite activity. My experience shows that there is no need to be afraid to combine entrepreneurship with art.  
Then you can get income.***



*Agnè's collection*



AGNÈ'S INSPIRATION IS NATURE



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# ALEX BOLPASIS, GREECE

*I was born and raised in Athens, Greece.*

*I Studied and graduated with a BSc in Music Technology at Birmingham City University (UK) followed by an MA in Post Production-Sound Design in Bournemouth University (UK). Worked briefly in London Post Production circuit (various entrance level placements) and F.O.H as freelance hire for specific artists.*

*I entered the Greek recording industry at the age of 25 landing an assistant position and for the next 14 years, I got to record, mix, and in many cases produce more than 170 official releases.*





# ALEX BOLPASIS

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*Like most people in the recording industry, I started as an employee with zero connections. It took a good decade and a very encouraging employer and mentor before I decided I should go freelance. That was the turning point where the majority of the studio work (in the genres of my interest) that was coming in, was directly coming for me and labels hired me, and not the actual studio I was working for.*

*Also, my discography had grown significantly enough to support competitive rates that would allow self-employment.*

*After three years of freelancing and working in many different recording studios, I got contacted by a seasoned record producer that happened to be one of my main influences in the Greek Indie Scene. He liked my work and asked me to take over his studio while he would constrict himself to scoring. I would have been happy with just the first part anyway but the offer came as a bonus.*

*So I took the chance, moved in all my recording gear and backline and it seems to be working pretty good for the last 3 years!*

*I always had the support of my family (mostly morally as there was never a substantial financial safety net besides food and a couch if needed) but also I have created strong bonds with artists and studio professionals within the business that have led to long-term friendships and extended collaborations. This is a closed-knit community that's quite hard to follow for outsiders.*

*The working hours, the lifestyle, the endless PR and the dedication are relentless. Also, you are only as good as your last record which means you can rarely let your guard down.*



# ALEX BOLPASIS

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*You have to always keep in touch with what is currently hot within the scene and also globally and since I am mostly working with indie artists and labels, juggling the finances can become quite a task. Keeping your business afloat at all times and also find funds to grow your gear list is a mission.*

*But work brings work and being focused, honest, and there to help the artists will always make something great turn up. Both artistically and financially speaking.*

*There is no special marketing strategy but this is no business for the shy ones in nature. We are all selling our skills and evidently ourselves. You have to get your credits right since day one and build from there.*

**“IF YOU’RE NOT “ALL IN”  
MAYBE YOU ARE BETTER OFF  
AS BEING PART OF A TEAM  
AND NOT LEADING YOUR  
WAY IN.”**

**What was most surprising to you about your business?**

*The most surprising part is the sense of fulfilment I get out of another person's art. The love, the pride, the stress. I feel like it's our record. Most of the time they do too.*

**Is there an achievement or contribution that you are most proud of? Is there any particular moment or memory that stands out for you?**

*t always feels great when I meet someone for the first time and they love a record I have done. Or if I turn on the car radio or just walk in a bar and a track I have done is playing. Or a great radio show like Steve Lamacq BBC 6 plays it, which I have been blessed to witness more than a couple of times. But the most humbling is when you meet a student and he or she names you as an influence. Uplifting and terrifying at the same moment really.*



**What are your plans and aspirations for the future?**

*I intend to continue recording and producing as long as I am capable of doing so in such a competitive business and also get involved with education at some point. Share what I get from my career with the younger generation.*

*Do you see any difficulties in expanding your business? Do you see any perspectives for international business development?*

*We are living through very difficult times and I have been truly blessed to be where I was at the right time to start off. I have a limited, but somewhat steady international clientele (mostly Balkan Countries), but growing substantially in foreign markets would definitely require an allocated budget that cannot be spared at the time being. Due to competitive rates though Greece could be a great place for foreign artists to achieve great results with limited budgets.*

*If you don't have sufficient funds from outside resources and you intend to work yourself to success (meaning financial sustainability), you better ask yourself this question and answer truthfully:*

*How far I am willing to go for my art/craft?*

*Because if you're not "all in" maybe you are better off as being part of a team and not leading your way in.*

*Your life's work and your life as a whole will soon meddle into one entity and it will be time and resources wasted if that was not your true call.*

*Also, try and become part of the creative scene you are targeting for your business. Connections are everything and you'll be surprised in what place or what time of the day or night your biggest chance might show up.*



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# ANDRÉ PRISTA, PORTUGAL

My background is very vast and I am always looking for creativity. The main goal, even when it seems impossible, has been to create something and take it further.

Going back: My family encouraged me to be myself and to do what I wanted to do, but always with my feet firmly on the ground, maintaining focus and objectivity.

Karate was fashionable in the 90s, and so, at age 5, I started learning martial arts in a magical looking Japanese place near home, in Lisbon. My main Art was Aikido, but I had classes in Karate, Tae Kwando, Apkido, Juijitsu and Ten Chi. Since then, I loved martial arts because it was not boring and I loved to be at dojo. Later, when I was 14, I started teaching the kids class and, on my 16th birthday, I obtained the black belt. Furthermore, I've kept going to international encounters and knowing so many people from all over the world.







# **ANDRÉ PRISTA**

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*Parallelly, I have always known that my life needed a band. I started learning guitar in a music school at the age of 12 and, on my 19th birthday, I started giving guitar classes. In the meantime, my first band was formed when I was 16, and I recorded my first album at 18, which changed my life.*

*At that time, I was divided between Aikido, Guitar, Band and Teaching. I had then to add Recording Engineering.*

*What I did was to freeze my Architecture course and go to ETIC (where I still work). As leaving high school to do a professional course was my decision at that time, I started to still work as a musician to pay for my education. And that was the best effort ever, always working and studying, literally sleeping 4 hours a day, in the afternoon, for a year.*

*After the course I wanted more!!!! Since then, I've worked with the Grammy award winner Bob Katz, considered at the time the best sound engineer ever. I also had the opportunity to work with Big Bass Brian Gardner, another Grammy award winner, for one album. Every minute talking with both was considered a master class for me.*

*After having classes with professionals at ETIC, I stopped and thought about life. Martial Arts and Music have in common getting to know people, to be creative, teach and always look for new ways to (re)create, be the best and get to know new marvellous places.*

*That led me to connect teaching with music and sound. So, now fast forward, on my 21st birthday I had the chance to work at the school that changed my life and today, 15 years later, I'm still there. Parallelly I stopped with Martial Arts at the age of 29, but kept the bands and got my own music production studio.*

**DO NOT ONLY THINK ABOUT  
THE MARKET. BE PASSIONATE!**

**MUSICIAN AND  
MUSIC PRODUCER**



*My professional area was always complicated, especially in Portugal. I've always listened to everyone saying, "music doesn't pay the bills". I was afraid to end up doing something that I hated and, for someone always looking for creativity, that's totally depressing. My parents always supported me, but I started working at an early age.*

*Usually, the best marking is our own work. Since my main job is working in the school, the work I get is the work I need to fulfil my thirst for music creation, play the guitar and be at the studio in parallel with the teaching moments.*

*Every time that I had a new class, a new musician, a new song, a new idea, a new guest...it was always surprising and marvellous.*

*The thing I am most proud of is not the most incredible thing I've done, but it's something I think is marvellous. I've worked with my idols. Between so many, from **Brazil André Matos (RIP)** and **Rafael Bittencourt**, to **Germany with Mr. Henning Bass**, and Portugal at studio and live with so many artists, some of them that I heard on my parents K7's.*

*There are always difficulties.*

*At school, the students are less prepared and more demanding. In the studio there are many tools that non experienced and cheaper engineers can use and as a musician...we have COVID-19, there is no work for musicians now.*

*That is always difficult to confront. My future plans are to do what I do best and to keep not doing what I'm no good at, but always studying and getting new strategies and ideas to do something else different.*

*Always go on the real side of you. Do not think only about the market. Be passionate, get away, even if it is difficult, go around, work hard, sleep less and you can do it.*



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# SOFIA CHATZIPANA GIOTOU, GREECE

*I was born in Athens in October 1967 and I grew up in a middle class family. I have one brother and a younger sister. My father was a businessman and builder in construction.*

*Our core was always the family and from there we drew our power.*

*At the age of 20, I was forced to marry to bring to the world my first child, a choice that never made me mad or let me sacrifice my personal dreams. One year after the birth of my child, I accepted a co-operation from a shipping company through a common contact, for a reception position.*

*I accepted it without a second thought, feeling that I would balance having a baby and a professional position.*



*But reality was totally different and therefore I had to pick between these two, choosing the former.*

*During the next years I had my second daughter, which made me feel very proud as a woman. But my existential searches never stopped.*

*When my children reached an age that did not require my 24 hours presence, I decided to find a job.*

I found myself at the right spot and the right time and I was recruited, once again through a recommendation, for an event organising company in a secretarial post. I was later given a position on the sale of events where my customers were young couples who were looking for a space for their wedding reception. From this position I started to recognise the talents I did not know that I had. Skill in sales, persuasion, etc.

The business grew and we started thinking about investing and expanding to do our own catering. So, Corporate Events was born as a conference organiser for foreign companies. This strengthened my professional self-confidence even further and among my customers, you could see HP, COSMOTE, German Post, Pharmaceuticals, Deutsche Telekom etc.

Unfortunately, things did not go well since the financial crisis knocked on our door. The foreign conference industry shrinks because there are other markets outside Greece with bigger privileges and tempting benefits packages.

Greek directors make cuts to these costs for their employees. The other source of revenue from Social Events was also shaken. The costs of the new era are so large that it is hardly flexible to follow the new trend. My suggestions to adjust the new data are falling in the void and therefore I gave up without having a clue about what to do the next day.

The company closed a year after entering the bankruptcy law with unpaid staff. The first thought was to get an interview for a sales position.

But the sudden loss of my father had me completely disorganised and froze any thought for job finding.

Fortunately, I had a small monthly income that gave me time for thought.

It took me 9 months to capture the idea of a new business to start.





# “Learn your job inside out even if you employ others to do it for you”

## BRIDAL ART COLLECTION

What I knew well was to sell and what I knew well was the wedding industry. But starting such a business required big funds to invest and I did not have them. It was also difficult to find funding in the 2012 season during which was the worst time of the economic crisis in Greece.

It was September 2012 and I was watching a movie dealing with the preparation of a marriage in time of war. The bride made her dreams come true on the big day, without a rich buffet, without fireworks, without a wedding planner. But she wore a wedding dress!!!

### **That's it!**

I closed the laptop and started to dream and compose my idea.

I needed a trusted person who would back me up, both financially and business wise in this new start-up with me, and who would hold our strengths but I would have a larger chapter like extra collateral. My brother came as a “deus ex maquina” and offered us a great professional space to start.

The difficulties were enormous in finding delegates-suppliers to sell us merchandise. The professional cycle of wedding dresses is exclusive and new businesses were difficult to break through.

This disappointment turned into stubbornness and my goal only had one way, that of success! After a lot of perseverance and several arguments I struck a deal with the first supplier that trusted me enough in order to sell to me.



*This supplier turned out to be my mentor since the wedding dress business hid many secrets. So I found myself standing towards a new career that had new codes, traps and a know-how that I was not yet holding.*

*I owned a new business in a circle of professionals with 40-50 years of experience since their ancestors had been in the business for decades.*

*My mentor, who had headquarters in Thessaloniki, showed me trust and invested in my vision. He wanted an exclusive collaboration with a store owner in Athens, who was ambitious, with fresh ideas that does not have the background of yearly experience.*

*On the other hand, I benefited from his knowledge, and he proved to be an alliance that would insert my brand very quickly onto the market.*

*Of course, my course did not stop in this collaboration, since many others came along in the process.*



# SOFIA CHATZIPANAGIOTOU

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*Another important sector that I invested in was advertising, where apart from the traditional methods, I had the chance to get my hands on the one I loved the most; online. Website development, Social Media and entries on multiple platforms or blogs such as happily... married!*

*Over time, I signed up with American designers as their ambassador in Athens, a thing that significantly contributed to my brand's awareness.*

*But another loss would change the plans. This was the sudden loss of my mentor, to whom I blindly trusted, since his business passed to the hands of his heirs. But since I had already established my position in the market, it was much easier now to spot and begin new collaborations. My cooperation with him and the trust that he showed me helped me achieve this.*

*Since then, finding quality bridal gowns and effective collaborations is steadily growing my business. For this reason, I regularly visit international exhibitions in order to compare the latest trends and strike new and promising collaborations.*

***History shows that I was lucky in my professional life. Up to a point is true. But it was not only luck.***

*The opportunities given in life are many and many people may be exposed to them.*

*But the key to success is to grab them when they show up and handle them right.*

*What never stopped in my mind was the vision, which always went hand in hand with my stubbornness.*

*I will never forget the difficult times that instead of discouraging me, gave me BOOST to continue and achieve my goals.*

*Every year and in each new collection we receive, the first goal is to maintain those goals that have been accomplished so far. At the same time I make sure that each next step is a short-term and feasible one, in order to have a stable progression.*

## My future plans

The addition of my company next to the big names in retail sales and the conquest of the Athenian market is my dream. Expanding to evening dresses is also within my direct plans.

My ultimate dream is to represent the top foreign brands in Greece and Cyprus.

On the other hand, expanding to foreign markets is not in my plans.

*Based on my course I would say that there is no recipe that guarantees you success. But there are virtues that should be cultivated. This is the will to succeed in your purpose.*

*If a certain goal is what you want the most in your life, you will surely find the tools to reach it. Patience and persistence should accompany you forever if you want to deal with business, and make sure that you truly love what you do, in order to make sure that you will be devoted to it.*

*Additionally, do not leave your feelings and instincts aside because who will become your adviser when dilemmas can not be answered by logic. The ultimate advice is to learn your job inside out and on all of its aspects; from production to sales to marketing, even if you employ others to do it for you. It's the only way to keep a constant and true track of your progress.*





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## TERESA HENRIQUES, PORTUGAL

*My name is Teresa Henriques, and I am the founder of Cinderela Shoes. I have always worked on joint projects with a partner. I decided that the time had come to dedicate myself to something of my own, something that made sense. The idea of Cinderela Shoes came naturally because it was something I wanted for many years, either by necessity, since I wear 32, or because I felt the need to make a difference and create a solution for women like me.*





# TERESA HENRIQUES

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*At this moment, I am entirely dedicated to Cinderela Shoes, an online shop dedicated exclusively to women's shoes in small sizes, 32 to 35. This project requires that I apply myself to several fronts, so I do everything, I'm manager, photographer, commercial, finally, everything you can imagine.*

***“I STARTED BY DOING MUCH RESEARCH AND EVERYTHING POINTED TO THE FACT THAT THERE WAS MARKET FOR WHAT I WANTED, BUT EVEN SO THE AFRAID THAT MAYBE DID NOT WORK WAS GREAT AND AFTER MANY INDECISIONS I DECIDED TO RISK AND MOVE FORWARD, IF I THOUGHT TOO MUCH TODAY CINDERELA SHOES WOULD NOT EXIST!”***

*It all started because I wear a size 32 and the footwear industry only produces adult models from sizes 35 or 36 onwards.*

*This restriction had a huge impact on my life, it influenced my way of dressing and being, my self-esteem and happiness. Wearing shoes was a nightmare that limited me as a woman, buying adult shoes, high heels, modern or classic was an impossible and frustrating task, a disappointment every time I went to the shoe store with the unfounded hope of finding a size 35 that miraculously fit and the humiliation of being a woman and having as the only solution the children's section. High heels were an unattainable dream object for my Cinderella feet.*

*So, I decided to turn my problem into a business opportunity and Cinderela Shoes was born. I launched the online shop in 2017 fully dedicated to women's shoes in small sizes.*

*We have our own brand, exclusive leather models produced in Portugal by the best craftsmen.*

*In 2018 I opened our first Showroom, with a wide variety of models and colours exposed and a personalized service by appointment, providing a unique experience to customers who visit us.*

***Who supported you the most in this path? Which difficulties and fears have you experienced in setting and managing your own creative business?***



# TERESA HENRIQUES

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*I started by doing a lot of research and everything pointed to the fact that there was a market for what I wanted. Even so, the fear that it would not work was great and after many indecisions I decided to risk it and move forward. If I thought too much, today Cinderela Shoes would not exist!*

*One of the biggest difficulties was finding a factory that produced our models, no one was willing to produce these sizes, after many contacts and visits to factories in northern Portugal, after many negative responses that did not discourage me from my goal, I finally found the ideal partners who believed in the project and have been with us since the beginning to make real all the models that I idealize.*

## **What kind of marketing strategy did you use?**

*Social networks and paid advertising on Google were my main bets from the beginning but reaching the target audience when it comes to a niche market is a very complicated task that requires a lot of dedication and patience.*



*Despite all the difficulties of a business of 4 years, I feel completely fulfilled, not monetarily because this project is made of pure love, but I in the past had so many bad experiences for having small feet that what motivated me most was to give solutions to me and all the women who went through the same experience as me. Every day, I have messages or phone calls from customers thanking me and even more gratifying is seeing the reaction of customers when they enter the Showroom for the first time, their eyes shine with happiness.*

*I have several good memories of situations spent in the Showroom but one of them undoubtedly stood out. A grandmother from Lisbon called me, in a shoe shop in which they had given her my contact because she was looking for size 32 shoes for her 20-year-old granddaughter. The young woman was very unhappy because she only had children's models and felt inferior to her friends as they all wore high heels without any problem. They had already visited several places that supposedly had shoes for her but in the end, everything was too big, and her granddaughter was always left sad and disappointed from these experiences. When she called me, she wanted to make sure we really had what she was looking for because she could not bear to see her granddaughter go through yet another disappointment. She made an appointment and they showed up on the day, it was going to be a surprise, the grandmother made up some story so that she would accompany her there. When she saw what it was all about she got a bit irritated because she said she already knew that everything was going to be big as in past experiences, the grandmother and I assured her that there was her size and that she would surely find something she liked, she said she didn't believe me and took the next two hours putting on lots of models that fitted her and the only thing she could say was "I don't believe it" but this time she was still incredulous at what was happening, every time she put on a model there was a "I don't believe it, I don't believe it". Her happiness is indescribable, at the end she said goodbye with the bags in her hands and the only thing she could say was "I don't believe it".*

*Although we already have clients in many countries, my dedication at this stage is to reach the Portuguese clients, in the future, yes, I want to spread Cinderela around the world! The international market is more competitive, there are already some companies betting on this niche market, but I do not see this as a hindrance to our expansion, but rather as an incentive to be creative and to be able to do better.*





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## FEDERICA COTTONE, ITALY

“I am Federica, I am from Palermo and I have a university degree in Art History.

Since I was a child, my hobby has been making jewels. I remember that I always used to bring with me a small bag containing beads and make necklaces or bracelets wherever I was. And at the age of 12, I was able to

transform whatever I could find into jewels. When I was younger, although I was studying Art History at university, I attended a very good course on goldsmithing in my city which taught me a lot and where I could learn the secrets of the job from very experienced and good masters.

After some years spent abroad working and trying to find a stable career in my field of studies, I decided to move back to Palermo. Once back home, it was very hard and I struggled finding a stable career. Although I had many doubts, I finally had the lucky chance to transform my hobby into a real job, that was something I had never thought about.”

*“I have been always creative. Growing up I had never thought to make this hobby of mine a real job and to become an entrepreneur. This changed when I became a member of the local craftsmanship association, ALAB. Here I worked with other craftsmen, shared the same workshop and it was very challenging. Then I decided to start working by myself in my own place so in June 2018 I decided to start my own business and opened my shop “La Sagomina” in the historic city centre of Palermo.*

*Financial-wise, I started my business using my own funds, since I have always been working and been independent. My friends supported me a lot in this path; my family too although they were and still are quite doubtful and worried about my decision of becoming a creative entrepreneur. They are happy for me though and recognise how good I am in what I am doing.*

*I have experienced several fears and difficulties during this path, starting from the necessity to increase my production in order to provide a wider offer to my customers. Also, the bureaucracy obstacles I had to face slowed down my business a lot.*

**CRAFTSMANSHIP**



**JEWELS**



**ART**







# FEDERICA COTTONE

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*The Covid-19 Pandemic we have faced during this last year has increased my fears and doubts making everything more uncertain about my future but I will not give up on my business.”*

“Last “Covid-19 Christmas” surprised me a lot. I was not expecting to have so many customers visiting my shop. They were not tourists but locals who decided to choose their Christmas presents among my jewels. It was so exciting!

I am very proud of managing my business by myself. I do the design, the production and the sales all by myself with very good results.

A very happy memory I have related to my business is when a fashion stylist asked me to prepare all the accessories for her runway show and it was incredible to see all those models walking down the catwalk wearing my accessories. The pictures of the show were also published in Vogue magazine afterwards. It was amazing!”

**“THIS LAST YEARS THERE WERE MANY REASONS TO GIVE UP BUT I AM GOOD AT DOING MY JOB AND I CAN’T IMAGINE MYSELF ANYWHERE ELSE.”**

*“In the near future, I will let other craftsmen exhibit their works in my shop. I would like to support other craftsmen who have an idea or project behind the objects they create and that fit my art vision. This way, I will also be able to widen the product offer I have in my shop and satisfy more customers.”*

*“I would suggest to an aspiring creative entrepreneur not to be too rational but to believe in your project and your idea; to always remember to keep believing even when things go wrong and not the way we expect them to go. Be strong and determined. It is normal to feel doubtful or scared sometimes but if you fall down, you can always stand up and start again. In this year of the pandemic, there are so many reasons to give up on my dream, but I have never done it because I am good at what I do and I can’t imagine myself anywhere else now. I started this path and can’t wait to see where it is going to take me.”*



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## MILICA MARIC, SERBIA

*I was born in Cacak (central Serbia), on April the 1st 1986, in the Maric family who has long tradition in wood craft. The grandfather was old carpenter, and he conveyed his skill and love of the wood also to his children and grandchildren. As a young girl, I was spending a lot of time in my grandfathers' workshop, and later on in the workshop of my father. It was very interesting to me watching my grandfather and father how out of the wood they create different things, and I was trying myself as well to make different things.*

*My parents always emphasized importance of education. My father graduated from Faculty of Engineering.*

*My parents always emphasized importance of education. My father graduated from Faculty of Engineering. My mother strongly insisted on importance of education and permanently supported me and my sister to become well educated, regardless of what we would do later in life. Both, me and my sister, we graduated from High school in our hometown, and later on we graduated from faculties. My choice was internal architecture on Faculty of applied art in Belgrade, where I graduated with the highest marks. I liked that period of my life very much. Faculty is the good basis, but it is just the basis. During studies, I was interested mainly in furniture, and I continued working on it later on.*



# MILICA MARIC

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For my faculty thesis I decided to make a bed. My parents had one type of production, but it wasn't production of furniture, for what reason I had to make a model of the bed with the other carpenter. I remember, I brought him many drawings and 3D presentations, and the carpenter looked at me sadly and said: You made these drawings really beautiful, but I only need the cutting list... At that point, I realized that the most important things are dimensions and the way you will explain to someone how he/she will make what you have in mind. Presentation is maybe important in the end, but it is not necessary for the production.

After the faculty, I prepared my CV and was sending it to many addresses in my efforts to find the job. Those who would replied to me, usually were looking for previous work experience, which annoyed me a lot, but now I truly understand them. When you want to make something, at least you have to test the prototype. There is a big possibility to get hurt, someone could have the problem because of that. You make mistakes during work, you waste material, which is usually very expensive, you use tools, all that costs a lot, someone has to work on the machines you want to use for your experiments. For this reason, work experience is extremely important.

I think young people do not have to wait to complete the education and then start looking for the job, because of the money.



Instead, they should use period of studies and to get familiar with the process of creation of what they want to make. Above all, they have to be curious and willing to acquire knowledge, and this is the best to do during the period of time when you are not pressured to make money. Now days, when I look at some of my products, I can see some mistakes, but that is the result of experience. I cooperate with many different carpenters and I need a lot of time to develop all parts and put them together in one piece of furniture.



# MILICA MARIC

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*Earlier in my career I had to wait for a long time to get my piece produced by carpenter, because they were always busy, and that's why I decided to start gradually my own WMD production. We bought 2 CNC machines and several other smaller machines, in order to avoid being dependent from others. Of course, CNC machine is powerful, but not super powerful and it needs the human being who has to program the drawing and translate it into the machine language, to enable machine working. That person in WMD is me. It means that I do not only design the product, but I am also programming the machine and cutting material on them as well. Almost every product has some part which must be processed on the CNC machine.*

*I got bored waiting on others to make my imagination come true, so I realized that it is faster and easier to learn how to do it by myself. Learning is not the problem for me. I enjoy discovering new things.*

*I cannot say that everything goes always easy, but I am trying to keep learning constantly and improving my knowledge. I try, test, make, change. I think that the products I make, and my way of work are filled with emotions and that people can feel it. I am trying to treat my products as they are alive, as family members, and that's why they are named like Beauty, Puffy, Cool guy, Berry... People live with furniture, and furniture becomes part of their family. Products provoke in people positive emotions, make them smile.*

*We are very much present in social media. I closely watch and listen to people's needs, and I think that satisfied client is the best recommendation.*





# MILICA MARIC

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**"BELIEVE IN  
WORK! WORK  
LIBERATES US  
FROM NEGATIVE  
THOUGHTS AND IT  
ENRICHES US. BAD  
THOUGHTS  
COULDN'T COME  
TO OUR MIND OUT  
OF WORK,  
INSTEAD  
INACTIVITY  
CREATES THEM."**

*WMD has been developing slowly, but by ascending path. I cannot say that I wouldn't like if it was faster, however, when it happens to me to "fall", and when I feel that I am stagnating, I look at the things I did and my work before and now, and at that moment I see the level of my improvement.*

*The evidence of quality of my work, are the awards I received for design of my products. Among them there are international awards from Italy, Brussels, LA, New York. I was the happiest when I was awarded for my lamp Lajka Clothespin, in Italy. I was so proud on that award. It was my first international award. The feeling I had at that very moment, then choosing the dress for the award ceremony, the whole manifestation.... It was really magnificent. Later on, I received the other awards, including the most important one in New York, but I will never forget that feeling I had for that first one*

*It is hard to plan anything in this unpredictable time of economy and health. However, I am trying to think positive and to keep working, to fight, shape and improve myself for the idea which I think is good and quality.*

*Situation is uncertain. Yet we manage to survive with the quality, good ideas and respect for customers. It is hard, but I am trying to stay positive and to permanently improve my products.*

*Young people should strive towards education, not only formal education, but all ways of education and leaning. Internet offers tremendous opportunities if one uses it properly. People should be curious. When other see you are interested in something and dedicated to that one thing, different doors are getting opened.*

*Manual workers consider work only as manual, programmers consider it only as programming, while entrepreneurial work, include all that and many more. First, I had to discipline and insert myself into usual working time. Artists find it usually difficult. I am trying to get up early and to follow-up my production. If I don't have a lot of work with the offers, I have time for developing new products. It never happens that everything is resolved at once. One drawing needs to be revised and changed several times before the ideal solution. After that, it comes preparation for the presentation of products, photos, storytelling for the presentation, which is all very important since our customers mainly order online.*

*Although it may all look like very smooth and easy, there are many problems in production, we have to solve day by day, in order to have the perfect product and satisfied customers willing to come back to us. Problems are normal, integral part of every business and entrepreneurship in general. The point is to learn how to cope with obstacles, and to accept them as integral part of the process. If it was smooth and easy, anyone could do it ☺.*





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## KRISTINA ONYŠKAITĖ, LITHUANIA

*I grew up in a small town and after secondary school, I studied Sales Business Management in college. After graduation, I worked as a landscaping specialist in a private company as there was no job for me as a sales manager at the time.*



*The job had a seasonal character with the biggest loads in spring and summer, so I had plenty of time during the off peak period to make handicrafts for the home interior, family members and my friends. Everyone was cheered up with my creations and gifts.*

*All the creativity and passion were awakened in my childhood when I, being a little girl, found a 150 years old Singer sewing machine that formerly belonged to her great grandmother, and started sewing clothes and bedding for my dolls. Later it continued with clothes for myself. Even my mother's dresses were sometimes used for that purpose...*



# MILICA MARIC

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*After my younger son was born, I started analysing activities for the future, because I wanted to dedicate more time and efforts to my passion to sew and to look after the children, family and home at the same time. Naturally, I decided to try myself as an entrepreneur and started an interior pieces sewing business.*

*The year 2009 was the beginning of my entrepreneurship adventure named TITINA - this is the name that I gave to my youngest baby - my business. The name derived from my nickname in childhood. The business is located in the family home, Nociunai village, Kedainiai district, Lithuania.*

*I started producing home interior articles such as bean bag chairs, cushions, bed throws, chair covers, dolls, and various accessories: handbags, backpacks, washbags, bracelets and many more. INTERIOR PIECES! It is amazing what you can create from a piece of textile using only scissors, sewing thread, a sewing machine and your imagination.*



*My family supported the business a lot from the very beginning; therefore, I was able to grow the business successfully and to find the perfect balance between my business matters and family life.*



# MILICA MARIC

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***“I BELIEVE THAT IF  
YOU HAVE AN IDEA,  
WISH TO EXPRESS  
YOURSELF AND GET  
ON A PATH OF SELF-  
DEVELOPMENT,  
CREATIVE  
ENTREPRENEURSHIP  
IS A WAY TO GO  
FORWARD.”***

*The business has grown from a 150 years old sewing machine to few modern sewing machines, hundreds of original designs and a vast product range: the increased home accessories range, interior decorations and clothing lines and, the most important thing, - hundreds of clients.*

*My family, friends and existing customers also help to promote my creations: all Kedainiai region is aware of my products and you can find*

*them in many family homes and public places. And I have learned one very important thing: to accept compliments from my customers. This is the greatest achievement to be recognised and your work appreciated*

*The dream came true and I am free to develop my skills and to create the pieces that I always wanted. Nevertheless, I am still on the way to perfection: looking for new ideas and techniques, because creation and constant development are the most important for me as well as happy clients.*

*My interior pieces can be found on the Facebook page: <https://www.facebook.com/TitinosSedmaisiai/> and some more specialised websites.*





# MILICA MARIC

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*I have developed my business from the scratch - almost from nothing: it was just an idea and big dreams. It was growing steadily by investing and acquiring more sewing equipment, textiles for the production, developing personal skills and implementation techniques.*

*When I felt a lack of knowledge in business management and development, because, at some stage, I could produce more than I could sell, I was studying by myself about marketing, advertisement, networking and business management. My previous college studies were good basics, but I felt that I needed more specific and dedicated to my business skills.*



**My vision** is to constantly develop entrepreneurial skills, as well as a range of my products, to create crafts that would be exceptional and appreciated by many more potential customers. This is what creative development is all about! There are plenty of ideas that I would like to implement and to create new products. For instance, some time ago I have started sewing backpacks and other pieces for personal use like cosmetic and pencil cases. I like to experiment a lot

*I am moving from production for stock to production on demand. So, the clients can customise the products and order what they precisely need for their homes. They have ideas and I know how to realise them. This way of doing business gives me much more satisfaction because you meet people (virtually now), listen to their thoughts and visions, try to find out together what could be the final product and use a lot of creativity and all my experience to make somebody's dreams come true!*





*I am very keen on developing the business to a new level and hiring a couple of employees in the future. The next steps into the future would be market investigation and exploration of export possibilities.*

*Together with other family members, we started one more business as well: a couple of years ago we established a decorative pine trees' nursery. This is the way for the family to get the best use of resources we possess as well as to have more work and income in the future. So one venture supports another when it is needed.*

*I believe that if you have an idea, wish to express yourself and get on a path of self-development, creative entrepreneurship is a way to go forward. I am happy to have my private business for more than ten years already.*

*I have been creating crafts for many years, and now I feel that I am on the right way and am willing to do more and go further. I can grow as a creative entrepreneur, manage my time, support the family and do what I love the most in the professional life.*



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## MIRELA MITAK, CROATIA

*You might be wondering why would someone choose costume design over the glamorous world of fashion. Those two worlds are interchangeable and intricately connected, I studied and participated in both. It's the conscious decision of creating a character over making clothes en masse.*

*This is my story.*



*I'm Mirela Mitak and I'm a graphic, fashion, textile, and costume designer. My primary profession is costume design; all the other stuff helps with the main one.*

*I have made over 20 short films, a couple of commercials, two music videos. Quite a few short films were presented at festivals and even won some awards. I also did costume design for six plays and was an assistant for two more in great theatres for amazing designers. I have participated in numerous events in both organisations and the crafting of actual garments.*





# MIRELA MITAK

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*Now that seems accomplished, right? Well, I've got another surprise for you: the workload is still heavy and difficult to carry around constantly. And honestly- this isn't a lot by industry standards because most of them are student films; my work consists only of projects which were filmed after graduating from university three years ago. But I love what I do - there really is no way to explain how excited or nauseous one can feel reading scripts as they come in each day until all the hard work pays off with beautifully orchestrated scenes put together into an enjoyable film experience.*

***That is the present now let me describe to you the road to this moment.***

*I always knew I wanted to give life to characters, but I thought they would be mine. Since childhood, I loved animation, comic books, books and drawing acca creating characters. When I flexed my artistic muscles a lot of fashion illustration was thrown into the mix. While drawing a new character I took into consideration what they would wear and why would they have that particular item. But my great love is animated films and I wanted to make them and went on the path that will bring me closer to my goal.*





# MIRELA MITAK

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*School of Applied Arts and Crafts was the high school for me and once there I went to the graphics department with intent to improve my illustration skills. There I learned skills that help me even to this day. I couldn't fathom then how traditional printmaking will help me understand how to put colours in a movie frame. Software and traditional knowledge that was taught in the department I use in every preproduction and that sets me apart from others in my current field. When I graduated high school I earned my first design title- graphic designer.*

*That branch of design wasn't enough for me. I wanted to study animation so bad. But I bombed, and bombed, and bombed. Yes, three times I applied to the Academy of Fine Arts and all three times I didn't pass the entrance exam. Every time I was closer and could feel it in my hand. But it always slipped away, I was devastated after each time and set myself to improve my skills and read and learn more about everything. I did say I wanted it bad, so bad. Third year that I applied I said enough was enough let see what else is out there. MA in costume design, ok I could go to a BA to study fashion and textile design and work up to the MA and work in film. And that was the right path for me.*

*Textile and technology faculty at the University has the best combination of courses for a person like myself. It has scientific and technological courses about textiles simultaneously with humanities, art and dress history, construction, and technical art courses such as drawing, illustration and painting. Everything the faculty had to offer I took, even sports. Annually there were numerous exhibitions, workshops and a couple of fashion competitions and I participated in a lot of them. Bit of everything makes a designer. There I acquired my next titles - fashion and textile designer.*

*Natural continuation happened when I passed the entrance exam for the MA course in costume design. My desired work began, amazing projects I worked on and created with my colleagues during those two years solidified that this is the field I wish to pursue.*

***Every turn made me fall in love with all the aspects of my future profession. That is how I got my final but maybe not the last title - costume designer.***



# **MIRELA MITAK**

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*This extremely long road I took made me the dedicated professional that I am today. I fought hard to find my place and succeed. The people and work I had along the way shaped me better than I could ever imagine. If I hadn't taken this long I wouldn't meet the right people at the right time, the amazing projects would pass me by. That makes me look back and think: This is a good path. This is my way.*

**“LET’S FIND A SOLUTION.  
THERE IS ALWAYS A NEW  
PATH TO TAKE. JUST  
DON'T DO IT IN POST.”**





# MIRELA MITAK

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*Don't be afraid of mistakes! Can not emphasise that little nugget of gold.*

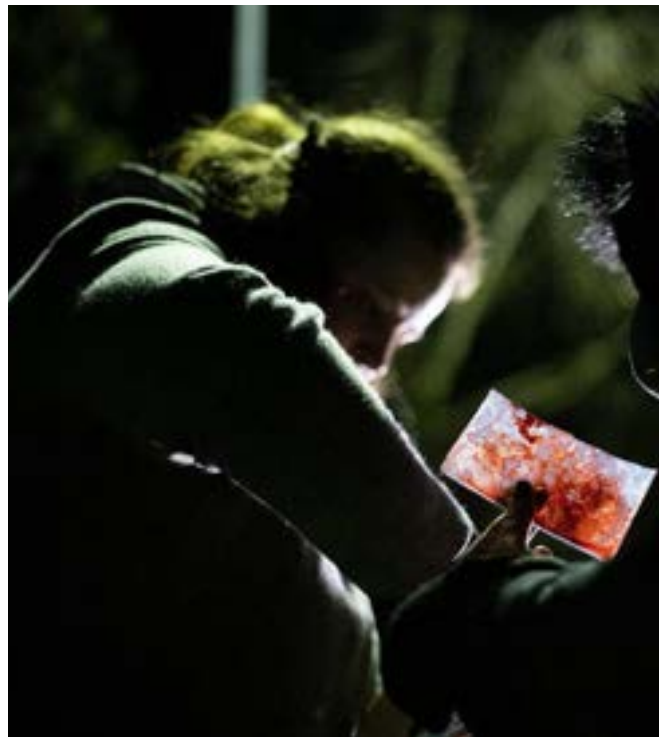
*They may haunt you for a lifetime but I won't put that 12th piece of jewelry without documenting them thoroughly. Every move I make is influenced by the mistakes I made. They made me more careful and decisive.*

*Also, read. It's that simple. Research and inspiration comes from the same source. Understanding and lamenting will help you in peculiar ways. The mythology I read as a kid gave me the power to analyse characters in modern scripts. Reading about light and colour for my illustrations helped me understand and communicate with the camera and lighting departments on set.*

*There are many ways to improve your skills and explore new techniques outside of work. I love trying different types of sewing, knitting or crocheting throughout the year because it is fun for me. It's a nice way to take my mind off from working in costume design full-time as well since there isn't enough time to do everything!*

*But my biggest goal is to work on feature films and tv-shows. I would be so ecstatic to just be on a huge set, let alone as part of the wardrobe department. Gather as much experience till I can make my very own feature film.*

*Continue to improve my digital drawing capabilities and make a graphic novel in my down time. It does seem a lot, but that is all the things I currently do. Time and practice will just make me better.*







<https://www.imdb.com/name/nm10541587/>

<https://croatian.film/en/films/8012>

[https://www.youtube.com/watch?v=uhly\\_46tZac&list=PLKNYDJp2lNoynXadeMNUYCMAEfcvyZfTS&index=2](https://www.youtube.com/watch?v=uhly_46tZac&list=PLKNYDJp2lNoynXadeMNUYCMAEfcvyZfTS&index=2)

<https://www.instagram.com/mirchylela/>

<https://www.havc.hr/eng/croatian-film/croatian-film-catalogue/amerika>

<https://www.ziher.hr/dubrovacka-farsa-komedija-v-na-sceni-adu-u-reziji-hrvoja-korbara/>

<http://www.komedija.hr/www/arhiva-predstava/alphonsine/>

<https://www.youtube.com/watch?v=z4RcYxLiCK8>







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# Creative Talent Factory

[talentcreation.eu](http://talentcreation.eu)



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# What is Creative Talent Factory?



*“Creativity is intelligence having fun”*

Albert Einstein

**Culture** has always been a vibrant social resource, able to heal wounds in times of crisis.

It carries tremendous **intrinsic value** and contributes significantly to the economy, with **4.2% of the EU GDP** and **7.4 million jobs** created.

Culture is a vital component of the European integration and solidarity, uniting the European multitude of mentalities and histories in all their diversity, and shaping a common space for Europeans to develop a shared identity.





Cultural and creative sectors (CCSs) are among the most seriously damaged by the pandemic.

However, creative businesses not only have demonstrated to have a strong **resistance to the crisis** but also have an important role to play in **generating growth** and **occupation** and **fighting unemployment** while **strengthening social cohesion**.

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**.

In such a framework, the Erasmus+ **Creative Talent Factory (CTF)** project came to life.



The general aim of the CTF project is to:

- **promote self-employment** and **entrepreneurship** in the creative sector;
- with a focus on the following creative areas: visual and performing arts; craftsmanship; art and antiques market; fashion; music and dancing.



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The CTF project was implemented for the last 2 years by six partners:

- Lithuania ([EINC](#)),
- Portugal ([StoryTellMe](#))
- Serbia ([BDCK](#))
- Slovenia ([PIA](#))
- Italy ([CESIE](#))
- Greece ([IDEC](#))



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## 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 offer an **innovative easy-to-learn pathway** for upskilling their creative entrepreneurial competences and skills needed to set up or improve a creative business;
- to widen and develop **educators' competences** needed to support adult learners in becoming successful creative entrepreneurs.



The partners developed a set of **OERs “Creative Entrepreneurial motivation and empowerment”** for aspiring entrepreneurs in the creative sector, which include:

- Interactive readings "Why development of creative business is important to me?"
- Collection of video success stories
- E-book of the testimonial success stories

# Interactive Readings

Short texts with **useful external links**, that revolve around the question **“Why development of creative business is important to me?”**

Readers will have the chance to deepen their **understanding of art business** and the potential **ways in which they could join it**.

The reading consists of the following core topics:

The description and statistics of employment in the creative sector

The role of individual creativity and talent in generating considerable economic wealth

How the creative industries are capable of fighting unemployment and creating new jobs

Presentation of the “Creative Europe” initiative.



# Collection of video success stories

A series of **documentary style videos** where **established names of the art industry** recount their **entrepreneurial experiences** and **reveal the actions** that led them to where they are today.

These personalities will come from **a range of artistic fields** and from **all 6 countries** that participate in **Creative Talent Factory**.



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# E-book with testimonial stories

A collection of **first hand experiences** from an additional team of **entrepreneurs that made it in art business**, that will provide a **deep understanding** of their **methods, motivations and successful practices**.

The participants will once again derive from **various artistic fields** and **all 6 countries** of the **Creative Talent Factory** team.



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.



## SELF-ASSESSMENT TOOL

It reveals learners' current level of **entrepreneurial skills** and competences. The learners is evaluated on **5 key competences** which are defined by the [European Reference Framework](#) for Key Competences regarding **Creative entrepreneurship**:

- Entrepreneurship skills
- Digital literacy
- Understanding of main components of the creative business
- Implementing effective marketing strategies for creative business
- Specific of sales and business negotiation techniques for creative business

The Self-assessment Tool can be used both as:

- Pre-assessment**- it points the learner's weakest competences, therefore revealing the units of the E-training Programme that he/she has to focus on more.
- Post-assessment**- it can also be taken after completing the E-training Programme in order for the learner to measure his/her progress.

Finally, upon successful completion, learners receive the “**Creative Entrepreneur**” digital badge

## CREATIVE TALENT FACTORY

### CONTENTS

#### Introduction

Pages 1 - 4

#### Pre assessment

Pages 5 - 7

#### Module 1 - Basics for the successful creative

Pages 8 - 9

#### Entrepreneurship

Pages 10 - 11

#### Module 2 - Digital and media literacy

Pages 12 - 13

#### Module 3 - Main components of successful

creative business

Pages 14 - 15

#### Module 4 - Effective marketing strategies for

creative business

Pages 16 - 17

#### Module 5 - Specific of sales and business

negotiation techniques for creative business

Pages 18 - 19

Pages 20 - 21

Assessment tool



### Introduction

Select your language



Doing art is different than doing business in art

The Creative Talent Factory bridges this gap by offering **completely free of charge educational material** to all artists that wish to launch their own business and thrive in the world of art entrepreneurship.

## E-TRAINING PROGRAMME

A fully online training course on Creative Entrepreneurship that is intended for self-learning.

The course is divided into **5 thematic units** , each focusing on a different aspect of **Creative Entrepreneurship**:

- Entrepreneurship key competence for creative entrepreneur
- Digital key competence for creative entrepreneur, including creativity and innovation
- Main components of successful creative business
- Effective marketing strategies for creative business
- Specific of sales and business negotiation techniques for creative business



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# Thanks for your attention!



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## MOODLE TRAINEE MANUAL



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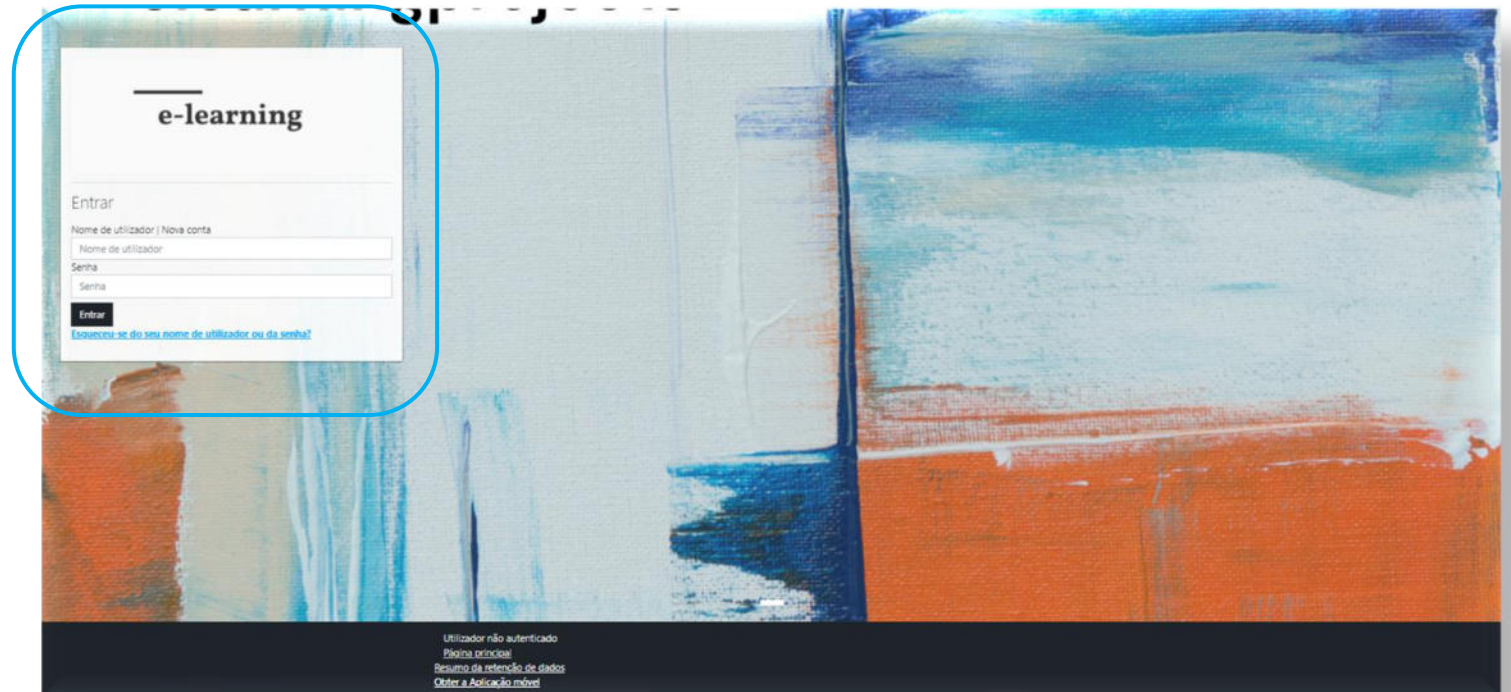
## Login

1º Access the Moodle platform via the link

<http://elearningprojects.eu/course/view.php?id=13>

2º Log in through your email or enter your username and password (respecting the number of characters, uppercase, lowercase and alphanumeric).

3º Click "Entrar".



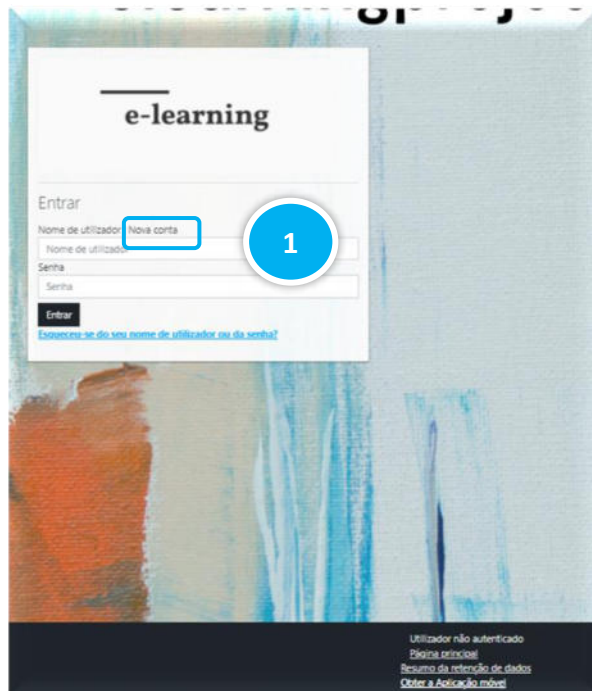
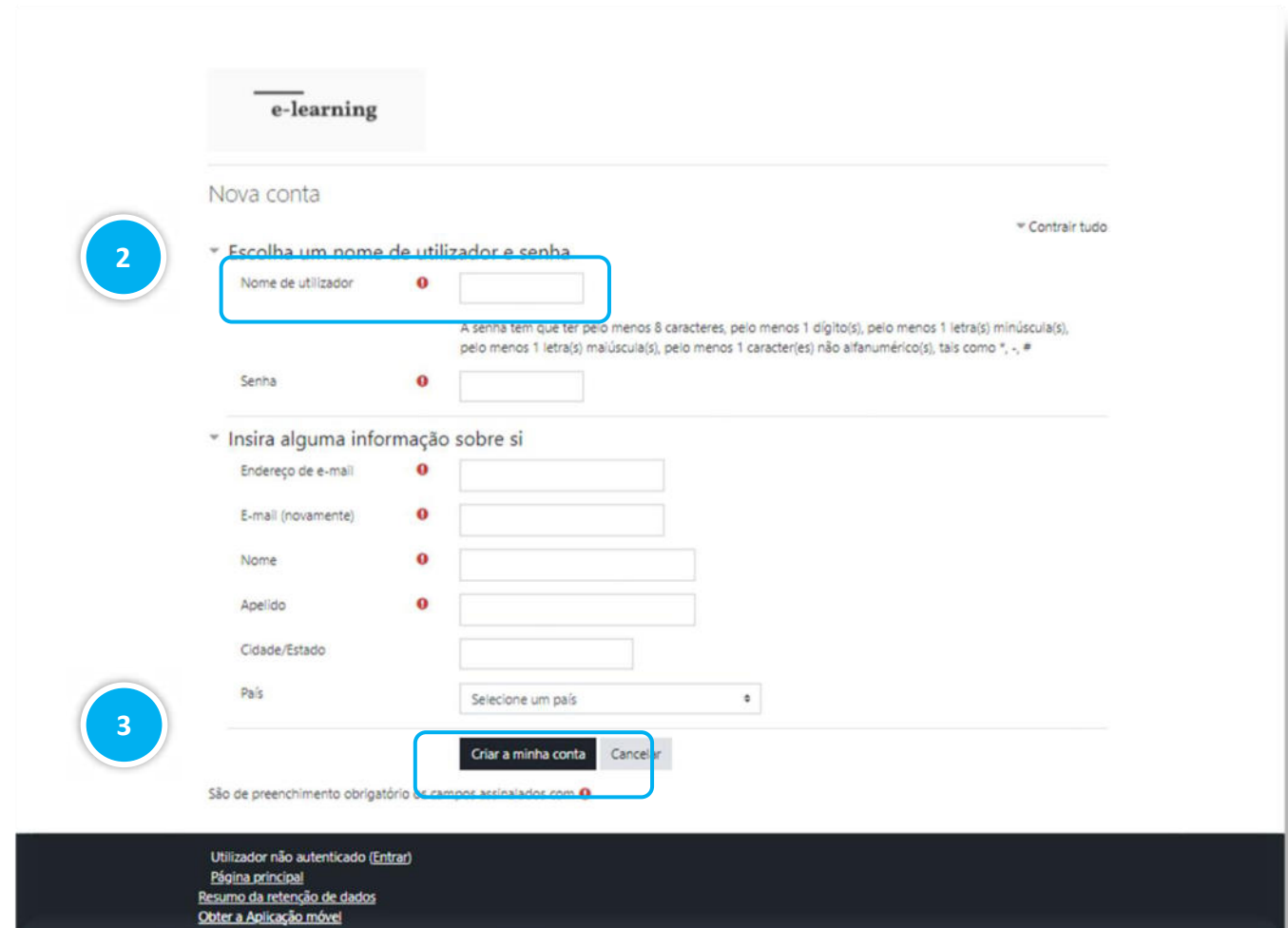
## Register for a new account

To create a new account, you must follow these steps:

1º Click register for a new account.

2º Fill in the required fields.

3º Click create new account. You will receive a confirmation email and must click on the link

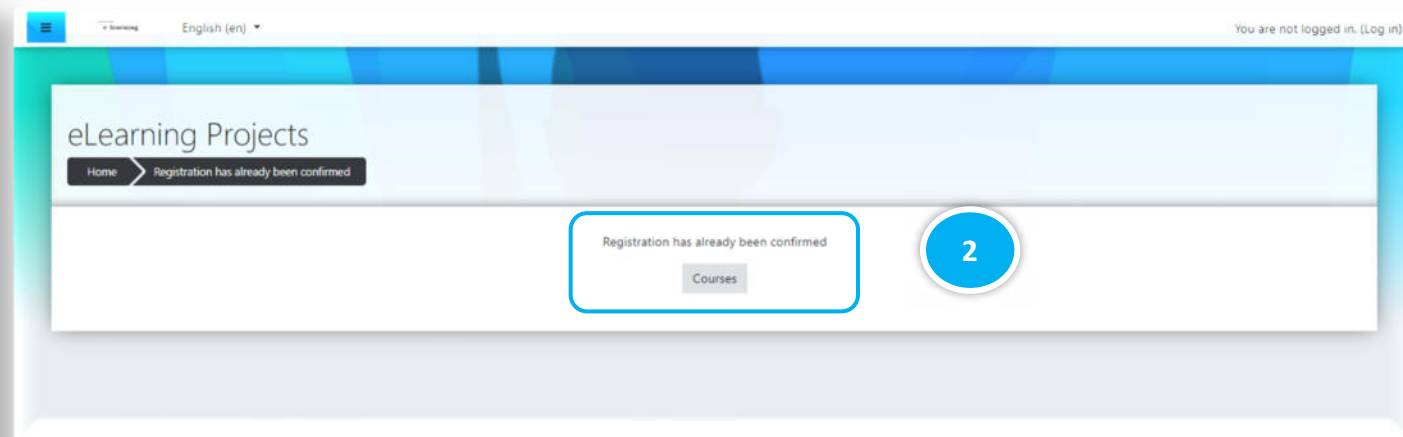
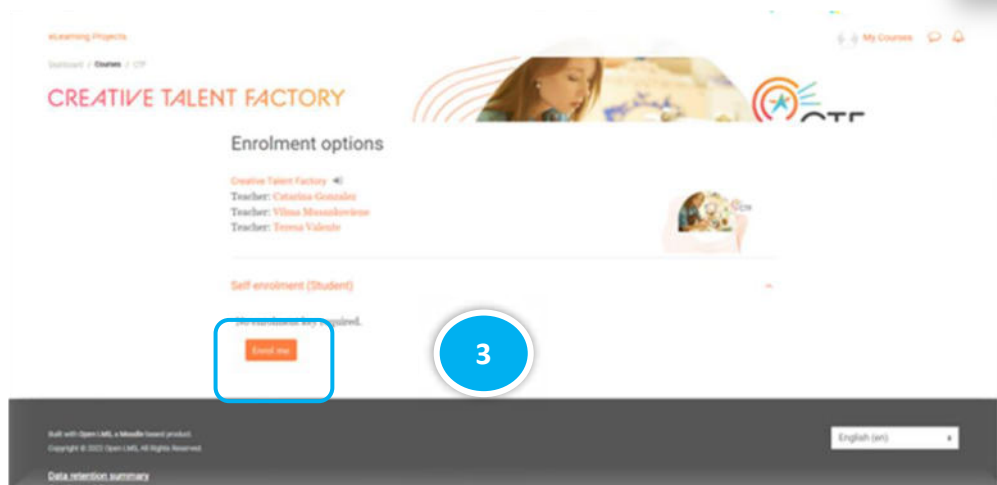
The screenshot shows the 'Nova conta' registration page. It has a blue circle with the number '2' next to the 'Escolha um nome de utilizador e senha' section. This section contains fields for 'Nome de utilizador' and 'Senha'. Below this is a section with a blue circle with the number '3' next to the 'Insira alguma informação sobre si' section. This section contains fields for 'Endereço de e-mail', 'E-mail (novamente)', 'Nome', 'Apelido', 'Cidade/Estado', and 'País'. At the bottom of the form, there are two buttons: 'Criar a minha conta' and 'Cancelar'. A footer at the bottom contains links: 'Utilizador não autenticado (Entrar)', 'Página principal', 'Resumo da retenção de dados', and 'Obter a Aplicação móvel'.

## Enrollment in the eLearning course

1º After receiving the confirmation email click on the link

2º Click on course and make the login

3º Make the enrollment in the eLearning course

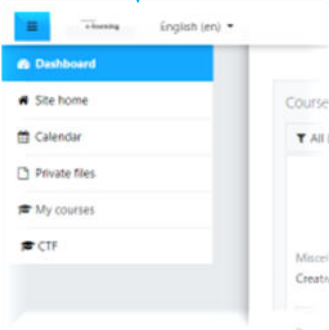




## Dashboard

Details and buttons on the main page.

On the dashboard you will find the courses you are enrolled in, the calendar, and the private files.



On the left bar you will find all the contents of the course.

eLearning Projects  
Dashboard / My Courses

## CREATIVE TALENT FACTORY

### CONTENTS

- Introduction  
Progress: 0 / 4
- Pre-assessment  
Progress: 0 / 1
- Module 1 - Basis for the successful creative entrepreneurship  
Progress: 0 / 6
- Module 2 - Digital and media literacy  
Progress: 0 / 6
- Module 3 - Main components of successful creative business  
Progress: 0 / 6
- Module 4 - Effective marketing strategies for creative business  
Progress: 0 / 7
- Module 5 - Specific of sales and business negotiation techniques for creative business  
Progress: 0 / 6
- Assessment tool  
Progress: 0 / 1

Messages received.

Notifications received.



## Introduction

Select your language



At the bottom of the page, on the right side, you can change the language of the panel.

## Doing art is different than doing business in art

The Creative Talent Factory brings educational material to all artists in the world

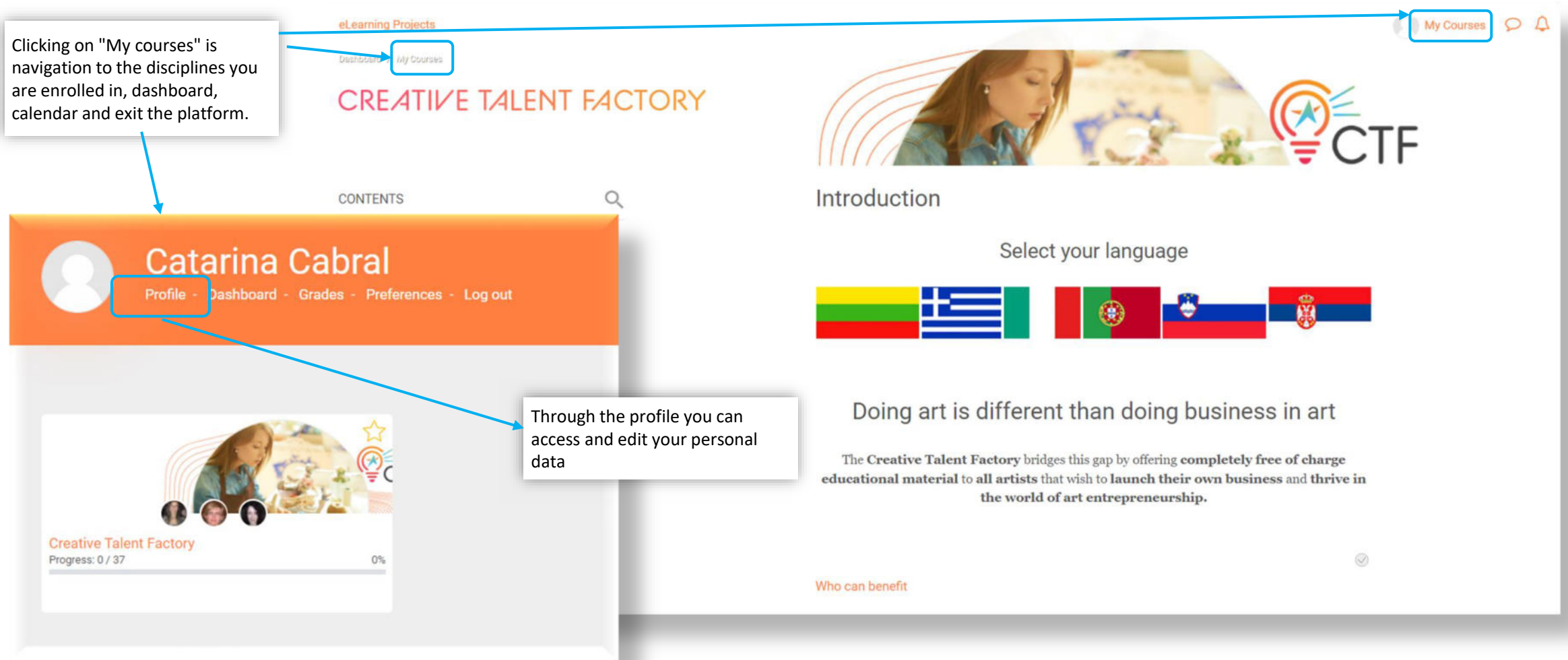
Who can benefit





## Dashboard

Details and buttons on the main page.



The screenshot shows the Moodle dashboard for a user named Catarina Cabral. The interface includes a top navigation bar with links for 'eLearning Projects', 'Dashboard', and 'My Courses'. A callout box explains that clicking on 'My courses' leads to a page with disciplines, a dashboard, a calendar, and an exit button. Below the navigation bar, the user's profile is displayed with a list of links: 'Profile', 'Dashboard', 'Grades', 'Preferences', and 'Log out'. Another callout box points to the 'Profile' link, stating that it allows users to access and edit their personal data. The main content area shows the 'Introduction' page for the 'Creative Talent Factory' course, featuring a language selection menu with flags for various countries and a progress bar indicating 0% completion.

Clicking on "My courses" is navigation to the disciplines you are enrolled in, dashboard, calendar and exit the platform.

Through the profile you can access and edit your personal data

CREATIVE TALENT FACTORY

CONTENTS

Catarina Cabral

Profile - Dashboard - Grades - Preferences - Log out

Introduction

Select your language

Doing art is different than doing business in art

The Creative Talent Factory bridges this gap by offering completely free of charge educational material to all artists that wish to launch their own business and thrive in the world of art entrepreneurship.

Who can benefit

## Contents of Disciplines

By accessing the disciplines where you are enrolled, you will have access to all the contents put by the teacher (for example, class support material, links, bibliography, etc.), to perform the activities proposed by the same (perform tests, submit papers, Participate in forums and chats, etc.), access the staff and list of participants in the discipline, medals and competencies.

Module 5 - Specific of sales and business negotiation techniques for creative business

Progress 0 / 8

Assessment tool

Progress 0 / 1

Course Dashboard

Submodule 1.1 - Awareness of main business principles

Being aware of the main business principles mean to know the exact steps that allow to transform a creative idea into a real business. It means to understand what entrepreneurship means, what an entrepreneur exactly does and needs and what the main features of a business are, starting for a preliminary SWOT analysis to develop an idea from scratch and start or to improve your creative enterprise.

Adult learners will be trained to obtain the following abilities: improve their knowledge on the basis and main aspects of entrepreneurship, use SWOT analysis for the development of their creative business idea, and apply main business principles for developing a creative enterprise.

Chapters

- Introduction
- SWOT Analysis
- How to Perform SWOT Analysis
- What knowledge do you need to become a creative entrepreneurship?

Submodule 1.2 - Creativity

Chapters

The Creative Talent Factory bridges this gap by offering completely free of charge educational material to all artists that wish to launch their own business and thrive in the world of art entrepreneurship.

Who can benefit

Read more >

Who we are

CREATIVE TALENT FACTORY

The Partners that are part of the consortium are:

Read more >

FORUM

Announcements

FORUM

Activity\_LTTA Lisbon

Based on your module, choose a creative business that you have observed on your walks around Lisbon, and create a strategy to boost or promote it.

## MOODLE TRAINEE MANUAL

Edited by StoryTellme

Project Number

**Project No. 2020-1-LT01-KA204-077959**

<https://talentcreation.eu/>