



WORK-BASED LEARNING IN CREATIVE INDUSTRIES



Work-based learning in creative industries

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1. Creative industries and their potential for disadvantaged learners

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The creative sector and creative industries

Cultural and creative sectors are comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions. They are important for ensuring the continued development of societies and are at the heart of the creative economy, generating considerable economic wealth. Knowledge-intensive and based on individual creativity and talent, they generate considerable economic wealth.

More importantly, they are critical to a shared sense of European identity, culture and values. They show above-average growth and create jobs - particularly for young people - while strengthening social cohesion.¹

Creative industries

When global leaders think about which industries can fuel economic growth, the arts are often overlooked. But a strong creative industry actually helps economies thrive.

Here is a TED video on How a strong creative industry helps economies thrive | Mehret Mandefro: https://www.youtube.com/watch?v=2aKYI_2KLI8&ab_channel=TED

Cultural and creative industries, which include arts and crafts, advertising, design, entertainment, architecture, books, media and software, have become a vital force in accelerating human development. They empower people to take ownership of their own development and stimulate the innovation that can drive inclusive sustainable growth².

¹ European Council on Cultural and creative sectors

² https://hdr.undp.org/content/how-cultural-and-creative-industries-can-power-human-development-21st-century?utm_source=EN&utm_medium=GSR&utm_content=US_UNDP_PaidSearch_Brand_English&utm_campaign=CENTRAL&c_src=CENTRAL&c_src2=GSR&gclid=CjwKCAjwhNWZBhB_EiwAPzlhNhCyS6piK7-hOxPzolphW24T-c4oDhCANBvQmzr4HUyRltcs76q3-KsBoCbC8QAvD_BWE



Creative economy and the road to more efficient financial ecosystems

Entrepreneurship and innovation are important topics for the cultural and creative sectors and industries. The creative economy covers the knowledge-based economic activities upon which the ‘creative industries’ are based³.

“The creative economy and its industries are strategic sectors that if nurtured can boost competitiveness, productivity, sustainable growth, employment and exports potential,” UNCTAD’s international trade and commodities director, Pamela Coke-Hamilton, said.⁴

If well-nurtured, the creative economy can be a source of structural economic transformation, socio-economic progress, job creation and innovation while contributing to social inclusion and sustainable human development⁵.

These industries include advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research and development, software, computer games, electronic publishing and TV/radio⁶.

The creative economy is proving to be a powerful emerging economic sector, strengthened by digitalization and a surge in services. Here is a video explaining what creative economy truly is: https://www.youtube.com/watch?v=11c2nH7sCSI&ab_channel=simpleshowfoundation

³ <https://unctad.org/topic/trade-analysis/creative-economy-programme>

⁴ <https://unctad.org/news/how-creative-economy-can-help-power-development>

⁵ https://hdr.undp.org/content/how-cultural-and-creative-industries-can-power-human-development-21st-century?utm_source=EN&utm_medium=GSR&utm_content=US_UNDP_PaidSearch_Brand_English&utm_campaign=CENTRAL&c_src=CENTRAL&c_src2=GSR&gclid=CjwKCAjwhNWZBhB_EiwAPzlhNhCyS6piK7-hOxPzolpW24T-c4oDhCANBvQmzr4HUyRItcs76q3-KsBoCbC8QAvD_BwE

⁶ <https://unctad.org/topic/trade-analysis/creative-economy-programme>

Creative education

Creative education, which covers a wide array of subjects, from art and design, to media, dance and music, plays a crucial role in preparing the next generation of innovative workers.⁷

The promotion of creativity in educational settings can help young people build entrepreneurial skills and improve their future employability, both within and beyond the cultural sector. Effective strategies focusing on providing students with ‘live’ industry experience, local collaboration, and leadership have the potential to resolve lingering issues and improve the quality of today’s creative education.⁸

Here is a video on the importance of creative learning and its impact on disadvantaged learners: https://www.youtube.com/watch?v=fJaAVX1hbak&ab_channel=FORMWA

⁷ <https://www.employment-studies.co.uk/resource/enhancing-creative-education-0>

⁸ <https://pec.ac.uk/research-reports/enhancing-creative-education>

2. Entrepreneurship in creative industries – good practice from the partner countries

2.1 Romania



TIFF – Transylvania International Film Festival

Founded in 2002, in the town of Cluj-Napoca, Transylvania IFF has grown rapidly to become the most important film-related event in Romania and one of the most spectacular annual events in the region.

The main goal of the festival is the promotion of cinematic art by presenting some of the most innovative and spectacular films of the moment that feature both originality and independence of expression, that reflect unusual cinematic language forms or focus on current trends in youth culture.

Here is a short clip regarding 2022's theme:

https://www.youtube.com/watch?v=JKuvScNjL3Q&ab_channel=TIFFTransilvaniaInternationalFilmFestival

Arkhai Sculpture Park

Ernő Bartha is a nationally and internationally recognized plastic artist, with exhibitions in the following countries: Romania, Hungary, France, Serbia, Italy and England. The artist transformed a land previously used for agriculture until it reached the current phase, on his own means and resources.

The purpose of this park is to create a multicultural centre, which will give the possibility of organizing artistic, cultural, educational events and supporting young artists at the beginning of their career.

Here is a short clip about Arkhai Sculpture Park: https://www.youtube.com/watch?v=-HdtEn2aun4&ab_channel=ArkhaiSculpturePark



Creative students and their businesses

Being an entrepreneur in the creative industries is not easy. Two former students of the Technical College „Anghel Saligny” have decided, some years after graduating, to manage their own companies : Bogdan Oros is the owner of PIXGRA.COM, a company that helps other companies to become more present on the market by branding and rebranding; Daniela Ster is the owner of an interior design company (ELLA DESIGN INTERIOR), concerned with renovating and inventing new, modern spaces in old buildings.

2.2 Germany

A New Kind of Blue

A New Kind of Blue is a Berlin based design studio looking for locally embedded solutions to global problems with the starting point in circular economy. The studio is founded by material and product designer Tim van der Loo and Techno-Anthropologist Sandra Nicoline Nielsen. They strive towards rethinking the notion and aesthetics of recycled materials and creating truly circular product life cycles.



Kreativ Salon Magdeburg

Kreativ Salon Magdeburg is part of the Integrated Development Concept of the City of Magdeburg. That includes the promotion of culture and creative industries as one of the major local business development priorities. Twice a year, the mayor invites Magdeburg's business and CCI communities to showcase creative ideas and products around a specific theme.

2.3 Italy

Creativity through history: Venice and Glass of Murano

Creativity and arts have always been an indissoluble pair in history and Italian heritage is the result of this “partnership”. The art of glass of Murano can be an example of how creativity can be used in the job’s market. The art of the glass famous all over the world has been one of the main economic resources for a region for centuries and gave the possibility to people in disadvantage to use their creativity for their socio and economic development. Migrants and refugees fleeing from wars started this century-old tradition that arrives to these days. It is important to remember how the creativity sector flourished through history and gave the chance to people in disadvantage to find their spot in the world.



2.4 Cyprus

Fairytale museum

Arts, cultural and creative sectors in Cyprus include digital literacy programmes for the creation and experimentation in cinema/audiovisual/visual arts, cultural management and performing arts. Its goal is to disseminate the cultural heritage of fairy tales, myths and traditions from Cyprus and from all over the world.

The visitors of the Fairytale museum experience narrative tales, thematic exhibitions, educational programs, workshops as well as events and performances based on fairy tales.



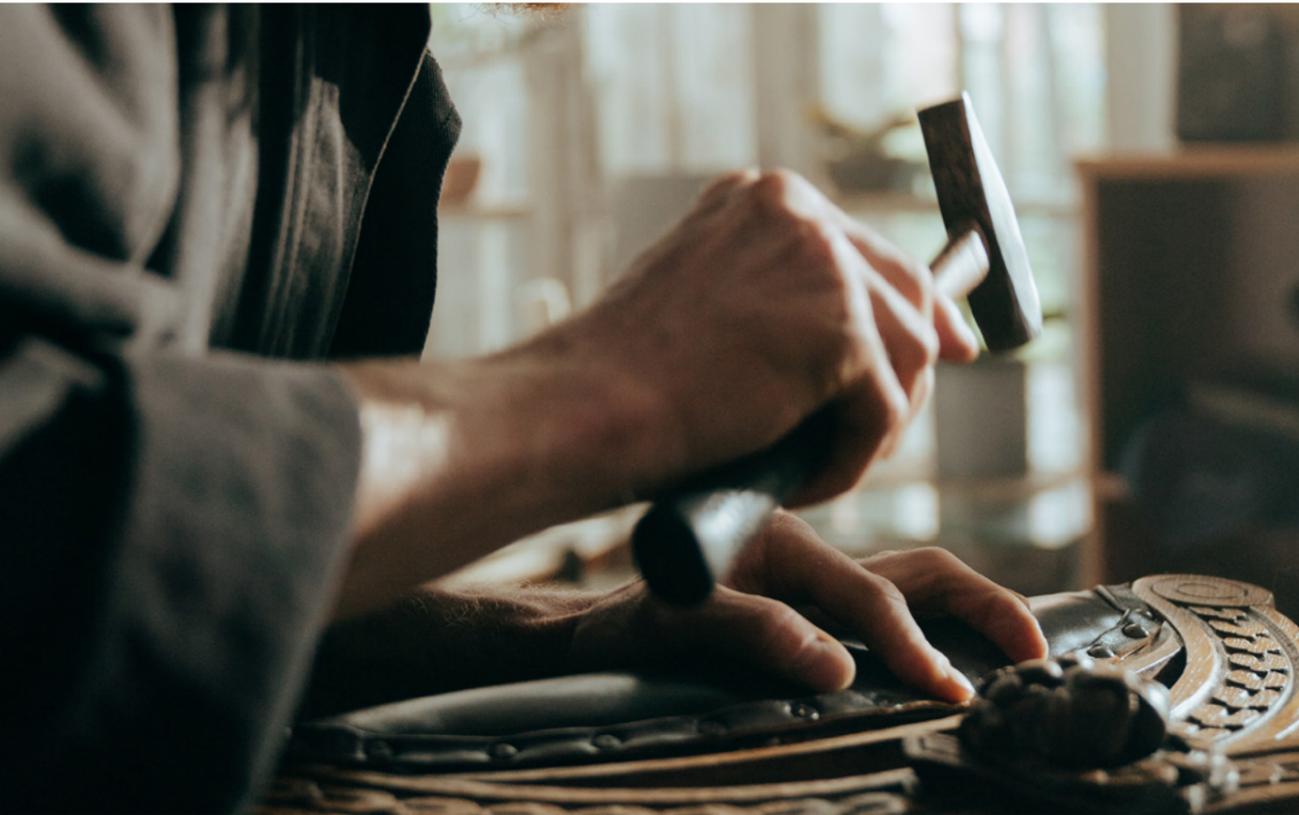
The PLACE – Home of Arts

The PLACE – Home of Arts, offers the “Meet & Experience” of the Cypriot craftspeople at work. Live demonstrations of traditional arts, wine evaluation/tasting performed by wine experts and traditional cuisine. Visitors can put hands on crafts, taste and purchase homemade food delights and local art and wine products. Unlike other handicrafts, visitors may come across, the Place houses the established traditional product shops labelled “Flavors of Cyprus” providing handicrafts in house by craftsmen, artists and home cooks.

2.5 Turkey

Kiymik Home

Two brothers living in Turkey, one was in advertising and the other was a furniture maker. Combining these two professions, they formed a company. They combined the mastery of one's furniture making and the other's advertising and marketing skills. Thus, they created a large factory and family business. The company has increased its product range with personalized designs.



Virasoft

A member of the family of a computer engineer living in Turkey has been diagnosed with cancer. Doctors said it was too late to diagnose and there was no cure for the patient. A young computer engineer has developed an artificial intelligence computer program. He turned the program into an application. Thanks to the application, the diagnosis period, which took weeks, became 2-3 days. The data transferred to the digital area can be shared over the internet and seen by the doctor anywhere in the world.

3. The importance of creativity in training and working life. How to encourage and stimulate the creativity of trainees.

Creativity. Am I creative?

When many people think of creativity, they think of artists, graphic designers, writers, painters, etc. But that's not what it means to be creative, because creativity doesn't mean artistry. Yes, an artist could be creative, but so could a software engineer, a mathematician, a salesperson or a CEO.



Creativity in the workplace

Creativity increases curiosity and drives the desire to learn. Feed creativity by asking questions, this builds ideas with help and insight from others. It is creativity that keeps your business moving forward with fresh new ideas and innovation.

Creativity in the workplace has become a "must have". Today we operate in a highly competitive, global environment, making creativity crucial. Being creative at work generally means taking risks, which can make some people hesitate. Fear of the unknown is powerful, especially if it means you might fail.

"Creativity is problem-solving with relevance and novelty. Creativity is a skill and any skill that you can undertake, the byproduct to it being a skill, is that you can get better at it," And we've never really thought of creativity as being something that we can get better at. But you can."

Here is what you should know about creativity in the workplace: https://www.youtube.com/watch?v=U7nEgYOcb5c&ab_channel=simpleshowfoundation

3.1 7 benefits of employees being creative in the workplace

1. Creativity builds better teamwork

Creativity can bring a shared sense of passion to the workplace. Carrying out creative work might be a solo endeavour – especially if an activity has been assigned to an individual employee with a particular skillset or interest. However, even in circumstances like these, workplace creativity becomes a collaborative process.

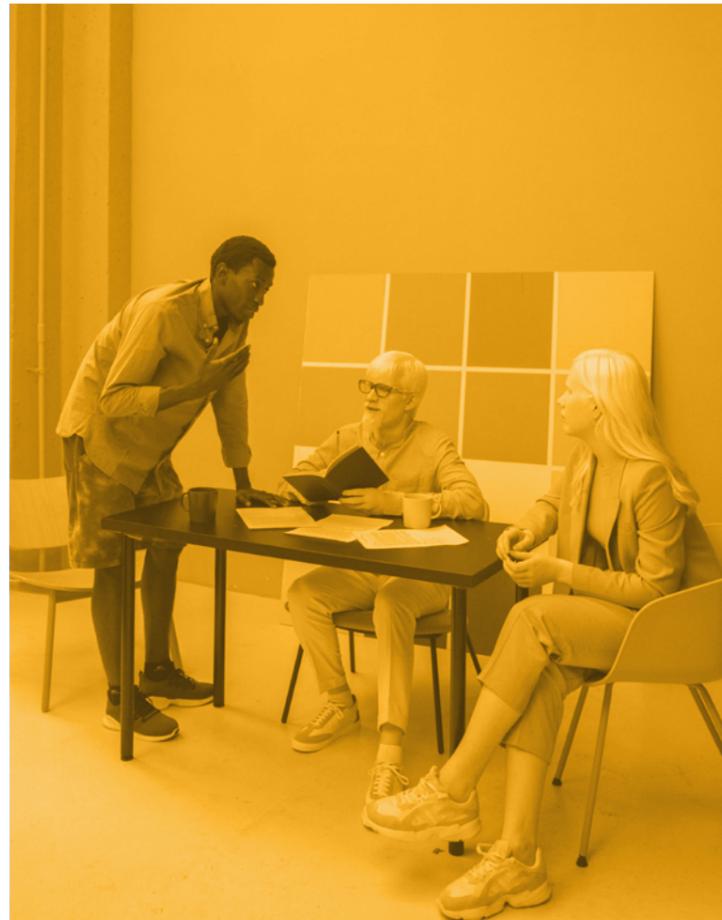
- Employees bounce ideas off each other.
- Group feedback and brainstorming can be encouraged.
- Hierarchical structures are softened as leaders and employees can make equally valid contributions in a creative scenario.



2. It reduces paid input from creative third parties

Boosting creativity in the workplace can reduce the need to hire third parties for creative projects, releasing more budget to allocate to other areas of the project.

Creative third parties are, naturally, specialists at what they do. Sometimes it makes more financial sense to hire a third party for their creative expertise. A creative professional's experience and outlook can ensure the final product or service looks, feels and operates to a high standard in order to be a success and provide true business value. That said, employees who are encouraged to bring their personal creative skills to the fore can help a wide variety of creative activities be brought in-house.



4. It increases employee motivation

A powerful way to motivate employees is to give them a sense of agency and ownership in their roles and tasks. Encouraging creativity in the workplace essentially employees feel they have agency and can propose new ideas that, if taken on board, could in some way shape the company and its products and services.

A powerful way to demotivate employees is to make them feel like robots on a treadmill that's spinning increasingly quickly. Going through the motions in a manner that's both boring and hard at the same time. Having a greater focus on creativity dispels that kind of negative atmosphere in the workplace.



5. It increases employee engagement and reduce workplace stress

Creativity is playful, because it is an act of exploration of the unknown. It's a process of experimentation. The final action, product or service must be excellent, but the early stages of the creative process have a built-in sandbox feel where it's okay and, in fact, useful to fail. Some creative ideas won't work out, but some will – and they can be taken further.

Creative playfulness, novelty and safe experimentation can really wake up and shake up employees. It can feel like a breath of fresh air after the repetition of daily tasks or the grind of working to tight deadlines.

The dopamine hit of endorphins that comes with creativity can literally make employees feel more awake, and more ready to engage fully with their roles and daily activities. Creativity is fun. It's a productive way to relieve stress in the workplace.

3. Creativity increases employee trust

Creativity is, in essence, thinking beyond the status quo. When an organisation encourages and enables its employees to think beyond the status quo, that's a tangible display of trust. That trust placed in the employees is likely to be reciprocated. Employees will value the organisation that values and tacitly acknowledges their well-rounded skillset and personal skills and strengths. They will be more likely to stick around and aim to develop their career in an organisation that encourages them to reach their fullest potential.



6. Creativity increases employee self-development

Learning and development are hugely beneficial to an employee's sense of self value. Increased personal confidence in their skillset and experience can encourage employees to be motivated to challenge themselves to progress as individuals within the company.

Increasing creativity in the workplace can also boost an employee's drive to develop themselves to their full potential. They gain confidence in their skills and their own unique voice. They are incentivised to learn business-related new skills for their own pleasure and personal satisfaction.

7. It improves work-life balance in the workplace

Creativity is a unique process. When we create, we are free to explore our thoughts and feelings. We can offer up ideas or ways of thinking that stem from our own personal backgrounds, mindsets and motivations. Creativity leads to a sense of feeling authentic at work, bridging the gap between who we 'are' in the workplace and who we 'are' in our private lives.

Both employees and managers can heave a sigh of relief at feeling more like themselves in the workplace. It's reassuring to know that being who we 'really are' is not only permitted in the workplace, but valued.

When creative culture bridges that disconnect between work and life, employees and leaders alike can feel a greater sense of wellbeing and motivation more of the time.



3.2 How to increase creativity in the workplace or training environment

1. Establish a clear mission and vision

Create a clear company mission and vision and reiterate it frequently. Ensure all employees are aware of your strategy and remain as transparent as you can about it. Sharing information builds further trust and a stronger bond between a company and its employees. It also helps them understand the current state of the business and how their work impacts the company.



2. Communicate the company's goals

Clearly communicate the company's direction or long-term goals. Also include data or statistics proving how each team's work affects the company's direction. Creating an open atmosphere shows employees their value to the company and encourages them to help reach both short- and long-term goals.



3. Hire the right people

Organizations that focus on diversity in their hiring efforts often bring employees with varying perspectives into the workplace. New perspectives allow problems to be seen from a different angle and be addressed with creative solutions. Employees with similar educational and cultural backgrounds may find that their ideas stagnate or become very similar to one another.

Direct your hiring efforts on diverse individuals with different skill sets. This creates a new atmosphere with increased innovation.



4. Implement flexible work hours

Consider adding flexible or work-from-home hours for certain roles that only need an internet connection. Working from home often reduces stress, allowing employees to think more clearly and creatively and come up with more effective ideas.

Ensure steady productivity at home by setting guidelines for work along with clear expectations. Coordinate with managers and their teams to determine a flexible schedule that works best for them and also accommodates the company's needs.



6. Adapt creative-thinking techniques

You can improve creativity by learning about and applying creativity techniques and exercises. Creativity techniques represent methods that promote creative thinking and its associated skills, such as idea generation, open-mindedness and problem-solving. In the workplace, you may use these techniques for both collaborative and independent activities.



5. Provide space for critical thinking

Consider the design of your workplace—from the color scheme to the light sources. Colors impact the energy of a space, which either benefits or dissuades creative thinking. For example, rooms colored in pastel blues and greens often make people feel more comfortable and energized than those in rooms with white or gray walls.

Lighting also plays a large role by properly illuminating spaces and making it easier to concentrate. Consider adding natural light where needed or use warm-tinted lightbulbs that create similar lighting.



7. Act on good ideas

Encourage employees to share their ideas by implementing the good ones and acknowledging the thought behind other ones. Let the employee personally know that you plan to implement their idea. Wait for positive outcomes, then formally tell the team who inspired the change. Addressing and publicly commending a good idea fosters sharing of ideas and greater levels of innovation. Team members feel more inspired to share their thoughts and opinions.



8. Reward creativity

Creativity only occurs when a business creates an atmosphere that allows it. When it does occur, reward it by whichever means you deem fit. For example, some companies award bonuses to employees who share new and daring ideas. Rewarding creativity gives it value, making it a more actionable endeavor for employees.



9. Offer further training

Offer additional training when possible, ensuring that all employees know what they need to do and what management expects of them. Explain that training opportunities allow them to grow their knowledge base, develop more skills and be creative and innovative and that these are traits highly valued by the organization. When employees feel valued, they feel more connected to the company and more willing to work hard for it.

10. Get employees more involved

Create a sense of transparency within your business by sharing relevant information with employees. Transparency encourages employees to feel more involved with company decisions and performance. Companies that share information appear to care about their employees and employee involvement. It instills a sense of ownership among employees and encourages them to work harder and think more creatively to achieve goals.

11. Encourage collaboration

Creativity often flourishes in group- or team-oriented environments. Encourage collaboration by allowing coworkers to pool efforts on certain tasks. As they work together, they're more likely to come up with creative ideas, using each other as inspiration. If some employees work from home or in separate office spaces, encourage the use of video chatting so they feel like they are part of the team.



12. Create time and space for fun activities

Schedule occasional team or company perks throughout the year. This might include anything from paid lunches to visiting a sports or gaming center. Consider including amenities in the office such as a video game room, fitness center or coffee shop. It allows employees to become acquainted in a more casual environment and may reduce work-related stress.

Encouraging and cultivating creativity in the workplace is a win-win-win situation. It's something that helps everybody.



4. Creative jobs for disadvantaged people



If you are a disadvantaged person, getting a creative job is not an easy task. Fortunately, there are people willing to help with this problem. Such people can be found at ASSOC, an NGO preoccupied with improving the life of the disadvantaged people from the Maramures county.

ASSOC is an NGO located in Baia Mare, that is focused on improving the life quality of the many disadvantaged people.

ASSOC has a few Day Centres for the disadvantaged people, a canteen and a social restaurant and also a small company that produces carton boxes and employs disadvantaged people.

They also access many European projects meant for the disadvantaged people and their needs.

ASSOC has been a vivid presence in the local scenery for more than a decade, now.

ASSOC SOCIAL RESTAURANT & CATERING is a project meant to help and finance the organization's needs. It offers food to the people with disabilities and also jobs for them. It is the first social restaurant in Romania.

The restaurant's activity, in numbers:

- 5 disadvantaged employees
- 50 places in the restaurant
- 600 delivered menus, daily

How can your job be creative, if you work in the kitchen of a restaurant?

- You can create new types of pizza
- You can create new vegan or raw vegan menus/dishes
- You can invent new ways of presenting the food to your clients (dish displays)
- You can think of original and funny menus

The people from ASSOC also have other interlinked social projects and they accept donations from those who want to finance their good deeds.



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