

Programme

EIT Culture & Creativity

Call

First Calls for Proposals 2023

Priority

EDUCATION

Call 2: **Skills Fitter (AP2)**

Deadline: 31 May 2023

WWW

<https://eit-culture-creativity.eu/calls-for-proposals/>

Title: Digitalize and secure Cultural and Creative Sectors and Industries

Acronym: DigiCCSI

Challenge

European CCSI (**Cultural and Creative Sectors and Industries**) talent, while highly talented and skilled, often lack structured access to crucial entrepreneurial and cross-cutting competencies such as business and financial management, use of emerging technologies for improving their competitiveness, and ethical, sustainable and business models. This limits the ability of CCSI professionals and practitioners to remain globally competitive and resilient in times of crises. It also hinders their ability to actively contribute to Europe's Triple Transitions: EDUCATION, RESEARCH, BUSINESS. The overall objective of this Call is to support the development and delivery **new lifelong learning courses**, renewing and refreshing the skills of professionals and practitioners active in CCSI fields.

Activities

We will design and implement a **Continuing Professional Development (CPD) course** consisting of **4 independent modules**, for a total of **32 hours** (4 x 8 hours). Course will clearly fit within the ISCED fields of education¹ related to EIT Culture & Creativity, and shall build participant's capacity and skills in the following thematic areas:

Digital: use of digital tools such as digital marketing and social media, digital content and distribution, e-commerce, emerging web technologies like blockchain based authentication, virtual exhibitions and curation to improve competitiveness within the CCSI sectors.

Business skills: develop business-oriented skills for CCSI avenues and enterprises. Examples include areas such as strategic planning, financial management, project management, fundraising and social entrepreneurship, alternative and ethical business models.

Sustainable development and prosperity: develop skills that support the creation of strategies and practices for sustainable development relevant for CCSI. For example,

¹ 02 Arts and humanities; 03 Social sciences, journalism and information; 041 Business and administration; 06 Information and Communication Technologies (ICTs); 0722 Materials (glass, paper, plastic and wood); 0723 Textiles (clothes, footwear and leather) 0731 Architecture and town planning.

contribution towards UN SDGs; sustainable practices in events and cultural space management; equality, diversity and inclusion strategies in curation, production, and recruitment; creative and cultural practices for social change and civic participation.

The modules will be:

- based on ‘learning by doing’, action-based and challenge-based learning methodologies that will facilitate collaborative working to develop skills, knowledge and ideas that can be applied to participants’ professional activities.
- delivered in a range of formats including online, hybrid, physical and immersive learning experiences, and will offer real life case studies of innovation and alternative approaches drawing on experiences from Europe and across the globe.
- cater to accommodate diverse learning needs and a range of professional backgrounds within the CCSI, including mid-career workforce from private and public organisations, and recent graduates.
- accessible for participants with special educational needs or disabilities, inclusive, championing (gender) equality in their content and delivery. Special communication and dissemination measures to boost student enrolment from RIS countries will be considered.
- delivered in English to foster international participation.

Additionally, the consortium will capture the student learning experience to support monitoring and evaluation.

During 2024 course curricula will be developed, and marketing activities and recruitment will take place. Modules will be tested with potential user groups. Full delivery of the courses will begin after 6 months (in 2025 at the latest) and it is expected that the course will result in **120 graduates** in the first year of delivery (40 per country).

Funding for 2025 will be conditional on a mid-term review where the successful completion of all planning and marketing activities and other milestones will be evaluated. During 2025, successful consortia will be able to apply for additional financial support to continue activities in 2026 and 2027. However, funding from EIT Culture & Creativity will be reduced as the courses are expected to move towards becoming financially self-sustaining.

All courses must satisfy requirements as outlined in the [EIT Label Handbook for Quality system for non-degree education and training and EIT Competence Certification Model](#). Given this, winning consortia will be required to ensure that their courses are ready to begin the process of EIT labelling by the beginning of 2025.

Expected outcomes

We will design and deliver **Continuing Professional Development** course consisting of **4 independent modules** that will:

- Foster and strengthen entrepreneurial skills and practice and empower CCSI professionals and practitioners to drive bold innovations that boosts CCSI competitiveness and contributes to Europe’s triple transition.
- Reskill, upskill and develop key behaviours to boost capacity in innovation, employability and business success rates in emerging, mid-level and established cultural and creative professionals.
- Cultivate the application of creative practices and methodologies (e.g., creative thinking / design thinking) in creative and cultural professionals and graduates and in other non CCSI sectors.

- Support innovation and experimentation, creative practices and methodologies, and challenge-based and cross-disciplinary learning methods aimed at emboldening new generations of cultural and creative leaders.

Specific objectives of the proposed project

1. To analyse the needs of professionals and practitioners active in CCSI fields for digitalisation (AI, blockchain technology, information and cyber security) business skills and skills that support the creation of strategies and practices for sustainable development relevant for CCSI: online survey, focus groups, interviews with target group.
2. Development and delivery of **Continuing Professional Development (CPD) course** consisting of **4 independent modules**, for a total of **32 hours** (4 x 8 hours). Course will clearly fit within the ISCED fields of education² related to EIT Culture & Creativity, and shall build participant’s capacity and skills in the following thematic areas: digitalisation (AI, blockchain technology, information and cyber security) business skills and skills that support the creation of strategies and practices for sustainable development relevant for CCSI.
3. Compiling feedback from the trained participants, analysing feedback (to support monitoring and evaluation) and preparation of guidelines for upskilling professionals and practitioners working in the CCSI fields to achieve the market needs.

TARGET GROUP: professionals and practitioners active in CCSI fields (Arts and humanities; Social sciences, journalism and information; Business and administration; Information and Communication Technologies (ICTs); Materials (glass, paper, plastic and wood); Textiles (clothes, footwear and leather) 0731 Architecture and town planning), students and graduates from CCSI fields.

Consortium composition:

1. GEA College - Faculty of Entrepreneurship, **Slovenia** (LEAD Partner)
<https://gea-college.si/en/>
2. GZS, **Slovenia**
3. Unicorn, **Czech Republic**
4. **??**, **Czech Republic**
5. Effectus, **Croatia**
6. Hrvatska Udruga Poslodavaca, **Croatia**

Minimum 3 countries from EU.

<p>Type of application</p>	<p>For this Call, a two-step process is being used. Applicants will first submit an ‘Expression of Interest’ (EOI) including a video pitch which will be evaluated using the criteria outlined in Annex 3. Only the top-ranked Eoi proposals will be invited to submit a full proposal for further evaluation.</p>
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Anticipated number of projects to be funded	5 (one course per each of the thematic areas listed above)
Estimated total EIT budget for this Call in 2024	€1,250,000
Maximum grant per project	€250,000 per year, for two years (2024 -2025)
Co-funding	Consortia can apply for full financing in 2024 and 2025. However, co-funding is encouraged.
Special conditions for consortium composition	Applications should be led by an academic institution or VET provider (private, non-profit or public sector). Consortia must consist of at least three independent organisations from three different EU or associated countries. At least one partner must be from a RIS region, and consortia must include at least one business partner with industry experience.
Financial sustainability mechanism (FSM)	The preferred model is revenue sharing, but consortia may suggest other approaches, for example where legal restrictions in some countries mean that revenue sharing is not possible. For the period of full financial support, EIT Culture & Creativity should get a 100% revenue share or equivalent. Following this period, revenues can be shared between the KIC and the partners in the consortia. The exact balance of revenue split between the parties in this period will be negotiated with the consortium partners at a later date.
Mandatory KPIs	EITHE07.01: No of graduates from EIT-labelled programmes A minimum target of 120 graduates after the second year is required. For more information on the reporting of this KPI and the required supporting documents, please, refer to Annex 2 of this document.
Optional KPIs	EITHE08.1: Participants in non-labelled education and training. There is no minimum required target. For more information on the reporting of these optional KPIs and the required supporting documents, please, refer to Annex 2.
Evaluation criteria and weightings	Proposals can receive a maximum of 80 points, distributed as follows: Excellence 25 points Implementation 20 points Impact 15 points Strategic fit, knowledge triangle integration & sustainability 20 points For detailed information on the evaluation criteria, please see Annex 3.
EIT Culture & Creativity's access rights	Consortia should ensure that EIT Culture & Creativity can receive a royalty-free non-exclusive license to any training materials, videos and reports, that are developed as part of the programmes.