

Young creatives going digital 2022



THE PROJECT

Young Creatives Going Digital is an Erasmus+ project aiming at fostering collaboration between organisations supporting young creatives, creators and artists in developing digital and entrepreneurial skills especially following the Covid-19 crisis. The partnership aimed at building a strong collaboration of organisations supporting youth and involved with Capitals of Culture between 2022 - 2024.

6 PARTNERS INVOLVED FROM:

LUXEMBOURG, LITHUANIA, SERBIA, ROMANIA, ESTONIA AND HUNGARY

NEW SKILLS NEEDED

Our survey (90 respondents) shown that although young people feel confident in using technology and social media, they often lack the technical skills. Digital skills are often acquired through self-learning, additional courses and online tools, therefore most of the time outside of formal education. Also, most of them mentioned no previous exposure with entrepreneurship nor entrepreneurial education, resulting in a lack of confidence in this area.



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

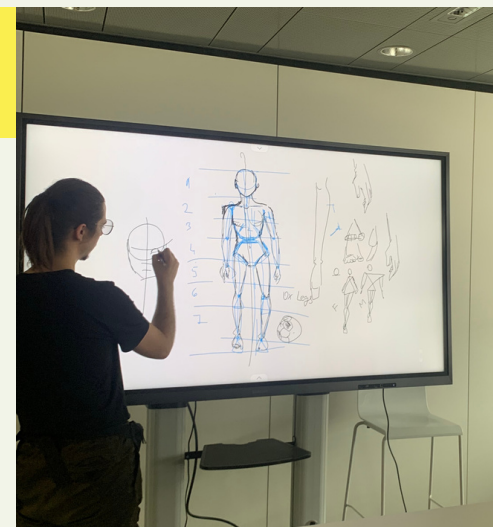
WORKING WITH YOUTH

ON ENTREPRENEURIAL & DIGITAL SKILLS IN THE CREATIVE SECTOR

Our reach went around 300 participants (on-site and online). Between our mobility and our webinars, we covered the following:

DIGITAL SKILLS

- Computational skills and blockchain knowledge
- Introduction to **NFT** and **digital assets**
- **Copyrights**, intellectual property rights
- Building and promoting **creative business** online
- Collaborating and working with **digital tools**, either main professional tools under licence or (new) free tools available online.



ENTREPRENEURIAL SKILLS

- Understanding global challenges in the creative sector
- Creativity, turning ideas into products
- **Prototyping**
- Communication skills and presentation of ideas
- New ways of **generating revenues** especially thanks to online tools and social media
- **Protection of ideas and creative content**
- **Searching funding** for projects and creative work
- Selling one own art, make a living from your work
- Taking advantage of **Capital of Culture network** and opportunities

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LEARN, SHARE & COLLABORATE

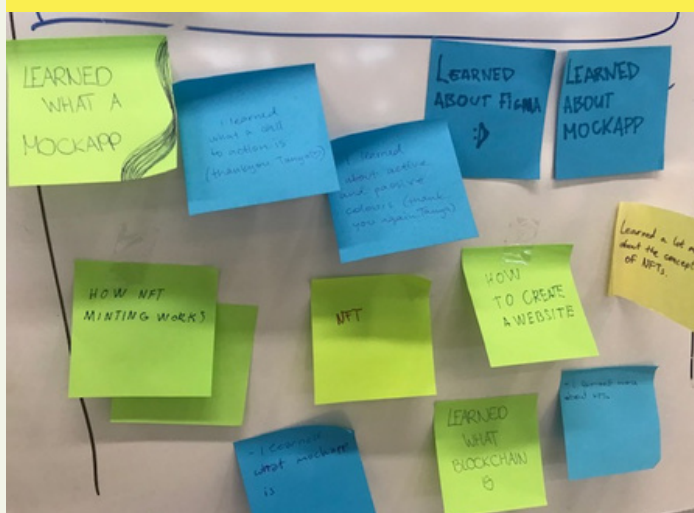


The Mobility enable the partnership to support creatives soon to be entering the job market

- 25 young adults took part in the mobility
- 60 % female and 40% male
- Coming from 6 partners countries and with 9 different nationalities
- 40 hours of activities in the course of a week, including 10 hours of traditional training, 4 hours of visit, and 26 of collaborative work
- An average age of 21
- 5 projects developped during the hackathon

- Digital literacy and tools
- Entrepreneurship spirit
- Creativity
- Sharing ideas
- Collaboration and team work
- Communication in a foreign language
- Working with people from different cultural background
- Time keeping
- Patience

SKILLS DEVELOPPED



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WHAT WERE THE CHALLENGES?

During the implementation of activities, partners were able to identify the biggest challenges for young creatives entering in the digital and entrepreneurial areas:

- **Lack of self-confidence** in entrepreneurship and business creation
- **Difficulty to transform abstract concepts** into tangible marketable products
- **Social and cultural influence** towards entrepreneurship (lack of role models, approach to risk...)



AND ALSO...

- **Fear of compromising** creative freedom to making business
- Understanding the gap between producing creative work, making it available to the public and selling it
- **Low digital literacy** despite regular use of tools, especially on social media and platforms
- **Building relationships** and collaborating transnationally
- Exploring EU support and programmes to **develop network, skills and business**
- **Building effective collaboration** between young creatives to complete projects

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TIPS IN IMPLEMENTING YOUTH WORK



- **Build confidence among young people and creatives** in the field of entrepreneurship, through training in construction concepts, presenting ideas to larger groups or gathering feedback regarding their product
- **Provide new training opportunities** by inviting professionals to share their experience as well as offer space to put knowledge in practice
- **Introduce creative methodologies** like design thinking, design sprint as they facilitate full design process, from idea until the final concept or product.

- **Organise hackathon** in interdisciplinary teams to foster innovation
- Let young people share their experience and fears
- Give them freedom to express their creativity but **keep a framework and timeframe** that will help monitor objectives and bring concrete results
- Use **ice breakers activities** that will help develop communication and collaboration
- Ask them to **present their skills** and their favourite tools (**Barcamp** format can be fun and rewarding for them!)
- Present **funding opportunities** for starting a business
- Promote **local and national opportunities** for developing a project further
- **Encourage trying new ideas and concepts**
- **Create educational opportunities** to encourage young people to experience entrepreneurship spirit
- **Offer extra mentoring and coaching** to support promising ideas, if possible allocate budget to cover basic starting costs (marketing, access to online resources, material ...)
- Use young people **feedbacks** and experience to **build your activities**

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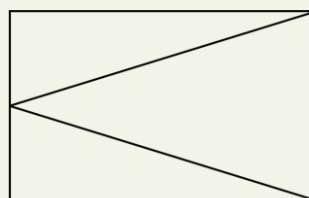
PARTNERS



Veszprém-Balaton Régió
Kultúrájáért Közalapítvány



Timis County Youth
Foundation



Kaunas 2022
European Capital of Culture

TARTU 2024
European Capital of Culture



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