

Partners

This challenging and unique project is implemented by an interesting partnership made up of academics, cultural operators and local authorities.

Project Leader

Istituto Luigi Sturzo, Italy
www.sturzo.it



Project Partners:

University of Deusto, Institute of Leisure Studies, Spain
www.ocio.deusto.es



ENCATC, Belgium
www.encatc.org



Denizli Special Provincial Administration, Turkey
www.dioi.gov.tr



Finnish Museums Association, Finland
www.museoliitto.fi



Goldsmiths, University of London, Institute for Creative and Cultural Entrepreneurship, United Kingdom
www.gold.ac.uk/icce



Roma Tre University, Italy
www.uniroma3.it



RPIC-ViP s.r.o., Czech Republic
www.rpic-vip.cz



Contact

Questions about the project?

www.projectcream.eu

CREA.M's project leader:

Istituto Luigi Sturzo
Palazzo Baldassini, Via delle Coppelle, 35
00186 Rome

www.sturzo.it
+39.066840421

Barbara Tieri b.tieri@sturzo.it
Giulia Fiaccarini giulia.fiaccarini@gmail.com
Antonia Silvaggi a.silvaggi@gmail.com

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creative blended mentoring for cultural managers

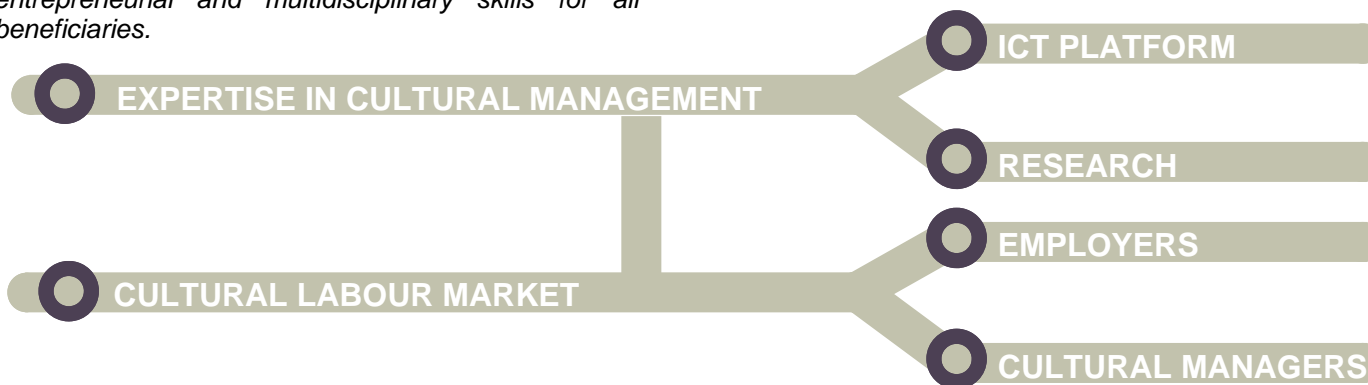
About the project

CREA.M, *Creative blended mentoring for cultural managers*, aims to develop and test a mentoring kit deployed into learning outcomes to foster creativity and entrepreneurial skills, based on the mapping of competences needed in the cultural sector.

The CREA.M project runs for a period of 24 months, from December 2011 until November 2013. The final results will be disseminated during an international conference in October 2013 in Brussels.

CREA.M strongly fosters the European Agenda's 2020 objective to boost jobs in Europe. The project will contribute to job growth by helping cultural managers update their skills and competences so they can find stable employment or create their own businesses. All this is made possible thanks to the support of the European Commission's Leonardo da Vinci programme which funds innovative projects in the field of Vocational Education and Training.

THE HUMAN CONNECTION is vital to what we do. CREA.M brings expertise in cultural management to the needs of the cultural labour market. The project is based on the development of an innovative blended mentoring kit that will foster creative thinking, entrepreneurial and multidisciplinary skills for all beneficiaries.



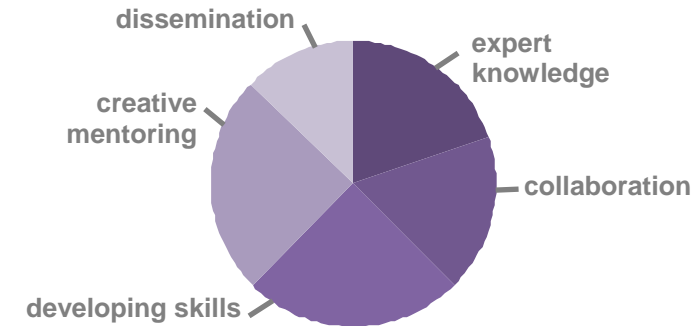
Audience & Impact

CREA.M targets cultural professionals, especially those who cannot find solid job positions in the labour market.

The project foresees a pilot testing phase for creative blended mentoring: 18 mentees will foster their skills and competences to enhance their employability through a mentoring experience with 18 mentors. CREA.M will create an ICT platform to support the training activities and to exploit and disseminate the project's outcomes.



CREA.M BROKEN DOWN:



Working Method

The project is developed through three main phases:

PHASE I.

During the first phase, CREA.M will research and map skills needed in the cultural sector to design a new framework to educate and train professionals in the cultural labour market, with special attention given to the need for entrepreneurial skills and competences acquired in informal settings.

PHASE II.

Next, partners will design and test an innovative training module based on CREA.M's blended mentoring methodology that will on one hand foster creative thinking, spirit of initiative, intercultural skills and entrepreneurial competences, and on the other, develop concrete learning objects in one-to-one (mentor-mentee) relationships.

PHASE III.

Finally, partners will complete a validation process of the competences acquired after the testing phase which will be shared at the EU level.