ArtS – Skills for the Creative Economy

R1.5 Result-oriented report

WP1: Management and Coordination
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Project information

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Executive Summary

The ArtS project addresses the skill imbalances in the Cultural and Creative Sector by designing and delivering a joint vocational programme that provides low – skilled, unemployed, and self – employed artists the opportunity to:

- update their professional competences and acquire management, business, and networking skills,
- receive guidance into finding work or internship at an employer/company of their choice,
- present their work in a joint, multinational project at the end of ArtS project.

In that framework (more specifically under Work Package 1: Management and Coordination), the Result – oriented Report was developed in order to provide the public with information regarding all the outputs and outcomes that were produced during the whole life-cycle of the ArtS project. It describes in detail the results of the project for every Work Package, explaining how the development process of the expected outcomes led to the achievement of the project's objectives.

The online publication of the Report is expected to contribute to the dissemination of the ArtS project and facilitate the exploitation of its major results.

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1. Introduction

The ArtS – Skills for the Creative Economy is a project co-funded by the Erasmus+ Programme KA2 – Cooperation for innovation and the exchange of good practices, Sector Skills Alliances. It aims to deliver a joint Vocational Training Programme (VET programme) which responds to EQF/ECVET standards to provide low-skilled, unemployed, and self-employed artists the opportunity to update their professional competences and acquire management, business and networking skills, connecting the desired qualifications/competences with a set of knowledge, so that they can improve their chances to access the Sector's labour market.

This Result – oriented Report aims to provide an overall view about the achievements of the ArtS project, through the presentation of its delivered results per Work Package. It can be perceived as a summary report of the project, as it describes the implementation process that led to the achievement of the project's main objectives. In addition, it can be used for dissemination and exploitation purposes, informing stakeholders and the general public about the ArtS project's results and activities.

2. Work Package 1: Management and Coordination

In the framework of Work Package 1: Management and Coordination, five results were produced during the project's lifecycle. As the Work Package's objectives concerned mainly internal processes of the consortium for the effective implementation of the project, including management of time and resource allocation, administrative duties, coordination of Work Packages', risk management, management of the project's external relations, etc., most of the produced results are labelled as "Confidential" (*"only for members of the consortium, including EACEA and Commission services and project reviewers"*).

Those "Confidential" results comprise R1.1: Consortium Agreement, that regulates the functioning of the consortium, R1.2: Interim Report #1, that describes the progress of the project's implementation for the first year of implementation, R1.3: Interim Report #2, that presents the project's progress for the first two years, and R1.4: Final Report, which reports the overall achievements for the whole project's duration.

Except for the abovementioned results, the current document R1.5: Result – Oriented Report was prepared under Work Package 1 in order to be disseminated in "Public" level providing a description of all outputs and outcomes that were produced for the ArtS project.

3. Work Package 2: Defining Sector Skill Shortages and ECVET Strategy

Work Package 2: Defining Sector Skill Shortages and ECVET Strategy was the driver Work Package for the definition of the curricula content and development. Its main aims were to analyse the current situation in the participant countries regarding the Cultural and Creative Sector and the specific skill requirements per subsector, as well as to define the strategy for implementing EQF/ECVET standards. One of the consortium's main focus points was to create curricula that would reflect the needs of the target group, help them strengthen the existing and develop new skills, and contribute to the expansion of their career opportunities. To achieve so, extensive research, using various methods and tools, was conducted before the final decision of the modules' contents.

First of all, three different national reports (R2.1: Mapping the Spanish Cultural and Creative Sectors Skills, R2.2: Mapping the Greek Cultural and Creative Sectors Skills, and R2.3: Mapping the Italian Cultural and Creative Sectors Skills) were produced to present, among others:

- The current trends and challenges for the Cultural and Creative Sector
- The current skill needs
- The national education and training provisions
- Future forecasts.

The summative results of these reports are analysed in R2.6: Mapping the Competences of the Cultural and Creative Sectors. This result, also, incorporates the findings of R2.5: Needs Assessment Report, that was conducted using R2.4: Needs Assessment Survey Template (online questionnaire was filled in by 431 people) in order to quantify the needs of the Sector's labour market, as well as the target group's pedagogical preferences and training needs. Through that detailed research of the skill, training and labour market needs, the ArtS consortium managed to identify the most appropriate content for the training modules, so as to ensure a high level of acceptability on behalf of end – users.

In addition, the ArtS consortium presented the strategy for developing the curricula using EQF/ECVET standards and procedures in R2.8: ArtS Strategy for Developing Curricula using EQF/ECVET, based on R2.7: Guide on the Application of EQF/ECVET in the Cultural and Creative Sectors and on existing experience of partners.

4. Work Package 3: Designing the Curricula, Certification and Assessment

The third Work Package: Designing the Curricula, Certification and Assessment was of significant importance for the implementation of the project, as it included the delivery of some major project results. It the framework of Work Package 3, partners developed the training programme and the assessment methodology, by associating the desired qualifications/competences with the sets of knowledge, always abiding by EQF and ECVET standards. In that context, experts from partners participated in R3.1: ECVET Units Design Meeting to discuss the outcomes of ECVET units design per partner institution, in accordance to R2.8: ArtS Strategy for Developing Curricula using EQF/ECVET. The results of the cooperation of partners regarding the application of the EQF/ECVET system to the ArtS Programme, are summarised in R3.2: Definition of the e – art Space Training and Certification Framework, where the following issues are analysed:

- The connection of learning outcomes with labour market skill requirements,
- The learning outcomes and allocation of ECVET points,
- The definition of the assessment criteria, and
- The validation and certification of the learning outcomes.

Following this preparatory stage, the ArtS consortium continued with the development of the training programme. At first, R3.3: ArtS Training Programme: Description and Tools was created to present the pedagogical tools and methodologies that were to be employed for the efficient training of the target group. Taking that into account, the partnership developed R3.4: ArtS Training Modules, that includes various types of teaching material (documents, presentations, videos, quizzes, etc.) in three core/common modules and six sector-specific modules:

- Business Administration and Management - Entrepreneurial Skills and Social Entrepreneurship - Networking/Digital and Media Communication	Common modules
- Craft - Cultural Heritage - Literary Arts - Audiovisual and Multimedia - Performing Arts - Visual Arts	Sector-specific modules

All learning material was developed on the basis of the Needs Assessment Report so as to be fully exploitable by end-users. It is available in English, Greek, Italian, and Spanish, and provided freely and openly for everyone.

In order for trainees to be able to certify the acquired knowledge according to the predefined procedure, R3.5: ArtS Assessment Exams was developed including nine individual assessment exams, one for each training module.

Based on the aforementioned results of Work Package 3, R3.6: ArtS Training Programme was produced. This guide provides a detailed description of the training modules and their units (according to the Recommendation of the European Parliament and of the Council of 18 June 2009 on the establishment of a European Credit System for Vocational Education and Training (ECVET)), the teaching methods used and the assessment criteria adopted.

Last but not least, two Guides were developed, R3.7: ArtS Programme – Trainers' Guide and R3.8: ArtS Programme – Trainees' Guide, in order to provide trainers and trainees with all the necessary practical information about the delivery of the modules and the successful completion of the programme, respectively.

5. Work Package 4: ArtS Portal Development

In this Work Package, the partnership developed R4.1: ArtS Portal, which includes various useful sections. All of them were designed and launched based on R4.1: Specification of Requirements for the ArtS Portal that includes:

- The contextual and technical specificities of the platform,
- The tools to be used, and
- How they are expected to match the project's objectives.

One of the key objectives of the project, that is the production of Open Educational Resources, was implemented with R4.3: ArtS Learning. ArtS Learning is the e – learning Moodle platform of the project, where all training material is available for free in all consortium languages plus English. The platform is developed to be innovative, targeted, well-designed, and user-friendly, so as to draw the trainees' interest and keep them engaged for as much as possible. It should be noted that by the end of the project's implementation period (March 2018), more than 1600 trainees were registered to the ArtS e – learning platform (more than 1000 coming from Greece).

The remaining sections of the ArtS portal are R4.4: Career, where trainees can gather information about living and working in the EU, looking for a job/internship, writing a

CV or Cover Letter, or even contact partners for career guidance, R4.5: ArtS Forum, through which users can interact and participate in group activities, and R4.6: ArtS Funding, that provides interested parties with information and tips regarding funding opportunities in partners countries, the EU, and the world.

6. Work Package 5: Curricula Delivery and Pilot Testing of Online Training Material

This Work Package's activities and results constitute some of the key achievements of the whole project. The objectives of Work Package 5 were the preparation, through online material pilot testing, and delivery of the training programme in the three consortium countries (Italy, Greece, and Spain). All previously mentioned results, especially those of Work Package 3: Designing the Curricula, Certification and Assessment, were utilised and revised during the implementation of this Work Package.

First of all, R5.1: Pilot – testing Evaluation Form was created to evaluate the usability of the e – learning platform and training material. The results of the pilot testing are summarised in R5.2: Pilot Testing Report, which also makes specific recommendations for relevant revisions and improvement of the training.

At the same time, R5.3: Questionnaire for the Evaluation of Trainers and R5.4: Questionnaire for the Evaluation of Trainees were designed to evaluate the trainers' suitability and the trainees' commitment to the project, respectively. For the assessment of the delivery of the training seminars by both trainers and trainees, R5.5: Toolkit for the Evaluation of Training Seminars was developed. It includes different types of evaluation techniques and its results informed the programme delivery and its revision, as well as the project's Evaluation Report (R7.2). All these tools were developed in all consortium languages (Greek, Italian, Spanish) and English.

Then, R5.6: First Round of Programme Delivery was implemented by VET partners in all three consortium countries. Previously developed results of Work Package 3: Designing the Curricula, Certification and Assessment and Work Package 4: ArtS Portal Development were fully utilised for the delivery of the training programme. The findings of the Evaluation Toolkit (R5.5) for the first round of training are presented and analysed in R5.7: Programme Delivery Report. Following recommendations of this report, R5.8: Second Round of Programme Delivery was implemented in Greece, Italy, and Spain. In total, for both rounds of delivery and for all three partner countries, more than 1600 trainees participated in the ArtS Training by completing blended learning (e – learning platform and face to face seminars).

7. Work Package 6: Quality Assurance

The ArtS consortium's priority to ensure the quality of the project's results and activities, in order to make them fully acceptable to end-users and sufficiently exploitable in the future, was pursued through the implementation of Work Package's 6 results. More specifically, R6.1: Quality Assurance Plan was agreed during the first months of the project implementation. This Plan contains the evaluation methods and procedures that were applied for assuring the quality of the project's results, and for performing the evaluation studies in a systematic way.

Regular quality assurance was performed through the delivery of R6.2: Quality Assurance Reports, almost every six months throughout the whole lifecycle of the project. Those Reports present valuable quality assurance findings and relevant recommendations for the improvement of the project's implementation.

8. Work Package 7: Evaluation

The goal of Work Package 7 was to collect all corresponding data to improve the project as a whole and ensure that the defined goals were achieved and the expected outcomes were implemented. It comprises two main results, namely R7.1: Project Evaluation Compendium that provides a clear schedule of the foreseen evaluation activities in all Work Packages, acting as a manual for all partners, and R7.2: Evaluation Report, which includes a summary of the project's major achievements, discusses whether project objectives have been met, presents the quality level of each result, and contains the results of the summative evaluation of the project's development process.

9. Work Package 8: Dissemination

Work Package's 8 objectives were to:

— Identify the target groups at different geographical levels (local, regional, national, European), in VET, and in the Cultural and Creative Sector,
— Disseminate information on the project to the widest audience possible through targeted actions,
— Contribute knowledge in the research and practitioners' communities, and
— Use the knowledge of the project to improve the quality of artists' professional development and lifelong learning.

To achieve these goals, R8.1: Stakeholders Analysis was conducted to identify those people or organisations/institutions to whom the project could have an impact, and

R8.2: Dissemination Plan was developed to act as a dissemination roadmap in the beginning, and as a "dissemination log" later on. The Analysis of stakeholders contributed, also, to the creation of R8.4: Career Guidance Contact List, that helps trainees who wish to find work or an internship abroad to get in contact with people and businesses of the Culture and Creative Sector.

Successful dissemination was ensured via the development of R8.3: Portfolio of Dissemination Material, which includes flyers, a poster, and templates for short articles about the project, all available in English, Greek, Italian, and Spanish. The consortium, also, published five R8.5: ArtS Newsletters (in all consortium languages plus English) through the ArtS Portal, informing stakeholders about the project's activities and keeping them engaged.

ArtS trainees had the opportunity to present their work in R8.6: ArtS Project, that was organised in Rome, Italy, prepared by trainees themselves and reached the widest possible pool of stakeholders. Trainees were, thus, introduced to multinational projects, improving their chances of mobility for learning or working purposes.

10. Work Package 9: Exploitation

Partners' commitment to provide resources that will guarantee the sustainability of the project's outcomes once it is over is expressed in detail in R9.1: Exploitation Strategy. This document acts as a plan for the exploitation of the project's products and specifies the ways and channels through which the achievement of the maximum sustainability level can be ensured. The Exploitation Strategy is expected to be used from partners once the project is completed in order to properly sustain its major results, such as R3.4: ArtS Training Modules, R3.6: ArtS Training Programme, R4.1: ArtS Portal, and R8.4: Career Guidance Contact List.

Close to the end of the project, partners concluded R9.2: ArtS Memorandum of Understanding, formalising the ECVET partnership and allowing for mobility activities to be undertaken in the future. It, also, formalises partners' agreement on exchanges and mutual recognition of the programme's learning outcomes after the lifecycle of the project.