



"The Northern Flickers: the bird that inspired the ArtS logo"



Northern Flickers are large, brown woodpeckers with a gentle expression and handsome black-scalloped plumage. On walks, don't be surprised if you scare one up from the ground. It's not where you'd expect to find a woodpecker, but flickers eat mainly ants and beetles, digging for them with their unusual, slightly curved bill. When they fly you'll see a flash of color in the wings – yellow if you're in the East, red if you're in the West – and a bright white flash on the rump.

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Are you an artist?

Get involved in ArtS project and enhance your skills!

ArtS is a three year Erasmus+ project, which aims at the exploitation of the cultural and Creative Sectors (CCS) potential **for creating growth and jobs** and at the enhancement of cultural economy at local, regional, national and transnational levels.

Some studies have shown that recent technological advancements and CCS sector-specific characteristics, such as the prevalence of SMEs and micro-enterprises, freelancers and project-based work, have led to an under-investment in skills development, fewer training opportunities and a lack of structured career progression. Major skill **gaps common** to cultural and creative subsectors concern entrepreneurship and project funding; major challenges are **digital skills** and globalization, **access to finance**, cultural and linguistic fragmentation, sub sectorial exclusion.

The first main action of the ArtS project has been the implementation of a research aimed at highlighting the **training and certification needs** in the participating countries.

The main goal of this mapping report is to compare the situation of the professional competences related to the creative industries with specific references to support the identification of the current and future **skill requirements** of the CCS labour market in Greece, Italy and Spain in order to develop **innovative joint training programme** which will provide sectors with the mix of skills needed for the development of the **creative entrepreneurship**.

The study has covered the main relevant areas of the CCS and in particular Craft, Cultural Heritage, Design, Music, Visual arts, Literary arts and Performing arts, Media and audiovisual and has been structured as follows:

- ☞ overview of the Cultural and Creative Sectors (CCS) **current trends** and **occupational standards**;
- ☞ overview of the CCS occupational standards in Greece, Italy and Spain;
- ☞ anticipated **short and medium term changes** ;
- ☞ definition of specific occupational standards per cultural and creative subsector;
- ☞ **new trends and best practices** in education and training for the CCS;
- ☞ how to link occupational standards with **learning outcomes**.

The mapping has allowed to create a relevant discussion concerning the cultural climate in the territories and the related economic conditions that might determine the regional distribution of creative industries. The research at local level, together with the opinions expressed by relevant stakeholders, contribute to affirm that a favorable entrepreneurial climate and culture are a priority in the three countries in order to encourage operators to seek out new opportunities and start new businesses and related employment opportunities. Creative entrepreneurs and employers can be better located in areas characterized by creativity, diversity and innovation, but it is possible especially thanks to some pre-conditions: **connectivity, training and public support**. It is thus uncertain whether creative industries are started by a creative recognition of economic opportunities, in which the existence of educative institutions plays an important role.

In any case, we have to bear in mind that it is generally accepted that Creative industries have been found to benefit from urbanization economies which support innovation and flexibility by facilitating information flow and interaction networks (Scott, 2006). Frequent interactions and knowledge transfer are required to generate innovation. The Mapping

"2nd Mill of Performing Arts"

The "Mill of Performing Arts" is a model festival held in "Mylos Pappa", a renovated, historical, industrial building in Larissa, dedicated to contemporary performing and audiovisual arts. It was initiated and organised for the first time in 2014 by SMouTh, in cooperation with the Culture & Sciences Department of the Municipality of Larissa, having as main objective to highlight the area of the Mill as a stadium of contemporary, youth, cultural development and to introduce the various forms of contemporary performing arts and media to the local audiences.



This year, the festival took place from September 24th to 27th, at "Mylos Pappa" with an attendance of about 5.000 people.

"Voices of Change"

The ArtS Project was promoted by the Italian partner "Melting Pro" during the 6th International Conference on digital storytelling held in Northampton - New England Massachusetts (USA) where the many international speakers showed the richness of digital storytelling and its use in very different contexts over the three days.



ArtS Aperitif

The Libera Palermo Association organized on the 4th December a dissemination ArtS event. It was attended by the Al Revés craft cooperative (www.coopalreves.it); the name Al Revés means the choice of a change, the turnaround, the different point of view. A second opportunity for the recycling materials and tissues, Al Revés realizes different clothing accessories and for the people who work for the cooperative itself. Al Revés collaborates with Libera Palermo since 2012 and its core activities represent also the main ArtS' objective, identifying the skills of people working in the artistic and cultural sectors, as the

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realized in Greece, Italy and Spain shows that creative industries induce cross-fertilization of skills. **A diversity of skills can encourage creative firms** to collaborate with each other, which will enhance the competitiveness of the environment.

The development of technical skills is necessary for creating the needed social and economic context. However, we can assume that we have to develop also **'soft' factors**,

such as urban positive relationships, quality of life and social diversity that are associated with the locational patterns of creative industries or occupations. For creating a positive context soft skills are needed either. Skills as self-management, team-working, business and customer awareness, problem solving, communication and literacy, application of numeracy and application of IT represent the crucial point and they are key attitudes necessary to complement the technical and artistic requirements.

These attitudes will enable people to be open to possibilities and challenges and also to be able to think innovatively.

The Creative Industries are considered as one of the most promising fields of economic activity in highly developed economies, but also promising sectors to contribute to a significant job creation.

craft one is, that can be spent in the labor market. The event ended up with an aperitif tasting of the LiberaTera products made by the cooperatives, that manage the confiscated assets by the mafia.



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