

CREACT MED

CREATIVE MEDITERRANEAN

CALL FOR TRAINEES

GRANT AGREEMENT: ENI/2019/412-505

WP2 - DESIGN AND IMPLEMENTATION OF CAPACITY BUILDING ACTIONS

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About CREAT4MED

CREACT4MED is a project funded by the EU through the EuropeAid Programme, which aims to strengthen businesses with the Cultural and Creative Industries (CCIs). It seeks to support entrepreneurs, start-ups and SMEs, create jobs, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** creativemediterranean.org
- **Budget:** 2,220,675 EUR - funded by the EU Commission (90%)
- **Timeline of implementation:** 1st March 2020 - 28th February 2024

CREACT4MED mission and goals:

- Boost the cultural and creative industries (CCIs) in the Southern Mediterranean, attracting investment and creating jobs.
- Support CCI business models led by young people and women, giving entrepreneurs access to a training & coaching program, and to funding for the development of their projects.
- Strengthen CCI businesses in the Southern Mediterranean

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA). Partners are The European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED) and the Faculty of Economics, Political Science Business Incubator (FEPS Business Incubator), MED Confederation, Beyond Group, LUMSA University, the Federation of Mediterranean Businesswomen Associations (AFAEMME) and Positive Agenda Advisory.

1. Background

The CCI's bring together both the entrepreneurial and the creative; the artistic and the commercial.

CCIs account for nearly 30 million jobs worldwide and are major drivers of the economies of both developed and developing nations. In 2017, the World Bank estimated that CCIs contributed as much as 7% to global GDP, and around 10% in the MENA region specifically. In the EU, CCIs (mainly architecture, design and photography) generated €193 billion of added value, across 1.2 million cultural enterprises.

CCIs are a growing and promising sector that is becoming an increasingly strategic asset not only for innovative job creation, but also society's creativity and cohesion.

We define CCI entrepreneurship as running a cultural or creative organization that is guided by a clear strategic cultural mission, takes risks in balancing creative and management values, and contributes to the important infrastructure of its immediate surroundings.

Cultural and creative entrepreneurs have **distinct characteristics**: they operate in difficult market conditions; they produce 'cultural' goods by nature; they collaborate with people who are often more content-driven than commercially oriented; and they typically start small businesses that form the foundation of larger networks.

2. CREAT4MED Training Academy

CREACT4MED offers training to a minimum of 240 CCI entrepreneurs from Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. The overall objective of the training academy is to contribute to the growth of cultural and creative entrepreneurship in the Mediterranean, and thereby to the realisation of sustainable economic development in the region.

The specific objectives of the programme are the following:

- Guide participants in creating a comprehensive business plan for their business, through learning modules and assessments on each section the plan should include;
- Explain business, legal, financial and marketing aspects of starting or running a successful CCI business;



- Provide participants with a comprehensive overview of the work processes of cultural and creative products and services, from an entrepreneurial perspective;
- Increase their understanding of dynamic strategies for navigating a highly competitive industry;
- Establish a regional network of cultural and creative players in the Mediterranean and Europe, to facilitate exchanges and cooperation between projects and participants; and
- Enhance employability and entrepreneurship prospects for young people and women.

A total of 240 applicants will be selected to attend the training programme, which will be conducted via iED's online Academy. The course comprises 80 learning hours, to be completed within 13 weeks (approximately 5-8 hours per week). A good command of the English language is necessary to take part in this course, as part of the training materials and sessions will be available only in English.

An estimated timeline for each country is as follows:

COUNTRY	START DATE	END DATE
Egypt	December 2021	March 2022
Tunisia	January 2022	March 2022
Lebanon	January 2022	March 2022
Morocco	January 2022	March 2022
Jordan	January 2022	March 2022

3. Training Structure

The CREAT4MED will cover six key topics on initiating and creating a business venture in the CCI sector:

- Introduction to the training programme;
- How to start a business in the CCI sector;
- The legal framework in the CCI sector;
- Creating a business model in the CCI sector;
- Finance in the CCI sector;
- Marketing in the CCI sector; and
- Crowdfunding in the CCI sector.



The CREAT4MED training programme adopts a blended learning approach combining both synchronous and asynchronous online teaching. The methods and tools used for the delivery of the program include:

METHOD	TOOL	
Synchronous	<ul style="list-style-type: none"> ✓ CCI Expert talks ✓ Ice breaking activities ✓ Feedback sessions 	<ul style="list-style-type: none"> ✓ Groupwork ✓ E-labs ✓ Workshops ✓ Case studies
Asynchronous	<ul style="list-style-type: none"> ✓ Online Videos ✓ Video Lectures ✓ Video presentations ✓ Podcasts ✓ Case studies 	<ul style="list-style-type: none"> ✓ Individual work ✓ Assessment questions ✓ Short presentations ✓ Interactive presentations ✓ Bite-size videos

The programme will follow the schedule below:

WEEK	DAY	TOPIC	DUR.
1		0. Introduction to the training programme	
	1	1. How to start a business in the CCI (Introduction to the CCI sector: CCI Basics)	1.25h
	2	1. How to start a business in the CCI (Spotting opportunities in the CCI sector: Identify and seize opportunities)	2.5h
	4	1. How to start a business in the CCI (Spotting opportunities in the CCI sector: Identify and seize opportunities)	2.5h
2	1	1. How to start a business in the CCI (Spotting opportunities in the CCI sector: Identify needs and challenges)	2h
	2	1. How to start a business in the CCI (Spotting opportunities in the CCI sector: Identify needs and challenges)	2.15h
	4	1. How to start a business in the CCI (Being more creative in CCI)	
	4	1. How to start a business in the CCI (Assessment)	2h



	5	1. How to start a business in the CCI (Assessment)	2h
3	1	2. Legal Framework in the CCI sector (Introduction) 2. Legal Framework in the CCI sector (Legal processes in CCI businesses)	1.3h
	2	2. Legal Framework in the CCI sector (Legal management of a business)	1.1h
	4	2. Legal Framework in the CCI sector (Assessment)	2h
	5	2. Legal Framework in the CCI sector (Assessment)	2h
4	1	3. Creating a Business Model in the CCI sector (Planning & Management of a start-up/enterprise in the CCI sector: Learning Outcome 1)	2h
	2	3. Creating a Business Model in the CCI sector (Planning & Management of a start-up/enterprise in the CCI sector: Learning Outcome 2)	2h
	4	3. Creating a Business Model in the CCI sector (Planning & Management of a start-up/enterprise in the CCI sector: Learning Outcome 2)	2h
5	1	3. Creating a Business Model in the CCI sector (Planning & Management of a start-up/enterprise in the CCI sector: Learning Outcome 3)	2h
	2	3. Creating a Business Model in the CCI sector (Planning & Management of a start-up/enterprise in the CCI sector: Learning Outcome 4)	2h
	4	3. Creating a Business Model in the CCI sector (Assessment)	2h
	5	3. Creating a Business Model in the CCI sector (Assessment)	2h
	1	4. Finance in the CCI sector (Introduction) 4. Finance in the CCI sector (Financial Management in CCI)	2h



6	2	4. Finance in the CCI sector (Financial Management in CCI)	1.5h
	4	4. Finance in the CCI sector (Accounting)	3 h
Section Separator			
7	1	4. Finance in the CCI sector (Integration of online payments)	1.3h
	2	4. Finance in the CCI sector (Integration of online payments)	1.3h
	4	4. Finance in the CCI sector (Logistics)	2h
	5	4. Finance in the CCI sector (Logistics)	2h
Section Separator			
8	1	4. Finance in the CCI sector (Assessment)	0.3h
	2	4. Finance in the CCI sector (Assessment)	0.3h
Section Separator			
9	1	5. Marketing (Jumpstart my exports) 5. Marketing (How to attract investments)	5h
	2	5. Marketing (How to attract investments)	3 h
Section Separator			
10	1	5. Marketing (How to reach international markets) 5. Marketing (Online digital content development)	2h
	2	5. Marketing (Online digital content development)	2h
	4	5. Marketing (Assessment)	1.5h
	5	5. Marketing (Assessment)	1.5h
Section Separator			
11	1	6. Crowdfunding in the CCI sector (Discovering methods for finding funds in the CCI sector)	2h
	2	6. Crowdfunding in the CCI sector (Implementation of crowdfunding campaigns in the CCI sector)	3.5h
	4	6. Crowdfunding in the CCI sector (Implementation of crowdfunding campaigns in the CCI sector)	3h
Section Separator			
12	1	6. Crowdfunding in the CCI sector (Assessment)	4h
Section Separator			
13	1	6. Crowdfunding in the CCI sector (Final pitch preparation)	4h

Each module concludes with an assessment, which consolidates all the material covered in the module. The structure of the assessment will follow the format indicated below, with a specific focus on the main topics of the session and the indicated business plan section:

- **Revision** of the main theoretical points;
- **Case study:** a webinar by a successful start-up within the CCI sector discussing the module topic from their own experience;
- **Assignment:** participants will create a section of their own business plan using the tools and templates introduced in the module;

Trainees must successfully complete all three parts of the assessment in order to be eligible for evaluation on the specific module. Failure to do so is equivalent to absence in the module.

4. Learning Outcomes

The programme gives all participants a chance to learn what it takes to transform a concept into a viable, scalable business. The modules have the following specific learning outcomes:

Start a business in the CCI:

- Understand what the CCI sector is and what it entails
- Recognise and seize business opportunities.
- Identify needs and challenges that need to be met and how to overcome them.
- Be more creative in CCI

Legal framework in the CCI:

- Understand the regulatory and legal environment in the CCI sector.
- Identify the ethical and legal issues concerning B2B marketing in the CCI sector.
- Comprehend the regulatory framework for CCI enterprises
- Identify IPR and GDPR issues

Create a business model in the CCI:

- Identify and understand the concept of a Business Plan in the CCI sector.
- Understand the procedure of describing a business idea in the Business Plan.



- Recognize the different types of innovation opportunities with business model design in the CCI sector.
- Identify what possibilities digitalization offers in business model design and innovation.

Finances in the CCI:

- Estimate the cost of turning an idea into specific added value.
- Plan, put in place and evaluate financial decisions over time.
- Learn how to handle fast-moving situations promptly and flexibly in the CCI sector.
- Understand the International Financial Reporting Standards (IAS or IFRS) and their application to the companies who use them.
- Understand how supply chains and logistics in general work.

Get in contact with Marketing issues:

- Understand how to successfully conduct market research.
- Understand how to present an idea to potential investors.
- Understand how to create a professional online presence.
- Understand how to apply digital marketing principles.
- Understand how to develop and organize a social media marketing campaign.
- Understand How to reach international markets (export).

Acquire knowledge about Crowdfunding in the CCI:

- Understand the different types of crowdfunding.
- Understand and recognize the keys to a successful crowdfunding campaign in the CCI sector.
- Recognize and be able to apply methods for promoting a crowdfunding campaign.

5. Participation & Selection Criteria

To be eligible to apply for the CREAT4MED training programme, you must:

- Be an MSME or startup owner, or creative entrepreneur active in the cultural and creative industries
- Be based or registered in Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia
- Have a good command of English

Applicants will be selected to participate in the training by a panel based on the following criteria:

- Demonstrated interest or experience in CCI entrepreneurship
- High level of English
- Desired: previous experience in projects with a positive impact on either employment, women, or youth inclusion

Participation in the training is free to participants.

Young people (under 35) and women are especially encouraged to apply.

6. Application Process

Interested applicants should submit a completed application form and their CV (in English), indicating their suitability for this initiative and in particular highlighting relevant experience and interest in CCI sectors.

Applicants are also invited to prepare a 3-minute video describing a CCI initiative they participated in that had a positive impact on either employment, women or youth inclusion (optional).

The application form is available through the CREAT4MED course page [here](#). The applications must be submitted in English.

Deadline for applications: **12th November 2021**

7. After the Training

To successfully complete the training programme, participants must:

- ✓ Have attended at least 80% of the synchronous sessions of the programme;
- ✓ Have reviewed all documents and completed all tasks of the asynchronous sessions of the programme;
- ✓ Have achieved a score of 80% in the assessments of each module;
- ✓ Have prepared and submitted a pitch of their business idea.



Successful trainees will then receive a certificate of completion, and have access to the MED CCI HUB, which offers networking opportunities, capacity building, enhanced visibility, and access to regional events and financial providers.

They will also be part of the CREAT4MED Alumni Network, which will offer opportunities for further exchanges between peers and with regional and international key players and experts (e.g. from Europe, USA, etc).

Furthermore, **successful participants** will have the opportunity to apply for a subgrant of up to €15,000 for their business venture.



The CREAT4MED Training Academy is coordinated by iED.





Institute of Entrepreneurship Development (iED) is a Greek non-profit organisation committed to the promotion of innovation and the enhancement of the entrepreneurial spirit.

As a state-of-the-art international organization, a certified Center of Excellence and a DIH, iED produces and transfers know-how, boosts entrepreneurial cognitive processes, and supports every entrepreneurial venture across Europe.

Over the years of activity, iED has implemented more than 200 National and European projects under numerous Financial Frameworks and established a wide network of partners and collaborating organizations from Europe and beyond.



CREATIVE MEDITERRANEAN

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