

# CALL FOR TRAINEES

**GRANT AGREEMENT: ENI/2019/412-505**

WP2 - DESIGN AND IMPLEMENTATION OF CAPACITY BUILDING ACTIONS

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Coordinated by the  
Euro-Mediterranean  
Economists Association

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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](https://creativemediterranean.org)
- **Budget:** 2,220,675 EUR - funded by the EU Commission (90%)
- **Timeline of implementation:** 1<sup>st</sup> March 2020 - 31<sup>st</sup> August 2024

### CREACT4MED mission and goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA) with the following partners: The European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), Redstart Tunisie, and associates: MED Confederation, Beyond Group, LUMSA University, the Federation of Mediterranean Businesswomen Associations (AFAEMME) Positive Agenda Advisory, and Womenpreneur.

## 1. Background

The Cultural and Creative Industries (CCIs) bring together 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 high-income and low-income 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 are becoming an increasingly strategic asset not only for innovative job creation, but also for societal 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 entrepreneurs from the Southern Mediterranean countries, with a focus on young people and women. 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 to create a comprehensive business plan encompassing the content covered in the , learning modules and assessments;

- 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 participants' 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.

Only completed and applications fulfilling the requirements will be selected to attend the training programme, which will be conducted via iED's Online Academy.

The CREAT4MED training programme comprises 40 learning hours and adopts a blended learning approach combining online modules and live sessions:

- Live sessions will take place in Arabic every Thursday from 11 September to 12 October 2023 at 5-7pm CET, and participation in 80% of these sessions will be mandatory in order to receive a certificate of participation.
- The material of online modules will be available in English, French and Arabic and will be accessible from 11 September to 11 November 2023.

### **3. Successful Completion of the Training Academy**

To successfully complete the training programme and receive a certificate of participation, participants must:

- ✓ Have attended at least 80% of the live 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;

By the end of the training programme: 30<sup>th</sup> November 2023.

## 4. Training Structure

The CREAT4MED training modules cover 9 key topics for initiating and creating a business venture in the CCI:

- CCI sector insights;
- Business basics;
- Ideation;
- Concept design & prototyping;
- Company formation;
- Marketing;
- Pitching your company;
- Internationalisation in the CCI
- Grant Management in the CCI

The methods and tools used for the delivery of the program include:

METHOD	TOOL	
<b>Live sessions</b>	<ul style="list-style-type: none"> <li>✓ Ice breaking activities</li> <li>✓ Feedback sessions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Groupwork</li> <li>✓ Case studies</li> </ul>
<b>Online modules</b>	<ul style="list-style-type: none"> <li>✓ Online Videos</li> <li>✓ Video presentations</li> <li>✓ Podcasts</li> <li>✓ Case studies</li> </ul>	<ul style="list-style-type: none"> <li>✓ Individual work</li> <li>✓ Assessment questions</li> <li>✓ Short presentations</li> <li>✓ Interactive presentations</li> </ul>

The programme will follow the schedule below:

WEEK	DAY	TOPIC	DUR.
1	11/09/23 - 11/11/23	<p><b>Online Modules</b></p> <ul style="list-style-type: none"> <li>• Module 1. CCI Sector Insights</li> <li>• Module 2 - Business Basics</li> <li>• Module 3 - Ideation</li> <li>• Module 4 - Concept design &amp; prototyping</li> </ul>	30h



		<ul style="list-style-type: none"> <li>Module 5 - Company Formation <ul style="list-style-type: none"> <li>Module 6 - Marketing</li> </ul> </li> <li>Module 7 - Pitching your company.</li> <li>Module 8 - Internationalization in the CCI sector</li> <li>Bonus Module : Grant Management Training</li> </ul>	
2	14/09 (17:00 - 19:00 CET time)	<b>Live Session</b> (Module 1, Module 2, Module 3)	2h
3	21/09 (17:00 - 19:00 CET time)	<b>Live Session</b> (Module 4)	2h
4	28/09 (17:00 - 19:00 CET time)	<b>Live Session</b> (Module 5)	2h
5	05/10 (17:00 - 19:00 CET time)	<b>Live Session</b> (Module 6,7)	2h
6	12/10 (17:00 - 19:00 CET time)	<b>Live Session</b> (Module 8, Bonus module)	2h

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;
- **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 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.

## 5. 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:

### *CCI sector insights:*

- Understand the CCI sector
- Recognise how the environment can affect a business idea
- Understand how to turn a challenge or weakness into an opportunity.

### *Business basics:*

- Understand the concept of entrepreneurship and cultural entrepreneurship.
- Learn about the different types of entrepreneurship and typical entrepreneurial characteristics.
- Understand the business development process.

### *Ideation:*

- Learn how to develop your business idea into a viable company
- Identify sources for business idea inspiration
- Learn how to assess and improve your business idea

### *Concept design & prototyping:*

- Understand the Business Model Canvas
- Identify types of Value Propositions
- Define and identify the Key Activities of a business idea.
- Comprehend the Minimum Viable Product

### *Company formation:*

- Understand the necessary steps to legally establish a company
- Understand basic taxation and company reporting requirements
- Understand the CCI regulatory framework.
- Recognise and implement various business models in the CCI sector.
- Understand the cost structures and revenue streams of a business.

### *Marketing:*

- Understand the basic principles of marketing
- Understand the importance of branding.
- Recognise the different types of customer relationships.

### *Pitching your company:*

- Understand the process of pitch development
- Synthesize the key points to deliver a concise pitch



*Internationalisation in the CCI sector:*

- Understand the benefits of internationalisation
- Learn and recognise effective internationalisation strategies

Grant management training:

- Understand the concept of grants and grant management
- Understand the different types of grants
- Understand the grant management process.

## 6. Participation & Selection Criteria

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

- Be a budding or established creative entrepreneur active in the cultural and creative industries
- Be based or registered in a Southern Mediterranean country (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria or Tunisia)
- Have a good command of Arabic and basic knowledge 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
- Demonstrated basic command of English
- Desired: previous experience in projects with a positive impact on either employment, women, or youth inclusion

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

Participation in the training is free.

## 7. 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 CCIs.

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

Deadline for applications: **22<sup>nd</sup> July 2023**

## 8. After the Training

Upon successful completion of the training, participants will 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).



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.



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