

## ANALIZA POTRZEB SZKOLENIOWYCH JEST JUŻ GOTOWA!

The Learn Engage Create project aims to support Creative Companies achieve their potential and become high growth SMEs. The project is led by Northern Chamber of Commerce from Poland and will run for two years (2013-2015). It has been funded with support from the European Commission through the Leonardo da Vinci - Lifelong Learning Programme (LLP).

Projekt Ucz się, Angażuj, Kreuj (od angielskiego Learn, Engage, Create) ma na celu wspierać firmy z sektora kreatywnego

The main deliverable for the first half year of the project has been achieved. Training Needs Analysis has taken place in four partner countries: Belgium, France, Poland and Unite Kingdom.

### THE REASON

The reason to take the research is to respond to the needs of the target group in a highest quality. Creative Industries is a very demanding sector which could define what are the needs from their side concerning the future training constructed under the project. By this the stakeholder of the project could:

- To gain a deep understanding of specific attitude of creative industries staff towards vocational education and training;
- To identify and priorities training needs with specific regard to collaboration with HEIs;
- On the basis of this knowledge , propose principle themes and modules titles for the new learning materials.

### METHODOLOGY

The methodology was clear from the very beginning. To make the research consistent and good it was planned to start with literature review - present publications on effective methods in vocational training regarding the collaboration of creative industries with HEIs

Then the Training Needs Consultations took place. 20 Creative SMEs in each partner country took part in a survey. Then 4 focus group interviews with creative business owners/managers. Additionally each partner conducted an individual interview with a representative of the government responsible for creative industries from each partner country

It was also a Good practice review prepared from each country

### HOW TO GET THE FINDINGS

If you are interested in the findings contact the project leader on the mail: [lec@izba.info](mailto:lec@izba.info) or phone 91 486 07 65