

## About the Project

Learn Engage Create has a clear goal – to develop training for Creative Companies senior staff to increase their knowledge and skills regarding partnering with Higher Education Institutes (HEIs), as a step to further innovation and growth. The overall aim is to fill a gap in VET provision by developing a valued training resource to be used both directly by Creative Companies and by mainstream SME support providers to improve their services to this growing sector.

Across Europe governments wish to “Unlock the potential of cultural and creative industries” given their positive impact on economic, cultural and social development. More specifically, policy focuses on promoting technical and “soft” innovation to help individual Creative Companies achieve their potential and become high growth SMEs. In practice though, Creative Companies are unlike other types of SMEs and face different barriers to innovation, including constant battles between creative value v commercial value.

## What are the Creative Industries?

The creative industries refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They are also sometimes referred to as the cultural industries.

The creative economy comprises advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games. The creative industries have been seen to become increasingly important to economic well-being, proponents suggesting that “human creativity is the ultimate economic resource,” and that “the industries of the twenty-first century will

## Our Aim is clear

LEC will create, among other valuable deliverables, a comprehensive workshop for SMEs in the Creative and Cultural Industries (CCI) that will engage them in partnering with Higher Education Institutes (HEI) for innovation. In addition an innovative e-learning platform will be offered for improving CCI innovation. Both the workshop and the e-learning will be freely available to all stakeholders.

The project will adapt and enrich existing resources developed under the SUPPORT ([www.support-project.eu](http://www.support-project.eu)) project for focussed use with Creative Companies. Specifically it will:

- Gain an indepth understanding of the barriers that Creative

[lec-project.eu](http://lec-project.eu)

Traditional business education has not often responded well to Creative Companies needs, but fortunately many universities are generating collaborative projects for Creative and Cultural Industry partners, sharing applied research, technology applications and clustering. Beginning in 2010, the SUPPORT ([www.support-project.eu](http://www.support-project.eu)) project developed resources to train SMEs to successfully collaborate and access innovation alongside HEIs.

Learn Engage Create will adapt these resources specifically for Creative Company managers and employees. The project is led by Northern Chamber of Commerce, representing over 1500 companies in West Pomerania and includes Prestige Brand, a successful Polish Creative Company, a French innovation expert, a UK specialist in elearning and digital marketing and the European BIC Network, reaching enterprise support providers all over Europe.



depend increasingly on the generation of knowledge through creativity and innovation.”

The creative industries in Europe make a significant contribution to the EU economy, creating about 3% of EU GDP – corresponding to an annual market value of €500 billion – and employing about 6 million people. In addition, the sector plays a crucial role in fostering innovation, in particular for devices and networks.

Companies face regarding access to HEI research and innovation commercialisation.

- Adapt existing content to create a new, multilingual, training delivered via:
  - User friendly roadmaps
  - Class room based training course for use by enterprise support providers
  - Online self-guided learning materials for CC staff
  - Guarantee the materials’ effectiveness via a thorough pilot testing process
  - Ensure widespread uptake through comprehensive dissemination focussing on Creative Companies, support bodies and traditional enterprise support agencies

Helping Creative Businesses  
collaborate with Higher Education Institutes

[www.lec-project.eu](http://www.lec-project.eu)

# lec roadmap

awareness • collaboration • barriers • benefits

challenges • preparation • facilitators



**lec**  
learn • engage • create



