

Erfahren Sie, Engage, erstellen

2013-1-PL1-LEO05-37587

<http://www.adam-europe.eu/adam/project/view.htm?prj=11372>

Projektinformation

Titel: Erfahren Sie, Engage, erstellen

Projektnummer: 2013-1-PL1-LEO05-37587

Jahr: 2013

Projekttyp: Innovationstransfer

Status: abgeschlossen

Land: PL-Polen

Marketing Text: Kreativwirtschaft ist jetzt am wichtigsten Sektor der Wirtschaft in Europa. Wirtschaftskammer Nord hat mit den Projektpartnern eine gute Idee, um diesen Bereich aus der Zusammenarbeit mit den Hochschulen zu trainieren. Diese Idee wurde positiv durch die Zielgruppe (Cluster der Kreativwirtschaft) bewertet. Die Partner müssen jetzt der Zielgruppe die Berufsausbildung anbieten.

Zusammenfassung: Across Europe governments wish to "Unlock the potential of cultural and creative industries" (EU Green Paper) 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 (CCs) achieve their potential and become highgrowth SMEs. In practice though, CCs are unlike other types of SMEs and face different barriers to innovation, including constant battles between creative value v. commercial value.

Traditional business education has not often responded well to CC needs, but fortunately many universities are generating collaborative projects for CCI partners, sharing applied research, technology applications and clustering. Beginning in 2010, the SUPORT project developed resources to train SMEs to successfully collaborate and access innovation alongside HEIs. Despite very successful pedagogical materials, the results were limited by a homogenous approach to SMEs.

Learn Engage Create (LEC) adapted these resources specifically for CC managers and employees. The project was led by Northern Chamber of Commerce, representing over 1500 companies (many CCs) in West Pomerania and included Prestige Brand, a successful Polish CC, a French innovation expert, a UK specialist in elearning and digital marketing and the European BIC Network, reaching enterprise support providers all over Europe. This included 3 of the original SUPORT partners, ensuring the optimization of original results in this new sectoral/ geographic context.

Project outcomes are delivered via a dynamic website and multimedia DVD and includes:

- User friendly, visual, interactive roadmaps to accessing innovation and research
- Classroom training course designed for use by business support providers
- Self-guided e-learning materials for SME owner managers and senior employees

Thanks to a focussed needs analysis, rigorous pilot test, participatory dissemination process and comprehensive exploitation, LEC was a highly effective training option allowing CC employees to learn flexibly and acquire new skills for business growth. The distribution of the DVD for use by SME training organizations throughout Europe contributed to the further goal of increasing the ability to respond to the specific needs of the CCI and embedding HEI partnership skills as a new element in business teaching curricula.

Beschreibung: The project goal was clear - to analyse the training needs of the target group and to produce the training that fits best to creative industries. The materials were produced within 2 years and are now available in three languages - English, French and Polish.

Themen: *** Lebenslanges Lernen
 *** Fernlehre
 *** Berufsorientierung und -beratung
 ** IKT
 ** Unternehmen, KMU

Projektinformation

* Weiterbildung

Sektoren: * Information und Kommunikation

* Erziehung und Unterricht

* Kunst, Unterhaltung und Erholung

Produkt Typen: Module

Fernlehre

Homepage

CD-ROM

DVD

Unterlagen für offenen Unterricht

Produktinformation: • User friendly, visual, interactive roadmaps to accessing innovation and research

• Classroom training course designed for use by business support providers

• Self-guided e-learning materials for SME owner managers and senior employees

Projektwebseite: www.lec-project.eu

Vertragnehmer

Name: Northern Chamber of Commerce
Stadt: Szczecin
Land/Region: Zachodniopomorskie
Land: PL-Polen
Organisationstyp: Kammer
Homepage: <http://www.izba.info>

Kontaktperson

Name: Piotr Jankowski
Adresse: Al. Wojska Polskiego 86
Stadt: Szczecin
Land: PL-Polen
Telefon: 0048 91 486 07 65
Fax: 0048 91 486 07 68
E-Mail: pj@izba.info
Homepage:

Koordinator

Name: Northern Chamber of Commerce
Stadt: Szczecin
Land/Region: Zachodniopomorskie
Land: PL-Polen
Organisationstyp: Kammer
Homepage: <http://www.izba.info>

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Fax: 0048 91 486 07 68
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Homepage:

Partner

Partner 1

Name: Mindshare Consulting
Stadt: Paris
Land/Region: Ile De France
Land: FR-Frankreich
Organisationstyp: andere
Homepage:

Partner 2

Name: European Business and Innovation Centre Network
Stadt: Brussels
Land/Region: Bruxelles Cap, Brussel Hof
Land: BE-Belgien
Organisationstyp: andere
Homepage: <http://www.ebn.eu>

Partner 3

Name: Canice Consulting
Stadt: Lisburn
Land/Region: Northern Ireland
Land: UK-Vereinigtes Königreich
Organisationstyp: andere
Homepage: <http://www.caniceconsulting.com>

Partner 4

Name: Prestige Brand Mariusz Woniak
Stadt: Szczecin
Land/Region: Zachodniopomorskie
Land: PL-Polen
Organisationstyp: andere
Homepage:

Projektdateien

e-zine 1.pdf

<http://www.adam-europe.eu/prj/11372/prj/e-zine%201.pdf>

The first newsletter of the project

E-zine 2 - EN.pdf

<http://www.adam-europe.eu/prj/11372/prj/E-zine%202%20-%20EN.pdf>

The newsletter 2 for the project

E-zine 3 - EN.odt

<http://www.adam-europe.eu/prj/11372/prj/E-zine%203%20-%20EN.odt>

English e-zine 3 before the product launch and after the pilot test

e-zine 4 EN - PDF.pdf

<http://www.adam-europe.eu/prj/11372/prj/e-zine%204%20EN%20-%20PDF.pdf>

English e-zine 4 after the product launch and project ending

folder_eng.pdf

http://www.adam-europe.eu/prj/11372/prj/folder_eng.pdf

English Roadmap - a highly visual tool to guide creative industries on how to collaborate with Higher Education Institutions

LEC_Roll_Up_85x200_eng.pdf

http://www.adam-europe.eu/prj/11372/prj/LEC_Roll_Up_85x200_eng.pdf

The pop up stand in pdf - available in English produced in the project.

LEC_Roll_Up_85x200_pl.pdf

http://www.adam-europe.eu/prj/11372/prj/LEC_Roll_Up_85x200_pl.pdf

The pop up stand as a promotional tool produced withing the LEC project.

Letter of Support Akademia Sztuki.pdf

<http://www.adam-europe.eu/prj/11372/prj/Letter%20of%20Support%20Akademia%20Sztuki.pdf>

Letter of support from Art Academy in Szczecin which took part in individual talks about the project. The authorities were convinced by the project innovation and expressed their willingness to continue works on this as for them it is a valuable initiative

Letter of Support Butterfly.pdf

<http://www.adam-europe.eu/prj/11372/prj/Letter%20of%20Support%20Butterfly.pdf>

Letter expressing the willingness to contribute to further project development by the leading advertising company being widely recognised as the creative industries representative.

Letter of Support IHK Hamburg - Henning Finck.pdf

<http://www.adam-europe.eu/prj/11372/prj/Letter%20of%20Support%20IHK%20Hamburg%20-%20Henning%20Finck.pdf>

Letter of support from Germany - IHK Hamburg

Online Resources.odt

<http://www.adam-europe.eu/prj/11372/prj/Online%20Resources.odt>

Projektdateien

Pilot test report.docx

<http://www.adam-europe.eu/prj/11372/prj/Pilot%20test%20report.docx>

Pilot test report assessing the project results from which further changes were implemented.

Roadmap Brochure EN.pdf

<http://www.adam-europe.eu/prj/11372/prj/Roadmap%20Brochure%20EN.pdf>

Roadmap Brochure FR.pdf

<http://www.adam-europe.eu/prj/11372/prj/Roadmap%20Brochure%20FR.pdf>

Roadmap in English

Roadmap Brochure PL.pdf

<http://www.adam-europe.eu/prj/11372/prj/Roadmap%20Brochure%20PL.pdf>

Training Needs Analysis.pdf

<http://www.adam-europe.eu/prj/11372/prj/Training%20Needs%20Analysis.pdf>

The report on the training needs of the Creative Industries

Training resources.odt

<http://www.adam-europe.eu/prj/11372/prj/Training%20resources.odt>

In order to use the trainer's resources produced under Learn, Engage, Create project the following website: www.lec-project.eu contains all materials.

Produkte

- 1 Training Needs Analysis
- 2 Roadmap
- 3 Online Learning Resources for SMEs
- 4 Classroom Learning Materials with Teachers manual

Produkt 'Training Needs Analysis'

Titel: Training Needs Analysis

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: Creative Industries is a very important part of economy that gains on an interest of various people. Though very popular not much explored and diagnosed. The following report gives a valuable analysis of the sector.

Beschreibung: Based on the research conducted by the partnership in the project in Poland, France, UK and Belgium the analysis gives an overview of the training needs of the CI.

Zielgruppe: Creative Industries and its stakeholders.

Resultat: Analysis report based on which the materials are produced. As such the work is also a valuable resource for other uses aiming to research the creative industries sector.

Anwendungsbereich: Europe - mainly Poland, Uk, France and Belgium

Homepage: www.lec-project.eu

Produktsprachen: Englisch

Produkt 'Roadmap'

Titel: Roadmap

Produkttyp: andere

Marketing Text: The core deliverable of the project. Based on the Training Needs report and the resources from the SUPORT project a new roadmap - specifically for Creative Industries was prepared. This product was made to enhance the work with HEIs was designed with the greatest attention.

Beschreibung: The core deliverable of the project. Based on the Training Needs report and the resources from the SUPORT project a new roadmap - specifically for Creative Industries was prepared. This product which was made to enhance the work with HEIs was designed with the greatest attention. The online version was available in April, whereas the online version was then tested and given to the printout later after the test.

Zielgruppe: Creative Industries SMEs willing to collaborate with HEIs

Resultat: The result which is now available in three languages is a good starting point to explore the whole training. It is also a good guideline on how to establish cooperation with HEIs.

Anwendungsbereich: The main area are the partnership countries, however the universal character of the resources makes it perfect to be used in the whole Europe.

Homepage: www.lec-project.eu

Produktsprachen: Französisch
Englisch
Polnisch

product files

folder_eng.pdf

http://www.adam-europe.eu/prj/11372/prd/2/1/folder_eng.pdf

English Roadmap - available in three languages at the office of the leader and all partners.

Produkt 'Online Learning Resources for SMEs'

Titel: Online Learning Resources for SMEs

Produkttyp: Homepage

Marketing Text: Resources based on the Roadmap skeleton with information allowing deeper understanding of the topic.

Beschreibung: Resources based on the Roadmap skeleton with information allowing deeper understanding of the topic. This is the one of the main objectives of the project - to prepare resources available to the stakeholders of the project about the way in which Creative industries can work with HEIs. This result is a part of DVD pack which is the final product of the project

Zielgruppe: Creative Industries SMEs willing to collaborate with HEIs

Resultat: The training available on the project website

Anwendungsbereich: Creative industries companies willing to start collaboration with Higher Education Institutions, VET providers and trainers. In terms of the countries the of the project covers Poland, UK, Belgium, France.

Homepage: www.lec-project.eu

Produktsprachen: Französisch
Polnisch
Englisch

Produkt 'Classroom Learning Materials with Teachers manual'

Titel: Classroom Learning Materials with Teachers manual

Produkttyp: Homepage

Marketing Text: The core result consisting of materials ready for the use by trainers with the notes. The training is designed to assist "Creative Industry" Entrepreneurs and Small and Medium Enterprises (SMEs) to increase their knowledge and skills regarding partnering with Higher Education Institutes (HEIs), as a step to further innovation and growth.

Beschreibung: The course made up from seven modules.
Each Module has different training resources:
A Trainers Guide – this outlines the aims, learning outcomes and usage of each module.
A Powerpoint Presentation – again this is to be used in conjunction with the Trainer's Guide, this is a suggested course and includes the materials and activities. If it is your first time delivering the course, this is a good starting point.
A Learner's Workbook – to be completed by the trainee during the course, it forms a permanent record of their training and will be useful for them to refer to after the course has finished. There is one workbook covering all seven modules
We have also prepared a Course Syllabus, Extra Reading Materials report and a Guide on maintaining and improving Learner Motivation. These can also be downloaded.

Zielgruppe: Creative Industries SMEs and trainers/advisers

Resultat: A ready made course designed mainly to trainer who are willing to teach creative companies in establishing cooperation with HEIs. Ready to use material provides all resources that are needed for trainers.

Anwendungsbereich: The use is very broad - all kinds of trainers working with creative industries can apply. In the geographical scope all countries can benefit - the only constraint is language as English, French and Polish versions are available

Homepage: www.lec-project.eu

Produktsprachen: Englisch
Französisch
Polnisch

Veranstaltungen

Meeting with stakeholders willing to receive innovation

Datum 13.10.2015

Beschreibung Stakeholders from Germany are willing to take transfer innovation to Germany. They were presented the project and discussed potential use of the innovation.

Zielgruppe Kreative MV and Creative Industries Cluster with Neubrandenburg Chamber of Commerce. From Polish side - Creative Industries Cluster and Northern Chamber of Commerce

Öffentlich Geschlossene Veranstaltung

Kontaktinformation Piotr Jankowski, 91 486 07 65, pj@izba.info

Zeitpunkt und Ort Szczecin, NCC's headquarter, 24.10.2015

Meeting at open days – September 2015

Datum 24.09.2015

Beschreibung The project was actively promoted during the second open days of NCC. This time the topic was the EU funds in new perspective. The project was presented as a good practice.

Zielgruppe The event gathered all branches, among others creative companies. The organizer made sure creative companies as well as all stakeholders in the project could learn about it. Among the companies the creative sectors were approached.

Öffentlich Öffentliche Veranstaltung

Kontaktinformation Piotr Jankowski, tel. 091 486 07 65, mail: pj@izba.info

Zeitpunkt und Ort Szczecin, 24.09.2015 - Technopark Pomerania Szczecin.

Final project meeting

Datum 03.09.2015

Beschreibung The partners met to wrap the project up in Brussels

Zielgruppe Partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation Northern Chamber of Commerce 00 48 91 486 07 65 and lec@izba.info

Zeitpunkt und Ort Brussels, 3,4/09/2015

Veranstaltungen

Fourth partner meeting connected with product launch

Datum 01.07.2015

Beschreibung The fourth partner meeting was combined with the product launch event. The organized launch event fully devoted to the project stakeholders successfully promoted the project product and convinced not only creative companies and trainers, but also politicians who were present.

Zielgruppe The target audience was made up from all the stakeholders of the project, including creative companies, VET providers and trainers as well as politicians - the Vice Mayor of Szczecin was the key speaker.

Öffentlich Öffentliche Veranstaltung

Kontaktinformation Northern Chamber of Commerce - 00 91 486 07 65 and lec@izba.info

Zeitpunkt und Ort 01/07/2015 - Szczecin

Creative industries fair

Datum 19.03.2015

Beschreibung The event taking place annually dedicated to creative companies was the place where the project LEC was a must to be promoted. Own stand and them personal meetings with attendees was the perfect dissemination.

Zielgruppe Creative industries attendees.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation Piotr Jankowski, 91 486 - 07 - 65, mail: pj@izba.info

Zeitpunkt und Ort Szczecin, Univeristy of Szczecin - 19.03.2015

Veranstaltungen

Meeting at open days – march 2015 at Northern Chamber of Commerce

Datum 19.02.2015

Beschreibung Open days in the headquarter of Northern Chamber of Commerce is a pilot event which aims to promote the initiatives of NCC. The LEC project - among others was promoted.

Zielgruppe The members of NCC, including creative companies

Öffentlich Öffentliche Veranstaltung

Kontaktinformation Piotr Jankowski, tel 91 486 07 65 pj@izba.info

Zeitpunkt und Ort

The third partner meeting

Datum 02.10.2014

Beschreibung The meeting of partners in Belfast

Zielgruppe partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort 2-3 October 2014

The second partner meeting

Datum 22.05.2014

Beschreibung Partners of the project met in Paris to work on the farther project development. The meeting was fruitful from the perspective of the materials development. Additionally partners had a chance to discuss the Training Needs Analysis and give it a final shape.

Zielgruppe Partners of the project

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort Paris, France

Veranstaltungen

Kick off meeting

Datum 27.11.2013

Beschreibung The kick off meeting in Szczecin 27-28.11.2013

Zielgruppe Partnership

Öffentlich Geschlossene Veranstaltung

Kontaktinformation

Zeitpunkt und Ort November 2013, Szczecin

Project launch in Poland

Datum 20.11.2013

Beschreibung The first kick off meeting was combined with the meeting with the leader of Creative Industries Cluster in Poland. As the effect the representatives of the project team met with Maciej Borowy, the Leader. As the effect the project was presented to the main stakeholder in Poland.

Zielgruppe The target audience - the leader of the Cluster who then passed the information to the members of the Cluster.

Öffentlich Geschlossene Veranstaltung

Kontaktinformation Piotr Jankowski, tel. 91 486 07 65 - pj@izba.info

Zeitpunkt und Ort Szczecin 20.11.2013