Projects and Products Portal for Leonardo da Vinci

CREAM - Creative Media Education

NL/03/B/F/PP/157322

http://www.adam-europe.eu/adam/project/view.htm?prj=2552

Project Information

Title:	CREAM - Creative Media Education
Project Number:	NL/03/B/F/PP/157322
Year:	2002
Project Type:	Pilot Project, project with multiplying effect (2000-2006)
Status:	completed
Country:	NL-Netherlands
Marketing Text:	The CREAM project promoted CREAtive and practical media education activities and career orientation events, in co-operation with the media industry...
Summary:	The CREAM project promoted CREAtive and practical media education activities and career orientation events, in co-operation with the media industry. Those activities provided students with the opportunity to experience working within the media and encouraged them to choose a vocational training which prepares them for a career in the media, improving their skills and competencies in initial training at all levels. To do so, CREAM created intercultural methodologies and structures for guidance and counselling to introduce more students of ethnic minority origin into media professions in innovative and informal ways. The project also provided new approaches in existing systems and methods to help those students to achieve employment as well as employability in the media industry, by offering them (life long) learning guidance. A transparent and effective vocational training structure is also needed to enable students from ethnic minorities to compete on the labour market with equal criteria and professional skills. As in most of EU member states such a structure is not existent, CREAM brought together, on national and European level, media companies, trade unions, vocational institutes, minority organisations and political decision-makers. Only involving all the relevant actors, an effective change in the vocational training structures is possible and concrete results can be obtained.
Description:	
Themes:	** Lifelong learning ** Equal opportunities * Intercultural learning * Vocational guidance * Continuous training
Sectors:	
Product Types:	
Product information:	
Projecthomepage:	

Project Contractor

Name:	Online/More Colour in the Media
City:	Utrecht
Country/Region:	Utrecht
Country:	NL-Netherlands
Organization Type:	others
Homepage:	http://www.olmcm.org

Contact Person

Name:	Klute Ed
Address:	Mariaplaats 3
City:	Utrecht
Country:	NL-Netherlands
Telephone:	+31/30/2302240
Fax:	+31/30/2302975
E-mail:	info@olmcm.org
Homepage:	http://www.olmcm.org

Coordinator

Name:	Online/More Colour in the Media
City:	Utrecht
Country/Region:	Utrecht
Country:	NL-Netherlands
Organization Type:	others
Homepage:	http://www.olmcm.org

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Partner

Partner 1

Name:	Skillset
City:	London
Country/Region:	London
Country:	UK-United Kingdom
Organization Type:	employers' organisation
Homepage:	http://www.skillset.org

Partner 2

Name:	JFC Medienzentrum Koln
City:	Koln
Country/Region:	Cologne
Country:	DE-Germany
Organization Type:	continuing training institution
Homepage:	http://www.jfcmedienzentrum.de/

Partner 3

Name:	Cospe
City:	Firenze
Country/Region:	Toscana
Country:	IT-Italy
Organization Type:	others
Homepage:	http://www.cospe.it

Products

1 Publication "Media education and vocational orientation in multicultural society"

2 DVD Media education and vocational orientation in multicultural society

3 Library with examples of good practice

Product 'Publication "Media education and vocational orientation in multicultural society"'

Title: Publication "Media education and vocational orientation in multicultural society"

Product Type: material for open learning

Marketing Text:

Description: A comprehensive intercultural \'blueprint\' for vocational orientation and vocational guidance in secondary education, vocational institutes and universities for the media labour market illustrated by examples of good practice and addressed to school teachers and coaches.

Target group:

Result: Tips and examples of good practice on media education and vocational training in a multicultural environment from four countries: The Netherlands, Germany, Italy and UK.

Mira Media
Mariaplaats 3
3511 LH
Utrecht
The Netherlands
mavalde@miramedia.nl

Area of application: Secondary schools.
None.
Possibility to translate the brochure in other European languages. Italian and German versions will be soon ready.
Digital version available. Printed version in progress.

Homepage: http://www.miramedia.nl/sitebuilder/index.asp?nodeid=370&result=true

Product Languages:

Product 'DVD Media education and vocational orientation in multicultural society'

Title:	DVD Media education and vocational orientation in multicultural society
Product Type:	DVD
Marketing Text:	
Description:	DVD enlarging the contents of the publication with the same title and illustrates them with more detailed information at national level: reports, training methodologies, research, audio-visual productions.
Target group:	
Result:	Audiovisual productions and other materials from The Netherlands, Germany, Italy and UK. Mira Media Mariaplaats 3 3511 LH Utrecht The Netherlands mavalde@miramedia.nl
Area of application:	Secondary school. None Audio-visual materials can be used also for other European countries. Available on demand.
Homepage:	
Product Languages:	

Product 'Library with examples of good practice'

Title:	Library with examples of good practice
Product Type:	website
Marketing Text:	
Description:	Library with examples of good practice available on www.olmcm.org (CREAM section). Examples in different forms (written textes, pictures, audiovisual materials) come from The Netherlands, Germany, Italy and UK.
Target group:	
Result:	Examples of good practice from four countries.
Area of application:	Secondary education. None. Easily trasferable to other countries. Available.
Homepage:	http://www.olmcm.org/section.php?SectionID=10
Product Languages:	

Events

European Conference Tuning into Diversity 2004

Date	23.09.2004
Description	Major European Conference on Media and Diversity - 250 participants
Target audience	
Public	Closed event
Contact Information	Martina Valdetara
Time and place	Noordwijkerhout - The Netherlands