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# Promoting Work-based Learning in Europe's CCI



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**Promoting Work-based  
Learning in Europe's CCI**

# LEARN TO CREATE or L2CREATE as we call it, is designing and testing a new approach for trainers, coaches and mentors

who are supporting trainees to learn 'on the job' in Europe's Creative and Cultural Industries (CCIs). **L2CREATE** aims at utilizing the potential of the contemporary, creative working places and transform them in breathing spaces with employment opportunities, high productivity and economic competitiveness. By assisting trainers, coaches and mentors, **L2CREATE** will structure a well-organized and up to date environment that links education, skills and the creative sector by:

- **Emphasizing on finding solutions** for the dominant business model of the creative sector, the "micro-enterprises" in order to optimize the time and the chances they provide to their trainees and interns.
- **Developing a methodology** that will correspond to the global changes that affect CCIs, so the trainers, coaches and mentors to prepare their trainees and students to work well in environments that are becoming international and more demanding.

The **L2CREATE** partnership, representing six European countries, combine expertise that brings together CCI specialists, training and educational organisations, and experts in designing innovative work- based learning.

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