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Learn to Create

- promoting Work-based Learning in Europe's Cultural and Creative Industries



More and more young Europeans are choosing work in the cultural and creative sectors. Apart from satisfying their artistic dreams or interest they have to tackle problems with employment such as being contracted to a project, not having a permanent contract or having part-time work. These people must also have a wide range of skills – digital, traditional, technical, transversal and specialist.

Work-based learning in the cultural and creative sector has always been one of the most natural ways to learn or expand your understanding and to develop skills and competences. Work-based-learning is defined as an educational strategy which gives pupils or students practical work experience and the chance to develop competences in real places of work. This improves their employability, gives them awareness of working life and lets them explore it. And it also helps them to better match their skills to the needs of the labour market. This bringing together of theory and practice, teaching programs and the work place is especially important in the cultural and creative sectors, because people working in them require extremely well-developed practical skills.

There are many forms of work-based-learning but the thing they all have in common is that they close the gap between school or university learning and what is needed for work in specific artistic professions.

The partners in the project Learn2Create have identified a range of factors that lead to success in work-based learning in the cultural and creative sectors. The most important of these is an experienced vocational teacher who constantly updates their knowledge and practical skills. The next factor is synergy between educational institutions and places of work – openness and willingness to work together to carry out work-based learning, and finally a good legal framework which makes financing the process possible.

In the XXI century educational experts have begun to emphasise that it is not knowledge but the 4Cs that should be the main aim of teaching today. These are critical thinking, communication, collaboration and creativity.

All of these key competences can be taught and developed in work-based learning, together with practical professional skills. These competences are absolutely necessary to build an artistic or creative career and for this reason the cultural and creative sector is particularly suited to work-based learning!

1

Methodological concept

- the summary report

(available in 6 languages) allows you to understand clearly what the Creative and Cultural Industry (CCI) sector is like in all our partnership countries (UK, Poland, Spain, Italy, Greece and Slovakia). It presents the main concepts, methodologies and tools we used to implement Work Based Learning (WBL) in the culture and creative sector. It focuses on the specific competence that vocational teachers need and explains how we develop this through 'learning by doing' promoted by WBL. The output includes different perspectives from the stakeholders we consulted concentrating on: quality in WBL; specific features of the CCI sector and why it suitable for WBL experiences; benefits for CCI companies and tools for effective WBL.

2

Learning Curriculum

is aimed at vocational teachers. It is based on the results of IO1 (Methodological concept – see above), which highlighted the competences and training needs. It contains training opportunities and tools for teachers/trainers to promote effective WBL in the CCI and prepare their students/learners for work. It also promotes the CCI and shows how entrepreneurial skills in VET can be used. It is aimed for helping students /trainers maximise their learning experience and increase their employability in one of the faster growing sectors of the EU economy.

3

Blended Learning Programme

- an open learning environment that offers VET teachers a training course, including workshops, in how to use WBL effectively in the CCI sector. It also offers the outputs created under the project and facilitates communication between the stakeholders involved in WBL (e.g. teachers, trainers, students). It also includes materials for offline workshops, which could be organized locally by partners to deliver the training curriculum. The off-line and online experiences will be complementary to each other, but the online course will be able to support VET teachers even without the workshops.

We offer a completely developed eCourse with 6 modules covering a broad range of topics. The course is taught in English.



Module 1 will allow participants to learn more about the benefits of work-based learning in CCIs for students, businesses and VET institutions. It will introduce you to high quality work-based learning including definition, forms, strategies, benefits, success factors and also good practices of work-based learning in the cultural and creative sectors.



Module 2 will allow participants to learn more about how to help students and trainers to make the most of their work-based learning experience in a CCI company. It includes such topics as the main definitions useful in CCIs, selected key entrepreneurial skills as identified in the EntreComp EU Framework, and selected online and practical activities and exercises.



Module 3 will allow participants to learn more about tools for effective work-based learning in CCIs including such tools as personalised learning plans, diaries for formative assessment or a needs analysis tool.



Module 4 will allow participants to learn more about VET-CCI partnerships for effective work-based learning including such topics as communication, terminology or the top skills to plan your own Continuous Professional Development.



Module 5 will allow participants to learn more how to create links and synergies with external sources of support e.g. educational institutions and programs for students; how to map EU funded Erasmus+ projects on CCIs and WBL; or how to work with local and national networks, platforms and EU partnerships.



Module 6 will allow participants to learn about sharing experiences and mutual learning with peers including case studies, tips and tricks on how to identify peer to peer opportunities in the workplace; how to promote and deliver them; and how to track progress and evaluate results in this field.

4

Facilitators' Guide

goes with the training course for VET teachers involved in the support and promotion of WBL in CCI. It is a manual for those organizations and trainers that will deliver the blended training course to VETteachers. It can also be used by other facilitators that will interact with both VET trainers and the CCI sector in order to promote WBL. It consists of a manual that is integrated into the open online learning environment (see IO3) and provides support and information to facilitators on ways to help students engage in collaborations with business partners for promotion of WBL in CCI.

5

WBL Guide for employers in the CCI

helps employers in the CCI sector understand how to structure WBL opportunities in their workplace and how to recruit and help learners and apprentices going through their WBL path in their company. The focus of this guide is on micro companies and freelancers, who are most commonly found in the CCI sector, but also to Small Medium Enterprises (SMEs) which exist in the sector and could be maybe better structured to act as hosts. The guide presents a mentoring approach to CCI employers that will be able to stimulate self-employment and entrepreneurial skills during WBL.

6

User Experience Compendium

tells stories about the process of using work-based learning and methodology developed under the project in the context of advising young people to develop their artistic and creative pathways in sustainable way. It consists of online materials based upon participants' experiences of using Learn2Create results and their reflections on the testing of specific learning methodologies and tools.

7

Routes of Validation for Work-based Learning in the CCI in an European context

Partners:



Further information about the project and partners is available at: www.learn2create.eu



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