

Plan of Action 03

Starters / Young Entrepreneurs



Sources / background

Horizontal integration or specialisation.
Digital economy and digital skills.

O1 - How futureproof is the Creative Industry?

O1 - Developments, future company profiles, and entrepreneurial skills in the creative industries

**EntreComp
(and related resources)**

Understanding of business models and BMI.
Digital competences (e.g., adaptivity, design thinking)
Self-management skills.
Platform and networking skills.
Teamworking and PM skills.



Methodology

1. Desk research to map the EntreComp competences on the O1 reports.
2. Short survey to young and potential entrepreneurs on EntreComp competences:
 - a. Competence gaps
 - b. Competence relevances

Result: Key (EntreComp) competences based on need and relevance.



Development criteria

1. Appeal to a young audience and digital default.

Modern clean look, contemporary content, ...

2. Engaging new media forms when possible.

Video, motion graphics, podcasts, ...

3. Combination of classroom activities with personal self-study.

Flipped classroom concept.

4. Interactive workshop forms when possible.

Simulations, flipcharts and post-its, serious gaming, ...

