

THRIVE!



Erasmus+ Project: 'Entrepreneurial skills as solid base for a future in the Creative Industry'

www.thriveproject.eu

Why Thrive?

The printing industry has always been part of the communication and information industry. Over the last 30 years the industry has gone through a great deal of technological changes and revolutions. From a manual manufacturing industry dominated by production and output based companies, single channel companies, a change-over to full service communication and information companies, multi-channel companies are now needed. Technology has always been the main (sole) driver for initiating change in the companies. In many cases there is no real research based analyses to support the implementation of the production tools financially. Market research is not a strong point of the entrepreneurs.

What did we do?

The goal of this project was to develop innovative ways of learning about entrepreneurship and company development and to promote and create awareness on these subjects in schools and companies in the industry. This awareness is the start to implement the appropriate tools and strategies to drive that road up hill to a sustainable future in this extremely interesting Creative Industry of the future.

The company profiles connected to the three direct target groups are the foundation of the three learning modules that we've focused on. The target groups are:

- Employees in companies with growth potential & ambition towards management or staff positions.
- Female entrepreneurs
- Starters/Young entrepreneurs with less than 5 years of activity

The central aim of the Thrive project is to support the (young) (female) entrepreneurs, companies and its employees in the creative sector to go through a transformation and innovation process that is necessary to survive the present times and to become a company with a sustainable business case. The project results will be the relevant profiles of the companies at various stages in this path of development until the year 2026.



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In this leaflet

- Research
Country study
- Awareness scan
Entrepreneurial skills
- Learning material
- Self assessment
- Partners involved



Awareness scan entrepreneurial skills

The Awareness scan Entrepreneurial skills is an internet based self-assessment tool to create the awareness on the entrepreneurial skills of the self-assessment users in the target groups as described:

- Starters/young entrepreneurs
- Employees in companies with growth potential & ambition towards management or staff positions
- Female entrepreneurs

In this project the future competences of an entrepreneur have been researched. A self assessment tool is made and is available through the internet. Want to try the self assessment tool now? Go to:

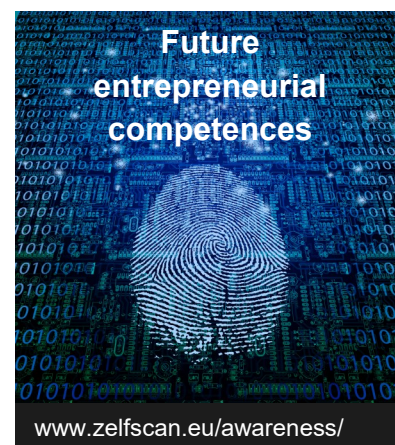
- www.thriveproject.eu
- www.zelfscan.eu/awareness/

Research study Thrive!

The main activity in the first phase of the project was research. Research on the developments of the entrepreneurial competences for the 5 sub-sectors in the future. The outcomes of the research showed that the main competences for the 5 sub-sectors are:

1. **Print companies with integrated marketing solutions**
For the subsector "print digital marketing" it is necessary that entrepreneurs will have a deep understanding of Big Data. Data-driven marketing systems will be established in every printing company and will rely on a wealth of personal data for successful marketing campaigns. Technical understanding of the automation and networking of machinery will be an important aspect to enable the production.
2. **Packaging**
In the sub-sector "Packaging" entrepreneurs have to master programming skills in order to create intelligent packaging solutions. Software-specific competences enable a professional handling with 3D- simulation programs to design innovative and unusual packaging that will be essential for the future.
3. **Sign and display**
The display production requires entrepreneurial knowledge of content creation and design creativity. Likewise, technical skills for the maintenance of defective displays are required. For the production of signs also competences in the field of material science are necessary.
4. **Digital marketing agencies**
the subsector digital marketing will demand skills for social media marketing. Successful campaigns require 24/7/365 content creation, which must be mastered by the workforce. In addition, understanding of data analysis ("big data") is an important competence to be able to measure the success of marketing campaigns.
5. **Gaming**
For the gaming sector, technical skills for augmented reality (AR) and virtual reality (VR) will be of great importance to make game solutions seem ever more realistic. Competencies must be acquired which allow the developer to collect as much data as possible about the potential end user.

For the full research report on the competences for entrepreneurs [click here](#).



Self-assessment

The project Thrive! is focused on development of knowledge on modern, entrepreneurial skills that will support the individual and company development into a full service provider in the Creative Industry. We have developed learning modules in various work formats, from workshops to blended learning assignments with shared responsibilities of the students and also selfassessment tools.

These "E-tools" have been developed for benchmarking and self-assessment. Individuals and companies can apply several tools to benchmark their present position on the development scale that has been implemented in the tool, based on the company profiles. By doing this self-assessment, the individuals or companies will get a clear analysis of the gaps they have in entrepreneurial sense to have a successful transformation to the desired situation.

The scans are available in four languages: English, Dutch, Spanish, German.

If you want to try the self-assessment tools go to:

www.thriveproject.eu

And then select: output & learning material, output 2: self-assessment.



Learning material & scan

In the Thrive!-project in the Creative Industry we've developed output and learning materials in four languages (English, German, Spanish, Dutch). All the output can be used in VET-institutes, Higher Education and in incompany-training in SME-companies in the creative sector:

The learning materials exist out of:

- Learning material target group: starters/young entrepreneurs (< 5 years of activity),
- Learning material target group: Employees in companies with growth potential & growth ambition towards management or staff positions,
- Learning material target group: Female entrepreneurs.

All the learning material includes:

- Student material with assignments, games.
- Teachersguide with practical information
- Teachers resource kit including powerpoint presentations, assignments.
- Different kinds of assessment scans for every target group.

Communication

The project aims to promote actions that increase entrepreneurial skills, its developments in the Creative Industry in European small and medium sized enterprises (SMEs) and educational institutes by promoting the implementation of:

- educational products like workshops on entrepreneurial skills, company skills and innovation,
- teaching materials for schools and extracurricular education in the sector,
- a study of developments in the sector and the effects on entrepreneurial skills,
- development of a diagnostic scan on entrepreneurial skills for businesses and schools
- self assessment internet tools on entrepreneurial skills

We will communicate mainly by internet: www.thriveproject.eu. Also we've organized meetings, workshops, participated in trade fairs and conferences. We've published press releases and articles in sector magazines about the thrive project.



Erasmus+

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Contact

Visit our project website:
www.thriveproject.eu

More information on the developed material: research report, awareness scan, self assessments and learning material is available on the website.

You can also contact us:

- info@stivako.nl
- 0031 20 5435670

Check the contact info of your regional contactperson on the projectwebsite.

Stivako

Applicant partner; coordinator. Stivako has a long lasting reputation in The Netherlands as the Institute for management education, marketing for the Creative Industry and the print media industry, Stivako is also experienced in developing games for education and entrepreneurship. Stivako works together with consultancy agency Dienstencentrum in the development of services for companies. Stivako has a lot of experience in project management and coordination on national and EU-level.

NYTA BV

Nyta Ltd is an SME, especially concentrated on education, training and support for organisations and companies in the Creative Industry. NYTA has managed (coordinated) EU projects on ECVET recently. In this project the main area will be the research on and development of learning modules for entrepreneurial competences for VET education.

Hill Top Consulting

Hill Top Consulting has close current ties to the printing and graphics industry in the United Kingdom and is closely linked with the employers' federation of the UK (BPIF). Hill Top has been engaged in expert tasks for the European Employers' federation (Intergraf). In this project Hill Top will mainly focus on the company profiles research, development and validation.

Bergische University Wuppertal (BUW)

The BUW is a well-reputed University in Germany, with a Faculty for Electrical Information and Media Engineering and a Faculty of art and Design. University Wuppertal will play a substantial role in the pre-research on company profiles, setting up of questionnaires for research purposes and E-tool development.

Artevelde Hogeschool

Artevelde University College Ghent (AHS), a Member of the Ghent University Association, is one of Flanders' largest university colleges. It offers study programmes in amongst others: teacher training, business and graphic education for more than 13.000 students. In the project Artevelde will focus on the pre research on entrepreneurial modules and the validation of those.

Escola Algueró

Escola Algueró is a well based industrial VET school in Barcelona. It has very close ties with the Catalanian Employers' federation and therefore is a leading school. In the project Escola Algueró will be operating in redeveloping the e-tool, the development and validation of the modules that have been developed and participate in the train the trainer courses.