THRIVE!
Research Validation Report - consolidated comments

Introduction

As part of the initial period of the project a large amount of research was undertaken, first of all in the current state of the Creative industry and secondly looking into the future over the next decade. From the combined research we were able to identify the major trends in the industry and match the entrepreneurial training to that research.

In the initial research onto the current state of the industry we also came to a conclusion on the definition of "Creative Industries" for the purposes of the project. We looked at many definitions of "creative industries" ranging from the performing arts to moving images but realised that this was not the part of the industry what we had the expertise in and decided on another definition which both addressed a substantial part of the industry but also played to the strengths of the project members. That definition is as follows:

"The Creative industries will be mainly focussed on communication and information activities"
Furthermore, it was decided, again playing to the strengths of the project members, we decided to narrow that definition even further to include the sectors that research had shown had the most growth potential and are as follows:

- o Print companies that offer integrated marketing solutions
- o Digital marketing companies
- o Packaging companies
- o Point of sale companies
- o Gaming companies

The definition is also important as the report by the BUW into the future direction of the industry in the next decade, of which this is the validation report, is focussed on that definition.

The validation methodology

The validation was carried out in a number of countries with a limited number of relevant individuals but deliberately kept in simple form to encourage participation. All were given a summary of the research and access to the full report if they so desired. The method of approach to

the individuals was as appropriate eg face to face, telephone or email. The validation outline is attached at appendix 1.

The results and relevant comments are as follows under the main questions:

Q1 Is the description of the industry in 2026 valid?

- The description of the chosen sectors of the industry was recognised by all
- Although it was pointed out that in the case of some of the businesses the descriptions could be applied today. This is accepted and there will always be some businesses in every industry who are "ahead of the game" - it is these which show the way and act as beacons of excellence to others.
- Most important of all, we have correctly identified the path of the sectors in the next decade and it is a solid base on which to identify the traits that entrepreneurs will need to concentrate on to have success.
- The challenges that print media entrepreneurs will have to face in the next decade are clear and realisitic

Q2 Do you agree with the conclusions drawn about the future per sub sector? (using your knowledge of a particular sector)

- There was little or no adverse comment about the conclusions drawn per sub sector
- We therefore conclude that the comments in Q1 above apply to the sub sectors.
- One comment of relevance was that the trends in the sub sectors have a major influence on the different skills need by entrepreneurs from those sectors - something the project team will need to take into account at the module delivery stage.
- Learning modules need to be designed to include a significant IT content to fulfil future needs

Q3 Do you agree with the conclusions with regard to the competences needed for each category of entrepreneur (as defined)?

- Again, on the whole, the conclusions were considered valid

- The description of the nature of businesses in the future - fluid organisations with the entrepreneur at the centre and skilled individuals, employees or sub-contractors, having the skills to mobilise and co-ordinate work - was accepted
- The differences between the "young" and "growing" entrepreneurial competences was recognised as part of a "journey" of personal growth and competence development
- Although the overall conclusions drawn on female competences it was pointed out that those can also be advantageous in some scenarios eg Work 4.0
- The main vision regarding the future ends was seen to be valid

Q4 Are you aware of any other organisations/networks that should be consulted?

- No additional consultation was suggested

Conclusion
The targeted validation consultation proved successful with a range of individuals from industry trade associations to educational establishments being able to offer views from both industry specific and educational points of reference.
We conclude that the report is valid and will provide a stable platform from which to develop specific training modules for the three target groups.

Mike Hopkins
On behalf of THRIVE Project