



# Thrive!

Entrepreneurial skills as solid base for a  
future in the Creative Industry



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# Thrive!

To grow, develop, be successful



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[www.thriveproject.eu](http://www.thriveproject.eu)



# Why

‘To bring Europe back to growth and create new jobs,  
we need more entrepreneurs.’

(quote in the Entrepreneurship 2020 Action Plan)

The development of creative industries  
shows above-average growth rate.



# Aim

To support the (young) (female) entrepreneurs and 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.



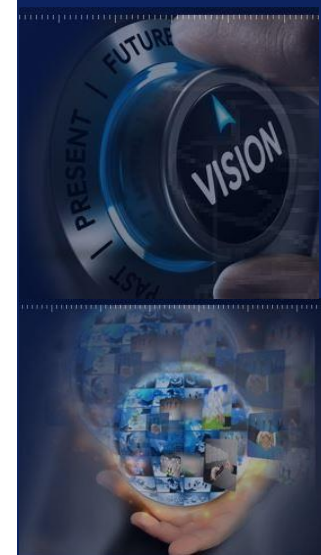


# How

- to develop innovative ways of learning about entrepreneurship and company development
- to promote and create awareness on these subjects in schools and companies in the industry.



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# What

## What will be developed

- Research reports:
  - existing competences in the participating countries
  - study on the developments 2016 to 2026 in the communication and media sector
- Learning material focussed on three target groups
- Diagnostic scan (internet)
- Entrepreneurial skills assessment tool / game (internet)





# Who

## Target groups

- young entrepreneurs;
- (employees in) companies with growth potential or growth ambition, and
- female entrepreneurs.



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# Availability

- Research results – website
- Diagnostic scans per sector/per targetgroup – website
- Learning material – July 2019 website and contactperson
- Awareness scan– Website



# Outputs

**All the output can be used in**  
VET-institutes,  
Higher Education  
Incompany-training (SMEs)



# More information

[www.thriveproject.eu](http://www.thriveproject.eu)

**Thank you!**

Frank den Hartog

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