

The Live Skills project

Live Skills will tackle identified skills shortages and respond to the demand for new skills within the **Audio Visual and Live Performance subsectors** of the wider Creative and Cultural Sector.

The project's key objectives are to enhance entrepreneurial, management, digital and new technologies skills and prepare industry-ready professionals opening up new pathways to the sector.

This will be achieved through the design and piloting of three innovative curricula for two professions in the AV & LP sectors (but also adaptable to a broader range of roles in the sector), focusing on both transversal and profession-specific skills, with multiple modules:

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- 1) **Arts Management:** financial management, marketing and audience development, fundraising, self-management, employability skills, people and time management, project management, presentation and communication skills, sustainable management (green skills) for the creative and cultural sector
 - 2) **Cultural Entrepreneurship:** new business models, sustainability, leadership, business thinking and design thinking, cultural and social innovation, entrepreneurship and intrapreneurship, risk and trust, negotiation, inter cultural skills and networking skills
 - 3) **Digital and new technologies skills:** digital tools and strategies, digital art and design skills, digital for promotion and communication, building digital communities, intellectual property and piracy, social media communications platforms, animation and digital editing software, web related technologies, software development technologies, sound and lighting equipment and controls

The curricula will be developed by applying a hybrid teaching methodology using innovative technology for blended learning. Traditional face to face classes will be combined with both on line training components and hands-on training during work placements within cultural organisations or creative enterprises. The delivery will integrate peer learning, prototyping, hackathon techniques, live briefs and learning by doing methodologies where students become co-creators of knowledge and learn within a team and within real job situations.

A broad range of stakeholders and the industry will be brought together to work closely at all stages of the project and feed into the new curricula to ensure that the content is relevant, demand led and responsive to labour market needs. We will also work with qualification bodies as well as policy makers to ensure the three curricula are quality assured in line with EU transparency tools and transferable at European level.

Live Skills is a **three year project, co-funded by the Erasmus+ programme** and led by the **British Council** in collaboration with eight full partners across four countries (Bulgaria, Greece, Romania and the UK) and two European-wide associated partners:



Live Skills will help enhance employability and mobility for cultural professionals and students, boost the sector's competitiveness and build a vibrant, robust and sustainable Creative and Cultural Sector for the future.

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Background

There is a growing consensus that cultural and creative industries play an important role in promoting smart, sustainable and inclusive growth in European regions and cities. CCIs have proved to be resilient to the crisis with innovative solutions contributing to growth and jobs. It is, nevertheless also widely recognised that cultural professionals lack important skills and competences required to adapt to changing employment trends and make the most of new technologies and financing models in order to be able to drive the sector to innovation and growth. The sector is rapidly and radically changing affected by the economic situation in Europe, shifts in employment patterns and most importantly the technological and digital shift. Nevertheless, Vocational Education and Training (VET) has not kept up with these changes and trends and tends still to train through programme-led courses not meeting the current and future demands of the industry. Business, management, enterprise, commercial thinking and digital skills are not organically embedded into learning in an on-going and systematic way right from their start; whenever they are offered, they are 'tagged on' in a complementary and ad hoc rather than integral way.

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