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Creo

**Creativity for  
industrial innovation**  
**European project  
for harnessing the  
innovative potential  
of creative industry  
professionals in  
industry-related  
sectors.**

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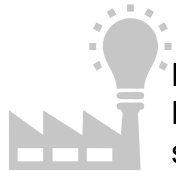


Erasmus+

Co-funded by the Erasmus+  
Programme of the European Union

**The Cultural  
and Creative  
Occupations:  
New opportunities  
in the traditional  
industries**

# Why?



**BUSINESSES BOOST THEIR INNOVATIVE POTENTIAL** thanks to the talent of students who are specialists in the world of ideas and creative thinking. .



**STUDENTS** on cultural and creative industry-related training courses **WIDEN THE SCOPE OF THEIR PROFESSIONAL ACTIVITIES.**

**BUSINESS COMPETITIVENESS IS LINKED TO INNOVATION**

1

Thanks to innovation, businesses can offer proposals of value, differentiated according to products, services, procedures and business strategies. This puts them at an advantage in the market.

**INNOVATION IS IN THE DNA OF THE CULTURAL AND CREATIVE INDUSTRIES**

2

- They are a source of innovative ideas.
- They provide services that contribute to clients' innovation.
- Needs which force suppliers to innovate.

**CREATIVE INDUSTRY ACTIVITIES DEPEND ON THE TALENT OF INDIVIDUALS**

3

On the capacity to produce innovations and respond to challenges by coming up with original solutions. On skills acquired mainly through learning or work experience.

**CREATIVE VET CYCLES PRODUCE CREATIVE PEOPLE**

4

Creative industry-related VET cycles produce individuals specially trained in creative thinking. These are professionals with innovative potential for traditional sectors of industry.

# How?

Creative **VET TEACHING STAFF** should train their students in skills and abilities related to the current industrial environment.

Industrial sector **BUSINESS MANAGERS** should know how to guide creative industry students through learning processes in the workplace.



**CreO** provides the methodology and materials so that teaching staff as well as industry professionals can guide students on training cycles linked to the cultural and creative industries (CCIs) in performing innovation-related tasks and duties in industrial and technological contexts.

## TRAINING MODULES

To equip teaching staff with skills to train their students in skills which are aligned with current industrial development.

Module 1: The mentality of businesses in the advanced manufacturing sector + General overview of current trends in the fabrication sector.

Module 2: Virtual and augmented reality in Industry 4.0.

Module 3: Additive manufacturing and 3D printing in Industry 4.0.

Module 4: Graphic design for marketing in Industry 4.0.

### CREO CURRICULUM:

includes the skills that teaching staff on CCI-related cycles must acquire in order to train their students in the skills required by industry.

## TRAINING MODULES

To equip industrial sector management with skills which facilitate the integration of creative individuals into businesses.

Module 1: Problem-based learning

Module 2: Creative and innovative thinking

Module 3: Critical thinking


Module 4: Collaborative learning

Module 5: Collaborative virtual environment (2.0)

### CREO WORK-BASED LEARNING (WBL) GUIDE

document containing the guidelines that industrial businesses should follow to integrate creative cycle students into their operations when on placement.

# Results



**TOOLS FOR CCI TEACHING STAFF TRAINING**

**CREO CURRICULUM:**  
detailed description of the necessary training: profile of trainers, resources required, content, methodology...


**TRAINING MODULES**

Module 1: The mentality of businesses in the advanced manufacturing sector + General overview of current trends in the fabrication sector.

Module 2: Virtual and augmented reality in Industry 4.0.

Module 3: Additive manufacturing and 3D printing in Industry 4.0.

Module 4: Graphic design for marketing in Industry 4.0.



**INTEGRATION TOOLS FOR BUSINESSES**

**CREO WORK-BASED LEARNING (WBL) GUIDE:**  
Detailed information for integrating CCI students into business operations during their placements: methodology, activities, tools...

**TRAINING MODULES**

Module 1: Problem-based learning

Module 2: Creative and innovative thinking

Module 3: Critical thinking

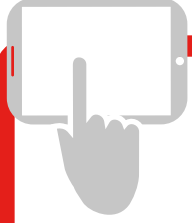
Module 4: Collaborative learning

Module 5: Collaborative virtual environment (2.0)



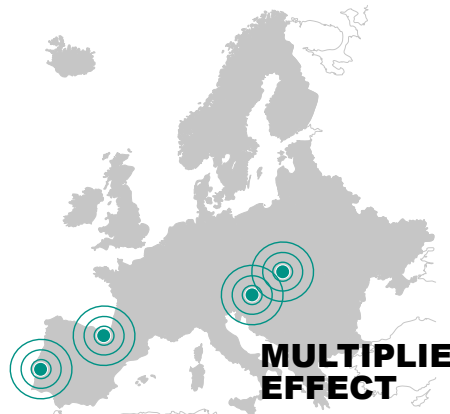
**REAL EXPERIENCE**

12-15 students and 4-5 teachers and business personnel from each country will try out the CreO methodology. Students will receive training related to industry as it currently stands and will participate in a training session run by a business. The teaching staff will be trained in CreO methodology and will use this to train CCI students. Lastly, business personnel will lead a training session prepared alongside CreO for CCI students.



**VIRTUAL LEARNING ENVIRONMENT**

Virtual learning platform available in 5 languages (EN, ES, DE, PT, SI). A space in which businesses and teaching staff can acquire skills which facilitate the interaction between the CCI-related vocational training ecosystem and industry/business. This will include training materials.



**MULTIPLIER EFFECT**

4 events to communicate the results of the experience and the materials accumulated during the project. An event will be held in each partner country (Austria, Portugal, Spain and Slovenia).

# Methodology

The project will be developed by 5 bodies specialised in innovation, training, business and collaborative work from 4 European countries: Austria, Slovenia, Spain and Portugal.

The project will involve teaching staff, Creative and Cultural Industry (CCI) students and business leaders from the industrial sector of each country. The objective is to, based on the participants' knowledge, experience and real-world contact, approve the methodology and materials that have been generated.

**4-5 teachers**  
per country

Approve the CreO methodology and materials developed for CCI teachers.

Approval of the CreO Curriculum

Approval of training modules for teaching staff

**Trial period:**

Teaching staff training: designed so as they can teach students about CCI-related opportunities in the industrial sector. Transnational activity.

Teaching staff will put their learning into practice by training CCI students in their country on skills and abilities related to current industry needs.

Evaluation of the Virtual Learning Environment

**12-15 students**  
per country

Test out the CreO methodology by taking part in its implementation during the trial phase.

**Trial period:**

Students will receive training in skills related to technology and industry. They will also put the knowledge acquired in their business-led training session into practice.

Evaluation of the Virtual Learning Environment.

**4-5 business leaders**  
per country.

Approve the CreO methodology and materials developed for business leaders.

Approval of the CreO Work-Based Learning (WBL) Guide.

Approval of training modules for business leaders.

**Trial period:**

Training session: businesses will receive a visit from CCI students to their organisations.

Evaluation of the Virtual Learning Environment

# Planning

The programme lasts for 2 years.



OCTOBER 2018



SEPTEMBER 2020



## TOOLS FOR TEACHING STAFF TRAINING

Development of CreO Curriculum and Training Modules

Approval of Modules

Teaching staff training

## INTEGRATION TOOLS FOR BUSINESSES

Development of CreO WBL Guide and Training Modules

Approval of Guide

Trial session

Student training

## LEARNING VIRTUAL ENVIRONMENT

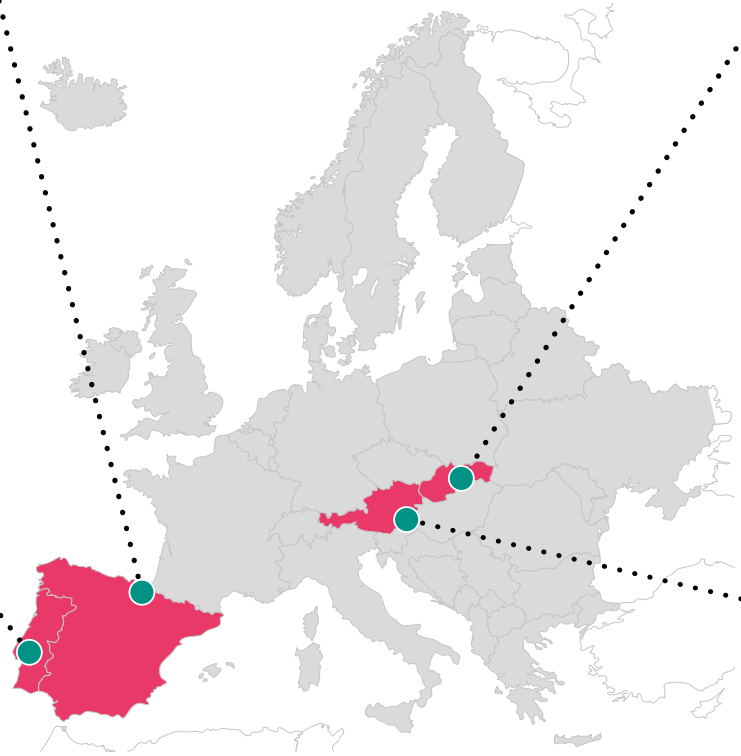
Development of the platform

Evaluation

Multiplier events

# Organisations involved

CreO, which falls under the Erasmus+ project framework, bases its methodology on open, international collaboration. Five European entities which specialise in innovation, training, business and collaborative working participate in the project. All participants contribute to the materials produced.



## Spain



### IkaSLAN Bizkaia

Association of public Vocational Training colleges in the Bizkaia region.

**Project leader. Responsible for project management and communications.**



### Fondo de Formación de Euskadi

Organisation specialised in services for the improvement of professional and business performance, from qualifications to personal development.

**Responsible for implementation in the context of the project and short-term training.**

## Portugal



### ISQ Instituto de Soldadura e Qualidade

Entity which offers inspection, training and technical consultation services supported by research and development activity and accredited laboratories.

**Leading on the development of the CreO Curriculum and teaching staff training materials.**

## Slovenia



### Solski Center Celje

Slovenian VET centre focused on contemporary knowledge, technologies and innovation.

**Responsible for the development of the online Virtual Learning Environment.**



### Slovenian Chamber of Commerce and Industry.

Slovenian business association.

**Leading on the development of the CreO WBL Guide and training materials for business leaders.**

## Austria



### Auxilium

Non-profit association which promotes education and culture in a Europe of Regions.

**Responsible for the development of the project's quality assurance strategy.**