

CreativeLab

March 29th - April 6th 2016
Dresden, Germany

Germany/Greece/Italy/Netherlands/Poland/
Slovenia/Spain/United Kingdom/Serbia



JUGEND- &
KULTURPROJEKT E.V.

funded by:



Erasmus+

supported by:



Info Pack

Organised, coordinated and monitored by Jugend- & Kulturprojekt e.V.
in cooperation with "Wir gestalten Dresden - Branchenverband der Dresdner
Kultur- und Kreativwirtschaft e.V."

Partners:

Germany: Jugend- & Kulturprojekt e.V. (Lead partner) & Wir gestalten Dresden -
Branchenverband der Dresdner Kultur- und Kreativwirtschaft e.V., Dresden

Greece: Young Entrepreneurs of Thessaloniki - YET

Italy: CESIE

Netherlands: Stichting Caracola

Serbia: Biznisnova

Slovenia: Kulturno izobrazevalno drustvo PiNA

Spain: Asociación Intercultural Europea - Go Europe

Poland: Krakowskie Centrum Zarzadzania i Administracji Sp. z o.o.

United Kingdom: The United Euro Bridge & Consilium

Country group representatives:

Germany: Myrto-Helena Pertsinidi & Stefan Kiehne

Greece: Vasileios Tsoulis

Italy: Roberta Lo Bianco,

Netherlands: Tim Strasser

Poland: Maria Karkowska

Serbia: Jelena Vukičević

Slovenia: Urska Vezovnik

Spain: Stefano Modestini

United Kingdom: Diana Cetara & Basia Ligas

JKPeV Team - Project Coordinators:

Stefan Kiehne +49 (0) 17 696 212 347 kiehne@jkpev.de

Myrto-Helena Pertsinidi +49 (0) 17 699 122 209 myrto.pertsinidi@jkpev.de

Trainer

Peter Schmiedgen [Wissensarchitekten](#)

Facilitator

Myrto-Helena Pertsinidi - Project Manager of Jugend- & Kulturprojekt e.V.

The CreativeLab Training Course

The **CreativeLab** training course brings together **28** young and more experienced **creative entrepreneurs** from the following field of **CCIs**: advertising, architecture, design, fashion, film, music, performing arts, crafts, publishing, software, toys, games, R&D, television and radio from **Germany, Greece, Italy, Netherlands, Poland, Serbia, Slovenia, Spain** and the **United Kingdom**.

The CreativeLab TC aims at the exchange of **experiences** and **best practices** in the field of Cultural Creative Industries. Along the way you will engage with a **series of tools**, exercises, **assignments** and **challenges** that will help you develop your skills and ideas.

Moreover, this course aspires to assist in developing a range of inter-personal and practical enterprise skills to help you spot and profit from opportunity. Through a series of workshops, you will learn how to focus, create a vision, negotiate a freelance commission, construct different types of networks, understand essential legal aspects such as Intellectual Property and help you to achieve your goals. Learning about these topics will assist you in pursuing an entrepreneurial outlook which can inspire a new sense of direction. The course includes sessions on idea generation, publicity stunts, innovation, trend forecasting, crowdfunding, presentation and creating an inspired sales pitch.

Through this course, you will develop entrepreneurial skills such as:

- Creative thinking
- Connected learning
- Planning skills
- Communication skills
- Presentation skills
- Reflective thinking

Topics explored in the session taking place in Dresden and in Berlin include:

- // Pitching
- // Competence Mapping
- // Identity Analysis
- // Legal structures and registering your business (legal, accounting & tax)
- // Market research
- // SWOT analysis
- // Business Plan Canvas
- // Sources of finance for your business
- // Mind mapping
- // Backcasting
- // Stakeholder Mapping
- // Strategy Cubes
- // Networking
- // Crisis Management
- // Technology Roadmap
- // Co-work spaces, hubs, co-work offices, and café culture working

You will also have the opportunity to visit creative businesses in Dresden & in Berlin.

Study-visits in Dresden

- Rosenwerk <http://konglomerat.org/#/>
- Inkubator 52 <https://www.k-52.de/#products>
- Collab & Couch <http://collabandcouch.de/de/startseite/>
- Was hab ich <https://washabich.de/>
- Unipolar <http://uni-polar.de/>
- Green City Solutions <http://greencitysolutions.de/>

Study-visits in Berlin

- Agora Kollektiv: <http://agoracollective.org/>
- Coopolis: Planungsbüro Kreative Stadtentwicklung: <http://www.coopolis.de/>
- Klunkerkranich: Cultureroofgarden <http://www.klunkerkranich.de/>

Methodology

- Bar Camp for open discussion topics
- Elevator Pitch for short but to the point presentations
- Fish Bowl for coordinated discussions
- Matchmaking to combine competences (needs/offers)
- Pecha Kucha for structured short presentations
- Speedating to get to know each other fast and to find common approaches)
- World Café for group work

After the completion of this course you will be able to:

- identify the fundamental features of enterprise development and entrepreneurship
- identify the leadership requirements for developing new enterprises
- understand and analyse strategies and business processes that promote innovation and creativity in organisations
- develop the knowledge, skills and attributes needed to adopt strategic responsibilities in their own creative enterprises
- be connected with other creative entrepreneurs from the countries involved in this training course

Structure of the CreativeLab training course

Candidates from the partner countries who are already creative entrepreneurs are welcome to apply for this training course which consists of 3 sessions:

- The first session is going to take place between 29 March and 6 April 2016 in Dresden and Berlin, Germany where the topics mentioned above will be explored

- The second session is going to be held between 6 and 12 June 2016 in Thessaloniki, Greece where more topics will be explored such as marketing strategy, Digital Innovation Model / App/Web Development Canvas, funding my business, leadership skills and managing the staff of the company, local and international networking etc.
- The third session is going to take place in Dresden and it is a three-day reflection and evaluation meeting.

It is recommended that the participants should join all sessions as they are connected to each other and each session will include different topics.

The participation fee for joining all the sessions is **100 €/participant**.

Otherwise each session (the first or the second) costs **65 €** each.

The participants who either join the first or the second session are expected to join the third session during which not only reflection and evaluation will take place but also new proposals will be exchanged for a follow-up project.

Selection process

The applicants should send us their **CV** and the attached **registration form** filled out. In this training course young creative entrepreneurs/free lancers and/or more experienced ones are going to be selected who work in one of the following fields of CCI: advertising, architecture, design, fashion, film, music, performing arts, crafts, publishing, software, toys, games, R&D, television and radio.

Preparation of participants before joining the first session of the CreativeLab training course

The participants who are selected should:

- prepare an interactive and fun presentation about your creative enterprise describing their skills/competences, why you decided to start your own creative business, what the mission of your creative business is, how many people work in the business, what your role in the business is.

The presentation should not be longer than 5 minutes. It is recommended that digital media is used (prezi, video, photos, ppt etc.). The presentation should be sent to the project coordinator of JKPeV before joining the first session of the TC.

- answer a questionnaire about your business and send it to the project coordinator of JKPeV before you join the first session of the TC.
- Prepare a short presentation about the CCIs in your city; how much the CCIs are developed in your city; what the needs of the society are; the technology used; co-work spaces, cultural assets of the city, the cooperation between the public and private sector, the legal and tax system in your country etc. It is recommended that the presentation is a digital one e.g. ppt, prezi, video etc.

Profile of the selected participants

This training course is designed for people who are creative entrepreneurs in the following fields: advertising, architecture, design, fashion, film, music, performing arts, crafts, publishing, software, toys, games, R&D, television and radio. The participants should be older than 22 years old and should have some work experience in the CCIs field. Participants are expected to show motivation, to participate actively in this training course and to contribute to it through their work and experience. All applicants should send their CVs and registration forms when applying.

Each participant should bring:

- lap top
- ppt. Prezi, video presentations about your creative business and about the CCIs in your city in a USB stick
- photo camera (optional)

Youthpass

Within the frame of 'recognition of non-formal learning', all participants will receive a 'Youthpass' Certificate at the end of this training. Youthpass is part of the European Commission's strategy to foster the recognition of non-formal learning. It is a certificate which supports the reflection upon the personal non-formal learning process and visualises and fosters active European citizenship of young people and youth workers. Moreover, Youthpass is a Europe-wide validation instrument for non-formal learning in the youth field. It contributes to strengthening the social recognition of youth work and makes visible the key competences of participants gained through an Erasmus+ project. Youthpass finally aims at supporting the employability of young people and youth workers.

More information you can find in the following link: <https://www.youthpass.eu>

Accommodation

City Herberge Hostel
Lingnerallee 3, 01069 Dresden
+49 (0) 351-4859900
info@cityherberge.de
<http://www.cityherberge.de/en>

City Herberge is very centrally located in the Old City of Dresden (Altstadt) and is close to Pirnaischer Platz. It is only a few minutes walk from the historic centre of Dresden. Wifi is provided to all participants without any charge however it doesn't always work so well and fast. Breakfast will be served there from 7.30 to 9.30.

The following map shows you how to get to the hostel on foot from Pirnaischer Platz. The training course will be held in the seminar room either of City Herberge or of the Deutsches Hygiene-Museum, which is also very close to the Hostel. For the study visits local transportation will be used to reach the creative enterprises.



Costs & refund of travel expenses

Subsistence, lodging and programme costs will be provided and paid by a grant from the National Agency of Germany of the “Erasmus+” Programme. There is a participation fee of 65,-€ for each participant for each or a total fee of 100,-€ for participating in all the sessions of the training course which will be deducted from the travel expenses.

Participants should arrange by themselves their insurance. Please contact your local Health insurance provider to obtain one for free.

According to the new Programme Erasmus+ (2014-2020) there will be a refund of the whole amount of the real travel expenses according to the approved budget for each participating country that you will find below:

Country	Number of participants	100% of travel costs/person
Germany	2	180,00 €
Greece	3	275,00 €
Netherlands	3	275,00 €
Italy	3	275,00 €
Poland	3	275,00 €
Serbia	2	275,00 €
Slovenia	2	275,00 €
Spain	3	275,00 €
United Kingdom	3	275,00 €

If you decide to stay longer (maximum four days), you should first inform the project coordinator and you should also take into consideration that you are responsible to cover your own living expenses for the extra days of their stay in Germany. All participants will be reimbursed only after submitting all receipts, invoices and original tickets and boarding passes. Therefore, please make sure to bring:

1. The original invoice of the flight ticket or the train/bus ticket (with clear mark how much you have paid). This invoice should be addressed to yourself, or your organisation. (If you receive an electronic ticket, please print out a copy also for us and send both the invoice and the ticket via email to: myrto.pertsinidi@jkpev.de).

You should be aware that if the total amount of your travel expenses exceed the travel expenses budget limit as indicated in the chart above (270 €), then the difference should be paid by you.

2. When you arrive in Dresden you are expected to submit all original boarding passes and tickets to the project coordinator (without original boarding pass, we will not be able to reimburse the participants). The travel expenses from your home country to Dresden will be reimbursed in Dresden and travel expenses for the way back can be only reimbursed on the spot if you have all original boarding passes and tickets. If you can't submit them to us as you will need them for your travel you should send by post as a registered letter all your original tickets and boarding

passes of your return.

When we receive all original tickets, we will transfer the rest of the money to your bank account. For this reason, you are asked to send us via email your bank account details after sending your tickets:

- name of the bank account holder
- name of the bank
- BIC/SWIFT code
- IBAN number

3. When you depart from Dresden and you arrive in your home city, please save all original train and bus tickets or any other tickets of your return and send them via post to:

Jugend- & Kulturprojekt e.V.
Bautzner Str. 49
01099 Dresden
Germany.

Stefan Kiehne is responsible for the reimbursement of participants' travel costs. Therefore, if you have any questions please contact him at: kiehne@jkpev.de

Booking, travelling and arrival

On **Tuesday March 29th**, 2016 all participants are expected to arrive at **City Herberge Hostel** by 19.00. Dinner will be served on this day at 20.00 and the JKPeV team will be at the Hostel at 19.00. On **Wednesday April 6th**, all participants will be leaving from Berlin to reach either Berlin Schoenefeld airport or Berlin Tegel airport.

By plane: All participants should book their flights on their own in advance according to the travel expenses budget of the project. Participants are advised to book their flight from their city or nearest big city of their country to Berlin Schoenefeld or Tegel airport as Berlin is only 2 hours by bus from Dresden and on the last day of the session we will be all staying in Berlin.

Skyscanner.net, edreams and billig fluege are search engines to find cheap flights.

By train/bus: Participants who live in Poland can also travel by bus or train.

From Berlin airport to Dresden Hauptbahnhof (the Main Train Station of Dresden)

by bus: After booking the flight, participants should book their bus ticket online.

There are two airports in Berlin: Berlin Tegel and Berlin Schoenefeld.

From Tegel airport to Dresden: The only bus line which goes from Tegel airport to Dresden is Berlin Linien Bus (<http://www.berlinlinienbus.de>). The bus stop in Tegel airport is close to Terminal D and you can see a sign "Berlin Linien Bus". When the bus arrives in Dresden it makes two stops: the first one is called Bahnhof Neustadt (Neustadt Train Station) on Schlesischer Platz and the second bus stop is called **Hauptbahnhof** (Main Train Station) on Bayrische Strasse and this is the stop you should get off.


From Berlin Schoenefeld airport to Dresden: The bus line which is cheaper than Berlin Linien Bus and is most recommended is Meinfernbus (<http://meinfernbus.de>). Meinfernbus also makes two stops: the first one is called Bahnhof Neustadt on Hansastrasse and the second bus stop is called **Hauptbahnhof** (Main Train Station) on Bayrische Strasse which is the stop where you should get off. In case participants do not find convenient time to take this bus Berlin Linien Bus also leaves from Berlin Schoenefeld airport to Dresden. The bus stop in Schoenefeld airport is exactly outside the airport on the parking space of buses on the right.

It is recommended to book the bus ticket online in advance!


On the way back: On April 4th or 5th we will all travel to Berlin via Meinfernbus and we will stay in a hostel in Berlin (soon you will receive information about the hostel and the activities in Berlin). Therefore, please book in advance only your bus ticket for the one way: from Berlin Schoenefeld or Berlin Tegel to Dresden Hauptbahnhof/Main Train Station on the 29th of March as we can arrange to book for all the participants the same time of departure from Dresden Hauptbahnhof/Main Train Station of Dresden to Berlin city centre.

From the Main Station (Dresden Hauptbahnhof) to reach the City Herberge Hostel you have the following options:


1st Option

- departure from 15:59
Tue, 29.03.16
from Hauptbahnhof
- on 
366 bound for Dresden Pirnaischer Platz
- arrival at 16:03
Tue, 29.03.16
at arrival at Pirnaischer Platz
Plattform 5

2nd option

- departure from 16:04
Tue, 29.03.16
at arrival at Hauptbahnhof
Plattform 3
- on 
3 bound for Dresden Wilder Mann
Current changes
- to 16:08
Tue, 29.03.16
at arrival at Pirnaischer Platz
Plattform 4

3rd option

- departure at 16:09
Tue, 29.03.16
at arrival at Hauptbahnhof
Plattform 1
- on 
7 bound for Weixdorf (Rathenaustraße, Gleisschleife)
- arrival at 16:13
Tue, 29.03.16
arrival at Pirnaischer Platz
Plattform 4

Jugend-& Kulturprojekt e.V.

The association Jugend- & Kulturprojekt e.V. is based in Dresden, Germany and was founded in 2004. Its main aim is to provide young people and adults with opportunities to improve their soft and professional skills through non-formal learning methods. Moreover, JKPeV helps young artists and creatives to realize their own projects and use their creative and entrepreneurial skills.

For this reason, the association carries out European and international projects with the intention to familiarize local and international people with the idea of living and creating in a multicultural environment where everyone is treated equally has equal rights and responsibilities. This has been attained by organising and implementing international work camps, workshops, meetings, festivals and conventions in the field of art, culture, history and entrepreneurship. Through such projects tolerance, understanding, environmental and European awareness and citizenship are fostered.

In addition, JKPeV aspires to contribute to the cultural life of Dresden by organising public events and bringing together people from different countries and backgrounds. Cultural diversity and EU values are greatly promoted through all the events of JKPeV.

Since 2011, JKPeV has been an accredited receiving, coordinating and sending organisation with regard to the European Voluntary Service of the Youth in Action Programme.

Through its public activities, the association has managed to become a source of inspiration, free expression and information for the young people who are wish to be active citizens in the society through art, culture, history, volunteering and entrepreneurial activities. www.jkpev.de



JUGEND- &
KULTURPROJEKT E.V.