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## Creative Project Canvas Workshop

Rationale

**Partner name: MuLab – [www.mulab.it](http://www.mulab.it)**

[www.talentmatchingeurope.com](http://www.talentmatchingeurope.com)

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# Rationale



- Creative Project Canvas has been chosen for its intuitiveness and ease of use. Some members of MuLab have been induced in the past to use the tool in some workshops, and today the organisation apply this methodology to structure their projects gaining benefits.
- The unit is an introduction to the themes of creative entrepreneurship. It covers the understanding of concepts, models and business approaches and also knowledge and practical application of an open source business planning model useful for designing, evaluating and guiding the realisation of the business from an entrepreneurial idea.
- Encapsulated in this concept is the idea of creating an entrepreneurial project that can provide actions, services and products aimed at fostering the penetration of creativity and innovation within companies through access of creative young people.
- Project Canvas was used as a tool by the TM Italian Team to generate a real project related to a Mentoring Event in Rome to promote and disseminate the role of the “Vocational Mentor” and Talent Matching Europe. The event will be delivered by Pilot participants.




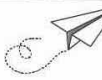






# Talent Matching Event designed by Pilot participants with Creative Project Canvas Template



## CREATIVE PROJECT CANVAS

Project name: <b>TME Event @ Impact Hub</b>	Data: <b>sat 16th dec 2017</b>
Team members: <b>Martina, Roberta, Alice, Erica</b>	Rate: <input type="radio"/> <input type="thumbs-up"/> <input type="radio"/> <input type="thumbs-down"/>

<p><b>BELONGING TO NETWORKS</b></p>  <p>Mulab network Teatro Villa Pamphili Materahub - Breaking the desk MeltingPro Mentors individual networks</p> <p>in particular: Alice: theater, eu projects, design sector Erica: learning sector, music sector, scouting network Roberta: marketing, enterprises communication, art history sector Martina: counseling, design sector, SME artisanship sector Francesco: as a designer and fomentor he has an huge network</p>	<p><b>ACTIVITIES AND WORK</b></p>  <p><b>MENTORS</b> Develop a format for mentees and SMEs interviews Start mentoring sessions with mentees Start interviews to know SMEs reality</p> <p><b>EVENT DAY ACTIVITIES</b> Experiential exercises aimed to improve Soft Skills Circle times about mentoring experiences and to improve self awareness Confront with SME</p> <p><b>EVENT DAY AGENDA</b> (see program details)</p>	<p><b>VALUE</b> MENTOR VALUES TO SPREAD</p> <p>Openminded Awareness Peer to peer Creativity</p> <p><b>EVENT GOALS</b> introducing mentor profile to people monitore and get stronger the relationship between mentor and mentee help mentees to improve self awareness know and confront the current market needs</p> <p><b>TARGET</b> The event is aimed at creative young people (under 30) whom mentors have worked in the previous months.</p> <p>The work has been having two individual mentoring sessions for each mentee, consisting in custom interviews focused to ease the mentee to approach on his personal current needs.</p> <p>In this phase the work is going on with 10 mentees. The event is aimed to an enterprise of SME aswell, that will know and confront with mentees and mentors work.</p>	<p><b>CHAMPIONS AND CRITICS</b></p>  <p><b>CHAMPIONS</b> Mulab Materahub MeltingPro Teatro Villa Pamphili Flauto magico Friends Cultural Hubs CCI enterprises</p> <p><b>CRITICS</b> Conventional HR profiles</p>	<p><b>ACCESS FOR OTHERS</b></p>  <p>Face to face contact with stakeholders  Contact by social networks  Word of mouth</p>
<p><b>SHORT TERM GAINS AND LOSSES</b></p> <p><b>MENTORS</b> Strengthen relationship with mentees Clarify mentor work needs Confront with SME</p>	<p><b>EQUIPMENT, MATERIALS AND TIME</b></p>  <p><b>GENERIC MATERIALS</b> Projector Screen, PC, Tables, Chairs, Lunch + Tools Stationery,</p> <p><b>COMMUNICATION MATERIALS</b> Brochures Flag Sheets</p>	<p><b>LONG TERM REWARDS</b></p>  <p><b>MENTORS</b> Improve public image and common consciousness about the mentor profile role in the creative sector Formalize the mentor as a recognized professional profile Economics benefits for mentors</p>	<p><b>GETTING FEEDBACK</b></p>  <p>Working on self awareness of mentors, giving each others feedbacks After every individual mentoring session, in the pilot phase, the mentee is asked to give a feedback about the experience During the event day aswell, the stakeholders are asked to give feedbacks Looking closely the mentees reactions SMEs are asked aswell to give feedback Than use feedback to modulate future steps and actions</p>	<p><b>SME</b></p>  <p>Refresh business dynamics due to the inclusion of YCP Have available new or non conventional tools to think about own work New enterprise concept, where the production process is integrated with the creative process through the "design approach"</p>



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