



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



LEARNING MATERIALS for Vocational Mentors in Creative Work

Unit 1

Partner name: NGO PROSTOR PLUS

Talent Matching Europe (TME) is an EU-funded strategic partnership program designed to design, test and evaluate a new training program and skills network for mentors, which supports young people in disadvantaged positions, including those from multicultural societies, for easier job search, entering entrepreneurial ventures and internships in creative and cultural industries (KKI). A professional mentor is a new profession, dedicated to providing support to young people who are not employed or don't have the ability to train or educate (NEET) and to access opportunities at KKI, one of Europe's fastest growing and successful employment sectors (or is it? Because of creative work).

Partnership links VET employees with specialist experience in ways that creativity and culture can re-engage young people in learning and in career development. The project partners are Collage Arts and Rinova (UK), CEPS (Spain), MULAB (Italy), ARTeria (Poland), EASP (BJR Macedonia) and Prostor Plus (Croatia).

Obligations of EU policies to update the competences and profile of VET mentors and teachers - as stated in the Bruges Communiqué, 2010 Communication and the development of a coherent EU policy on cultural and creative industries.

This transnational research study: a partnership report on rules, systems and needs analysis provides basic data and knowledge to support the development of a professional profile of a mentor, training standards, and a module for modular learning. The study combines "national reports" made up of partners in the United Kingdom, Spain, Italy, Poland, BJR Macedonia and Croatia.

In all six countries there is a common agreement that the role of a mentor has the potential of a key person to support young people in employment and develop a career in CCI.

However, currently, the role of a mentor in the CCI is not defined or recognized as a role in any partner country. There is no consistency in the context of this role, and consequently there is no commonly accepted nomenclature. Her professional competences are understood and practiced in many different contexts. All partners emphasize the lack of appropriate qualifications and training.

The report combines a wide range of opinions from different employers about the appropriate skills, knowledge and experience of an expert mentor, which provides the basis for developing a professional profile and training standards.

Many professionals working with young people in the role of job advisor or career development consultant, mentor or young employee are people with general competencies. We can put them in two groups.

Group A would be experts who often stated that they did not understand the completely creative industry, and that, unless they were in direct contact with the creative area, they were in a



disadvantaged position to provide the appropriate advice and guidance. This group would benefit from specialist training and education materials.

The second group, group B, are creative specialists with specific art skills and expertise working as mentors, coaches or tutors in a non-formal educational environment or within creative and VET institutions. This group often sees their role as a support to human and creative development and learning. They would benefit from education in the skills of connecting with employers and providing support for young people towards employment.

The results have shown that there is no consistent definition of creative and cultural industries in partner countries. The definition of the CCI as a coherent industrial sector was published in 2001 in the United Kingdom, and still similar models are not deeply rooted in other European countries. Diversity of the sub-sector within CCI has made it even more difficult to find a common definition and understanding of the role.

Each country has its socio-political aggravating circumstances.

The National Report proves that many employers within the industrial sector have a positive attitude on recruiting young creators - recognizing the benefits of innovation and competitiveness. As the growth forecast for creative employment continues, there will be high demand for creative workers who have the ability to transfer their skills to new contexts. Indeed, the national reports underline the range of barriers faced by young people, without education and employment, who are seeking entry into the CCI. Formal ways in the industry are preferable to people with a higher education degree, experience is always more recognizable than knowledge, and skills, non-formal networking and referral remain key to entry and career development. Gender inequality remains, especially for women in technical areas.

Reports identify the need to overcome perceptions that some traditional CCI art sub sectors such as craftsmen, artists and theater workers are often underestimated as prosperous careers and prove that creativity and art practice, the rise of new digital media, gaming, co-working and network resources, offer opportunities that benefit the power of young people. However, there is a recurring theme that VET application is far from relevance and applicability to the fluidity, dynamism and complexity of new CCI economies.

There is a detailed agreement on the need for training and recognition of the role of a professional mentor who specializes in CCI. Partners could not identify existing qualifications for a mentor or similar "Talent Matching" role, supporting young people to develop a career in CCI. Generally, in executing the role of "Talent Matcher," an expert working with young people will have, for example, a degree in "Educador Social" in Spain, or in pedagogy or psychology or social work. In Italy there is an official Mentoring Association. The United Kingdom has developed CCI-specific qualifications and schemes such as the Arts Award, but none of the programs integrate specific VET mentoring with support for employment and entrepreneurial ventures.