



LEARNING MATERIALS for Vocational Mentors in Creative Work

Unit 2 DELIVER ENTERPRISE SUPPORT

LO1 Be aware of enterprising attitudes and skills for enterprise and use diagnostic tools to identify those that are particularly relevant for the creative and cultural sector and understand how to develop these through activities, visits and projects

Workshop “Mentors collective for Crafts”

**Partner name: EASP
Macedonia**

1. Planning session:

The **planning session** of the workshop was organised to discuss and collect ideas on the type of activities that would rise the quality of the education and mentorship in Macedonia at level of enterprising attitudes and skills of the young creatives interested in jewellery as craft.

This planning session was dedicated to mentoring the mentors that partially also work as educators for young creatives willing to make career as designers and producers of jewellery. Nonetheless we consider that the outcomes of this learning pilot are applicable also to many other craft businesses in the local context.

According to the State of CCI Study made within TME, the arts and crafts are the third CCI by importance in Macedonia. Most of the higher educated young people find themselves on the labour market as long terms unemployed for more than 2 years. They don't have or rarely find access to education that would not cost much and would allow them to access to knowledge, materials, mentoring and skills in the arts and crafts. This creative industry field became a field of rising interest, especially when it comes to young people that are finding **self-employment** as eventual way for enterprising and play part in the economy as “optional” career path.

For the **preparation phase** we have organised an “**Intro session**” to present the idea of the workshop, make an introduction to the profession “**mentors for creative work**” as experienced in the Talent Matching Europe project and the “**journey of change**” as navigating best practice model.



2. Implementation

“Mentors collective for Crafts” workshop
(document Photos EASP “Mentors collective for Crafts” Pilot workshop)

The purpose of the “Mentors collective for crafts” workshop was to form an inception seed of future project for a Mentoring Collective for craft. We have chosen the craft based on its current importance and participation in the creative and cultural industries in Macedonia and the interest of the young people in the crafts as their hobby and creative expression with prospect for self-employment.

According to the **educators** in various jewellery craft techniques we have invited to participate at the workshop there is a need for newer fresher reinvented approach when it comes to rising the **competitiveness and innovativeness of the craft products**.

The brainstorm sessions we had help us to **define the elements of that approach and outline the structure of an educational program for more innovative and competitive craft products**.

Develop enterprising attitudes and skills



<< Diagnostic check to assess enterprising needs >>

Name and surname _____

Age _____

Profession _____

What is your current occupation/hobby/interest _____

What are the main obstacles for your creative process or work (Please tick those things that you consider necessary for your creative potential to progress)

- Finding market for your creations/products
- Finding the right pathway for education
- Finding community for resource sharing
- Learn from successful stories
- Learn how to increase the innovation for my craft products
- Other

For what specific part of your creative work and activities you would need mentoring support



Developing skills and knowledge on **craft as technique** is one side of the story that can be part of the mentoring process. Nonetheless the current educational programs neglect the importance of work in community and group. Creation and its good market competitiveness rely also in the capacity of establishing cooperative spirit and sharing of experience, ideas and nurture openness. Therefore, the education program on developing enterprising attitudes and skills would include **work in group and in community** as very important element for small craft producers

- >> To share resources, common purchase of more expensive manufacturing machines, group ordering of materials etc.
- >> To facilitate and support innovative thinking
- >> To improve the impact on the marketing by joint presentation as collective at international fairs, exhibitions etc.



One of the corner stone in crafts and jewelry making is the DESIGN and INNOVATION

Building a larger community of craft designers and makers is essential for innovation and that process before becoming self-driven might need mentoring support.

We shared few ideas where innovation and inspiration could spring from:

- >> art world, music
- >> combination of various materials
- >> history, archeological findings, symbols
- >> tradition and culture
- >> nature
- >> science
- >> clients world , wishes, ideas
- >>



The key words for the process of innovation is >> group and >>sharing

So we came to the definition that in order to make new designs new creation it is good to have group thinking to break into innovation in design.

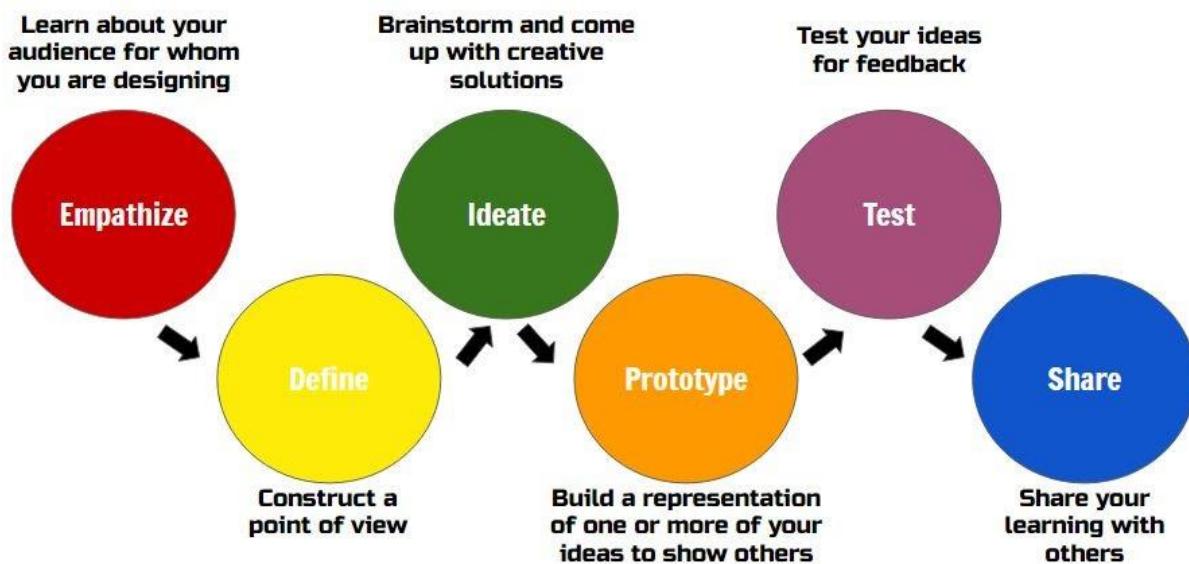
Here we shared the possibility to use or adapt elements in the educational program of the

>> Methodology for design thinking

We had brief piloting among the mentors to be acquainted in the basics of it works in practice

Design Thinking Methodology

Empathise >> Define >> Ideate >> Prototype >> Test >> Share



Online resources for design thinking

<https://www.ideo.com/>

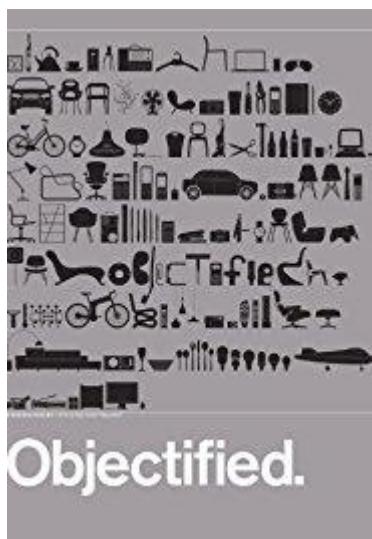
<https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

<https://hpi.de/en/school-of-design-thinking/design-thinking.html>



As part of the mentoring program we have drawn a list of educational documentaries relevant for mentors in creative work for arts and crafts especially to meet the intellectual quest of the young creatives:

Key documentaries



<https://www.imdb.com/title/tt1241325/>

"Objectified" 2009 a feature-length documentary about our complex relationship with manufactured objects and, by extension, the people who design them. This documentary attempts to answer or to confront the public with the questions >> what can we learn about who we are, and who we want to be, from the objects with which we surround ourselves?



https://www.imdb.com/title/tt0847817/?ref_=nm_knf_i1

Helvetica a feature-length documentary about typography, graphic design and global visual culture. It looks at the proliferation of one typeface as part of a larger conversation about the way type affects our lives.



<https://www.designthinkingmovie.com/>

How do we fully engage organizations to think about the changing landscape of business, culture and society? Inspired by design thinking, this documentary grabs businessman, designers, social change-makers and individuals to portrait what they have in common when facing this ambiguous 21st century. What is design thinking? How is it applied in business models? How are people changing the worldwith their own creative minds? It is a call to the conventional minds to change and collaborate.

Online open education resources for design thinking, innovation

<https://www.coursera.org/courses?languages=en&query=design+thinking>



3. Review session

In our review session we made joint evaluation over the planning and implementation of the learning workshop. The main conclusions were:

- to extend the educational program to learning from best practices of other stories in how craft products can be marketed, evolve, transform in style, and look for examples of group presentation or innovations in design
- to organise an engaging workshop for collective diagnostic assessment of entrepreneurial needs and current attitudes like an open forum prior distribution of questionnaire and answering individually in order to gain more elaborative and self – informed answers, valuable for the measuring of impact of the non-formal educational program for entrepreneurial skills and innovation attitudes for young creatives in crafts.