



# Creativity and Innovation

1 EDITION

2010-06-14

**ECECC—Embedding a Culture of Enterprise and Creativity In the Curriculum**

## ABOUT THE ECECC

The Lisbon strategy points out the need for creativity, sense of initiative and entrepreneurship. Skills that goes far beyond an academic standpoint, the issues of employability, adaptability and sense of initiative and entrepreneurship is critical to both the short and long term development of Europe. It has been concluded by the European Council that "promoting creativity and innovation is an area which quality and efficiency ..could benefit from cooperation at European level" (2008/C/141/10).

The ECECC project - Embedding a Culture of Enterprise and Creativity in the Curriculum therefore aims to promote creativity and entrepreneurial spirit within the school curriculum in Europe. This by giving teachers the opportunity to test different methods in a safe environment at a recurrent European educational event by using a no contextual dependent method i.e. focus is on the effects in the classroom.

The primary target group is teachers in school education, the secondary target group is school managers at the same level.

The main outputs of the ECECC project are:

- ★ European Entrepreneurial Education Event (EEE) (+ online); including Education & training, Workshop, Paper-conference
- ★ Transnational workshops
- ★ Education material; Best-practice & Analysis (didactic onset focusing on the effects)-web based, Handbook – hard copy (in partner language)
- ★ Owner, exploitation, sponsor agreements of the EEE
- ★ Website

The expected long term impact of the ECECC is to deepen and develop the creative and entrepreneurial learning both through education possibilities as well as on a more scientific note.

In the short term perspective it will give teachers in Europe access to training opportunities as well as "hands-on" knowledge concerning creativity and entrepreneurial learning though transfer of know-how.

More then 1700 participants from the target group are planned to participate/be reach directly within the scope of the project, with numerous more reached indirectly though the web, colleagues etc



Education and Culture DG

Lifelong Learning Programme

## Upcoming Activities 2010

- ★ Steering meeting in Portsmouth
- ★ Collect best practise from all partners
- ★ Information of the Co-menius infunding

## P1— MUNICIPALITY OF SÖDERHAMN

The Municipality of Söderhamn, has as a local authority sovereignty in regards to a number of areas within its region. The municipalities also has the right to levy taxes. One of those areas of responsibility is education up to the age of 19, with responsibility for young people up to the age of 20. The municipality is therefore the education manager and main provider of all type of school education, from pre-primary up to upper secondary school. The municipality also provides some vocational education on an upper secondary level.

The municipality has in the last half decade work especially with creativity and entrepreneurial learning, in order to make innovative and entrepreneurial thinking a connecting though thru the whole education system. A concept that has also been acknowledge on a national level.

The municipality also has it own EU/Project office with long experience of project management and coordination within many Community programmes and initiatives.

P1 is coordinator of the project and lead partner for two work packages; Project management (WP1) and Quality plan and assessment WP3.

P1 have the overall responsibility for coordination and development of these WP:s associated deliverables and the project as a whole. As coordinator P1 will approve all products and activities before they become public, sign agreements on behalf of the consortium and be in close cooperation with all WP leaders.

As WP leader for WP3 P1 will work with the evaluator in order ensure that the objectives of the project are in focus. P1 is responsible to assist the WP leaders regarding all activities in SE and give information to websites, blogs etc regarding its own organisation and the management of the project.

P1 will contribute with its networks for dissemination of the results and assist in activities in BE together with P4+P6.

P1 represents the target group and will contribute with best practise cases and input from the target group.

# SÖDERHAMN!



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## P2—UNIVERSITY OF GÄVLE



Established in 1977, the university has expanded rapidly and currently comprises six departments that offer a proximately 50 degree programmes and 800 elective courses. There are five academic profile areas:

1) Mathematics, Natural Sciences, and Computer Science, 2) Technology, 3) Humanities and Social Sciences, 4) Teacher Training, 5) Health Care.

University of Gävle is a provider of educational courses for the region; 13 000 students are currently admitted of whom the major part is regional. A close partnership between Söderhamn municipal and the HIG is of the utmost essence and therefore a large amount of contract education is conducted in joint co-operations, often located at Söderhamn or in its proximity.

P2 have as WP leader of WP5 responsibility to develop and coordinate the deliverables and documentation concerning WP5 in cooperation with the coordinator. P2 will participate in the steering committee so that all partners have a common understanding regarding the implementation and its part in the project. P2 will report on activities concerning its own organisation and contribute with its own network. P2 is responsible to assist the WP leaders regarding all activities in SE, give information to websites, blogs etc regarding its organisation and WP5.

P2 will prepare and lead all workshops and together with P5 develop the analytical part of the education material. As WP leader of WP5 P2 will collaborate with all WP leaders in order to ensure a good dissemination, exploitation and quality of the outputs of WP 5. P2 will together with P5 develop the education and training forum and as WP leader of WP 5 assists P5 in creating a good correspondence between the outputs of the two WPs.

### Contact

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**Cremona**  
 COMUNE DI CREMONA  
 Settore Politiche Educative

## P3—MUNICIPALITY OF CREMONA

A municipality is a local institution which provides services to the citizens and promotes the wellbeing of the entire local community. Playing this role, it is the point of reference for all the territory's private and public subjects.

In the educational sector, Cremona Municipality provides educational services for children and supports the activities in the schools (it manages canteens, transportations, scholarships etc.) and it organizes didactic activities on various themes: reading activities, music education, multimedia tools, foreign students' inclusion, environmental education. The projects carried out by the Municipality, together with the schools, address students and teachers (specific retraining courses).

P3 will participate in the steering committees so as to ensure that all partners have a common understanding regarding the implementation and its part in realising the goals of the project. P3 will also report on activities and give information to websites etc. concerning its own organisation. P3 will arrange, in cooperation with all WP leaders, all local activities in Italy and contribute with its organisations network. P3 will participate in the discussions and interviews required by the evaluator in order to ensure a good evaluation process. P3 will work with the evaluator in order to make sure that the local activities for P3 will hold as good quality as possible (see WP2, WP 6).

P3 represents the target group and will therefore contribute with best practise cases and input from the target group.

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## P4—FONDAZIONE LUIGI CLERICI

Fondazione Luigi Clerici (FLC) is a private not for profit foundation, established in 1972, operating in Italy by its 19 centres in field of training services for individuals, companies and social organizations.

Its aims are:

- ★ To ensure the social and professional inclusion in the world of work, for people, paying special attention to disadvantaged groups
- ★ To offer up-to-date qualifications relevant to world of work;
- ★ To speed up the effective concreteness of the right to study of each citizen and the rights to full employment and right to work;

FLC is funded mainly by regional, national public funds and the ESF. In 2007/08 FLC realized courses for about 2000 young people between 14-17 years old, lifelong courses for enterprises and developed relationships within the local territory. The annual balance is approx. 15 million Euro. The Foundation is an active member of EZA—the European Centre for Workers' Questions and CEC - Comité Européen de Coordination

P4 is lead partner in WP2 and has the overall responsibility to coordinate, develop and report about the WP and its deliverables in cooperation with the P1. As lead partner of WP2 P4 will assist all partners and WP leaders in regards to dissemination. P4 will participate in the steering committees so that all partners have a common understanding regarding the implementation and its part in the project. P4 will report on activities concerning its own organisation and contribute with its network (CEC, EZA). P2 will assist the WP leaders regarding all activities in IT, and BE together with P1+P6, give information to websites, blogs etc regarding its organisation and WP2. P4 will be responsible and collaborate with the leader of WP 5 for the technical development of the best practise and analysis part of the project website. As WP leader of WP2 P4 will collaborate with all WP leader in order to ensure a good dissemination, exploitation and quality of the outputs of the project.

Fondazione  
 Luigi  
 Clerici

### Contact

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## P5— UNIVERSITY OF PORTSMOUTH

The University of Portsmouth (UoP) is based on the south coast of the United Kingdom. Its core mission is to be a centre of excellence and innovation in education, student experience and employability, aspiration raising, research, knowledge transfer and community leadership. The University has over 18,000 students studying a comprehensive range of courses. Many of the courses are professionally accredited and have strong links with local, national and international industry.

The Portsmouth Centre for Enterprise (PCE) was established in July 2000 to inspire students and develop their entrepreneurial ideas by acquiring enterprise skills and experience, recognizing that not every student will become an entrepreneur, but that every student can be enterprising in some way. By engaging with the Centre, students can develop their creativity, leadership, self-knowledge and understanding of the global environment.

P5 is lead partner in WP6 and has the overall responsibility to coordinate, develop and report of the WP and its deliverables in cooperation with P1. P5 will participate in the steering committees so that all partners have a common understanding regarding the implementation and its part in the project. P5 will report on activities concerning its own organisation and contribute with its networks. P5 is responsible to assist the WP leaders regarding all activities in UK, and BE together with P1+P4, give information to websites, blogs etc regarding its organisation and WP6.

As WP leader of WP6 P5 will collaborate with all WP leaders in order to ensure a good dissemination, exploitation and quality of the outputs of WP 6. P5 will together with P2 develop the education material and as WP leader of WP 6 cooperate with P2 in creating a good correspondence between the outputs of the two WPs.



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## P6—ASSOCIATION OF LOCAL AUTHORITIES OF LÄÄNE-VIRU COUNTY



Lääne- Viru Omavalitsuste Liit

The Association of Local Authorities of Lääne-Viru County (ALALV) is a voluntary cooperation organisation of municipalities. The aim of the organisation is to initiate and organise different cooperation projects, as well as to assist by sustainable development of the whole county. ALALV was founded in 1991. One of the main targets of ALALV is to organise the teachers cooperation in the county and find new possibilities for binding education sector better with actual needs of entrepreneurship.

P6 will participate in the steering committee so as to ensure that all partners have a common understanding regarding the implementation and its part in realising the goals of the project. P6 will also report on activities concerning its own organisation. P6 will arrange, in cooperation with all WP leaders, all local activities in Estonia and contribute with its organisations network, and give information to websites etc. P6 will participate in the discussions and interviews required by the evaluator in order to ensure a good evaluation process. P6 will work with the evaluator in order to make sure that the local activities for P6 will hold as good quality as possible (see WP2, WP 6).

P6 represents the target group and will therefore contribute with best practise cases and input from the target group.



## P7—FIDES POPULI S.R.O

FIDES POPULI is a company focusing on services in strategic management, HR management, corporate and product communication. The common denominator of all these services is an effort to provide our clients with services helping them to enhance their own prestige and increase their business success.

FIDES POPULI offers closed educational programs for wide range of clients and cooperates with many companies, charities and NGOs in the field of designing tailor made educational programmes. The company also collaborates with wide range of primary and secondary schools through the design of common educational programmes for teachers and other teaching staff.

P7 is lead partner in WP4 and has the overall responsibility to coordinate, develop and reporting the WP and its deliverables in cooperation with the P1. As lead partner of WP4 P7 will assist all partners and WP leaders in regards to exploitation and give input as representative of the private business sector. P7 will participate in the steering committees so that all partners have a common understanding regarding the implementation and its part in the project. P7 will report on activities concerning its own organisation and contribute with its network.

P7 is responsible to assist the WP leaders regarding all activities in CZ, give information to websites, blogs etc regarding its organisation and WP. As WP leader of WP4 P7 will collaborate with all WP leaders in order to ensure a good dissemination, exploitation and quality of the outputs of the project.

## ASSOCIATED PARTNERS

- \* Region Gävleborg (RG) situated in Gävle Sweden
- \* Högskolan för lärande och kommunikation (HKL) University in Jönköping Sweden
- \* MeUniversity (MeU) Private company in Sune Sweden
- \* Chamber of Commerce (CoC CZ) Public organisation in Prag Czech republic
- \* Comité Européen de Coordination (CEC) European network in Brussels in Belgium
- \* European Network of Workers Questions (EZA) European network in Königswinter Germany
- \* Forum för småföretagarforskning (FSF) Network in Örebro Sweden

## OVERALL AIM OF THE ECECC

To promote creativity and growth of an entrepreneurial spirit within the school curriculum in Europe by giving teachers the opportunity to test/practice different methods in a safe environment at a European Educational Event (EEE) i.e. teachers “daring to do”.

To develop the concept that to be enterprising is to have a global mindset that includes skills, behaviours and attitudes and is not rooted in business and economics

To provide processes to override the problems of implementing “one” entrepreneurial pedagogic by not using one universal application, i.e present a range of approaches focusing on the effects and values of the pupils instead of a pedagogical method itself

To provide teachers with the relevant skills, attitudes and behaviours to embed a spirit of enterprise and creativity in the classroom and the curriculum so as to promote children’s natural creativity in early years and support the continues development of this natural creativity in all subjects at all levels in the school educational system

To foster interchange and cooperation amongst teachers at different levels in school education by developing a EEE and educational material where best practice cases are presented, explored and delivered

To enhance the European dimension in teacher training by creating a regular EEE and a dynamic European educational material.

To increase the attractiveness of the teaching profession, by giving teachers the opportunity to reflect and analyse their own profession (in regards to creativity and innovation) from a scientific standpoint through (like in medicine) paper conference within the concept of a regular EEE

## IMPACT

The primary target group is teachers in school education (i.e. pre-primary up to Upper secondary). And the proposals secondary target group is school managers at the same levels. This proposal hopes to provide tools/processes to support the pupils natural creativity through the whole schools system, innovation, creativity and entrepreneurship as a connecting though in the education system (see Relevance). Regional efforts regarding events concerning solely transfer of knowledge have had great impacts on both the teachers and pupils in regards to their sense of initiative, creativity and entrepreneurship. Demonstrated on the quality of cases presented (Final report Drivkraft, B. Lodmark 2006-2008).

With educational possibilities as well as the more scientific approach a greater impact can be envisaged and be measured through comparison and evaluation of the different events (test and final, see WP 3 and WP6). Furthermore the sustainability of the education events through sponsorship etc will give long term impact in terms of numbers of teacher reached but also in terms of development levels, since it is a regular and continues training event.

Dissemination will be made through the networks of the consortium and the associated partners (for ex. EZA, CEC -networks). Since the European educational event will be constructed in accordance with the criteria of Comenius Mobility grants, teachers and school managers all over Europe will have the chance to participate. Information activities will also be made in the countries of the consortium. The concept of local seminars as a secondary option to “participate” in the European Education Event gives more persons an opportunity to “participate”.

The planed number of participants are; 200 for the test event plus 100 participants in each local seminars. At the final event 1500 participants from all over Europe is anticipated, plus 100-150 to each local seminar. In addition to this Web-streaming will also be produced.

## DISSEMINATION

Dissemination and promotion will take place in all partner countries and through networks of the consortium and associated partners in other European countries (European Network of Workers Questions, EZA; Comité Européen de Coordination CEC etc).

A dissemination routine and list will be set up at the 1st steering committee, special marketing plans for the different events will also be set up. The proposal will use different kinds of media throughout the projects (leaflets, articles, websites, project blogs, newsletters, mailing lists etc). Interim dissemination reports will be made to every steering committee to ensure a good update for the consortium in regards to dissemination and also function as an early warning tool. Dissemination will also be a recurrent part of the development workshops (Sharing of knowledge..) in order to ensure that the aspect of dissemination is taken into account when developing the education material and event.

## METHODOLOGY

The methodology builds on a dynamic process under constant development, based on reflection and learning from each other. The reason for this is that creativity, innovation and entrepreneurship, its not a "subject" or something uniformed and an individuals own pre-requisitions also needs to be taken into account, i.e., one "quick fix" with one universal recipe can not be applied, it goes against the very concept of innovation and creativity. By focusing on the process the transfer of know-how can be easier transferred between the different contexts, educational levels and educational systems of Europe. In terms of the work packages of a development character the method will use the same technique but with a didactic onset on the effects and values of the pupils.



# Creativity and Innovation

## **ECECC—EMBEDDING A CULTURE OF ENTERPRISE AND CREATIVITY IN THE CURRICULUM**

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# Creativity and Innovation

2 EDITION

2010-10-12

**ECECC—Embedding a Culture of Enterprise and Creativity in the Curriculum**

## THE SECOND STEERING COMMITTEE IN PORTSMOUTH BECAME A CREATIVE PROCESS

*The second steering committee in Portsmouth was an efficient one where the participating members ended up in a creative room brainstorming around the upcoming test conference in Milan in June 2011.*

The ECECC project aims to promote creativity and entrepreneurial spirit within the school curriculum in Europe. This means that our way of working within the project embraces a culture of enterprise and creativity.

This was clearly the case at the second steering meeting when Our British partner decided that it was time for us all to give a helping hand with the content of the test conference in Milan.

The test conference in Milan is the project's first big activity where teachers and managers will be able to attend. The aim of the test conference is to give inspirations and the possibility to try different creative methods that can be implemented in your every day work.

It is one step closer to achieving our final event in Söderhamn, Sweden in the spring of 2012!

## PARTICIPATE IN OUR CONFERENCE IN MILAN 13-14 TH OF JUNE 2011

*If you are a teacher or a school manager you are more than welcome to participate in our test conference in Milan. You have the possibility to search Comenius in training funding from your national agency.*

Now is the time to contact your national agency. You can find the address to your national agency at the following page

[http://ec.europa.eu/education/lifelong-learning-programme/doc1208\\_en.htm](http://ec.europa.eu/education/lifelong-learning-programme/doc1208_en.htm)

### THE CONFERENCE IN MILAN

**Venue:** Atahotel Contessa Inlanda, Via Murat 21 - 20159 Milan

**Date:** **Day 1:** Monday June 13 th 2011, 12.00-18.00 (12.00 pm-06.00 pm)

**Day 2:** Tuesday June 14 th 2011, 09.00-13.00 (09.00 am-01.00 pm)

### Preparation

In preparation for the conference and to understand the aims of the project all delegates are encouraged to read about the ECECC on the following web page [www.ececcc.eu](http://www.ececcc.eu)

Further more, prior to the conference, all delegates are encouraged, to study their own curriculum and educational plans with a view to identifying areas of good practice with regards to creativity and enterprising capability (as defined by the project partners). Consideration might be given as to how these capabilities could be more effectively embedded either within the individual classroom or as a whole school approach. Delegates will be encouraged to share practice and discuss observations at the conference.

### Objectives

The objective of this conference is to promote creativity and the growth of an entrepreneurial spirit within the school curriculum across classrooms in Europe. Delegates will be able to share good practice and will have the opportunity to explore different methods of



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## Upcoming Activities 2011

- ★ Steering meeting and sharing of knowledge in Czech Republic
- ★ Progress report
- ★ Entrepreneurial conference in Milan!!!

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## ECECC—Embedding a Culture of Enterprise and Creativity in the Curriculum

delivery in a safe environment.

### Methodology

The methodology that will be used at the conference will consist of several presentations of case studies from each partner country. There will also be a number of interactive workshops where participants will be able to discuss practice with colleagues from across Europe and review resources.

### Follow-up

It is intended that the Conference will be inspirational, offering opportunity for reflection and discussion from a European perspective. Delegates will be required to complete an evaluation at the end of the conference to ensure that any future events are meeting the needs of the delegates and the aims of the project.

During the conference the participants will have the opportunity to exchange ideas and network with each other. We hope that this collaboration will result in the development of new ideas and practice this ensuring sustainability beyond the project.

For complete information about our conference in Milan please visit our web page [www.ececcc.eu](http://www.ececcc.eu) or read the attached document.

### THE ECECC WEB PAGE IS NOW PUBLISHED

Finally! Our web page is up and going. On our web page you will find more information about the project and partners.

You are more than welcome to read more about the ECECC project on our web page [www.ececcc.eu](http://www.ececcc.eu)

The page describes the project and aim of the project. There you can also find a presentation of the consortium and their role in the ECECC project. This is the first stage of the page that will further on evolve to an interactive site for discussion and a place where you can download and upload case studies and educational materials that can be of great asset for your teachers and school managers throughout Europe.

### ARE YOU A FAN OF ECECC ON FACEBOOK?

If you have facebook do not hesitate to become a fan. Our facebook page could need your opinion when it comes to entrepreneurial spirit within the school curriculum in Europe. See you on facebook!

### ECECC—EMBEDDING A CULTURE OF ENTERPRISE AND CREATIVITY IN THE CURRICULUM

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