

EU Heritage.

Skills for promotion,
valorisation, exploitation, mediation and
interpretation of European Cultural Heritage



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Video Transcript
SU 4.1.2
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Module:	Module 4: Entrepreneurial strategies for innovative cultural heritage and tourism management
Sub–Unit:	4.1.2 Recognise, evaluate and train entrepreneurial skills with EntreComp
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Hello to everyone!

The world is an increasingly interconnected place, busy with mobility and rapid change. As globalization is drawing regions with diverse industrial history and cultural traditions towards completing and complementing each other in one market, there are similarities in the shaping of cultural reproduction that implicate the artists, the entrepreneur, the local authorities and the public.

The meaning of entrepreneurship refers to the skill of organizing, designing and implementing an idea in order to offer a product or service in a smart, innovative, competitive and effective way.

The EntreComp Framework is important as it trains transversal competences which are essential not only to create an organization but it is crucial throughout life. EntreComp can be used to raise awareness about the importance of entrepreneurial learning, appraise and assess entrepreneurship as a competence, set up effective delivery methods and recognize entrepreneurial learning progression. The EntreComp can be adapted in the sector of Cultural Heritage with 3 Competences from the Competence Areas as the ability to turn Ideas into Action:

- Develop creative and purposeful ideas and opportunities so as to create value, including better solutions to existing and new challenges.
- Imagine the future and visualise future scenarios to help guide effort and action.
- Estimate the added value in social, cultural and economic terms and create ideas and opportunities.
- Build self-confidence and believe in the ability to influence the course of events, despite uncertainty, setbacks and temporary failures.

- Provide motivation and perseverance, resilience under pressure, adversity and temporary failure.
- Mobilize resources and make the most of the limited ones.
- Take the initiative, act and work independently in order to achieve goals, by sticking to intentions and carrying out planned tasks.
- Make decisions even when the result of the taken decision is uncertain, the information is partial or ambiguous or there is a risk of unintended outcomes.
- Work and cooperate with others.

Equally, the ability to turn Ideas into Action for the cultural heritage professional includes skills such as respect for ethical values, spotting opportunities, decision making and the ability to design in order to achieve specific goals.

Digital Competency has been acknowledged by the European Union as one of the eight key competencies. Digital technologies have the potential to open access to a wealth of information and to offer new tools and opportunities. In entrepreneurship, digital competency is related to the development of processes, methodologies, the use of appropriate tools and decisions for the integration of digital innovations in their operation. As a result, there are a number of digital tools that offer significant capabilities but without their use by the right people, they cannot deliver their value.

The required skill for the cultural entrepreneur is the management of innovation. Innovation results from the introduction of new ideas and work methods. Within this initiative the risk taking process should be thought of as a shared development horizon. The impact of innovation leads to the introduction of new methods for creation and production and to new approaches in the marketing of cultural products. The barrier to such strategic steps in that innovation requires a risk investment. For entrepreneurship, innovation is also a prerequisite for being able to face competition and meet modern market demands.

Most of the cultural heritage institutions like museums, galleries and libraries are small, medium sized organizations that focus on promoting and preserving ethnic, cultural, regional, linguistic or religious traditions.

The non-profit cultural organizations are helping people to remember and celebrate their shared experiences, traditions, identities, struggles and aspirations. That leads to a greater sense of community and a vital reason for civil society and public life. They can

also contribute to the promotion and development of an area. The non-profit cultural organizations are deprived of financial resources compared with the nonprofit arts, culture and humanities subsector. They make profit from various activities just like a for-profit organization does, but the way of handling profit is different in the two organizations.

A non-profit organization operates to serve the society while a profit organization operates so as to earn profit that is either retained in business, for future contingencies, in the form of reserves or distributed to the owners. In a non-profit organization there is no owner. It is founded by a group of people who come together to provide service to members and communities. The majority of “employees” are volunteers but some may be paid. The management of the organization consists of members who aim to support a particular outlook and they are directors, trustees, committees or governing bodies.

But, there are more differences between profit and non-profit organizations. The income of a non-profit organization comes from donations, subscriptions, membership fees, etc., while to a profit one, it comes from the sale of goods and services.

Non-profit can also obtain tax exemptions and sometimes the donations are tax deductible.

In conclusion, it is important that human resources constitute the core of the competitive advantages in the creative and cultural industries, as innovation and creativity are dependent on the people factor.

After watching this video, you will be able to:

Analyze three competencies from each of the areas of EntreComp as the ability to turn ideas into action.

Evaluate the most suitable competencies from the fifteen competencies of EntreComp, according to the needs of cultural heritage professionals.

Recognize similarities and differences between entrepreneurship for profit and non-profit cultural organizations.

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