

Recognising, evaluating, and training entrepreneurial skills within the EntreComp



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



Panagiota Polymeropoulou and Natali Lokou
DAISSy research group - Hellenic Open University

Code n. Unit 4 Unit 1 SU1.2



Summary

Overview

Aims & objectives
What you will learn - LO
Keywords
Background

Section 2

Open Questions & Tips
Open questions & reflection
Key takeaways

Section 1

**Recognise, evaluate
and train
entrepreneurial
skills with
EntreComp**

Closing section

List of references
Author's names & credits



Aim & objectives

In this presentation, we shall introduce you to:

The concept of entrepreneurship, understood in principle as a hybrid form of creative professional activity, combining digital and entrepreneurial competencies.

The focus will be on the ways that a cultural heritage professional has to think in order to cope with changes, develop strategy and manage potential risks.

At the end, the focus is on how EntreComp can be adapted in the sector, including cultural heritage institutions as non-profit organisations.



What will you learn (Learning outcomes)

At the end of this presentation, you will be able to:



- Outcome 1: Analyse three competencies from each of the areas of EntreComp as the ability to turn ideas into action.



- Outcome 2: Evaluate the most suitable competencies from the fifteen competencies of EntreComp, according to the needs of cultural heritage professionals.



- Outcome 3: Recognise similarities and differences between entrepreneurship for profit and non-profit cultural organisations.

Keywords

EntreComp

Transversal competences

Digital competency

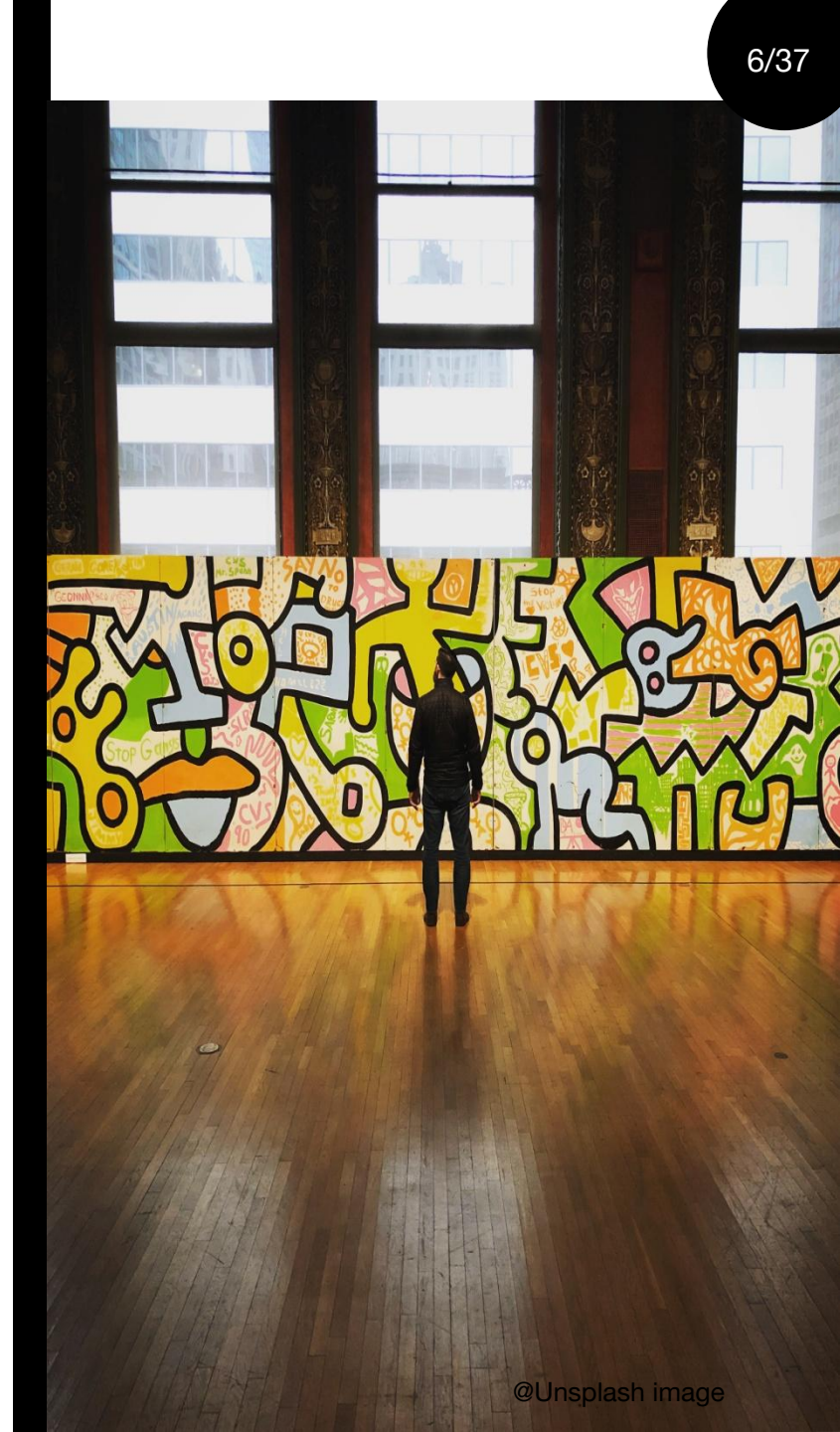
Innovation

Non-profit organisations



Background

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.



SECTION 1

Recognize, evaluate
and train
entrepreneurial skills
with EntreComp



What are the competencies of the entrepreneur?

The concept of entrepreneurship in the modern world except that it is intertwined with individual initiative, it is also related to the undertaking and development of innovative actions.

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.

Entrepreneurship includes, the process of **discovering** and **exploiting** business opportunities, the developing innovation, finding ways to reduce uncertainty to achieve profit, business advantage, personal characteristics of the entrepreneur, society and the business and economic environment.



Why EntreComp?


The **EntreComp** Framework is important, because it trains transversal competences which are essential not only to create an organization but it is crucial throughout life.

EntreComp defines entrepreneurship as a transversal competence, which applies to all spheres of life: from nurturing personal development, to actively participating in society, to (re)entering the job market as an employee or as a self-employed person, and also to starting up ventures (cultural, social or commercial).

EntreComp provides a structure for mapping existing entrepreneurship training and services according to the fifteen (15) competences of the framework and provides a check-list for those involved in the development of new training or wider employability support initiatives, not only at the learning outcome level but also at the strategic level.

The framework creates value by providing a robust, credible context and an innovative approach that underpin decisions or proposals to address EntreComp related competence development.

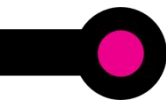




EntreComp offers a way of understanding entrepreneurship competences that is broad and comprehensive and facilitates the use of a common language across education, training, employability initiatives, career guidance and the employment world.

Use of EntreComp as a guiding tool to identify competences that can or should be developed to support the development of entrepreneurial skills and an entrepreneurial mindset.

The EntreComp can be adapted in the sector of Cultural Heritage with three (3) Competences from the Competence Areas as the ability to turn **Ideas into Action**.



@Unsplash image

IDEAS & OPPORTUNITIES

Creativity

Develop creative and purposeful ideas.

Develop several ideas and opportunities to create value, including better solutions to existing and new challenges. Explore and experiment with innovative approaches. Combine knowledge and resources to achieve valuable effects.

Vision

Work towards your vision of the future.

Imagine the future. Develop a vision to turn ideas into action. Visualise future scenarios to help guide effort and action.

Valuing Ideas

Make the most of ideas and opportunities.

Judge what value is in social, cultural and economic terms. Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it.

RESOURCES

Self-awareness & self-efficacy

Believe in yourself and keep developing.

Reflect on your needs, aspirations and wants in the short, medium and long term. Identify and assess your individual and group strengths and weaknesses. Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures.

Motivation & perseverance

Stay focused and don't give up.

Be determined to turn ideas into action and satisfy your need to achieve. Be prepared to be patient and keep trying to achieve your long term individual or group aims. Be resilient under pressure, adversity, and temporary failure.

Mobilising resources

Get and manage the resources you need.

Get and manage the material, non-material and digital resources needed to turn ideas into action. Make the most of limited resources. Get and manage the competences needed at any stage, including technical, legal, tax and digital competences (for example, through suitable partnerships, networking, outsourcing and crowd-sourcing).

INTO ACTION

Taking the Initiative

Go for it.

Initiate processes that create value. Take up challenges. Act and work independently to achieve goals, stick to intentions and carry out planned tasks.

Coping with uncertainty, ambiguity & risk

Make decisions dealing with uncertainty, ambiguity and risk.

Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes. Within the valuecreating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing.

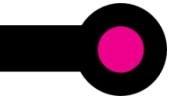
Handle fast-moving situations promptly and flexibly.

Working with others

Team up, work together, and network.

Work together and co-operate with others to develop ideas and turn them into action. Network.

Solve conflicts and face up to competition positively when necessary.



What is Digital Competency?

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 is a number of digital tools that offer significant capabilities but without their use by the right people, they can not deliver their value.



The areas of digital competence

- 1. Information:** identify, locate, retrieve, store, organise and analyse digital information, judging its relevance and purpose.
- 2. Communication:** communicate in digital environments, share resources through online tools, link with others and collaborate through digital tools, interact with and participate in communities and networks, cross-cultural awareness.
- 3. Content-creation:** Create and edit new content (from word processing to images and video); integrate and re-elaborate previous knowledge and content; produce creative expressions, media outputs and programming; deal with and apply intellectual property rights and licences.
- 4. Safety:** personal protection, data protection, digital identity protection, security measures, safe and sustainable use.
- 5. Problem-solving:** identify digital needs and resources, make informed decisions as to which are the most appropriate digital tools according to the purpose or need, solve conceptual problems through digital means, creatively use technologies, solve technical problems, update one's own and others' competences

The importance of innovation !

The required skill for the cultural entrepreneur is the management of **innovation**.

Innovation is defined as the use of new knowledge in order to offer a new product or service and make new combinations.

The innovation process in the 21st century is a socially driven phenomenon because the consumers demand new products and services, which intensifies the need for innovation activities by the cultural organisations.

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 is that innovation requires a risk investment. For entrepreneurship, innovation is also, a prerequisite for being able to face competition and meet modern market demands.


Gaining a competitive advantage of entrepreneurship through innovation, helps it to cope with daily changes and successful in market challenges. The rapid development of technology better helps a small entrepreneurship to adopt innovation and integrate it into its operation. Innovative entrepreneurship can play an important role in growing different types of business activities, with emphasis on alternative forms of tourism, highlighting elements of cultural tradition and customs at local level.





What does a non-profit organisation do?

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 have also, the potential for direct participation in the creative economy. The cultural entrepreneur determines the approach through which the innovation activities would impact the market.



Cultural heritage organizations include community cultural and art centers, ethnic and cultural awareness organizations, and festivals. Most of these organizations focus on promoting and preserving ethnic, cultural, racial, regional, linguistic, or religious traditions.

Cultural heritage organizations are fundamentally community oriented, and that their primary intention to preserve communities and to benefit youth, elders, immigrants, ethnic groups, neighborhoods, towns, and cities is both explicit and reflected in a broad programmatic range of cultural, educational, and human service activities beyond the arts. The most of cultural heritage organizations are small and lack financial resources compared with the non-profit. Moreover, cultural heritage organizations present some special challenges because cultural differences are central to their activities.

Differences between Profit and Non-Profit Organisations

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.

DIFFERENCES BETWEEN PROFIT & NON-PROFIT ORGANISATIONS

BASIS FOR COMPARISON	PROFIT ORGANISATION	NON-PROFIT ORGANISATION
Meaning	A legal entity, which operates for earning profit for the owner, is known as For-profit or Profit organisation.	A non-profit organisation is a legal entity, which operates for serving the society as a whole.
Motive	Profit motive	Service Motive
Form of organisation	Sole proprietorship, Partnership firm or company	Club, Trust, Public hospitals, society, etc.
Management	Sole proprietor, partners or directors, as the case may be.	Trustees, committees or governing bodies.
Source of revenue	Sale of goods and services.	Donation, subscription, membership fee etc.
Commenced through	Capital contributed by the owners.	Funds from donation, subscription, government grant and so on.
Financial Statement	Income statement, Balance Sheet and Cash flow statement	Receipt & Payment A/c, Income & Expenditure A/c and Balance Sheet.
Money earned over and above	Profit, is transferred to capital account.	Surplus is transferred to capital fund.



SECTION 2

Case studies





List of case study

In order to learn more on the case studies, you may read:

EntreComp into Action. Get Inspired Make It Happen, Part C - Putting
EntreComp into action:

<https://op.europa.eu/el/publication-detail/-/publication/4542fd58-20f3-11e8-ac73-01aa75ed71a1/language-en>

SECTION 3

Open questions
& hints



Open questions & reflections



What do you think a non-profit cultural organisation can offer to the city where you live?



Which are the three (3) competencies that you think you should develop?



What do you think that digital technology can offer to you and how?



How can innovation help you create a healthy business?





Key takeaways

This presentation was about the importance of EntreComp as it trains transversal competencies and how EntreComp can be adapted in the sector of cultural heritage. The ways that a cultural heritage professional has to think in order to cope with changes, develop strategy and manage potential risks and finally the differences between profit and non – profit cultural organisations.

Now that you finished watching it, you should be able to:

- Outcome 1: Analyse three competencies from each of the areas of EntreComp as the ability to turn Ideas into Action.
- Outcome 2: Evaluate the most suitable competencies from the fifteen competencies of EntreComp, according to the needs of cultural heritage professionals.
- Outcome 3: Recognise similarities and differences between entrepreneurship for profit and non-profit cultural organisations.



Closing section

List of references

An overview of entrepreneurial activity in nonprofit organizations in the international context:

<https://link.springer.com/content/pdf/10.1007/s11187-010-9279-2.pdf>

Difference between Profit and Non-Profit Organisation:

<https://www.saipa.co.za/wp-content/uploads/2017/03/Difference-between-Profit-and-Non-profit.pdf>

EntreComp: The Entrepreneurship Competence Framework

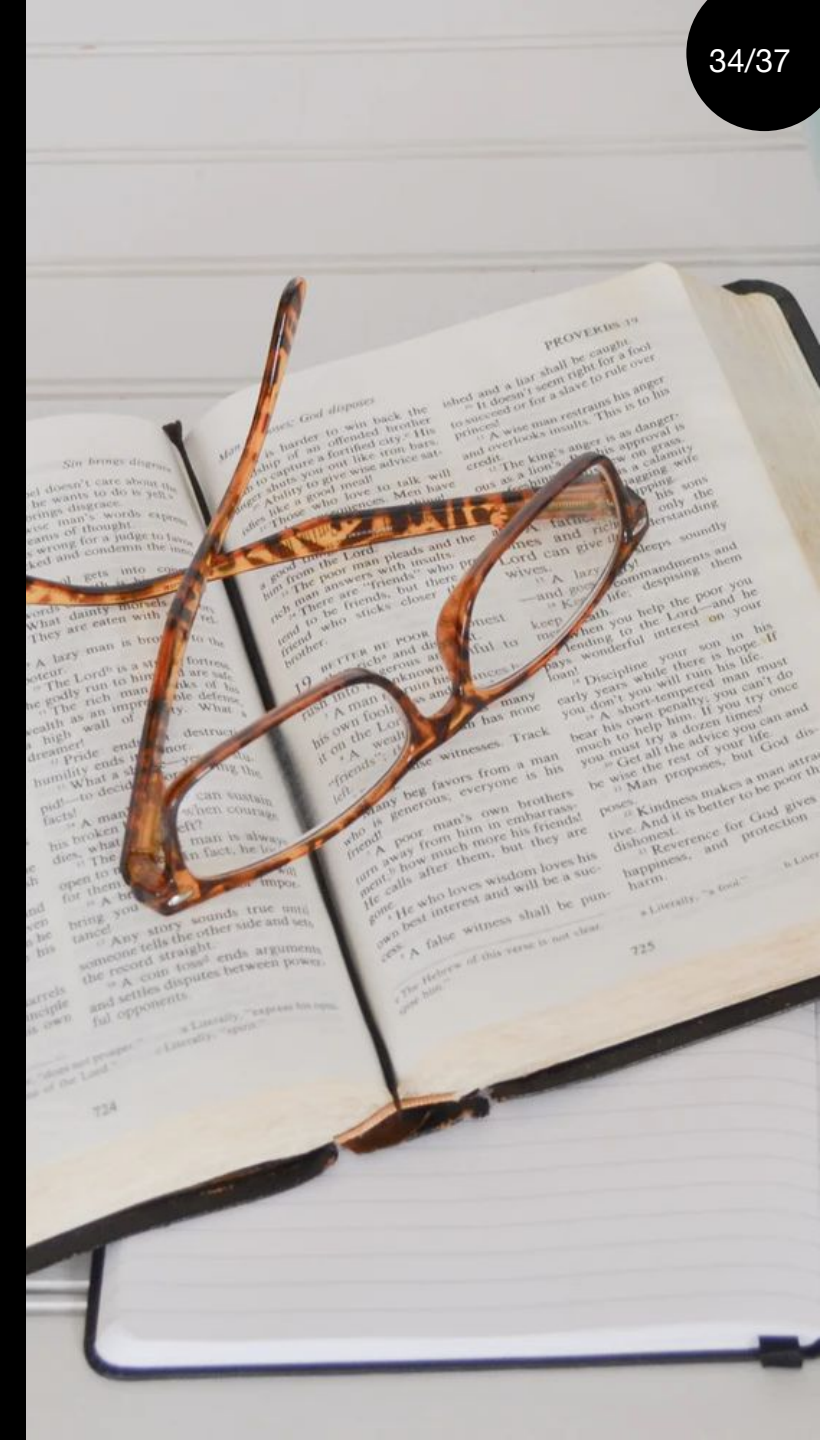
<https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework>

EntreComp into Action. Get Inspired Make It Happen

<https://ncee.org.uk/wp-content/uploads/2018/05/Entrecomp.pdf>

EntreComp at Work: The European Entrepreneurship Competence Framework in action in the labor market: a selection of case studies:

<https://core.ac.uk/download/pdf/343467968.pdf>



A photograph of a desk with a laptop, a colorful mug, and a notebook. The laptop is open and shows a blank white screen. The mug is white with a colorful grid pattern. The notebook is brown and closed. The desk is wooden and has a few other items on it, including a pen and some papers.

Author's:

Panagiota Polymeropoulou, DAISSy research group – Hellenic Open University

Panagiota is a graduate of the National and Kapodistrian University of Athens with degree in Archeology and History of Art and holds a Master of Science (MSc.) Postgraduate Diploma with honors in Cultural Informatics and Communication with specialism in Museology from the University of the Aegean, Mytilene, awarded with a scholarship from the State Scholarship Foundation (IKY) for postgraduate studies in Museology. She is a PhD candidate at the Department of Management Science and Technology - University of Patras.

She is currently working as Senior Researcher in EU projects with DAISSy - Hellenic Open University.

A photograph of a desk with a laptop, a colorful mug, and a notebook. The laptop is open and shows a blank white screen. The mug is white with a colorful grid pattern. The notebook is brown and closed. A hand is visible on the right side of the desk, resting on the laptop keyboard.

Author's:

Natali Lokou, Researcher at DAISSy research group – Hellenic Open University

Natali received her Management and Economic degree from the Technological Educational Institute of Crete, her Social Anthropology degree from the Panteion University of Athens and her MSc from History and Archaeology department of the University of Crete. She was in charge of field excavation, representing the Archaeological Institute of Cretan Studies and she supervised the documentation, conservation and study of the relevant archaeological findings in the Institute for Aegean Prehistory (INSTAP).

She collaborates with the DAISSy research group of Hellenic Open University, participating in EUHeritage project as a researcher.



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

Project Number
601073-EPP-1-2018-1-IT-EPPKA2-SSA

This Project has been funded with support from the European Commission. This publication reflects the views only of the autor, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



This work is licensed under a Creative Commons

Attribution-Noncommercial-ShareAlike 4.0 International License
(CC BY-NC-SA 4.0)

www.euheritage.eu

