



CreatINNES

Strategic Partnership for Innovation and Business Skills
Development in Cultural and Creative Industries Sector



Funded by the
Erasmus+ Programme
of the European Union

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CREATINNES CONSORTIUM PRESENTS

TRAINING SUPPORT FOR CREATIVE PEOPLE AND BUSINESS STARTUPS

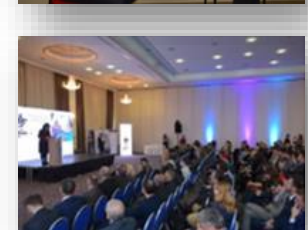
Our results are ready to be used in 2021



WHY CREATINNES?

We provide support for innovative startups to apply creativity, and we support the creative industries scaling up their businesses internationally via innovative training programs based on knowledge co-creation and cross-sectoral collaboration.

Our team is made up of a potent mixture of partners with extensive experience in entrepreneurship, business development, blended learning, creativity, culture and tourism from Germany, Bulgaria, Hungary, North Macedonia and France.



Partners



BLENDED LEARNING TRAINING PROGRAMS



CreatINNES

TRAINING 1: ENTREPRENEURSHIP FOR CCI FREELANCERS AND STARTUPS

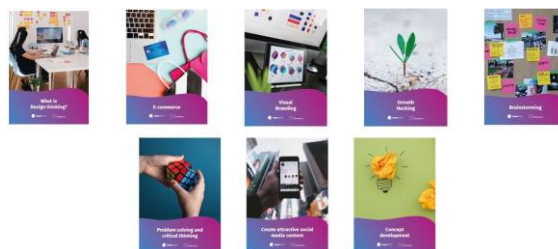
- Module 1. Visualizing the entrepreneurial journey
- Module 2. Planning, organizing and managing
- Module 3. Business plan development
- Module 4. Sound marketing strategy and plan
- Module 5: Financing your business
- Module 6. How to access international markets
- Module 7. Promotion and distribution
- Module 8. Powerful presentation and pitching skills



Available in: German, French, Bulgarian, North Macedonian, Hungarian and English

TRAINING 2: CREATIVE THINKING FOR INNOVATION

- Module 1. What is Design Thinking?
- Module 2. The Design Process
- Module 3. Design Brief
- Module 4. Visualization
- Module 5. Journey Mapping
- Module 6. Mind Mapping
- Module 7. Brainstorming
- Module 8. Concept Development

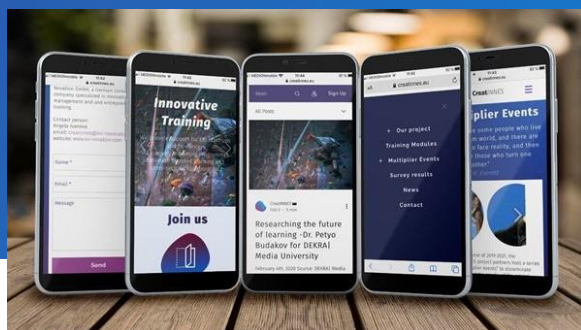


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CREATINNES ACADEMY

DIGITAL TRAINING PLATFORM

Built for blended learning and open online courses for educators, students, freelancers, and entrepreneurs active in the CCI and digital sectors.



METHODOLOGY

Developed to support the learning process in CreatINNES Academy with sustainable impact.

Create your profile and account in CreatINNES Academy and start a training journey in your own language:
<http://moodle.creatinnes.eu>

Website: www.creatinnes.eu

Facebook page: www.facebook.com/CreatINNES

Twitter: #creatinnes

