



**Unit 1: Management and
Entrepreneurship in CCI**

**Theme 1.1.
Understanding CCIs.
Cross Sectoral
Collaborations.**

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCI

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behaviour

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. New Media, Creative Technologies and Digital Environment.

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1: Designing a business for the CCI: preparing a business plan and pitching business

Theme 2.2: Towards value: Economic, Market and Cultural valuation of products and services in the CCI.

Theme 2.3: Market, Competition, Consumption and Branding in CCI

Theme 2.4: Business models, systems, partnerships

Theme 2.5: Management: team and change management in the CCI

Theme 2.6: Financing. Opportunities and Risks

You can find more information at the homepage: <http://www.fenice-project.eu>

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1 TEST YOUR KNOWLEDGE

Multiple-choice questions

1. Which of those industries can be considered cultural?
 - Fashion, film, museum
 - Arts, radio, television
 - Arts, video-games, design
 - Photography, software, arts markets

2. Which of those industries can be considered creative?
 - Visual arts, performing arts, art schools
 - Photography, design, software
 - Libraries, television, publishing
 - Performing arts, radio, crafts markets

3. Traditional cultural expressions are part of
 - Heritage
 - Media
 - Functional creations
 - Creative services

4. CCIs are based on
 - Cultural values
 - Cultural values and individual collective expressions
 - Cultural values as well as individual and collective artistic expressions
 - Arts and crafts

5. CCIs are characterised with a high level of
 - Self-employment
 - Networking
 - Financial volatility
 - All of the above

Open questions (+ answers)

1. How does the European Parliament define the cultural and creative sectors?

Reply: All sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions.

2. How does UNESCO define the CCIs?

Reply: Organized activities whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature.

3. List some core challenges for the CCIs?

Reply: Insufficient business savvy, integration with other economic sectors, lack of adequate training and mentoring services

4. What are the states of creating value in the CCI?

Reply: Beginning, Production, Circulation, Delivery, Audience Reception

5. Which CCIs have the largest economic share as to the SACCI analysis of the European Transparency Register?

Reply: Book and press, Audio-visual and multimedia, Performing arts