



Unit 1:

Understanding the Entrepreneurship in the CCI

Theme 1.1.

Creativity. Innovation and Cross-Sectoral collaborations. Intellectual Property.

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The training contents at a glance:

FENICE Program

Unit 1: Understanding Entrepreneurship in the CCI

Theme 1.1. Creativity, Innovation and Cross-Sectoral Collaborations. Intellectual Property.

Theme 1.2. Entrepreneurship, Management and Leadership in the CCI

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

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

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 the CCI

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1 TEST YOUR KNOWLEDGE

Multiple-choice questions

1. Creativity and innovation are:
 - Terms that are often used together and have the same meaning
 - Completely different terms that are often mentioned together.

2. CCIs are characterized with
 - permanent partnerships
 - networking, sharing and clustering

3. Today's projects that promote the work of artists are
 - Always "disinterestingly beautiful" (Kant)
 - They almost always have an engaged message

4. Ethical behaviour refers to
 - The roles and responsibility of the creators as onion- and value-leaders beyond the aesthetics of their works
 - The aesthetics of all art works

5. Can an idea be protected with intellectual property rights?
 - No
 - Yes

Open questions (+ answers)

1. What is a project?

Reply: Organization of a certain event within science or art which will have potential positive results for sustainable development and improvement of that certain aspect of science or art.

2. What is the difference between creativity and innovation?

Reply: Creativity refers to "having ideas", to imagination, to creating *ex nihilo*; while innovation refers to a finished product that is qualitatively better than an earlier product of that kind. Innovation implies a process of implementation involving some kind of progress, and is therefore measurable.

3. Define the main types of innovation according to the OECD.

Reply: *Product innovation* is the application of an idea or service that has undergone substantial development. *Process innovation* leads to the development of new methods to achieve a given production. *Organizational innovation* refers to new types of organization or means of administering organizations. *Marketing innovation* is about new methods used to obtain the development of products and their associated packaging, forms of cost and promotional publicity.

4. Why CCI's are automation-resistant?

Reply: They rely on human talent, creativity, creation and co-creation.

5. Is the protection of intellectual property international?

Reply: Intellectual property can be protected within a certain territory - country, but it is possible to extend the protection to other countries with which they have signed a contract.