



Unit 1:

Understanding Entrepreneurship in the CCIs

Theme 1.1.

Policies and Cross- Sectoral Collaborations in the CCIs

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The training contents at a glance:

FENICE Program

Unit 1: Understanding Entrepreneurship in the CCIs

Theme 1.1. Policies and Cross-Sectoral Collaborations in the CCIs

Theme 1.2. Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.

Theme 1.3. New Media, Creative Technologies and Digital Environment. Digital Marketing.

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1. Business Models and Management. Change Management.

Theme 2.2. Financing. Opportunities and Risks.

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1 TEST YOUR KNOWLEDGE

Multiple-choice questions

1. Culture is: (more answers are possible)
 - “The realm of human values, in which the human race, rising above the struggle for survival, reduces aggression, violence and misery, and builds a nobler world, higher than the world of ordinary civilization” (Beljanski 2011: 45)
 - The definition of culture can officially be defined by each European country at its discretion and based on its own national needs, bearing in mind the multicultural nature of its territory.
 - It is impossible to give a single definition of culture, because it depends on many factors. Due to philosophical and sociological research in the middle of the 20th century, positivist definitions of culture were replaced by attitudes that culture consists of good and bad contents, the contents of high-brow and low-brow culture, the content adapted to consumers of different ages ...

2. Cultural policy is:
 - A set of actions carried out within a country in a liberal spirit that allow any kind of artistic activity without restrictions and censorship, with the idea that a large number of cultural events will raise the level of culture in a society.
 - Cultural policy is a policy that defines the most important forms of artistic activities, registers them in the Intellectual Property Office, and implements them at the national and local level, strongly emphasizing the importance of volunteer work, i.e. work without financial support.
 - Cultural policy is the total sum of intentional intervention or absence of the intervention of the state or its bodies whose aim is to respond to certain cultural needs through the optimal use of physical and human resources available to society at a given time.

3. What is interesting about the aspect of “critical thinking” within the cultural policy once proposed by Portugal?
 - It emphasized the need for education of the population in the field of “critical thinking theory”
 - It emphasized the “engaged” function of culture in a society
 - By this, the state wanted to allow everyone to criticize everything, regardless of their education, gender, age, etc.

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. What is culture?

Reply: It is impossible to give one general definition of culture. According to one of the acceptable definitions, culture includes socially recognized values, tolerance, open and closed orientation of people, beliefs, creative spirit and personal interests of the individual and society. Language, folklore, customs, rituals, tradition, knowledge and the process of education, diversity and interest in other cultures, as well as the modern product of creative work are the foundations for the preservation and development of culture. In a narrower sense, culture is art, architecture, music, literature and other creative way of expressing.

2. What is cultural policy?

Reply: Cultural policy is the total sum of intentional interventions or lack of the intervention from the state or its bodies, especially those aimed at responding to certain cultural needs through the optimal use of physical and human resources available to a society at a given time.

3. How is culture financed and how would you describe the general funding scheme in Europe?

Reply: Culture is financed from national or private funds. In the case of private funds, some states give tax incentives to those who donate for cultural purposes. There is a general trend of reducing the funds for culture in most European countries.

4. In which sector are cultural institutions formed?

Reply: Cultural institutions are formed in the public (governmental), non-governmental (NGO) and private sectors.

5. 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.