



**Unit 2:**  
**Entrepreneurial Practice**

**Theme 2.2.**

**Towards value:  
Economic, Market and  
Cultural valuation of  
products and services  
in the CCI**

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

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2020-1-BG01-KA203-079193

This material is a part of the training content for the syllabus “Management and Entrepreneurship in Cultural and Creative Industries”. It has been developed within the Erasmus+ Strategic Partnership “*FENICE - Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education*”.

The training contents at a glance:

## **FENICE Programm**

### **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 CCI

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Sweet  
Pea

FOTOGRAFIA

## Case study

Defining value for emotions by Sweet Pea, Illustration  
and photography (Sandra Maia)





## Description

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Sandra Maia is the creator and founder of Sweet Pea, a company focused on design and photography, with a specific focus on productions that insert the family as the center of all the work.

Although she has a background in physical education, it was in crafts and photography that Sandra found her passion. Like most entrepreneurs, she started doing small jobs while she was still a gym teacher. But she soon realised that this parallel work would have all the viability to become her main source of income. To do so, she attended some classes related to handicrafts and photography, as a way of deepening her knowledge in these areas that were her favourite and in which she saw herself working independently.

However, Sandra confesses that if she were to start all over again these days, she would have dedicated more time to putting down on paper all her ideas and perspectives. This means that it is no good just having a good idea, or a passion for what you do or want to do. You also need to have a plan of action, which usually takes the form of a business plan.

In the cultural and creative industries, the business plan should consider that cultural products have a double characteristic: they have a symbolic value, and they have an economic value. It should also be noted that in cultural products, the physical market determines the economic value; and the market of ideas determines their cultural value.

On the other hand, there is an overlap of intellectual or artistic motivations to the detriment of the interest or material return resulting from a given creation (Throsby, 1994). The

craftsman/artist seeks to extend the time he commits to his aesthetic work, despite the truth that this work is not sufficient to ensure that his most essential needs are met. Thus, the craftsman/artist allocates some of his time to work that will provide him with the plausibility of obtaining products in quantities adequate to satisfy these needs; once this goal is achieved, he is subsequently inclined to commit himself to his imaginative exercises, even if they are less rewarding than non-artistic ones (Thorsby 1994, 2001).

In Sandra's case, her main focus, as previously mentioned, is families, presenting a special affection for products and services that involve the creation of items and/or photo sessions for babies/children with their parents. In this context, it can be seen that Sandra has a solid enthusiastic association with the work she delivers or creates, not continuously based on a premise of material interest, sometimes negating a conduct and evaluation more leveled by financial experts, who tend to characterize contract workers as someone concerned only with their compensation and the sum of effort, they will have to apply to accomplish a particular task. In this way, Sandra is not only motivated by material reward, but in addition - sometimes it constitutes the essential inspiration - as an implication of satisfying a need or gaining intellectual recognition (Flew, 2012).

## Source/link

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[https://www.instagram.com/sweetpea\\_fotografia/](https://www.instagram.com/sweetpea_fotografia/)

<https://www.instagram.com/sweetpea.design.ilustracao/>



<https://www.facebook.com/sweetpeafotografia/>

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## Country

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Portugal