



## **Unit 1:**

### **Understanding Entrepreneurship in the CCI**

#### **Theme 1.2.**

### **Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.**

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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.

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

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# 1 TEST YOUR KNOWLEDGE

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## *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. Cultural content is
  - the scope for any any arts project
  - artistic dimension, symbolic meaning and cultural values that stem from or express cultural identities
  
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 opinion- 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 are used to obtain the development of products and their associated packaging, forms of cost and promotional publicity.

4. What do you understand under "ethics"?

Reply: Ethics refer to the moral principles that govern human behaviour.

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.