



CREATIVE SPARK WORKSHOP

Georgian Technical University

www.britishcouncil.org



Introduction to Creative Spark and Our Project



Housekeeping

- These are interactive sessions – I won't necessarily be speaking to all slides and I do expect to get interrupted with questions (and am happy to be) ...
- Please find the Ideas Board – add any ideas that you want to add, use the 'Postits' and stick them on the board
- Fire. Health and Safety

What is Creative Spark?

A new 5 year initiative to develop the creative economy and drive enterprise skills across seven countries in Central Asia (Kazakhstan, Uzbekistan, Kyrgystan), South Caucasus (Azerbaijan, Armenia and Georgia) and Ukraine. via international university and institutional partners.

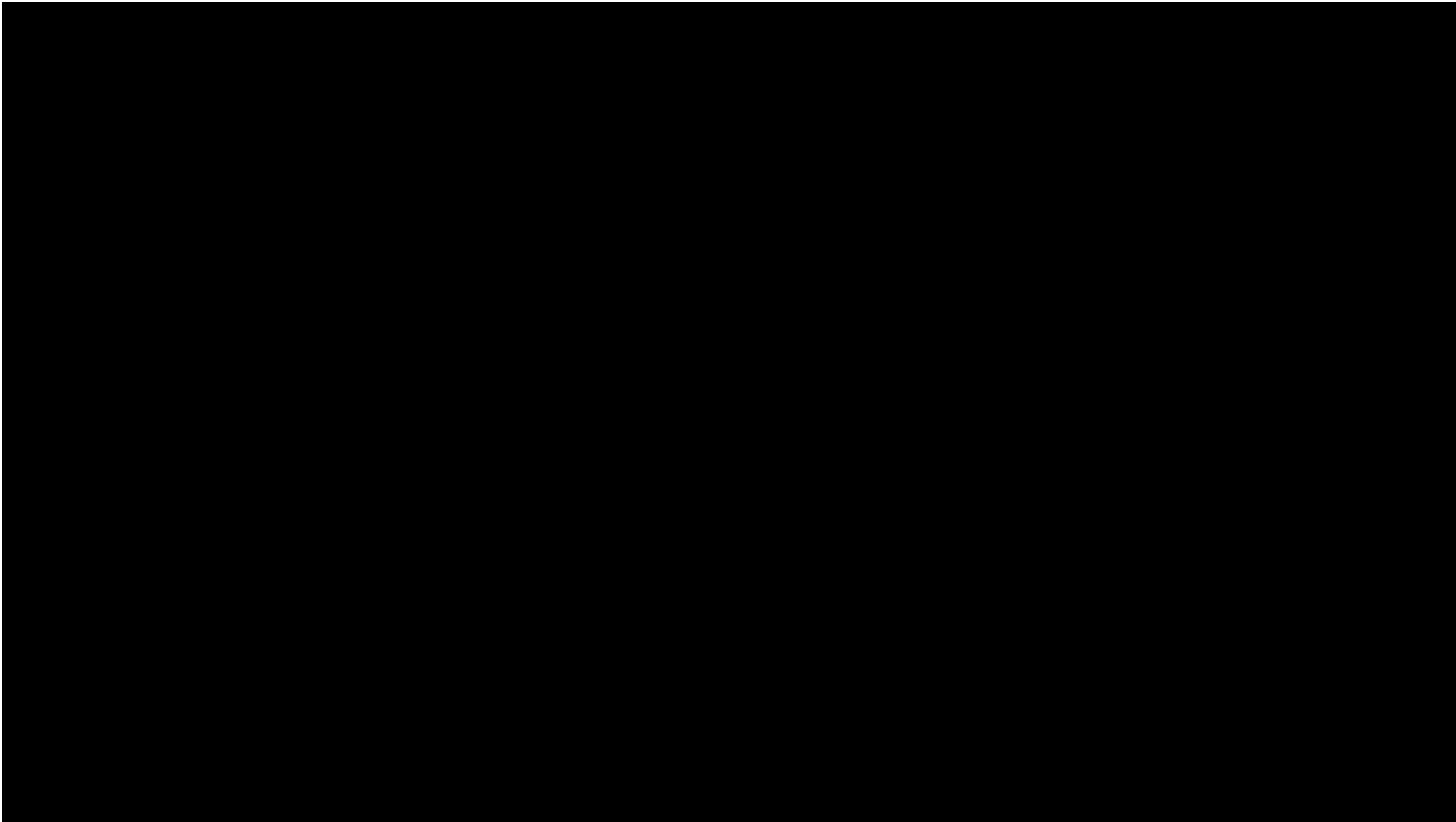
The programme has been developed in response to an underdeveloped creative sector and a demand for entrepreneurship training in these countries. Creative industries have driven economic growth in the UK. We want to use this experience and expertise to support sustainable development and social welfare.

Creative Spark is managed and funded by the British Council.



Three Key Aims

- to develop partnerships involving universities and creative institutions in the UK and programme countries to drive enterprise training and establish enterprise centres
- to deliver enterprise skills training packages to students and creative entrepreneurs - ranging from pitching ideas to starting a business and protecting intellectual property
- to deliver English language skills through a range of new British Council digital learning content. This will include digital learning platforms, online courses and a new Massive Open Online Course (MOOC) courses focused on English for entrepreneurship



What do the partners bring to the table?

British Council

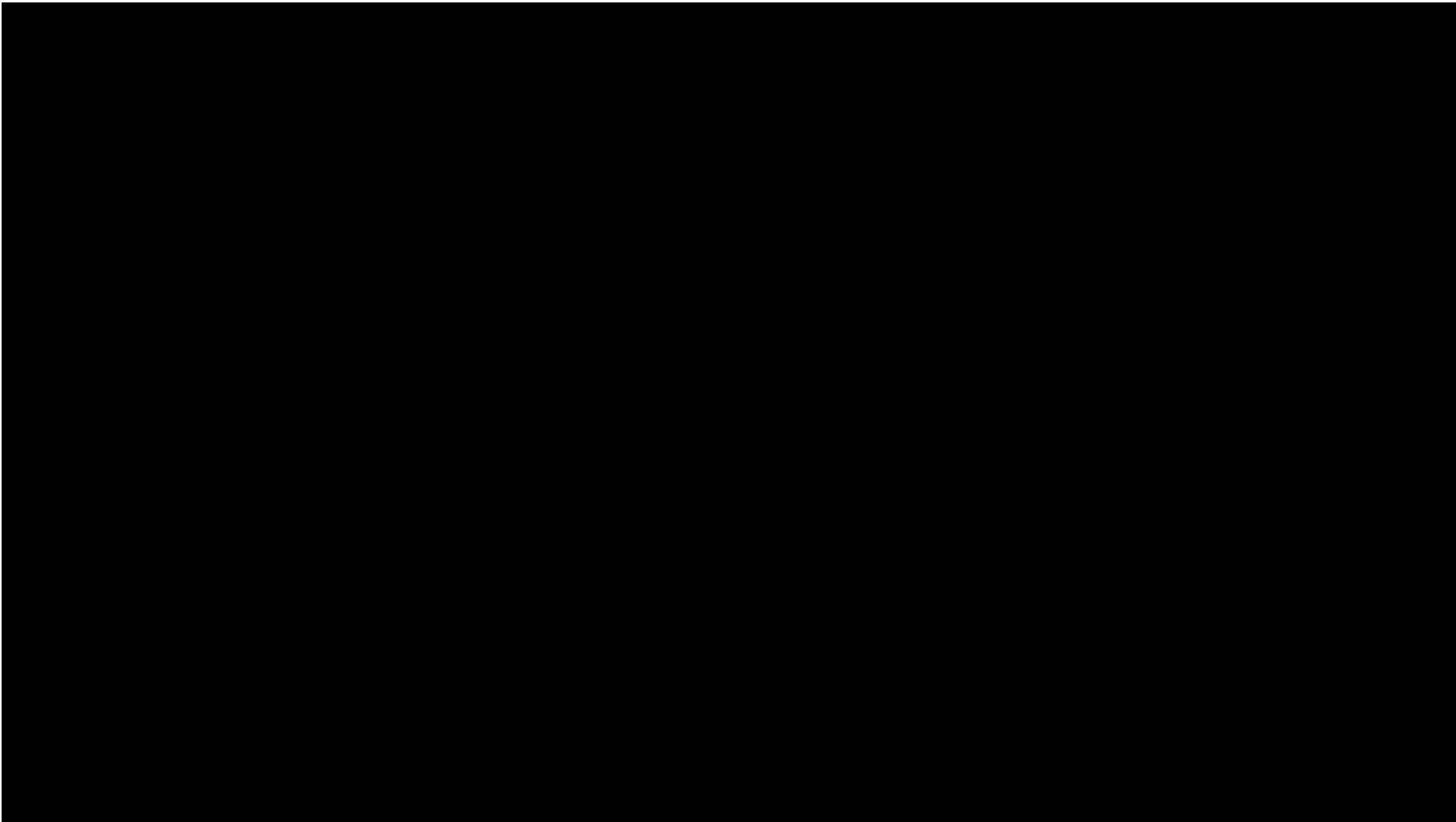
- Creative Spark Partnership Funding
- English Language Programme
- Creative Enterprise Skills – PitchFest

What do the partners bring to the table?

Keele University

Experience

- Creativity and Innovation Study Trip – PG
- Applied Company Research
- New Business Planning
- KRISP – Keele Research and Innovation Support Programme
- MCIL – Mercia Centre for Innovation Leadership



What do the partners bring to the table?

GTU

Expertise

- GTU Innovations Center
- InnoCENS - Enhancing innovation competencies and entrepreneurial skills in engineering education
- PRINTeL - Change in Classroom
- Department of Commercialisation at GTU – GTU Entrepreneur Alumni Reunion (GEAR) – This strengthens entrepreneurship activities of students

GTU Experience – Resources

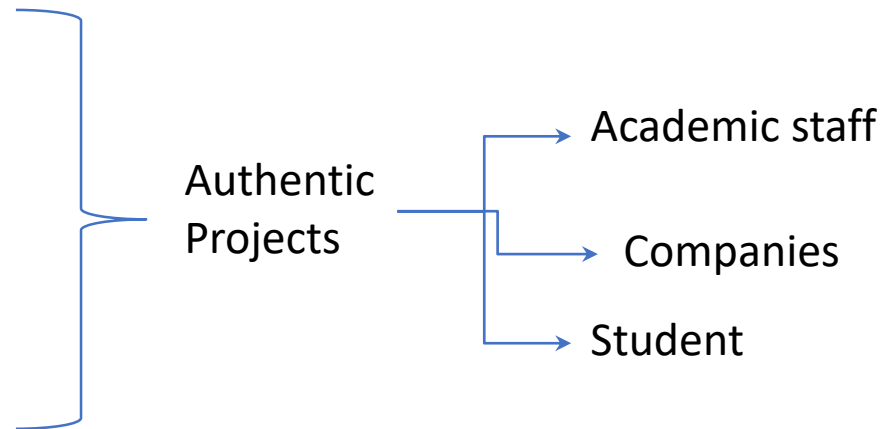
- Virtual Modeling Center and Lab at the Faculty of Informatics and Control Systems at GTU
- Fab Lab GTU
- CPDESC - Center for Professional Development, Science, Education and Culture
- GTTC - Georgian Technical Training Center
- Communication tools used at GTU: Website, STUNET - GTU video portal, Social Networks, Alumni Association, Students Organizations, Professors Community, etc.
- Pilot E-Learning center at GTU
- GTU has licensed Rosetta Stone® language learning software

What is Our Project?

Aim – Strengthening networks with creative sector businesses and offering them, as well as engaged staff and students, “bite sized” chunks teaching in related areas.

By:

- * Developing creative sector
- * Capacity building
- * Institutional development
- * Job creation



Our Project

- Support the development of a framework for entrepreneurial learning
- Increase understanding of what works through a comprehensive investigation into an existing provider model
- Encourage teaching and training innovation and infrastructure development by introducing incentives/rewards
- Ensure coherence and increased capacity through the development of an Enterprise Programme
- Popularize and promote the learning of English among GTU students and SMEs

Enterprise Pitch Competition

Who is it for? - Students, graduates, young entrepreneurs (below 35)

Where? - In 7 programme countries and the UK

Format - Online video pitch – sharing business ideas. Ability to demonstrate the commitment to the idea, and its feasibility, impact, quality

Country Winners - Categories to be announced. Seed Funding (cash and professional development prizes)

Regional Winners - Award Package (Seed funding + Mentorship + UK Study Visit)



Targets

- 100 Business ideas developed (competition to determine best 10 for further support)
- Training in Entrepreneurship
- Training the Trainers 10 staff passing onto 50 others
- Staff visit UK to observe and participate in Keele initiatives
- 400 to 500 students with improved English

Why Creative Sector?

- Culture Strategy 2025 and Creative Industries
- Training in Entrepreneurship
- Creative Industries Roadmap 2016-17
- Creative Industries Forum
- Creative Georgia – supporting Creative Industries development within the country

Why Creative Sector?

- Contribution of Cultural and Creative Activities in GDP of Georgia – 2.8%
- 5.2% of the employed population in Georgia are employed in Cultural and Creative Sectors - 95,555 jobs
- Household Expenditures of Georgian Population on Culture – 1.1%

The UK Creative Industries

VALUE (GVA*)
The UK Creative Industries 2017

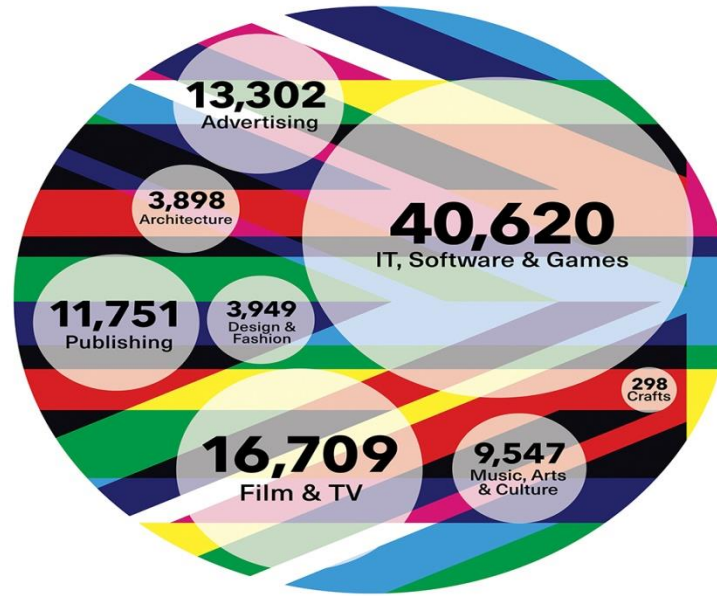
£101.5bn
A YEAR

£11.5m
AN HOUR

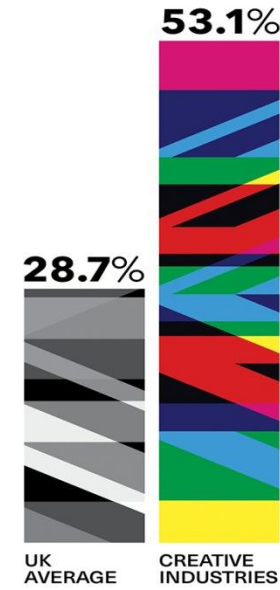
7.1%
INCREASE IN VALUE SINCE 2016

* GVA = Gross Value Added / All data is provisional

UK Creative Industries split 2017 (£m)



GVA % change 2010-2017



www.thecreativeindustries.co.uk

Source: DCMS, November 2018

Aim

To prepare to successfully complete our mission to build creative entrepreneurial skills among youth through capacity development activities

Summary Timetable

- **Day 1** - Opening Ceremony and our project
- **Day 2** – Intro to Enterprise, Facility Tours, Competition and Innovation, Meet the Businesses
- **Day 3** – INNOCENS, Business Canvas
- **Day 4** – Our First Projects, Memorandum of Understanding, Wrap up and Certificates
- **Day 5** – Drop in Sessions

Conclusion

- We have a wealth of material and resources to draw on.
- We are going to be exploring the possibilities over the next few days
- Opportunity for strong collaboration in the enterprise area
- Opportunity for strong collaboration in other areas

Acknowledgement

This project is part of the Creative Spark: Higher Education Enterprise Programme and funded by the British Council.

For further information, please visit the [British Council website](#)

