

European Open Design School for sustainable regional development

Presented by
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In a nutshell



DeuS is an Erasmus+ vocational educational training (VET) project that focused on unlocking the potential of the cultural and creative sector. It brings together 10 partners from 9 EU countries including 4 European Capitals of Culture (ECoC) who will co-create an innovative training path in design, critical thinking and entrepreneurship in response to local challenges.

DeuS builds on the work of the [Open Design School](#) pilot initiative, an open design laboratory which was pivotal to the successful implementation of ECoC Matera 2019.

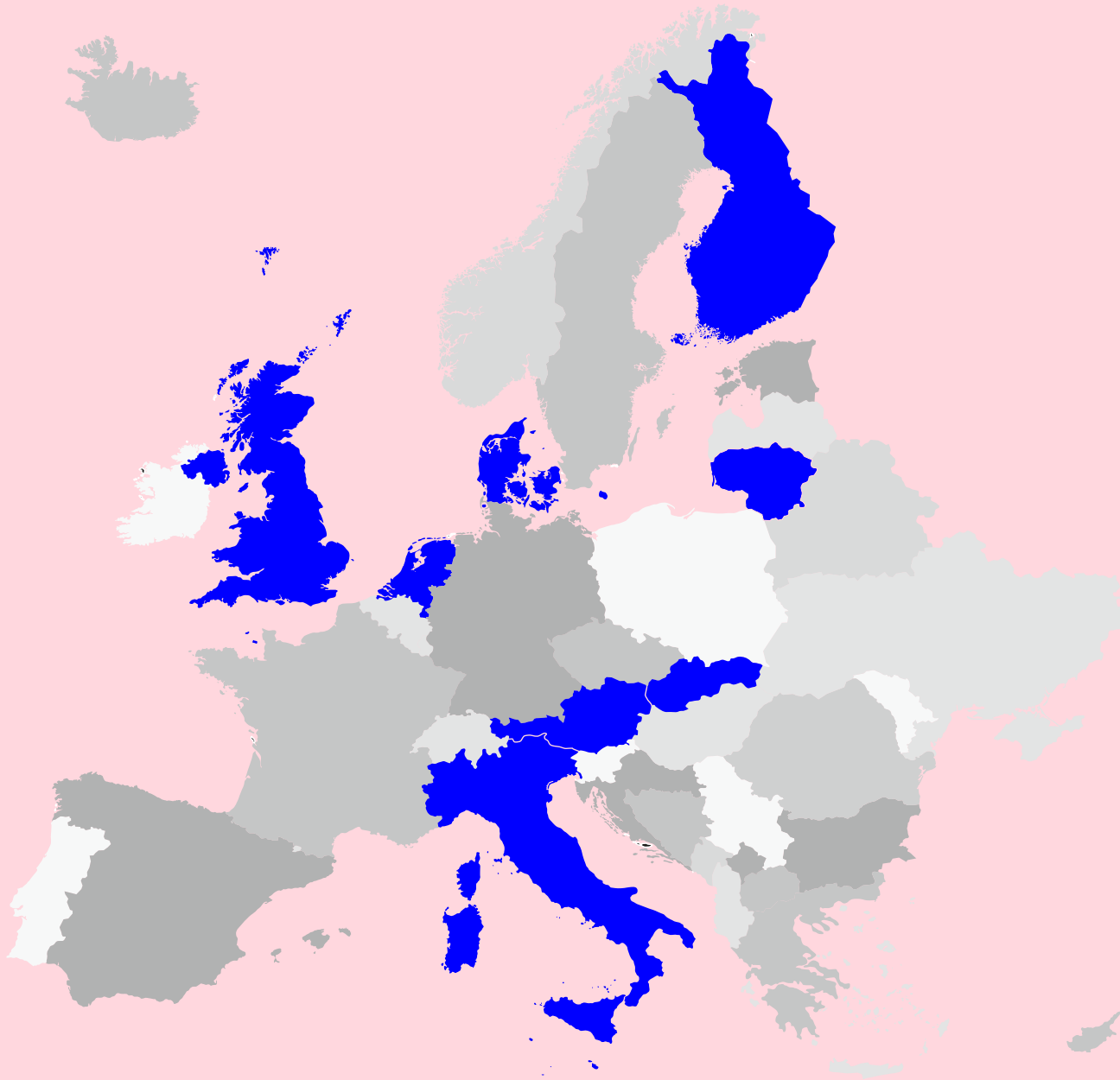
Why an open design school



Open: leave space for experimentation

Design: as a process for problem solving and solutions delivery

School: a space for knowledge exchange based on experience



Who is involved?

Matera - Basilicata 2019 Foundation (Lead partner)
(Italy)

Creative Region Linz & Upper Austria (Austria)

Creative Business Cup Foundation (Denmark)

South-East Finland University of Applied Sciences
(Finland)

Materahub (Italy)

Vytautas Magnus University (Lithuania)

Valletta Cultural Agency (Malta)

European Creative Business Network (Netherlands)

Creative Industry Košice (Slovakia)

University of Wales Trinity Saint David (United Kingdom)

Why cultural and creative industries?

- A strategic economic sector: 5.3% of EU GVA and 7.5% of EU workforce
- High growth and innovation potential + capacity to create spillovers and add value to other economic sectors
- A highly heterogeneous sector: CCIs are all 'commercial enterprises that are engaged in the creation, production and (media) distribution of creative and cultural goods and services'
- CCIs comprise architecture, books and publishing, design, advertisement, film business, music business, radio & TV, software and games, and market for performing arts

What are the challenges?



- Entrepreneurial aptitude and attitude
- Access to finance
- Spaces and infrastructure
- Physical and virtual creative platforms
- Internationalisation
- Cross-sector cooperation/fertilisation

The open design approach



"We're breaking all of the rules.

Even our own rules.

And how do we do that?

By leaving plenty of room for X qualities."

John Cage

Why DeuS?



Objectives

- Develop a participatory, innovative and sustainable European-wide methodology to identify local challenges and generate solutions for CCI professionals
- Facilitate professional skills development for CCI professionals with focus on the relevance of VET as a first choice for training, upskilling and reskilling, and encompassing transversal and entrepreneurial skills
- Promote sustainability and transferability of the methodology and training solutions identified

Why DeuS?



Key actions

- Identify and develop a learning and training approach in accordance with ECVET and inspired by the EntreComp Framework
- Develop a co-creation process involving local/regional CCI communities, policymakers and citizens in order to identify local challenges and generate solutions
- Establish innovation hubs (Living Labs) to conduct research and develop innovative products and services for CCIs
- Design a Knowledge Creative Platform specific to the CCI sector that becomes a point of reference for VET learners and trainers and all sectoral professionals
- Develop a financial model to promote sustainability / public and private funding and income-generating activities

The process



EU Open Design School Alliance:

- Analysis and mapping of the stakeholders
- methodology design and training toolkit
- co-creation and piloting
- forward looking stage



Expected outcomes

- A successful training methodology and programme for CCI professionals
- A new model of sectoral cooperation on skills based on Living Labs and co-creation approaches
- A widely recognised Knowledge Creative Platform specific to CCIs
- An enhanced image of VET among adults and young people
- A reinforced network and long-term cooperation among European Capitals of Culture
- An EU transnational Alliance with a strong creative and regional dimension

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**Learn,
Design,
Create**



Thank you!

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