



## EKFI- PROJECT!

Erasmus+ Project: EXCHANGE KNOWLEDGE FOR FUTURE INNOVATION

[www.ekfi-project.com](http://www.ekfi-project.com)

### Why EKFI?

The “Cultural & Creative Industries (CCI) are undergoing considerable change. They need support to enable them to create cross-border networks and platforms to help structure and strengthen the CCI”. A central quote in the Europe 2020 Strategy for growth and jobs of the EC (2017/18). It not only aims to respond to changing skills needs by promoting innovation in education the creation of new businesses, but also mapping the different value chains in the digital age (artistic crafts, publishing, film / tv, multimedia, etc). Research reveals and describes the need for new/updated competences and skills in the CCI. These skills were found vital requirements, as stated in several reports. These reports justify to investigate innovative approaches for scanning needs for competences (knowledge, skills, attitudes) and matching them with suitable (existing) learning and research material to stimulate innovation. The objective is to create an Exchange platform, to facilitate innovative learning/research material, to map the competence (user) needs and match these with existing learning/research module(s) on the web based platform.

### What did we do?

The goal of this project is to develop an innovative way of exchanging learning– and research material. The Exchange platform website that is developed, contains:

- An Exchange Platform incl. learning material and research reports with Intake application, a barter system purchase application and a search robot.
- Research on the creative & communication industry in the 5 countries on existing learning material & research reports
- A Multiplier event to inform educational partners, the EGIN network and social partners.

*The aim of the EKFI project is to create an Exchange platform, to facilitate innovative learning/research material, to map the competence (user) needs and match these with existing learning/research module (s) on the web based platform. The Exchange platform can be applied for the project target groups: VET and HE institutes, SMEs, sector organizations, others in the Cultural & Creative Industries (CCI). EKFI is an Erasmus+ project*



### In this leaflet

- Research country study
- Communication
- Platform overview
- Partners
- EGIN



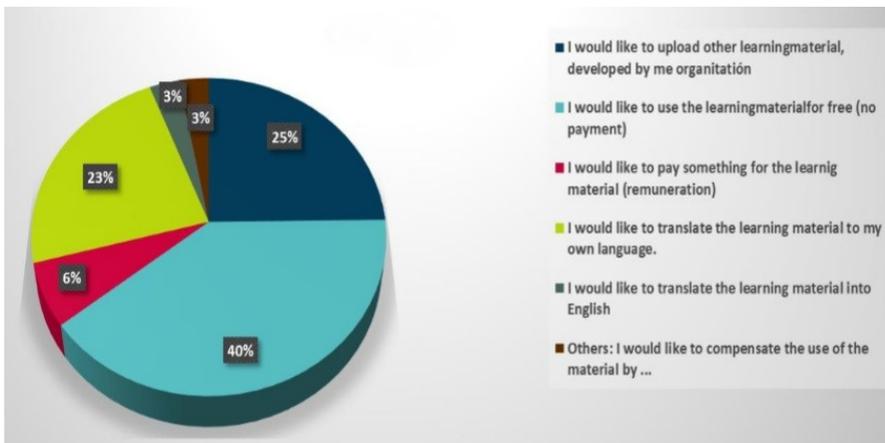
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## Research on the Creative & Communication Industry

Research has been done in the Creative & Communication Industry in the 5 participating countries on existing learning material & research reports that can be published on the Exchange platform; a base of collected existing learning material & research reports leading to a database of material.

The scope of the search for the learning material depends on the knowledge developed in the intake application. This will focus on the competences needed by the target groups and Creative & Communication Industry and sub sectors. Evaluation of the material using the intake application and judge it on suitability for the Exchange Platform.

More information on the research? See: [www.ekfi-project.com/research](http://www.ekfi-project.com/research)



## EGIN

EGIN, the European Graphic/Media Industry Network, is the platform of cooperation for education, training, research & development and labour market projects amongst the social partners of nine countries: Denmark, Germany, Iceland, The Netherlands, Norway, Finland, Spain, Switzerland and the United Kingdom.

During its twenty-five years of existence, starting 1990, EGIN has been working in accordance with its original goals: "...to function as a network for education and joint development of educational programmes" and "...to function as a centre of contacts, exchange of information, discussions and project creation". EGIN has also kept its original position as a non-political organisation.

EGIN is involved in this project. The Executive Secretary, Rense van der Heide is present at the project meetings.

The final conference of the EKFI-project with the multiplier event in Estland will be organized in combination with the Egin Annual conference in 2021.

# EGIN



[www.egin.nl](http://www.egin.nl)

## EXPERT-MEETINGS

During the project we organize several expert - meetings. At these meetings we ask the opinions and suggestions to improve our ideas and developed concepts.

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## Exchange platform overview

The Exchange platform can be applied for the project target groups: VET and HEs, SMEs, sector organizations, others in the CCI. It will operate as a set of ICT-applications (IO's): a database of existing learning/research material (from various sources) will be created by uploading this material to an platform (O1).

The uploading will be supported by the Intake application (O2) where the learning/research material will be described and meet educational standards/formats in order to pass the entrance requirements.

The Search robot (O4) makes it possible for the user to map the competence needs and match the needs with learning/research module(s).

The download of the material uses the Barter system purchase application (O3). It is a system of exchange where goods are directly exchanged for other goods without using money, as a medium of exchange. We develop the criteria under which the upload and download takes place and according to which the value of the uploaded material is determined and the value at which material can be downloaded. The system will be working with a kind of credit system.

During testing we will use the research on developments and new competences and developed learning material (on 5 subsectors of the CCI) of a running Erasmus+ project (Thrive!) to test the ICT applications. These applications and the knowledge behind it makes the existing learning/research material transparent.

The education problems in the CCI focus on two aspects:

1. In the more traditional parts of the CCI the need to educate future employees is less due to the development in the labour market. So investments in research and learning material is a problem to the institutes (according to committees in charge of education & training and CCI employers organizations-2017).
2. In other parts of the CCI the developments follow each other in rapid succession. This means large investments must be made in the development of learning resources. There is also the possibility that the competences at the institute may be of a too low level to develop state of the art knowledge. In addition, not every organization is able to follow developments in educational fields such as blended learning.

An Exchange platform can be a solution to solve these problems.

# Communication

The project aims to promote actions to develop an Exchange platform with its modules to exchange learning material and research reports to give the stakeholders like VET and HE institutes, European small and medium sized enterprises (SMEs) and social partners to develop by promoting the implementation of:

- a developed Exchange platform
- distributing learning resources, reports etc. for schools and extracurricular education
- educational products like workshops on the developments
- organizing a multiplier event.

We will communicate mainly by internet: [www.ekfi-project.com](http://www.ekfi-project.com). Also we organize meetings, workshops, participate in trade fairs and conferences. We publish press releases and articles in sector magazines about the EKFI- project.



Erasmus+

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# Contact

Visit our project website:  
[www.ekfi-project.com](http://www.ekfi-project.com)

More information on the developed material or the project?

You can also contact us:

- [info@stivako.nl](mailto:info@stivako.nl)
- 0031 20 5435670

Check the contact info of your regional contactperson on the projectwebsite.

## Stivako

Applicant partner; coordinator. Stivako has a long lasting reputation in The Netherlands as the Institute for management education, marketing for the Creative Industry and the print media industry, Stivako is also experienced in developing games for education and entrepreneurship. Stivako works together with consultancy agency Dienstencentrum in the development of services for companies. Stivako has a lot of experience in project management and coordination on national and EU-level.

## Artevelde University of Applied Sciences

Artevelde University of Applied Sciences, a Member of the Ghent University Association, is one of Flanders' largest university colleges. It offers study programmes in amongst others: teacher training, business and graphic education for more than 13.000 students. In the project Artevelde will focus on the pre research on entrepreneurial modules and the validation of those.

## Escola Algueró

Escola Algueró is a well based industrial VET school in Barcelona. It has very close ties with the Catalanian Employers' federation and therefore is a leading school. In the project Escola Algueró will be operating in redeveloping the e-tool, the development and validation of the modules that have been developed and participate in the train the trainer courses.

## Muldis

Muldis is an ICT-company and consultancy firm with a large experience in developing platforms and ICT tools, games, applications on national and EU-level. Muldis develops since 20 years software for the social partners in print media and creative industry.

## Hellenic Open University

Hellenic Open University (HOU) is a legal entity of public law, completely independent and autonomous, providing high-quality university education via distance learning. within HOU, operates the School of Applied Arts that offers three postgraduate programmes. Among them there is the Master Programme on Graphic Arts and Multimedia, operating since 2004.

## Tallinn Polytechnic School

Tallinn Polytechnic School is one of the oldest vocational schools in Estonia with three big departments: Energetics and automatics department; Info technology department and a Media department.