



Lessons learned from the Creative Skills Europe partnership

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The European Platform on Employment and Training in the Audiovisual and Live Performance sectors

EBU

OPERATING EUROVISION AND EURORADIO

CEPi
EUROPEAN
AUDIOVISUAL
PRODUCTION



EFJ | European
Federation of
Journalists

**EURO
FIA**
EUROPEAN GROUP OF THE
INTERNATIONAL FEDERATION OF ACTORS




PEARLE
LIVE PERFORMANCE EUROPE

UAI | europa
media, entertainment
& arts
global
union

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podiumkunsten.be



mediarte.be
THE MAKING OF YOU

cpnef:sv
COMMISSION PARITAIRE NATIONALE
EMPLOI FORMATION SPECTACLE VIVANT



ScreenSkills

creative
& cultural
skills

The National
Skills Academy
CREATIVE
& CULTURAL

goc

der fachverband
DTHG
Deutsche Theatertechnische Gesellschaft



Universität der Künste Berlin



The European Platform on Employment and Training in the Audiovisual and Live Performance sectors

To identify and support **the most relevant actions** that could be initiated by the sector at national and/or European level to enhance skills development

To strengthen the capacity of national and EU social partners to engage in national and European **social dialogue on skills development**

European Skills Council for employment and training
in the Audiovisual and Live Performance sectors

The logo consists of a white, rounded, speech-bubble-like shape with a pointed top and bottom, centered on a dark blue background. Inside the shape, the words "creative", "skills", and "europe" are stacked vertically in a dark blue, lowercase, sans-serif font.

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Trends and **skills** in the European **audiovisual**
and **live performance** sectors

June 2016

Trends and skills in the European audiovisual and live performance sectors

Trends

A YOUNG WORKFORCE, a majority of SMALL-SIZED COMPANIES, a large (and increasing) number of professionals operating OUTSIDE THE 'EMPLOYEE STATUS', relatively DYNAMIC MARKETS that translate into a growing number of companies but not a similarly upward growth in employment opportunities.

The DIGITAL SHIFT, the MULTIPLATFORM ENVIRONMENT, their impact on the sector's BUSINESS MODELS and on individual career paths.

SQUEEZED PUBLIC FUNDING, more precarious work opportunities, as seen in shorter employment contracts, an increase in FREELANCING and NEW FORMS OF WORK ARRANGEMENTS.

Skills

The appearance of NEW OCCUPATIONS and the disappearance of others.
The increased relevance of MULTI-SKILLING.

The need to INNOVATE AND EXPERIMENT with new development schemes. The opportunities offered by the DIGITAL TOOLS and by the high demand for NEW CONTENTS in the digital environment.

The diversification of skills sets to accommodate MULTI-ACTIVITY. The legal, administrative and financial requirements, and other HORIZONTAL SKILLS, needed to face self-employment, freelancing and new types of work arrangements.

4 PRIORITY THEMES

| | |
|--|--|
| New business models and work organisation | <u>London</u> 27-28 Jun 2017 |
| Workforce development and career management | <u>Brussels</u> 30 Nov 2017 -1 Dec 2017 |
| Innovation and digitisation | <u>Berlin</u> 22-23 Mar 2018 |
| The role of social dialogue and of sector initiatives | <u>Paris</u> 4-5 June 2018 |

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The Creative Skills Europe series: 5 focused publications to inspire businesses and professionals from the European creative sectors to engage in training and develop customised solutions for skills development and career management.



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A STEP AHEAD **TRAINING FOR INNOVATION**

Good practices from across Europe on skills
development supporting the structural
transformations of the creative sectors



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A SAFE BET **TRAINING AND WORKFORCE DEVELOPMENT**

A toolbox for the developpment
of HR solutions supporting skills investment
in the creative sector



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IT IS A NEW WORLD **TRAINING IN AND FOR THE DIGITAL ERA**

Examples of successful training schemes
and tools for creative professionals
in the digital environment



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FRUITFUL COOPERATIONS **ACCESS TO TRAINING THROUGH SOCIAL DIALOGUE**

Examples of social partners' initiatives supporting
skills and career development in
the European creative sectors



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JOINING FORCES **FUNDING OUR TRAINING NEEDS**

Recommendations for the development
of the creative sector training
funding schemes



A STEP AHEAD TRAINING FOR INNOVATION

Good practices from across Europe on skills development supporting the structural transformations of the creative sectors



Takeaways and the way forward

- **Thinking transversally and out-of-the-box**
- **Pooling resources to support all types of businesses**
- **Supporting the acquisition of entrepreneurial skills**
- **Attracting new skills and profiles in the industry**

Accompanying transformations: the urgency of skills development

Technical skills to design and use digital tools and platforms

Management skills to develop and implement new production processes

Entrepreneurial skills to give birth to the next generation of business models

Creative skills to push boundaries and provide original contents in the digital environment

A combination of soft skills (critical thinking, problem solving, teamwork, communication, etc.) to allow for the emergence of new ideas and the contribution of all in the transformation processes.



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A SAFE BET TRAINING AND WORKFORCE DEVELOPMENT

A toolbox for the development of HR solutions supporting skills investment in the creative sector



Takeaways and the way forward

- Thinking about competences seriously from the very beginning: entry-level recruitment
- Finding manageable solutions at local level: mutualisation and partnerships
- Integrating skills development in the daily life of the organisation
 - Taking advantage of sector-level tools and sharing resources

Skills development, a necessity both for businesses and individual careers

Professionals might need to catch up with **technical developments**

They might have to receive some important **health & safety** training

They might be requested to learn new ways of working in the **digital environment**

Some might have to acquire new sets of skills as their **professions evolve**

Others might be asked to adjust their profiles to **broader transformations**

Some professionals might want or need to **transition** to a new occupation



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IT IS A NEW WORLD TRAINING IN AND FOR DIGITAL ERA

Examples of successful training schemes and tools for creative professionals in the digital environment



Takeaways and the way forward

- Online learning can cater to a series of training needs
 - Online tools can also facilitate professional networking and recruitment
- Research & Development is key in the digital world
 - As drivers of innovation, creative industries need support to invest in their digital skills

Training in the digital world: a multifaceted scope of action

Digitalisation has transformed the world we live in; the way we create and experience creative contents; the way we work.

It has challenged the traditional models of making and offering culture.

It has broadened the horizons of creation.

Through ever-evolving technologies, the digital environment also offers us a **multitude of tools to better communicate, network and learn.**

The digital world can also be a **source of stress**, of disconnection from human interactions, and of increasingly blurred lines between professional and personal lives.



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FRUITFUL COLLABORATIONS ACCESS TO TRAINING THROUGH SOCIAL DIALOGUE

Examples of social partners' initiatives supporting skills and career development in the European creative sectors



Takeaways and the way forward

- Employers' and workers' organisations are key players for the promotion of professional training
- Their role can be formally recognised by law and/or negotiated in collective agreements
 - Ad hoc initiatives / partnerships can also cater to specific needs
- Co-operation at company-level can add great value to training actions or strategies

Access to training: a priority for all

Both employers' and workers' organisations have a vested interest in seeing sector professionals acquire **the right set of skills at the right time** in the course of their work lives.

Different types of partnerships can be established:

- at company-level;
- in the context of vocational education frameworks;
- to set up sector skills councils
- to create and manage ad hoc skills funds
- etc.



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JOINING FORCES FUNDING OUR TRAINING NEEDS

Recommendations for the development of the creative sector training funding schemes



Finding the right mechanisms to fund our training needs

Sector composed of a large majority of **very small businesses**, and of an increasing number of **independent workers**

New training formats: in-house informal training, blended learning, e-learning tools, etc.

Takeaways and the way forward

- Identifying national or European initiatives that fit your needs
- Exploring different funding opportunities to see what works for you
 - Starting conversations with peers and involving the education sector
- Getting public support to match your investment

If there is no one solution that fits all needs, **inspirational examples** from across Europe:

- Employers' pooling resources
- Set up regional organisations
- Adapting existing cross-sectoral schemes
- Training opportunities through EU funding
- Public support to training as a tool to strengthen the media and creative sectors

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