BLENDED INTENSIVE PROGRAME (BIP)

Current trends and the future of the Creative Industries

CURRENT TRENDS AND THE FUTURE OF THE CREATIVE INDUSTRIES

ACE2-EU

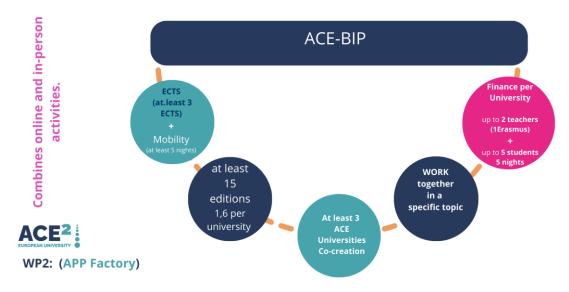|	
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Content

Anex

Erasmus Blended Intensive Programmes (BIP). An Erasmus Blended Intensive Program (BIP) is a short-term, intensive learning experience that combines physical mobility with virtual collaboration. It enables students and staff from **at least three higher education institutions** from different Erasmus+ program countries to work together on a specific topic.

BIPs are innovative, flexible, and inclusive, encouraging **interdisciplinary approaches and international cooperation.** They provide funded opportunities for participants, enhancing cross-cultural learning and fostering academic and professional networks.

1. TITLE AND HOST UNIVERSITY

Program Title:
Current trends and the future of the Creative Industries

Universities:

Latvian Academy of Culture (LAC, host university)

Santarém Polytechnic University

Kaunas University of Applied Engineering Sciences

Medical University of Gdańsk

Theme/Challenge identified and align with ACE2EU principles, mission and values.

Creativity, co-creation and innovation.

2. Objectives and Scope

Primary Goal:

This study week aims to explore key developments in creative industries and the concepts and theoretical models useful for their analysis. The course will foster an understanding of the complex and diverse processes and their drivers in creative industries. This knowledge will help students in developing their professional activities by providing insights into the political, technology-driven, and social aspects of their work.

Specific Objectives:

The student has mastered the key concepts and theoretical models that enable an understanding of the key processes in creative industries as a complex, interrelated sector.

The student is capable of applying interdisciplinary perspectives from the humanities and social sciences to analyze cultural, social, technological, and other aspects of the sector.

The student demonstrates the ability to identify linkages between theoretical knowledge and the analysis of needs and opportunities in their field of professional activity.

Target Audience:

Master's-level students with a focus on humanities and social sciences research, interested in completing or developing their creative and entrepreneurial direction, with an emphasis on entrepreneurial thinking and cultural entrepreneurship. The staff at each university decide whether to recruit high-performing undergraduates.

Duration:

The in-person portion of the study week is scheduled from May 26th to May 30th (5 days). Each day includes a program lasting 9 to 10 hours, which encompasses a lunch break and additional breaks between lectures. The online segment of the study week is planned for 2 hours as a preparatory seminar before attending

the study week. Individual work is designated to take place prior to mobility to study the research materials and during the study week for working on the final assignment.

3. Program Structure

Activities:

- Four educational visits and workshops in creative industry enterprises (stakeholders - Draugiem group, StartUp House, Studio Locomotive, NA Stage&Light, Āgenskalns Market)
- Two lectures on Creative Industry research/ Dr. Ilona Kunda, Latvian Academy of Culture
- Two lectures Co-creation, and Transformation in Creative Industries/ Dr. Sc. Oleksandra Nenko, European art residences
- One storytelling workshop (intended as preparation for the final assignment)
- One cultural activity
- One mentoring session/Dr.oec. Ieva Zemite, Latvian Academy of Culture
- One final assignment

Content Themes:

- Employment in CCI/ characteristics of creative professionals
- Co-creation/gamification
- Cross-sectoral aspects/spillovers
- Creative cities, creative intermediaries, and leadership

Final Assignment:

- During the study week, the students will have a chance to gather knowledge and work on the final assignment covering one of the content themes. A part of the assignment will be a poster or other visual material prepared during the storytelling workshop to present an interdisciplinary perspective of the creative industries and the chosen topic.
- The second part of the final assignment will be organized as a discussion to uncover the discovered knowledge on the topics and share the views on the learned processes of the creative industries and cultural, social, technological, and other aspects of the sector. Upon the completion of the in-person part of the programme, participants will have two weeks to further develop their

research proposal as an individual paper and hand it in to the associate. prof. Ilona Kunda.
- The assessment form is by grades 1 - 10.
- Participants receive a certificate after passing the final assignment (3 ECT).

Schedule:

12th of May	26th of May	27th of May	28th of May	29th of May	30th of May
18.00 - 20.00 Online preparation seminar (2 h)	10:00 – 12:30 Introduction to the study week/ Icebreacker activities 12:30-13:30 Lunch 13:30-16:00 Educational visit and workshop at creative industry enterprise 17:30-20:45 2 Lectures on Creative Industry research/ Dr. Ilona Kunda, Latvian Academy of Culture	11:00 – 13:00 Educational visit and workshop at creative industry enterprise 13:00-14:00 Lunch 14:00-18:00 peer-to-peer work with mentors to design research perspective/ Dr. Ieva Zemite,Dr. Ilona Kunda	11:00 – 13:00 Educational visit and workshop at creative industry enterprise 13:00-14:00 Lunch 14:00-17:00 Individual /peer-to-peer work /preparation for the final presentation and assignment 17:30-20:45 2 Lectures on Co-creation, and Transformation in Creative Industries/ Dr. Sc. Oleksandra Nenko	11:00 – 13:00 Educational visit at creative industry enterprise 13:00-14:00 Lunch 14:00-16:00 Individual /peer-to-peer work /preparation for final the final presentation and assignment 16:00-18:00 Storytelling workshop to prepare final assigment 18:00-21:00 Cultural – educational activity	10:00-13:00 Individual /peer-to-peer work /preparation for the final presentation 14:00-15:00 Lunch 16:00-19:00 Presentaions, discussion and the closure of the study week/ Dr. Ilona Kunda, Latvian Academy of Culture

4. Roles and responsibilities

Coordinator University for the BIP:

Latvian Academy of Culture (LAC)

Host University for the BIP:

Latvian Academy of Culture (LAC)

Key Contributor:

Dr. Sc. Soc. Ilona Kunda, Latvian Academy of Culture

Involved stakeholders:

In program development, several stakeholders are involved, representing Creative Industries. The enterprises are from IT and computer services, film and TV productions, video games, social enterprises:

- Draugiem group, website: https://draugiemgroup.com/
- StartUp House, website: https://www.startuphouse.lv/
- Studio Locomotive, website: https://locomotive.lv/
- NA Stage&Light, website: https://na.lv/en/home
- Āgenskalns Market, website: https://www.agenskalnatirgus.lv/en
- Dr. Sc. Oleksandra Nenko, European art residences

Participant Expectations:

- Pre-session readings covering the four topics to be discussed in the final assignment:

- Employment in CCI/ characteristics of creative professionals
- Co-creation/gamification
- Cross-sectoral aspects/spillovers
- Creative cities, creative intermediaries, and leadership

- Preparation of visual materials representing the topics for discussion during the final assignment.

- Preparation of arguments for discussion on the topics during the final assignment.

5. Resources and logistics.
Materials:

Laptop, smartphone, stationary items, notebooks. Required tools, technologies, or supplies.

Location:

The virtual component will be hosted on Zoom. The in-person part, which includes lectures and the final assignment, will take place at the LAC, Gara māja, Miera iela 58a, Riga. Most site visits will occur in the city center, with various locations available for students to conduct their individual work.

Technical Support:

Technical support will be provided by LAC by contacting the technical organizator of the study week: Asnāte Kalēja, +371 29373288 or asnate.kaleja@lka.edu.lv

6. Promotion and Communication.
Promotion Plan:

The promotion is handled by WP8 to attract students and raise awareness of the study week and its contents through the university's communication channels, especially social media. The involvement of the university's student organization is also crucial for disseminating information and providing students the opportunity to apply for the student week. For this BIP, student registration is completed, and the participants are registered:

Participant list:

Name Surname	E-mail	Institution
Michał Bystram	michal.bystram@gumed.edu.pl	MUG
Toma Girdvainytė	toma.girdvainyte@stud.lik.tech	LIK
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Eimantas Pašvenskas	eimantas.pasvenskas@stud.lik.tech	LIK
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Ana Carolina Mourão Carvalho	220000713@esg.ipsantarem.pt	IPS
Beatriz Alexandra Carvalho Martins	230000852@esg.ipsantarem.pt	IPS
Verónica Isabel Da Silva De Andrade Caetano	210100141@esg.ipsantarem.pt	IPS
Carla Roberta Júnior dos Santos	230001649@esg.ipsantarem.pt	IPS
Alexandre Oliveira Caetano	240000746@esg.ipsantarem.pt	IPS
Eduardo Gabriel Nobre	240000334@esg.ipsantarem.pt	IPS

If any additional students are willing to participate in the BIP, this should be coordinated with Erasmus coordinators and organizers of the BIP as soon as possible to address the necessary documentation and practical matters.

Key Dates:

Deadlines for registration and confirmation. Not applicable for this BIP as it already has the participants.

Communication Strategy:

To ensure the successful implementation of the study week and reach a broad audience, a structured communication plan will be implemented, covering several stages - from early engagement to event coverage and post-event follow-up.

1. One Month Before Study Week (Pre-Communication)

Goal: Generate interest and inform about the upcoming study eeek.

Channels:

Email campaign: Send an informative message to students, faculty, and partners with key dates, themes, and opportunities for participation.

Social media: Post a visually engaging "Save the date" announcement to create continuity and recognition

Website: Create a dedicated section featuring the programme, speaker profiles, and practical information.

Newsletter: Include study week information in the ACE[2]-EU newsletter

    2. Start of Study Week (First Day Highlights)

Goal: Create a sense of immediacy and highlight the importance of presence.

Channels:

Photos and videos from the opening: Share a brief visual recap on the first day.

Quotes from participants and speakers: Real-time stories on Instagram/Facebook capturing first impressions.

Website and social media: A blog post or news update summarizing the opening of study week.

    3. After the Event (Wrap-up and Evaluation)

Goal: Reflect on the outcomes, express gratitude, and collect feedback.

Channels:

Final video or photo gallery: A summary featuring the most memorable moments.

Newsletter and website: A recap with key takeaways, statistics, and future plans.

Feedback "business card" posts: Visually minimalistic quotes from participant feedback, suitable for social media and future presentations.

    4. Continuity

Goal: Continue the narrative and build long-term messaging.

Action: Highlight connections to BIP – student engagement, interdisciplinarity, and the role of the SPACE Centre – and emphasize how study week builds on this foundation.

7. Evaluation and Feedback.
Success Indicators:

Skill improvement:

• Understanding of the key processes in the cultural and creative sector as a complex and dynamic field.

• Ability for interdisciplinary application of perspectives from humanities and social sciences, analysing the cultural, social, technology-driven, and other aspects of the cultural and creative sector.
Ability to depict linkages between the theoretical understanding of the processes in the cultural and creative sector and the ability to reflect on the needs and opportunities of developing the industries in which students develop their professional lives and enhance their professional growth.

Additionally, there will be satisfaction metrics measured regarding the organizational and practical matters, as well as the satisfaction with the content provided, the lecturers, and other organizations involved.

Feedback Mechanisms:

The feedback mechanisms and reports will be developed by the team from WP2, WP4, WP8, and other relevant partners to ensure comprehensive impact measurement without overburdening the participants of various surveys.

Reports:

8. Risk Management.

Potential Challenges:

Low participation, technical difficulties, minimal enterprise involvement, time constraints.

Mitigation Strategies:

Early and active promotion to avoid the risk of low participation: Utilize multiple channels (email, social media, posters, etc.) to raise awareness.

For technical difficulties: Test all technology in advance by running full rehearsals and checking equipment and software beforehand. Have backup plans in place: Prepare alternatives such as offline versions, printed materials, and manual registration. Keep tech support on standby: Ensure IT personnel are available during the event.

To minimize enterprise involvement: Engage early by reaching out to enterprises well in advance with clear value propositions. Offer mutual benefits: Highlight how their involvement supports their recognition. Allow enterprises to participate in ways that suit their capacity (e.g., speakers, mentors, case studies).

For time constraints, create a detailed timeline with additional breaks, taking into account the size of the group. Delegate responsibilities among the organizers from the hosting university. Ensure effective communication to keep all stakeholders aligned on timelines and responsibilities.

9. Additional Notes or Customization.

The programme specification will be completed before the first online meeting for the participants.

Appendices

Templates for Use:

Theses templates will be provided by WP2

Program Agenda:

Detailed timeline for sessions.