

CLEVER

Creative Leadership & Entrepreneurship - Erasmus+, Capacity Building Joint Project
Coordinator is Shenkar.

INTRO

Clever aims at promoting the Creative Industries in Israel from an educational, economic and political perspective. Likewise, it aims at defining the creative economy as an innovation sector.

CLEVER has outlined six major skills as essential for the 21st century economy. They are:

1. Global awareness.
2. Creativity & inventiveness.
3. Entrepreneurial, financial & economic skills.
4. Connectivity & communication - Interdisciplinary communication.
5. Media & technology skills - New Media
6. Leadership & career skills - adaptation & self-motivation.

In an era where global labor markets are in constant change, some industries and career paths are becoming extinct, whereas others are rising and advancing now faster than ever. As part of the overall global processes, traditional occupations in our technological led era are progressively being replaced by creative communities whose raw material is their ability to address those challenges, imagine new solutions, create and innovate across disciplinary boundaries. In this context, the "Creative Economy" or "Creative industries", an evolving concept based on creative assets potentially generating economic growth and development, play a major role.

The creative industries (CI) are defined as "those industries that have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property in new products and services" (UK Creative Industries Task Force, 1997). The sector comprises a large variety of knowledge-based creative fields, including the Visual Arts, Performing Arts, Fashion, Design, Architecture, Music and Film industries and many more.

Europe has recently performed some major steps towards incorporating design and creativity in its Higher Education and innovation systems. With the newly proposed "Creative Europe" program (July 2011), Europe has begun to form a unique eco-system in which industries (large and small) academia, governmental actors and NGOs joined hands to foster cultural and creative growth in a sustainable manner.

CLEVER aspires to benefit from the European experience, aiming to learn the success indicators of the European system and adapt them to the local economy and Higher Education institutions.

OBJECTIVES

WIDER

- To systematically align the Israeli Higher Education System with global changes and develop new capacities to harness and extend the role of the CI Higher Education beyond its current disciplinary boundaries.
- To improve the CI sector competitiveness, skill sets and access to funding.

- To shape a new generation of creative leaders and entrepreneurs that take active role in economy and society as global creative citizens.
- To help CI graduates to maintain flexible life-long careers and mobility in the labor market.
- To create favorable economic conditions for the growth of the Creative Industry through governmental and non-governmental support.

SPECIFIC

- Understanding and defining the gaps between the European and Israeli creative economy.
- Reaching a consensual definition for the Creative Industry in Israel by all stakeholders to serve as basis for further research and project dissemination.
- Develop new teaching modules for the Creative Industry Higher Education Institutions that address leadership, employability and entrepreneurial needs which will serve as a basis for further development of curricular change in the Israeli Higher Education Institutions.
- Dedicate a comprehensive effort to prepare and train the Israeli Higher Education Institutions staff to adopt new teaching methods that will address creative leadership educational objectives.
- Preparing recommendations to support governmental and legislative change for the Creative Industry economy.

Hadassah Academic College in CLEVER

The main contribution of the Hadassah Academic College Jerusalem to the CLEVER consortium will be through the activities of the department of Photographic Communication.

Over the past couple of years, the Photographic Communication department has taken a clear stance towards harnessing the power of creativity to the applications of commerce and the innovative industries. This move is in line with the rapidly changing map of the communication industries and the new opportunities which are opening up to highly skilled professionals in the field.

For this reason, the CLEVER initiative comes at the right time and will hopefully lead to new directions in interdisciplinary development within the department, as well as between the College's departments.

HAC will be the WP leader of WP6 (quality control and monitoring) and will develop the quality assurance tools for the project that will cross all the target groups involved in CLEVER.

A representative from HAC will sit in CLEVER's Governing Board.

In all other parts HAC will take an equal role as all Israeli HEIs including: data collection and preparation of report (WP1), developing institutional Creative Leadership strategic plan and roadmap (WP2), faculty training sessions (WP3), Pilot implementation (WP4) and participation in round tables and formation of a white paper as disruptive plan for the creative industries in Israel (WP5), dissemination (WP7) and management (WP8)

Mobility strand in CLEVER

There is significant budget for mobility of students and staff. We have not learned yet how this is going to work in practice, but we already understand that there will be planned summer schools and similar setups for enabling a significant mobility. We hope to know more by the end of the kick-off meeting this week.