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Pro-CCS | Pilot course for creative professionals

Culture Action Europe launched an online Distance Training Course for cultural and creative professionals who want to start or develop their creative activities as a sustainable business.

Culture Action Europe's project, "[Pro-CCS: Microfunding for Culture](#)" has recently launched an online Distance Training Course for professionals working in the cultural and creative sector who would like to start or develop their creative activities as a sustainable business.

The project, which supports overall CCSs by reinforcing the competences of professionals active in the sectors, aims at bridging the cultural and creative sectors with the financial sector in order to facilitate access to credit.

The development of the course material is motivated by the need to enable and empower CCS professionals to acquire necessary business and marketing knowledge in order to enhance their attractiveness to various stakeholders. The course gives a framework to discover different business topics. It will give information and advice to describe the story of one's business, develop a business idea with a meaningful business and financial plan and give a structural guideline for administrative tasks.

A survey to identify training needs of the cultural and creative sectors was conducted earlier in the year, providing the basis from which the course work for the training was developed. The most prominent needs that were indicated in said survey focused on Positioning & Marketing, Business Knowledge and Administration. Each module of the training focuses on these key areas by providing theory, methodology and best practices/case studies.

Overall, the course:

- Provides CCS professionals with valuable knowledge to

build a business.

- Introduces new methods and skills and provides worksheets and templates that can be used afterwards.
- Inspires through best practices and pragmatic tips.

From 7 July – 21 July, the pilot of the Distance Training Course for Professionals in the Cultural and Creative Sector will be available for anyone to take online. At the end of the pilot course, a short evaluation will be asked from the course participants so that the project partners are able to refine and improve the course to be offered as an open-source material to more artists and cultural workers in the sector.

The course, which is self-paced, allows the participant to complete the course in their own time online and download the full handbook and supplemental material for further reading.

Deadline: 21 July 2023

Register [here](#)