



CREATIVE WOMEN IN LABOR MARKET

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Erasmus+ KA227

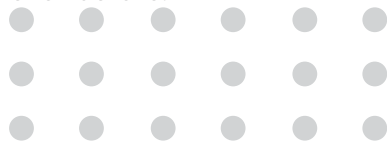
Partnerships for Creativity

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Creative Women in Labor Market Newsletter

INTRODUCTION

Social connection and employability can come in the form of participation in the arts and transferring those learned new skills into the employment markets. Creativity has high currency as an aspect of contemporary life. It is becoming an essential feature of Life Long Learning as education is called upon to prepare people for a world that now is changing more rapidly than ever before.



ART, DESIGN & MEDIA

Are the main pillars of the creative economy (DCMS Mapping, 2nd Edition), the term increasingly refers to all economic activity that depends on a person's individual creativity for its economic value. In this usage, the CREATIVE ECONOMY occurs wherever individual creativity is the main source of value and the main cause of a transaction.

Today in this 21st century, changes in the social, economic, cultural and educational frames need to new ways of thinking about the arts, culture and creativity. This way of thinking helps to have more active and responsible people about their own learning and their societies. Creativity has high currency as an aspect of contemporary life. The art, in a unique and particular way, and the most obvious and universal expression

of creativity, has an important role to play in that educational objective (DOI: 10.1016/j.sbspro.2014.01.888).

Economic participation and opportunities for women, their political influence and civic engagement - these are complicated and unsolved gender issues.

The main aim of the project is to increase the capacity of low skilled, low qualified women and women with fewer opportunities by enhancing

engagement - these are complicated and unsolved gender issues.

The main aim of the project is to increase the capacity of low skilled, low qualified women and women with fewer opportunities by enhancing their employability and entrepreneurship through CREATIVE economy strategies and missions by supporting them as they enter the labor market in order to;

- **prevent social exclusion and poverty,**
- **promote art and creativity as a life skill**
- **provide guidance and access to employment opportunities through art and creativity.**
- **promote the development of skills and competencies, especially the ones on creativity and digital**
- **support gender equality**



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The project is funded by the Erasmus+ programme, KA227 Partnerships for Creativity in The Field of Adult Education ‘

The project has been coordinating by Izmir Governorship (Türkiye), and the partnership structure is composed of Izmir Ekonomi Universitesi (Türkiye), Kingston Wadokai CIC (UK), Ege Is Kadınları Derneği (Türkiye), Asociatia De Dezvoltare Intercomunitara Harghita (Romania), and Redefine - Associação Para A Investigação, Educação E Desenvolvimento (Portugal).



INTELLECTUAL OUTPUTS

1- E-learning Platform

The e-platform will be designed as a dynamic interactive e-tool which will function as an open learning environment, for all target groups of the project, with an e-library and useful tools and resource for continuous development of the learners, educators, trainers, and partners staff skills and competencies. In order to achieve the desired results, it will be composed of the integration of two digital environments, serving different purposes.



2- Training Course For Creative Women

A training course of 6 modules will be designed and developed with an organisational and over all approach to positive learning consisting of:

- **Creativity and Competences**
- **Art and Design**
- **Digital technology and innovation**
- **Media and Marketing**
- **Entrepreneurship**
- **Going International**

3-Creativity Training Toolkit For Trainers

A trainers guideline toolkit will be developed to support the trainer to support the learner. The Toolkits to be developed following the same topics defined for the MIRA Training Course For Women, namely:

- **Toolkit for Creativity Skills and Competences**
- **Toolkit for Art and Design (handcraft, culinary arts, visual and communication arts, ecological arts, etc.)**
- **Toolkit for Digital, Technology and Innovation**
- **Toolkit for Media and Marketing**
- **Toolkit for Entrepreneurship (financial and management competencies, leadership, etc.)**
- **Toolkit for Going International**

Samples of The Results of The Research Conducted

Within The Scope of Intellectual Outputs Development Process

During the development process of the intellectual outputs, the project team has been conducting both qualitative and quantitative research with adult learners and trainers/mentors. A sample of the analysis for each group is stated followingly. Results will be sharing with all target groups of the project after the completion of scientific analysis for each partner country.

Question for adult learners:

'Briefly explain what are the five essential/core creativity skills, which enhance the employability of women'

Analysis: At first, it was not clear to the interviewees what exactly creativity skills referred to, so we asked them to approach this question as looking for an answer to the question of what skills could help an individual to develop their creativity. Most respondents highlighted the **sense of beauty** and **manual dexterity** that can be used to create something special and bring joy to others. **Adaptation, flexibility, openness, and curiosity** to new things and situations, **clear and practical thinking, perseverance** ("stick to your creative ideas even when surrounded by bureaucratic red tape"), **good resilience, discipline and organization** were highlighted as very important skills. **Solution-orientedness and problem-solving skills** are of paramount importance according to the interviewees.

The level of **cooperation** with others around the person and the strength of **teamwork** were also identified as important factors. For example, thinking together with your colleagues can lead to very interesting ideas, or if you have good communication with your customers, their feedback can lead to new ideas for the product, which helps you to improve it. Linked to this is **emotional intelligence**, which is also very important for creativity. Several interviewees highlighted **boldness, initiative and autonomy**. Among our respondents, several mentioned **originality, uniqueness** and **sophistication**: "many people have a knack for it, they see something beautiful and they copy it. If somebody is creative, they should give something that is their own, that is new."

Surprisingly few people mentioned **self-confidence**, but this is also seen as very important for creativity. One of our interviewees stressed the importance of learning to balance work and rest, to balance self-time, so that you can then recharge and get back to the creative tasks: "when you allow yourself a little bit of mental growth."

Question for adult learners:

'Brie Question For Trainers/Mentors: What are the 5 skills most needed in the area of art and design by low-skilled, low-qualified women and women with fewer opportunities in your region?

Please explain why did you choose these 5 skills.

Analysis: According to the interviewees, women in the area of art and design need **communication skills** most. Although they tried to separate **interpersonal** and **visual communication**, they ended up closely linking the two. Many of them described communication as vital in today's world. In their view, it doesn't matter how excellent a product women make or how precise their work is if they can't communicate about it. In addition, for example, it is difficult to manage a company alone, so good interpersonal communication is essential. The same was said by interviewees about visual communication. It is important "what kind of photo you put out, how it looks, whether it is about the product. I also know that not every small one can afford professional photography, product photography, but from this point of view, it's not important who takes the photo. You can even learn."

Communication skills and **confidence** were mentioned the same number of times. Respondents said that without the latter, no one can succeed in their field. "This is a very important thing. If you don't have confidence, no matter how qualified you are, no matter what school you went to, it's going to be difficult." They see it as most important in art and design because they believe women need to be aware of their own qualities in order to be able to realistically assess the value of their work. To do this, they need to develop their self-confidence. They need self-esteem to find their place.

Networking and creativity are two skills that are just behind the former two. Both were considered by interviewees to be of high importance and were generally ranked second or third on the lists. In relation to networking, they mentioned, "In our region, there are also social reasons, people are afraid, distrustful, etc. There is a lot to do here, it would be very useful." According to the respondents, in many cases it is not important what a person does, or perhaps what product or service she provides. What becomes important is whether they can or can not sell. Whether they can present themselves and their products/services to the right circles. To do this, women need contacts. Being part of a network, or being able and willing to build one, will contribute greatly to their

personal development.

Respondents also associated creativity with the adjective "indispensable". "...because it involves flexibility, it involves artistic talent, it involves problem-solving, it involves situational awareness." Creativity is not only important to do art. It also means new solutions, new possibilities. For example, the phenomenon where people do not use their own ideas in their work but copy other people's ideas was defined as a problem. Whether it is a geographically close example or products stolen from the internet, interviewees felt that this is a negatively charged solution. They find this behavior typical of the region. "It is not just copying that is the problem. It is undermining each other's businesses."

Following the analysis of the interviews, the fifth priority was determination and commitment. "You need a dose of talent, but it is more important to be determined. You can achieve a lot more with it because if you are determined you keep developing yourself and that can be worth a lot more in the long run than if you have the talent at the beginning but then you don't improve yourself." According to those interviewed, determination can make up for other skills, such as technical shortcomings and good time management. At the same time, they expressed that determination and commitment are necessary for continuity. For women to maintain workflow after implementing their ideas and become successful, they need to be committed. "I think that's 60% of it (success), maybe."

Interviewees also considered technical skills, marketing, problem-solving skills ("This is a very important thing. If you start thinking about the solution, sooner or later you will find it. So, if there is a goal, there is a way to get there."), artistic talent, time management ("Little ones practically run everything, like a household at home."), critical thinking and detail orientation ("Accurate, precise work is very important.") as important skills.

Surprisingly few people mentioned self-confidence, but this is also seen as very important for creativity. One of our interviewees stressed the importance of learning to balance work and rest, to balance self-time, so that you can then recharge and get back to the creative tasks: "when you allow yourself a little bit of mental growth."

Evaluation Meetings For The Progression of Project



The project team had several evaluation meetings apart from the regular ones. The project coordinator and leaders of the dissemination, quality management, and evaluation strategies of the project came together in order to discuss further improvement of the related parts.

Each quarter of the project was evaluated by the Project Coordinator and leaders of the work packages. After fruitful progression meetings, new strategies were defined regarding dissemination, quality management, and evaluation strategies.



Online Partners Meetings

The team of the Mira Project have been coming together online regularly since the beginning of the project. As we completed the 2nd quarter of the project, we organized several online regular meetings apart from others which are organized for specific reasons and tasks.



2nd Transnational Project Meeting in Hull, United Kingdom

The 2nd transnational meeting of the project was held at the University of Hull. Hulusi DOĞAN, Deputy Governor of Izmir Governorship headed the meeting. 2 representatives from each partner organization of the project came together at the meeting. We had a fruitful meeting season. The past period of the project was evaluated and strategic decisions were taken concerning the future period.



2nd Transnational Project Meeting in Hull, United Kingdom, 10th-11th May 2022

Study Visits

During the second term of the project, leader women in the labor market were visited. The main aim of the visits was to discuss project outputs and outcomes in the developing process for further improvements.



Study Visit to Ertuğrul Textil Complex, May 2022 İzmir



MORE INFO:

FOR MORE INFORMATION ABOUT THE PROJECT

AND OUTPUTS PLEASE REGULARLY VISIT THE PROJECT:

www.miraproject.net

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