

EMPOWERING CREATIVE & CULTURAL PROFESSIONALS

EURO-MEDITERRANEAN Training Course



CERTIFIED
DIGITAL
BADGE



EURO - MED
PROFESSIONAL
NETWORK



FREE
PARTICIPATION



APPLY BY
29 AUGUST
2026

WHY PARTICIPATE



CERTIFICATE & DIGITAL BADGE

Receive a certificate of completion and a verifiable digital badge recognising your skills and achievements



JOIN A DYNAMIC EURO -MED NETWORK

Connect with professionals and organisations across Europe and the MENA region.



INTERNATIONAL PARTNERSHIP

Learn from leading organisations and experts in the cultural and creative sectors.



DEVELOP KEY COMPETENCES

Strengthen your entrepreneurial, digital, green and transversal skills.



IN-PERSON EVENT IN ITALY

The successful applicants will be invited to participate in a face to face networking event in Italy.



FREE PARTICIPATION

Full access to the online course and learning resources at no cost.

ABOUT THE PROGRAMME



The Creative Europe Programme defines the Cultural and Creative Sectors and Industries (CCSI) encompassing all industries built around cultural values and creative expression. These include the development, creation, production, dissemination, and preservation of cultural and artistic goods and services—ranging from architecture, museums, and crafts to music, dance, film, and literature. Importantly, this definition applies, regardless of whether the activity is profit-driven, the type of organization involved, or the source of funding. This inclusive approach supports a diverse array of cultural practices, reinforcing innovation, social inclusion, and employment in these sectors.

Today, CCSI form a vital pillar of the global economy. They are rapidly expanding and increasingly recognized as strategic assets for sustainable development. Globally, CCSI contribute around 6.1% to GDP, with an estimated annual value of €3.9 trillion. These sectors generate about €2 trillion in revenues and employ nearly 30 million people worldwide, more than any other industry for individuals aged 15 to 29 (UNESCO). Within the EU, CCSI account for €193 billion in added value, include approximately 1.2 million cultural enterprises, and contribute 4% to the region's GDP, with annual turnover exceeding €500 billion.

Furthermore, cultural and creative entrepreneurship is a driving force in this growth, combining creativity with strategic and managerial capabilities. These entrepreneurs enrich cultural diversity, promote social cohesion, and strengthen local economies.

Recognizing this, partner organisations collaborate to enhance CCSI's competitiveness and skills development. Recognising regional instability in the Middle East and Eastern Mediterranean, this joint initiative promotes resilience, capacity building, and continuous cultural cooperation across the Mediterranean.

PROGRAMME DESIGN

This transnational training programme, is co-developed by the Organisation for European Programmes and Cultural Relations (Cyprus), Materahub (Italy) and the British Council (UK), and is aligned with the Anna Lindh Foundation strategic framework. It is tailored for emerging professionals in the Creative and Cultural Sectors and Industries (CCSI) across Europe and the MENA region, including Cyprus and the UK. It offers a gender-sensitive opportunity to build entrepreneurial, digital, green, and transversal skills, with a focus on supporting women and youth. Delivered through an engaging mix of online micro-learning and a final in-person event, the course awards a digital badge upon completion. The programme builds on successful EU-funded initiatives such as DEUS and CYANOTYPES, and draws on the expertise of the European Union National Institutes for Culture (EUNIC) Network and other key global and regional stakeholders.

Tailored for professionals in the Cultural and Creative Sectors and Industries, the programme offers a hybrid learning journey:



Online Component: A multifunctional educational platform will offer modules on Creative Entrepreneurship, Leadership and management in CCIs, Green and Digital Skills for the Creative Industries, and other transversal competences. The platform will feature self-paced learning, periodic training modules, and mentoring sessions. It will be accessible to up to 100 participants. The online course will run from September to October 2026, including five weekly live sessions (60-minutes each) and approximately five hours of flexible learning per week.



In-Person Component: Selected participants who successfully complete the online training programme will be invited to attend a 2-day networking and training event, to be held in Matera (Italy). The allocation of participants and the exact dates of each event will be communicated at a later stage. A contribution to travel, accommodation and local transportation costs will be covered according to the programme provisions.



TRAINING STRUCTURE

The CREAMed curriculum is designed to serve as “golden key” for professionals in the Cultural and Creative Industries (CCIs), unlocking essential skills to navigate an ever-changing sector. The programme moves beyond standard training by integrating four distinct competence areas, Entrepreneurial, Transversal, Digital and Green, into a cohesive learning journey designed to professionalize creative work, culminating in a final Bonus Capstone Unit focused on the New European Bauhaus (NEB).

SEPTEMBER – OCTOBER 2026

36 HOURS OF FLEXIBLE LEARNING VIA AN ONLINE PLATFORM

5 WEEKLY LIVE ONLINE SESSIONS

2-DAY FINAL TRAINING AND NETWORKING EVENT IN MATERA

COURSE 1: ENTREPRENEURIAL CHANGE IN CCSI

Module 1: Entrepreneurial mindset for CCSI

Module 2: Planning and managing your business

Module 3: Fostering innovation and creativity

This course aims to equip learners with essential entrepreneurial skills specifically tailored to the Cultural and Creative Sectors and Industries (CCSI) in the EuroMed region. By promoting innovation, creativity, and effective business practices, the course seeks to empower participants with the knowledge and tools needed to develop and manage successful entrepreneurial ventures. Emphasis is placed on fostering innovative thinking and problem-solving abilities, enabling learners to navigate the unique challenges and opportunities within the (CCSI) landscape.

**FLEXIBLE
LEARNING
HOURS**



COURSE 2: TRANSVERSAL COMPETENCES FOR SUCCESS IN CCSI

Module 1: Effective teamwork and collaboration

Module 2: Building self-efficacy and self-awareness

Module 3: Critical thinking and problem solving

This course is designed to equip learners with essential interpersonal and intrapersonal skills needed to successfully adapt to change and lead meaningful, productive lives in both personal and professional contexts. By enhancing key soft skills applicable across diverse roles and sectors, the course aims to foster effective communication, collaboration, and teamwork. Participants will develop the emotional intelligence and adaptability necessary to thrive in dynamic environments and build strong, positive relationships.

COURSE 3: DIGITAL PROFICIENCY FOR CCSI

Module 1: Mastering social media and online marketing

Module 2: Data analysis and interpretation

Module 3: Digital project management and AI tools

This course aims to enhance learners' proficiency in utilizing digital tools for both marketing and project management purposes. It focuses on improving their ability to navigate and apply a range of digital platforms effectively, empowering them to plan, execute, and promote projects with greater efficiency and impact. By the end of the course, learners will be equipped to leverage digital technologies strategically, boosting productivity and visibility in diverse professional settings.

**FLEXIBLE
LEARNING
HOURS**



COURSE 4: SUSTAINABLE PRACTICES FOR CCSI

Module 1: Foundations of sustainable CCSI

Module 2: Cultural catalysts for green transition

Module 3: Implementing circularity and policy in CCSI

This course aims to empower learners to integrate sustainability principles and practices into their professional activities, promoting environmental responsibility and long-term resilience within the Cultural and Creative Sectors and Industries (CCSI). Participants will explore how to embed sustainability into creative and cultural processes, while also learning to develop practical strategies for reducing environmental impact. Emphasis will be placed on responsible resource management, equipping learners with the knowledge and tools to contribute meaningfully to a more sustainable and future-oriented creative sector.

BONUS UNIT: THE NEB CATALYST

Module 1 & 2: The Paradigm Shift & NEB Toolbox

Module 3 & 4: Impact Gallery & Opportunities

Bonus unit: The NEB Compass Exit Ticket



This bonus unit introduces learners to the New European Bauhaus (NEB) framework and its role in driving systemic transformation across the Cultural and Creative Sectors and Industries (CCSI). Through an exploration of regenerative approaches, practical NEB tools, inspiring case studies, and European funding opportunities, participants will gain the knowledge and skills needed to align their projects with the core NEB values of Sustainability, Beauty, and Inclusion (Together). The unit aims to foster innovative, impact-driven thinking, encourage transdisciplinary collaboration, and empower learners to apply the NEB Compass as a strategic framework for developing creative initiatives that contribute to a more sustainable and inclusive future.

**FLEXIBLE
LEARNING
HOURS**



WEEKLY LIVE SESSIONS

 WED - 09/09/2026, 10:00 - 11:00 CEST - OPENING

 WED - 16/09/2026, 10:00 - 11:00 CEST

 WED - 23/09/2026, 10:00 - 11:00 CEST

 WED - 30/09/2026, 10:00 - 11:00 CEST

 WED - 07/10/2026, 10:00 - 11:00 CEST - CLOSING

MANDATORY
LIVE
SESSIONS



PARTICIPATION & ELIGIBILITY CRITERIA

To be eligible to apply for the training programme, you must comply with the following educational and/or working criteria:

- Have working experience in cultural and creative sectors and industries.
- Be based or registered in the European Union and candidate countries, the UK, or targeted South Mediterranean Countries (Egypt, Jordan, or Lebanon).
- Have a very good command of English.

Priority will be given to:

- Participants reached from the current and prospective member-organizations of the Anna Lindh Foundation Network.
- Women, young people ≤ 35 , persons belonging to minorities, persons with migrant background.

The panel committee reserves the right to select participants to ensure the balance of gender, diverse nationality, cultural, linguistic background and any other diverse characteristics.



HOW TO APPLY



FILL IN THE ONLINE APPLICATION FORM

Interested applicants should submit a completed application form and upload their CV (in English, up to 4 pages), indicating their suitability for this initiative and highlighting relevant experience and interest in Cultural and Creative sectors and industries.



SUBMIT IN ENGLISH

Applications must be submitted in English



DEADLINE

SATURDAY 29th AUGUST 2026, 20:00 CET

SCAN THE QR CODE TO APPLY



ASSESSMENT & ELIGIBILITY FOR LIVE TRAINING IN ITALY

Assessment will be continuous, incorporating quizzes, interactive activities and participation in live sessions. Upon completion of the course, learners will receive a certificate recognizing their achievement and proficiency in the covered competencies.

To complete the training programme, participants must:

Have attended at least 75% of the total duration of the entire course.

Those participants who meet the above successfully completed criteria will be provided with incentives and reimbursements for travel to Cyprus as well as full accommodation, meals, and local transportation for their participation in the Capacity Building Training Course.

To complement the online path, a final 2-day training and networking event will be organized. The training will be organized in the format of challenge-based learning where the participants will apply the theoretical knowledge learned during the online path to their own business or projects, solving a challenge given by the trainer.



CERTIFICATION

At the end of the course, participants will obtain an internationally recognized certificate of participation based on European standards such as EQAVET.

This certificate is automatically generated by the platform operated by Materahub and OEPCR, once all the course requirements have been completed.

THE ORGANISERS



Designated by the National and European authorities to manage the National Contact Points/Desks for the European programmes “Creative Europe”, “Citizens, Equality, Rights & Values” and the “New European Bauhaus” initiative and coordinate the national network of the Anna Lindh Foundation, the Organization for European Programmes and Cultural Relations (OEPCR) as a cross-ministerial agency for cultural relations contributes to an increased participation, development, promotion and dissemination of contemporary Cypriot artistic creation internationally, through research, innovation, international networking, and capacity building activities targeting Creative and Cultural Sectors and Industries.

In addition, the OEPCR participates in important European networks that aim to integrate culture into the Union’s external relations, to provide professional training and to strengthen and develop skills based on an inclusive approach, having a consultative role with respective governmental structures.

Materahub has been working, as VET provider, on capacity building for creative and cultural industries (CCIs) since its foundation in 2011. The main topic of this effort has been to develop key competences felt by the sector as key and most needed. Specifically, the focus is on entrepreneurial competences, digital competences for the production and for audience engagement, skills for sustainability and green transition, new skills to let cultural organisations exploit their innovation potential and working in cross-collaboration with other sectors like local development, SMEs, health.

During the last 5 years, Materahub has been part of innovative and pilot initiatives related to the topic of skills development in the CCIs and active member of several EU networks both in VET and CCIs promotion including the Creative Pact for Skills and EIT KIC Culture and Creativity.



The British Council supports peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. It uniquely combines the UK's deep expertise in arts and culture, education and the English language with a global presence and relationships in over 100 countries. With unparalleled access to young people, creatives and educators, and its own creative sparkle, the British Council works directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK.

It supports individuals to build networks and explore creative ideas, to learn English, to access high-quality education and to gain internationally recognised qualifications. The British Council works with people in over 200 countries and territories and has a presence on the ground in more than 100 countries. In Cyprus and Italy, the British Council engages with thousands of students, educators, young people, policymakers, academics, researchers, creatives, and entrepreneurs.

Based on Barcelona Process the Anna Lindh Euro-Med Foundation for Dialogue between Cultures (Anna Lindh Foundation) is an international, inter-governmental organisation operating the largest network of civil society organisations and citizens for intercultural dialogue among the people of the Euro-Mediterranean region. Founded in 2004 with its headquarters in Alexandria (Egypt), developed jointly by the European Union and its Euro-Mediterranean partner countries. It is active in more than 43 countries and has over 4500 member organisations.