



**Creativity for Development
Open Access Course**

IMPLEMENTATION REPORT

PILOT SESSION
4TH QUARTER 2016



The background of the entire page is a faded, light-colored image of two women wearing traditional headwraps. The woman on the left is wearing a light-colored headwrap with a grid pattern, and the woman on the right is wearing a darker headwrap with a floral pattern. They are both looking towards the camera with slight smiles.

CREA 4DEV

**Creativity for Development Open Access Course
Pilot Session
4th Quarter 2016**

Institutional Partners



HATCH



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The course gave me in-depth knowledge and understanding on the steps to take to jump out of my comfort zone and to succeed in the marketplace”.

BACKGROUND

CREA4DEV Initiative

Crea4Dev intends to build skills and enhance knowledge of policymakers, creative entrepreneurs and artists through a holistic learning approach. Building on UNITAR's expertise in methodological approaches and UNCTAD's extensive policy-oriented analysis of the creative industries Crea4Dev will deliver innovative training activities, and empower beneficiaries to use the potential of creative and cultural industries for socioeconomic development.

Activities will be developed with a blend of learning technologies and supported by quality assurance and certification. Design methods will combine knowledge (know-what), skills (know-how) and attitudes (know-why).

CREA4DEV Open Access Course

In the last quarter of 2016, UNITAR and UNCTAD, together with Asa Baako One Dance, Cirque du Monde, HATCH, Momentom Collective and UNISINOS, jointly delivered the Crea4Dev Open Online Course. This pilot course was developed to raise awareness on the value of creativity and culture for socioeconomic development.

The course was available from the 3rd of October to the 20th of December 2016. To complete the course, participants had to go through the 4 modules and pass the assessment activities with a minimum of 60%.

Experts



EDNA DOS SANTOS-DUISENBERG
Associated Fellow at UNITAR



RENE KOOYMAN
Associated Fellow at UNITAR

Structure

The course is divided in 4 modules with an overall estimated completion time of about 4 hours. Each module contained videos. Participants were invited to watch experts who guided them through the topics. At the end of each module, they took an assessment which immersed them in the world of creative industries.



MODULE 1

Creativity & Creative Economy

Introduces the basic concepts of creativity and creative economy.



MODULE 2

Places, Networks and Connectivity

Focuses on the dynamics of co-creations, creative cities and the role of network development and social media to promote creative products in the market.



MODULE 3

Creative Labour Market Characteristics

Explains the characteristics of the creative labour market, and the link between creative industries and sustainable development.



MODULE 4

Creative Business

Describes the financial actors and markets involved in creative economy and distinguishes the two models of creative business

Course screenshots



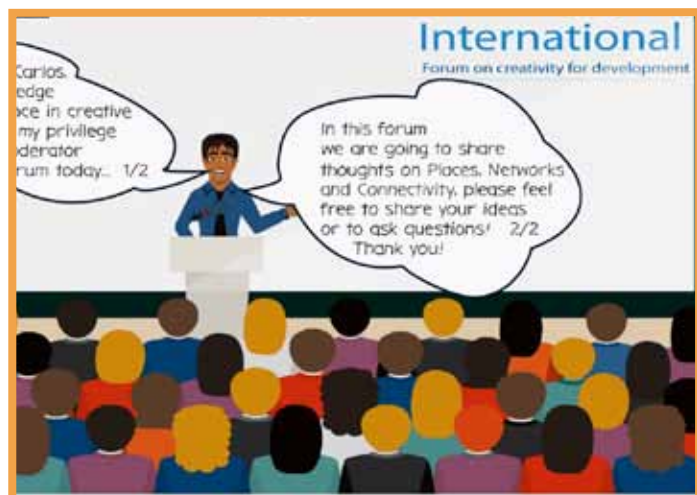
Module 3 with Rene Kooyman



Module 3 quiz



Module 2 with Edna dos Santos-Duisenberg



Module 2 quiz

EVALUATION

Participants Overview



812

PARTICIPANTS



236

COMPLETED
AT LEAST ONE MODULE



150

COMPLETED THE
COURSE

Module Completion



MODULE 1

230

PARTICIPANTS



MODULE 2

182

PARTICIPANTS



MODULE 3

171

PARTICIPANTS



MODULE 4

154

PARTICIPANTS

Comments

"I would like to bridge gaps between knowledge, culture, education and creativity to harness social inclusion, cultural diversity and human centered development".

"I think is a great opportunity to know about a way to create your business model, oriented to the process".

Participants Profile

Gender



Female
64%



Male
36%

Organizational Affiliation



Academia
24%



Government
10%



International
Org. (Non UN)
6%



NGO
11%



Private Sector
25%



United Nations
7%



Other
17%

Participants Per Continent



EUROPE
330
PARTICIPANTS



ASIA
145
PARTICIPANTS



AFRICA
134
PARTICIPANTS



NORTH AMERICA
93
PARTICIPANTS



SOUTH AMERICA
93
PARTICIPANTS



OCEANIA
17
PARTICIPANTS

Learning Objectives

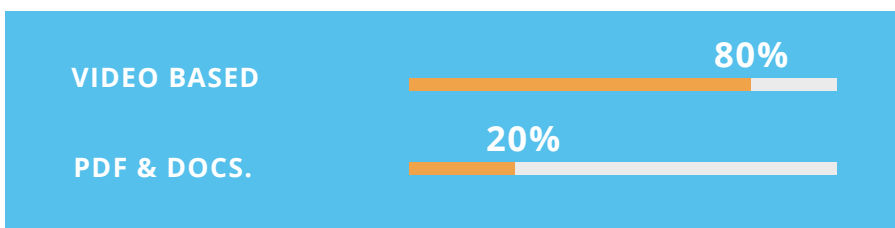
MODULE	CLARITY	RELEVANCE
MODULE 1	90%	89%
MODULE 2	97%	96%
MODULE 3	95%	91%
MODULE 4	97%	91%

COMMENTS

“The video was clear and detailed.”

“Simple and easy information, nice!”

Methodology



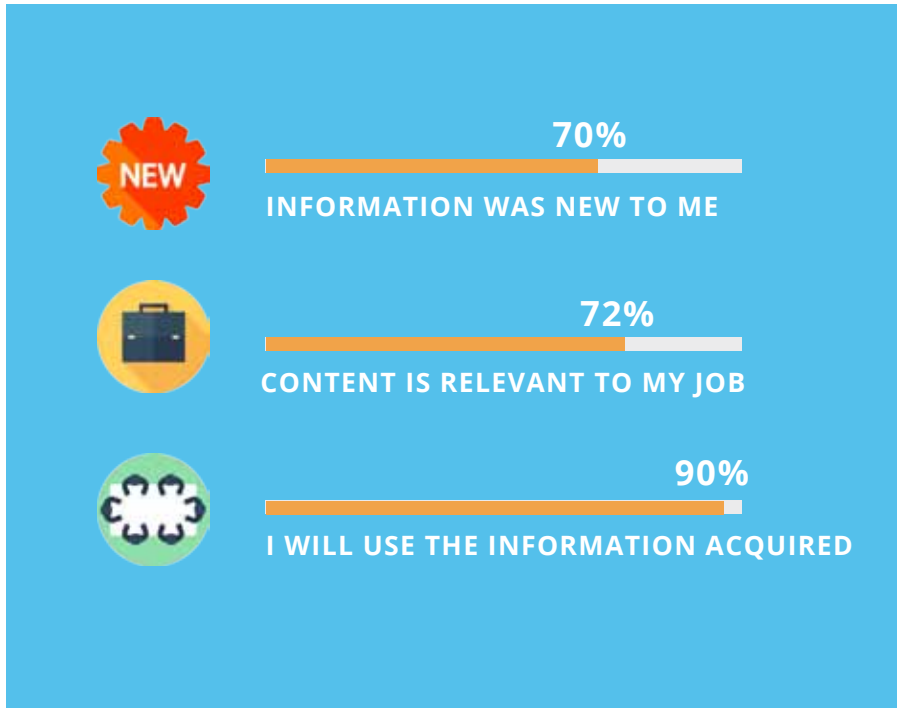
COMMENTS

“I prefer videos but with the option of reading whenever I can”.

“Quizzes are good but not enough, more exercises are needed”.

“I suggest subtitles on the videos”.

Learning & Content Material



COMMENTS

“ I think it is a great opportunity to know about a second way to create your business model, oriented to the process”.

“ Relevant to foster connectivity & collaboration for co-creation”.

Satisfaction



SUGGESTIONS

“ It would be great if video courses and follow-up quizzes would explore the case studies (so they are not theoretical)”.

“ A factual example of actual creative industries and how they sustain profitability and how this is applicable to other creative industries elsewhere”.

“The facilitator was very clear and the videos were well illustrated”.

“The contributing fellows were great. It was a good short course. Easy to follow, enjoyable. The resources have been great”.

“I believe it is a crucial sector of the economy in the 21st century humans need to build their lifestyle upon”.

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