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Marketing for Artists: Transnational Report



2022

Activity leader: School center Srečko Kosovel Sežana

PROJECT: Marketing for Artists (2021-1-SI01-KA220-VET-000035905)

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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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LIVE



mh
materahub

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LICEUL
DE ARTE
VIZUALE
ROMULUS
LADEA



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INTRODUCTION

The aim of the Transnational report was to observe the state-of-art in most of EU countries and details the concrete art teacher's and students' needs for specific marketing content in the VET curricula addressed to empower the students' impact on the labor market preparing them for future employability challenges. Empowering teachers' role, M4A empowers students' learning outcomes, contributing to closing the gap between VET educational offers and market needs.

Marketing_4_Artists is a strateic partnership in the field of Vocational Education and Training. The partnership consists of six different partners: three scools, two non governmental organisations and a network organisation active in the field of vocational education and training. Partners are:

- Applicant: Šolski center Srečka Kosovela Sežana, Slovenia
- Partner: Live Foundation, Finland
- Partner: Consorzio Materahub - Industrie culturali e creative, Italy
- Partner: Liceul de arte vizuale Romulus Ladea, Romania
- Partner: In Progress, Spain
- Partner: European Forum for Vocational Education & Training, Belgium

The research was conducted from **1/3/2023** till **31/5/2023** in **22 European countries** using triangulation by methods in order to develop a comprehensive understanding of VET system in the Art field. The report includes data sources of three different methods:

1. **Online Desk Research** is a part where partners collected information on VET Art curricula in different European countries, to find other Best Practices and legislation.
2. **Survey (quantitative interviews)** were designed to assess data on:
 - art teacher's previous knowledge of marketing and the best way to provide M4A Training Course;
 - art students to assess their previous knowledge about general marketing concepts to better focus M4A content; their engagement towards marketing for artist's lessons; their attitude towards being trained with M4A methodology.

The analyzed answers of the questionnaires were the basis to prepare questions for the Focus Group.

INTRODUCTION

3. **Focus Groups (qualitative interviews)** were implemented with two different types of groups:

- First focus group: 1 art teacher, 1 school director, and some new actors that can provide relevant answers to finetune PR1 and improve its qualitative results: 1 artist, 1 marketing expert, and if needed, any other appropriate educational professionals.
- Second focus group: 1 art teacher and at least 4 students: The goal is to collect data about teachers' attitudes to adopting the M4A methodology as part of the Continuous Training of Teachers and its integration into the VET subjects, school directors' and policy.

M4A methodology doesn't interfere with the programs required by the National Ministries of Education, guaranteeing its transferability to other EU countries. The Report contains all this information in order to make itself the material for inspiration.

DESKTOP RESEARCH



1

The Online Desk Research was carried out by School center Srečko Kosovel Sežana who distributes the research tasks of the 22 EU countries among the project partners, according to the language skills of the staff. The desk research allowed partners to collect information on VET Art curricula in 22 EU countries, to find other Best Practices and legislation. The data were collected from existing resources whereby partners sought information on:

- 1) Best Practices/Case Studies
- 2) National project and/or programs
- 3) International project and/or programs
- 4) Academic researches/Articles

The Desk Research gave us the inside to best practice examples, national programs, projects and articles in Slovenia, Croatia, Romania, Cyprus, Czech Republic, Italy, France, Greece, Malta, Spain, Portugal, Austria, Germany, Finland, Sweden, Denmark, Estonia, Belgium, Hungary, Slovakia, Ireland. For each country the data are collected on:

- Name / type of the item,
- Brief description (max. 5 lines),
- Key marketing skills addressed/mentioned,
- Impact/results,
- Organisation /network type (public, private, public & private),
- References (website, contacts, etc.),
- Any further notes/comments.

According to the data collected the questionnaire marketing skills for artists has been prepared.

The results of Online Desk Research in **22 European countries** are presented below.

Organisation	School center Srečko Kosovel Sežana/Creative Entrepreneurship
Type of item	National projects/programmes
Brief description	Creative entrepreneurship is a national approved curricula for Slovenian general education (Gymnasium/grammar school). It has been developed by teachers from the school center Srečko Kosovel Sežana and a university professor of entrepreneurship at the faculty of the economy in Ljubljana. The curriculum introduced the design thinking method as an approach to entrepreneurial activity and it can be easily integrated into art education. It develops essential marketing skills and creative entrepreneurial thinking and problem-solving.
If applicable, name the key marketing skills addressed/mentioned	It recognizes the importance of planning marketing activities for business; get acquainted with the legislation in the field of marketing, Analyze all the elements of web marketing for your business idea, learn the basics of marketing, learn the elements of the marketing web, learn about the elements of the communication web, use selected elements of the communication web for marketing selected business ideas, plans various forms of promotion of his business idea, includes new media for effective promotion, use elements of direct marketing, Designs a simple web-based solution to present your own companies, selects media to promote their business idea, plans an advertising campaign to promote his business ideas, create an advertising campaign to present your project; - consists of sample promotional materials, organizes special events in the company, prepare a short press release.
Impact/results if applicable	This curricula has been implemented in other national and international projects and also programs as a best practice example. The project When local becomes global (EEA Grants, Norway Grants) successfully implemented this curricula into art program at partner schools. our school was invited into many partnership projects because of this specific subject that we created. Students that attended this course become very creative. This good practice was transferred into the strategic partnership EUpreneurs and recognized as the best practice example from our national agency for Erasmus. It is a leading topic of one new strategic partnership project with the title Creative Entrepreneurship for culture.
References	https://eupreneurs.splet.arnes.si/introduction/ , http://old.ss-sezana.si/blog3/wp-content/uploads/When-local-becomes-global-kon%C4%8Dna.pdf , https://scsks.splet.arnes.si/creative-entrepreneurship-for-culture/

Organisation	Visual Communications and Cultural Marketing for Professional Artists
Type of item	National projects/programmes
Brief description	<p>"Visual Communications and Cultural Marketing for Professional Artists" is an author's multi-disciplinary educational program by Krešimira Gojanović, created in 2011 and intended for professional (independent) artists, members of professional art associations, art academy students, independent cultural workers and all other creatives, who want to place their artwork, products, knowledge and skills on the domestic and foreign markets.</p>
If applicable, name the key marketing skills addressed/mentioned	<u>Visual Communication and Cultural Marketing for Professional Artist</u>
Impact/results if applicable	<p>They organized a workshop for artists where they had a small lecture, mutual exchange of experiences on the problems of Croatian artists, and we also discussed the new Law for Artists and The position of artists in Croatia. They shared experiences about creating art websites and blogs, and presented in detail the work and promotion of artists on the portal Zagreb Fine Artists. They shared experiences related to the organization and promotion in various art associations, analyzed some art publications and design works of participants and began to prepare the final exhibition of all workshop participants. In general, at all workshops they somehow came to the conclusion that the position of visual and visual artists today is not easy, new technologies bring some new opportunities, but also challenges that require continuous, lifelong learning and especially more cooperation and exchange of experiences between artists</p>
References	https://vizikom.wordpress.com/galerija-fotografija-2017/

DESKTOP RESEARCH ROMANIA

Organisation	Iasi Branch of the Romanian Artists' Union
Type of item	National projects/programmes
Brief description	<p>The main purpose is to support and defend the professional interests of its members, to organize exhibitions, salons, art galleries, and art colonies, to ensure the development of its material assets, to organize associated business activities, to support the activity and the debut of young creators, to develop and take part in the running of public interest projects, to assist its members in material, administrative and legal matters, to help them in reaching. Promotes and supports without discrimination all types of visual arts and all categories of artists, irrespective of age, gender, nationality, ethnicity, or faith; its 246 members are directly involved in the city's cultural and educational life.</p>
If applicable, name the key marketing skills addressed/mentioned	<p>The main purpose of UAPR Iași is to support, exercise, and defend the professional interests of its members, to organize exhibitions, ensure the development of the material base, the organization of related economic activities, support actions and the debut activity of young creators, to develop and participate in the realization of projects of public interest, to support materially, administratively and legally its members, in satisfying their professional interests and social needs, born from membership.</p>
Impact/results if applicable	<p>The organization is open to all forms of art without limitations and with that artists can explore and dive into their creativity, imagination, and expression in their art. As the result is their work more significant, personal, and unique. The workshops continue to be a perpetually changing fragment of culture, the participants are trying to find an identity while remaining connected to everything that happens in the world</p>
References	<p>https://uapriasi.ro/us/ https://www.facebook.com/Uniunea-Arti%C8%99tilor-Plastici-Din-Rom%C3%A2nia-Filiala-Ia%C8%99i-395716443858021/ uapriasi@gmail.com; sau contact@uapriasi.ro;</p>



Organisation	Syntonistikó Symvoúlio Politistikón Foréon Lemesoú
Type of item	Best practice/Case study
Brief description	<p>Syntonistikó Symvoúlio Politistikón Foréon Lemesoú is an association of cultural organizations in Limassol that manages the Stegi Gramatikon Kai Technon in Limassol (House of Arts and Letters) a nonprofit organization. It is a Ppace dedicated to promoting and fostering cultural awareness through all forms of art, visual arts, photography, literature, dance, theatre and music. The Houses of Arts and Letters are institutions of the Cypriot Ministry of Education and Culture in all major cities in Cyprus. The task of the House of Arts and Letters is to provide support for artistic and cultural activities in the city. The association has set 2 strategic goals: - Acquire your own building for the House of Arts and Letters (not as rentals but as owners) - Create an application Cultural map of Limassol</p>
If applicable, name the key marketing skills addressed/mentioned	<p>The association gives to the artists the opportunity to have their own exhibitions and other performances in the House of Arts and letters. The organize more than 186 events to promote art ad culture per year. Young artistscen organize events without paying any contribution. The association issues a digital magazine with all the events and other types of promotion for young artists 3 times per year.</p>
Impact/results if applicable	http://syntonistiko.com/pdf/recent_newsletter.pdf
References	<p>syntonistiko.com, syntonistiko@cytanet.com.cy, https://www.facebook.com/profile.php?id=100003210129289&fref=ts</p>

DESKTOP RESEARCH

CZECH REPUBLIC

Organisation	Art and design institute
Type of item	National projects/programmes
Brief description	<p>ART & DESIGN INSTITUT (ADI) offers a professional Bachelor of Art. Graduates will not be only creative artists, but they will have also theoretical background necessary for modern art business. ADI offers a choice of six creative subjects - Painting, Graphics, Photography, Space/Interior design, Intermedia, Multimedia. From these six subjects, students can individually select two that contribute best to their further development. ADI offers six compulsory theoretical subjects for all students: History of Art, Marketing and Trade of Artworks, Museum and Gallery Studies, Philosophy of the Artistic Expression, Psychology of Art, Cultural Anthropology and Art and English.</p>
If applicable, name the key marketing skills addressed/mentioned	<p>Graduate profile is the profile of the artist of the 21st century - the whole concept of education is conceived with reflection on the current social situation, while not suppressed artistic license of every individual. Graduate will be a creative artist, which will know the ropes in the field of culture and art market – and instead of becoming unemployed, he/she will be able to work with potential clients - a targeted part of the curriculum will therefore offer workshops, sales realization, own student gallery, leasing of students artworks, auction, etc.</p>
Impact/results if applicable	<p>Multicomponent profile of our students allows wide possibilities on the domestic and international labour markets. . Graduates will be able to find employment in: cultural and creative branches of the government institutions, advertising and marketing agencies, graphics, design and photography studios, web designers companies, design studios, corporate marketing and PR departments, publishing centres and media, TV and film e-business, development companies</p>
References	http://adi.cz/en/study/180/graduate-profile

Organisation	The Academic Master
Type of item	National projects/programmes
Brief description	This 1-year Academic Master at Nuova Accademia di Belle Arti (a privately run university based in Milan) allows students to develop their talents in copywriting, storytelling and art direction to ideate campaigns across various types of media. Besides learning the basics of creative advertising - from terminology to project logics, students will “learn by doing” having the opportunity to attend intensive workshops with leading companies and sector professionals as well as to participate in prestigious international creative competitions.
If applicable, name the key marketing skills addressed/mentioned	
Impact/results if applicable	The Academic Master is an intensive and cross-disciplinary study path integrating formal training and professionalisation in the field of creative advertising and experimentation of visual languages for the contemporary communication. The key innovative aspect of this course lies in the practical workshops and projects, participation in international competitions and an internship period where students come into direct contact with established industry professionals and the jobs market.
References	https://www.naba.it/en https://www.naba.it/en/academic-masters/creative-advertising-courses

Organisation	RISD
Type of item	National projects/programmes
Brief description	<p>This course offers an insider's look at past and current mechanisms of selling, buying, and exhibiting art. The goal is for artists and designers at RISD to understand the aftermath of art-making, something that they will eventually engage with once they become professionals. It also envisaged a classroom at the International Studies in History and Business of Art & Culture (IESA), a private upper-education school that trains future art agents.</p>
If applicable, name the key marketing skills addressed/mentioned	
Impact/results if applicable	<p>This course that is also open to international arts students, includes the following learning outcomes:</p> <ul style="list-style-type: none"> • Increase awareness of the world of art sales at a practical level in order to reflect on one's own artistic production and its future transactions • Museology: understand the significance of display and how it creates a further layer of meaning • Art history: gain knowledge in the history of collections, taste, special architecture for them; understand the part of colonialism and the Western appropriation of colonial artifacts; be cognizant of the debate on restitutions • Communication: develop the ability to devise informed interviews, ask relevant questions, and raise thorny issues without embarrassing your interlocutor • Creating a collective exhibition; communicating with an audience
References	https://global.risd.edu/programs/gss22-france-2-summer2022



Organisation	Internacional Hellenic University
Type of item	Best practice/Case study
Brief description	Digital development and social media are becoming an important factor for business success by changing the way by which customers and business interact with each other. The purpose of this master thesis is to present through research and structured questionnaires the digital marketing practices, as well as social strategies into art-related and cultural organizations.
If applicable, name the key marketing skills addressed/mentioned	
Impact/results if applicable	The purpose of this dissertation is to research and present digital marketing practices as well as social strategies into art-related and cultural organizations. Thus, the digital marketing approaches used by cultural institutions and relevant European digital platforms are presented by including also for discussion the experience of individual cases from Greece-based art events, museums and galleries. To this end, the creation of a suitably-organized questionnaire has been developed and two cases are implemented in the discussion through the interview of experts from 3D art and cultural institutions, the MOMus museum and the Nitra gallery. Moreover, by including expert's opinions on how the expected future environment for the museums and cultural institutions will be, an attempt has been made to enrich discussion by taking into consideration the tremendous development of digitality, methodologies and approaches so rapidly entering human beings' daily life. Keywords: digital marketing, cultural institutions, social media, digital platforms, art events
References	https://repository.ihu.edu.gr/xmlui/bitstream/handle/11544/29556/AIMILI_A%20VIZIRIANAKI_Dissertation_2019.pdf?sequence=1



Organisation	Arts Council Malta (ACM)
Type of item	National projects/programmes
Brief description	Previously known as the Malta Council for Culture and the Arts (MCCA), Arts Council Malta (ACM) is the national agency for development and investment in the cultural and creative sectors. Its central task is that of effectively funding, supporting and promoting the cultural and creative sectors in Malta. The Council manages a funding portfolio for the cultural and creative sectors through its national funding programmes. In 2015, the Council published Strategy2020, its five-year national strategy for the arts based on five strategic focal points, which include internationalisation and business development as well as research, education and training, diversity and communities.
If applicable, name the key marketing skills addressed/mentioned	https://www.artscouncilmalta.org/
Impact/results if applicable	There are two initiatives that are particularly interesting: - the Malta Art Fund (https://www.maltaculture.com/funds-grants/malta-art-fund/) - Enabling Malta's Artists to Grow and Export. It provides financial support for Maltese artistic initiatives and to some degree art on an international scale. It is part of the Arts Council Malta and forms part of the Strategy2020 plan which focuses on five key segments to develop and promote art across the country, namely: Internationalisation, business development, research, education and training and diversity and communities; - the "ACMLab series" (https://www.artscouncilmalta.org/pages/guidance-advice/acmlabs/) that is Arts Council Malta's regular platform for information, networking and matchmaking sessions as well as discussions and regular meetings with the sector, including also resource toolkit for arts marketers.
References	https://repository.ihu.edu.gr/xmlui/bitstream/handle/11544/29556/AIMILI_A%20VIZIRIANAKI_Dissertation_2019.pdf?sequence=1

Organisation	Ministerio di Cultura y deporte
Type of item	National projects/programmes
Brief description	<p>This program is aimed at art students, young artists and anyone interested in knowing or perfecting the mechanisms of professionalization in the field of Art. The objective is to offer tools for the production, exhibition, promotion, dissemination of works of art, in order to expand or update the resources and individual skills of the artist to carry out their work. - The organization of the work (documentation, cataloging and ordering of production); - The presentation of the professional career (statement, biographical profile, curriculum, visual or audiovisual dossier), as well as in the construction of discourse (structure of thought, public presentation —oral and written); - The management and dissemination of artistic production (from conventional mechanisms to new media and supports).</p>
If applicable, name the key marketing skills addressed/mentioned	<ol style="list-style-type: none"> 1) Analyze the reference market, gathering and elaborating the information about the context to which the offer of cultural assets is addressed; 2) Manage the relations with the reference interlocutors; 3) Design of cultural heritage promotional services; 4) Preparation of products for communication and promotion of cultural goods and services.
Impact/results if applicable	<p>Impact on art students, young artists and any other relevant stakeholder interested in knowing or perfecting the mechanisms of professionalization in the field of Art. The impact have been at Spanish national level.</p>
References	<p>https://www.culturaydeporte.gob.es/cultura/promociondelarte/encuentros-talleres-ant/herramientas-profesionalizacion-artistas.html</p>



Organisation	Creativity has (no) Rules
Type of item	National projects/programmes
Brief description	"Creativity has (no) Rules" is a youth exchange under the Erasmus + programme. It is organized by Kaunas Cultural center of Various Nations during the period 19/09/2016- 27/09/2016 involving 37 young people from Cyprus, France, Italy, Lithuania, Portugal and Romania. The aim of this project was to provide young artists with some management skills and to help young managers become more creative. The aim of the project is to help artists and managers to sell art and earn a living from the activities they see themselves in.
If applicable, name the key marketing skills addressed/mentioned	Management skills and creativity
Impact/results if applicable	The project provided an opportunity to discuss the problems faced by young artists and managers in different countries such as Portugal, including debates, workshops, simulations, presentations, evaluation sessions, performances and energising exercises.
References	http://www.planbe-ngo.com/creativity-has-norules/

Organisation	Mica
Type of item	Academic researches/Articles
Brief description	Mica - music austria is the professional partner for musicians in Austria. The goal is to provide information about the musical life in Austria and research in the field of contemporary music, support contemporary musicians living in Austria through advice and information, promote at home and abroad the improvement of conditions for the creation of music in Austria.
If applicable, name the key marketing skills addressed/mentioned	<ol style="list-style-type: none"> 1) Analyze the reference market, gathering and elaborating the information about the context to which the offer of cultural assets is addressed; 2) Manage the relations with the reference interlocutors; 3) Design of cultural heritage promotional services; 4) Definition of the marketing plan; 5) Attention to the organizational aspects of services and promotional activities; 6) Preparation of products for communication and promotion of cultural goods and services.
Impact/results if applicable	mica - music austria makes an impact in supporting the export of music. The international network of the house and the excellent contacts of the team are active in numerous EU projects that serve the internationalisation of local musicians but also the exchange and development of knowledge.
References	https://www.musicaustria.at/praxiswissen/promotion-selbstvermarktung



Organisation	Akademie Schloss Solitude
Type of item	Best practice/Case study
Brief description	Akademie Schloss Solitude near Stuttgart is an international Artist-in-Residence programme and has supported approximately 1,400 young artists from more than 120 countries since opening its doors in 1990. It creates a close-knit, global and transdisciplinary network of Solitude alumni that expands from year to year. Besides the realisation of numerous public events, the online platform Schlosspost allows international visibility of fellows and their projects and creates space for new digital projects.
If applicable, name the key marketing skills addressed/mentioned	<p>1)Discussions in art, culture, society and the digital world, and discussions on the practices of international artists and scientists.</p> <p>2)Network for alumni, friends and experts of Solitude in more than 120 countries, promoting new political voices and collective discourse in an open and sustainable space.</p> <p>3)Supporting young talents from the international digital scene, and artists from all disciplines dealing with web-based practices.</p>
Impact/results if applicable	It impacts artists and scientists to develop their work and do research in both a physical and digital context, and promotes the interrelationship between art and science in all disciplines and fields of practice. The impact has been on a national German and international level.
References	https://schloss-post.com/overview/artist-series/



Organisation	TAT
Type of item	National projects/programmes
Brief description	The goal of TAT's activities is that every young person is enthusiastic about working life, manages their own finances, and wants to be an enterprising member of society. In practice, they provide municipalities and educational institutions with services, study units, and training so that every young person, regardless of their starting point, has the opportunity to learn the skills that are essential for their future.
If applicable, name the key marketing skills addressed/mentioned	Material and method for pedagogy of Individual Economics, Working life skills, Entrepreneurial skills, Entrepreneurial activity, Business planning, Working in company
Impact/results if applicable	
References	www.tat.fi



Organisation	Publication of Swedish Entrepreneurship Forum
Type of item	Best practice/Case study
Brief description	Publication of Swedish Entrepreneurship Forum. It is thinking entrepreneurial education with many ways: framing, sociology, history, philosophy, etc.
If applicable, name the key marketing skills addressed/mentioned	Education and entrepreneurship, Entrepreneurial education for societal challenges
Impact/results if applicable	
References	https://entreprenorskapsforum.se/wp-content/uploads/2019/12/SEF2019_Report_Web_ENG.pdf



Organisation	The think tank DEA
Type of item	Best practice/Case study
Brief description	The think tank DEA aims to be a credible and impartial source of insight into research, education and innovation policy.
If applicable, name the key marketing skills addressed/mentioned	relationship to teaching, challenges
Impact/results if applicable	
References	https://dea.nu/sort-paa-hvidt/publikationer/ivaerksaetteri-pa-erhvervsuddannelserne/

DESKTOP RESEARCH ESTONIA

Organisation	Education and Youth Board
Type of item	National projects/programmes
Brief description	The Ministry of Education and Research has launched an entrepreneurship education programme to encourage the enterprising spirit in Estonian students and teachers, and to ensure that creating the sense of initiative and developing entrepreneurial competencies would become a natural part of education. Education and Youth Board is a leader of program that now is called entrepreneurship and career education program
If applicable, name the key marketing skills addressed/mentioned	Basics of the method, for teachers (to teach entrepreneurship)
Impact/results if applicable	
References	https://ettevotlusope.edu.ee/ettevotlikkuse-ja-ettevotlusoppe-susteennearendamine-eestis/



Organisation	Vrije Universitet Brussel
Type of item	Academic researches/Articles
Brief description	The present study tries to analyse the employment in the art sector in Brussels and more specifically in the Region of Brussels. This study seeks to provide a solid basis for discussions of this part of the economy, and of policy choices that affect it. To this end, measures have been compiled to provide an overview of current levels and trends in turnover, value added, employment and geographic distribution of the CC economy
If applicable, name the key marketing skills addressed/mentioned	Design of cultural heritage promotional services
Impact/results if applicable	The sector's fate is almost certainly related to the ongoing digitalization. Regarding employment the most important ones are fashion, architecture and printed media. However the less employed ones are arts and antiques, retail, libraries and museums and photography.
References	https://www.vub.be/sites/vub/files/the_cultural_and_creative_economy_in_the_brussels-capital_region1.pdf



Organisation	The V4 Startup Force
Type of item	National projects/programmes
Brief description	The V4 Startup Force is an international project from central eastern European countries, such as Poland, Hungary, Slovakia and Czech Republic. It was established in 1991 by the greatest politicians in the area such as Václav Havel. Main goals: intensify partnership among the central eastern European countries and strengthen the stability in the region. Promoting cohesion through cooperation in the fields of: culture, education, science and exchange of information.
If applicable, name the key marketing skills addressed/mentioned	Management skills and creativity
Impact/results if applicable	They organize tailored business meetings with corporates and SMEs for the final 4 teams. Workshops & Mentoring hands-on, practical knowledge to fine-tune your business. Networking & Community access to a colorful community of like-minded entrepreneurs. Scholarship: the four teams receive a scholarship.
References	https://v4startupforce.designterminal.org/



Organisation	The Slovak Centre for Training Firms
Type of item	National projects/programmes
Brief description	<p>Is an initiative implemented by the State Institute of Vocational Education in Slovakia. It provides support to training firms created by secondary school teachers. The main aim is to allow pupils at secondary schools to gain experience with running a business by initiating a company. Helps them acquire skills and experience needed for the management of a small and medium-sized enterprise. Programme implementation is supported by a complex virtual structure set up that helps simulate the real life of entrepreneurs. Through the training firms students have the opportunity to experience how to deal with issues, such as taxes and social contributions. Several Slovak universities are involved in the programme by acting as the "Customs Office", the "Public Health Insurance Body" or the "Tax Authority" for the training firms, and thus provide capacities and expertise to allow students and their virtual firms to get as close to the reality as possible.</p>
If applicable, name the key marketing skills addressed/mentioned	Use of social media and office IT
Impact/results if applicable	<p>This year was different. The fourth Innovation Fair was focused on 26 small teams of up to four entrepreneurs that competed in various categories. In previous three years we focused on showcasing the products of larger training companies from 12 high schools in Taita Taveta County. Last year we organized our first startup idea competition also for small teams. And one of the winning team – Anisan from Kajire Girls later won a national level of the StartupAfrica competition. And this April they traveled to Delaware in the USA. A part of their success was that they had a working prototype of their elephant electronic tracker device that prevents human-wildlife conflict and reports the position of elephants to KWS rangers. So this year we focused wholly on the small team competition as the only central event of the trade fair. What surprised us pleasantly is the very high portion of startup ideas that rely on digital technologies, internet of things and mobile phones. Out of 26 teams in total, a striking number of 18 teams had startup idea that was either an app, platform or an Internet of Things (IoT) device. Others still had elements of IT, like a creative agency.</p>
References	http://www.sccf.sk/international-training-firms-fair-in-slovakia-38.html

DESKTOP RESEARCH IRELAND

Organisation	ENCOUNTERING THE ARTS IRELAND LIMITED (ETAI)
Type of item	Best practice/Case study
Brief description	ENCOUNTERING THE ARTS IRELAND LIMITED (ETAI) is an alliance of organisations and individuals whose main objective is the development, promotion and practice of the arts and education* in Ireland particularly in the context of arts and education for children and young people.
If applicable, name the key marketing skills addressed/mentioned	Cultural heritage and creativity
Impact/results if applicable	ENCOUNTERING THE ARTS IRELAND LIMITED (ETAI) will use its combined strength, resources and expertise to broaden and deepen children's/young people's access, creativity, participation and engagement in the arts and to increase and enrich encounters at the cross roads of education and the arts. It will engage in strategic planning which will foster and promote progressive and sustainable partnership practice in arts and education potentially increasing personal and civic engagement.
References	http://etai.ie/index.php/about-us/

DESKTOP RESEARCH

CONCLUSIONS

- The result of the Online Desk Research are different examples of projects, national/international programs, articles and best practices.
- Most of them are linked to entrepreneurial skills and among that we can find some marketing oriented skills, too.
- The key finding is that **marketing for artists is a growing field of education**. Many institutions offer it as **private courses** or even national and international education programs, but they are not directed to art teachers.

SURVEY



2

SURVEY

The second method used in the research was the online survey for VET students and teachers, which was conducted from **1/3/2023** till **31/5/2023**.

The next step in the research was creating a questionnaire for VET students and teachers. The questionnaires were made up of 9 questions about marketing and art.

School center Srečko Kosovel Sežana created two questionnaires for two different target groups:

1. art teachers and
2. art students.

In this chapter the results of the survey are presented in interpretations and graphs. First two questions are related on demographic data of respondents (age and country of origin). Other questions were related to information on:

- the level of marketing knowledge,
- the targeted needs of marketing Knowledge&Skills for artists,
- reaction to the introduction of the M4A innovative approach and the best way to integrate it into the art-school curricula following the 4+1 Dcatic Units proposed by the M4A project.

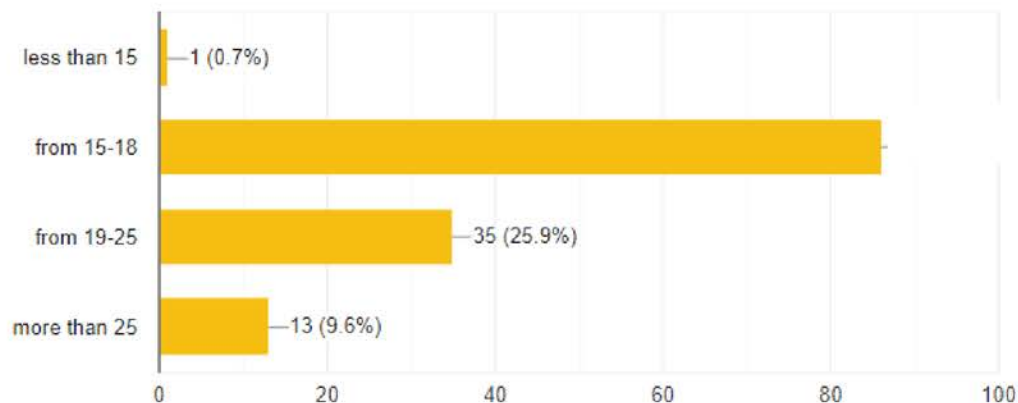
The sample included 187 respondents (N=187), 135 of them were art students and 52 were art teachers from six European countries (Belgium, Finland, Italy, Romania, Slovenia and Spain).

The survey report shows the results of two questionnaires carried out with VET teachers and VET students.

Questionnaire for VET students

1. Age:

135 responses

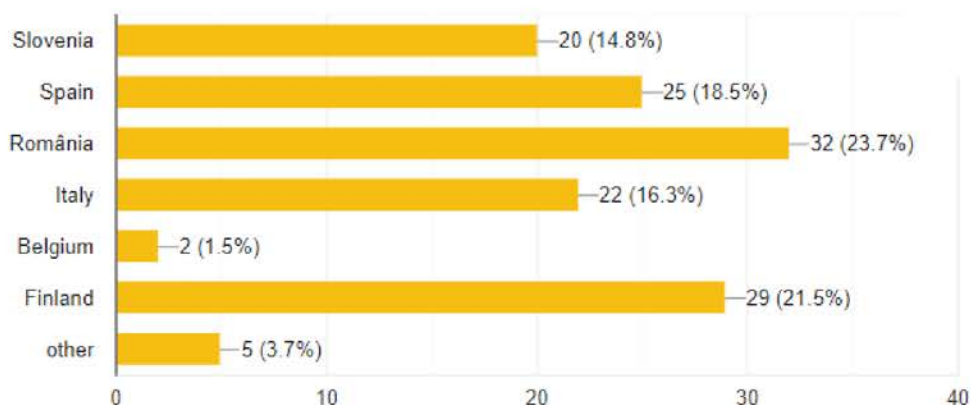


Graph 1

The first question was about the age of the students. From the results, it can be seen that most of the students who participated in the questionnaire were from 15-18 years, following by category from 19-25 years.

2. Country of origin

135 responses



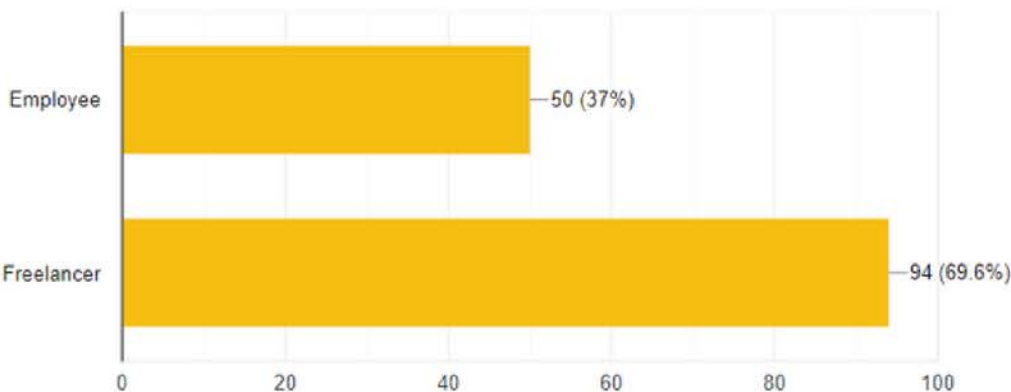
Graph 2

In the second question, participants were answering their country of origin. Most participants were from Romania and Finland.

Questionnaire for VET students

3. As an artist would you like to work as an employee or freelancer in the art field?

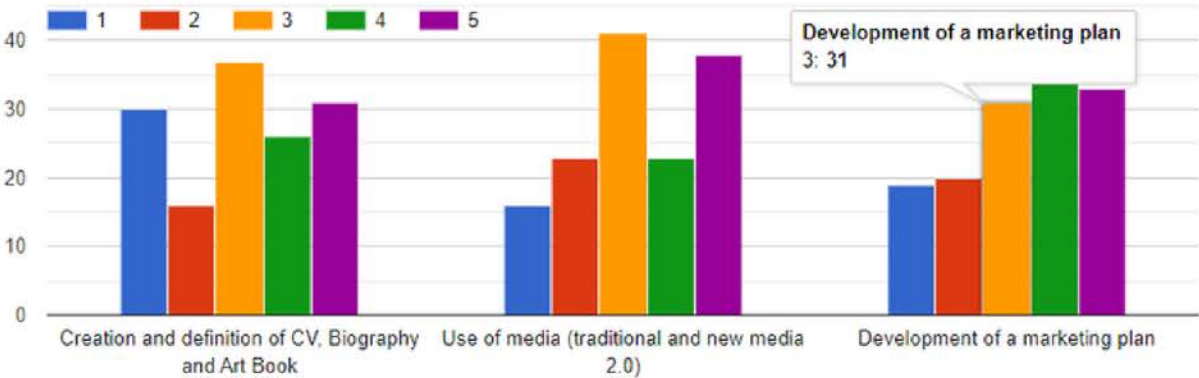
135 responses



Graph 3

In the third question participants were asked if they would rather work as an employee or freelancer in the art field. The majority with 96.6 % answered that they rather be freelancer.

4. According to your experience, what skills do you need to find a job as an employee in the artistic sector (from 1 to 5 in order of importance)?

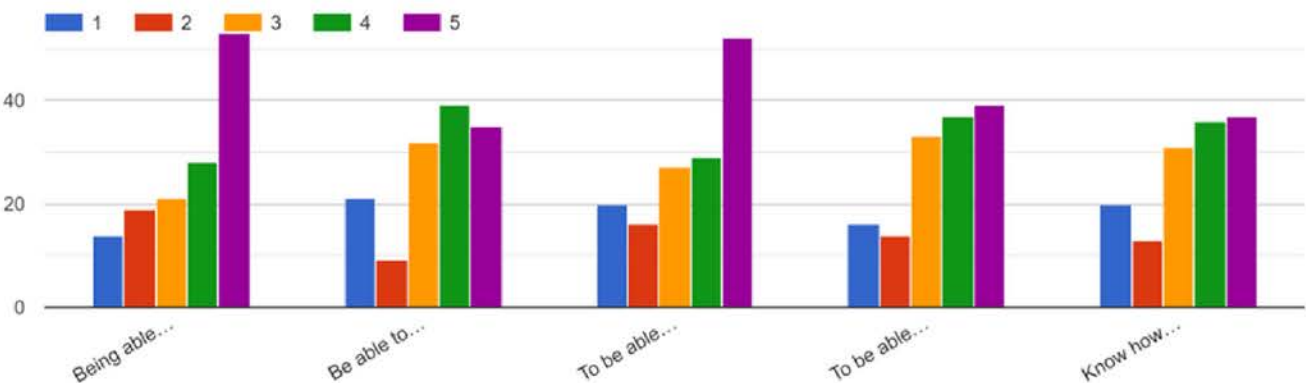


Graph 4

In the fourth question, participants had to rank from 1 to 5 in order of importance what skills they need to find a job as an employee in the artistic sector. As can be seen, the most important skill they answered is the Use of media, following the development of marketing and Creation and definition of CV, Biography, and Art Book.

Questionnaire for VET students

5. According to your experience, what skills do you need as an artist to be a successful freelancer in the arts sector (1 to 5 in order of importance)?



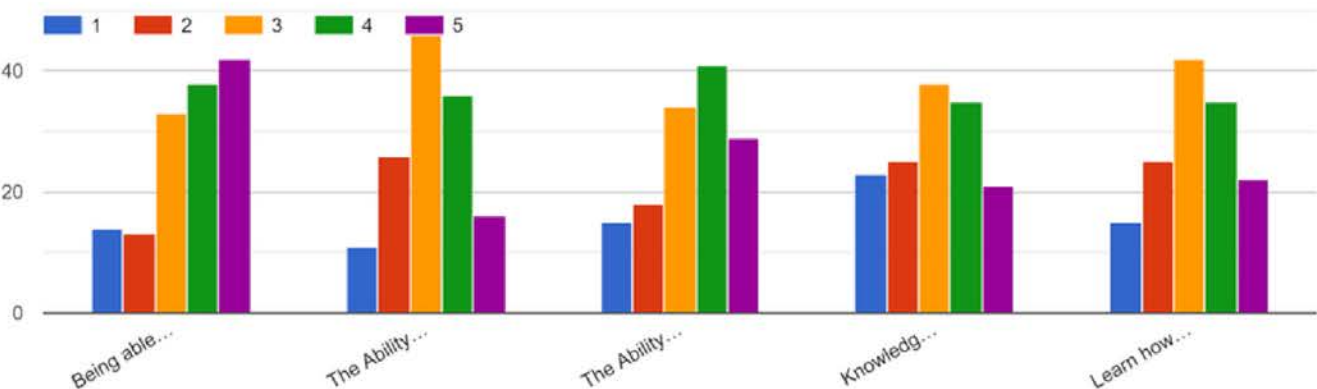
Graph 5

Questions asked in the fifth question were:

- Being able to make effort and consistency,
- Be able to analyze the target market in all its parts, including potential competitors,
- To be able to design an art piece following the rules of branding,
- To be able to contact potential buyers through knowledge of art/music outlets,
- Know how to set up an effective exhibition in an alternative location, their elements, and main characteristics.

Participants had to rank the importance of each question from 1 to 5 in order of importance. They think that the most important skill you need as an artist to be a successful freelancer is To be able to design an art piece following the rules of branding and Being able to make effort and consistency.

6. According to your experience, what skills do you already have? (1 to 5 in order of importance)



Graph 6

Questionnaire for VET students

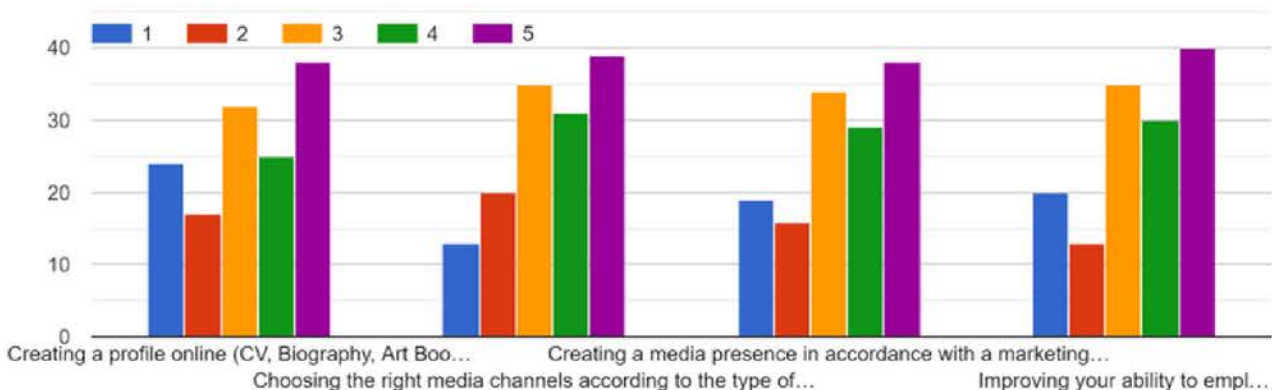
Questions asked in the sixth question were:

- Being able to constant and disciplined,
- The Ability to examine the target market in its whole, including possible competitors,
- The Ability to create an art product and follow branding guidelines for its promotion,
- Knowledge of promotional channels to be able to reach prospective customers,
- Learn how to set up a successful exhibition in a different physical context

These questions participants had to rank from 1 to 5 in order of importance.

The most important skill they already have is Being able to constant and disciplined and The Ability to create an art product and follow branding guidelines for its promotion.

7. According to your experience, what skills are primary for you to acquire (and the other artists you know)? (1 to 5 in order of importance)

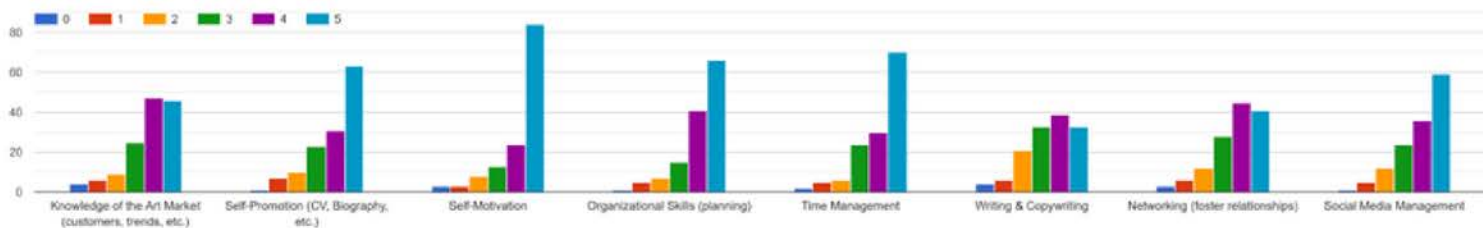


Graph 7

Participants had to answer according to their experiences, and what skills are primary for them to acquire and had to rank them from 1 to 5 in order of importance. As the most important skill, they ranked is Improving your ability to employ different types of arts following Choosing the right media channels according to the type of communication, and finally Creating a profile online (CV, Biography, Art Book) that reflects the artist's background, motivation, by following some branding guidelines and Creating a media presence in accordance with a marketing plan.

Questionnaire for VET students

8. Do you think that these marketing skills are important for an artist? Please choose from 0-5 (0 is not important, 5 is very important)



Graph 8

In the eight questions, participants had to rank from 1 to 5 in order of importance following marketing skills:

- Knowledge of the Art Market,
- Self-Promotion, Self-Motivation,
- Organizational Skills,
- Time Management,
- Writing & Copywriting,
- Networking,
- Social Media Management.

Participants ranked Self-Motivation as the most important skill following Time management, Organizational Skills and Self-Promotion.

In the final question, participants were asked If they find it relevant, to add some personal reflection that can support them in conducting good research. Most of the answers were neutral meaning, participants had nothing to add as a final thought.

Some of them agreed that **marketing is important for artists** and they should be thought in schools more. Examples of answers:

- "I think, an artist needs to know how to promote his art and sell it plus he needs to know how to do business, how to talk like even through art not just words".
- "In my opinion, media nowadays it's super important, everybody has a device now. You can promote our art and more people will find out about you in such an easy way".
- "We need this subject because a lot of artist don't know how to sell their art and and up in poverty or find a low quality job that might be unsafe or/and dangerous".

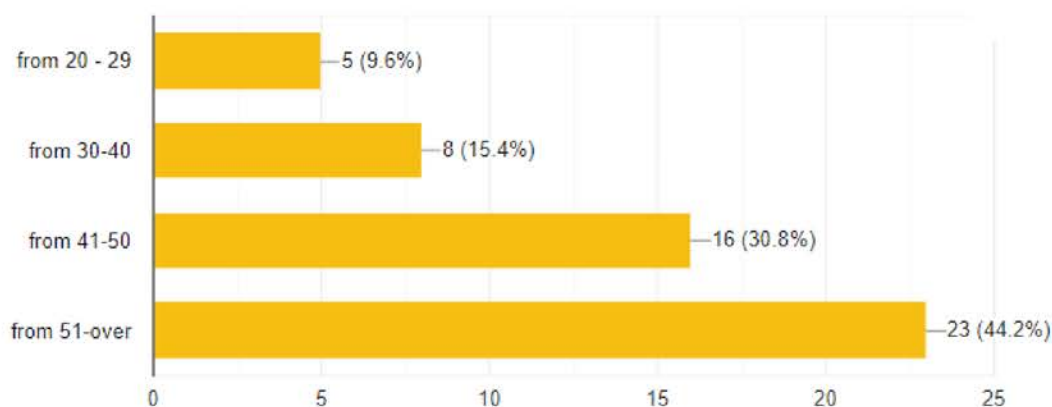
Answers were also related to **creativity and finding your voice, following dreams and never giving up**. Examples of answers:

- "We have to follow our dreams, even when we think it's impossible to get the job we want, we must never stop".
- "Each artist should create a unique style, according to his personality and his relationship with art".
- "Art is always changing. New generations will like different types of art than what we already have / had. Art is diverse, never try to fit it in a box, diversity is the most important thing in art as of right now".

Questionnaire for VET teachers

1. Age

52 responses



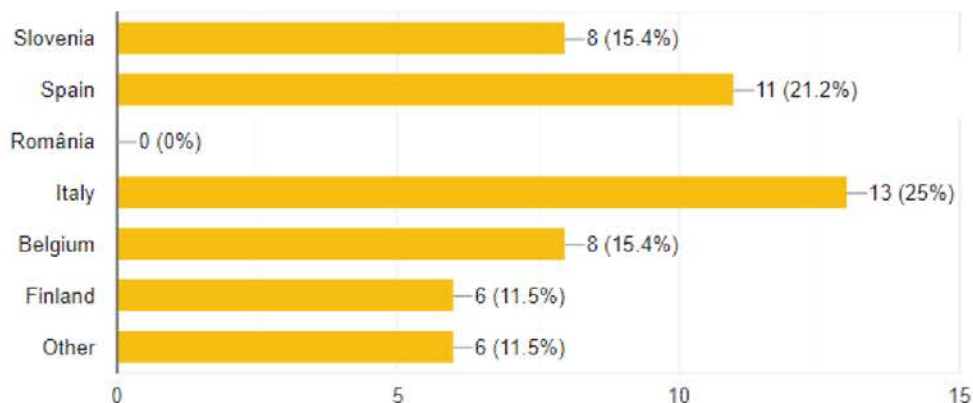
Graph 9

The first question was about the age of the VET teachers. From the results, it can be seen that most of the teachers who participated in the questionnaire were mostly over 51 years, following by category from 41-50 years old.

2. Country of origin

 Copy

52 responses



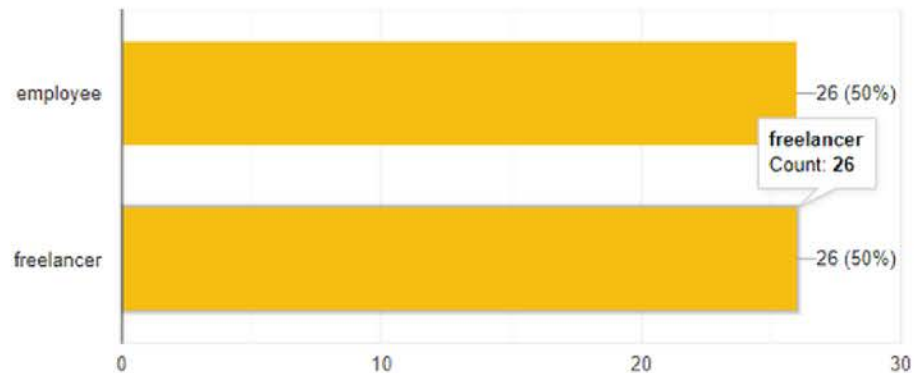
Graph 10

In the second question, participants were answering about their country of origin. Most participants were from Italy and Spain.

Questionnaire for VET teachers

3. After having finished the school studies, do you think it is easier for an artist to work as an employee or freelancer in the art field?

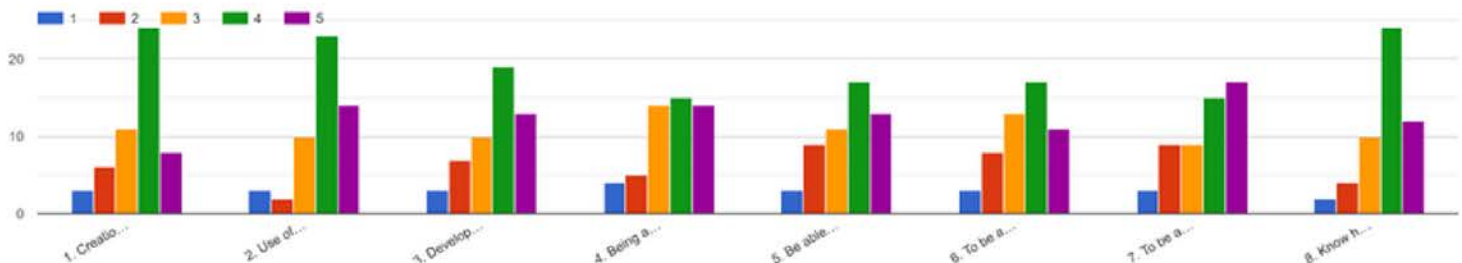
52 responses



Graph 11

In the third question, participants were asked if After having finished their school studies, they think it is easier for an artist to work as an employee or freelancer in the art field. Answers were divided in half, 50 % per employee and 50 % for freelancers.

4. In your experience, what skills does an artist need to actively work in the art field as a freelancer? (1 to 5 in order of importance)

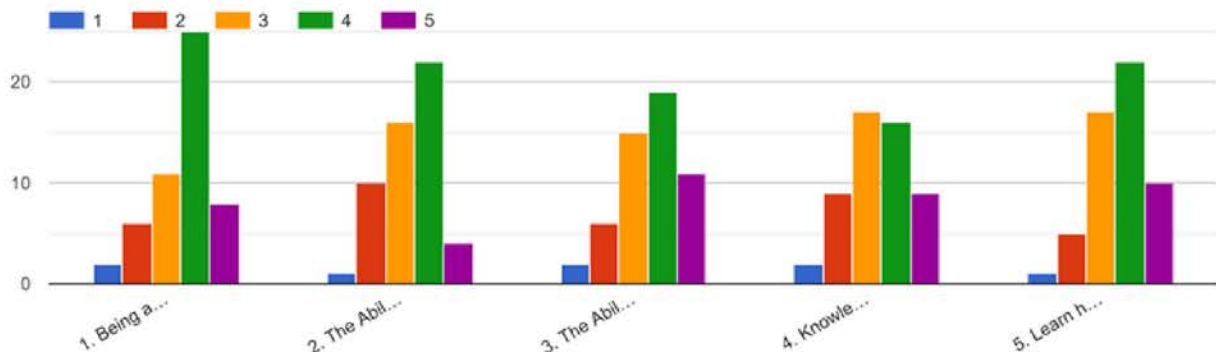


Graph 12

In the fourth question, participants had to rank from 1 to 5 in order of importance what skills do an artist need to actively work in the art field as a freelancer. From Creation and definition of CV, Biography and Art Book, Use of media and its monitoring, Development of a marketing plan, Being able to make effort and consistency, Be able to analyze the target market in all its parts, including potential competitors, To be able to design an artistic piece following the rules of branding, To be able to contact potential buyers through knowledge of art/music outlets and Know how to set up an effective exhibition in an alternative location, their elements and main characteristics; participants choose that the most important To be able to contact potential buyers through knowledge of art/music outlets is and Know how to set up an effective exhibition in an alternative location, their elements and main characteristics.

Questionnaire for VET teachers

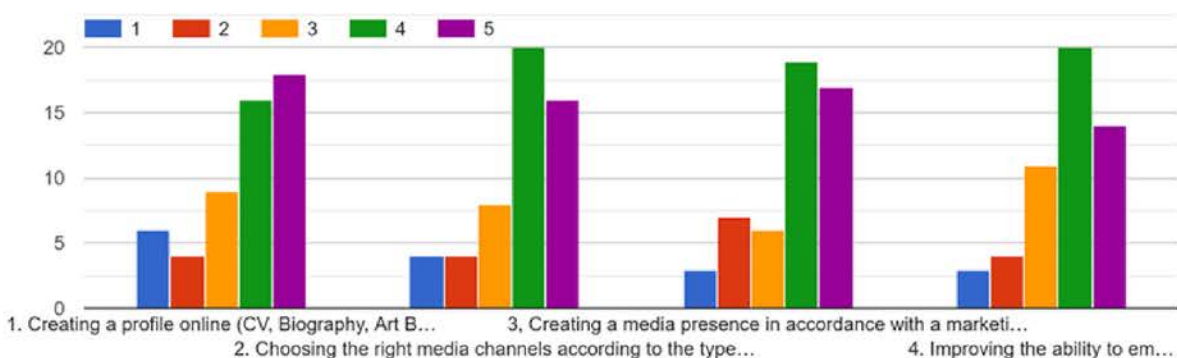
5. In your experience, what skills do artists already have? (1 to 5 in order of importance)



Graph 13

The fifth question required participants to rank from 1 to 5 in order of importance following: skills that artists already have; being able to be constant and disciplined, The Ability to examine the target market in its whole, including possible competitors, The Ability to create an art product and follow branding guidelines for its promotion, Knowledge of promotional channels to be able to reach prospective customers, Learn how to set up a successful exhibition in a different physical context. As seen the most important skill is being able to be constant and disciplined and Learn how to set up a successful exhibition in a different physical context.

6. In your experience, which skills are priorities for artists to acquire? (1 to 5 in order of importance)

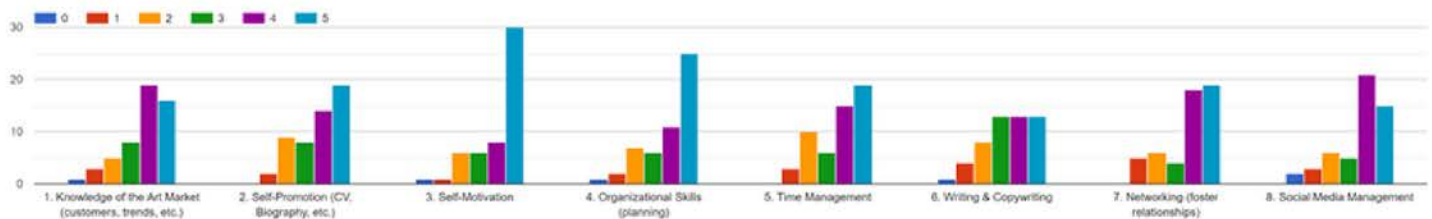


Graph 14

Between next skills; that are required to have; Creating a profile online that reflects the artist's background, and motivation, by following some branding guidelines, Choosing the right media channels according to the type of communication, Creating a media presence in accordance with a marketing plan, and Improving the ability to employ different types of arts. Participants think that the most important is Creating a profile online that reflects the artist's background, and motivation, by following some branding guidelines and Creating a media presence in accordance with a marketing plan.

Questionnaire for VET teachers

7. Do you think that marketing skills are important for an artist? Please choose from 0-5 (0 is not important, 5 is very important)



Graph 15

In the seventh questions, participants had to rank from 1 to 5 in order of importance following marketing skills: Knowledge of the Art Market, Self-Promotion, Self-Motivation, Organizational Skills, Time Management, Writing & Copywriting, Networking, Social Media Management.

Participants ranked Self-Motivation as the most important skill following Organizational Skills, Social Media Management and Knowledge of the Art Market.

In the eighth and final question, participants were asked If they find it relevant, to add some personal reflection that can support them in conducting good research.

Most of the answers were neutral meaning, participants had nothing to add as a final thought.

Same as answers that students provided, some teachers agreed that **marketing is important for artists** and they should be thought in schools more. Examples of answers:

- "Marketing skills in practise should be more included as a part of Art studies. As a freelancer the importance of networking during the studies cant be too much highlighted. It creates the base for future career."
- "Marketing skills in practise should be more included as a part of Art studies. As a freelancer the importance of networking during the studies cant be too much highlighted. It creates the base for future career."

Answers were also **related to salary** "It isn't easily to set the price. It is very important to get a salary"), and that information based on marketing is not provided in education ("Basic marketing and self-promotion skills have been a deficit I have experienced and witnessed consistently over 30+ years in the field. My experience in training was skills and meaning based within a particular category (Fine arts for example). NO support has been provided in self promotion, I have had to learn on my own and use the organizational and diplomatic skills I have cultivated as an educator in public and private secondary schools.")

SURVEY CONCLUSIOS

Final conclusions from questionnatie for **VET students** regarding the most **important skills of an artist**:

- for finding a job are **use of media** and **development of marketing**,
- to be a successful as a freelancer is to **be able to design an art piece following the rules of branding**,
- they already have is **being able to constant and disciplined**,
- primary for them to acquire is **improving their ability to employ different types of arts**.

Final conclusions from questionnatie for **VET teachers** regarding the most **important skills of an artist**:

- to actively work in the art as a freelancer is the **ability to contact potential buyers through knowledge of art / music outlets**,
- the artists already have is the ability to be **constant and disciplined**,
- priorities for acquire are **creating an online profile that effects the artist's background and motivation**,
- the most important marketing skill is **self-motivation**.

FOCUS GROUPS



3

FOCUS GROUPS METHODOLOGY

The third research method were Focus Groups with the aim to conduct a more in-depth needs analysis that complements the data of the previous research methods. The with first-hand testimonials were an important source of information for development the training material that truly takes into account the specific educational and apprenticeship national contexts, experiences and needs of training providers and educator as well as social entrepreneurs.

For the focus groups, we provided an appropriate agenda and discussion topics that included participants' personal experiences, barriers they faced, areas of opportunity to explore, and needs. The focus groups stimulated reflection and discussion among the participants, improved the partner's ability to detect areas of (dis)agreement and consequently influenced recommendations for further project activities and training materials.

Focus groups were conducted by all partners (Slovenia, Italy, Romania, Finland and Belgium) with the same set of activities, questions and tools. This enabled cross-national and cross-cultural comparisons, leading to the development of comprehensive research and teaching materials. Focus groups were conducted according to the following methodology:

Phase 1: Welcome and introduction to the M4A project

- The representative of the partner introduced himself and the organization, his role in the focus group, the project and the main goals of the focus group.

Phase 2: Introduction to the focus group

- The representative of the partner explained that everything discussed would be recorded and recorded, stressing that the privacy of the participants would be protected by ensuring the anonymity of the participants in the final research report.
- The partner representative took the screenshots and provided all the necessary supporting material.

Phase 3: Conducting the focus group and scheduling

- The representative of the partner presented the EU project and partners and the purposes of the event (ppt presentation).
- Each participant introduced themselves briefly, detailing their full name and sector, the name of their educational institution/company, job role and motivation for inclusion
- The interviewers asked the interviewees the questions listed in two questionnaires from no. 5 to 9. (Questions for vocational education and training teachers and questions for vocational education and training students).

The results of Focus Group Research conducted from **May till July 2022** in **Slovenia, Italy, Romania, Finland and Belgium** are presented below.



Focus group based in School centre Srečko Kosovel Sežana, Slovenia, on 19th May 2022, was coordinated by School centre Srečko Kosovel Sežana.

Participants were:

- one professor of economics and marketing at SC Srečka Kosovela Sežana, Higher vocational College
- academic restorer and professor of visual communication and design at SC Srečka Kosovela Sežana
- director, professor of history and sociology and headmaster at SC Srečka Kosovela Sežana
- an academic painter (artist) and professor at The Higher Vocational College
- an entrepreneur with a Master degree of economics, working in marketing, advertising, print media, radio in Italy, Croatia and Slovenia

The qualitative interview with this focus group was moderated by 2 photography students at The Higher Vocational College. The atmosphere was great and the debate inspiring. Here are the questions and the answers:

• In your experience, what skills does an artist need to find employment in the arts?

There are not many jobs in the arts, so you need to connect with different organisations and work on projects that they offer. It is important to be motivated in this direction, or to be motivated as an artist always looking for new opportunities.

It is also important to have artistic ambition and the ability to explore and learn new skills. From the artist's side, many ideas need to be filtered, because besides a good idea, there are many useless ideas that need to be cleaned up in order to get a clean and good idea that will be successful in the end. The resulting good ideas are not easy and need a lot of motivation and perseverance to get there.

Education is not so important in the artistic field, it is the artist's work and recognition that counts.

- ***In your experience, what skills does an artist need to find employment in the arts?***

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Education is not so important in the artistic field, it is the artist's work and recognition that counts.

- ***In your experience, what skills do artists already have?***

Talent is one of the primary skills an artist need. But it is certainly not the most important one, because besides talent, hard work and the desire to progress and develop are even more important. If an artist is involved in projects that require deadlines, it is important that they stick to them, as this affects their reputation.

The skills an artist need are:

- The desire to succeed and progress,
- Focus,
- The artist's vision,
- Persistence,
- Searching for new opportunities,
- Time management,
- Self-criticism,
- Innovation,
- Curiosity,
- Discipline.



Photo 1: Sara Dakaj

• *In your experience, which skills are priorities for artists to acquire?*

- Resourcefulness
- Craftsmanship skills
- Self-promotion
- Self-skill
- Marketing
- Promotion
- Digital competence
- Networking



Photo 2: Sara Dakaj

• *Do you think that marketing skills are important for an artist?*

Yes, they are important. Self-promotion is important for visibility and sales.

Valuing your work or putting a price on a product or service is also important. Include all fixed costs in the price (wear and tear of equipment, travel, rent, work).

The artist's base may not be marketing, it may just be a skill to have next to. It is important that he concentrates on his artistic activity, because if he does everything else he will run out of time for everything and the work will not be of good quality

It is good for the artist to consult a person who knows marketing and is up to date with all trends, plans and firsts.

Conclusion

Regardless of the position of the participant, opinions were similar. Today, it takes a lot of hard work to succeed as an artist and consistency and knowledge in your chosen art field as well as in marketing.

Certainly, the most important skills an artist needs are self-promotion, perseverance, self-criticism and craftsmanship skills.

As most things are done online nowadays, it is important that the artist is also present on multiple online platforms. This brings business, visibility, networking and new opportunities for the artist.

Focus group based in Liceo Artistico (Arts High School) in Matera – Italy, on 17th of May 2022, was coordinated by Materahub.

Participants were:

- Teacher of arts specialised in economics and financial subjects, “Liceo Artistico” in Matera (Arts High School)
- About 20 students attending the 4th year of the Arts High School in Matera, aged between 15 and 18, Graphics, communication and Multimedia studies

Opinions and reflections collected from the teacher participating in the focus group

- ***In your experience, what skills does an artist need to find employment in the arts?***

The teacher believes that it is quite hard to reply to this question stating that on the one hand there are not many local companies operating in the sector and on the other hand starting an autonomous activity requires skills that the students do not currently have. He also thinks that the key skills that an artist needs in order to become self-employed in the arts sector include knowing how to analyse the market and develop a marketing plan and contact potential buyers.

- ***In your experience, what skills do artists already have?***

About this question, the teacher believes that although artists know how to create an artistic product, they seem to be unable to promote it, not knowing the guidelines of the brand, nor the channels to be able to reach potential customers

- ***In your experience, which skills are priorities for artists to acquire?***

In the teacher's opinion, it is essential for artists to know how to present themselves on the media through the right channels and prepare a marketing plan.

- ***Do you think that marketing skills are important for an artist?***

He trusts that marketing skills are fundamental since they are related to the knowledge of the art market, self-promotion and the promotion of relationships. He also believes that it is necessary to teach and strengthen some basic competences in legal and economic matters.

Opinions and reflections collected from the students participating in the focus group

- ***As an artist, would you prefer to work as an employee or freelance?***

Most of the students aged between 15 and 18 stated that they would prefer to work as freelancers to be independent and “give life to my personal projects”, whilst one of those wishing to work as an employee explained the reason of this preference stating that “I don't think I know how to get my product to the chosen target.”

- ***According to your experience or knowledge, what skills do you need to work as an employee in the art sectors?***

Based on the skills the students are aware of and the examples shared during the discussion, the students named the skills below: to be able to collaborate and team up knowledge of the software to use creativity digital skills patience, ability to stand out from others being creative knowing how to use the media In particular, they consider important to know how to analyse the social networks to make the most of all the various fashions and trends that arise in a given period to improve the company's situation in the market. An additional comment worthy to mention was made by a student who stated that in order to work as an employee in the art sectors, it is essential to produce an art book or a CV showing what a potential employer may expect from him/her as well as to highlight the unique contribution he/she can add in the company.

- ***According to your experience or knowledge, what skills do you need to work as a freelancer in the art sectors?***

Based on the skills the students are aware of and the examples shared during the discussion, the students named the skills below: being responsible and understand your abilities being insightful and highly inventive knowing what you want and how to move in your field knowing what kind of people the project comes to, who might like it designing a non-obvious product that can be suitable for as many groups of people as possible wide knowledge in the most disparate sectors of art knowing how to be valued in an effective exhibition with certain characteristics in order to surprise the target audience/public being resilience and not afraid of change A nice and interesting comment made by a student is as follows: I have seen how many freelancers have had to close their businesses because they did not want to evolve what their reality was, their company, for an unfounded fear of losing money, when the change has been and will continue to be the cornerstone of all innovations and evolutions in any sector.

- ***In your opinion, what skills do you already possess?***

Based on the skills the students are aware of and the examples shared during the discussion, the students named the skills below: constant commitment responsibility managerial and collaborative skills analytical skills versatile in traditional and digital art desire to improve manufacture ideas of all kinds perfectionism knowing how to read and understand the needs of others general knowledge of what they like organizational skills. A nice and interesting comment made by a student is as follows: Much of my daily routine is based on discipline, so I don't think there is a problem with that; thanks to some works that we developed at school I was able to obtain skills such as creating an artistic / creative product and getting to know the brand to understand its promotion and although I am aware of the various promotional channels that exist, I am not expert enough in knowing how to use them.

- ***In your opinion, what are the main skills that artists need to acquire?***

Based on the skills the students are aware of and the examples shared during the discussion, the students named the skills below: being versatile in every artistic field (at least having basic knowledge) adapting to present trends being able to think of a marketing plan or a product suitable for the target audience/public that is successful knowing how to enhance one's art being able to adapt one's own art to as many people as possible A nice and interesting comment made by a student is as follows: An artist in this historical period must be able to create any type of artistic product, whether it is a painting or a sculpture or a brand; must understand how to find a precise position on social media in order to facilitate the development of a marketing plan and, of course, must not lose the passion for creating art, not as a product to sell but as a work that makes the author grow

- ***Do you think marketing skills are important for artists? If so, which do you think are most relevant?***

Students agreed that they are important as much as it is important to: be able to understand what people want (or like) find out what type of product to make to whom it refers excellent time management know how to promote yourself in your field know how to analyse it know how to use social networks

EXTRA THOUGHTS shared by the students:

It would be useful if at school they taught us well what we could do once we finished high school, they recommended strategies to be able to emerge. It is sad to realise that in this age it is difficult to produce art to express oneself or for the simple will to do so and we have come to produce because I have to sell; it is as if art has lost value. Also the fact that if I simply want to produce canvases and I want to live doing that, it will be almost completely impossible for me and I will necessarily have to broaden my horizons not for personal satisfaction but because otherwise I don't make it to the end of the month.

Conclusions

Based on the outcomes of the focus group, the know-how as well as strategies and tools related to marketing skills are key for both teachers and students who highlighted a general lack of specific focus on them throughout the educational pathways for artists.

Whilst the teacher believes that it is hard for artists to work as freelancers as well as employees due to the local economic contexts, most of the students replied that they would prefer to work as freelancers, mainly to be more independent.

Both the students and the teachers believe that it is crucial for art students to be able to learn and develop marketing skills in order to:

- be able to promote themselves and their art products/services,
- fill the existing lack of knowing how to develop a brand or the most effective channels, tools and strategies to analyse, know and reach potential customers,
- be able to understand what people want (or like),
- adapt to current trends by developing a successful marketing plan suitable for the target audience/public.

More detailed insights into specific issues are provided in the sections above.



Photo 4: Martina Birsa



Photo 3: Martina Birsa

Focus group based in Casa Planas (Cultural Centre) in Palma de Mallorca Spain, on 3rd of June 2022, was coordinated by Education In Progress.

Participants were:

- marketing expert, Exposia
- manager of a cultural center for artists, Casa Planas
- visual artist and art teacher, Academia dArt
- visual artist and art teacher, freelancer

VET TEACHERS

The data showed that more than half of the students interviewed with the questionnaires were between 15 and 18 years old.

In contrast, most of the teachers interviewed were over 50 years old. One of the participants stated that we also had to consider a third target group for the questionnaires: artists who make their living from art, in order to get a more comprehensive view on the subject

- ***After having finished school studies, do you think it is easier for an artist to work as an employee or freelancer in the art field? (TEACHERS)***
- ***As an artist, would you prefer to work as an employee or freelance? (STUDENTS)***

The data showed that most students would prefer to work as freelance artist rather than as an employee. Students want to work with their art. On the other hand, the professors split almost 50-50 so it is easier for artists to work both as employees and as freelancers.

We presented the questions to the focus group participants without showing them the already set answers and results in order not to condition them.

- *In your experience, what skills does an artist need to find employment in the arts? (TEACHERS)*
- *Question 5. According to your experience or knowledge, what skills do you need to work as a freelancer in the art sector? (STUDENTS)*

In addition to our proposals, the participants exhibited other skills that they believe are essential for

young artists to find work in the art world.

The participants brought out skills that they think are important:

1. Possessing artistic techniques
2. Knowing how to communicate their project
3. Public relations
4. Knowing the local and international context
5. Multitasking skills
6. Knowledge of budgeting
7. Knowledge of subjects such as History, Art History, languages, digital skills, etc. (Sergio)
8. Perseverance
9. Ability to persuade
10. Knowing the differences between the art market and Art (Christian)
11. Billing Capability
12. Networking
13. Courage/Effort/Constancy
14. Business knowledge

Mainly it emerged that an artist must not only be able to create a work of art/performance through his or her artistic abilities but must be able to play various roles to make his or her art known. Every artist must learn many skills.

According to questionnaire respondents among students and teachers, the skills needed to become a freelancer are:

1. Organising alternative performances
2. Use of media
3. Following the rules of artistic personal branding

- *In your experience, what skills do artists already have? (TEACHERS)*
- *In your opinion, what skills do you already possess? (STUDENTS)*

According to the participants of the questionnaire among students and teachers, the skills that prevailed with regard to what artists already have are:

Effort and perseverance, Following the rules of artistic personal branding, Skills for organising alternative exhibitions.

According to the focus group participants, the skills that an artist already possesses are usually: Artistic talent, technical skill and the ability to elaborate and develop good ideas, determination and commitment, which are fundamental to the development of their work. Many artists have a strong self-confidence early on that leads them to succeed with their art through their determination. But above all they have good organisational skills and ability to meet deadlines.

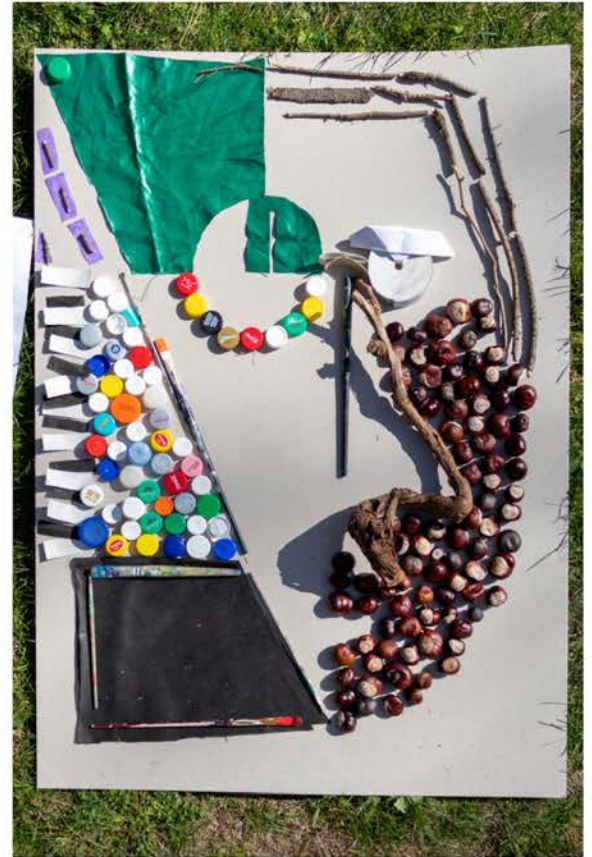


Photo 5: Martina Birsa

- *In your experience, which skills are priorities for artists to acquire? (TEACHERS)*
- *In your opinion, what are the main skills that artists need to acquire? (STUDENTS)*

According to the focus group participants, it is essential that artists know how to deal with each field of work presented to them during their work. They must be able to cope with any difficulties and be able to react to new challenges. The world of art and artists is very wide and nowadays the work of artists is no longer just about creating an artistic work, but much more as :

1. Knowing how to sell oneself
2. Knowing how to communicate
3. Organisational skills

- ***Do you think that marketing skills are important for an artist? (TEACHERS)***
- ***Do you think marketing skills are important for artists? If so, which do you think are most relevant? (STUDENTS)***

According to the interviewees, only a few artists manage to make a living from their art without marketing. Few artists can even hire someone to do the marketing for them, but young artists often do not have the economic basis to ask for such help, so they have to fend for themselves. It is important to create an online portfolio right from the start.

1. Creating an online art portfolio is the first essential step for effective art marketing is the first impression, but also a good website.
2. It is important to know how to curate content, how to describe the way you work and the meaning of your art.
3. Learning how to write an artist statement is another important aspect of art marketing, as you will be asked to do this many times during your career. You will need it to present your work at art competitions and to provide it to the media writing about your art. It is also a cornerstone for creating your identity as an artist.
4. Knowing how to sell is also an excellent way to increase your income.
5. Participate in competitions or art fairs to be listed on art promotion websites to gain attention. Winning a competition can also help to build a reputation as a great artist.
6. Organising your own art exhibition is a way to learn the rules of art marketing. You can also consider organising a group exhibition. Do not limit yourself to the traditional options for venues, many places are suitable for an exhibition. Some examples are hotel lobbies, restaurants and music halls.
7. It is very important to create a strategy for online art marketing. First create social accounts (instagram, facebook, twitter, ect), organise posts, identify times for posting to keep your followers engaged and attract new ones. Having SEO skills can be very useful for optimising online content for search engines. This means always being aware of keywords and search volumes specific to the art world.

EXTRA THOUGHTS

At the end of the questionnaires, the interviewees were asked for additional opinions. We collected the most interesting opinions and showed them to the focus group participants.

- The participants noted that the teachers' answers did not seem very real for an artist's lifestyle. It is very noticeable how their reasoning is somewhat distant from what an artist really needs .
- Having talent is not the only characteristic that artists must have. They must also be committed and demonstrate other skills.
- Fundamental is the issue of social, i.e. showing one's presence on the market



Photo 6: Martina Birsa

Conclusions

Based on the results of the focus group and the opinions of the participants, it was concluded that artists need to develop multiple skills in order to increase and make their work known and to become successful artists. Every artist needs to have multitasking skills in which he or she is able to do different types of work, which is why having marketing skills is also crucial for his or her work. As we have seen, most of the students answered in the questionnaire that they would like to work as freelancers, and it was from this answer that we realised there is a strong need to create a training course for the new generation of young artists to help them understand how to organise their work, how to communicate their thoughts and image, how to sell themselves, etc.



Focus group based in Live Foundation/ Live Vocational College, on the 8th of June 2022, was coordinated by Live Foundation.

Participants were:

- VET teacher/ special need teacher, 12 years work, Vocational College Live, education of the artisans
 - Born in 1981, 3rd year studies, Artisan education Special need education
 - Born in 1992, 1st year studies, Artisan education Special need education
 - Born in 1986, 3rd month studies, Artisan education Special need education
 - Born in 1987, 5th year studies (with long break), Artisan education Special need education
- ***In your experience, what skills does an artist need to find employment in the arts?***

Students felt that the most important challenge is, how to present their profession and skills: what I need to do, what are my strengths and what kind of work I can do. Students felt, that it is important to understand needs in labor market. That's why the structure of the marketing skills is important to understand on that way. "Still we'll need to create also new ways, how to make marketing for our skills."

The whole group thought, that self management and networks are important areas in working life.

"It is very important to know the field and culture where we will work" (national and international art history, relationship for the other arts, etc.)."

"How we will understand our profession, and how it works in labor markets? Only with answering for the question we can get employed in art field".

Questions of the marketing are tools to get effectiveness for the profession, practices, and employing. They will challenge the self-discipline skills. Effectiveness, practices, and experience are important details for marketing.

VET teacher thinks, that quality is important in art work, because you need to be different and better than amateurs. It's big question and important to separate. Same time professionals need to give support for amateurs - some how also it is the part of professionalism, and way to market your own skills and stand out as a professional.

Special need students and teacher said that social skills are very important in freelancer work.

Often, salary is not the first priority in creative fields. The pricing of work is significant for entrepreneurs, which must be in proportion with the time, you have spent. It is challenge in marketing.

The Finnish art and culture funding system challenges the artist in unemployed eras. We don't have any alliance systems in art field. We have only unregular scholarships in Finland. We have good unemployment services in Finland, but it is very challenging for entrepreneurs. That's why you need to be clear, are you entrepreneur or not! Unemployment authorities keeps special attention to it.



- ***In your experience, what skills does an artist need in order to become self-employed in the arts sector?***

Important skills are to know about entrepreneurship, competence related to salary, pricing, national bureaucracy, applications and other paper works, and welfare. Also unemployment insurance is very important to be aware in freelance work.

Also new kind of customer groups and needs in labor markets are important to recognise. Teacher said, that customer means the connection with amateur field, and it is good to think customers also that way. We need to be open for different customers and employment. This affects the nature of marketing.

It is important to know your own special skills. You also have to apply new ways to work and update your skills for new areas.

- ***In your experience, what skills do artists already have?***

Students thought that interests for working is skill itself. Artists can analyze very well the skills, that are needed. It is part of the vocation that should be made visible with marketing. Artists are quite good in it.

Teacher said, that life long learning is easy to recognise in art field. That could mean many skills between entrepreneurship, art substance and using different artfields (crossart). Artists are quite open for new ways to work.

- ***In your experience, which skills are priorities for artists to acquire?***

In the Finnish work culture, modesty is very typical, which should be taken into account in pricing, valuing work, and in relation to marketing and working life skills. In some fields of art, especially those where you work alone, strengthening your professional identity is important. These are related to marketing skills and making the work (and its meaning) visible. In Finland, for example, the importance of craftsmanship should be raised in relation between industrial products. Also you need to handle the basic things: communication, platforms, etc.

Teacher said, that "You need to learn to praise yourself". It is difficulty that associated to the

Finnish culture and modesty. With this observation, the students realized how big parts are the praising and strengths in marketing contents. This thought sparked even wider discussion about how you should show and develop professional identity and individuality during working life.



- ***Do you think that marketing skills are important for an artist?***

Marketing skills are very important. The whole focus group had an opinion, that networks are the most important part to develop. Also the description about your work and skills are very important. Basic skills, like organization and time management are important skills in marketing, too. Teacher said, that they are the general themes in special need education as well.



Photo 7: Martina Birsa

Conclusions

Artisan teacher and students were very interested about the theme of the conversation. They were thinking, that real work (hand crafts) and marketing dependent each other. Art (what ever it is) will need skills and knowledge itself. That way the marketing is having connection also with inner work identity and individuals thoughts in art. Students felt that it's hard to find the difference between networks and marketing. Marketing means same time the conversation with art field, and art culture. How you will present yourself, it's the main thing of marketing in artfield. It need to have some relationship also for industrial work, art amateurs, customers, financial literacy, and the policy of society. In Finland artists and entrepreneurs are having different situation to earn money than other professions – that is important to notice for security of livelihood.

Focus group based in Rue d'Arlon 40 Brussels, Belgium on 20th of June 2022, was coordinated by EfVET.

Participants were:

- a graduated in Roman and Hispanic philology and has published several stories and tales dedicated to the children. Marianne is Executive Vice-President and Founder Member of the International Yehudi Menuhin (IYMF) in Brussels.
- a board member of ARMES Progetti and advisor in Brussels for the Fondazione Nazionale Carlo Collodi and has been coordinator of European projects for the IYMF, University of Florence (IT) master's degree in architecture with 20 years' experience in European Policy and Programs. Cinzia is a consultant with expertise in planning and managing educational projects for social inclusion through art.
- policy advisor for arts at the Flemish Community Commission (VGC) in Brussels. He studied communication sciences; at the University of Brussels (VUB) and; international relation; diplomacy; at the University of Antwerp (UA). He started as a project assistant at the VRT, the Dutch speaking national broadcasting company

- ***In your experience, what skills does an artist need to actively work in the art field as a freelancer?***

As we can see the ability of making effort and consistency were the most important skill whereas, the ability to analyse the target market and the ability to design an artistic piece following the rules of branding were the less relevant activities according to the stakeholders.

- ***In your experience, what skills do artists already have?***

For this question, however, the most important skill artists should already have is the ability to be constant and disciplined. Nevertheless, the ability to target the market is definitely not really relevant.

- ***In your experience, which skills are priorities for artists to acquire?***

In the case of which skill is the most important to acquire, it is undeniable that the one of creating a profile online is the winner one.

- ***Do you think that marketing skills are important for an artist?***

For this question, the most important skill is self-motivation. In addition, the management of social media, having organizational skills, the ability of networking and self-promotion were relevant for our stakeholders. However, writing and copywriting was not.

- ***In your experience, what skills does an artist need in order to become self-employed in the arts sector?***

In order to be employed in the art sector there is the need to have perseverance and confidence.

- ***In your experience, which skills are priorities for artists to acquire?***

For this question, talent should be the priority skill.

- ***Do you think that marketing skills are important for an artist?***

For this question, it is clear that marketing skills are really relevant.



Photo 8: Sara Dakaj

Conclusions

It is undeniable that only in some countries the VET curricula takes into account marketing and entrepreneurial skills whereas in others it is not. However, art students need to have many skills in order to master their career in any field of art. For example:

- Communicative skills (ability to engage the audience)
- Networking
- Digital Skills
- Marketing skills
- Entrepreneurial skills
- Self-promotion skills

After seeing the outcomes from these two focus groups we can state that

- The ability of making effort and consistency were the most important skill
- The most important skill artists should already have is the ability to be constant and disciplined.
- Creating a profile online is the most important skill to acquire
- The most important skill is self-motivation.
- The management of social media, having organizational skills, the ability of networking and self-promotion were relevant for our stakeholders.
- In order to be employed in the art sector there is the need to have perseverance and confidence.
- Talent should be the priority skill.

Finally, one sentence that one of our stakeholders said and we would like to include it was: “We believed that music should be part and parcel of daily education and accessible to all.”



Photo 9: Sara Dakaj



Photo 10: Martina Birsa

Focus group was implemented via Online meeting via Google Meet platform, on 12th of July, 2022, was coordinated by LAVRL.

Participants were:

- a Teacher specialized in Mathematics and Informatics
- the Principal of LAVRL, Teacher specialized in Sculpture, Visual Artist
- a Teacher specialized in Graphic design and Media, Visual Artist
- a Teacher specialized in Painting and drawing, Visual Artist
- a Teacher specialized in Drawing and Textile design, Visual Artist
- a Teacher specialized in Painting and drawing, Visual Artist
- Students in the fields of Painting, Graphics, Design, Architecture, Interior Design, Sculpture, Fashion imaging and illustration, -Liceul de Arte Vizuale "Romulus Ladea" – Cluj- Napoca, Romania (LAVRL), University of Art and Design of Cluj-Napoca, Romania

Opinions and reflections collected from the teacher participating in the focus group

- ***In your experience, what skills does an artist need to find employment in the arts***

The teachers believe that in order to find employment in the arts it is very important to have other skills besides being an artist or a good practitioner. Marketing skills could come in handy both for personal use of the artist and for becoming a link between the artists and potential buyers. Being consistent with their work and being able to keep track of pieces of art and being able to have communication skills is also important.

- ***In your experience, what skills does an artist need in order to become self-employed in the arts sector***

The teachers' opinion is that in order to become self employed in the art field it is very important to be able to create an elaborate image of the persona through an efficient CV (where a clear image of the person is given, both with artistic activities and other skills), an efficient biography or an artist statement and the ability to make a professional portfolio and keep track of their works. It is also very important to be able to have an effective marketing plan, be consistent with everything, be visible and keep connections.

In contrast, being able to use media and its monitoring and designing artistic pieces following the rules of branding is of secondary importance, due to the fact that they believe the time consumption by doing these things would affect the time used to actually create pieces of work.

- ***In your experience, what skills do artists already have?***

The teachers' opinion, the abilities the artists already have are: being constant and disciplined, having knowledge of promotional channels for reaching prospective customers. In contrast to this, they consider that improving the following abilities could be important: setting up a successful exhibition in a different physical context, creating artistic pieces following branding rules, examining the target market in its whole, including the possible competitors.

- ***In your experience, which skills are priorities for artists to acquire?***

The skills that are a priority for artists to acquire are mostly connected to having a visible self-branding, being able to efficiently display their artwork and being able to talk about it and know how to use the marketing strategies of the artworld in order to approach potential buyers.

- ***Do you think that marketing skills are important for an artist?***

The focus group's belief is that marketing skills are very important in order to do self-promotion, with the downside that actually doing all these by oneself, shortens the time and lowers the energy and focus needed to actually produce artworks.

Opinions and reflections collected from the students participating in the focus group

- ***According to your experience, what skills do you need to find a job as an employee in the artistic sector***

Students believe it is more difficult to find a job as an employee in the artistic sector due to the lack of jobs besides teaching or working as an illustrator. The most important skills needed would be being consistent and disciplined and having knowledge of other areas as well, not only being a good practitioner in arts.

- ***According to your experience, what skills do you need as an artist to become self-employed in the arts sector***

Students stated that the skills needed to become self-employed in the arts sector are again being able to be disciplined and consistent, being able to create a CV, artist statement and a portfolio of works, having marketing skills and knowledge and being able to contact potential buyers. In contrast to what teachers believe, students said it is very important to design pieces of art following the rules of branding and being able to set up an exhibition in an alternative location is of lesser importance

- ***According to your experience, what skills do you already have?***

The students stated that they have the ability to be constant and disciplined, to create a product following branding rules and only moderately have the ability to set up an exhibition in a different physical context and have knowledge of promotional channels in order to reach prospective customers.

- ***According to your experience, what skills are priorities for you (and the artists you know) to acquire?***

The skills that are a priority for artists to acquire are mostly connected to having a visible self-branding, being able to efficiently display their artwork and being able to talk about it and know how to use the marketing strategies of the artworld in order to approach potential buyers.

- ***Do you think that marketing skills are important for an artist?***

The focus group's belief is that marketing skills are very important in order to do self-promotion, with the downside that actually doing all these by oneself, shortens the time and lowers the energy and focus needed to actually produce artworks.



Photo 11: Sara Dakaj

Conclusions

The general outcomes of the focus groups highlighted the need for having marketing skills and knowledge of marketing strategies applicable to the art sector, alongside having other practical abilities and theoretical knowledge.

Both the students and the teachers believe that having a sound practical training is not sufficient in order to become a successful artist after graduating highschool or university, because creating artworks without being able to make a living out of it is not relevant to current social contexts.

While teachers believe that being true to oneself is very important and trying to educate the public into buying quality pieces of fine art is preferable to creating art that suits the general public and risk creating kitsch, the students are more prone to adapting to current social context and create art on demand in order to gain independence and make a living out of it.

All in all, gaining knowledge in the field of marketing could be beneficial by giving students another skill and qualification, both for themselves and for other artists by becoming the link between art creators and the public.

FOCUS GROUP CONCLUSIONS

The Focus Group was the last part of the research based on bases of the desktop and survey results. The desktop research set the basis to prepare the questionnaires (quantitative interviews). The analyzed answers of the questionnaires were the basis to prepare questions for the Focus Groups. Focus Groups were implemented into the specific environment of each partner organisation in Slovenia, Italy, Romania, Finland and Belgium.

The conclusions are very different and below we present the key findings:

- Most of the participants agree that the **most important skills** an artist needs are self-promotion, perseverance, organisation and communication.
- Another conclusion is that for artists it is very important to be **present on multiple online platforms** because it means visibility, networking and new opportunities for the artist.
- They also highlighted the **importance of understanding customers needs**, the role of a **marketing plan**, the importance of **good branding, consistency** and the need for **financial literacy**.

