



CAPACITY BUILDING PROGRAM FOR HIGHER EDUCATION INSTITUTIONS

Cultural and Creative Industries (CCIs) are recognized as a driving force for sustainable growth, competitiveness, and innovation in Europe, significantly contributing to its socio-economic and cultural fabric and promoting well-being and quality of life. Moreover, CCIs serve as catalysts for innovation both within their own ecosystem and across other sectors, generating important spillovers to the wider economy and society.

The CCIs ecosystem is facing the challenge of a fundamental transformation, triggered by the triple digital, green, and social transitions. In this scenario, Higher Education Institutions (HEIs) have a critical role to play to foster entrepreneurship and innovation in the CCIs for the triple transition by bridging gaps between education, research, and industry.

The Capacity Building Program is designed to enhance the capacity of academic and non-academic staff of HEIs involved in the CreaTech project to support innovation and entrepreneurship in CCIs.

PROGRAM GOALS

- equip participants with competences for entrepreneurship and triple transformation in CCIs;
- foster collaborative and challenge-based mindsets to solve real-world issues in education and society;
- encourage institutional transformation by enabling staff to become change-makers within their universities.

FOUR SPECIALIZED MODULES

01

**Innovation &
Entrepreneurship
in CCIs**

19 hours

02

**Digital trends,
tools &
storytelling**

16 hours

03

**Sustainability,
inclusion and
social impact in
CCIs**

12 hours

04

**Soft skills for
cultural and
creative
innovation**

6 hours

LEARNING OUTCOMES

- Support the development of innovative solutions in the cultural and creative field
- Develop an entrepreneurial mindset and skills for CCIs ventures
- Understand digital trends and use social media for culture and creativity
- Master digital storytelling tools for cultural and creative projects
- Promote sustainable practices in CCIs
- Enhance leadership, problem-solving, communication, networking skills

PROGRAM FEATURES

Hybrid Delivery

Online & onsite
sessions

Collaborative Learning

Team-based projects

Real-world Cases

Talks by industry
experts

Expert Mentorship

Individual & group
guidance

**55 HOURS OF FLEXIBLE TRAINING & MENTORING
FROM OCTOBER TO DECEMBER 2025**

WHY PARTICIPATE?

This is more than just a training course. It's a unique opportunity for HEI's personnel from teaching and research as well as administrative, management and technical staff to reshape their role in higher education, promote a culture of innovation, and contribute to the growth of CCIs across Europe and beyond.

REGISTER [HERE](#)



CreaTech is a European initiative that empowers HEIs to lead innovation and entrepreneurship in CCIs. The project supports the development of future-proof skills, strengthens institutional frameworks, and fosters sustainable growth in creative ecosystems.

Built on two key pillars, CreaTech combines institutional capacity building - by embedding interdisciplinary training, mentoring, and start-up acceleration into HEI curricula and research - with the creation of collaborative ecosystems. These ecosystems connect HEIs with CCI organisations, businesses, and research institutions to enable co-creation and knowledge exchange in line with the EIT Knowledge Triangle. Together, these efforts boost long-term competitiveness in the CCI sector, enhance the societal impact of HEIs, and address fragmentation across the innovation landscape.

Spanning six countries (Albania, Kosovo, Slovenia, Greece, Italy, UK) the project fosters cross-sector partnerships, supports start-up creation, and strengthens institutional capacity—ensuring that creativity becomes a catalyst for sustainable growth across Europe.

CreaTech is supported by the EIT Culture & Creativity under the EIT HEI Initiative IV Call 2024.

Project Partners are:

University of Tirana

EMUNI University

University of Patras

Lascò

Consiglio Nazionale delle Ricerche

European Creative Hubs Network

AAB College

University of Bedfordshire

Center for Education and Development