

Learning Objective

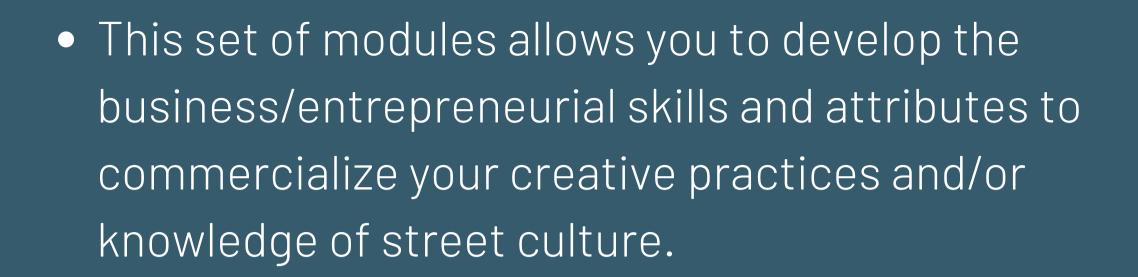
MODULE 5 focus on networking and collaboration for the enterprise benefits. It offers you a glimpse of the ways collaboration helps your business, tips, and tools for networking, and how to guarantee their success.

We have gathered a selection of sources reflecting on networking and fruitful collaborations in street culture, and its relation with successful entrepreneurship.

By completing this module...

You understand the power of networking and collaboration to address the needs of small enterprises and empower them to unlock opportunities for local economic development.







- The resources mentioned give you a theoretical and practical understanding of cultural and creative industries and the development of a cultural economy to create your own creative initiatives.
- Our collective approach is to integrate entrepreneurship within creative practices relevant to street culture and to take a 'creative' approach to the development of new businesses and the infrastructure that supports them.

Why collaboration matters!

1. Collaboration Grows Your Network

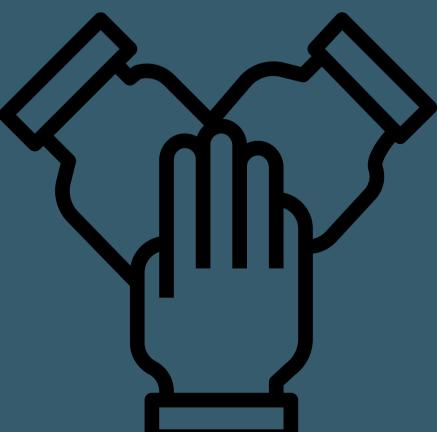
2. Collaboration Saves Money

3. Collaboration is Problem-Solving

4. Collaboration as Mutual Advertising

Collaborating with others can provide you with the additional skills and resources to do things. This could be anything from developing a new product or using new material in your design process, to securing a new client or gaining access to significant funding.

The Power of Collaboration and Networks
EMINENT PROJECT, p. 6



STEPS FOR A SUCCESSFUL COLLABORATION

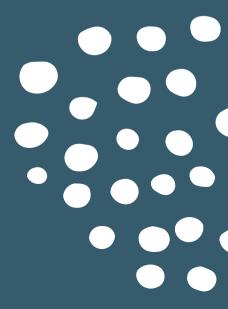
1.Select collaborators - Enlist collaborators with little overlap with your fields of expertise.

2.Clarify roles & relationships - Avoid confusion or doubt about who has what role.

3.Set up clear communication paths - Communi- cation is central to collaboration.

Finding the mutual benefits that you may have through a collaboration is a very imaginative and creative procedure!!!





COLLABORATION PLATFORMS & TOOLS

- 1. TEDx Events great for networking and meeting possible collaborators
- 2. Social Media e.g. Facebook Groups use open groups to create an instant Cre- ative Community or why not have a pri- vate group for your Creative Collective
- 3. Entrepreneurship forums and conferences are great ways to make international connections
- 4. Meet up (website/app) great way of making connections and finding creative networking events/groups near you

Types of Business Networks



Networking will be very useful at the start of your business when you are less well connected.

Networking keeps you in touch with opportunities. You can turn to more people for help and advice.

Networking allows you to contribute something to others and build your reputation.

Source: The Power of Collaboration and Networks - EMINENT PROJECT



Multimedia Resources



EMIMENT project is a project that wants to enable Female Migrant Entrepreneurs. The trainees are provided the knowledge and skills they need to gain the confidence to establish and successfully run their own business. A special chapter (Chapter 5) is devoted to the power of collaboration and networks. www.eminentproject.eu

EMINENT EDUCATIONAL RESOURCES

Supporting migrant female entrepreneurs.

This project aims to facilitate the in- crease of female migrant entrepreneurs by transforming their access to and the quality of the training they receive from entrepreneurship VET institutions. https://www.eminentproject.eu/co urse-curriculum-and-classroommaterials/



This course aims to improve the quality of training for entrepreneurship educators within the context of inclusion and diversity, so as to unlock the potential of migrant & refugee women.





"Many of the ways we talk about creative work only capture the brilliance of a single individual. But creativity also thrives on diversity, tension, sharing, and collaboration. Two (or more) creative people can leverage these benefits if they play well together".

Creative collaboration:
Everything you need to know about successful collaboration for creative teams

This in-depth research article presents ways to collaborate in creative business.

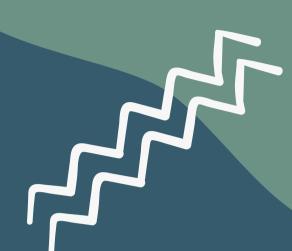
https://gathercontent.com/blog/howto-collaborate-the-creative-thepractical



TOOLS FOR HAPPY COMMUNICATION AND COLLABORATION TO ENSURE SMOOTH-RUNNING PROJECTS



A study and plan on favorite apps, tools and software for working together as creatives in 2022:



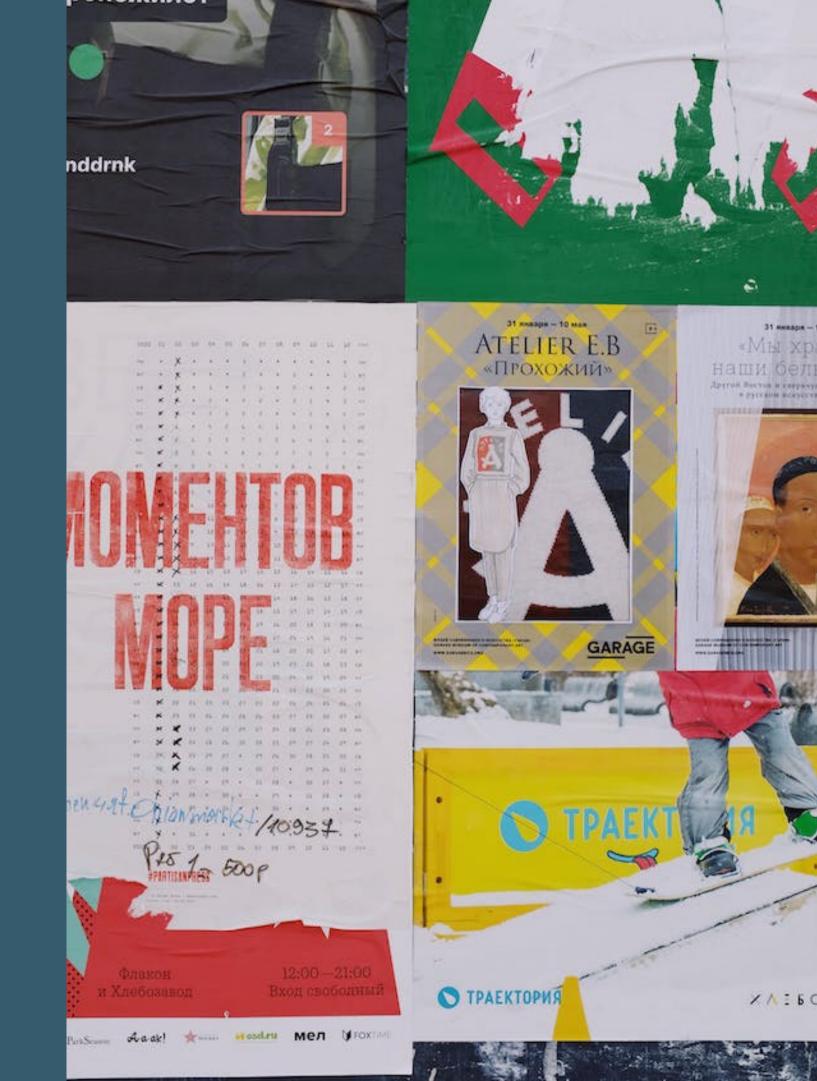
- project management tools
- videoconferencing tools
- messaging tools
- •feedback tools

https://www.creativeboom.com/resourc es/tools-for-happy-communicationand-collaboration/

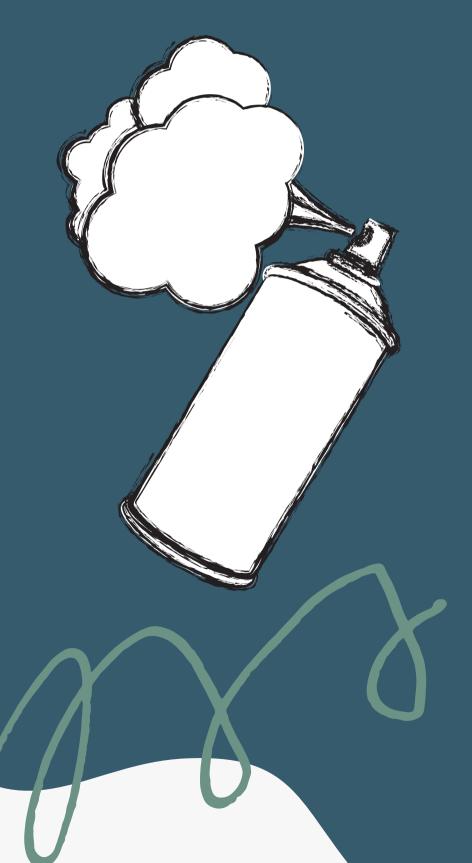
Collaborative Creative Advertising

Strategic brand collaborations, or partnerships, can be an extraordinarily effective way to build your business. These partnerships allow brands to enter new markets more confidently and increase brand awareness in a more efficient way. They are also away for brands to amplify their appeal by becoming part of a whole that is greater than the sum of its parts.

https://dynamicbusiness.com/topics/small-businessresources/sales-and-marketing/the-power-of-strategicbrand-collaboration.html









The example of the Street Art Network educates, inspires, and connects people with street art through mural commissions, resources for artists, and documentation and preservation efforts.

It operates with the belief that public art has the power to unite and inspire communities in ways that indoor art simply cannot duplicate. Its mission is to support the creative entrepreneurs who take to the streets with their art while giving them a platform to collaborate, network, fund projects and spread their message.

www.thestreetartnetwork.com





TYPES OF COLLABORATORS WHICH ONE DO YOU THINK YOU MIGHT BE?



THE COLLABORATORS

PURPOSE DRIVEN USERS



EXECUTIVE

The Executive is unously a decision-malar in your company or dispartment who has limited time, you area to meeds to be involved at a high level. Speed, efficiency and convenience are of utmost importance to the Executive, who prefers to communicate feedback

usually to take in the status of various projects a

TASKMASTER
Taskmasters may err on the OCD side or semply the organized to an extreme. No

OCO side or simply be organized to an extreme. No obtain is to small, no action form goes unassigned and no audit log unread. The Taskmaster is operationally focused, using octaloration stock large to execute on project plans. You can expect them to follow up with a task list of action items five minutes after your call ends deep log you've grazeful for its.

POWER



behind the scenes person. Their boisterously expressed big ideas help other team members arrive at "sha" moments. Ringleaders begin a lot of discussions, bookmark interesting content and add thoughtprovoking comments to discussions and files. Their creative energy seeps into and influences team members across all the departments.



technology and best practices in your organization. The saminy specialst looks beyond the normal file-sharing and project management capabilities of a collaboration solution and finds interesting and innovative ways to automate his or her work by leveraging sophisticated workflows, disabases and other advanced features. Ch. and they usually have the most interesting desk bys and gadgets.



This type of collaborator was born to be social Socialities are storyteless and connectors. Sharing project details and updates comes as second maker because they are more than used to sharing on a regular basis via Facebook, Terbia, Googles, Instagram, Linkachi, Tumbir _ you get the point. The Socialities always has a newly updated status, helps carry on conversations and encourages others to engage. These peops promoters are great for easing those who are less accustomed to RELUCTANT



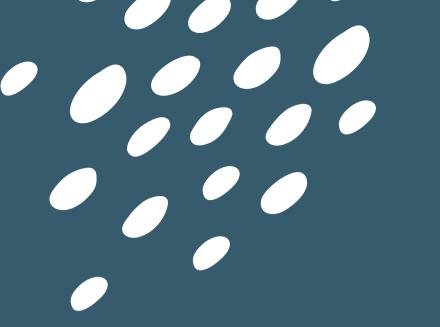


uncomfortable with new ways of doing things, this fossitued triend tends to stick to traditional methods of work. White The Expert might equally managing projects by email to banging two rocks together to create fire. The Dimosau prefers to be clossed in this searchary of status quo and does not embrace a new tool without some encouragement, so it is extremely important that the collaboration solution be simple and intuitive.



The Silost enjoys working alone and is reluction to share only because he or she is not used to it. They send to be a bit absent from the workingscess they're part of and like to do most work offine, Silosista are actually most at risk of losing ties and work because they prefer not to save and backup regularly so the cloud - and they are also always the last to realize, if ever at al. that the intranet is down.

The 9 Types of Collaborators [Infographic] - (imeetcentral.com)



MAKE A LIST OF NETWORKS

Research the networking platforms that you can access in your:

- Area/region
- •Sector
- •Online specific that are relevant to your business



TIPS!

Clear vision of where you want to go.

Prioritising what's important.

Delegating. Learn new skills.



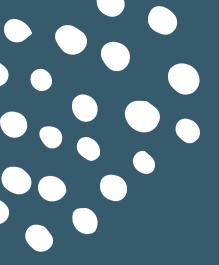
DID YOU KNOW THERE ARE 10 TYPES OF SUCCESS?

- MATERIAL SUCCESS Money, cars, holidays, jewelry
- EMOTIONAL SUCCESS Relationships, self-esteem, contentment
 - INTELLECTUAL SUCCESS -

Learning, understanding, challenging

- SPIRITUAL SUCCESS Sense of purpose, belonging, reason
- PHYSICAL SUCCESS Health, fitness, vitality, appearance





While this is best completed as a Group Exercise, it can also be used as an individu-al reflection exercise.

Materials Needed: a selection of random images to include people, build- ings, objects, cars etc.

Choose 3 images that you feel represent success. Write down the main points that you think they represent success.

If this is a group exercise, each group shows their photos in turn and explains why they think it represents success.

SUCCESS: WHAT DOES IT LOOK LIKE?



Exercise findings: This exercise may lead you to challenge traditional views on success. It shows that success has many different meanings to different people. It will also introduce the idea of there being different types of success.



SETTING REALISTIC & ACHIEVABLE "SMART" GOALS

- Specific. Goals need to be very clear and as detailed as possible.
- Measurable. Goals need to be tangible; results need to be measurable. Ask yourself questions like: "When?" and "How much?"
- Action-oriented. Make sure you can identify the steps you need to take to reach each goal.
- Relevant. Here's where you need to think about the big picture. Why are you setting the goal that you're setting?
- Time-bound. What's your time horizon? https://www.atlassian.com/blog/productivity/how-to-write-smart-goals





"We recognize collaboration as being one of the most significant and underused tools available to change-makers and a force that can dramatically increase your business and your impact".

Hugo Lamb

Policybooth



SUPPORTING YOUTH IN URBAN CULTURE

Home - Creative Invisibles



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