

ERASMUS+

SECTOR SKILLS ALLIANCES

Mu.SA: Museum Sector Alliance

575907-EEP-1-2016-1-EL-EPPKA2-SSA

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***W14.1.3.B HOW TO APPLY
ENTREPRENEURSHIP IN THE CULTURAL
SECTOR?***

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Co-funded by the
Erasmus+ Programme
of the European Union

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.

Module:	<i>W14.1 Sense of initiative and entrepreneurship</i>
Unit:	<i>Unit 3: Towards Digital Museum entrepreneurship</i>
Learning Object:	<i>How to apply entrepreneurship in the cultural sector?</i>
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Abstract:	This learning object aims at expanding the concept of digital entrepreneurship to understand its practical implementation on the cultural sector. The learning object refers to a short video, where Dr. Margherita Bacigalupo explains how the EntreComp Framework can help the third sector to pursue its own goals of creating social value for others.
Keywords:	<i>Digital entrepreneurship, Digital Competence, third sector, museum, cultural sector</i>





Module: *W14.1 Sense of initiative and entrepreneurship*

Unit: *The Sense of Initiative and Entrepreneurship as key competence for Museum professionals*

Learning Object: *W14.1.3.b How to apply entrepreneurship in the cultural sector?*

The document created in 2019 for the project Mu.SA – Museum Sector Alliance, funded under the Erasmus+/KA3 programme (project number 575907-EEP-1-2016-1-EL-EPPKA2-SSA).



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Layout design:

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(<http://daissy.eap.gr>)

Project coordinator:



Project partners:



More information about the project:



Co-funded by the Erasmus+ Programme of the European Union

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Aim and objectives

The last part of the course will discuss the opportunities and challenges of applying entrepreneurship skills in the third sector, including museums as non for profit organizations. To this regard a video with Margherita Bacigalupo, expert on EntreComp will demonstrate some ideas on strengthening entrepreneurial leadership in the third sector, where she explains how the EntreComp Framework can help the third sector to pursue its own goals of creating social value for others.

Learning outcomes

- Lout10: Identify the main characteristics of digital entrepreneurship.
- Lout11: Combine digital and entrepreneurial competences for the cultural sector.

Keywords

Digital entrepreneurship, Digital Competence, third sector, museum, cultural sector



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1. Introduction

Having already discussed about entrepreneurial competences in the Digital Age, the aim of this last unit of the course is to stress the way to apply entrepreneurship in the third sector, meaning in principle the non profit organizations. To this regard the focus is on how to produce, to create cultural value. A short video with Margherita Bacigalupo, Expert at Joint Research Centre at the European Commission will gain insight to the ways of adapting the EntreComp Framework to the third sector.

In this interview video Margherita Bacigalupo, research fellow at Joint Research Centre of European Commission, talks about the Entrepreneurship Competence Framework (EntreComp) and how non-profit organizations could benefit to it. Margherita Bacigalupo is one of the Third Sector leaders involved in the Eu3Leaders project.

The project is an Erasmus+ financed project with the mission to improve the quality of the trainings for Third Sector leaders in Europe.

2. The main axes of the interview and the answers of an expert

2.1 How could the EntreComp Framework be adapted to the third sector?

EntreComp is a reference document that describes entrepreneurship as a competence that anyone can use to their own purpose. The third sector is not different from any other party. Even if is not the typical sector that one thinks when talking about entrepreneurship, the **third sector creates social value and cultural value**, so it's definitely working in the field that is in the scope of the framework.

So, what the third sector should in relation to the framework is to appropriate it, and make sense out of it in order to pursue own goals. Just like any other sector.

2.2 How could the non-profit organizations adjust to it?

Non-profit organizations could benefit from EntreComp Framework, not adjust to it. The framework is not mandatory, it is not prescriptive, it is descriptive, so it describes the competences that make an individual entrepreneurial which means that make you generate value for others.

So, the third sector and NGO's generate value already. What can they learn from the framework? Maybe to be more creative in approaching the problems they are facing, maybe to be more resourceful and foster greater resilience within their own organization.

Maybe to learn from the people's experience or to capitalize on the mistakes made so far. There are many ways they can use the framework as a resource to better pursue their own goals of creating social value for others.

2.3 What is the importance of the EntreComp for the European Commission?

The Commission is the entity that has created the framework, so for the Commission it is one of the resources that it makes available to Member States and to different organizations to foster the key competences.

The Commission has invested in these particular competences with an interest on **bridging the world of the education and the world of work**. It's definitely something that is in the policy priority of the Commission, as stated in the New Skills Agenda. Actually the JRC are going to do further work to support stakeholders in the take up of the framework as for instance

through guidelines, by creating a self-assessment tool and there will be continuous monitoring what it's happening.

2.4 How do you link entrepreneurship and leadership?

Well, it's a big question, but entrepreneurship is about creating value for others by acting upon ideas and opportunities and transform them into something that is actually really done.

This process of transformation from ideas to actions requires a set of resources. **Leadership** is not mentioned in the framework as such, which talks about mobilizing others, which are one of the resources one can use to turn ideas into action. Maybe it is internal people as your staff or your volunteers you need to mobilize, or it can be external people, like the local government, or donors...

In EntreComp a big part of leadership is covered within the mobilizing other competence in the resources area. So leadership is a competence that is nested within entrepreneurial competence. But till this is not chemistry, things can be defined in a slightly different way and maybe the EU Third Sector Leaders project that has met today in Barcelona will reach a different definition to be used by sector leaders and there would not be anything wrong with it.

3. References

How can the EntreComp Framework be adapted to the third sector?
Interview with Margherita Bacigalupo

<https://www.youtube.com/watch?v=bdQdbx3Th3E>