



## FINAL CONFERENCE OF THE ERASMUS + SMART JUMP PROJECT 23 March 2018 at CUOA Business School

The SMART JUMP Final Conference, held at CUOA Business School and organized in cooperation with the Smart Jump partners, aimed at **spreading the project results** with **quadruple helix stakeholders**.

The event was attended by female/young entrepreneurs and SMEs from creative industries and manufacturing sectors; start-uppers; VET providers' professionals, academia, public institutions and civil society. The event had the involvement of the public institutions and authorities, the academia with a keynote speech on **"Creativity and Business: a possible matching?"**. A second part of the event involved participants in 4 active parallel sessions with specific topic of the following target groups: creative SMEs, women associations, youth and start-uppers, VET providers Professionals. During the sessions the Smart Jump partners actively interacted with participants, representing the 4 Helix approach in 4 connected corners:



Creative SMEs

### 1) Training for Creative Industries

Daniela Bassetto

*Trainer CUOA Business School, Italy*



Women Associations  
CIVIL SOCIETY

### 2) Gender and Innovation

Britt-Marie S Torstensson, Siv Lindén

*WINNET SVERIGE, Sweden*



Youth, start-uppers

### 3) Youth & Creative Industries

Maria Martin - INDICO

*Francisco Martín Martínez - IAF, Spain*



VET providers  
Professionals

### 4) Communication & networking within the Creative Industries

Barbara Ács - ITL Group, Hungary

*Celina Solomon - Confindustria Veneto SIAV, Italy*



## SMART JUMP E-BOOK "CREATIVE INDUSTRIES"

With the contribution of each partner, Confindustria Veneto SIAV edited the publication online of the **SMART JUMP e-book** realized in all the partners' languages for the maximum dissemination of the SMART JUMP experience. By providing an insight of the actual needs of creative people, the e-book presents the **SMART JUMP training model** including **innovative contents, creative methodologies, experienced trainers** as well as the **contribution of the SMART JUMP ambassadors** and the testimonials of the **innovative companies and incubators** for the development of European policies and entrepreneurial skills for creative industries.

The e-book presents the two **International Blended training activities** based on the quadruple helix model, held in Italy and Sweden and addressed to creative industries having an inclusive perspective: **36 young and women entrepreneurs** took part from the 4 EU countries and the experience has been very effective. Take a look on the website [www.smartjump.eu](http://www.smartjump.eu) and join the online community [www.factoryofknowledge.net/smartjump](http://www.factoryofknowledge.net/smartjump) to learn more about the Smart Jump experience!



## JOIN THE SMART JUMP COMMUNITY!

[www.factoryofknowledge.net/smartjump](http://www.factoryofknowledge.net/smartjump) 

- Effective learning strategies.
- Methodologies & development of training contents.
- Entrepreneurial competences of women and youth.
- Who operate/want to operate in creative industries.
- Opportunity to develop international networking.

+20K Session Frequency  
+11K Views Users  
100% Success

### Charter of Value



CONFINDUSTRIA  
Veneto SIAV S.p.A.



WINNET  
SVERIGE



INSTITUTO INTERNACIONAL  
DE LA INNOVACIÓN, EL  
CONOCIMIENTO Y LAS  
COMPETENCIAS



ITL GROUP  
YOUR GATE TO HUNGARY



REGIONE del VENETO

IAF INSTITUTO  
ARAGONES DE  
FOMENTO

Website: [www.smartjump.eu](http://www.smartjump.eu)

Twitter: @SmartJumpEU - #SmartJumpEU

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