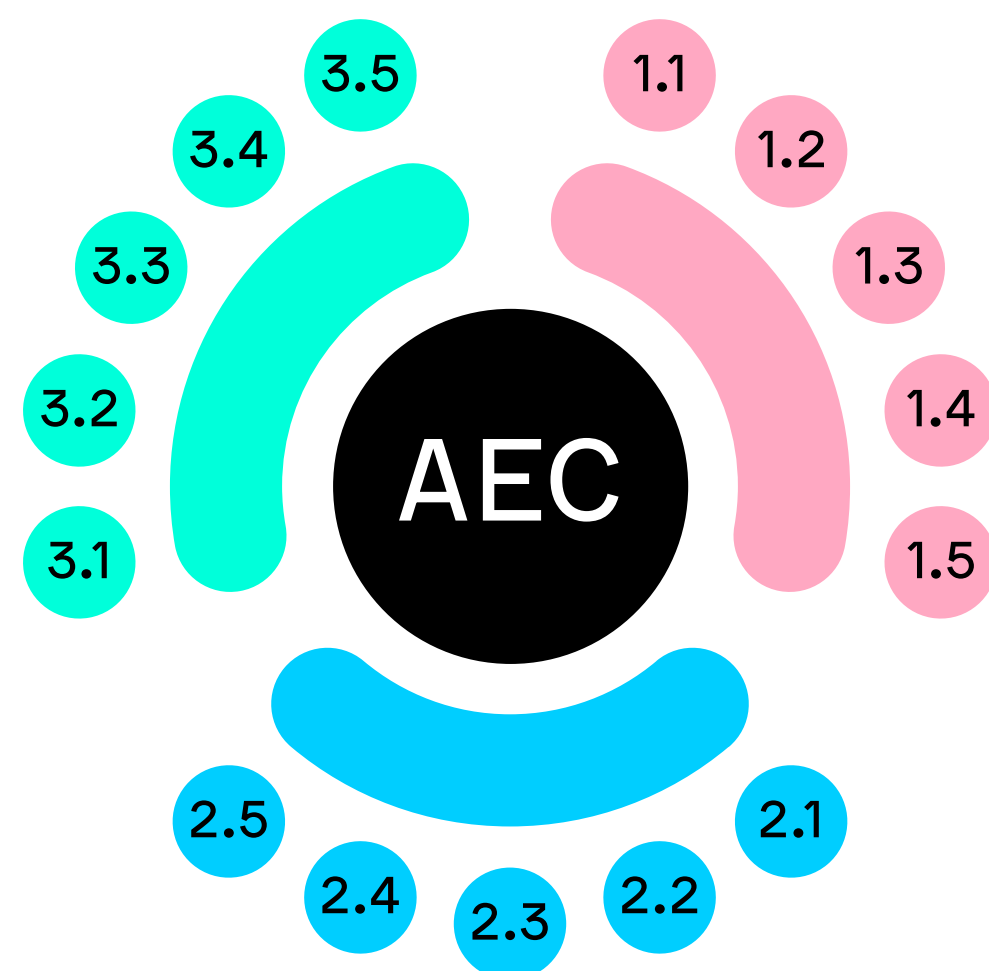


**ArtisticEntreComp:**  
entrepreneurship  
in art education

AEC

ArtEZ University of the Arts





## ArtisticEntreComp

How do you prepare art students for a future as creative professionals? How do they find work (and keep finding it)? Independently or as employees, as a visual artist, dancer, musician, film or theatre professional, writer or teacher... Whichever path students choose, it is important that they have an understanding of how they can turn their ideas into actions and what skills and resources they can use to do so. That is: an understanding of entrepreneurship. But how do you make space for that into your classes?

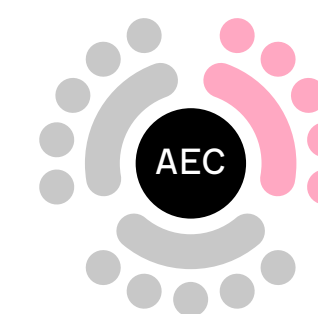
### Exploring entrepreneurship

**ArtisticEntreComp\*** is a tool to get a handle on entrepreneurial skills in art education. The model consists of 15 competences, spread across three domains: 'Ideas and opportunities', 'Resources' and 'Into action'. Together, they form the building blocks of a resilient and sustainable professional artistic practice.

The three domains and the competences they contain are not strictly separate, nor is there a hierarchy within them. Rather, they are interconnected and woven into each other, enabling users to discover new connections and enter in the conversation about entrepreneurship from a starting point of exploration.

### Guideline for discussion or evaluation

**ArtisticEntreComp** can be a visual guideline for class or group discussions: what are all the things you should know and think about when you are starting your professional practice in the future? But it can also be an entry point for (self) evaluation: how are you doing in terms of entrepreneurial skills? What things can you do yourself, and what help is available? The ArtEZ website provides tools and tips on how to apply this model.



### **Ideas and Opportunities**

Opportunities in the social, cultural and economic landscape



### **Resources**

Resources, materials and help to turn ideas into actions



### **Into action**

Initiatives, plans and collaborations to realize ideas

\* ArtisticEntreComp is a translation of the European model for entrepreneurial skills Entrecomp: Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). EntreComp: Het Entrepreneurship Competence-raamwerk. Luxemburg: Publicatiebureau van de Europese Unie; EUR 27939 EN; doi:10.2791/593884.

### Translation for art education

The strength of **ArtisticEntreComp** is the space that the model offers to approach entrepreneurship and engage in discussions about it from multiple angles. It covers not only ‘hard’ skills like obtaining the necessary resources for creative professionals, but also ‘soft’ skills like identifying and developing ideas, and turning them into actions.

In artistic entrepreneurship, an opportunity isn’t always something that can be quantified, but more commonly a felt urgency. **ArtisticEntreComp** is a source of inspiration and a tool to facilitate the conversation about entrepreneurship in art education. The model was inspired by the European EntreComp-model\* and adjusted in language and form to be more appealing to art students, enabling different disciplines and domains to understand each other more easily and obtain new insights.

### Getting started with **ArtisticEntreComp**?

On the ArtEZ website you will find tools and tips on how to address entrepreneurship in art education, alongside the **ArtisticEntreComp** model.

### EntreComp: entrepreneurship as a priority

Entrepreneurship education is an important priority within Europe. That is why a group of experts in the European Commission developed EntreComp (Entrepreneurship Competences) in 2016. This is a model that provides direction and support to policymakers and educators seeking to shape entrepreneurship education and develop the entrepreneurial skills of European citizens. Besides the 15 competences, the model also describes eight levels of development with fully formulated learning outcomes. These can be found in the original model and can be consulted through: <http://europa.eu/!rq73WN>, search term: EntreComp.

\* Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). EntreComp: Het Entrepreneurship Competence-raamwerk. Luxemburg: Publicatiebureau van de Europese Unie; EUR 27939 EN; doi:10.2791/593884. <http://europa.eu/!rq73WN>

### Colofon

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**ArtisticEntreComp** is a version of the European model for entrepreneurial skills EntreComp\*, with adjustments specifically made for art education. The model consists of three competence domains: ‘Ideas and opportunities’, ‘Resources’ and ‘Into action’. Each domain is then subdivided in five competences, which form the building blocks for artistic entrepreneurship. ArtEZ has ‘translated’ the European EntreComp\* model into an arts vocabulary, so that it can be used widely by teachers and students in art education. The model serves as a basis to support the development of entrepreneurship skills through educational activities within art academies. It can also be used as an assessment by students and graduates.



1.1

## Spotting opportunities

Use your powers of imagination to envision new opportunities to make a meaningful impact.

Discover opportunities to create value by exploring the social, cultural and economic landscape.

Recognize which needs and issues require attention and solutions.

Seek to build fresh connections between different parties within the landscape to create meaningful opportunities.

1.2

## Creativity

Develop creative and meaningful ideas.

Develop several ideas and opportunities to create value, including better solutions to existing and new challenges.

Explore and experiment with innovative approaches or methods.

Use your knowledge and resources to achieve valuable results.

1.3

## Vision of the future

Work towards your vision of the future and chart your own path.

Imagine the future.

Describe your future plans, so that you can turn your dreams and ambitions into purposeful actions.

Envision future scenarios to map out the path you want to take with your work.

1.4

## Valuing ideas

Make the most of ideas and opportunities.

Assess what valuable contributions you can make on a social, cultural or economic level.

Recognize the potential value of your ideas and research ways to make the most out of them.

1.5

## Ethical and sustainable thinking

Assess the consequences and impact of ideas, opportunities and actions.

Evaluate the impact of your work on the target community, the market, society and the environment.

Develop a sustainable, long-term professional practice on a social, cultural and economic level.

Act responsibly.



2.1

## Know yourself and be independent

Believe in yourself and keep developing.

Reflect on your dreams, needs and ambitions both in the short term and the long term.

Get to know your own strong and weak points and those of any groups you are part of.

Be resilient and focus on possibilities, even when faced with uncertainties or setbacks.

2.2

## Motivation and perseverance

Stay focused and don't give up.

Be determined to turn your ideas into actions, so that you can achieve your goals.

Be patient and keep trying to reach your long-term goals.

Learn to cope with pressure, setbacks and temporary failures.

2.3

## Use your resources

Gather the necessary funding, materials and support you need.

Gather and manage the material, non-material and digital resources you need to turn your ideas into actions.

Make the most of limited resources.

Work on developing the skills you need or acquire them by collaborating, outsourcing tasks or crowdsourcing. Consider technical, legal, fiscal, digital and marketing skills.

2.4

## Understanding of money and finance

Develop know-how around money and finance.

Estimate the costs of turning your ideas into meaningful actions.

Make a plan for financial decisions. Carry them out and evaluate the results afterwards.

Create financial stability to ensure you can keep yourself afloat and keep working long-term. Consider a mix of financing including clients, subsidies and crowdfunding, for example.

2.5

## Mobilizing others

Inspire, enthuse and get others on board.

Inspire and enthuse the right people.

Get the support you need to help you tell your story and achieve your goals.

Be clear and persuasive in your communication. Demonstrate effective negotiation and leadership.



3.1

## Taking the initiative

Go for it!

Come up with new ideas and start new projects that create value.

Jump off the deep end and take up challenges.

Work to achieve your goals. Stick with it, so that your dreams become reality step by step.

3.2

## Planning and organizing

Prioritize, organize and carry out your plans.

Determine your short-term and long-term goals.

Define your priorities and the action(s) you will take to carry out your plans.

Adapt to unforeseen changes.

3.3

## Coping with uncertainty and risk

Make decisions, even when there are uncertainties or risks.

Make decisions even if the result is uncertain or when the information available is incomplete.

Find ways to review and test ideas early in the creative process, to reduce the risk of failure.

Handle fast-moving situations promptly and flexibly.

3.4

## Working with others

Build teams, work together, create a network and be visible.

Engage in collaborations through which you develop and carry out ideas together.

by Build a network and participate actively joining (networking) events and sharing information from your own practice.

Resolve conflicts and engage with competition positively.

3.5

## Learning through experience

Learn by doing.

Use your experiences as a learning opportunity.

Learn and develop alongside others.

Take time to reflect on successes and failures (your own and other people's) so you can learn from them.