

Creative sector – future competences

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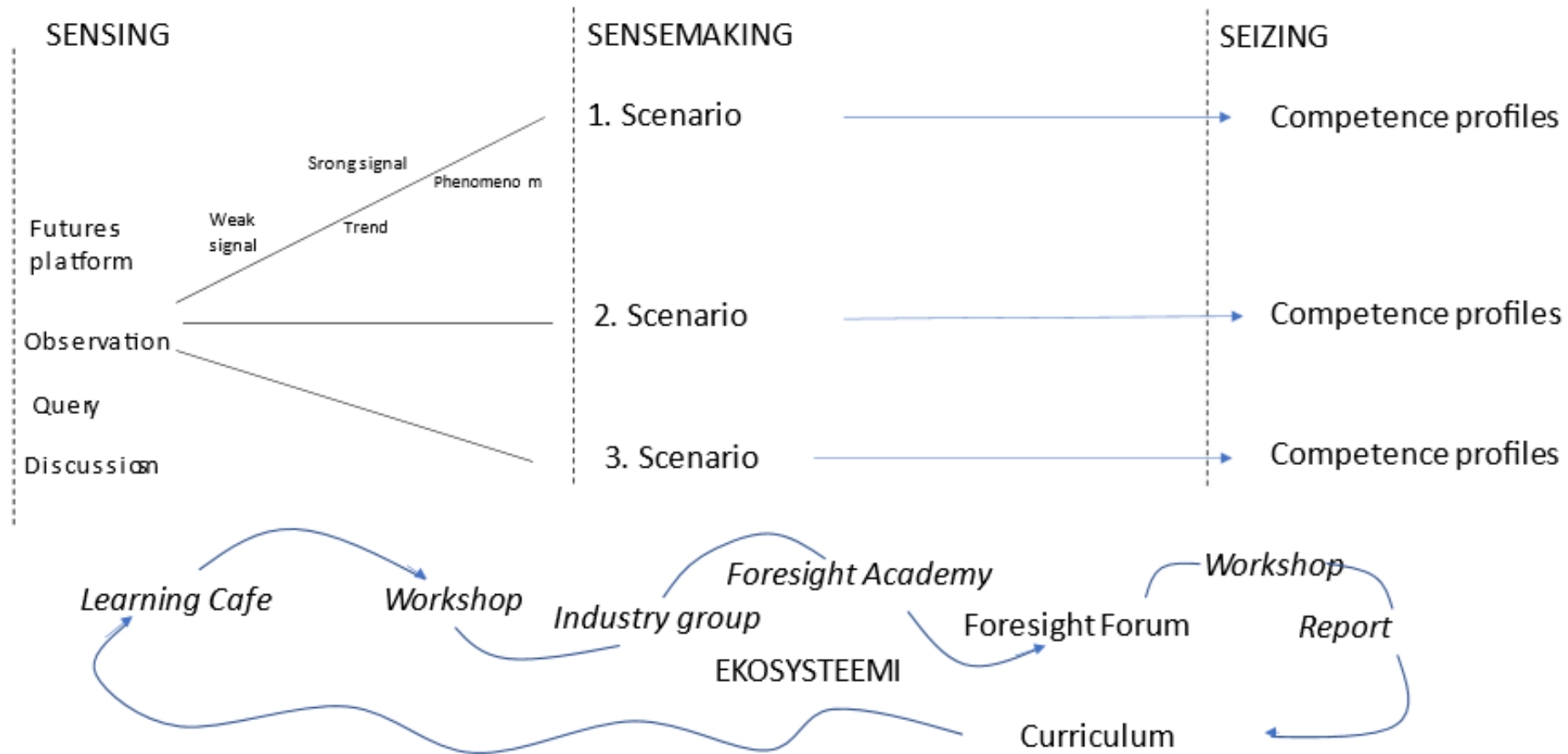
Varsinais-Suomen osaamisen tulevaisuutta ennakoimassa

Turku | Varsinais-Suomen liitto | Turun yliopisto | Kumppanuusfoorumi | Turun ammattikorkeakoulu | Novida | Yrittäjät Varsinais-Suomi | Turun Aikuiskoulutuskeskus | Raseko | Turun kauppakamari
Varsinais-Suomen ELY-keskus | TE-palvelut | Teknologiakampus Turku | Terveyskampus Turku | Salon seudun koulutuskuntayhtymä | Yrityssalo Oy

Briefly about Ennakointiakatemia

- Ennakointiakatemia – The Foresight Academy of Southwest Finland
- Foresight working, foreseeing regional needs of professional skills and needed training in the future
 - trying to outline alternative future developments, opportunities and challenges.
- Experts and educational institution actors in sectors (by industry).
- Three work-steps: *sensing *sensemaking *seizing
- Results to be used e.g. in management and educators in vocational educational institutions, universities of applied sciences and universities.

Foresight working process



Graphics by Mauri Kantola

Four future scenarios in creative sector

1. *Future as desired* - Things are progressing well and hopefully

2. *Undesirable future* - Regression, stagnation of things

3. *Business As Usual* - Normal situation, no surprises in one direction or another

4. *A mind-blowing rise!* - Upheaval, a Fully Surprise Future

Competences in four different levels

- a) level: Management / Demanding Specialist
- b) level: Expert
- c) level: Executing Employee
- d) level: Artist / Self-Employing Professional

Main competences in creative sector (scenario *future as desired*)

Management / Demanding Specialist

- **Communication, Networking and Impact Competence and Financial Competence.**
- **Leading with creativity in different operating environments.**
- **Cross-sectional cooperation and business diversification.**
- **Internationalization and multiculturalism/diversity.**
- **Sustainable development competence.**
- Leading creative specialists in different operating environments.
- Digital skills
- Financial and business competence, knowledge of the operating environment (operational management).
- Human Resources Management:
- Foresight skills (silent signals).
- Resilience.
- Legal competence: contract law, copyright, labour law, etc.
- Administrative competence in your creative sector.
- Knowing the tradition of your own creative field.
- Lifelong learning

Expert

- **Communication, Networking and Impact Competence**
- **Internationalisation and multiculturalism/diversity**
- **Sustainable development competence**
- Digital skills
- Strong substance-competence
- Project competence and knowledge of the operating environment
- Foresight skills (silent signals)
- Resilience
- Legal competence: contract law, copyrights
- Knowing the tradition of your own creative field
- Self-management
- Lifelong learning

Executing Employee

- **Foresight skills (silent signals)**
- **Internationalization and multiculturalism/diversity**
- **Considering and implementing sustainable development**
- Strong substance-competence
- Resilience
- Communication, interaction and digital skills
- Identification of one's own competence and lifelong learning

Artist/Self-Employing Professional

- **Communication, Networking and Impact Competence.**
- **Foresight skills (silent signals).**
- **Sustainable development competence.**
- **Legal competence: contract law, copyrights.**
- **Internationalization and multiculturalism/diversity.**
- **Economics, financial and business competence, knowledge of the operating environment.**
- Digital competence
- Strong substance-competence.
- Projection competence.
- Resilience.
- Knowing the tradition of your own creative field.
- Self-management.
- Lifelong learning.

Some ideas about potential competences in music sector (by Mauri Kantola)

Live Musician

- technical dexterity
- original interpretation
- communicativity with audience
- communicativity with agent
- distinctive features from other artists in the same field
- entrepreneurial competence
- private teaching skills
- travelling skills
- patience

Online Musician

- technical dexterity
- original interpretation
- communicativity with media & network
- studio competence
- distinctive features from other sites
- entrepreneurial competence
- group teaching skills
- networking skills
- agility

Virtual Musician

- technical dexterity
- original presentation
- communicativity with ict & artificial intelligence
- studio & avatar competence
- distinctive properties in the metaverse
- entrepreneurial competence
- skills to automatic teaching
- global connectivity
- energy efficiency

Hybrid Musician

- technical dexterity
- original interpretation & presentation
- communicativity with media & audience
- studio, avatar & live competence
- distinctive features from other artists & media on several fields
- entrepreneurial competence
- private & group teaching skills
- networking skills & global connectivity
- green transition competencies