

Supporting the Creative Economy: a programme for policymakers

FAQs

February 2022

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Frequently Asked Questions

1. What is the programme about?

Supporting the Creative Economy: a programme for policymakers is an immersive self-taught online course for policymakers in Wider Europe who work in local, regional and central government. It will build civil servants' understanding of the creative economy, providing insights, case studies, and practical knowledge to inform their policy development work. The programme will give policymakers new ideas and tools to support the creative and cultural industries in their city/region/country, as well as extending their professional networks with the UK and internationally.

2. Who is it for?

The course will be open to civil servants who work in local, regional and national government and people will be invited to attend by the British Council, through their respective Ministries.

3. How much does it cost?

The course is funded by the British Council and will be free of charge for participants.

4. How many people can go on this course?

In the first cohort, the programme will accommodate between 250-300 civil servants working in different areas of government in Ukraine, the Western Balkans, Central Asia, South Caucasus and Turkey.

5. How can I attend the programme?

The programme is by invitation only and will offer participation to civil servants working in different areas of governments through nomination by their institutions.

6. What will I learn?

When planning this programme, we found that civil servants and policymakers wanted to understand and learn more about the creative economy so that they can embed their knowledge into policy development that supports the creative and cultural sector in their city/region/country. This programme will meet that requirement and will upskill participants on the impact that the creative and cultural industries can have on other areas of policy.

The key themes that the course will cover include: creative sector synergies with other sectors, data collection and measurement, new skills for workforce and enterprise development, business models, creative hubs and networks, intellectual property, advocacy and lobbying, cultural diversity and audience development, and creativity as a national brand or competitive advantage.

The course will be practical and informative and will provide guidance and ideas for practitioners on how to use their newfound knowledge within a work environment.

7. What kind of time commitment is required to complete the programme?

The programme will run for 10 weeks between 7 March and 15 May 2022 online and will be augmented by three live sessions for participants that will involve peer-networking and cross-border ideation. Each module will not take longer than 2 hours to complete including core content and learning activities.

Participants who complete the full programme will receive a completion certificate from the British Council and Cultural Associates Oxford.

8. Do I need good English to participate?

We are asking that participants have full professional proficiency in English. All the course materials will be presented in English and videos will be subtitled.

Unfortunately, we are unable to offer the programme in local languages on this occasion. However, depending on the success and feedback after the first cohort, we are considering translating the programme into most commonly used languages in the Wider Europe region.

9. How do I access the course?

The course will run online using a learning management system called Rise.com. This is a simple all-in-one web-based application. Participants will receive an email from us in early March 2022 with instructions on how to access the course.

10. How will you track progress?

Online learning management system Rise.com will help you navigate through the content and track your progress. You should expect to spend two hours per week to complete the modules. Further details on the schedule will be provided to registered participants. You will also be able to check the course schedule on your course dashboard regularly so you can plan your work.

11. What do I do if I can't access the learning platform or have problems?

All participants can reach our customer services team at arts.info@britishcouncil.org. This team handles all technical and course-related inquiries participants may have throughout the program. We hope to be able to resolve any technical issues as quickly as possible.

Participants will be able to access the course and all the content on PC, laptop, tablet and mobile.

12. What kind of content will be provided?

The course content will include a varied series of videos, podcasts, reports and documents. Participants will be asked to watch, listen or read a variety of content and undertake a few basic tasks. Those who are interested can interact deeper with the content and also undertake more time-consuming tasks to develop their knowledge.