



Article 1: Unveiling NEETs' Potential in Creative Industries: EPICURIOUS Survey Insights

Against the backdrop of a persistently high youth unemployment rate in European Union countries, the Erasmus+ EPICURIOUS project steps in with an innovative solution. The project aims to address the challenges faced by young people who are not in Education, Employment, or Training (NEETs) by leveraging the potential of the Cultural and Creative Industries (CCIs). However, before the project could effectively address the issue, it was crucial to gain a deep understanding of the current knowledge and understanding of the NEETs about the CCIs and the Creative Economy.

This report presents the results of an extensive survey conducted across seven European Union countries as part of the initial phase of the EPICURIOUS project. The survey aimed to gather valuable insights into the interest, knowledge, and training requirements of the NEETs regarding the CCIs. The report consolidates the national reports obtained from each partner, providing an in-depth analysis of the responses. The insights gathered from the survey will play a pivotal role in shaping the upcoming phases of the project and will guide the development of a personalized e-learning program for the target group.

The following sections of the report discuss in detail the methodology adopted for data collection, the key findings of the survey, and the implications of these results for the future course of the EPICURIOUS project. This stands as a testament to the project's commitment to understanding and addressing the unique needs of the NEETs, with the ultimate goal of fostering their growth and success within the realm of cultural and creative industries.

The survey has yielded valuable insights that will inform the next stages of the project. Here are some recommendations and next steps based on the survey findings:

Firstly, there is a need to craft an educational curriculum that encapsulates practical and hands-on training within the framework of CCI. By allowing young people to directly engage with digital tools and technologies, it can facilitate better understanding and enhance skill development.

Secondly, it is imperative to make the learning process relatable to the daily life of these young individuals. This can be achieved by focusing on subjects within the realm of CCI that captivate their interest and attention, such as music, art, design...

Thirdly, the project must prioritise communication around the significance and opportunities within the Cultural and Creative Industries. Making the CCI concept accessible and relevant will foster greater interest among the NEETs, which can further encourage them to actively engage with the project.



Moving forward, the next phase of the EPICURIOUS project will focus on the development of a personalised e-learning program. This program will build on the survey results, incorporating hands-on training in areas of high interest, such as music, design, art, and writing, alongside a strong emphasis on practical digital skills.

The e-learning program will also include modules dedicated to explaining the concepts and significance of CCI in simple and relatable terms, with real-world examples and applications. The objective is to enhance the participants' understanding of the cultural and creative industries and to inspire them to explore the numerous opportunities that these industries offer.

As the project advances, it will continually integrate the feedback and suggestions from the participants to ensure that the program aligns with their needs and interests. The ultimate goal is to empower these young individuals with the necessary skills and knowledge to succeed in the cultural and creative industries, and in turn, reduce the youth unemployment rate in the European Union.

The EPICURIOUS project team extends its gratitude to all the participants of the survey. Their valuable insights and feedback have set a solid foundation for the development of a personalized training program. As we venture into the next phase of the project, we look forward to transforming these insights into actionable strategies and tools that can genuinely support NEETs in their journey towards becoming successful contributors to the Cultural and Creative Industries.

Created by Coopérative d'Initiative Jeunes

July 2023