

Dear CLEVER partners

Happy New Year!

With this newsletter we summarize the progress and outcomes of CLEVER project in its first year, which was rich in workshops, events and very fruitful meetings. We will relate herein to the status of each work package, and to the upcoming project activities.

This is also the opportunity to welcome CIID - Copenhagen Institute of Interaction Design, which brings a unique perspective to the project with its expertise in the intersection of design and entrepreneurship.

Looking forward meeting you all in our next consortium meeting in March 2017!

Sincerely,
Tami Warshavski

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WP1

Analysis of the current situation and gaps in Israel vs. Europe

WP Leader: CBC

WP1 was completed with the analysis of the Creative Industries (CI) in Israel compared to Europe, and presented at the Creative Economy FSTV on 18-19 July 2016.

One of the main outcomes of this work package is the first study ever done on the Creative Industries in Israel, which can be found [here](#).

This analysis represents an important step in defining the Israeli CI sector, understanding its size (4% of the GDP) and its characteristics, and includes a set of recommendations for promoting the CIs in Israel.

The study, led by Shenkar and Lahav, with Macro- Center for Political Economics, was based on existing data from the National Bureau of Statistics and additional data gathered through the CI graduates survey distributed through the Israeli academic partners in CLEVER.

The data on the CIs in Israel obtained through this study could be compared for the first time to the European CI indicators. We thank all the EU partners who contributed to the data collection about the CIs in Europe.

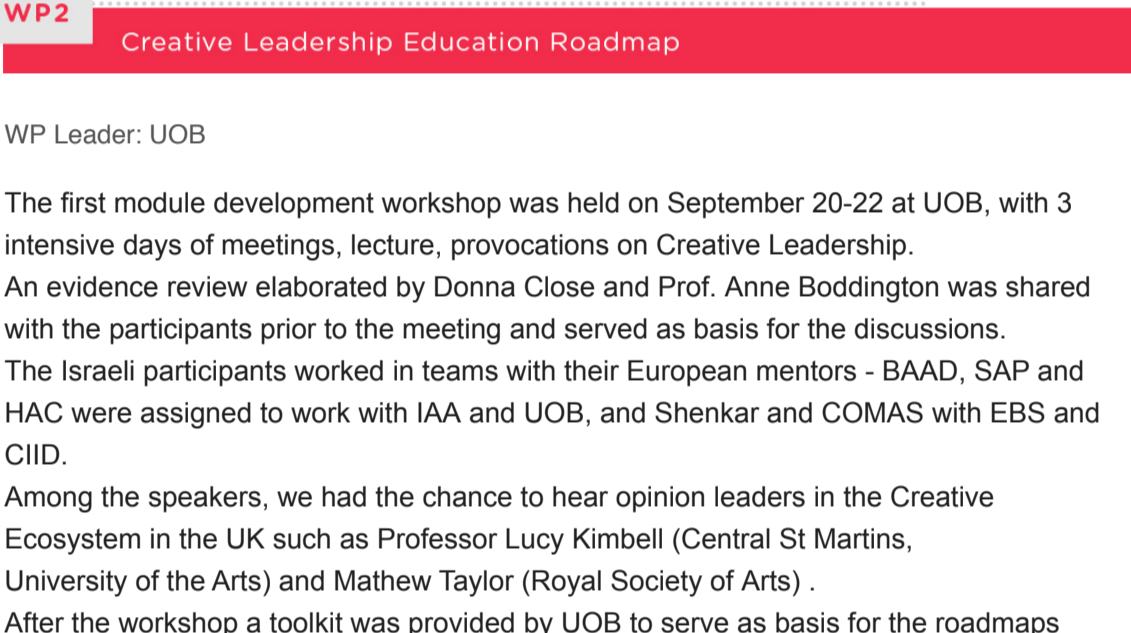
The Creative Economy FSTV gathered together various stakeholders in the CIs in Israel: CI practitioners, investors, public organizations representatives, entrepreneurs, students.

On the first day, about 115 participants took part in the Creative Industries Summit. Among the speakers: from the EU – Ragnar Siil, Rasmus Tscherning and Prof. Anne Boddington, from Israel - Eytan Shwartz, CEO, Tel-Aviv Global(Tel-Aviv Municipality), Uri Adoni, Partner at Jerusalem Venture Partners, Dalia Narkis, Ex Chair of Manpower Israel and Director of the East Mediterranean Countries, Sandor Szelekovszky ,Head of Trade and Economic Section, Delegation of the European Union to the State of Israel.

The event included a presentation of ACT Design Accelerator in which we hosted a panel debate on the Design Accelerator Model as opposed to other existing standard models of accelerators.

The event ended with the Creative Business Cup national finals, exposing Israeli entrepreneurship in the fields of the Creative Industries.

We wish to take this opportunity to thank all participants for their contribution to the success of the event.



WP2

Creative Leadership Education Roadmap

WP Leader: UOB

The first module development workshop was held on September 20-22 at UOB, with 3 intensive days of meetings, lecture, provocations on Creative Leadership.

An evidence review elaborated by Donna Close and Prof. Anne Boddington was shared with the participants prior to the meeting and served as basis for the discussions.

The Israeli participants worked in teams with their European mentors - BAAD, SAP and HAC were assigned to work with IAA and UOB, and Shenkar and COMAS with EBS and CIID.

Among the speakers, we had the chance to hear opinion leaders in the Creative Ecosystem in the UK such as Professor Lucy Kimbell (Central St Martins, University of the Arts) and Mathew Taylor (Royal Society of Arts) .

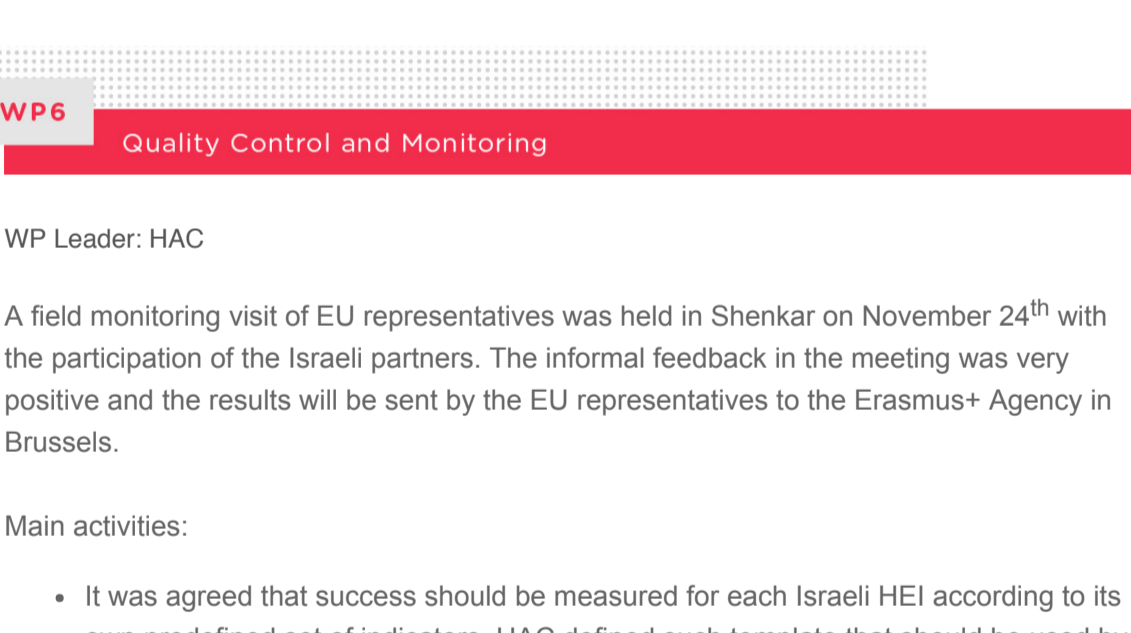
After the workshop a toolkit was provided by UOB to serve as basis for the roadmap development by the Israeli HEIs.

The summary and learnings from the meeting were integrated by Donna Close and Prof. Anne Boddington in the [enclosed document](#).

The second module development workshops were planned to be held in parallel, in the predefined groups, the first group (BAAD, HAC, SAP) meeting at IAA (completed in December 2016) and the second (Shenkar, COMAS) at EBS (planned for February 2017).

The final deliverable of WP2, an HEI implementation plan, as well as a list of quality indicators, will be presented to the management of each Israeli HEI during next consortium meetings on 21-23 March 2017.

A big thank you Donna, Anne and Sigrun for very well organized, productive and enriching workshops!



WP3

Trainers' Training

WP Leader: EBS

WP3 Kick-off meeting will be held in Israel on 21-23 March 2017.

WP6

Quality Control and Monitoring

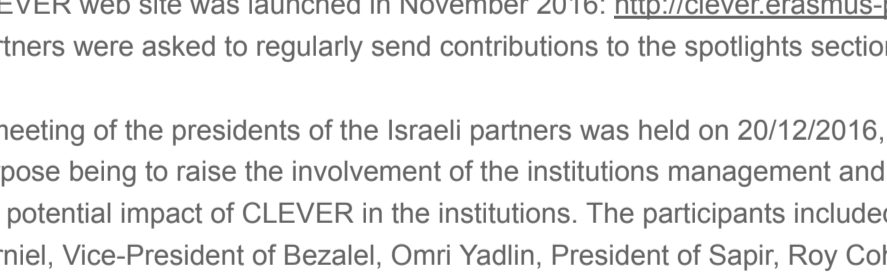
WP Leader: HAC

A field monitoring visit of EU representatives was held in Shenkar on November 24th with the participation of the Israeli partners. The informal feedback in the meeting was very positive and the results will be sent by the EU representatives to the Erasmus+ Agency in Brussels.

Main activities:

- It was agreed that success should be measured for each Israeli HEI according to its own predefined set of indicators. HAC defined such template that should be used by each Israeli from WP2 to WP4.
- A second satisfaction survey was conducted at the end of the workshop in Brighton. Below are the results. Response rate: 32/32.

CLEVER WP2 First Module Development Workshop - Questionnaire results



- Q1 How satisfied are you with the information provided prior to the meeting for its preparation (travel arrangements, accommodation, social programme and agenda)? [1.]
- Q2 How satisfied were you with the meeting venue/conference rooms? [2.]
- Q4 How satisfied were you with the agenda for the meeting? (e.g. time structure content, etc) [1.]
- Q5 How satisfied were you with the length of the sessions [2] to the goals of each session? [2.]
- Q6 How satisfied were you with the way the meeting was managed? (E.g. communication, moderation and social skills, time/crises/conflict management etc.) [3.]
- Q7 How satisfied were you with the outcome of the meeting? (e.g. time structure content, meeting objectives, procedures, etc) [4.]
- Q8 How satisfied were you with the effective achievement of the objectives of the meeting? [5.]
- Q9 How satisfied were you with the outcome of the meeting? (e.g. time structure content, meeting objectives, procedures, etc) [6.]

WP7

Project Impact

WP Leader: SHENKAR

CLEVER web site was launched in November 2016: <http://clever.erasmus-plus.org.il/>. Partners were asked to regularly send contributions to the spotlights section.

A meeting of the presidents of the Israeli partners was held on 20/12/2016, the main purpose being to raise the involvement of the institutions management and consequently the potential impact of CLEVER in the institutions. The participants included Dr. Yuval Karniel, Vice-President of Bezalel, Omri Yadlin, President of Sapir, Roy Cohen, President of Lahav, Oren Kaplan, Dean of the College of Management, Yuli Tamir, President of Shenkar.

CLEVER objectives and activities were presented. Possibilities of cooperation between the institutions were raised. This may contribute to a wider impact of CLEVER at national scale.

Shenkar is elaborating a dissemination plan based on others on the experience of Creative Estonia, which shared its best practices in raising awareness to the CIs in Estonia.

WP8

Project Management

WP Leader: SHENKAR

- We welcome CIID which has officially joined the consortium.
- A second GB meeting was held in Copenhagen on November 20-21.
- The next events schedule was modified, we communicated the changes by email before the holidays. Details of the upcoming events can be found in the next section.
- We will soon start to write the Intermediate report for CLEVER, which must be submitted to the Erasmus+ Agency by mid-April. This report includes a contents section and a financial section. In order to have an accurate view of the budget utilization, we ask all partners to **submit us a financial report for the period of 15/10/2016 – 15/1/2017 , and this by 31/1/2017**. Contents-wise, the report of the EU will be prepared and integrated by Shenkar. We will send you a list of questions in the next days to receive your inputs.
- Special Mobility Strand – A meeting was held in Israel with the Israeli HEIs and Toomas Danneberg, Vice Rector at EBS, concerning the SMS plans. The first phase of the SMS in Estonia is planned for Autumn 2017. Next step will be to formalize the mobility with related documents and start to "market" the opportunity to the students in the Israeli HEIs.
- Following several partner meetings on this issue, we received the approval of Erasmus+ to submit an updated SMS plan and a request for extension of the project of 1 year. This will enable restructuring the SMS and have a more significant utilization of the SMS budget. The request will be submitted to the EU in the next few weeks.

Next Events

21-23/3/2017

Presentation of the roadmap to the management of each Israeli HEI (WP2 output)

WP3 Kick-off

Location: Israel

Participants: all partners

More details to be provided.

22/5/2017

Creative Leadership Manifesto (led by THINK)

Location: Israel

Participants: Israeli partners

More details to be provided.

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