BRITISH COUNCIL

CREATIVE SPARK

Higher Education Enterprise Programme

What is Creative Spark?

What we have done in Year 1?

What is next?

Sharing partnerships experience

PROGRAMME INFO

WHAT

A 5 year initiative to help young entrepreneurs for gaining enterprise and English skills to create their own career path or start their own business.

WHERE

Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Uzbekistan and Ukraine

HOW

- Institutional partnerships
- Enterprise skills
- English language skills

WHAT WE OFFERED IN YEAR 1

CREATIVE SPARK PARTNERSHIP FUND

Up to £50,000 funding (per year)

ENGLISH LANGUAGE SKILLS

Online English learning tools

CREATIVE ENTERPRISE SKILLS

Big Idea Challenge

OUTPUTS IN YEAR 1

The Tbilisi Statement 21 Nov 2018

We agree that the advancement of entrepreneurship and enterprise related education provides a useful contribution to longer term social and economic development, and the related national policies provide an important supporting framework for this development, especially for the creative economy sector. The importance of the role of universities and other educational institutions is recognised in this progression, including the role of the English language, and we encourage and support their efforts, especially through international partnerships with the UK, and the Creative Spark programme.

OUTPUTS IN YEAR 1

INDIVIDUAL

401,000 people used English - business skills packs

10,000 **university students/graduates/young entrepreneurs** got access to English programme

800 **young entrepreneurs** competed in the Enteprise Pitch Competition

40,000 people voted for the best business idea

3.6M people involved through media reach

OUTPUTS IN YEAR 1

INSTITUTIONAL

38 **partnerships established** between 7 countries and the UK

90 **Universities and creative institutions**

Curriculum change/ establishment of hubs/creative incubators

OUTPUTS IN YEAR 1

STRATEGIC

Policy leaders signed up for the **Tbilisi Statement**

New delivery partners (WIPO - World Intellectual Property Organization, Santander)

Memorandum of Understandings with the Ministries

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WHAT IS NEXT?

YEAR 1

- Baselining (research)
- Engaging local parties/stakeholders
- 37 partnerships
- Network of 90 institutions
- Annual Conference 1, Georgia
- English products & resources
- Enterprise Pitch Competition 1

YEAR 2

- 50 partnerships
- Network of 110 Institutions
- Annual Conference 2, Oxford
- New English products & resources
- Enterprise Pitch Competition 2
- In-country roadmap meetings
- New delivery/content partners

NEW PRODUCTS

ENGLISH

LEARN ENGLISH SELECT

THE ENGLISH CHANNEL PLATFORM

ENGLISH CLUBS

ENTERPRISE SKILLS

CREATIVE SPARK 2019
HIGHER EDUCATION ENTERPRISE PROGRAMME
BIG IDEA CHALLENGE

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

Social Network

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ENGLISH
LANGUAGE SKILLS

LEARN ENGLISH SELECT

Online English Language Course

Business English skills to succeed in the business world

40 self-study lessons per level

Only for new partners of Creative Spark

Registration → **Online Placement Test** → **Enrolment** → **Completion and Certificate**

BUILD CAREER SKILLS VIDEO PACKS

English language and entrepreneurial skills exercises

Video packs for students and young professionals

https://theenglishchannel.britishcouncil.org/

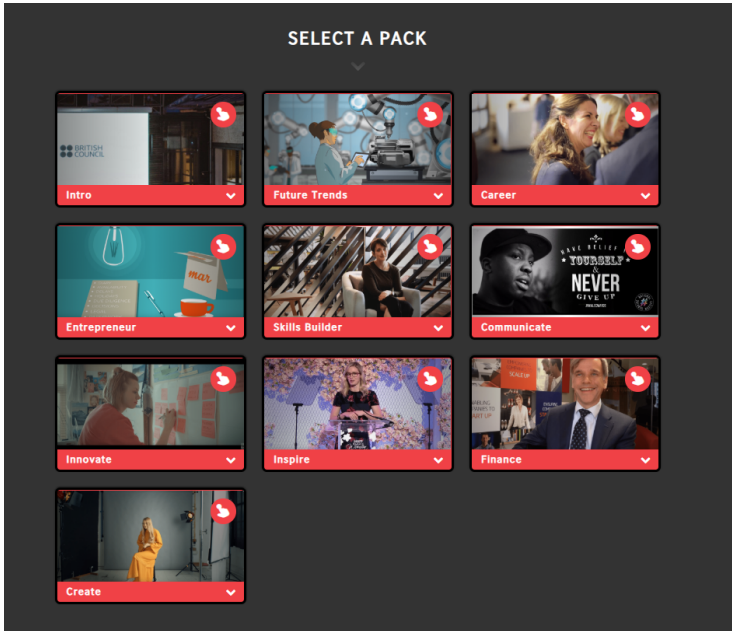
Future Trends

Career

Communicate

Entrepreneur

Innovate



PROFESSIONAL SKILLS COURSE

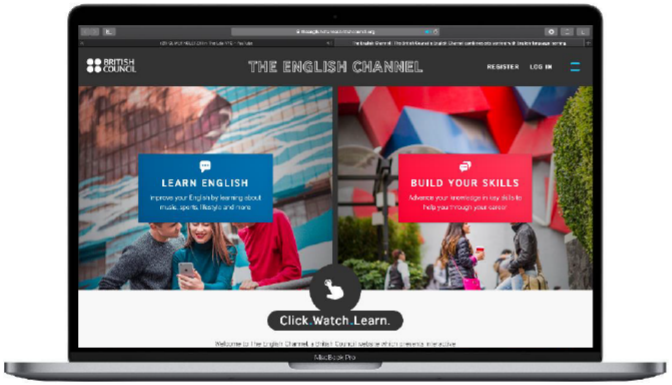
New online course (MOOC)

Business vocabulary, common phrases, and useful structures

Videos and interactive content

https://theenglishchannel.britishcouncil.org/

Starting a Business
Working Freelance
Managing Your Finances
Presenting Yourself
Attracting Investment for Your Business



ENGLISH CLUBS

focus on spoken skills

face to face / classroom based

Part 1: learning to learn and general language skills

Part 2: professional skills

Part 3: careers

Part 4: entrepreneurial skills

ENTERPRISE
SKILLS

BIG IDEA CHALLENGE

60 second enterprise video pitch competition

to improve awareness and skills in entrepreneurship

to support young entrepreneurs on their business idea

Categories: Digital Technology, Social impact and Creative

Awards: Cash prizes, mentorship support, UK Study Trip

WIPO – INTELLECTUAL PROPERTY COURSES

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

An agency of the United Nations

To protect the intellectual property of business ideas

Access to tutors, self study and quizzes

ROAD MAP MEETINGS

Organized by British Council

In each programme country

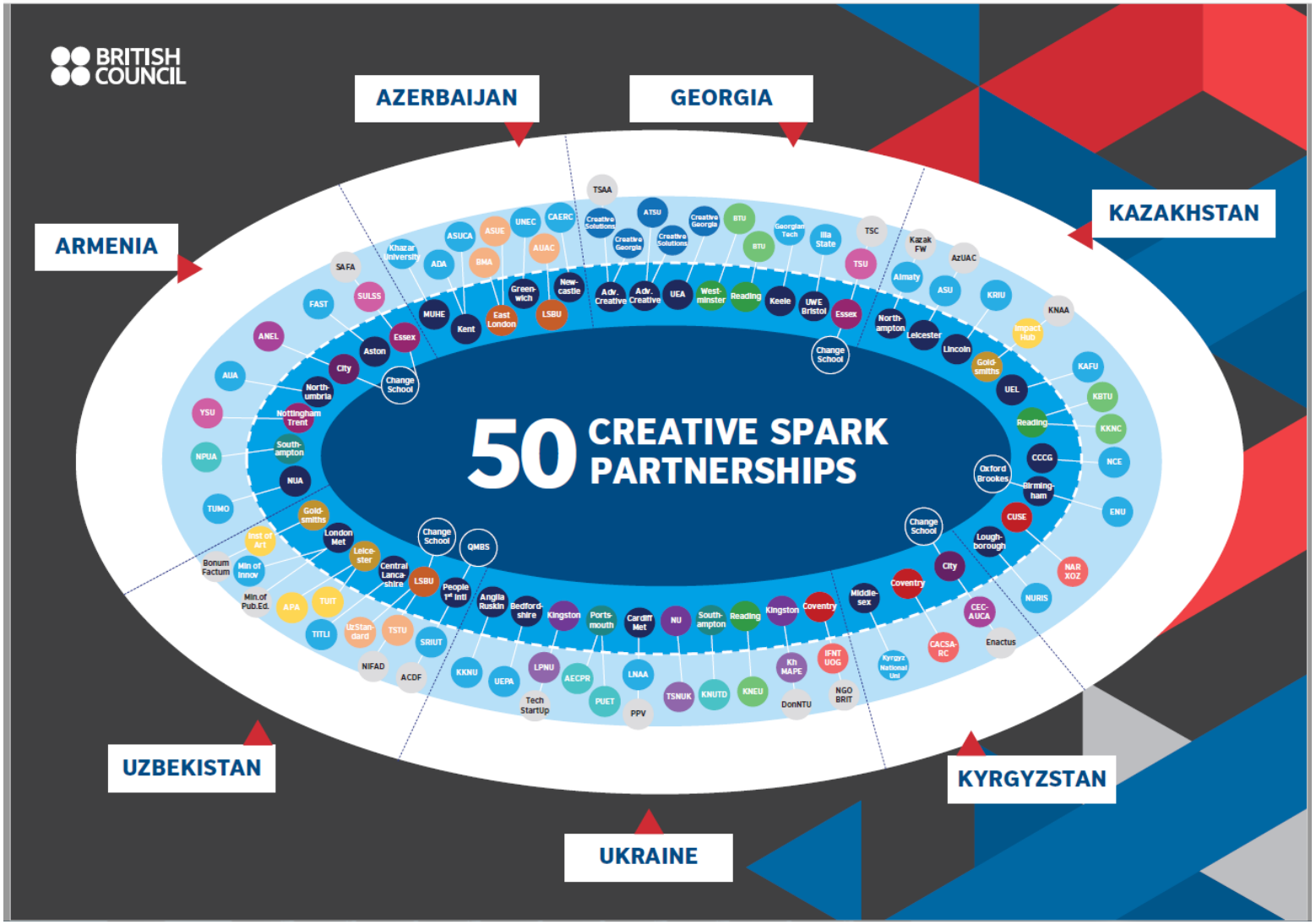
Strategy development for the future of enterprise education

VISION FOR FUTURE

Beneficiaries	Institutions	Systemic
• **New tools, resources, products** through new delivery partners	• **Leverage partnerships**	• **Policy dialogue**

CREATIVE SPARK NETWORK

Thank you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UZBEKISTAN
KYRGYZSTAN
UKRAINE
50 CREATIVE SPARK PARTNERSHIPS