**Training Fiche Template**

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| **Title** | Vision development  |
| **Keywords** | Vision, entrepreneurship, intangible cultural heritage, opportunities |
| **Objectives** | The objective of this module is to give learners a better understanding of what ICH is and how it can be used locally by entrepreneurs, valuing both the heritage and its exploitation  |
| **Learning outcomes** | After this Module you will have* A better understanding of what is ICH and entrepreneurship
* Techniques/tools to identify opportunities and develop ideas
* Techniques/tools for goalsetting
* A better understanding of ICH/entrepreneurship challenges
* Knowledge of how to overcome such challenges
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| **EQF Level** | 3-5 |
| **Skills/competences** | Imagine the future, identifying opportunities & overcoming challenges |
| **Prerequisite / Duration** | 45 minutes  |
| **Topics** | 1. **Module name:  Vision development**

**Unit name: Imagine the future and identifying opportunities*** Section 1: How to develop an idea?
* Section 2: How to achieve your goals?

**Unit name: Overcoming challenges*** Section 1: What challenges can occur?
* Section 2: How to overcome challenges?
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| **Self-evaluation (multiple choice queries and answers)** | 1. *Entrepreneurship of intangible cultural heritage…* * …does not impact economic growth.
* …is limited to ancient traditions and history.
* …is in line with many of the global goals of sustainable development.

2. *Ideation is a process that…** …ends when one gets an idea.
* …evokes ideas and develops them further.
* …requires group work.

3. *Goal setting…** …can pave the way to your achievement.
* …only applies to product development.
* …is based on global goals for sustainable development.

4. *Soft skills…** …are entirely innate.
* …are constantly evolving.
* ...does not include critical thinking.

5. *When dealing with challenges, it can be useful to...** …seek assistance from your network.
* …rely on luck.
* …deny cooperation.
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| **Checklist** | * **Entrepreneurship on intangible cultural heritage:** Diverse values and various opportunities.
* **Vision**: Can be shaped and developed by using different methods and theories.
* **Ideation and goal setting:** Provide useful tools for shaping vision and promoting greater success.
* **Soft skills:** Personal competences makes difference at all levels of the project.
* **Challenges:** By preparing, we can be better equipped to overcome obstacles.
* **Resources:** Research demonstrates the importance of networking and collaboration of entrepreneurs in the field of intangible cultural heritage.
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| **Resources (videos, reference link)** |  |
| **Case studies/good practices/testimonials** | **Name**  | Icelandic Down  |
| **Description** | A family-run company on the east coast of Iceland. The company processes products from local eider down. The idea behind the company came up when visiting the local eider down farmers. The collaboration between the farmers and the company has been successful and both partners see it as a positive cooperation. The local community´s reaction is also positive. New jobs have been created and more economic value will remain in the region, as well as knowledge and skills. Eider down is the most expensive export product of Icelandic agriculture. Making products out of the down increases the value creation, compared to exporting it as a raw material. Animal welfare and sustainability are highly prioritised. The tradition of process down is believed to have followed Icelanders since the settlement. |
| **Link of interest** | https://icelandicdown.com/ |
| **Language** | English, Icelandic, Swedish, Greek, Italian and Spanish. |
| **Training Area** | The “what, where, and how” of Intangible Cultural Heritage: understanding the 5 ICH domains and ICH manifestations and expressions. |  |
| Key principles of ICH safeguarding |  |
| Unlocking the socio-economic potential of ICH: how to leverage intangible assets  |  |
| Communication and Knowledge Transfer  |  |
| Financial and Management competencies |  |
| Strategic Planning & Thinking, Prospective Thinking, Shared Stewardship |  |
| Digital Competencies |  |
| **Glossary** | **Vision** - Vision can be defined as expectations for the future; something we envision as optimal conditions and strive to achieve.**Entrepreneurship** - Entrepreneurship is about creating opportunities for enterprises of some kind, for example by starting up or improving a business.**Intangible cultural heritage** - An intangible cultural heritage spans a wide range and refers to traditions that live by being shared between people.**Ideation -** Ideation is a process that involves getting ideas, working on them, shaping and developing them. The process is also about looking at ideas and trying to view at them from different perspectives.**Goal setting -** Goal setting is about setting goals and making a plan about how to reach them. **Soft skills -** Personal competences that evolve, develop and change. Soft skills are important in all professions. They can be obtained and acquired, for example, through education and experience.**Sustainable development goals –** The United Nations has identified 17 global goals to guide towards a more sustainable development of the world.  |
| **Bibliography** | EntreComp Europe <https://entrecompeurope.eu/>Gheorghe Zaman (2015). Cultural heritage entrepreneurship (CHE)–challenges and difficulties Procedia-Social and Behavioral Sciences 188, 3 – 15 <https://www.sciencedirect.com/science/article/pii/S1877042815021266>UNESCO & Intagible Cultural Heritage, *Identifying and Inventorying Intangible Cultural Heritage* <https://ich.unesco.org/doc/src/01856-EN.pdf>UNESCO, *Convention for the Safeguarding of the Intangible Cultural Heritage*<https://ich.unesco.org/en/convention>United Nations, *Sustainable Development Goals* [*https://sdgs.un.org/goals*](https://sdgs.un.org/goals)University of the people. *10 Ways How to Overcome Challenges Life Throws at You*<https://www.uopeople.edu/blog/10-ways-how-to-overcome-challenges/>Vasile Valentina et al. (2015). *Innovative valuing of the cultural heritage assets. Economic implication on local employability, small entrepreneurship development and social inclusion.* Procedia-Social and Behavioral Sciences 188, 16–26 <https://www.sciencedirect.com/science/article/pii/S1877042815021278> |
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