



# Application form - Pact for Skills

Fields marked with \* are mandatory.

## Introduction

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The Pact for Skills is a shared engagement and approach to skills development. It is firmly anchored in the principles of the [European Pillar of Social Rights](#) and supports the goals of the [Green Deal](#) and the [digital transformation](#), as set out in the Commission communication “[A strong Social Europe for Just Transitions](#)”.

The Pact aims to mobilise and incentivise private and public stakeholders to take concrete action for the **up skilling and reskilling of people of working age**, and, when relevant, pool efforts in the partnerships.

The Pact can be joint by any private or public organisation or partnership of organisations which aim to upskill or reskill people of working age.

The organisation(s) need(s) to be based in one of the Member States, EFTA or candidate countries.

Joining the Pact:

1. All stakeholders joining the Pact **sign up to the Charter** and its key principles, which they agree to respect and uphold.
2. Signatories of the Pact are invited to **translate their engagement into concrete commitments** on upskilling and reskilling. Commitments must be in line with the key principles and can be built around a number of “enablers” that illustrate concrete ways of implementing the different principles.
3. Commitments are monitored by at least one **key performance indicator**, e.g. number of people taking part in upskilling or reskilling.

## Information on the organisation/partnership

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**\* You apply:**

- on your own (as one organisation)
- in partnership

**\* Organisation/partnership name:**

European Creative Business Network

**\* What type of stakeholder does your organisation represent?**

- Large employer (more than 250 employees)     Employer's organisation (social partner)     Research institution
- Micro, small or medium employer (up to 249 employees)     Chamber of commerce, trade and crafts     Non-governmental or civil society organisation
- Public authority (local, regional or national)     Sectoral organisation     Other
- Private or public employment services     Training provider
- Trade union (social partner)     Representative of an industrial cluster (member of a groups of specialised enterprises, often SMEs, and other related supporting actors in a location that cooperate closely)

**\* Country/ies in which the organisation/partnership operates:**

Other

Please specify:

All European Member Countries and Beyond (152 Members in 42 States and 110 Regions and Cities). ECBNetwork is a network of supporters and institutions as well as public authorities, chambers of commerce and sectoral organisations supporting, funding and/or promoting single-entrepreneurs and SMEs in the cultural creative industries. ECBN also includes institutions such as training providers, Research Institutions or SMEs and NGOs

**\* Contact person(s), title(s):**

Bernd Fesel

**\* Email to contact person:**

bernd@ecbnetwork.eu

**Website of the organisation/partnership:**

www.ecbnetwork.eu

**Logo of the organisation/partnership:**

The maximum file size is 1 MB.

The logo will be presented on the webpage together with the commitment.

**3113df64-7fcd-4a48-b9cc-0676485e2974/LOGO\_ECBN\_2021.png**

**\* Please indicate in what sector(s) your organisation/partnership operates:**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Aerospace and Defence                       | <input type="checkbox"/> Electronics                   | <input type="checkbox"/> Proximity and Social Economy |
| <input type="checkbox"/> Agri-Food                                   | <input type="checkbox"/> Energy-Intensive Industries   | <input type="checkbox"/> Renewable Energy             |
| <input type="checkbox"/> Construction                                | <input type="checkbox"/> Health                        | <input type="checkbox"/> Retail                       |
| <input checked="" type="checkbox"/> Creative and Cultural Industries | <input type="checkbox"/> Mobility-Transport-Automotive | <input type="checkbox"/> Textiles                     |
| <input type="checkbox"/> Digital                                     | <input type="checkbox"/> N/A                           | <input type="checkbox"/> Tourism                      |

**\* Give a short description of your organisation/partnership**

*1000 character(s) maximum*

The European Creative Business Network (ECBN) is a unique not for profit foundation, founded in 2011, promoting the interests of the cultural creative industries in Europe. ECBN works by supporting leading agencies, funders and intermediaries on local, regional and/or national level to help them support their cultural and creative entrepreneurs and SMEs. ECBN is an independent foundation funded by its members fees and in kind contributions. Based upon this it supports the supporters of creative business with the following actions such as firstly, policy initiatives for the cultural creative industries. Secondly, the organisation of the European Creative Industries Summit since 2011 an annual policy forum with top policymakers and leading stakeholders from cultural creative industries and thirdly by knowledge exchange and peer-to-peer learning and sprints like cross-sectorial meetings for innovation).

## Signing up to the Charter

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Please confirm your organisation/partnership subscribes to the [Charter of the Pact for Skills](#), understand and share the principles of quality upskilling and reskilling. Signature of the Charter does not constitute an endorsement of the signatory organisation and its activities by the European Commission.

## Commitment

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**\* Would you like to join the Pact with concrete commitment?**

Commitment is a concrete action (set of actions), which aims to upskill or reskill people of working age. In the file you can find a [non-exhaustive list of actions](#) that could be implemented under the Pact for Skills.

- Yes  
 No

Non-exhaustive list of actions that could be implemented under the Pact for Skills.

[Non-exhaustive list of actions.pdf](#)

## Please provide information on your commitment

If you have more than 5 actions under your commitment please contact us at [EC-PACT-FOR-SKILLS@ec.europa.eu](mailto:EC-PACT-FOR-SKILLS@ec.europa.eu).

	Action in the commitment	Organisation/person/team responsible for implementation of the action	Target group of the action	How the implementation of the action will be monitored
1	Due to its broad network the ECBN is capable to provide a substantial sample of the CCS as our members reach across the diversity of different sectors and its industries. From metropolitan areas to rural centres, from large companies to micro entrepreneurs this sector is more mixed than any other industrial sector. The ECBN and its partners are covering a this variety and is fit to evaluate and map the CCS.	Bernd Fesel and Gerin Trautenberger with their team	All the members of ECBN and beyond: CCI professionals - if employed, free-lance entrepreneurs or SMEs, CCI sectoral organisations, CCI Intermediaries and support organisations, CCI Chamber of commences, Educational and VET Institutions	Besides the implementation of questionnaires and interviews the monitoring of our activities follows the idea of "outcome mapping" which creates an evaluation framework to examine more precisely particular impacts.
2	With our thoroughly since 2010 build network and nearly 2,000 registered professionals, organisations and intermediaries of CCS, the ECBN offers a large communication network for ideas, initiatives and guidelines or policies. The communication plan with 2.000 registered users comprise of at least monthly personalised information distributed digitally over Newsletters and several events like Webinars, Brown Paper Bag sessions, or analogue Seminars and Member Meetings and our annual European Creative Industries Summit (#ECIS). Thanks to large social media accounts with more than 10.000 users and a monthly outreach of 30.000 impression	Bernd Fesel and Gerin Trautenberger with their team	All the members of ECBN and beyond: CCI professionals if employed, free-lance entrepreneurs or SMEs, CCI sectoral organisations, CCI Intermediaries and support organisations, CCI Chamber of commences, Educational and VET Institutions	For monitoring our activities, the ECBN uses a mixed method approach. We measure the impact of our activities digitally through our social media campaigns and the actual participation in our member meetings, webinars or even our annual event the European Creative Industry Summit through KPIs which are defined in advance . The actual monitoring of our activities are done via Big Data analysis which is aided by our social Media portals. This quantitatively analysis is supported parallel by qualitative analysis of the participants, motives and feedback. ECBN is keen to balance quantitative and qualitative analysis.

	ECBN can reach a wider audience beyond the professionals interested in CCS.			
3	<p>With our thoroughly since 2010 build network and nearly 2,000 registered professionals, organisations and intermediaries of CCS, the ECBN offers a large communication network for ideas, initiatives and guidelines or policies. The communication plan with 2.000 registered users comprise of at least monthly personalised information distributed digitally over Newsletters and several events like Webinars, Brown Paper Bag sessions, or analogue Seminars and Member Meetings and our annual European Creative Industries Summit (#ECIS). Thanks to large social media accounts with more than 10.000 users and a monthly outreach of 30.000 impression ECBN can reach a wider audience beyond the professionals interested in CCS.</p>	Bernd Fesel and Gerin Trautenberger with their team	All the members of ECBN and beyond: CCI professionals if employed, free-lance entrepreneurs or SMEs, CCI sectoral organisations, CCI Intermediaries and support organisations, CCI Chamber of commences, Educational and VET Institutions	<p>For monitoring our activities, the ECBN uses a mixed method approach. We measure the impact of our activities digitally through our social media campaigns and the actual participation in our member meetings, webinars or even our annual event the European Creative Industry Summit through KPIs which are defined in advance . The actual monitoring of our activities are done via Big Data analysis which is aided by our social Media portals. This quantitatively analysis is supported parallel by qualitative analysis of the participants, motives and feedback. ECBN is keen to balance quantitative and qualitative analysis.</p>
4			The ECBN has the unique position to reach, map, analyze and train the full diversity of the stakeholders in the European CCS. Therefore, it knows the difficulties and the vast number of different concepts, methodologies and techniques applied to the CCIs professionals. With its high-quality network the ECBN could provide a coherent view on the multitude of needs and the deployed skill acquisition methodologies by its members - leading to	Besides the implementation of questionnaires and interviews the monitoring of our activities follows the idea of “outcome mapping” which creates an

	Analysing and synthesising Skills Acquisition methodologies and pedagogic concepts	Bernd Fesel and Gerin Trautenberger with their team	a strategic, the diversity overarching approach Under this light the ECBN could provide a synthesized view on skills acquisitions and All the members of ECBN and beyond: CCI professionals if employed, free-lance entrepreneurs or SMEs, CCI sectoral organisations, CCI Intermediaries and support organisations, CCI Chamber of commences, Educational and VET Institutions.	evaluation framework to examine more precisely a particular issue, based on qualitative and quantitative methods.
5	After allocating, analysing and synthesising the best practices in parallel with the demonstration of good cases, the next step would be in a coordination effort to spread and educate the findings amongst the members of ECBN and beyond. This information should be accessible for the whole sector	Bernd Fesel and Gerin Trautenberger with their team	ll the members of ECBN and beyond: CCI professionals, CCI sectoral organisations, CCI Intermediaries and support organisations, CCI Chamber of commences, Educational and VET Institutions	The monitoring of activities is measured in the participation of active partners and also the following implementation in partner program

**\* Starting date:**

24/05/2021

**End date (if applicable):**

## Key performance indicators

Name of the indicator	Value (only numerical value)	Additional description (if needed)
Number of representatives of the target group who take part in up-/re-skilling (per year)	50-30.000	Number of representatives of the target group who take part in up-/re-skilling (per year) Value (only numerical value): 50-400 Additional description (if needed): per event
Others	The ECBN reaches per event with its communication efforts over social media between 20.000 and 30.000 unique users and more than 250.000 impressions of CCI professionals. Directly the ECBN communicates with up to 2.000 professionals, 3 - 5 times per event In our Webinars between 150-400 participants follow the activities In the physical meetings between 50-100 participants are expected.	



I agree to provide updates on activities related to this commitment, in the regular annual survey on Pact for Skills. If there is no participation in the survey, the commitment will be considered to be inactive.

I confirm I have agreement of all partners to represent them in the Pact for Skills.

I accept the privacy statement presented below.

Privacy statement

[Privacy\\_statement.pdf](#)

Thank you

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**Please do not change information below**

Status of the application

- Accepted
- Under revision
- Suspended
- Rejected

Reason for suspension/rejection

**Contact**

[Contact Form](#)