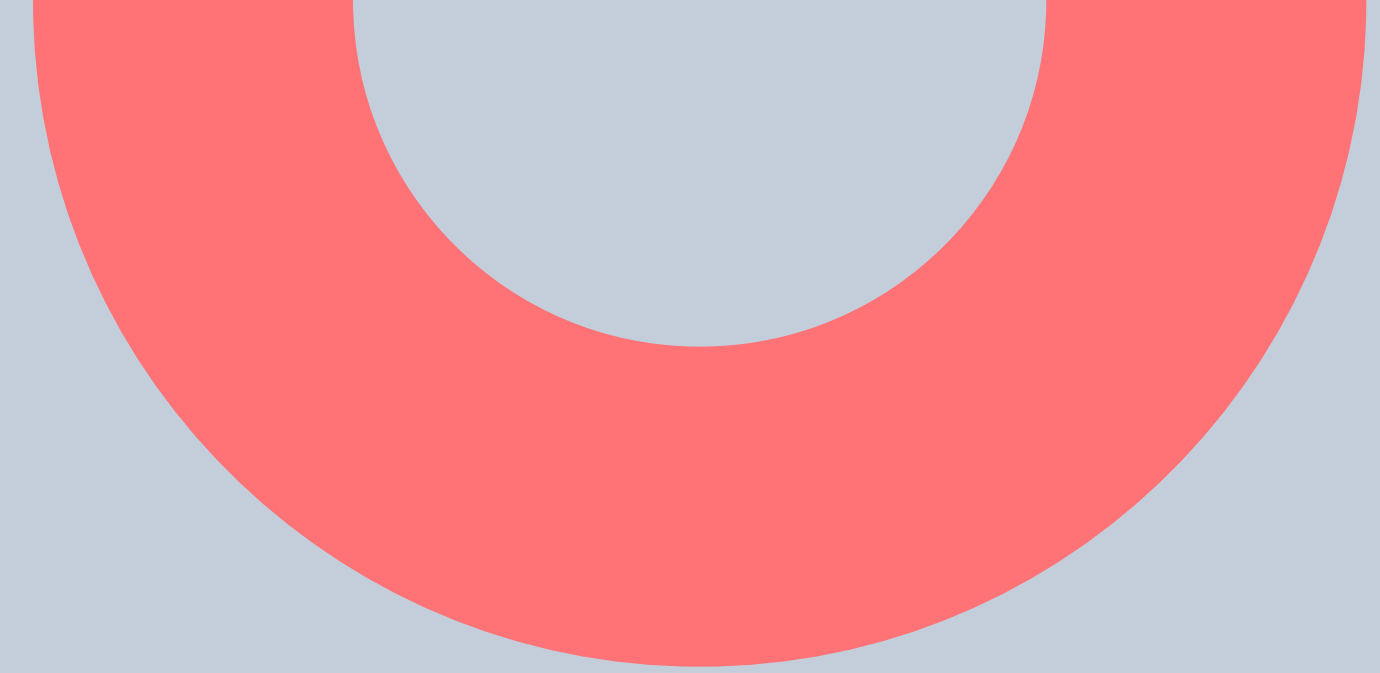


Creative Enterprise Ukraine

Programme results
2015–2022





**Creative Enterprise
Ukraine** is an
educational
programme
for emerging
entrepreneurs from
all creative industries
sectors.

It is based on the international
Creative Enterprise Programme
jointly developed by the British
Council and the UK's innovation
agency Nesta. Delivered
in 25 countries worldwide.

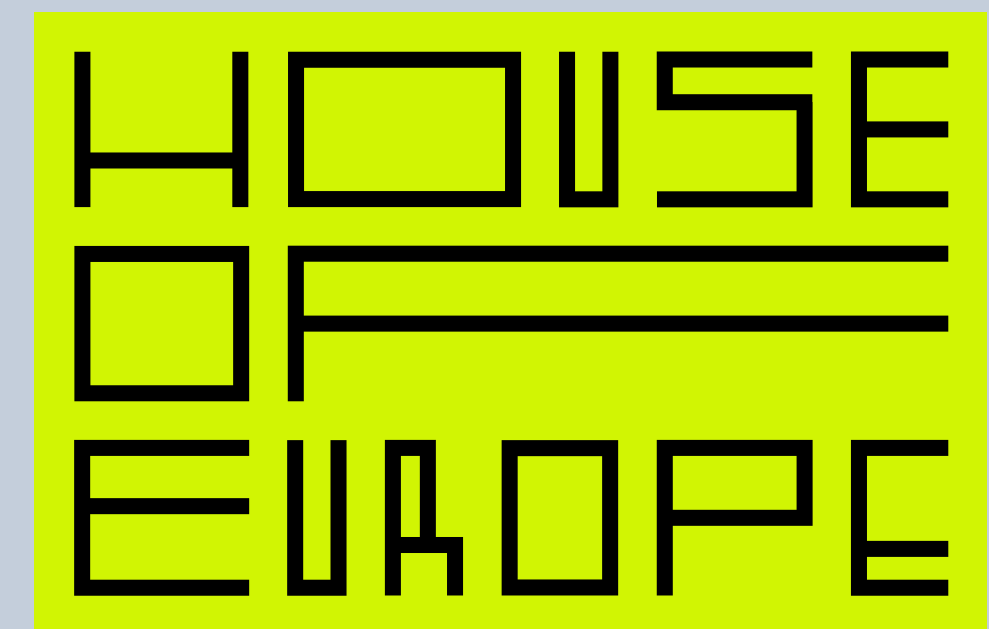
In Ukraine the programme was
implemented in **2015–2022**. Since 2019
it became a part of the EU-funded
House of Europe programme.



programming and
delivery in Ukraine

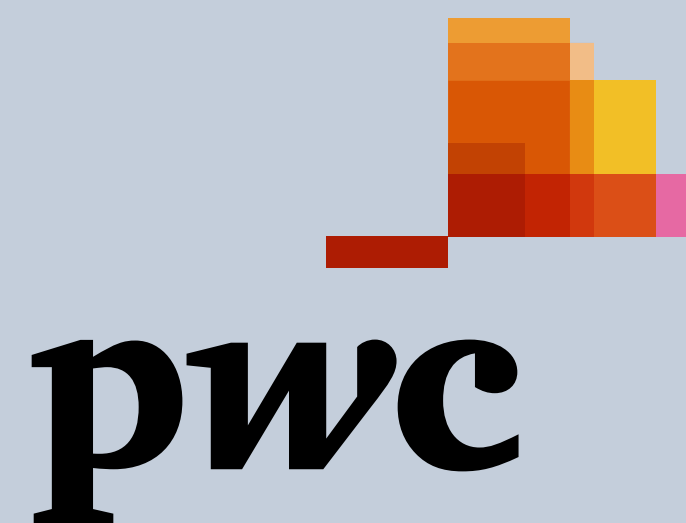


programme
methodology

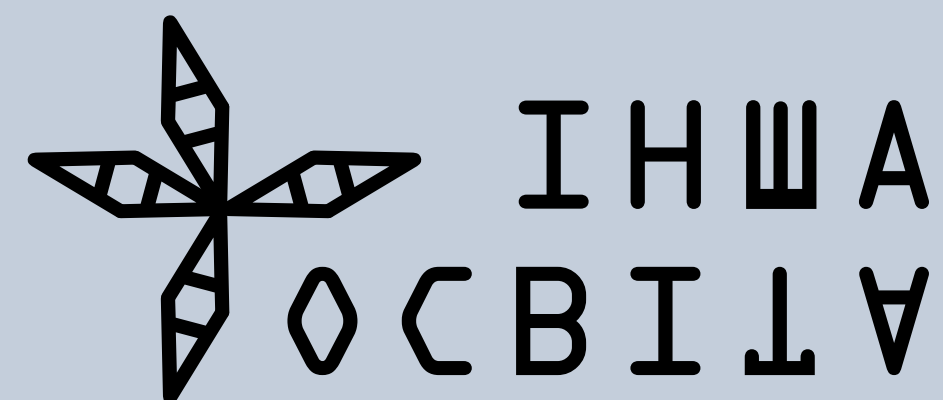


programme **funding**
since 2019

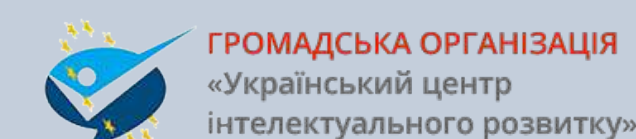
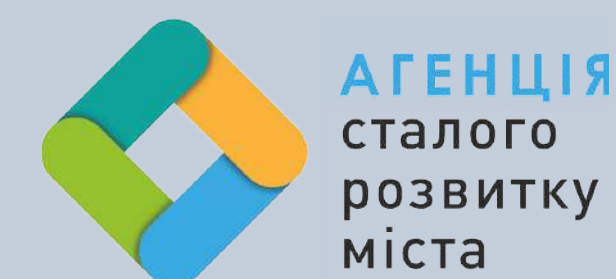
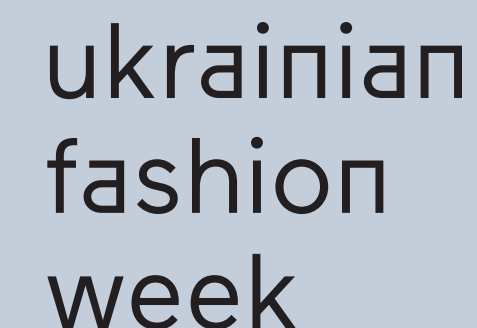
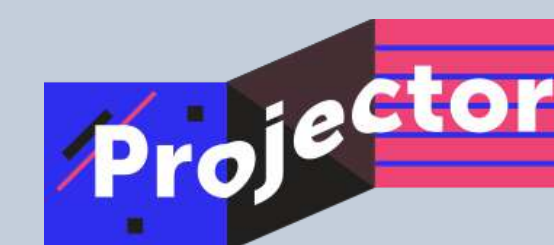
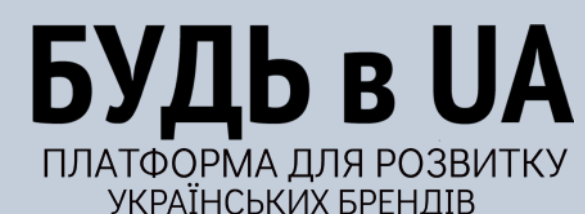
Content partner in 2015–2019:



Delivery partner in 2019–2022:



Local partners of the programme:



Creative Enterprise Ukraine

for entrepreneurs

Training sessions

**Alumni
opportunities**

**Alumni
community**

for educational organisations

Eduthon

www.ukrainecreatives.education

for general audience

Culture: Restart



Training sessions

We delivered **37 training sessions** for **775 participants** who explored their existing businesses or business ideas from the point of finances, customers and development potential.

Training sessions



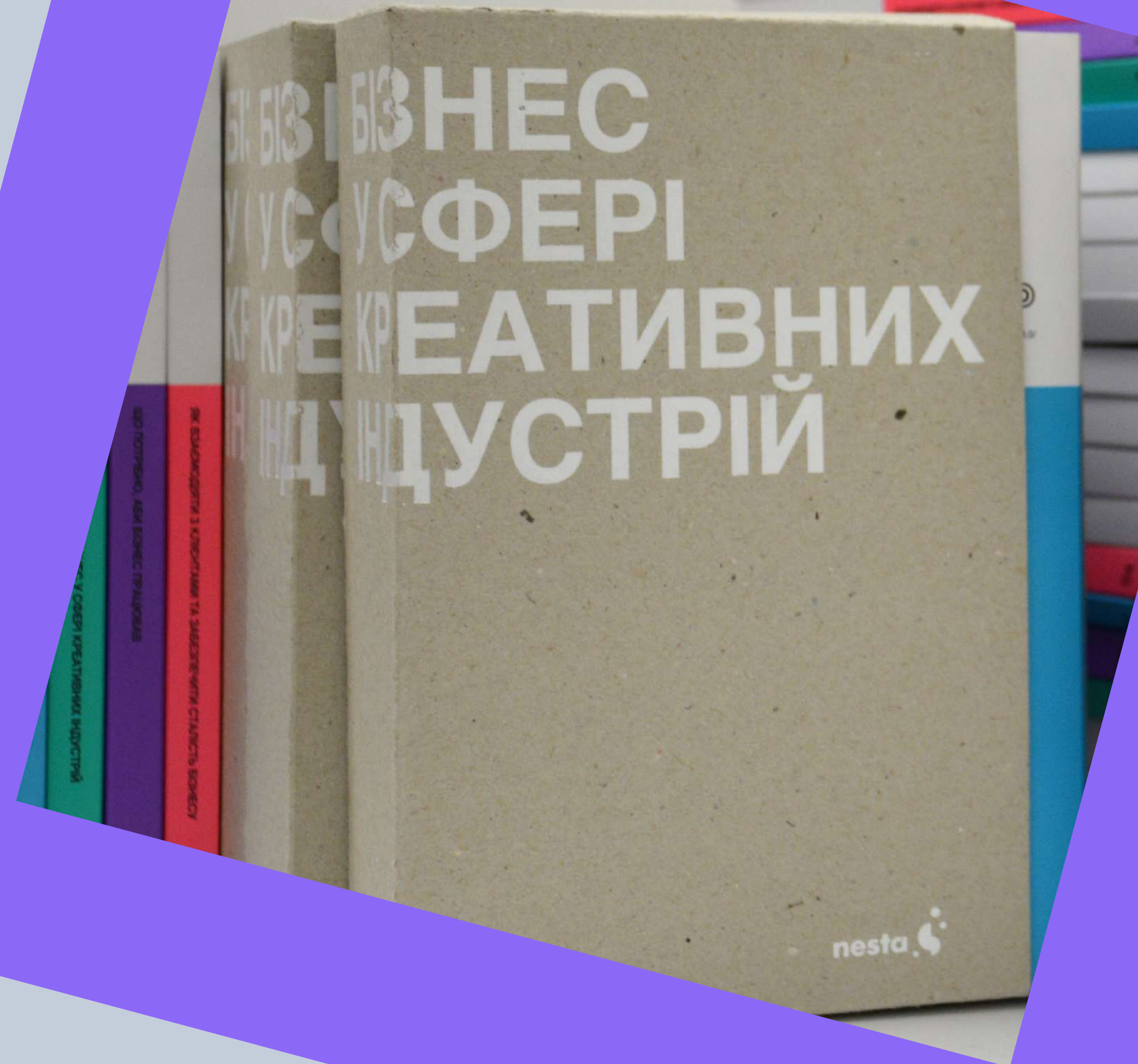
Creative Enterprise Toolkit by Nesta

lies at the core of programme methodology.

📖 [Ukrainian version](#)

📖 [English version](#)

(6,300 downloads from the British Council in Ukraine website during 2015–2022)



Training sessions

We delivered
37 training sessions.

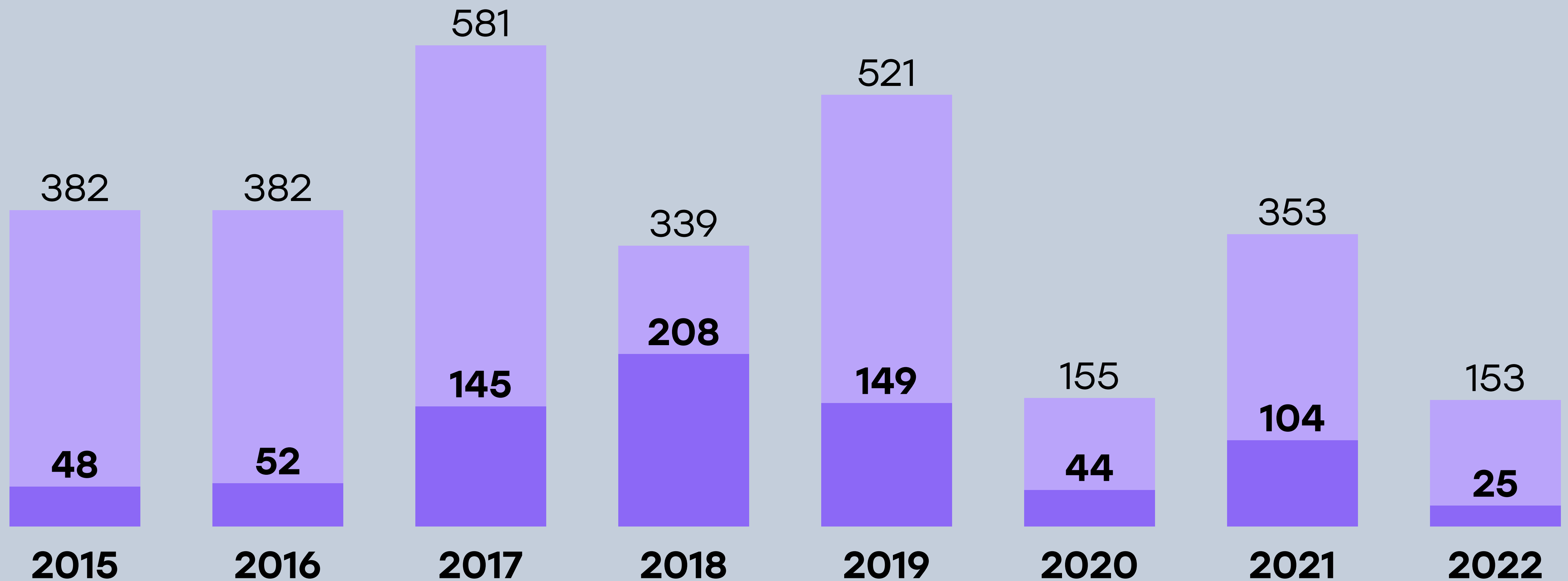
Out of them:

- **33 offline** sessions, 3 days each
- **4 online** sessions, 7 days each.



Training sessions

Break down of **775 participants**
and **all applications received**
by years:



Training sessions

The training sessions were delivered by **two teams of facilitators:**

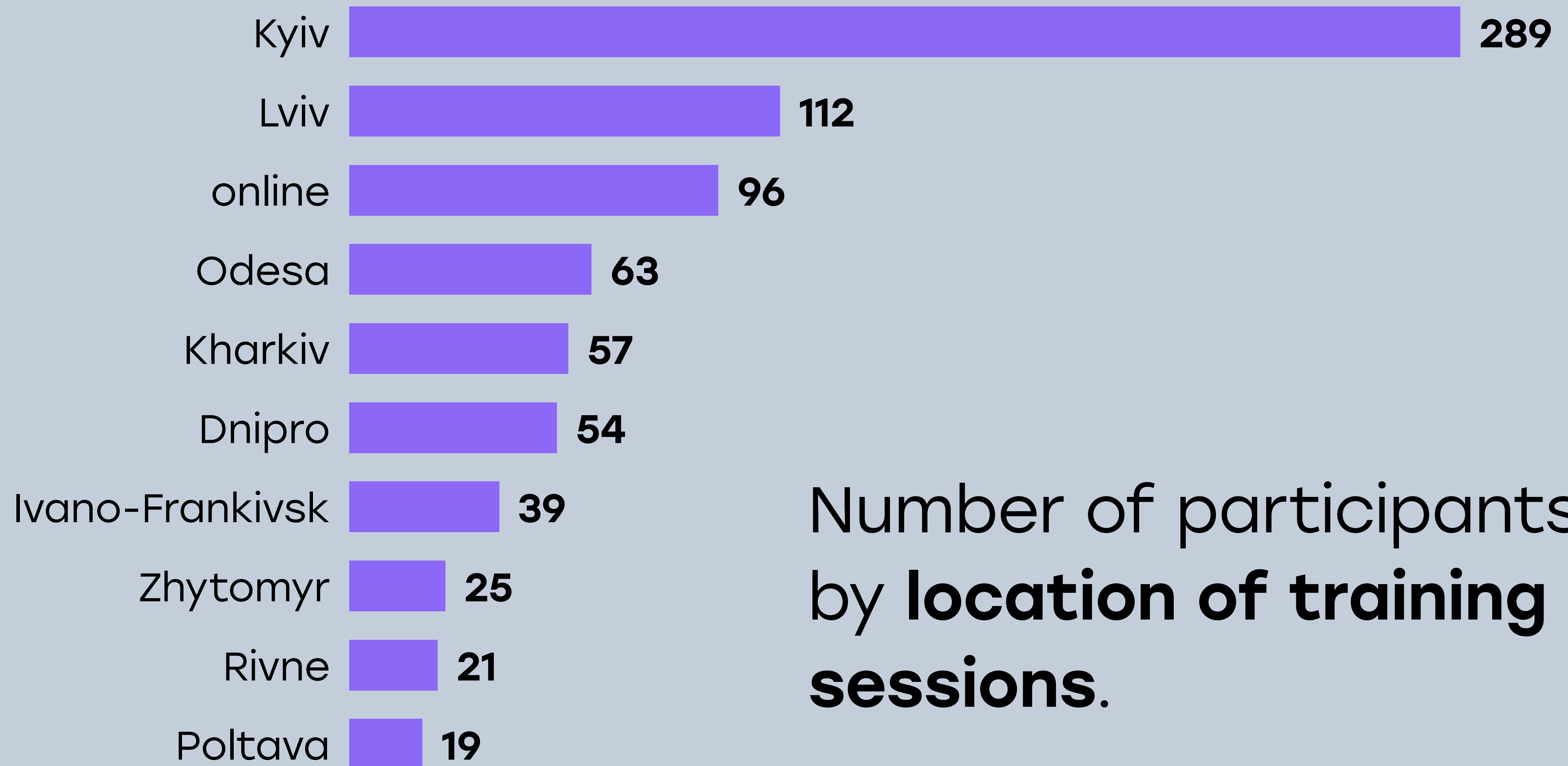
in 2015–2017 – 6 facilitators from the UK,

in 2018–2022 – 4 Nesta certified [!\[\]\(666e09182d4cd268646ea700ea60dcdf_img.jpg\) facilitators](#) from Ukraine:

Olena Kalibaba, Kateryna Kravchuk, Kateryna Ushakova and Volodymyr Vorobey.



Training sessions



Number of participants
by **location of training
sessions.**

Training sessions

Participants represented **14 administrative centres, 9 towns and 3 villages** of Ukraine.

560 women (72%) and **215 men** (28%) participated in the training sessions.

33 training sessions gathered participants from **various creative industries sectors**.

4 training sessions were delivered for entrepreneurs from a **particular creative industries sector**: fashion, design, crafts and performing arts.

Number of participants by **creative industries** **sector:**

131

Fashion

116

Crafts

112

Design

83

Creative hubs

51

Performing arts

40

Publishing and literature

Training sessions

37

Music

37

Visual arts and photography

35

Advertising and marketing

25

IT

25

Digital media and gaming

24

Architecture

24

Film

19

Festivals

12

Museums

3

TV

1

Radio

Training sessions

Feedback from participants

Evaluation after training completion (206 respondents):

83% were going to **apply the knowledge and skills** gained at the training.

99% indicated that the training **met their expectations**, while experience and knowledge were useful for the development of their creative business or idea.

66% initiated partnerships with other participants of training sessions.

Training sessions

70% reported that they gained a **better understanding** of potential benefits from cooperation with other creative entrepreneurs.

100% would recommend Creative Enterprise Ukraine programme to their colleagues and friends.

One year after the training completion (31 respondent):

55% continued to use Nesta Toolkit.

71% highlighted the **change of approach** to managing their business.



Alumni opportunities

Every half a year training alumni
could receive various types
of **support for their projects**
via regular open calls.

Alumni opportunities



Business mentorship – evaluation of decisions and hypotheses, improvement of business processes under a mentor's supervision.

61 alumni received an individual mentorship support.

The opportunity was offered offline and online during a half-year period. It consisted of six sessions, two hours each.

Mentors: Iryna Pavlyk, Kateryna Kravchuk, Kateryna Ushakova, Nadiia Andriushchenko, Nataalka Naida, Olena Kalibaba and Volodymyr Vorobey.

Strategic session –
developing an action
plan and a long-term
vision for an enterprise.

24 group strategic sessions
delivered.

Sessions took place offline or online,
consisted of two sessions, eight
hours each.

Mentors: Iryna Pavlyk, Kateryna
Kravchuk, Kateryna Ushakova,
Nadiia Andriushchenko, Natalka
Naida, Olena Kalibaba and
Volodymyr Vorobey.

Peer group – regular meetings of four alumni for the mutual control over each others' business development.

23 alumni joined the peer groups. Each group consisted of four participants and one expert. Groups met every month for half a year, either offline or online, and played the role of an informal steering committee.

Mentors: Iryna Pavlyk, Kateryna Kravchuk, Kateryna Ushakova, Nadiia Andriushchenko, Natalka Naida, Olena Kalibaba and Volodymyr Vorobey.

Express sessions with experts – a day of short meetings in a speed-dating format.

Online consultancy days were held every half a year, **218 sessions in total**.

One alumni could set up to four sessions per day (lasting 30 minutes each), to discuss individual specific questions around running a business.

Sessions were delivered by 23 experts, nine of them were Creative Enterprise Ukraine alumni. They completed a preparation course by Insha Osvita to be able to act as experts for other peers.

Pitch Day – a contest of alumni project pitches.

Five alumni pitch events were held, attended by the programme alumni, stakeholders and those interested in creative industries development. Four pitch events out of five were delivered offline, total audience – **513 people**.

The right to pitch projects was offered based on internal open call among all the alumni. Pitch winners were awarded with money and partners' prizes.



Alumni opportunities

2017 pitch event was held in KMBS (Kyiv). Roman Sirenko (HexWix) and Olesia Dvorak-Galik (TseHlyna Art) were the winners among 12 alumni.

2018 pitch event was held in Izone (Kyiv). Olena Klochko (Napryntui) and Daria Filipova (Kudikis) were the winners among 10 alumni.

Another **2018** pitch event was held in Lviv National Academy of Arts (Lviv). Arsenii Soloviov (Polybox) was the winner among 8 alumni.

2019 pitch event was held in Izone (Kyiv). Yulia Arzhannikova (PinPin) was the winner among 9 alumni.

2020 pitch event was held online in partnership with MC Today. Natalia Voloshko (Voloshka music house) was the winner among 14 participants.



Alumni community

58% of alumni continued
to interact with each other.

Online alumni community was launched in 2019.

Main activities:

- **Facebook** group
- alumni **chat** (196 participants)
- thematic **online meeting** (169 participants, eight meetings)
- quarterly **newsletter** (732 subscribers, 10 editions, 34 alumni stories featured).

Offline meet-ups initiated further collaborations.

Two networking meet-ups took place in Urban Space 500 (Kyiv). Joined by 15 alumni in 2020 and 25 alumni in 2021.



Alumni catalogue
featured information
about 90 alumni and
their businesses.

[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\) Download](#)

(published in 2019)



Five publications on alumni businesses published at Na chasi:

 [Clothes and accessories](#)

 [Crafts businesses](#)

 [Cross-sectoral businesses](#)

 [Education in creative industries](#)

 [Architecture and design](#)

Other **publications**:

📄 [Interview with Oksana Khmeliovskaya](#),
Chytomo, co-founder.

📄 [Interview with Kateryna Kapra](#),
tradition music school Rys,
co-founder.

📄 [Interview with Igor Klyuchnyk](#),
drama school TISTO, co-founder.

📄 [Interview with Iaryna Dron](#),
ROOTS, co-founder.

📄 [Interview with Iana Vladimirov](#),
Junior Open University for teens,
co-founder.

4 alumni case studies featured at Nesta website:

📄 [Yuliya Makliuk](#), pottery studio
Here and Now, founder.

📄 [Kateryna Doroshevskya and
Alina Shcherbina](#), support platform
for Ukrainian brands Be In UA,
co-founders.

📄 [Ostap and Danylo Onyshko](#),
stained glass workshop, co-founders.

📄 [Svitlana Bovkun](#),
Maker Faire festival, co-founder.



Special projects

For organisation in formal and non-formal education, creative hubs and general audience.

Eduthon – a collective creation and launch of new educational products and solutions.

The event was **canceled due to the war**.

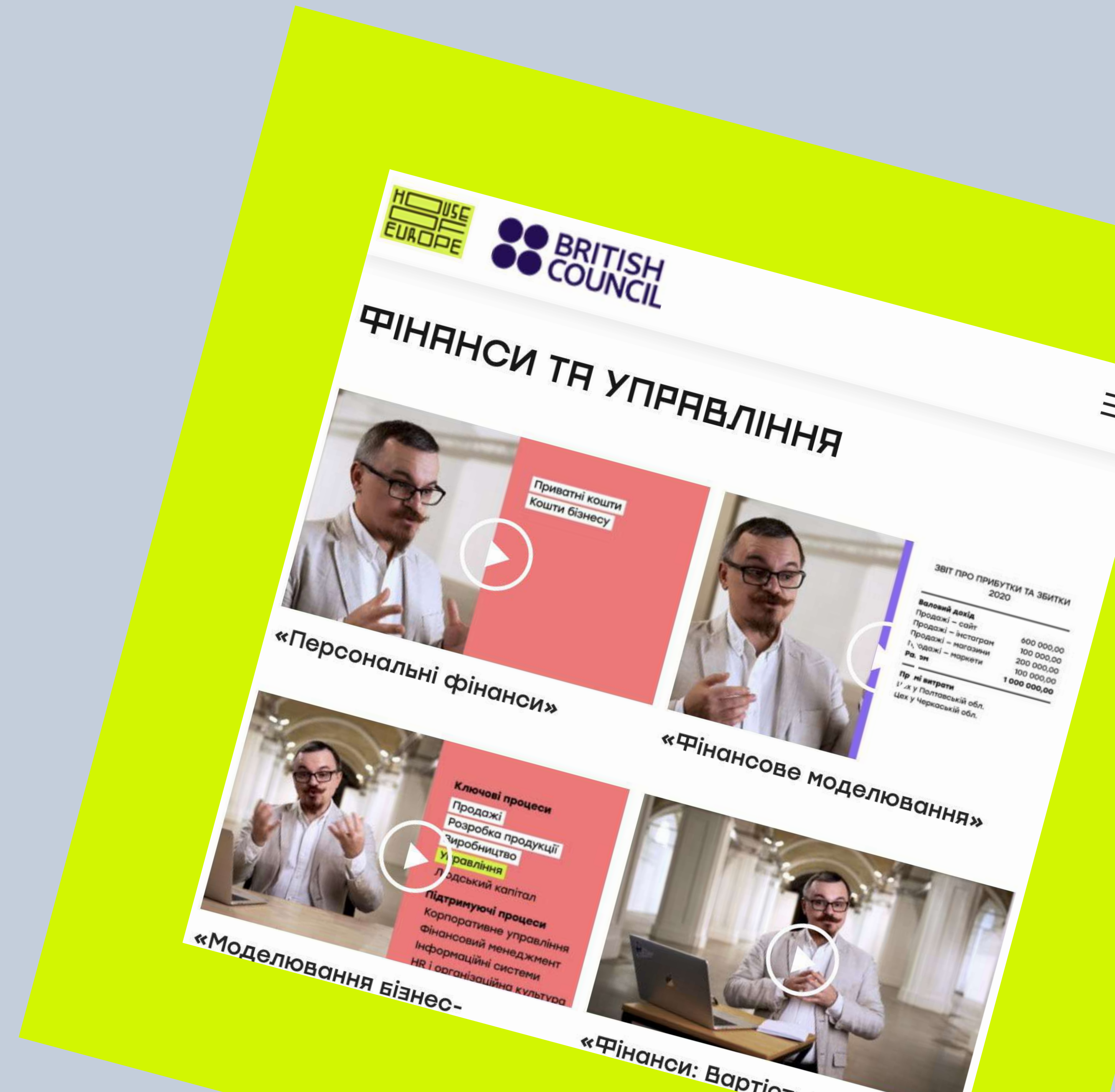
In 2022, 25 representatives from education sector and creative industries were invited to create prototypes of new educational products using open materials of the Creative Enterprise Ukraine and other programmes.

During Eduthon the teams had to work on their ideas for two days offline, and the winners could receive support for testing and launching their educational projects.

Ukraine Creatives Education resource was launched in 2022.

www.ukrainecreatives.education
contains open materials of the
Creative Enterprise Ukraine and
other educational programmes.

The website is for those searching
for inspiration to **create new
educational products** in creative
industries sectors.



Culture: Restart

🌐 [Joined media project](#) with **The Ukrainians** on the core elements of creative industries ecosystem in Ukraine.

Seven text materials and **seven episodes** of the 'Got an idea' podcast reveal in detail the peculiarities of creative industries sector.

Published in 2021.



Publications about Creative Enterprise Ukraine.

📖 [Impact survey of the Creative Enterprise Ukraine programme on alumni businesses](#) (2018)

📖 [Seven steps to create a successful educational programme](#) (2018)

📖 [How to turn a creative hobby into a business](#) (2018)



Creative Enterprise Ukraine

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