

Discover the Creative Spark impact over the last two years.

Welcome to one of the British Council's most innovative programmes in Wider Europe.

Creative Spark: Higher Education Enterprise Programme is a five-year initiative to support university and institutional partnerships with the UK to develop entrepreneurship and enterprise skills for students and young entrepreneurs across seven countries in Wider Europe. We do this by enabling national policy forums, development of new curriculum and enterprise education materials, and establishing business incubation centres.



Institutional partnerships

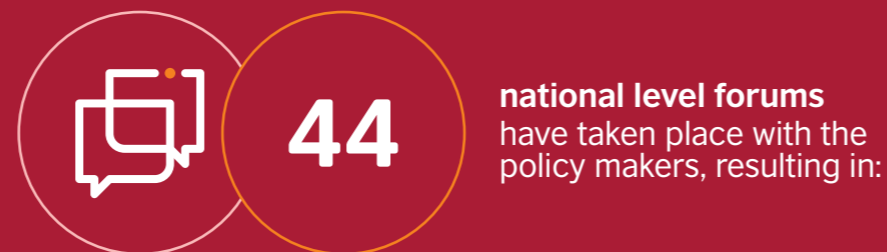
a community of:



- 40** universities and creative institutions from the UK
- 70** institutions from Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Ukraine and Uzbekistan

- 15** partnerships developed an enterprise or incubation centre
- 65** new courses and modules developed on enterprise education
- 20%** of institutions have secured commercial partners
- 78%** of UK partners confirm that participation in *Creative Spark* has created **significant wider benefits** for their institution (further grant and research funds, joint PhD programmes, dual degrees, and student/academic mobility activities)

Policy engagement



Armenia: Content for a new e-learning platform with the Ministry of Education.

Ukraine: Joint funding approach to the *Regional Development Fund* with the Ministry of Culture; contributing to the establishment of the *National enterprise educators' association*.

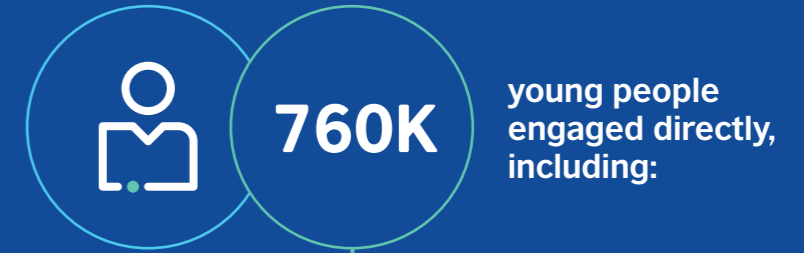
Georgia: *Georgian Entrepreneurial Education Alliance* with the Ministry of Education, Science, Culture and Sport; support to the enterprise programme of the Red Cross.

Kazakhstan: Contribution to the new *Strategy development of the creative industries*.

Azerbaijan: *Creative Azerbaijan online portal* and MoJ with the Ministry of Culture on enterprise education.

Uzbekistan: Contribution to the *Higher Education Development Strategy 2030*, development of national creative enterprise education, and new policies to support youth entrepreneurship and girls' empowerment.

Young beneficiaries



44K (58% female) attended **1,383** activities including: workshops, bootcamps, enterprise training, incubation and mentorship events

400K used online business English resources and increased their confidence in English by: **30%**

195K (56% female) took part in **20** online forums with **53** role-model young entrepreneurs (50% female)

920 new business ideas created by

1,520 teams and voted on by

122K people in the 'Big Idea Challenge:'

The British Council's largest digital video pitch competition

60%

of projects included specific **social inclusion elements** (for women, people with disabilities, those in receipt of financial support, or those 37% from outside the main cities).

Multilateral partnerships

Creative Spark is supporting the **United Nations Year of Creative Economy** and has won **UNESCO** funding in Uzbekistan. We are also working with the **World Intellectual Property Organization**.

Partnership is at the heart of everything we do.

We build long-term relationships to bring about real change and help people increase their potential to thrive and grow.

In 2021, we are supporting 50 partnerships which bring together our community of 110 higher education and creative institutions in the UK, South Caucasus, Central Asia, and Ukraine.

