



EntreCC

# UNLEASHING ENTREPRENEURSHIP POTENTIAL IN CCIS

**Title: Activity Evaluation Report**

**Project No: 2024-1-BG01-KA210-VET-000256549**



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the Human Resource Development Centre (HRDC). Neither the European Union nor the granting authority can be held responsible for them.

# Executive Summary

The present Activity Evaluation Report provides a comprehensive overview and analysis of the Integrated CCI Strategy and Digital Platform Testing Workshops implemented across four partner countries—Bulgaria, Greece, North Macedonia, and Austria—on 18 February 2026. These workshops marked a pivotal implementation milestone within the EntreCC project, as they represented the first coordinated opportunity for stakeholders to engage directly with the fully developed Digital Interaction Hub and the complete set of educational modules.

The primary objective of the workshops was to validate the usability, accessibility, and educational relevance of the EntreCC Digital Platform through real-user interaction. Participants from diverse professional backgrounds within the Cultural and Creative Industries (CCI) ecosystem were invited to explore the platform, test its features, and provide structured feedback through a unified evaluation form. The workshops combined presentations, live demonstrations, guided testing sessions, and interactive discussions, ensuring that feedback reflected both technical usability and practical learning impact.

A total of forty participants took part in the activity, with ten representatives from each partner country. The participant group included CCI professionals, trainers, educators, entrepreneurs, students, and young creatives, enabling the evaluation process to capture perspectives from multiple stakeholder profiles. This diversity contributed to a balanced assessment of the platform's strengths, potential areas for improvement, and perceived value within the broader creative sector. The findings of the Activity Evaluation Report indicate a strong level of user satisfaction with the platform's design, navigation, and educational content. Participants highlighted the clarity of the interface, the relevance of the modules to contemporary CCI challenges, and the platform's potential to support entrepreneurial skill development. The workshops also facilitated meaningful dialogue among stakeholders, strengthening networking opportunities and encouraging collaborative thinking around the use of digital tools within the creative economy.

Beyond the immediate evaluation of the platform, the workshops played a significant role in consolidating the project's outcomes by bridging educational development with real-world application. The structured feedback collected during the sessions will contribute to the final refinement of the platform and provide valuable insights for future initiatives aimed at enhancing entrepreneurship and innovation within the European CCI sector.

## 2. Activity Overview and Context



The Integrated CCI Strategy and Digital Platform Testing Workshops were designed as a key implementation activity aimed at validating the practical impact of the EntreCC Digital Interaction Hub within real learning environments. Conducted simultaneously across four countries, the workshops represented a collaborative effort to ensure that the platform's final version reflected the needs, expectations, and experiences of its intended users.

By February 2026, the EntreCC Digital Platform had reached full operational readiness, incorporating all eight educational modules alongside supporting digital resources, tools, and strategic content developed throughout the project. This stage marked a transition from development to application, shifting the focus from internal production to external user engagement. The workshops were therefore structured to simulate real learning scenarios, allowing participants to explore the platform as active users rather than passive observers.

Each national workshop followed a shared implementation framework to ensure consistency across countries while allowing space for local interaction and discussion. The programme began with an introductory session presenting the project's objectives, outcomes, and the broader relevance of the CCI sector in national and regional development. Participants were introduced to the strategic context behind the platform, including the research insights and entrepreneurial approaches embedded within the educational modules.

The demonstration phase provided a guided walkthrough of the Digital Interaction Hub, highlighting key functionalities such as navigation pathways, module structure, and available learning resources. Facilitators demonstrated how users could access content, interact with educational materials, and explore different thematic areas related to innovation, sustainability, and entrepreneurship. This initial exploration was followed by hands-on testing sessions, where participants independently navigated the platform and engaged with the modules in real time.



A central feature of the workshops was the interactive nature of the testing process. Participants were encouraged to share immediate impressions regarding usability, accessibility, content clarity, and overall learning experience. Discussions addressed both technical aspects—such as platform navigation and interface design—and educational dimensions, including module relevance and practical applicability. This dialogue created a dynamic environment in which feedback emerged organically through user interaction rather than structured evaluation alone.

The workshops also emphasised networking and collaborative exchange, providing participants with opportunities to connect with peers from the CCI and VET sectors. These interactions supported the broader objective of fostering a community around digital entrepreneurship within the creative industries. Brainstorming sessions explored how the platform could be integrated into existing training initiatives, educational programmes, and professional development activities, reinforcing its potential as a sustainable learning tool.

By bringing together diverse stakeholders in a shared testing environment, the workshops enabled the EntreCC consortium to observe how the platform functioned across different contexts and user profiles. The collective experience highlighted not only the platform’s technical readiness but also its capacity to support dialogue, creativity, and knowledge exchange. As a result, the activity served as a bridge between development and impact, transforming the Digital Interaction Hub from a project output into a living educational environment shaped by real user feedback.

# 3. Evaluation Methodology

The Activity Evaluation Report is based on a structured analysis of participant feedback collected during the Integrated CCI Strategy and Digital Platform Testing Workshops implemented on 18 February 2026 across Bulgaria, Greece, North Macedonia, and Austria. The evaluation approach follows an activity-based narrative, focusing on user experience, platform usability, educational impact, and perceived value within the Cultural and Creative Industries (CCI) ecosystem.

Data collection was conducted through a unified online feedback form distributed to all workshop participants immediately after the testing sessions. The form combined quantitative questions using scaled responses with qualitative reflections regarding learning outcomes, platform design, and future usability. A total of forty participants contributed to the evaluation process, ensuring representation from diverse professional backgrounds and allowing the consortium to capture a broad spectrum of perspectives.

The methodological approach integrates descriptive analysis with participant-driven insights. Quantitative responses provide measurable indicators of usability, accessibility, and educational relevance, while qualitative feedback enriches the evaluation by highlighting user perceptions and real-time experiences during the workshops. This mixed evaluation logic ensures that the assessment reflects both technical performance and experiential learning impact.

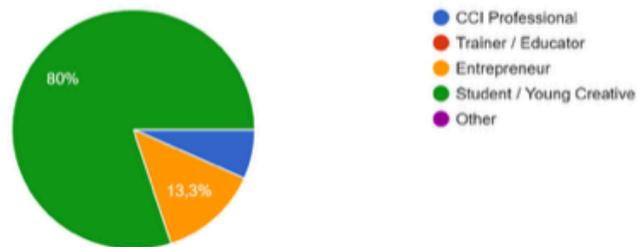
Rather than focusing solely on numerical outcomes, the evaluation emphasizes participant interaction with the platform, exploring how navigation, content structure, and learning modules influenced engagement levels. The workshops created a live testing environment where feedback emerged organically through hands-on exploration, discussions, and collaborative exchanges among participants.



### 3.1 Participant Profile and Background

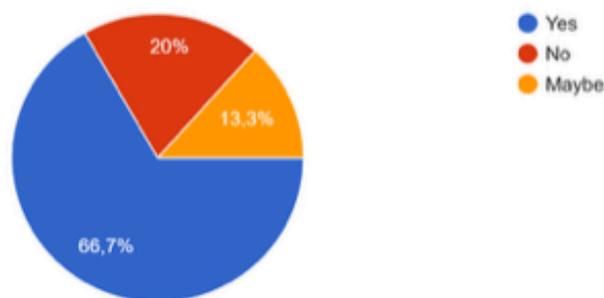
The participant composition across the four workshops reflects a strong engagement from emerging professionals within the Cultural and Creative Industries ecosystem. Approximately eighty percent of participants identified as Students or Young Creatives, highlighting the platform’s strong relevance for early-stage professionals and individuals exploring entrepreneurial pathways within the creative sector. Around thirteen percent of participants described themselves as Entrepreneurs, while the remaining group consisted of CCI professionals.

Your professional background



This distribution demonstrates that the testing activity successfully reached a core target audience of future users, providing valuable insights into how the platform supports learning experiences for younger audiences while remaining relevant for established professionals. Regarding prior digital experience, approximately sixty-six point seven percent of participants reported previous use of similar digital learning platforms. Around twenty percent indicated that they had not used comparable tools before, while the remaining participants selected a neutral or uncertain response.

Have you previously used similar digital learning platforms?



The combination of experienced and first-time users enabled a balanced evaluation of usability, confirming that the platform remains accessible even for participants with limited prior exposure to digital learning environments.

# 4. Integrated CCI Strategy and Digital Platform Testing Workshops

The Integrated CCI Strategy and Digital Platform Testing Workshops represented a crucial implementation phase of the EntreCC project, marking the transition from platform development to real-user engagement. Conducted simultaneously across Bulgaria, Greece, North Macedonia, and Austria on 18 February 2026, the workshops created a unified testing environment where participants could actively explore the completed Digital Interaction Hub and its educational resources. Each workshop followed a shared structure designed to ensure consistency across partner countries while allowing flexibility for local interaction and discussion. The introductory session provided participants with an overview of the project's objectives and the strategic relevance of the Cultural and Creative Industries sector within national and regional contexts. Facilitators presented the rationale behind the platform's development, highlighting how the digital environment integrates entrepreneurial learning with creative sector needs.

A central component of the workshops was the live demonstration of the platform. Participants were guided through the Digital Interaction Hub, exploring its navigation structure, available learning modules, and supporting resources. This walkthrough aimed to familiarize users with the platform's functionalities while encouraging them to approach the testing phase with confidence. The hands-on testing sessions formed the core of the workshops. Participants independently navigated the platform, interacted with the educational modules, and evaluated both technical usability and content relevance. Facilitated discussions allowed participants to express immediate impressions, creating an open environment where feedback could emerge organically through shared experience. This approach ensured that evaluation data reflected authentic user interaction rather than theoretical assumptions.

Networking and collaborative dialogue were also integral elements of the workshops. Participants exchanged ideas regarding the application of digital tools within the CCI sector and explored potential collaborations inspired by the platform's content. These interactions reinforced the project's broader objective of fostering innovation and strengthening connections among creative professionals and educators.

# 5. Workshop Implementation Analysis

The implementation of the four national workshops demonstrated a high level of coordination among partners and a consistent application of the agreed activity framework. Despite being hosted in different countries, the workshops maintained a unified structure that ensured comparability of feedback and evaluation results. This coordinated approach enabled the consortium to gather insights that reflect a shared European perspective while capturing local nuances in participant interaction.

Participation levels remained consistent across countries, with ten individuals attending each workshop. The balanced distribution of participants ensured that feedback represented a wide range of experiences while maintaining methodological coherence. Facilitators in each country played a key role in guiding participants through the testing process, encouraging active engagement and supporting open discussion.

The workshops were characterised by a strong interactive dynamic. Rather than functioning as passive presentations, the sessions encouraged participants to explore the platform independently and reflect on their experience in real time. This activity-based approach contributed to a more authentic evaluation process, as participants assessed the platform based on direct engagement rather than observation alone.

Across all four workshops, participants demonstrated high levels of curiosity and willingness to experiment with different modules. Discussions frequently focused on how the platform could support emerging professionals and enhance entrepreneurial thinking within creative fields. The collaborative atmosphere fostered meaningful dialogue, allowing participants to share perspectives shaped by their professional backgrounds and personal interests.

From an implementation perspective, the workshops also served as a validation phase for the platform's readiness. The absence of reported technical difficulties, combined with positive feedback regarding navigation and accessibility, indicates that the Digital Interaction Hub successfully transitioned from development into a functional learning environment. The structured feedback collected during the sessions provides a strong foundation for refining minor aspects of the platform while preserving its core design and educational philosophy.



# 6. Platform Usability and Technical Experience

The usability and technical performance of the EntreCC Digital Interaction Hub formed a central focus of the testing workshops, as participants were encouraged to explore the platform through direct interaction rather than passive observation. This section examines how users experienced the platform’s navigation, accessibility, and overall technical functionality while engaging with the educational modules during the hands-on sessions.

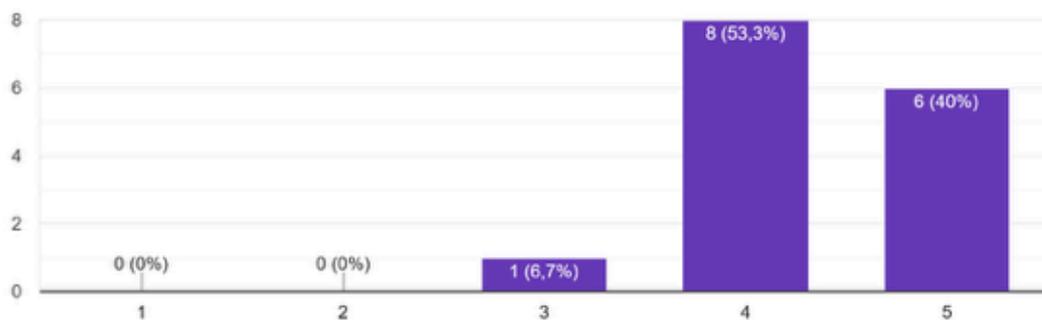
Participants accessed the platform using a variety of devices and digital environments, allowing the consortium to gather feedback reflecting real-life usage conditions. The evaluation process aimed to understand not only whether the platform functioned correctly from a technical perspective, but also how intuitive and user-friendly it felt from the learner’s point of view. Particular attention was given to navigation clarity, ease of access, and the absence of technical barriers that could potentially affect engagement.

The findings presented in the following subsections highlight key aspects of the user experience, illustrating how the platform supports seamless interaction while maintaining a clear and accessible learning structure. By analysing participant feedback on navigation, device accessibility, and technical performance, the evaluation provides insight into the platform’s readiness for broader implementation within the Cultural and Creative Industries sector.

## 6.1 Platform Navigation Experience

Participants were invited to evaluate the ease of navigating the Digital Interaction Hub after exploring its features during the hands-on testing sessions. Overall responses indicated a very positive perception of the platform’s navigation structure, with most participants rating the experience toward the highest end of the usability scale. The clear layout, logical progression between modules, and intuitive menu design contributed significantly to this positive feedback.

How easy was it to navigate the platform?

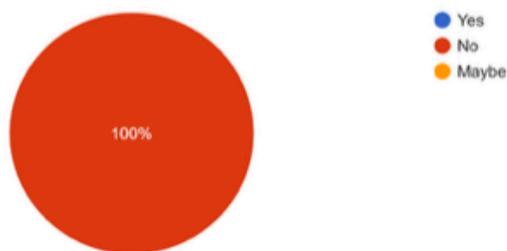


Participants frequently highlighted that the platform required minimal guidance to explore, allowing users to move between sections with confidence. This suggests that the design approach successfully balances functionality with simplicity, an important factor for ensuring accessibility across diverse user groups.

## 6.2 Technical Performance

Technical performance emerged as one of the strongest aspects of the Digital Interaction Hub during the testing workshops. Participants reported no technical difficulties while accessing or interacting with the platform, indicating a stable and reliable user experience across all four countries.

Did you experience any technical difficulties?



The absence of technical issues suggests that the platform has reached a mature level of operational readiness, supporting seamless interaction regardless of device or user background.

# 7. Educational Content Evaluation

The evaluation of the educational content formed a central component of the Digital Platform Testing Workshops, as the learning modules represent one of the core outcomes of the EntreCC project. Beyond assessing technical usability, participants were encouraged to reflect on the relevance, clarity, and practical value of the educational materials in relation to the needs of the Cultural and Creative Industries (CCI) sector. This section examines how users perceived the content structure, thematic focus, and overall learning experience after actively engaging with the modules during the hands-on testing sessions.

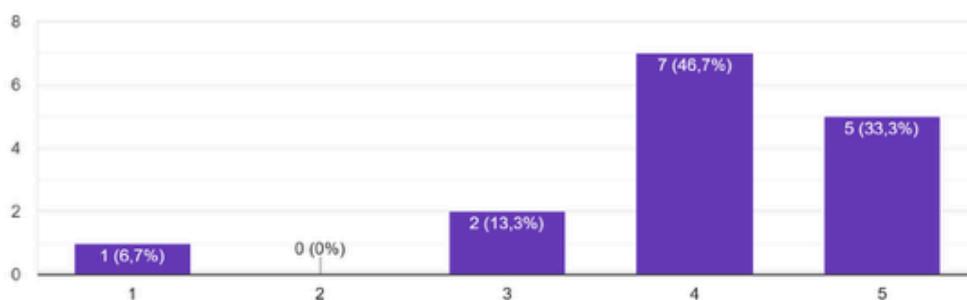
Participants explored the full set of eight modules, each addressing key areas such as digital innovation, entrepreneurship, collaboration, sustainability, and inclusive creative practices. The workshops created an environment where users could evaluate the modules from both a learner’s perspective and a professional standpoint, offering insights into how effectively the content translates theoretical knowledge into practical learning outcomes. Feedback collected through the evaluation forms highlights not only the strengths of individual modules but also the overall coherence and balance of the educational framework developed within the project.

The analysis presented below focuses on two main dimensions: the perceived relevance of the modules to entrepreneurship and the evolving needs of the CCI ecosystem, and participant preferences regarding specific modules during the testing phase. Together, these insights provide a clearer understanding of how the platform supports diverse learning pathways and contributes to strengthening entrepreneurial competences among creative professionals and emerging talents.

## 7.1 Educational Relevance to CCIs

The educational modules received highly positive feedback regarding their relevance to entrepreneurship and the evolving needs of the Cultural and Creative Industries sector. Participants strongly agreed that the learning materials addressed real challenges faced by creative professionals and provided practical insights applicable to their professional development.

The educational modules were relevant to CCIs and entrepreneurship.

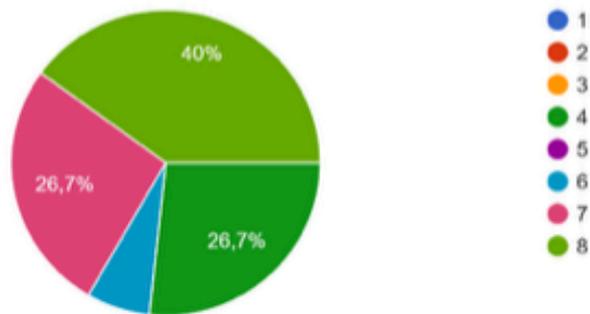


The strong positive responses indicate that the modules successfully bridge theoretical concepts with real-world application, supporting the project's objective of enhancing entrepreneurial competences through accessible digital learning.

## 7.2 Module Preference Analysis

Participants were asked to identify which module they found most valuable during the testing sessions. Responses were distributed across multiple modules, suggesting that the platform offers a balanced learning experience rather than concentrating value in a single thematic area.

Which module did you find most valuable?



# 8. Perceived Impact and Future Use

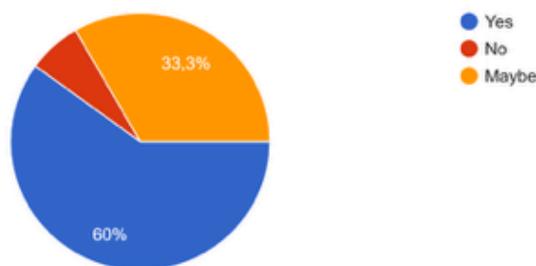
The Integrated CCI Strategy and Digital Platform Testing Workshops provided an important opportunity to explore the perceived impact of the EntreCC Digital Interaction Hub beyond technical usability and educational content. This section focuses on how participants interpreted the platform’s broader value, particularly in relation to supporting young people, strengthening entrepreneurial confidence, and encouraging future engagement within the Cultural and Creative Industries sector.

Through direct interaction with the platform and the completion of structured feedback forms, participants reflected not only on their immediate experience but also on the long-term potential of the digital environment as a learning and collaboration space. The responses collected during the workshops offer valuable insights into how the platform may influence future learning practices, support emerging professionals, and contribute to the development of entrepreneurial mindsets across the creative ecosystem.

## 8.1 Perceived Support for Young People

Participants expressed a strong level of confidence in the potential of the EntreCC Digital Platform to support young people in developing entrepreneurial skills within the Cultural and Creative Industries sector. Feedback collected during the workshops indicates that the majority of respondents perceived the platform as an accessible and relevant learning environment capable of fostering creativity, innovation, and business-oriented thinking among emerging professionals.

Do you think this platform could support young people in developing entrepreneurial skills?



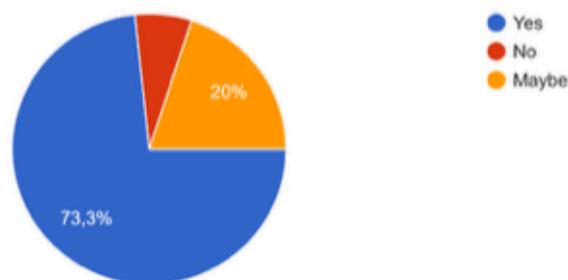
The positive responses suggest that participants view the platform not only as a repository of educational materials but also as a practical tool that can empower young creatives to explore entrepreneurial pathways. Many participants highlighted the interactive nature of the modules and the clarity of the learning structure as key elements that enhance motivation and engagement. From an impact perspective, this perception reinforces the project’s objective of strengthening entrepreneurial mindsets and supporting the transition from creative ideas to viable professional opportunities.

Furthermore, the strong agreement observed in this section reflects the alignment between the platform’s design and the expectations of its primary target group, particularly students and young creatives who formed the majority of workshop participants. The results indicate that the Digital Interaction Hub has the potential to function as a sustainable learning environment capable of supporting future training initiatives within the European CCI ecosystem.

### 8.3 Recommendation Intent

The evaluation results demonstrate a high level of participant satisfaction and a strong willingness to recommend the EntreCC Digital Platform to others. Approximately seventy-seven point three percent of respondents indicated that they would actively recommend the platform, while around twenty percent selected a “maybe” response and only a very small proportion expressed hesitation. These findings suggest that participants generally perceive the platform as a valuable and trustworthy educational resource.

Would you recommend this platform to others?



The high recommendation rate highlights the perceived usefulness of the platform and reflects positive user experiences during the testing workshops. Participants frequently emphasized the clarity of the interface, the relevance of the educational modules, and the ease of navigation as factors contributing to their willingness to recommend the tool to peers, colleagues, and fellow creatives. Even among those who selected a more cautious response, feedback indicated curiosity and openness toward further exploration rather than dissatisfaction.

From an evaluation standpoint, recommendation intent serves as a strong indicator of perceived impact, suggesting that the platform has successfully established credibility among its initial users. The results also imply that the Digital Interaction Hub has the potential to expand organically through peer-to-peer promotion, strengthening its reach beyond the immediate scope of the workshops and supporting the long-term sustainability of EntreCC’s educational outcomes.

# 9. Key Findings and Lessons Learned

The Integrated CCI Strategy and Digital Platform Testing Workshops generated valuable insights regarding the usability, educational relevance, and perceived impact of the EntreCC Digital Interaction Hub. By bringing together participants from diverse professional backgrounds and different national contexts, the activity enabled the consortium to observe how users interacted with the platform in real time and how they interpreted its value within the Cultural and Creative Industries ecosystem.

One of the most significant findings relates to the accessibility and intuitive design of the platform. Participants consistently reported that navigation felt straightforward and that the structure of the modules supported a clear learning journey. The absence of technical difficulties during the workshops further reinforced the perception that the platform is ready for broader use, suggesting that the development process successfully addressed potential barriers related to usability and device compatibility.

Another key lesson emerging from the testing sessions concerns the importance of balancing educational depth with user-friendly design. Participants responded positively to modules that combined practical examples with concise explanations, indicating that learners within the CCI sector prefer content that can be applied immediately to real-world scenarios. This insight highlights the value of designing digital learning environments that prioritize clarity and relevance over overly complex theoretical frameworks.

The workshops also revealed the significance of interactive learning structures. Participants expressed appreciation for modules that encouraged exploration and self-paced engagement, suggesting that digital environments can effectively complement traditional training approaches. This finding reinforces the role of digital platforms as flexible learning spaces capable of adapting to diverse professional needs and learning styles.

From a collaborative perspective, the workshops demonstrated the benefits of bringing together participants from different creative disciplines. Discussions during the testing sessions often extended beyond the platform itself, leading to exchanges of ideas and reflections on broader challenges faced by the CCI sector. These interactions underline the potential of the Digital Interaction Hub not only as an educational resource but also as a catalyst for networking and cross-sector dialogue.

# 10. Cross-Country Comparative Insights

The implementation of the workshops across four partner countries provided a unique opportunity to observe how participants from different national contexts engaged with the EntreCC Digital Platform. Despite variations in professional backgrounds and local CCI environments, participant feedback revealed a remarkable level of consistency in how the platform was perceived and evaluated.

Across all countries, users highlighted the clarity of the platform's structure and the relevance of the educational modules to contemporary creative practices. The strong presence of students and young creatives contributed to a dynamic testing environment, where participants approached the platform with curiosity and openness toward digital learning tools. This shared enthusiasm suggests that the platform addresses common challenges experienced by emerging professionals within the European CCI landscape.

At the same time, subtle differences in discussion topics emerged during the workshops. Participants in some countries focused more on entrepreneurial aspects, while others emphasized collaboration and creative experimentation. These variations reflect the diverse cultural and professional contexts within which the platform will be used, highlighting the importance of maintaining flexibility in how educational content is interpreted and applied.

The cross-country perspective also revealed that digital accessibility remains a key factor in ensuring inclusive participation. Positive feedback regarding device compatibility and ease of access suggests that the platform has successfully addressed one of the primary barriers often encountered in digital learning environments. By enabling participants to interact with the platform without technical obstacles, the project supports a more equitable learning experience across regions.

Overall, the consistency of positive feedback across the four workshops indicates that the EntreCC Digital Interaction Hub resonates with a wide audience and has the potential to function as a shared European learning space. The cross-country insights gathered during this activity will play an important role in informing future dissemination strategies and the continued development of the platform.

# 11. Conclusions and Forward Recommendations

The Activity Evaluation Report demonstrates that the Integrated CCI Strategy and Digital Platform Testing Workshops successfully validated the usability and educational value of the EntreCC Digital Interaction Hub. Participants' feedback confirms that the platform provides a structured and engaging learning environment capable of supporting entrepreneurial development within the Cultural and Creative Industries sector.

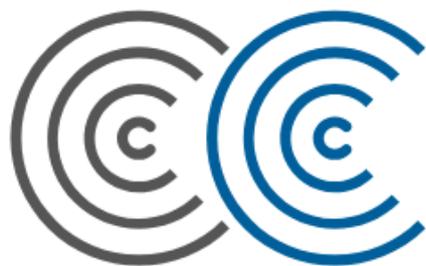
One of the main conclusions emerging from the evaluation is the strong alignment between platform design and user expectations. The intuitive navigation, clear content structure, and interactive modules contributed to a positive user experience, reinforcing the platform's potential as a sustainable digital learning tool. The absence of significant technical challenges further supports the conclusion that the platform has reached a mature stage of development.

Looking ahead, several forward-oriented recommendations can be identified. Expanding dissemination efforts will be essential to increase awareness of the platform among educators, creative professionals, and young learners across Europe. Strengthening cross-platform communication strategies and encouraging participants to share their experiences within their professional networks may further enhance visibility and long-term engagement.

Another important recommendation concerns the continued integration of user feedback into future updates. While the workshops confirmed the platform's overall effectiveness, ongoing evaluation processes can help ensure that content remains responsive to evolving trends within the CCI sector. Maintaining an open dialogue with users will allow the consortium to refine learning pathways and introduce new features aligned with emerging needs.

Finally, the workshops highlighted the importance of fostering community around digital learning environments. Encouraging networking opportunities, collaborative projects, and peer-to-peer exchange within the platform could further strengthen its role as a living educational ecosystem rather than a static repository of resources.

In conclusion, the testing phase represents a significant milestone in the EntreCC project, demonstrating that the Digital Interaction Hub is not only technically functional but also capable of generating meaningful engagement and learning impact. The insights gained through this activity provide a strong foundation for the platform's future development and its continued contribution to innovation, entrepreneurship, and collaboration within the European Cultural and Creative Industries sector.



# EntreCC

## UNLEASHING ENTREPRENEURSHIP POTENTIAL IN CCIS

### Title: Activity Evaluation Report

Project No: 2024-1-BG01-KA210-VET-000256549



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the Human Resource Development Centre (HRDC). Neither the European Union nor the granting authority can be held responsible for them.