



CLEVER

Bezalel is a member at CLEVER- Creative Leadership & Entrepreneurship Visionary Education Roadmap, together with a consortium of 15 institutions from Israel and from Europe. The project was awarded a grant of 1.6 Million Euros by the European Commission (EACEA) under the Erasmus+ Programme, for a period of 3 years (2015-2018).

The project aims to promote the Creative Industries in Israel in terms of education, economy and policy. The Creative Industries comprise of a large variety of knowledge-based creative fields, including the Visual Arts, Performing Arts, Fashion, Design, Architecture and many more. In an era where global labour markets are in constant change, the traditional focus in this sector of finding employment has been replaced by the concept of career planning skills, entrepreneurship and management.

The Israeli academic environment needs to fast adapt to these challenges and to align and tune its programs to introduce new skill sets and knowledge relevant to the emerging creative labour market. Europe has recently performed some major steps towards incorporating design and creativity in its Higher Education and innovation systems. CLEVER aspires to benefit from the European experience aiming to learn the success indicators of the European system and adapt them to the local economy and Higher Education Institutions.





The project partners:

From Israel-

Shenkar – the project coordinator, Bezalel, Sapir College, Hadassah Academic College, The College of Management Academic Studies, Lahav, JVP fund, The Agency for small and medium enterprises in the Ministry of Economy

From Europe-

Copenhagen Business School (Denmark) , Creative Business Cup (Denmark), University of Brighton (UK), Iceland Academy of the Arts (Iceland), Estonian Business School (Estonia) , Creative Estonia (Estonia), THINK (Netherland)