

CKC2023: New Futures for Creative Economies

WORKSHOP PROPOSAL

Fuzzy entrepreneurship: exploring young people's emerging creative entrepreneurial practices

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This workshop presents and explores initial findings from a pilot research study that considers ways in which young people's emerging and developing entrepreneurial creative practices might challenge and disrupt prevailing discourses about creative and cultural enterprise.

The workshop invites participants to explore insights from the study through interactive, co-creative activities, reflecting methodologies used in the research. In particular, the workshop will play with the idea of fuzzy entrepreneurship. In this context, the idea of fuzzy entrepreneurship is used to suggest that a critical understanding of young people's entrepreneurial creative practices requires a more diverse and dialogic consideration of what entrepreneurial and enterprising activity can be and can afford. And, in turn, it is proposed that a rethink is necessary about how to support the development of more inclusive and sustainable pathways to creative work for young people, offering new models and practices that unsettle conventional approaches.

Outcomes: By participating in the workshop, attendees will engage with ideas and methods that interrogate current boundaries of understanding about creative and cultural entrepreneurship.

Maximum number of participants: 25

Why does this matter?

Emphasis on creative enterprise as a key driver of economic and societal development, has shaped policies and strategic initiatives that focus on young people's creative talent development. Moreover, for young people, self-employment, freelancing and micro-enterprise are widely seen as primary routes to work in to the cultural and creative industries (CCIs). Therefore, learning to be enterprising can be seen as a key to young people's future career success, whether employed or self-employed, and education and training schemes typically serve as workforce pipelines that prepare young people for creative and cultural labour markets.

Critical discussion of work in the CCIs, argues that this context compels young people into performing entrepreneurship in particular ways, which occurs against a backdrop of precarious and exploitative working conditions. Furthermore, under-representation of particular groups among creative industries workers has prompted calls for more inclusive employment practices. In tandem, critics argue that traditional notions of entrepreneurship offer mismatched frameworks and models for understanding activity in the CCIs which create narrow perspectives about creative and cultural entrepreneurship. As a result, interest has grown in exploring and making visible hidden and marginalized forms of entrepreneurship. The scoping study which the workshop explores, attends specifically to young people's emerging entrepreneurial practices, especially those from under-represented groups.

The study explored by the workshop is inspired by previous research* about creative citizenship that identified how a network of young creative practitioners, operating between the informal and formal margins of the creative economy, were engaged in emerging and evolving entrepreneurial activities that generate a range of civic benefits, helped by the use of new networked technologies. It is also motivated by research** centred on developing pedagogies to enhance creative entrepreneurship education that addresses new modes of creative and cultural work being generated by non-traditional entrepreneurial activities, which give rise to 'unexpected enterprises'.

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Sobers, S., Dovey, J., & Agusita, E. (2017). View over Bristol - Tryers, creativity and a civic imaginary. In A. Atay, & J. Brower (Eds.), *Communication, Culture, and Making Meaning in the City: Ethnographic Engagements in Urban Environments*. Lexington Books.

Dovey, J., Sobers, S., & Agusita, E. (2017). Community media as social innovation: Transformation, agency and value. In S. Malik, C. Chapain, & R. Comunian (Eds.), *Community Filmmaking: Diversity, Innovation, Policy and Practice*. (1). Taylor & Francis (Routledge). <https://doi.org/10.4324/9781315642727>.

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Agusita, E. & Ashton, D. (2020). 'Unexpected Enterprises: Remixing Creative Entrepreneurship' in Luckman, S. & Taylor, S. (eds) *Pathways Into Creative Working Lives*. pp. 31-47. Palgrave Macmillan, Cham.

Facilitator's biography:

Emma Agusita is a Senior Lecturer in Cultural Industries at the University of the West of England and a member of its Digital Cultures Research Centre. Her research interests include creative entrepreneurship and creative enterprise education, community and youth media, and participatory and creative methodologies.