

Annex 1: Local needs for cultural and creative skills training, Cultural and Creative Hubs Vietnam

The objective of the Cultural and Creative Skills training programme of the Project is to improve the capabilities and enhance the capacity of hubs owners and managers through improving their professional skills in planning and running cultural and creative projects and events.

The Project Team has conducted primary research with the network of CCHs in Vietnam on their training needs in cultural and creative skills. Initial feedback from the CCHs are:

| Areas of training in cultural and creative skills that CCHs wish to have | 28 Responses | |
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| Audience development (Building, targeting, rethinking, rebuilding and engaging) | 85.71% | 24 |
| Sustainable development goals | 71.43% | 20 |
| Arts and cultural marketing | 64.29% | 18 |
| Evaluation and measuring of impacts | 50.00% | 14 |
| Cultural Management | 60.71% | 17 |
| Future roles of cultural managers | 67.86% | 19 |
| Culture and Technology | 75.00% | 21 |
| Curating contemporary arts | 25.00% | 7 |
| Freedom of artistic expressions and creativity | 35.71% | 10 |
| Brand-building in the arts and creative sector | 75.00% | 21 |
| Leading culture in a fast-changing environment | 75.00% | 21 |
| Others, specified as business and HR management, and soft skills training for ethnic minority communities in doing homestay tourism. | 7.14% | 2 |