

# Freedom and perseverance at work – What can we learn from creative entrepreneurs?

## TSE ALUMNI WEBINAR



UNIVERSITY  
OF TURKU

KING'S  
*College*  
LONDON



GRAN SASSO  
SCIENCE INSTITUTE



SSE RIGA

culture & media agency europe, ASBL

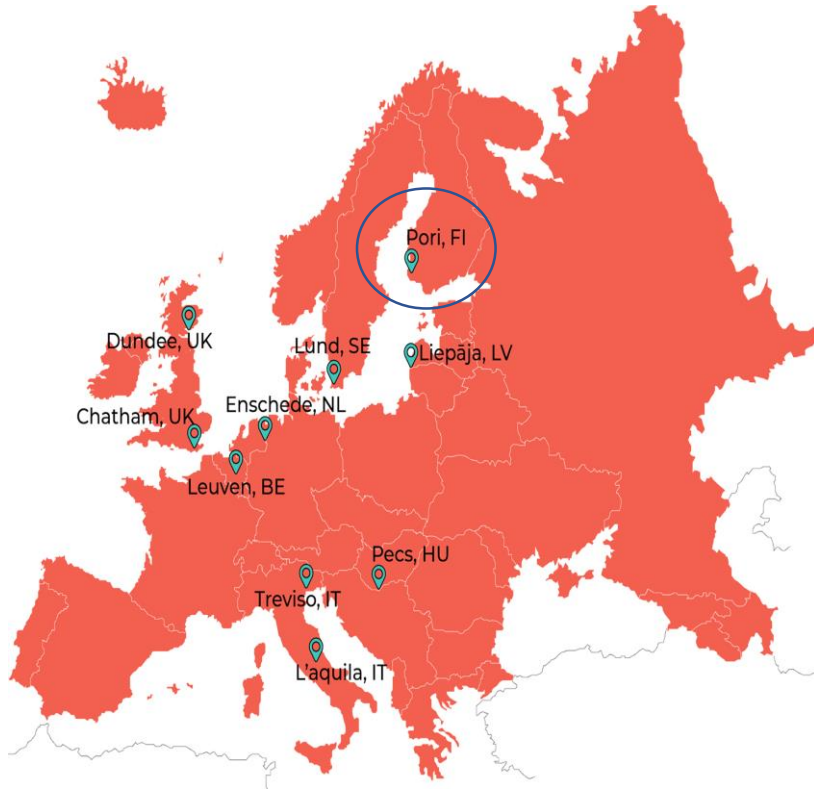
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# ENTREPRENEURSHIP VS. WAGED WORK

All professionals enjoy  
**autonomy, versatile work**  
and **meaningful work** but the  
self-employed just have more  
of it!



**During pandemic  
creative entrepreneurs  
faced considerable  
decrease in their  
income, but survived  
reasonably well.**

**Lessons learnt for us?**

# LIVING WITH UNCERTAINTY

# DIVERSIFIED EARNINGS BASE

# AGILITY & EXPERIMENTING

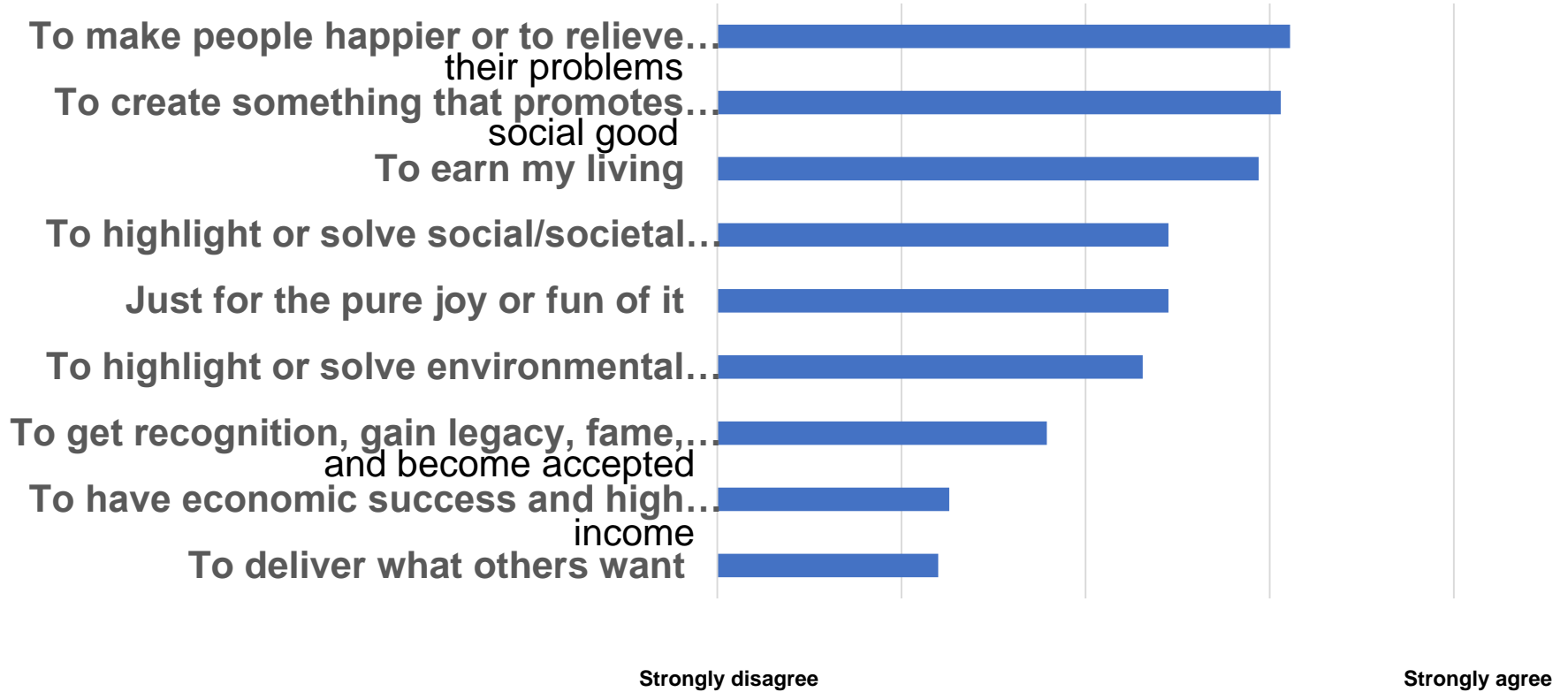
# RESOURCEFULNESS



# PERSEVERANCE

# VALUE CREATION & FREEDOM

# GOALS OF VALUE CREATION



# **TOWARDS SUSTAINABLE CREATIVE SECTOR & LIFESTYLES**

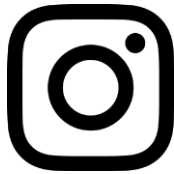
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