CYANOTYPES

/ **Introduction**

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01/

We are all CYANOTYPES

We are all works in progress, blueprints that are continuously being revised and updated.

Constantly experimenting and learning and nowhere more so than in the cultural and creative ecosystems that surround all of us.

Artists and creative thinkers from all disciplines and sectors are one of the primary agents of change. We understand and explore complexity through our diverse ways of thinking and can express these creative processes in any number of different ways.

Creative, non-linear, asymmetric thinking generates creative, non-linear, asymmetric outcomes. And when the conditions of change have themselves changed, when our existing models are no longer fit for purpose, these kinds of thinking are more in demand than ever.

Creative thinkers bring different approaches that can complement scientific methods by balancing and providing context to our collective efforts. These dynamics can provide a necessary balance that may make us collectively more resilient, more adaptive and more confident in tackling the challenges within which we are all entangled.

CYANOTYPES is about providing competences and skills to **strengthen creative confidence at all levels**, for artists, creatives, change makers, organisations, networks, and everyone who wants to make a difference. We aim to provide the tools to build local skills ecosystems that can address the challenges of reskilling together.

CYANOTYPES Community of Change

CYANOTYPES brings together a wide variety of organisations, stakeholders, and European networks to address the needs and skills gaps in the Cultural & Creative Industries. Based on innovative multidisciplinary approaches, CYANOTYPES tackles the sector's potential for innovation and competitiveness, which deals as well with challenges presented by the triple transition (social, digital and green).

CYANOTYPES strategically adopts a triple loop learning framework that combines the effective adoption of existing (and validated) skillsets, the co-creative development of new skillsets and a flexible framework to respond to disruptive changes with future skillsets. Organised by a triple loop learning framework, this will include changes in how we "learn how to learn".

Through the integration of specific and transversal skillsets, CYANOTYPES will provide context-specific points of entry and respond to disruptive elements into the sector with upskilling and reskilling processes for different stakeholder groups leading to change and innovation in CCI education and training.

The project's intention is to support the co-creation and delivery of a training programme with future-oriented transversal competences and trans-national skills modules covering the spectrum of diverse qualifications involving VET and tertiary levels, as well as providing inputs for workplace training and microlearning for existing and new occupational profiles.

CYANOTYPES Train The Trainer Framework

The CYANOTYPES project is developing a Train-the-Trainer Framework that can be used by creative businesses, trainers, educators, networks and sectors in order to assess the readiness of their skills.

The Creative Agency Model at the heart of the Framework is intended to help you to identify and imagine your level of skills-readiness. Upskilling and reskilling are becoming strategic imperatives for many businesses and identifying key skills for the future can help companies and organisations to identify new opportunities and new paths to growth. The CYANOTYPES framework is intended to help organisations and individuals to develop key skills for future creatives.

And this can be done by working not only within organisational boundaries but within ecosystems alongside educational providers in vocational training and higher education and by taking advantage of reskilling incentives that are becoming increasingly available as the urgency of bringing actors together in local learning ecosystems becomes better understood.

The goal is to provide input for existing and future education programmes, helping learners develop knowledge, skills, responsibilities and attitudes that promote transversal thinking, planning, and action with empathy, responsibility, and care for our planet and public health. According to the OECD, UNESCO, and the EU, future skill sets for upcoming challenges, crises, or lifelong learning need to be transversal. Transformative and transversal skills are those that can cut across different tasks and job roles, enabling students, employees, and citizens to adapt to changes in their careers and in times of crisis.

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02/ *Introduction*

In collaboration with the Cultural and Creative Industries ecosystem (CCI), the CYANOTYPES initiative has launched a comprehensive strategy to boost digital, green, and social skills across Europe's creative sectors.

This ambitious program, aligned with the Pact for Skills, seeks to galvanise support at local, regional, national, and European levels, aiming to foster widespread upskilling and reskilling within the creative ecosystem.

As a key player in the pan-European effort on addressing skills needs, CYANOTYPES is instrumental in crafting and disseminating a skills strategy that addresses the urgent needs and future demands of the CCI workforce and small and medium-sized enterprises (SMEs). This initiative is set against the backdrop of challenges such as the COVID-19 pandemic, sectoral diversity, limited collaboration, shifting demographics, and shrinking budgets. Its goal is not only to enhance the EU CCI ecosystems' global competitiveness but also to ensure Europe's strategic autonomy through a triple transition towards more green, social, and digital solutions.
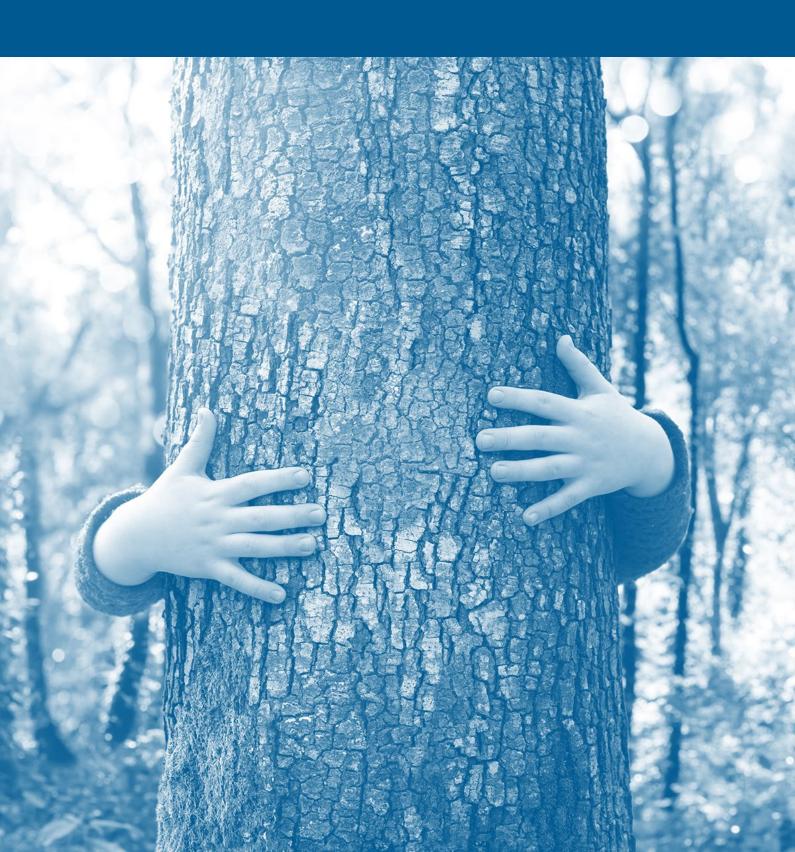
Addressing critical skills gaps and mismatches, CYANOTYPES is poised to prepare the creative workforce for impending environmental, technological and social shifts. The project will introduce a **Train The Trainer Framework**, featuring modular curricula and training programs tailored for a wide range of CCI professionals, from students and creatives to managers and public administrators. These educational initiatives, developed in collaboration with universities, vocational education and training (VET) providers, companies, and creative professionals, are **designed to promote lifelong learning and ongoing professional development**.

Rooted in principles that celebrate the diversity of Europe's CCI, the CYANOTYPES methodology aligns with the European Skills Agenda's objectives, aiming to enhance skill development across the board. Furthermore, the initiative embodies the spirit of lifelong learning, a cornerstone of the European Year of Skills, and supports the Pact for Skills' mission to encourage collaborative upskilling and reskilling efforts among public and private stakeholders.

This short introduction provides the background and policy context for the CYANOTYPES project. Two further reports provide insights into the work already undertaken, namely **Initial Outcomes** and **Moving Forward: Skills Strategy & Triple Loop Learning**. In addition we will shortly provide the **CYANOTYPES Playbook** introducing the train-the-trainer framework that will be piloted in sectors and regions across Europe from early 2025.

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03/ CHALLENGES

The Cultural and Creative Industries ecosystems (CCI) face a myriad of challenges exacerbated by recent global events and transitions, with some of the main challenges being:

1. COVID-19 Pandemic: The CCI have been among the most negatively impacted sectors by the Covid-19 pandemic. The measures implemented to contain the spread of the contagion highlighted a fragmented sector with unstable working conditions and limited ability to adjust without substantial income loss. As emphasised by the Research for CULT Committee study,[1] the venue-and-visitor-based subsectors suffered the most severe impact and *"the crisis has highlighted the very vulnerable position of many non-standard workers in the CCS, such as artists, freelancers or temporary workers."* The challenges encountered by the CCI sector amidst and in the wake of the Covid-19 pandemic highlighted the necessity for novel skillsets and a re-evaluation of academic models.

2. Digital Shift: Digital shift refers to a next wave of digitisation which will spur societal transformations of unprecedented scale and extent. It is commonly understood as the *"practice of redefining models, functions, operations, processes and activities by leveraging technological advancements to build an efficient digital business environment – one where gains (operational and financial) are maximised, and costs and risks are minimised."*[2] Furthermore, the digital shift implies a rapid transformation that extends the impact of automatization from office work and manufacturing towards the production of creative subjectivity, challenging the CCIs to adapt to new digital realities while balancing efficiency with creative integrity.

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1   IDEA Consult, Goethe-Institut, Amann S. and Heinsius J. 2021, Research for CULT Committee – Cultural and creative sectors in post-Covid-19 Europe: crisis effects and policy recommendations, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels

2   Chartered Institute of Procurement & Supply (CIPS): Digitalisation in procurement and supply 2020 https://www.cips.org/intelligence-hub/member-only/procurement-technology-digitalisation-guide

3. Arrival of Generative AI: Discussions during the first year of CYANOTYPES events revealed generative AI's dual role as both a challenge and an opportunity for the CCI ecosystem. For example, at the Creative Skills Week in Vienna (October 2023), participants delved into the complexities of navigating the abstract realities introduced by generative AI and the digital shift. The discussion revolved around the impact of AI on creativity and critical thinking, questioning whether traditional skills are being lost. Participants expressed mixed feelings, with some valuing the artistic process without AI assistance and raising concerns about the loss of skills like creative writing and the risks of information manipulation and Intellectual Property concerns. The conversation touched on the use of AI tools like Chat GPT, viewed as a basis for work rather than a complete solution. Generative AI was considered as both a threat and an opportunity, particularly in the context of artistic and creative employment. Perspectives varied, with some participants seeing AI as a threat to traditional roles like graphic designers and copywriters, while others were more optimistic, viewing technological disruptions as beneficial and knowledge-enhancing.

Over the last year, these discussion have ventured into broader implications of emerging technologies like quantum computing, which poses potential threats to global encryption security, and the democratic governance of AI, questioning who shapes and feeds these machines. It is clearly critical to acknowledge the importance of further exploring the impacts of AI and digital technologies on individual skills, creativity, and societal structures. These conversations underscore the need for ongoing discourse to navigate the evolving landscape of generative AI and digital transformation, balancing the opportunities and challenges it presents.

4. Transition to a Circular and Greener Economy: The climate crisis is still widely conceived as an abstract reality that shapes lived experience but has not yet fully embodied or redefined it: a threat whose full dimensions are not quite tangible yet whose schedule looms ever larger. Although more and more people sense how this has begun to reshape the contours of their lives, but it has not yet redefined them. From a purely technological viewpoint, the transition to a circular and greener economy seems manageable, in the sense of the basic mechanisms driving it and the technical and economic capacity to reduce carbon emissions — for instance, with renewable energy sources. However, the obstacle isn't technical; instead, it is a mix of political and social factors. Changing these factors is the challenge: unwinding, reframing and reconfiguring habits, conventions and mindsets will require redefining creative skills and innovation in ways that prioritise open-ended, collective, holistic impacts over isolated demonstrations of technical process without regard to their consequences and further complications.

These issues illustrate the complex landscape CCIs are required to navigate, calling for **strategic responses that encompass skill development, adaptation to digital transformation, and sustainable practices**.

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THE TRIPLE TRANSITION
AND POLYCRISIS

Challenges of the Triple Transition for the CCIs

In the report "A New Era for Europe" the High-Level Advisory Group convened by European Commissioner for Economy, Paolo Gentiloni, offered its recommendations for addressing post-Covid challenges and fostering sustainable growth and global stability. These include implementing the so-called Triple Transition: environmental, digital, and social. The three dimensions of the Triple Transition are considered to be interconnected. For instance, forgetting the social costs could make the path to sustainable development unsustainable. Equally, "without sufficient progress on digitalisation, and more broadly on promoting innovation, the macroeconomic costs of a more ambitious agenda for green transition could make such transition socially and thus ultimately politically untenable."[3]

Environmental transition

The environmental transition refers to the urgent need to rapidly transform all aspects of our societies into more sustainable and regenerative modes, to avoid the worst effects of the climate and bio-diversity crisis. The CCI is covering a wide spectrum of challenges within its sub-sectors, ranging from fully sustainable small-scale production to some of the highest polluting industries in the world, such as fast fashion[4] and construction and architecture.[5]

While having been hit hard by the pandemic, many areas of the CCI ecosystem have hardly managed to recover. Adapting to the challenges of the climate transition is widely seen as an additional task that is likely to overwhelm many creatives and their small and medium sized enterprises, not to mention large-scale institutions that rely on ever-scarcer sources of public funding. However, there is a widespread commitment, and many examples of successful approaches already exist, from protecting cultural heritage to carbon neutral large-scale events; though due to sectoral fragmentation, they usually remain isolated to specific practices or regions.

3   European Commission, Directorate-General for Economic and Financial Affairs, Carraro, C., Coeuré, B., Dhand, O. et al., A new era for Europe – How the European Union can make the most of its pandemic recovery, pursue sustainable growth, and promote global stability, Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2765/584797

4   https://www.weforum.org/agenda/2020/01/fashion-industry-carbon-unsustainable-environment-pollution/

5   2022 Global Status Report for Buildings and Construction

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Digital transition

The digital shift entails a complete digital transformation encompassing all societal layers. This transformation has accelerated owing to the next wave of AI and the so-called fourth industrial revolution. Furthermore, it has been hastened by the urgent need to respond to the Covid-19 pandemic, heightened geopolitical tensions and the climate crisis. Artists and cultural professionals must adapt to the general digital transformation, but they also face a specific challenge as creative professionals. The emergence of generative algorithms capable of creating cultural content has shaken up the cultural and creative sectors around the world. For example, in 2023, thousands of writers within the film and TV industry in Hollywood protested for better regulations concerning their working conditions. The writers harbour concerns over the potential threat posed by generative AI to their job security.

Social transition

The social transition reflects the need for Europe to protect its democracies and reduce inequalities wherever possible, from health to taxation. Matching the skills of the population to the needs of the economy has a particular role to play in this context. "*It demands a re-evaluation of educational training, help for workers left unemployed as industries shift, and building attractive employment conditions. Countries must reckon with not only immediate decisions but also ones that will impact the generations that follow.*"[6]

The consideration of these challenges and their impact on the CCI ecosystem from the perspective of skills gaps, opportunities for up and reskilling and the identification of both urgent and future skills is described in more detail in the Initial Outcomes document on the CYANOTYPES website.

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6   European Commission, Directorate-General for Economic and Financial Affairs, Carraro, C., Coeuré, B., Dhand, O. et al., A new era for Europe – How the European Union can make the most of its pandemic recovery, pursue sustainable growth, and promote global stability, Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2765/584797

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Multiple crises

In the context of a polycrisis, characterised by the aftermath of a pandemic, rapid digital transformation, environmental shifts, and conflict in Europe, the CCI ecosystems are facing the challenge of navigating multiple crises simultaneously.

The key to addressing this complexity lies in fostering **increased responsiveness and responsibility** across CCIs, emphasising the importance of transferable and transversal skills. These skills are crucial for ensuring independence, self-sufficiency, and resilience in a volatile world.

A strategic response to the urgent skills needs posed by these crises focuses on **strengthening creative confidence and fostering co-agency**. This involves encouraging collaborative work, developing participatory skillsets, and **generating collective capacities for action**, thereby enabling innovative responses to emerging challenges.

An ecosystem approach is advocated to address these needs, aiming to transform the range of opportunities available and expand understanding beyond linear sector development models.[7] This approach recognises the intricate realities of CCIs and **promotes anticipatory innovation** by valuing diverse approaches to skills and competencies. It supports a more inclusive, diverse, and participatory perspective on skillsets, particularly in light of the Triple Transition.

This holistic view of competences, skills and qualifications within an ecosystem framework facilitates provisional and actionable insights and helps to identify potential tipping points across different vectors. This strategy is designed to equip CCIs with the tools to navigate and thrive amid the complexities of a polycrisis environment. It emphasises system-level evaluation over individual performance metrics, aligning with the three phases of Triple Loop Learning.

This approach is described in more detail in the ***Moving Forward: Skills Strategy & Triple Loop Learning*** document on the CYANOTYPES website.

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7   Barker, V. (2019). "The democratic development potential of a cultural ecosystem approach." The Journal of Law, Social Justice and Global Development: 86-99.

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Policy
LANDSCAPE

The general policy landscape is described below and covered in more detail in the **Initial Outcomes** document which is available on the CYANOTYPES website.

ENHANCED FOCUS ON CCI SECTOR

Culture, creativity, and innovation lie at the core of the CCI ecosystem, identified as one of the 14 industrial ecosystems in the 2020 New EU Industrial Strategy to drive change. Encompassing both commercial (industry) and non-commercial cultural and creative sectors, along with cultural and creative aspects in other domains (e.g., education), this ecosystem comprises over 8 million passionate individuals across Europe. These professionals are engaged in 1.2 million enterprises, enhancing the quality of life for European citizens, and contributing significantly to their well-being. While the intrinsic value of this contribution is immeasurable, the economic impact is substantial, with these sectors generating over €477 billion in annual turnover, equivalent to nearly 4% of EU's GDP.[8] A recent study also noted a "remarkable trend such that many regions have shifted their focus toward CCIs and the broader cultural and creative sector as a priority within their Smart Specialisation Strategy….The 2021–2027 programs in various regions have witnessed a strategic realignment, with a growing emphasis on CCIs as key drivers of regional development."[10]

8   Marasco A, Lazzeri G, Tartari M, Uboldi S and Sacco PL (2024), Revisiting the CCIs-tourism nexus: insights from Smart Specialisation Strategies. Eur. J. Cult. Manag. Polic. 14:12393. doi: 10.3389/ejcmp.2024.12393

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The CCIs ecosystem displays remarkable diversity, spanning various value chains and sub-sectors such as architecture, archives, libraries, museums, artistic crafts, audio-visual (including film, television, and multimedia), video games and immersive experiences, tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, books, and publishing, as well as radio and visual arts. Comprising 99% SMEs or micro-enterprises, the CCIs ecosystem grapples with challenges in attracting new talent and addressing emerging demands. Additionally, a significant portion of its workforce engages in self-employment, part-time work, or non-permanent contracts, leading to elevated levels of job insecurity and a scarcity of re- and upskilling opportunities.

Facing a pivotal transformation, exacerbated not only by the digital and green transitions. the CCIs ecosystem has demonstrated remarkable resilience in recent years, overcoming challenges like the global financial crisis and, more recently, the impacts of COVID-19. Upskilling is identified as a crucial factor in sustaining this resilience and fostering cross-sectoral innovations. These innovations not only benefit the broader economy but also align with societal aspirations for a transformation towards a zero-carbon world. Lifelong learning opportunities are pivotal in supporting individual career development and the overall well-being of professionals within the sector.

To maintain competitiveness at both local and international levels, the CCIs ecosystem must proactively address economic and social challenges.[9] This involves substantial investment in the development of novel approaches to attract fresh talent and to re- and up-skill its workforce.

The recent EC Report on Monitoring the Twin Transition of Industrial Ecosystems identified the CCI as catalyst in the digital and green transition of society at large:

"*Finally, beyond the green and digital transition of the CCI itself, the CCI are also increasingly seen by European policy makers as catalyst in the digital and green transition of society at large. As artists and creative people have the ability to think beyond the functional aspects of technology, their goals and views naturally differ from those of researchers or engineers, a distinction that can often inspire new applications for technologies through co-creation and art-based innovation and that can also spark critical reflection and public debate on new technologies. Several recent European policy documents and studies have pointed out both the opportunities and the need to promote interdisciplinary cooperation between the CCI and the environment and technology sectors, to spur the twin transition in Europe, fostering innovation in both the CCI and other domains.*"[10]

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9   A good overview is provided by the recent Cultural & Creative Industries Policy Brief from the Policy Learning Platform (January 2024) see https://www.interregeurope.eu/sites/default/files/2024-01/Policy%20brief%20on%20Cultural%20and%20Creative%20Industries.pdf

10   EMI Project (2023) Monitoring the twin transition of industrial ecosystems: Cultural and creative industries, see https://www.europacreativa-media.it/documenti/allegati/2024/monitoring-the-twin-transition-of-industrial-ecosystems.pdf

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This report also identified three additional characteristics regarding skills provision within the CCI ecosystem, namely;

- There are persistent skills gaps in the CCI. Self-employed and freelance workers in the CCI often lack the resources to develop their digital and entrepreneurship skills.

- To support the green transition, increasing awareness on the causes and impacts of climate change combined with sector-specific capacity building are needed.

- Creative professionals and artists are important for tech companies to ensure human-centric design, but their cross-sectoral skills are mostly self-taught. More formal training combining design/art-based/creative thinking with technology is needed.

In addition, the innovative Creative FLIP project[11] has acknowledged the necessity for the CCI ecosystem to adapt to digital transformation, requiring a blend of highly specialised and more general skills such as;

- *Technical and Digital Skills*: Essential for designing, refining, and utilising digital solutions, with an emphasis on the capacity for continuous learning and new knowledge integration due to rapid technological advancements.

- *Management Skills*: Necessary for developing and implementing digital processes, often lacking among CCI professionals who typically have backgrounds in creative or arts disciplines with minimal focus on managerial training.

- *Leadership and Entrepreneurial Skills*: Critical for creating new business models and strategies for engaging with new technologies, these skills are among the most challenging for CCI organisations and companies to cultivate.

- *Creative Skills*: Crucial for innovation and producing original content within the digital landscape.

- Soft Skills: Including critical thinking, problem-solving, teamwork, and communication, these skills are vital for fostering new ideas and collaborations in the CCI sector.

11   Creative FLIP, see https://creativeflip.creativehubs.net/

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EUROPEAN SKILLS
AGENDA

The European Skills Agenda was presented on the first of July 2020 as an updated version of 2016, in addition to the new European Skills Strategy also reflecting the mitigation of the COVID-19 pandemic and the even more pressing need of green and digital transition. The new ESA 2020 includes five objectives and 12 actions and outlines a collective approach aimed at linking skills development to employment opportunities. It establishes a strategic framework with a strong emphasis on fostering lifelong learning, envisioning a societal environment where continuous skill-building is the standard.

The agenda not only articulates the need for significant financial investment in skills but also sets ambitious objectives for upskilling and re-skilling to be accomplished within the next five years. In essence, it aspires to create a comprehensive strategy that not only addresses immediate skill needs but also promotes a culture of ongoing learning and adaptation throughout individuals' lives.

The new ESA[12] has four objectives:

- to increase the number of adults who participate in learning every year,

- to increase the number of adults with low qualifications who participate in learning every year,

- to increase the number of job seekers with a recent learning experience,

- to increase the number of adults with at least basic digital skills

12   See https://ec.europa.eu/social/main.jsp?catId=1223&langId=en

These four objectives are accompanied by a 12-point action plan (see diagram below). The new European Skills Agenda outlines a multifaceted approach to bolstering skills development and creating more opportunities for training. It emphasises the mobilisation via the Pact for Skill (Item 1) of various partners to unlock both public and private investments across industrial and skills ecosystems. The agenda prioritises strengthening skills intelligence (Item 2) through real-time data on skills demand, particularly at regional and sectoral levels, utilising big data analysis of job vacancies.

The European Skills Agenda has 12 actions:

1 Pact for Skills

2 Strengthening skills intelligence

3 EU support for strategic national upskilling action

4 Future-proof vocational education and training (VET)

5 Rolling out the European Universities initiative and upskilling scientists

6 Skills to support the green and digital transitions

7 Increasing STEM graduates, fostering entrepreneurial and transversal skills

8 Skills for life

9 Initiative on individual learning accounts

10 A European approach to micro-credentials

11 New Europass platform

12 Improving the enabling framework to unlock investment

#EUSkillsAgenda

The European Union aims to support strategic national upskilling actions (Item 3) by collaborating with Member States on comprehensive skills strategies. This includes partnering with national public employment agencies and adopting a strategic approach to legal migration to attract and retain talent. Additionally, proposals for a Council Recommendation on Vocational Education and Training focus on modernising (Item 4) and making vocational education more attractive, flexible, and relevant to the digital age and green transition.

Other key initiatives include rolling out the European Universities initiative (Item 5) to build transnational alliances and core skills for researchers and encouraging STEM graduates while fostering entrepreneurial and transversal skills (Item 7). All re- and upskilling approaches aim to develop skills that support the green and digital transitions. This is achieved through statistical monitoring of the greening of our workplaces, boosting digital skills through a Digital Education Action Plan, and providing ICT jump-start training courses (Item 6).

The Skills Agenda extends beyond the labour market in learning skills for life (Item 8) by promoting adult learning on diverse topics like media literacy, civic competences, and financial, environmental, and health literacy. Moreover, it proposes an Initiative on Individual Learning Accounts to stimulate lifelong learning for all (Item 9) and to explore portable and quality-checked training entitlements for lifelong learning. A European approach to micro-credentials (10) involves creating standards to recognise shorter, targeted courses supported by online training throughout member states. In terms of specific tools, the agenda introduced the New Europass Platform (Item 11), offering online tools for CV-writing, tailored job suggestions, and learning opportunities in 29 languages. Moreover, it proposes an Initiative on Individual Learning Accounts to explore portable and quality-checked training entitlements for lifelong learning.

A key element of the Skills Agenda is the increased EU budget to encourage Member States and private actors to invest in skills. This will be done through enhanced transparency and the introduction of new financing mechanisms (Item 12).

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SKILLS IN TRANSITION:
THE WAY TO 2035

A number of organisations are leading the way forward in shaping a skills revolution for the triple transition. Sitting alongside the current VET and skills policy framework and expanding funding opportunities, Cedefop EU skills intelligence[13] is a key resource that helps unleash it. Skills intelligence provides sound and trusted evidence on labour market trends and skill needs, which guides policy- and decision-makers in focusing their efforts when investing in skills and in skills matching.

Championing VET as an agent of change. The green transition and the shift to carbon neutrality and circularity requires recalibrating VET systems, so that new programmes can be developed, and existing ones updated. VET and other skills ecosystem players need to promote and market such programmes to avoid negative stereotypes about jobs or sectors among learners constraining green progress. Upscaling green VET will boost skills for the green transition – digital and others – and expand 'green' mindsets.

Thinking in policy silos is incompatible with the changes that are needed. Traditional boundaries between the worlds of education and training, employment and careers are blurring. Trends and challenges may be national or global, but sectoral needs and local realities define how they can be tackled. Stakeholder partnerships, such as the ones championed by the Pact for Skills, need to be encouraged and upscaled. Thinking in terms of designing and building skills ecosystems requires greater awareness of the potential of these approaches and for the CCI ecosystem this offers an additional layer of opportunity as many creative businesses are already working to provide intermediary support and services for many other sectors. By harnessing reskilling as a strategic imperative, new opportunities and markets can be developed. Naturally this requires transparent collaboration and the development of shared visions at a local level. This helps to ensure that responsive feedback loops can exist between local labour markets and educational providers and a future-oriented perspective allows for taking advantage of skills intelligence and forecasts.

13   Cedefop (2023). Skills in transition: the way to 2035 Luxembourg: Publications Office. http://data.europa.eu/doi/10.2801/438491, see https://www.cedefop.europa.eu/en/publications/4213

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ERASMUS+
ALLIANCES FOR INNOVATION

The ERASMUS+ Alliances for Innovation[14] aim to strengthen Europe's innovation capacity by boosting innovation through cooperation and flow of knowledge among higher education, vocational education and training (both initial and continuous), and the broader socio-economic environment, including research. They also aim to boost the provision of new skills and address skills mismatches by designing and creating new curricula for higher education (HE) and vocational education and training (VET), supporting the development of a sense of initiative and entrepreneurial mind-sets in the EU.

To boost innovation, the focus will be on digital skills as they are increasingly important in all job profiles across the entire labour market. The transition to a circular and greener economy also needs to be underpinned by changes to qualifications and national education and training curricula to meet emerging professional needs for green skills and sustainable development.

There are two main components for sectoral cooperation on skills. The first is the Pact for Skills and the main objective is to mobilise all relevant stakeholders to take concrete actions for the upskilling and reskilling of the workforce, by pooling efforts and setting up partnerships, also at EU level addressing the needs of the labour market, supporting green and digital transitions as well as national, regional and local skills and growth strategies.

The second component is the Alliance for Sectoral Cooperation on Skills, and this is referred to as the Blueprint. This approach has been adopted and refined in several industrial sectors and for the first time this approach will now be applied to the CCI. Drawing on evidence regarding skills needs with regard to occupational profiles, Blueprint alliances support the design and delivery of transnational education & training content, as well as teaching and training methodologies, for quick take-up at regional and local level and for new occupations that are emerging.

The aim of the Blueprint is to build the base for the Pact for Skills and define the pathway that should be continued after the project is finalised. The Pact for Skills builds on and absorbs the Blueprint and together they form the alliance for innovation.

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14   See https://erasmus-plus.ec.europa.eu/programme-guide/part-b/key-action-2/alliances-innovation

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PACT FOR SKILLS

As the first action pillars of the new ESA the Pact for Skills targets whole sectorial ecosystems and aims to unite both private and public stakeholders with a common goal: the upskilling and re-skilling of Europe's workforce to actively engage in the twin transition. Each of these stakeholders will endorse a Charter, jointly defining crucial principles necessary for workforce upskilling and re-skilling within their organisations and across their respective value chains or ecosystems. The Pact for Skills is pan-sectoral and open to all stakeholders. It initially focuses on industrial ecosystems heavily affected by the COVID-19 Pandemic and the current crisis, as well as the priority areas identified in the European Green Deal. Ambitious up- and re-skilling strategies will be essential to drive the recovery. The Pact will later expand to cover other ecosystems and areas.

This initiative fosters collaboration between the public and private sectors. By establishing Large Scale Partnerships, the Pact For Skills aims to fulfil ambitious commitments, including regional ones, within strategic industrial ecosystems and the priority areas outlined in the European Green Deal. These partnerships encompass all stakeholders, with a particular focus on supporting SMEs grappling with skills accessibility challenges. Stakeholders will be incentivised to pool expertise, resources (such as training facilities within the value chain), and funding for concrete up- and re- skilling initiatives, accompanied by clear commitments enabling individuals to retain, transition, or secure new employment opportunities.

Creative Pact for Skills

Culture, creativity, and innovation are the core of the Cultural and Creative Industries (CCIs) Ecosystem, one of the 14 industrial ecosystems identified by the 2020 New EU Industrial Strategy.[15] The ecosystem concept covers both the commercial (industry) and non-commercial cultural and creative sectors, as well as cultural and creative areas of other sectors (e g. education). The ecosystem is composed of over 8 million talented people across Europe, who work with great passion in 1,2 million enterprises. They enhance the quality of the lives of European citizens and contribute to their well-being. This added value is unquantifiable but essential for society, whilst in economic terms these sectors represent over €477 billion in turnover annually, which translates to almost 4% of EU's GDP.

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15   COMMISSION STAFF WORKING DOCUMENT Annual Single Market Report 2021, accompanying the Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 'Updating the 2020 New Industrial Strategy: Building a Stronger Single Market for Europe's Recovery', May 2021

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The CCIs ecosystem presents a great diversity. It covers a wide range of value chains and sectors from architecture, archives, libraries, museums, artistic crafts, audio-visual (including film, television, and multimedia), videogames and immersive experiences, tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, books and publishing, to radio and visual arts.[16]

The CCIs ecosystem is made up of 99% SMEs or micro-enterprises who are struggling to attract new talents or meet the demands of new challenges. It also counts very high shares of self- employment, of people working part-time or on non-permanent contracts, which means that workers in this ecosystem face a very high level of job insecurity and a lack of re- and upskilling opportunities.

The CCIs ecosystem is facing the challenge of a fundamental transformation, not only because of the recent COVID-19 pandemic, but also because of digitalisation and the necessary green transformation. In the last years, however, it has demonstrated incredible resilience in situations such as the global financial crisis, and now even more with COVID. Upskilling is key to support this resilience, as well as to activate cross-sectoral innovations, which also benefit the larger economy and society as a whole in their ambitions of transformation towards a zero-carbon world. Lifelong learning opportunities are also key to supporting the development of individual careers and the well-being of the professionals in the sector.

In order to remain competitive on local and international level, the CCIs ecosystem as a whole must meet the economic and social challenges ahead and therefore must invest and develop new ways to attract new talents, and to re- and upskill its workforce.

16 Cultural and creative sectors as defined by article 2 of the Regulation (EU) 2021/818 of the European Parliament and of the Council of 20 May 2021 establishing the Creative Europe Program (2021 to 2027). For the purpose of this document, one sub-sector has been added to the list: videogames and immersive experiences.

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This large-scale partnership identifies upskilling and re-skilling needs at different levels. First, it looks at all the skills related to specific occupations. It also considers the needs of specific parts of the ecosystem and their respective professionals to develop activities that support the acquisition of transversal skills. Transversal skills, defined by UNESCO, such as: networking, entrepreneurship or research methods, are not related to a specific job, but enable learners to successfully adapt to change in order to lead meaningful and productive professional lives. Finally, this partnership recognises the need to build transformative competencies such as critical thinking, conflict resolution and communication or systems thinking for students and professionals, as defined by the OECD for "creating new value, reconciling tensions and dilemmas, and taking responsibility" to thrive in our ever-changing world and shape a better future.

The Creative Pact for Skills (C-P4S) proposes to adopt and implement an EU-level roadmap in order to act upon the most urgent horizontal skills needs across the different parts of the CCIs ecosystem and identify opportunities of joint actions to better promote synergies among them and among different levels (local, regional, national, European).

SACCORD Project

The SACCORD project combines SKILLS and ACCORDANCE by collecting skills intelligence and data to support the European Skills Agenda and facilitates collaboration and joining up of partners at European and regional level who have not previously worked together in supporting the Large-Scale Skills Partnership (LSP) on Cultural and Creative Industries (CCIs). The SACCORD consortium aims to support, transfer and foster innovation and localisation of the Skills Partnership.

To support the work of the LSP, SACCORD partners will establish a Skills Observatory that will continually invite and inspire LSP partners to share their re- and upskilling activities and help disseminate best practices beyond the reach of the LSP. In parallel, an LSP engagement model will be developed to target new industry members, as proposed in the Creative Pact for Skills Manifesto. A forward-looking approach will transfer the LSP to Local Ecosystem Partners (LEPs) to accelerate the current reach and significance of the Covenant Pact Partners and will extend the work and methodology of the LSP to regional level in an agile and reflexive methodology (BUILD-MEASURE-LEARN). Demonstrators and replicators will engage with local ecosystem partners to discuss and evaluate the urgent skills needs for the European Green Transition, Digitalisation and Entrepreneurial action, explored in an evaluation study and report on the potential use of micro-skills as a means of re- and upskilling Europe's creative talent.

SACCORD develops and facilitates a large-scale event CREATIVE SKILLS WEEK in order to share experiences, foster collaboration and provide information on skill intelligence to policy. Furthermore, SACCORD will also provide the development of a Policy Action Plan to connect the outcomes with regional and European policies. The project is co-funded by Erasmus plus Forward-Looking Project Scheme.

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EIT CULTURAL AND CREATIVE KIC

EIT Culture & Creativity is a large-Scale European Partnership of public and private stakeholders from the European Cultural and Creative Sectors and Industries (CCSI).

With over 7.6 million workers, the European Cultural and Creative Sectors and Industries (CCSI) are an economic powerhouse. The EU Commission has identified CCSI as one of 14 industrial ecosystems vital for its industrial strategy. CCSI has traditionally faced competitiveness challenges related to the fragmentation and diversity of its subsectors, as well as the different nature of its value networks. Today, all innovation, growth, and competitive challenges for the European CCSI are intertwined with Europe's transition to climate neutrality. The European climate law demands a minimum 55% reduction of EU emissions by 2030.

EIT Culture & Creativity aims to fundamentally change the Cultural and Creative Sectors and Industries (CCSI) towards new understandings of competitiveness, sustainable economic growth coupled with positive social and environmental impacts.

EIT Culture & Creativity aims to radically transform CCSI value networks and ecosystems to ensure they are at the same time competitive, innovative, financially sustainable, while meeting the ambitious targets of climate neutrality and high standards for social responsibility. This includes providing fair and decent working conditions for creatives and cultural workers, while guaranteeing diversity and inclusion.

EIT Culture & Creativity will create:

- Future-proofed talent within improved working conditions.

- Sustainable and responsible economic growth.

- Dynamic business ecosystems able to scale and compete in global markets.

- Culture and creativity as drivers of green, digital and social transformations.

- The leading innovation ecosystem for Cultural and Creative Sectors and Industries (CCSI).