

CYANOTYPES

Piloting Cyanotypes: Strategic Skills for Creative Futures



The CYANOTYPES Framework has been developed to enhance the skills and capabilities of professionals in the creative industry sectors, such as design, fashion, media, and gaming. Its primary aim is to address the skills gaps and foster future-proof competencies in these industries. The **Creative Agency Competence Framework** is supported by a Train-the-Trainer Toolkit that builds on the concept of Creative Agency. This model is designed to enable professionals and educators to facilitate the development of transversal competences—skills that are transferable across various roles and industries—and overcome skills shortages by creating pathways for upskilling and reskilling.

The approach is flexible and scalable, meaning it can be adapted for use in various settings and contexts. It aims to establish local ecosystems that support collaboration between stakeholders, fostering co-creation and innovation. These ecosystems are looking towards identifying and addressing future skills needs in the cultural and creative industry sectors.

The framework is designed to work within different educational and training contexts, including Higher Education and Vocational Education and Training (VET). This flexibility allows it to be tailored to various learning environments and target groups, ensuring that it can effectively address the diverse skill needs of the creative industries.

Orchestrating Change

A pilot is a series of activities, workshops, and training sessions that together form an iterative approach to create impact. Unlike a single activity, which is a one-time event - such as a workshop or a short training session, a pilot is a structured, multi-phase initiative that integrates various awareness-raising and learning experiences.

A well-designed pilot allows for experimentation, iteration, and deeper learning over time, leveraging the CYANOTYPES Framework to ensure long-term effectiveness and scalability. Pilot examples vary significantly and showcase how organisations can successfully apply the Cyanotypes Framework in different contexts and at different levels of ambition.

The **Train-the-Trainer Toolkit** fully supports these Open Pilots by providing a range of components from a Playbook and sets of card-decks, to detailed briefings and guidebooks, to guidelines for co-creating training modules and a generative AI tool as an effective team member.

Access to the Toolkit materials is provided by choosing a lens, a **perspective that most closely matches your context**, whether that is Policymaking, Creative Sectors and Networks, Creative Organisations and Businesses, Learning Organisations or Creative Professionals and Individuals.

But there are many other components in the Toolkit and together they are intended to provide you with the support and materials you will need when designing and running your pilot activities.

CYANOTYPES Partner Pilots

Many of the CYANOTYPES partners are now running several pilots across Europe in a variety of different contexts for a variety of different outcomes. These pilots are described in more detail below and provide some examples and scenarios that may help you to design your own Open Pilot. There is a brief description of each pilot and a contact address for more information.

For more information on the Open Pilot process, please contact us via: info@cyanotypes.website.

Piloting Examples

Sustainability Management in Creative Hubs

This pilot explores *how sustainability can be embedded into the leadership structures of creative hubs*. Recognising that many creative spaces lack dedicated support for embedding sustainability across operational, environmental, and cultural dimensions, the European Creative Hubs Network (ECHN) led a pilot that reframes sustainability as a leadership competence.

The approach integrates CYANOTYPES competences such as “Managing Transformations” and “Working with Values” into a curriculum for hub managers. Rather than treating sustainability as a compliance issue, the pilot positions hub leaders as catalysts of systemic change, equipping them to drive circular practices, inclusive growth, and long-term resilience.

Pilot Lead: ECHN European Creative Hubs Network (Greece)

A Framework That Breathes

Mediarte’s ‘A Private View’ pilot puts self-directed professional development at the heart of media careers. Targeting freelancers and creative workers, the pilot developed a competence mapping toolkit based on CYANOTYPES to support users in navigating their learning paths.

The toolkit encourages peer exchange, reflection, and personal goal setting. It is tailored to the reality of self-employed

professionals—nonlinear careers, project-based work, and portfolio living. The novelty lies in creating a structure where users “self-curate” their learning using CYANOTYPES competences as a compass, fostering agency and contextual learning.

Pilot Lead: Mediarte (Belgium)

Competences in the Workplace

This pilot innovates by applying CYANOTYPES in a media production setting to build competences in real time. PANENKA, a production company, collaborated with Mediarte to test the Competentie Toolkit in live production environments. It enables team members to reflect on their competences as they work, particularly useful in dynamic, interdisciplinary, and time-sensitive contexts.

The pilot demonstrates how tools based on CYANOTYPES can support continuous learning without interrupting the workflow. This embedded learning approach turns the production process into a space for competence articulation, growth, and mutual recognition.

Pilot Lead: Mediarte & PANENKA (Belgium)

Beyond the Curriculum

Students at UAAV co-create their own learning activities, blurring lines between formal and informal learning. This pilot supports student-led exhibitions, events, and installations aligned with CYANOTYPES competences. Rather than

assigning fixed learning outcomes, it encourages learners to define their own goals, reflect on their progress, and use CYANOTYPES as a scaffold for self-assessment.

This open-ended approach expands the meaning of curriculum—allowing students to take ownership of their educational journeys and test competences such as “Creative Confidence” and “Managing Transformations.”

Pilot Lead: UAAV University of Applied Arts Vienna (Austria)

Empowering Facilitators

WRS supports local educators by adapting CYANOTYPES tools into curriculum and training design. Working with institutions like MFG Baden-Württemberg and private academies, the pilot equips facilitators with methods to integrate future competences into existing offers.

The key innovation is indirect impact: by focusing on those who shape learning environments, the pilot amplifies CYANOTYPES reach. It builds regional learning ecosystems capable of supporting re-skilling and lifelong learning in cultural and creative sectors.

Pilot Lead: WRS Wirtschaftsförderung Region Stuttgart (Germany)

Work-Based Learning

Internships at WRS are restructured with CYANOTYPES to foster hands-on, reflective learning pathways. This pilot

designs a structured work-based learning system for interns and trainees, grounded in competences addressing “Work-based Learning,” “Self-Directedness,” and “Creative Confidence.”

It integrates feedback loops, mentoring, and competence reflection directly into internship cycles. The goal is to make entry-level roles meaningful not only for task execution but for long-term career development. It offers a replicable model for institutional on-boarding aligned with future skills.

Pilot Lead: WRS Wirtschaftsförderung Region Stuttgart (Germany)

Competences for Film & TV Sector

Swedish TV and film educators align vocational training with CYANOTYPES competence clusters. The pilot engages higher vocational institutions and industry unions to map current skillsets against future competences. Using Blueprinter tools and playcards, participants co-create curricula that blend technical expertise with transversal competences like “Narrative Design” and “Regenerative Thinking.”

It establishes a shared vocabulary across educational and industrial actors and prepares the ground for recognition systems like microcredentials. Following a successful sectoral pilot, this phase will expand CYANOTYPES applications across CCI domains.

Pilot Lead: YNFT Screen Skills Committee (Sweden)

Organisational Embedding

The UAAV uses CYANOTYPES to align staff development and university strategy around creative competences. This pilot focuses not on students, but on academic staff and institutional leaders. It examines how CYANOTYPES can inform performance reviews, professional development, and internal collaboration.

The pilot treats the university as a learning organisation and the framework as a guide for internal culture change. It asks how values like inclusion, innovation, and resilience can be operationalised through competences such as “Working with Values” and “Interacting in Creative Ecosystems.”

Pilot Lead: UAAV University of Applied Arts Vienna (Austria)

Implications for Policy: From Framework to Infrastructure

What do these pilots demand of policymakers? First, **recognition**: transversal competences are infrastructural, not supplemental. They enable mobility across sectors, resilience in the face of disruption, and ethical innovation.

Second, **investment**: pilots show that even modest support can catalyse profound shifts when frameworks are flexible and grounded in lived realities. Policymakers should fund not just projects, but the capacity to learn from them.

Third, **alignment**: CYANOTYPES bridges EQF and sectoral strategies, offering a shared language for micro-credentials, curriculum reform, and ecosystem design. It can harmonise fragmented initiatives without homogenising them.

Finally, humility: the pilots show that policy is most effective when it listens. Each pilot is a message from the field, articulating needs that centralised planning often misses.

Join A Work in Progress

CYANOTYPES does not pretend to offer a finished product. It is iterative, dialogic, and ongoing. It understands that competence is not a state but a trajectory. And in this, it mirrors the creative industries it serves: fluid, messy, inventive.

CYANOTYPES

[Website](#)

[Contact](#)



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Creative Skills Week 2025

Creative Skills Week 2025 (CSW2025) is a key meeting point for the cultural and creative industries (CCIs). It offers a dedicated platform to share knowledge, shape future competences, and promote new approaches to lifelong learning, re-skilling, and up-skilling.

Taking place in Prague and online, CSW2025 brings together educators, policymakers, sector leaders, artists, students, and learners of all kinds to collaborate across boundaries, co-create new learning pathways (CYANOTYPES Framework), and build skills for a resilient, future-ready sector.

CYANOTYPES

Join us from 22 – 26 September 2025 and let's create, transform, and regenerate.

Website:

<https://creativeskillsweek.eu/>

