

C Y A

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Strategic  
Skills

for Creative  
Futures

# W E L C O M

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“Cyanotypes is your co-creative blueprint for navigating complexity with confidence and imagination.”

*Cyanotypes is not just a project—it’s a movement for cultural transformation and lifelong learning. It stands at the forefront of future skills development in the Cultural and Creative Industries (CCI), aiming to shape how we adapt to change, collaborate meaningfully, and build systems that are more just and regenerative.*

Whether you’re a creative professional, educator, or leader, Cyanotypes is here to support your personal and professional journey. Think of it as your co-creative blueprint for navigating complexity with confidence and imagination.

This initiative recognises that creativity is not just about producing art—it’s about shaping futures. It’s about finding new ways of being, working, and thinking in a world that demands agility, empathy, and strategic foresight. With Cyanotypes, you’re not following a rigid path; you’re engaging in a vibrant, evolving dialogue about what it means to be creatively competent and competitive in the 21st century.

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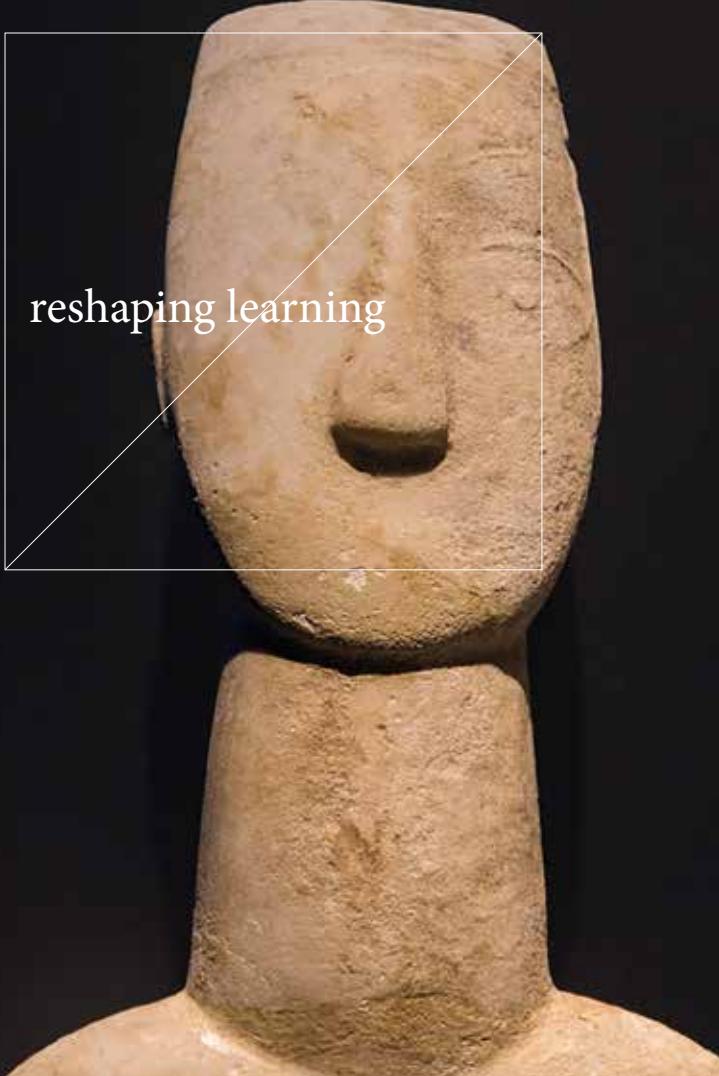
The world is shifting fast: digital acceleration, climate crises, shifting social paradigms. Traditional skill sets are no longer enough. Cyanotypes responds to this urgency with a clear invitation: step into *a framework that anticipates change and empowers agency*.

It's a response to skills shortages, outdated models, and siloed thinking—offering instead a structured, flexible, and inspiring toolset that supports systemic innovation and personal growth. This is your call to action.

We are standing at a crossroads where outdated educational and organizational models no longer serve the evolving needs of society. The Cyanotypes framework bridges this gap by embedding forward-looking competences that are not only responsive to the current moment but proactive about shaping tomorrow. It invites you to reframe challenges as opportunities for creativity, cooperation, and strategic action.

“We try to reframe disruption as a catalyst for creativity, collaboration, and strategic growth.”





*Reshaping learning.* Imagine a cultural and creative sector that's not only reactive to disruption—but proactively shaping the future. Our vision is to cultivate a network of learners, teachers, makers, and leaders who see creativity not just as output, but as a form of agency. We envision inclusive ecosystems that value diverse knowledge systems, cultural responsibility, and ethical innovation. Through Cyanotypes, we can create the foundations for a sector that is resilient, adaptable, and radically future-facing.

This vision includes creative ecosystems that are self-renewing and interconnected—where education, policy, and practice are co-designed in real-time. It involves learning organizations that grow alongside their communities, and individuals who understand how their micro-decisions shape macro realities.

Cyanotypes empowers such transformation by fostering competences rooted in care, collaboration, and critical engagement.

## Layers of learning

The Cyanotypes mission is to bring clarity and coherence to the evolving landscape of creative competencies. At its heart is a framework of 25 competences grouped into 5 agency clusters.

Each competence is clearly defined, EQF-aligned, and actionable—designed to support learning journeys across levels, sectors, and geographies. The mission extends beyond theory: it provides pathways to practice, tools for reflection, and templates for transformation.

It is also a call for strategic alignment across the creative sector. Whether you’re an artist looking to expand your impact, a trainer revamping your syllabus, or an HR leader developing a future-proof team, the framework acts as a scaffold to guide your decisions and catalyse innovation.

It ensures that learning is not only individual but institutional and systemic.

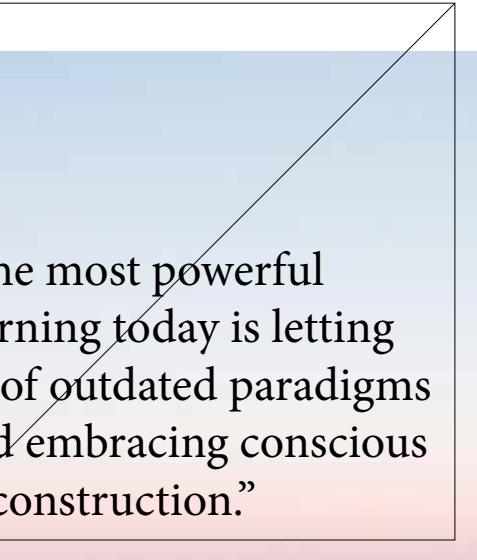
**“Cyanotypes offers 25 clearly defined, actionable competences to guide transformation across roles and sectors.”**

*Unlearning is the new superpower.* In a world of constant flux, our biggest challenge isn't acquiring new knowledge—it's letting go of outdated ways of thinking. Cyanotypes promotes unlearning as a foundational practice. This means pausing to examine assumptions, revisiting habits, and choosing to adopt new paradigms that serve our current context better.

Unlearning empowers us to be more adaptive, collaborative, and open-minded in how we design, teach, lead, and make.

This power of unlearning also involves dismantling inherited narratives and binaries—such as success vs. failure, or expert vs. learner—and opening space for humility and experimentation. It's about recognizing the tacit knowledge that each individual carries and creating cultures where curiosity, not certainty, leads.

Cyanotypes invites you to become not only a learner but a re-learner, building adaptive capacity through conscious deconstruction.



“The most powerful learning today is letting go of outdated paradigms and embracing conscious deconstruction.”

“Cyanotypes is for anyone reshaping futures through culture, from solo artists to global institutions.”

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*Is this for me?*—Cyanotypes is designed for everyone involved in the cultural and creative industries. Trainers can align programs with emerging needs. Artists can reflect on their evolving roles. Educators can integrate future skills into their teaching. HR managers and organisational leaders can plan strategically for capability development. Policymakers can ensure cultural investment yields regenerative impact. It's a toolkit and a mindset—ready for use across all roles and responsibilities.

The framework is particularly valuable for boundary-crossers—those who work at the intersections of disciplines, sectors, or cultures. It supports both personal growth and collective transformation, enabling individuals to develop fluency in cross-sectoral collaboration, strategic foresight, and ethical leadership. Whether you are just starting your journey or are a seasoned practitioner, Cyanotypes has something to offer.

“The Creative Agency Framework is a flexible compass—not a rulebook—designed to evolve with you.”

*Shaping your future.* The Creative Agency Framework within Cyanotypes is divided into five clusters: Collective, Public, Data-Driven, Value-Creating, and Regenerative. Each cluster is anchored in a specific form of agency and contains five competences that address key capabilities for working in complexity.

Together, these 25 competences offer a holistic and highly flexible structure for learning, assessing, and evolving. It’s a compass, not a rulebook—designed for customisation and context.

These clusters do more than categorise skills—they inspire learning journeys. They reflect the many ways in which creative professionals shape society: by mobilising networks (Collective), designing for public value (Public), engaging with technology critically (Data-Driven), generating multifaceted impact (Value-Creating), and acting regeneratively (Regenerative).

*Building bridges together:* The Collective Agency cluster empowers individuals to work collaboratively, foster shared vision, and create sustainable social value through collective intelligence. This set of competences emphasises co-creation, distributed leadership, community engagement, and cultural mediation.

It's about building bridges—not only between people, but between perspectives, practices, and purposes.

Learners in this cluster develop skills to facilitate inclusive dialogue, manage complexity in group dynamics, and generate trust across diverse teams. Whether you're hosting a workshop, leading a cooperative project, or mobilizing a cultural network, Collective Agency helps you think and act in ways that amplify shared impact.

It invites you to move beyond ego-driven innovation toward systemic collaboration and mutual learning.



“Collective Agency is about moving from ego-driven innovation to systemic collaboration and shared impact.”

# REIMAGINING PUBLIC SPACES

*Reimagining public spaces.* Public Agency is where creativity meets civic responsibility. This cluster supports professionals in navigating and influencing public spaces, policies, and discourses. It includes competences like cultural advocacy, ethical communication, public value creation, and inclusive design. These are the tools needed to shape creative interventions that speak to—and with—communities.

By focusing on Public Agency, learners gain insight into how culture contributes to democracy, belonging, and wellbeing. They learn how to articulate values, mobilize public opinion, and co-design solutions with marginalised voices.

Cyanotypes invites you to see public space not just as a venue, but as a canvas for collective meaning-making and transformative engagement. It's where the creative sector becomes a vital actor in civic life.

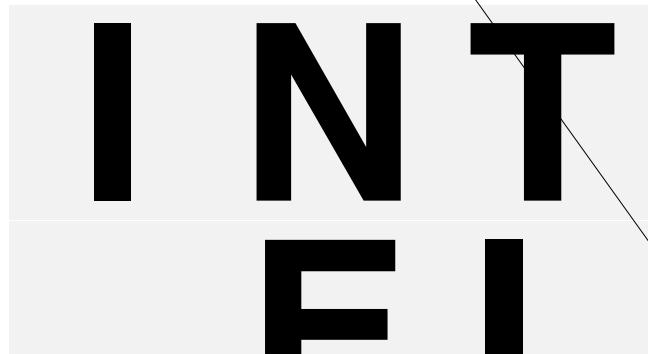
“Public Agency empowers creatives to shape civic narratives and advocate for cultural democracy.”



**PUBLIC AGENCY**

In the Data-Driven Agency cluster, learners explore how to use data not just as evidence, but as narrative and strategy. Competences here include digital literacy, ethical data handling, and co-creating digital content. The aim is to develop not just tech skills, but critical awareness of how data shapes culture, policy, and creativity.

The cluster also emphasises participatory and co-creative data practices—recognising that data is not neutral. Learners are encouraged to ask: Who owns the data? Whose stories are being told? How can we use data to empower rather than exploit? Cyanotypes offers tools and provocations to ensure data is used ethically, inclusively, and imaginatively.



## artificial & artistic intelli- gence

These technologies offer unprecedented potential for co-creation and hyper-personalised experiences, but they also demand critical reflection on authorship, ethical use, and inclusivity. Emerging practices show that when creative professionals treat data not only as a source of insight but also as a material for dialogue—embedding co-creation principles into datasets themselves—they can activate more participatory, socially responsive forms of innovation.

“Data becomes meaningful when used ethically, creatively, and in service of shared cultural intelligence.”

*Shaping new values and markets.* Beyond profits, how do you define value? This cluster teaches how to articulate, design, and deliver value that resonates on emotional, societal, and systemic levels. It supports the shift from extraction to contribution, and from linear outcomes to circular impacts. Creative practitioners learn to align their work with broader missions of social equity and sustainability.

Learners explore how to identify opportunities for social innovation, build business models that reflect their values, and measure what truly matters. This includes intangible outcomes like trust, inspiration, and community cohesion. Cyanotypes nurtures a mindset that treats value as a relational, regenerative process.

“True value emerges where economic viability meets ecological and emotional resonance”

Increasingly, strategic value creation within cultural and creative sectors hinges on the ability to interlace artistic practice with systems innovation and socio-economic foresight.

This means shifting from linear models of cultural output toward circular and regenerative approaches that consider long-term impact. Creative professionals and organisations are now exploring how intangible assets—such as trust, narrative capital, and collective memory—can be recognised as strategic resources. These assets fuel new models of entrepreneurship and ecosystem stewardship, where value is not merely extracted but co-constituted with communities, environments, and futures in mind.

Regenerative Agency brings together empathy, systems thinking, ethical foresight, and speculative design. It prepares learners to not only imagine better futures, but to design pathways toward them—pragmatic, hopeful, and grounded in real action. It's about designing with nature, learning from communities, and turning possibility into shared purpose.

The cluster offers competences that equip learners to think long-term, act ethically, and collaborate across disciplines and generations. Regeneration here is not just environmental—it's social, cultural, and organizational. Cyanotypes invites you to be a steward of transitions, contributing to futures that are flourishing, fair, and full of potential.

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**“Regenerative Agency asks not just what we sustain—but what we help to flourish.”**

To deepen the vision of regenerative futures, creative professionals are using storytelling as a tool for systems change. By blending speculative design, ancestral knowledge, and participatory foresight, they challenge dominant narratives of extraction and linear growth. Regeneration goes beyond sustainability—it focuses on cultivating abundance and relational ways of living. Cultural agents play a key role in fostering ecosystems thinking, helping communities imagine and prototype futures rooted in care, reciprocity, and planetary kinship.



YOUR  
LEARNING  
COMPASS

*Your learning compass.* These cross-cutting themes are not just theoretical—they are lived experiences that guide learners through real transformation. SELF invites introspection; WORLD connects us to systems and context; FRAME challenges us to shift paradigms; EXPLORE opens pathways of experimentation; and ENGAGE calls us to act.

When these five lenses are used together, they animate each competence, making the learning journey multidimensional and deeply personal. Together, these themes weave a rich tapestry of relational learning. They remind us that becoming future-competent is not about isolated mastery but about interdependent growth.

“these themes form your cognitive compass for creative leadership.”

By returning to these themes again and again, learners deepen their capacity to ask better questions, make wiser decisions, and act with integrity in their unique spheres of influence.

These cross-cutting themes support learners and organisations in navigating uncertainty by encouraging reflection on identity, context, imagination, action, and connection. Importantly, they are not steps in a linear process but resonate as a spiral: learners may return to SELF after engaging with the WORLD, reframing continuously as new insights emerge. This cyclical movement supports lifelong learning and creative agency in increasingly complex environments.

# why context matters

Agency isn't exercised in a vacuum—it's deeply shaped by the context in which we operate. Whether cultural, ecological, institutional, or interpersonal, our environments define the boundaries and opportunities of what's possible. Cyanotypes brings this reality into focus. It helps learners recognise that context is not just background—it's a co-creator of agency.

By understanding your environment—its limitations, power structures, opportunities, and relationships—you learn how to navigate it with strategic clarity and ethical awareness. This competence in context-awareness is key to transforming systems, building collaborations, and making impactful decisions. Cyanotypes empowers you to decode, respond to, and even reshape the contexts in which you work. Every challenge you face is filtered through a unique lens of context—history, power dynamics,

available resources, cultural codes. Cyanotypes encourages learners to analyze these layers, increasing situational awareness and fostering systemic literacy. In doing so, you gain not only technical ability, but political and emotional intelligence needed to work wisely within and across diverse realities.

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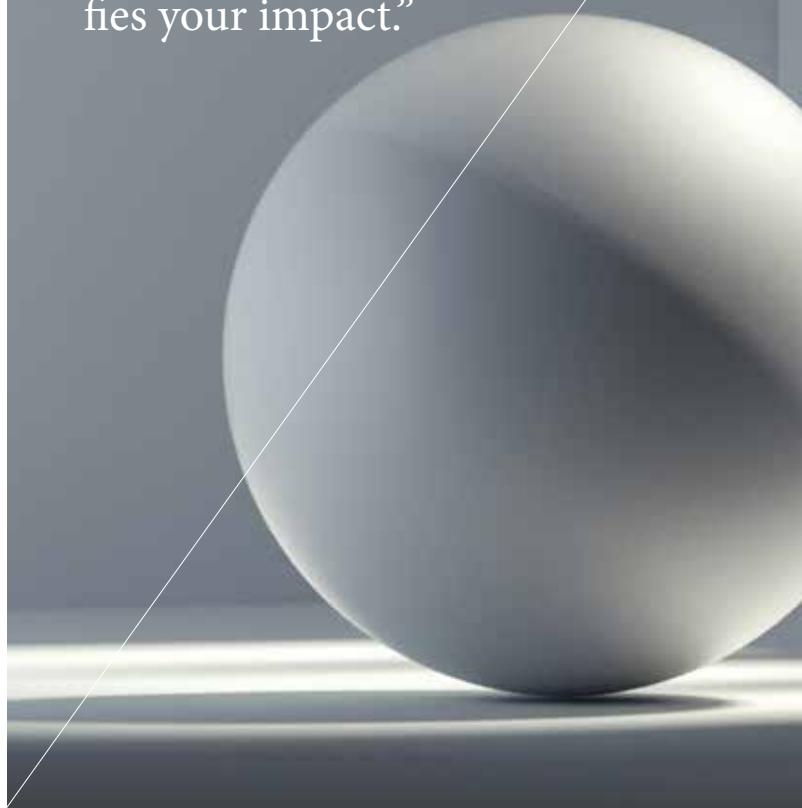
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“Context isn’t background noise—it’s the ecosystem that defines your agency and amplifies your impact.”



## boosting training and courses

Enhance existing courses by mapping them to the framework's competences. Identify gaps and redesign learning journeys for greater relevance and impact. Or, build new courses from scratch using Cyanotypes' EQF-levelled structure.

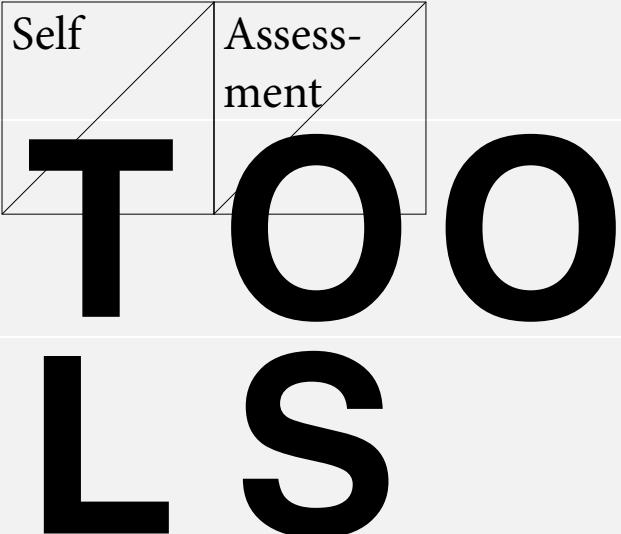
The framework supports modular design, competence-based outcomes, and inclusive assessment strategies. It's equally valuable in formal education, vocational training, and non-formal learning environments.

Each competence can be unpacked into learning outcomes, methods, and evaluation criteria—allowing trainers to build agile, context-sensitive learning experiences. Cyanotypes encourages co-design with learners and partners, ensuring that

“Use Cyanotypes to build modular, inclusive learning systems that align education with future realities.”

the training not only imparts knowledge but also builds critical agency and motivation. It's a tool for lifelong learning and lifelong teaching.

Training designs should prioritise lived experience and peer-led dialogue, allowing diverse voices to co-define future learning pathways. By aligning educational design with real-world complexity, curricula can become regenerative systems in themselves—nurturing agency, curiosity, and collaborative intelligence across sectors.



# Self Assessment TOOLS

“The self-assessment turns reflection into strategic insight, offering a mirror for individual and team growth.”

The self-assessment tool is grounded in real-world practice. It invites users to explore scenario-based questions that test how they might respond in complex situations. It uses a progression model inspired by EntreComp—guiding learners from basic awareness to advanced application. Each result comes with reflective feedback and learning recommendations, making the tool an ideal starting point for personal development or group facilitation.

The tool also enables teams to engage in shared reflection, mapping collective strengths and blind spots. It provides a baseline from which professional development pathways can be charted. More than an evaluation, it’s a conversation starter—opening up dialogue about how learning is happening, where growth is needed, and how individuals and organizations can evolve together.

*From onboarding to upskilling*, Cyanotypes helps HR professionals assess current capability, spot gaps, and plan targeted development pathways. It supports the creation of job descriptions, recruitment profiles, and internal growth tracks based on clearly articulated competences.

Used as a strategic tool, it enables organisations to nurture talent pipelines that are ethical, inclusive, and innovation-ready.

It also helps foster internal cultures that support psychological safety, experimentation, and reflective practice. HR can use Cyanotypes to align talent strategies with broader sustainability goals, embedding values-driven leadership and adaptive learning across the entire organisation. This is not just HR for efficiency—it's HR for transformation.

Competence frameworks like CYANOTYPES enable HR teams to identify potential in less visible dimensions, such as systems thinking,

Future-proof

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empathy, and ethical imagination. Embedding such capacities into recruitment, evaluation, and learning processes fosters inclusive, adaptive teams ready to meet the challenges of continuous transition and collaborative innovation.

“HR becomes transformational when it shifts from roles to regenerative, adaptive capabilities.”

## Triple-loop learning in action

Learning about new content is just the first loop. Learning how we learn is the second. But true transformation happens in the third loop—where we unlearn, reframe, and redesign the structures we inhabit. Cyanotypes activates all three loops. It supports not only skill acquisition but also paradigm shifts—helping learners and systems break free from obsolete routines and build new futures collaboratively.

“Triple-loop learning  
empowers not just new  
actions, but new ways of  
perceiving and structur-  
ing change.”

Triple Loop Learning is not linear—it's cyclical, iterative, and often challenging. It invites discomfort, curiosity, and humility.

Triple Loop Learning in action means more than evaluating whether we are “doing things right” or “doing the right things”—it prompts us to ask: how do we decide what is right? This reflective depth allows organisations and individuals to question their underlying values, assumptions, and paradigms. When embedded in creative learning environments, this approach cultivates the ability to unlearn outdated patterns, explore alternative futures, and build resilience through co-inquiry. It positions learners not just as recipients of knowledge but as co-shapers of meaning, direction, and transformation.

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*Pilots & Ecosystems.* Across Europe, pilots are embedding Cyanotypes into diverse contexts—from design schools to gaming networks and media companies “True innovation includes everyone—Cyanotypes embeds accessibility as a creative design principle.”

, fashion incubators to public sector agencies. These experiments show how the framework can be adapted locally while maintaining systemic coherence. They also highlight how stakeholder ecosystems can co-create learning environments that are more inclusive, experimental, and regenerative.

Each pilot serves as a living lab—an opportunity to test, iterate, and refine how competences are taught, learned, and applied. The pilot methodology values reflection and feedback as much as results, ensuring that lessons learned are integrated into ongoing practice. This openness to experimentation is key to building learning ecosystems that can thrive amid complexity and change.

# PILOT

“Pilots are more than prototypes—they’re living labs that inform broader cultural evolution.”

WE ARE  
ALL INC-  
LUDED



“True innovation includes everyone—Cyanotypes embeds accessibility as a creative design principle.”

*We are all included.* The framework is built to be inclusive in both content and delivery. It accommodates different learning styles, offers guidance on accessible formats, and champions cognitive diversity. It’s designed with equity in mind—supporting multilingual, multi-modal learning environments. Whether you’re designing workshops, curricula, or community initiatives, the inclusivity guidelines help ensure no one is left out.

It also addresses structural barriers by encouraging outreach to underrepresented communities and fostering collaboration between diverse actors. Inclusion is not treated as an add-on but as a core principle, woven into the design and delivery of all activities. Cyanotypes helps build practices and cultures where everyone belongs, contributes, and grows.

“This framework isn’t theoretical—it’s a call to implement, experiment, and adapt in real time.”

This is not a theoretical framework sitting on a shelf. It comes with a full toolbox: editable lesson plan templates, pilot planning guides, quality assurance rubrics, and facilitation checklists. Trainers, educators, and project leaders can dive in and start using these right away—adapting them to their unique learning goals, learners’ needs, and institutional context.

Each tool is designed to encourage reflection, co-creation, and adaptability. They support bottom-up and top-down learning processes, making Cyanotypes relevant for grassroots initiatives and institutional strategies alike. This is how ideas move from blueprint to action—and how transformative learning takes root.

Moving from paper to practice requires more than implementing predefined steps—it demands a mindset shift toward experimentation, iteration, and co-responsibility. The CYANOTYPES framework becomes most powerful when users adapt it to their lived realities, translating abstract competencies into context-sensitive actions. This can include embedding reflection moments into projects, designing regenerative KPIs, or hosting peer-learning sessions to localise concepts. The transition from theoretical framework to lived method is where true innovation happens—when creative ecosystems make the blueprint their own.

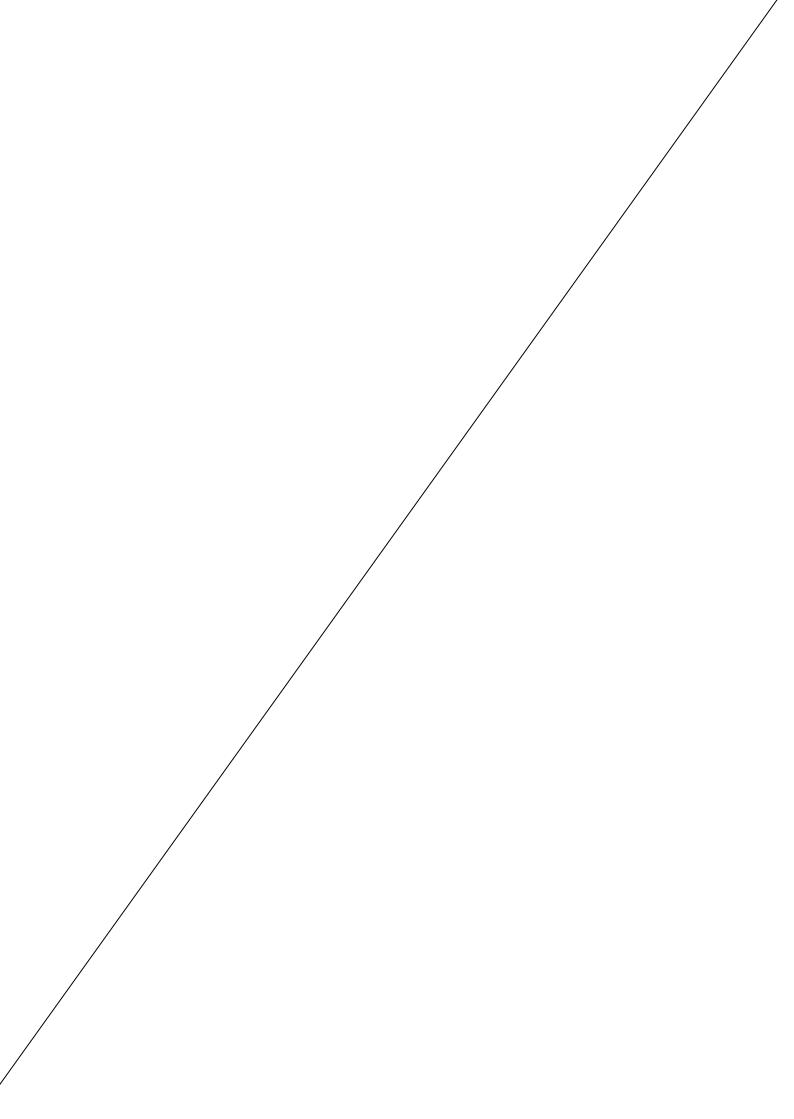
# C U R I O S I T Y

“If the future demands anything, it’s our willingness to reimagine what learning—and leading—can be.”

Begin with curiosity. Choose a cluster. Reflect on your context and ambition. Use the framework to guide your next learning sprint. Whether you’re an individual or a team, the next step is yours to take—and Cyanotypes is here to walk with you. Print your own blueprint for the future.

You might begin by facilitating a team reflection, revisiting a curriculum, or simply reading a competence aloud and asking: “What does this mean to us today?” Cyanotypes is not about doing more, but doing more meaningfully. Let each step be intentional, shared, and aligned with the futures you hope to co-create.

If you’ve ever felt stuck in an old way of thinking—this is your sign. The future won’t be built by experts alone, but by those willing to question, listen, experiment, and reframe. Cyanotypes invites you to let go of what no longer serves and embrace the creative power of relearning. Your next invention begins with an act of unlearning.



Join the community of learners, teachers, and makers who believe that the ability to rethink is the most essential skill of our time.

Let Cyanotypes be your partner in designing a world where learning is not just reactive —but transformative.



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