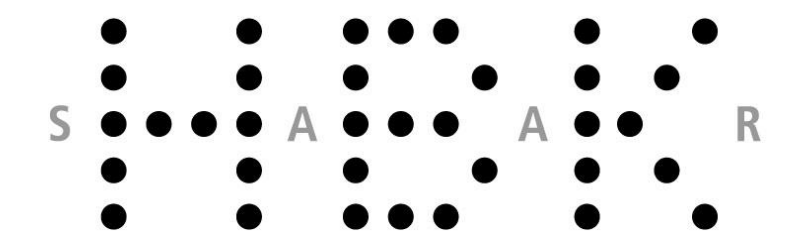
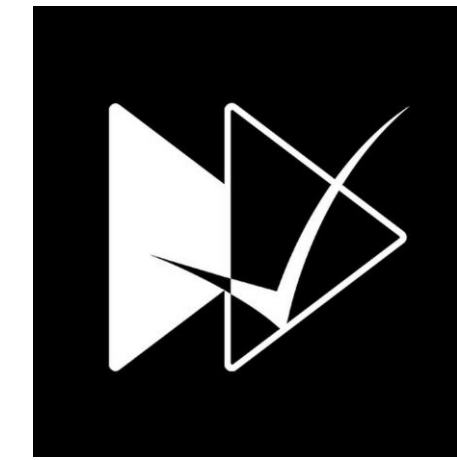
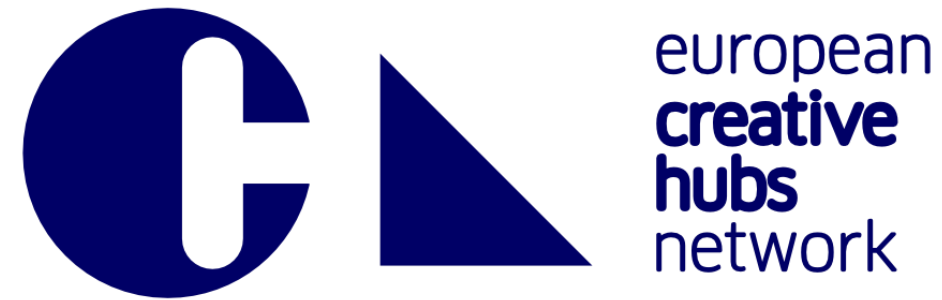


YANOTYPES





Cyanotypes Blueprint Project



An initiative of the European Commission

CYANOTYPES is part of the **EC ERASMUS+ Alliance for Innovation** initiative that addresses the need for upskilling and reskilling in different industrial ecosystems.

Alongside the [Creative Pact for Skills](#) that aims to mobilise all the relevant stakeholders in our sector, CYANOTYPES is a **Blueprint** project to 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 levels and for new occupations that are emerging.



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

Cyanotypes Blueprint Project

CYANOTYPES

We are a **community of change**.

[CYANOTYPES](#) is a pan-European project (2022-2026) which addresses the CCI sector's needs and skills gaps.

We ask what **innovative, multidisciplinary structures, strategic interventions and concrete skills development transitions** can be adopted across the European cultural and creative ecosystem?

The many challenges we are encountering must be faced together by establishing new learning ecosystems and building bridges between sectors, between academia and industry and between Higher Education, VET education and Training.

And we want to help you to **develop new learning competence ecosystems in your own contexts**.

Cyanotypes Framework

CYANOTYPES

This is an introduction to the **Cyanotypes Creative Agency Competence Framework**.

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.

The primary aim is to address the skills gaps and foster future-proof competencies in cultural and creative sectors.

You can find more detailed information about each of the competences in the **T1.6 Guidebooks** in the [Train-the-Trainer Toolkit online](#).

Cyanotypes Framework

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Our research has shown that educators use a wide range of different terms to talk about learning. There is not yet a common, shared language to talk about skills, nor is there a shared foundational narrative.

Maybe there is no need for that, and the diversity of ways of speaking about learning simply reflects the diversity of backgrounds and skilling contexts.

What we have found, however, is that the interest in **impact** has shifted the learning conversation across contexts: from having knowledge to **being able to act on such knowledge and make a measurable difference.**

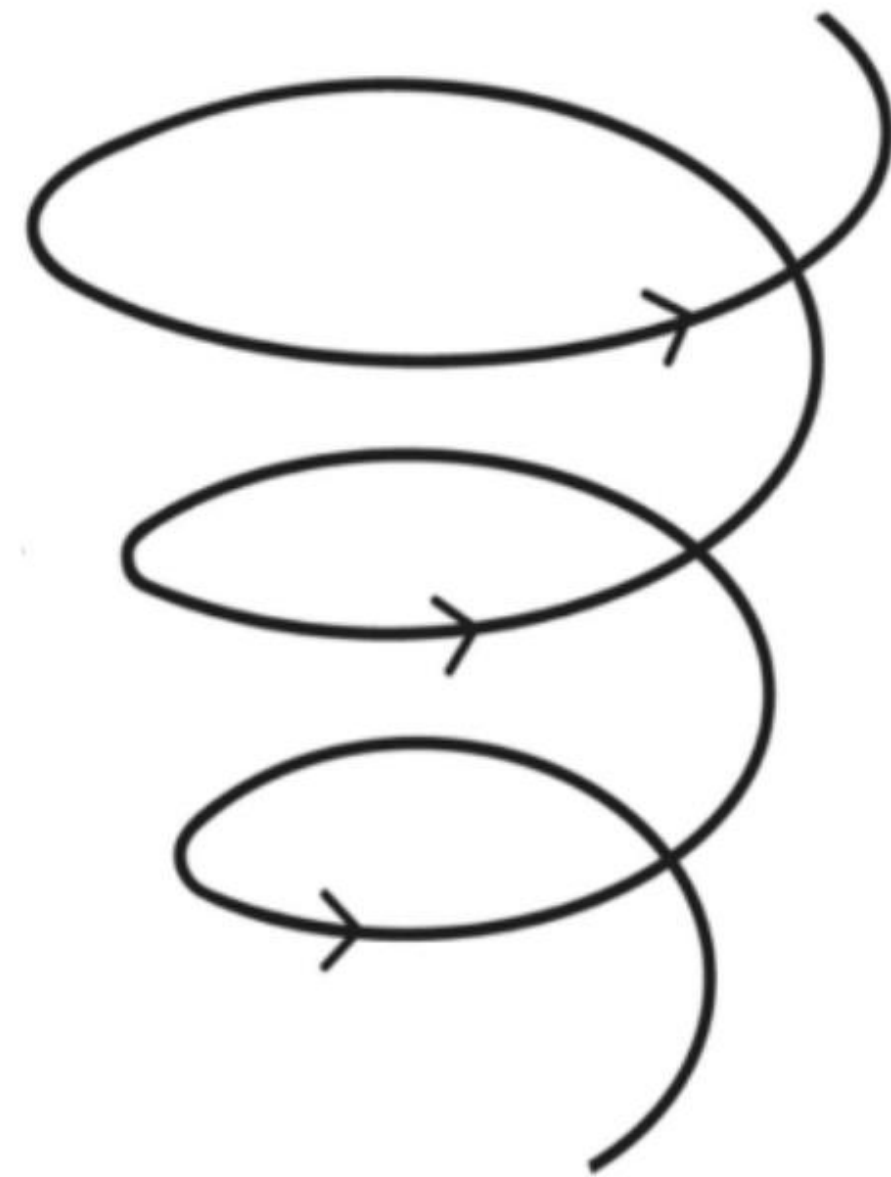
Cyanotypes Framework



The **Cyanotypes Framework** is grounded on the principle that *learning occurs within self-renewing ecosystems*, integrating individual, organisational, and ecosystemic contexts of agency to address the sustainability of educational practices and outcomes. You could also say that *‘the community is the curriculum’*.

To ensure that such concerns are part of our conversation, we have adopted a “triple loop learning” approach that combines individual, organisational, and ecosystemic contexts of agency and expression in an effort to facilitate our reflection on future skilling and agency across these contexts.

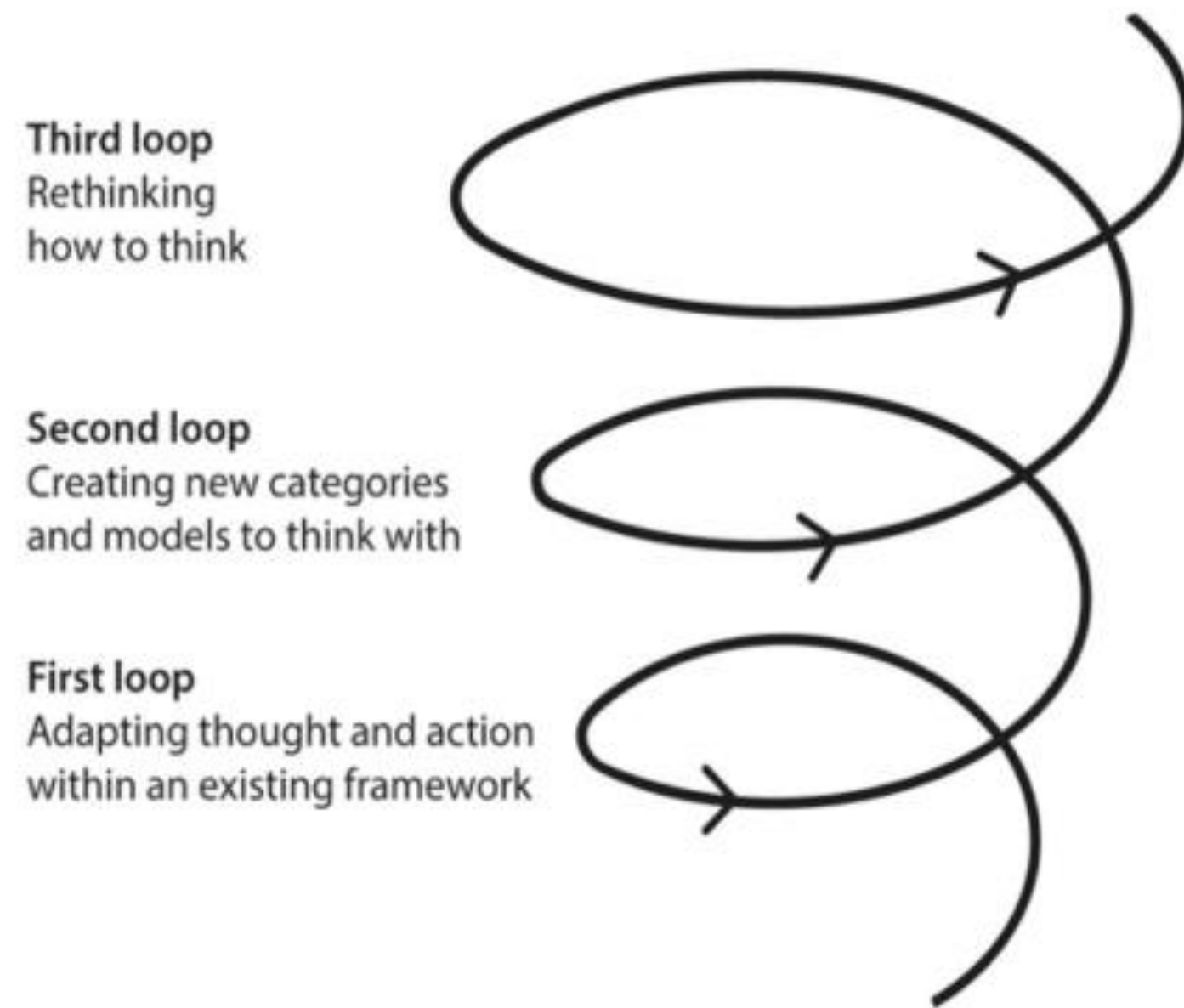
Cyanotypes Framework



The term “learning” is often associated with a single site of education: a school, a training centre, a university, a workplace. Our experience tells us that **learning is a process distributed across our daily lives** - we learn in and across a wide range of situations and at different times during our lives.

How we design curricula, define competences, identify skills and organise learning is based on what we know about the **contexts** in which the outcomes of such learning are expected to be used to create a wide range of possible values - cultural, economic, social.

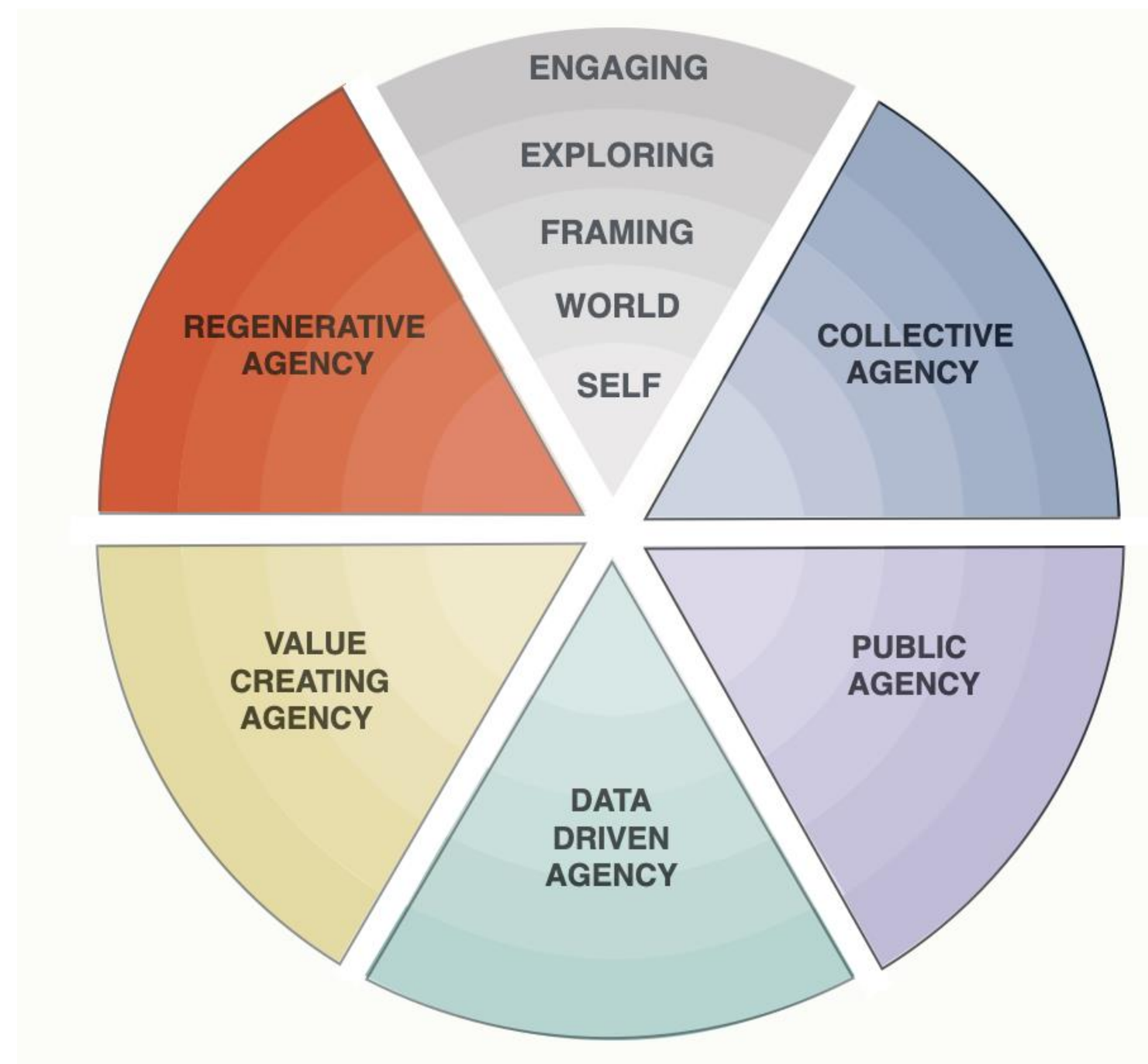
Cyanotypes Framework



So CYANOTYPES strategically adopts a triple loop learning approach 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.

Cyanotypes Creative Agency Competence Framework



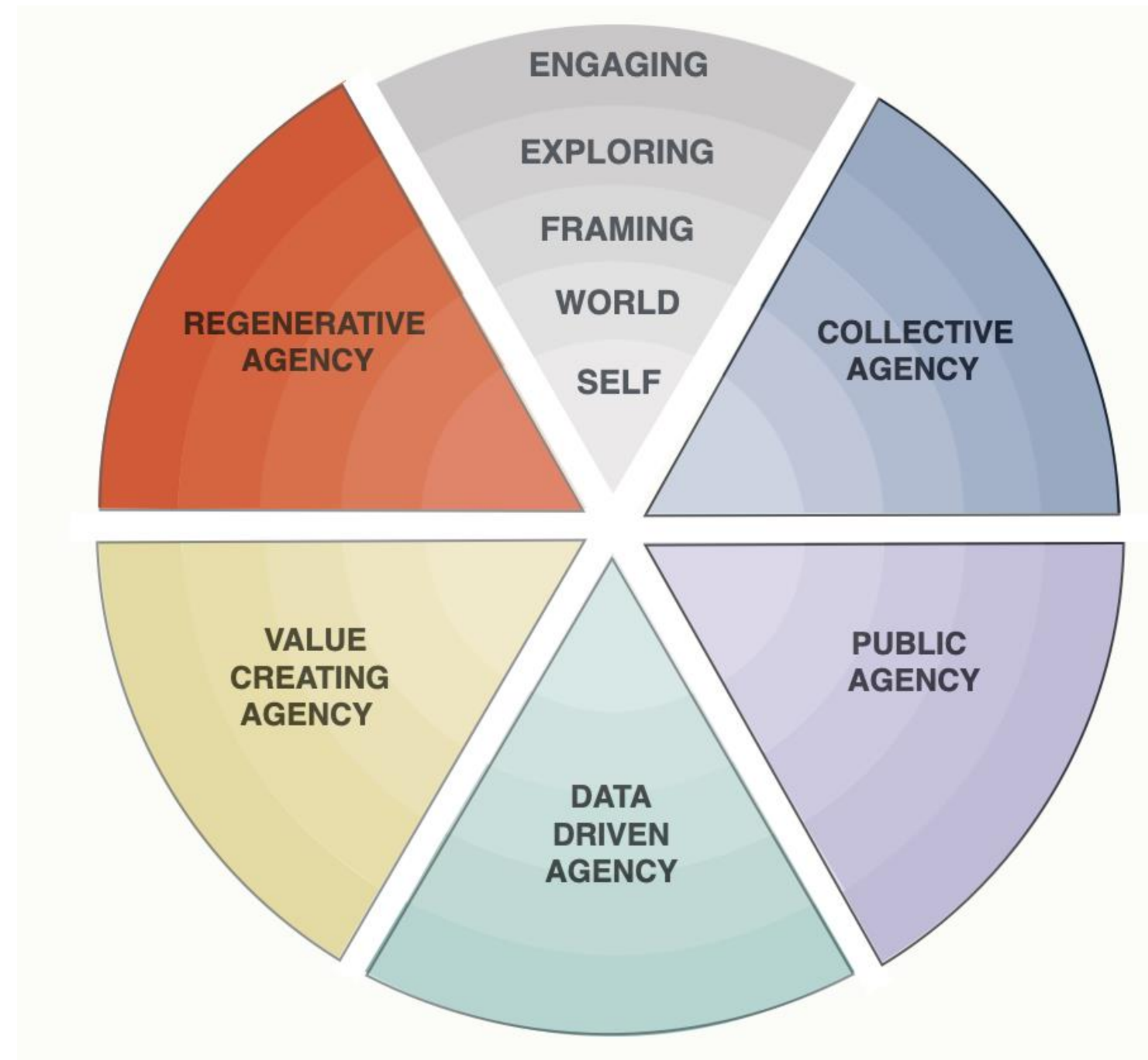
We have designed a creative agency model to facilitate and focus conversations on the design of curricula and training modules.

By '*creative agency*', we mean the set of competences and skills that allow us to be agents of change across different contexts.

This focus on creative agency makes sense, especially in the context of the growing role of AI systems in the creative process.

This provides a transversal model for 'customisable' learning journeys and aims to inspire future value creation scenarios for creative professionals within innovative ecosystems. In other words, **you can create your own learning journeys.**

Cyanotypes Creative Agency Competence Framework



The Framework emphasises five key dimensions of creative agency, with each one contributing to a comprehensive approach to skills development and application in creative sectors. These five creative agency clusters are:

Collective agency: *focusing on the capacity for shared action and cooperation beyond traditional boundaries*

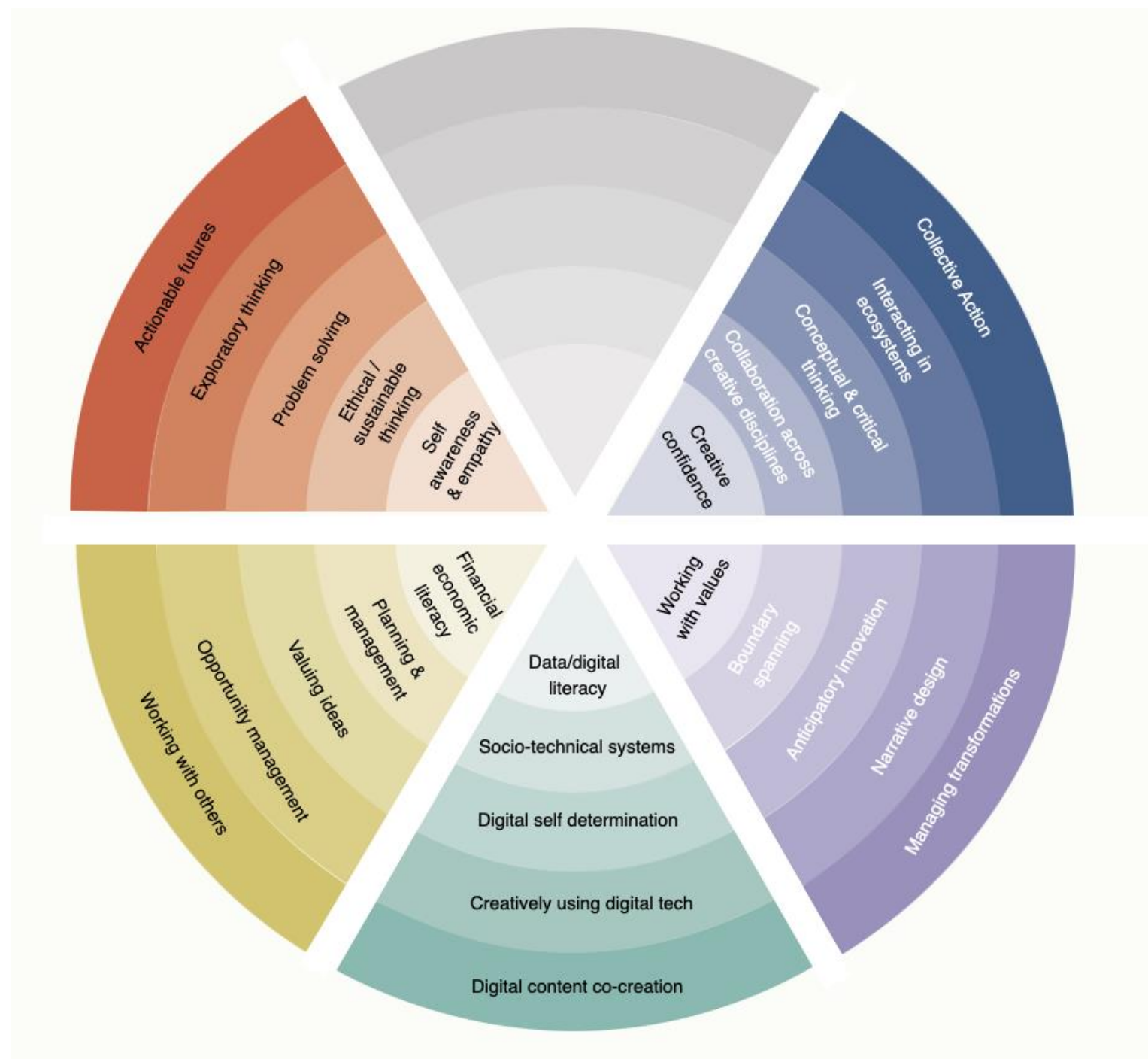
Public agency: *emphasising the role of public actors and spaces in fostering regional transformation and innovation*

Data-Driven agency: *underscoring the importance of data competences and the design of data spaces*

Value-Creating agency: *addressing the dynamics of value creation within the arts and creative sector*

Regenerative agency: *advocating for a shift from sustainability to regenerativity, emphasising the need for repair and renewal*

Cyanotypes Creative Agency Competence Framework



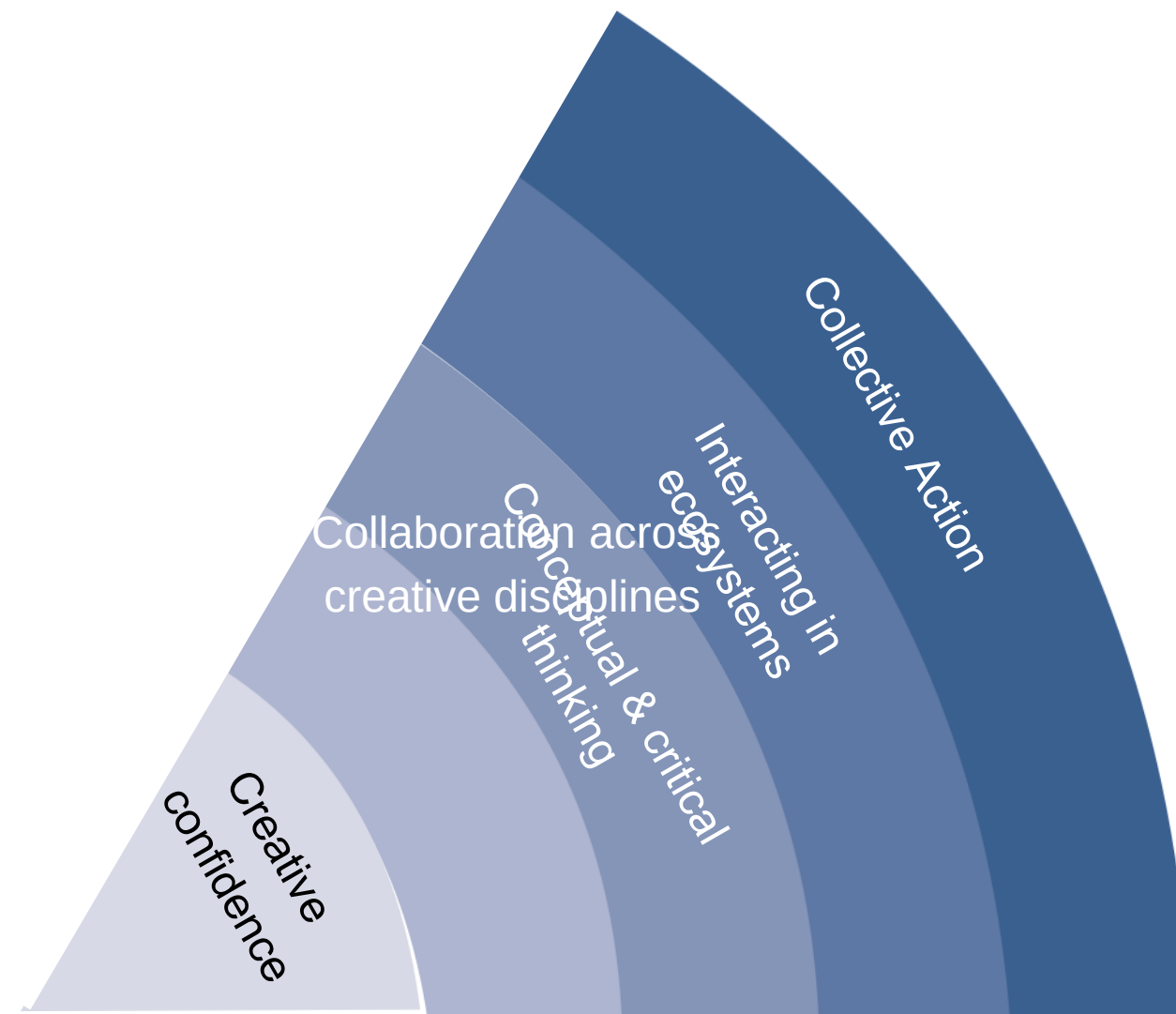
Each agency cluster then consists of **five competences**.

These competences aim to foster resilience among creative industry professionals through life long development activities to meet the challenges and demands in their respective practices for the near future.

You can find in-depth descriptions of all the competences in the **Guidebooks** ([Toolkit component T1.6](#))

For each of the competences, we have also created [Lesson Plans](#) that allow trainers to further develop modules and courses for their own specific contexts.

Cyanotypes Creative Agency Competence Framework



COLLECTIVE AGENCY CLUSTER

The 5 competences associated with the collective agency cluster are:

A1 Creative Confidence
Strengthening sectoral resilience

A2 Collaboration Across Creative Disciplines
Working Together Across Creative Sectors

A3 Conceptual and Critical Thinking
Driving innovation and transitional thinking

A4 Interacting in Creative Ecosystems
Navigating within and between creative environments

A5 Collective Action
Moving from urgency to action

Cyanotypes Creative Agency Competence Framework

PUBLIC AGENCY CLUSTER

The 5 competences associated with the public agency cluster are:

B1 Working with Values

Enabling integrated perspective-taking

B2 Boundary Spanning

Providing the connective tissue for collaboration

B3 Anticipatory Innovation

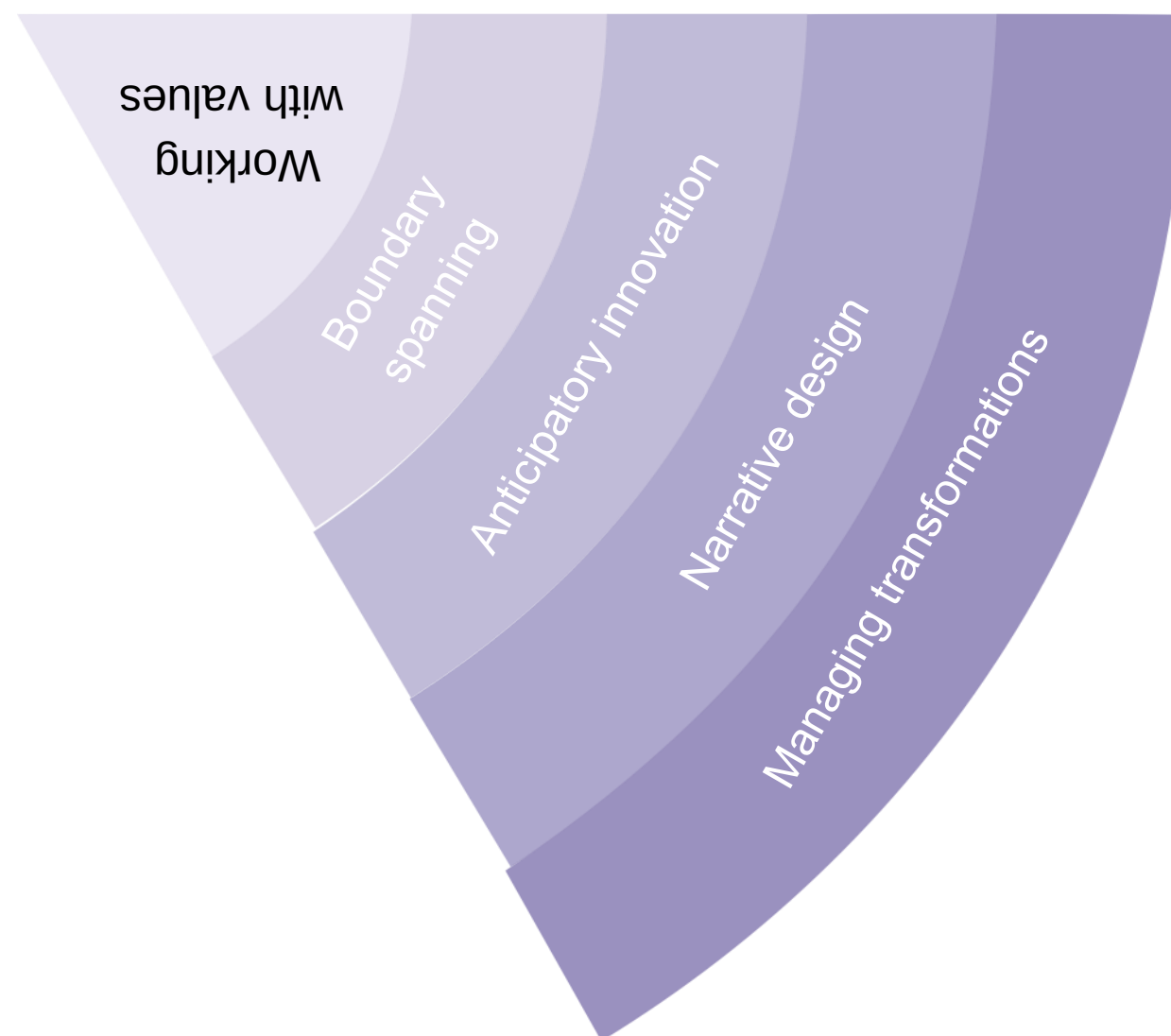
Opening new innovation discourses

B4 Narrative Design

Communicating value and designing impact

B5 Managing Transformations

Orchestrating change



Cyanotypes Creative Agency Competence Framework

DATA-DRIVEN AGENCY CLUSTER

The 5 competences associated with the data-driven agency cluster are:

C1 Data and Digital Literacy

Providing resilient foundations for the digital transition

C2 Understanding Socio-Technical Systems

Contextualising technology for the triple transition

C3 Digital Self-Determination

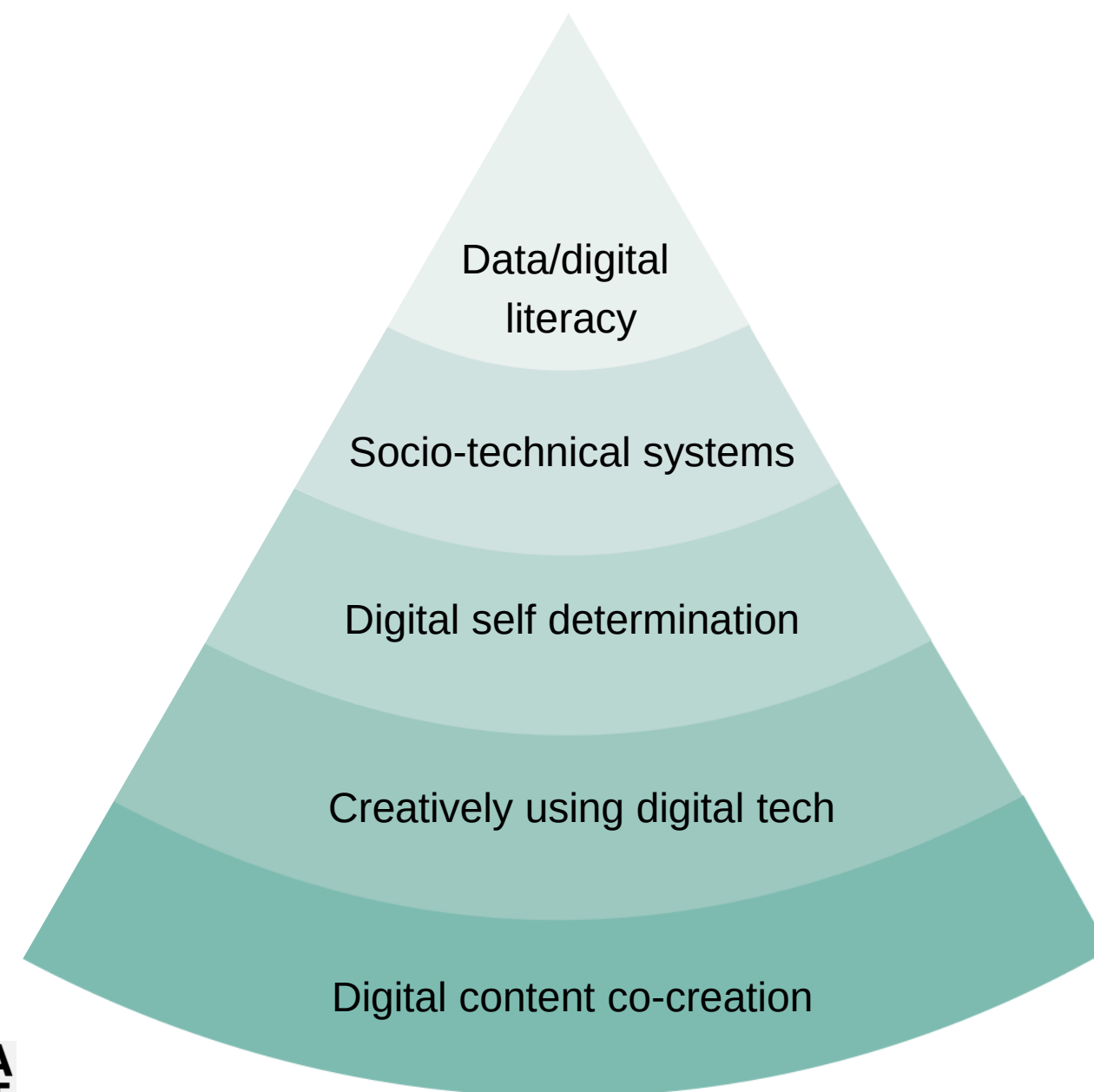
Supporting creative agency in digital spaces

C4: Creatively Using Digital Technology

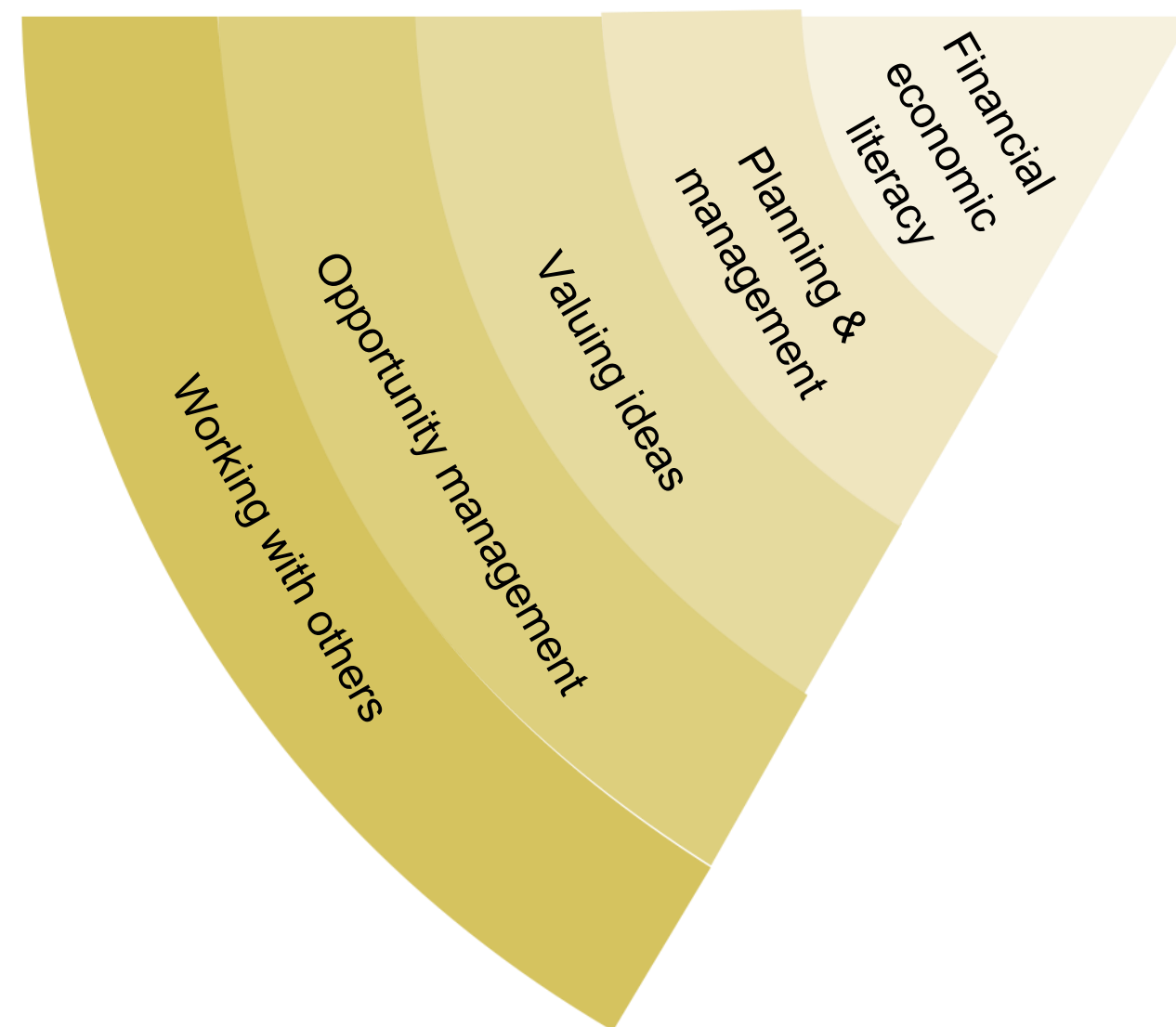
Empowering Policymakers to Drive Innovation in the CCIs

C5: Digital Content Co-creation

Advancing collaborative innovation in the CCIs



Cyanotypes Creative Agency Competence Framework



The 5 competences associated with the value-creating agency cluster are:

D1 Financial and Economic Literacy
Fostering socio-economic understanding

D2: Planning and Management
Strengthening efficiency and competitiveness

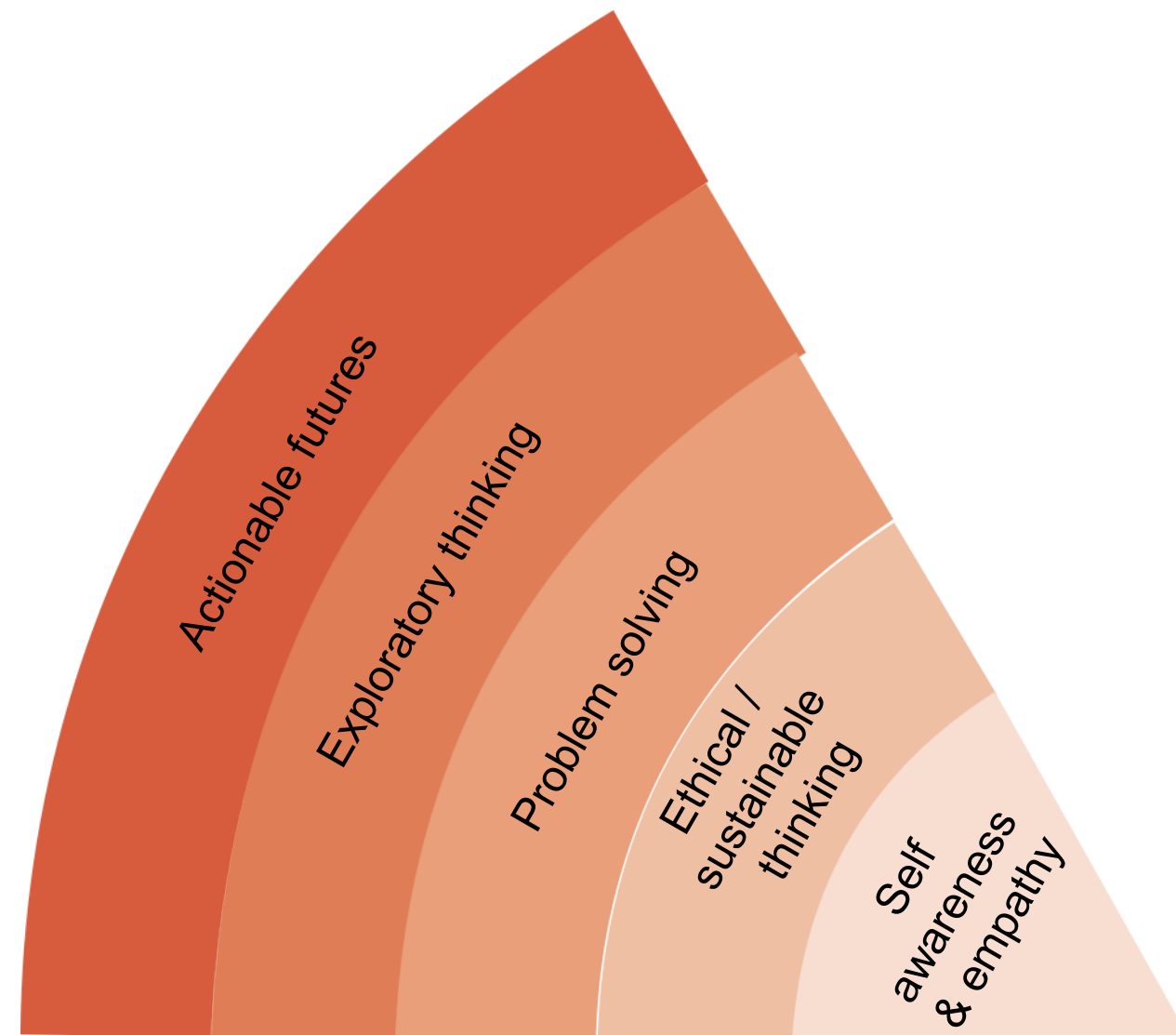
D3 Valuing Ideas
From Creative Concepts to Impactful Transitions

D4. Opportunity Management
Locating paths to growth

D5. Working With Others
Applying the dynamics of collaboration

**VALUE
CREATING
AGENCY
CLUSTER**

Cyanotypes Creative Agency Competence Framework



The 5 competences associated with the regenerative agency cluster are:

E1 Self-Awareness & Empathy

Prioritising care, solidarity and renewal

E2. Ethical and Sustainable Thinking

Shaping Regenerative CCI Policies

E3 Problem Framing

Articulating better questions and transitions

E4. Exploratory Thinking

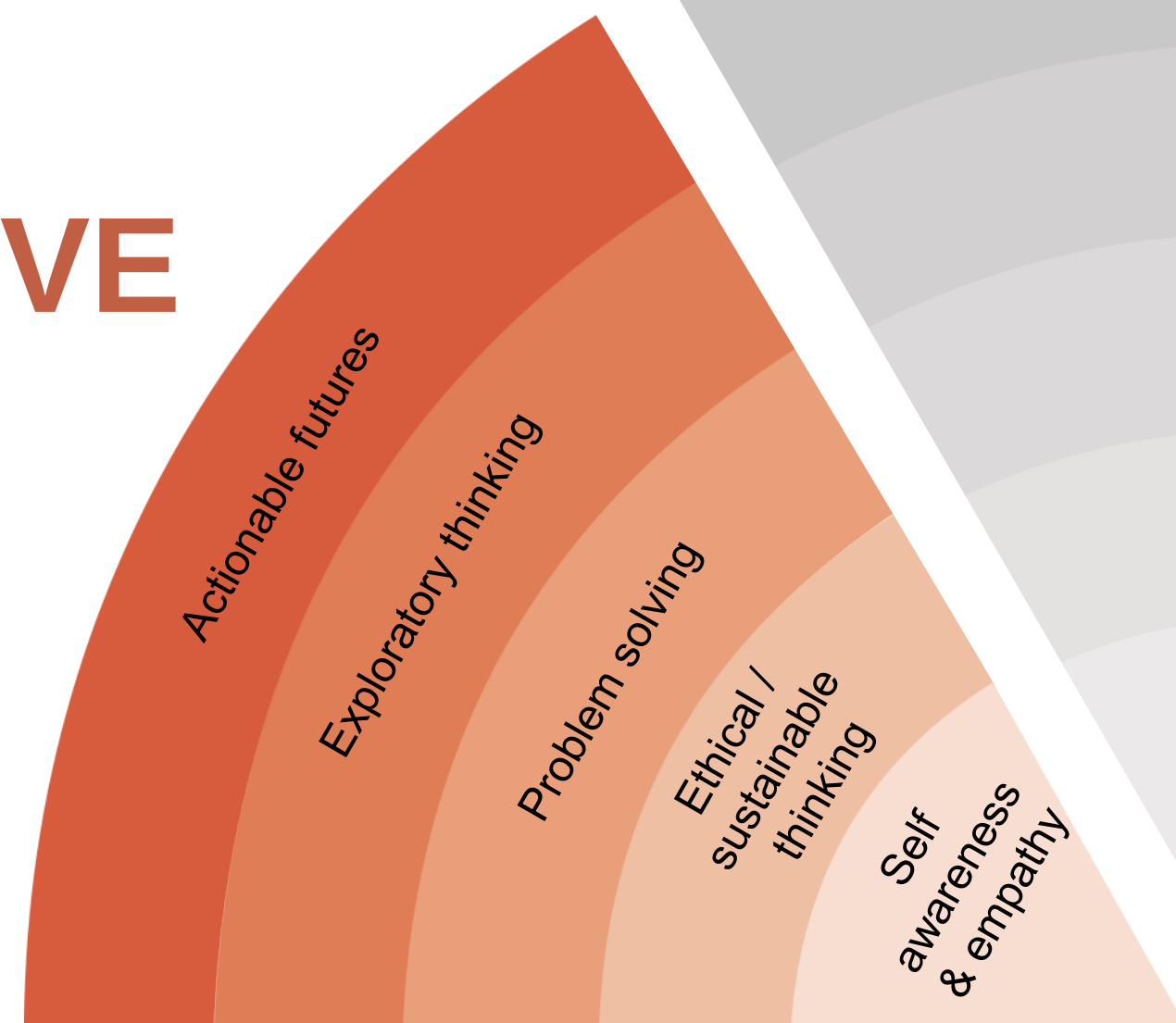
Navigating complexities with curiosity and innovation

E5 Actionable Futures

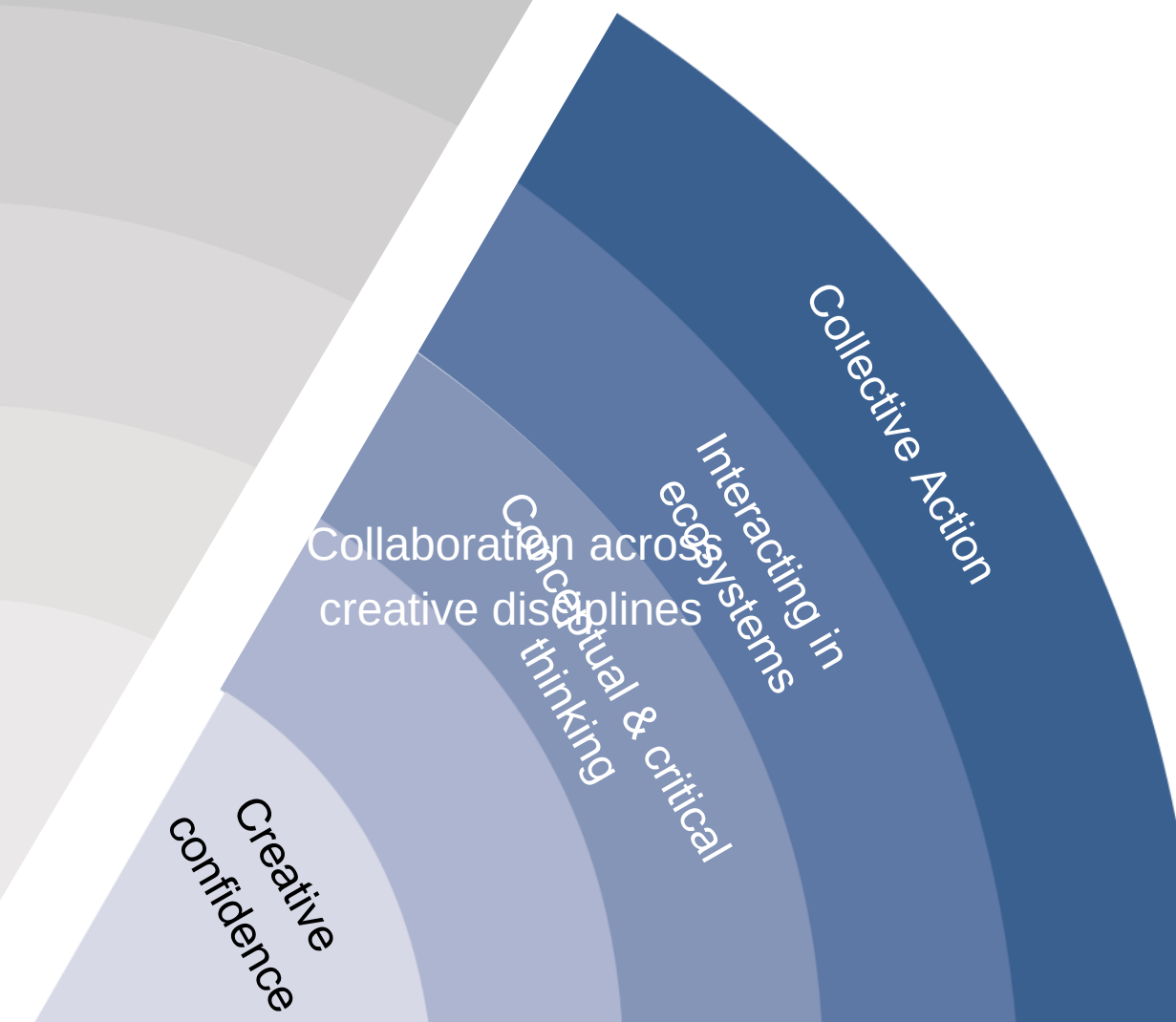
Working within a pragmatic paradigm

**REGENERATIVE
AGENCY
CLUSTER**

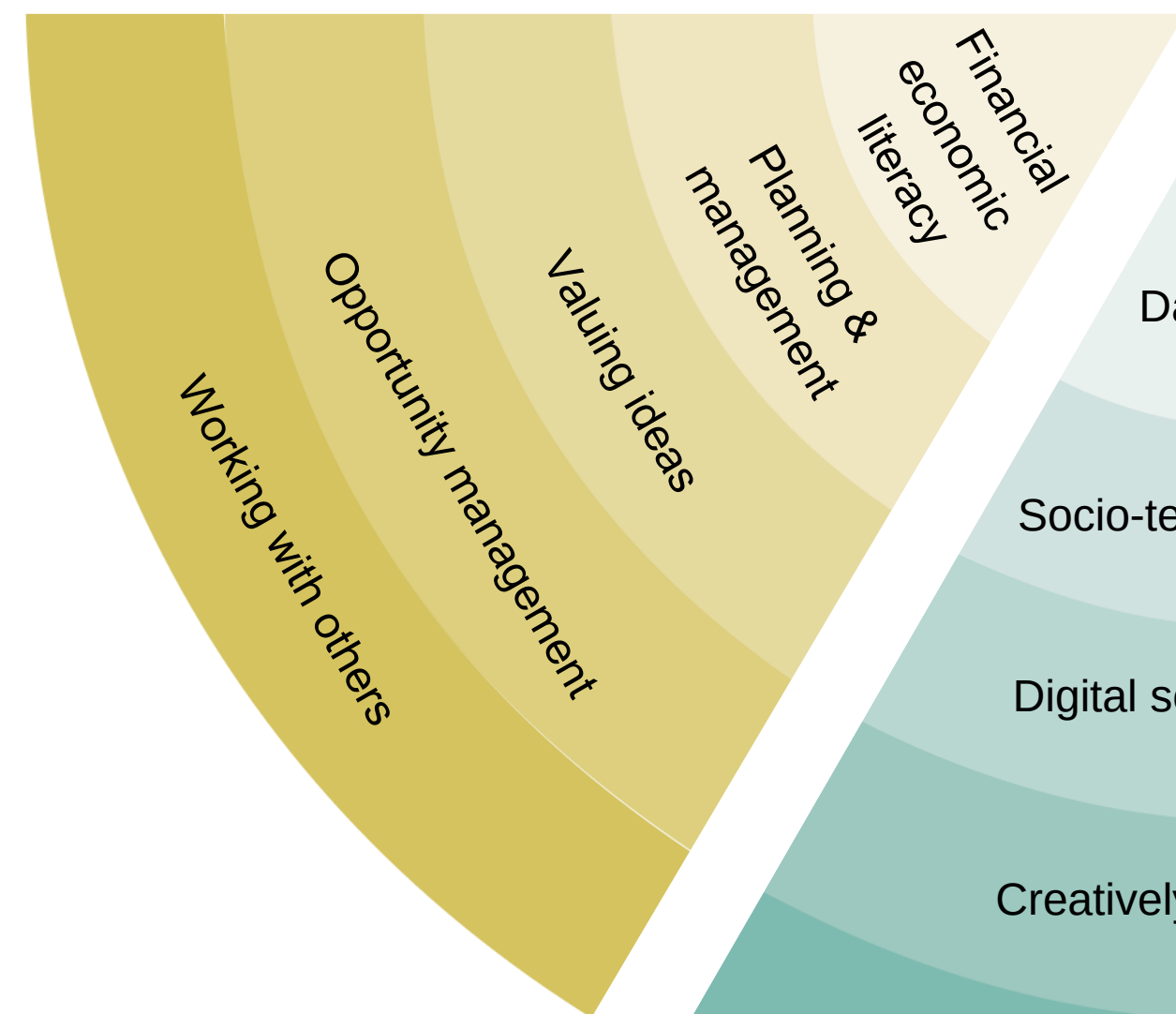
REGENERATIVE AGENCY CLUSTER



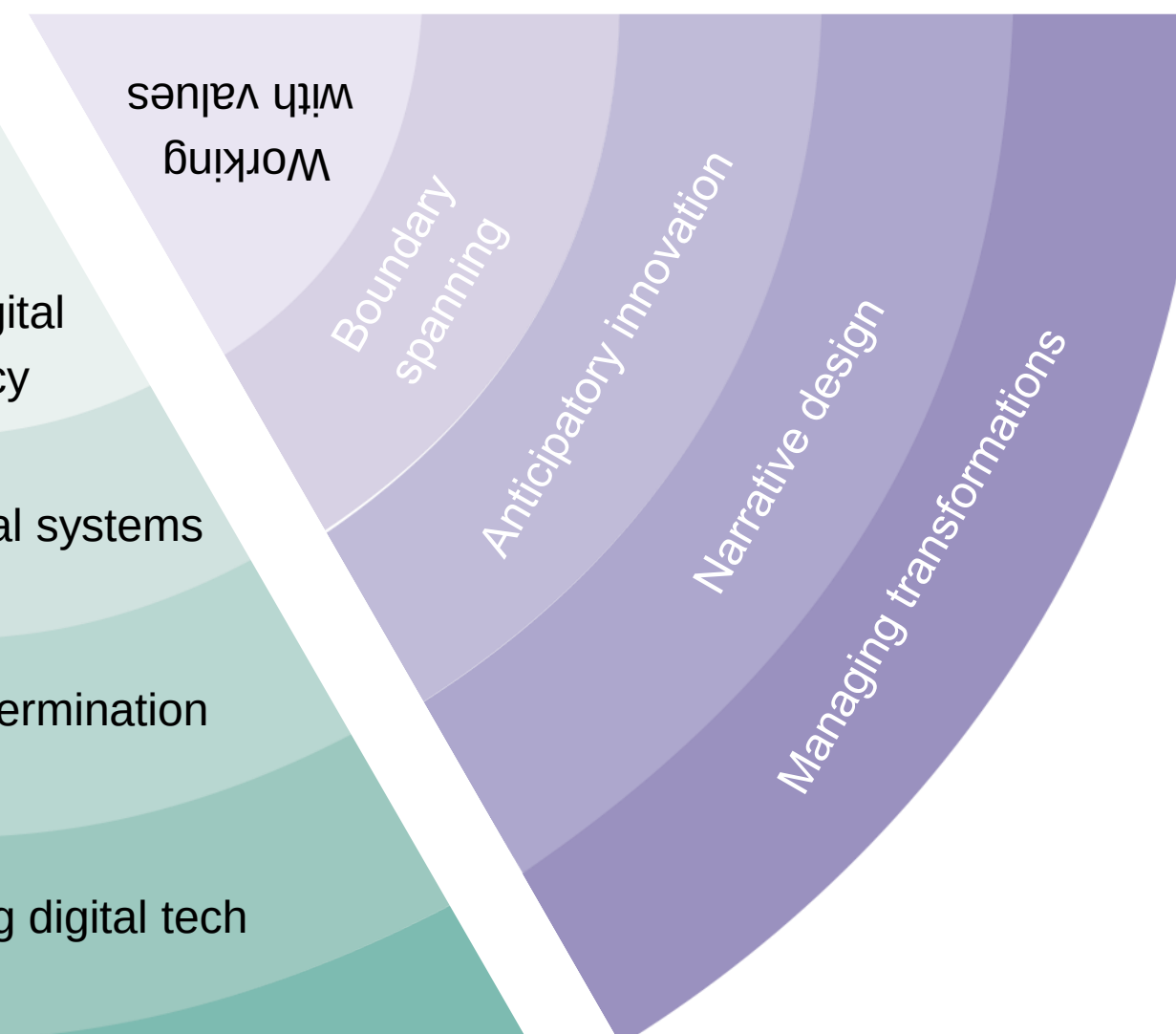
COLLECTIVE AGENCY CLUSTER



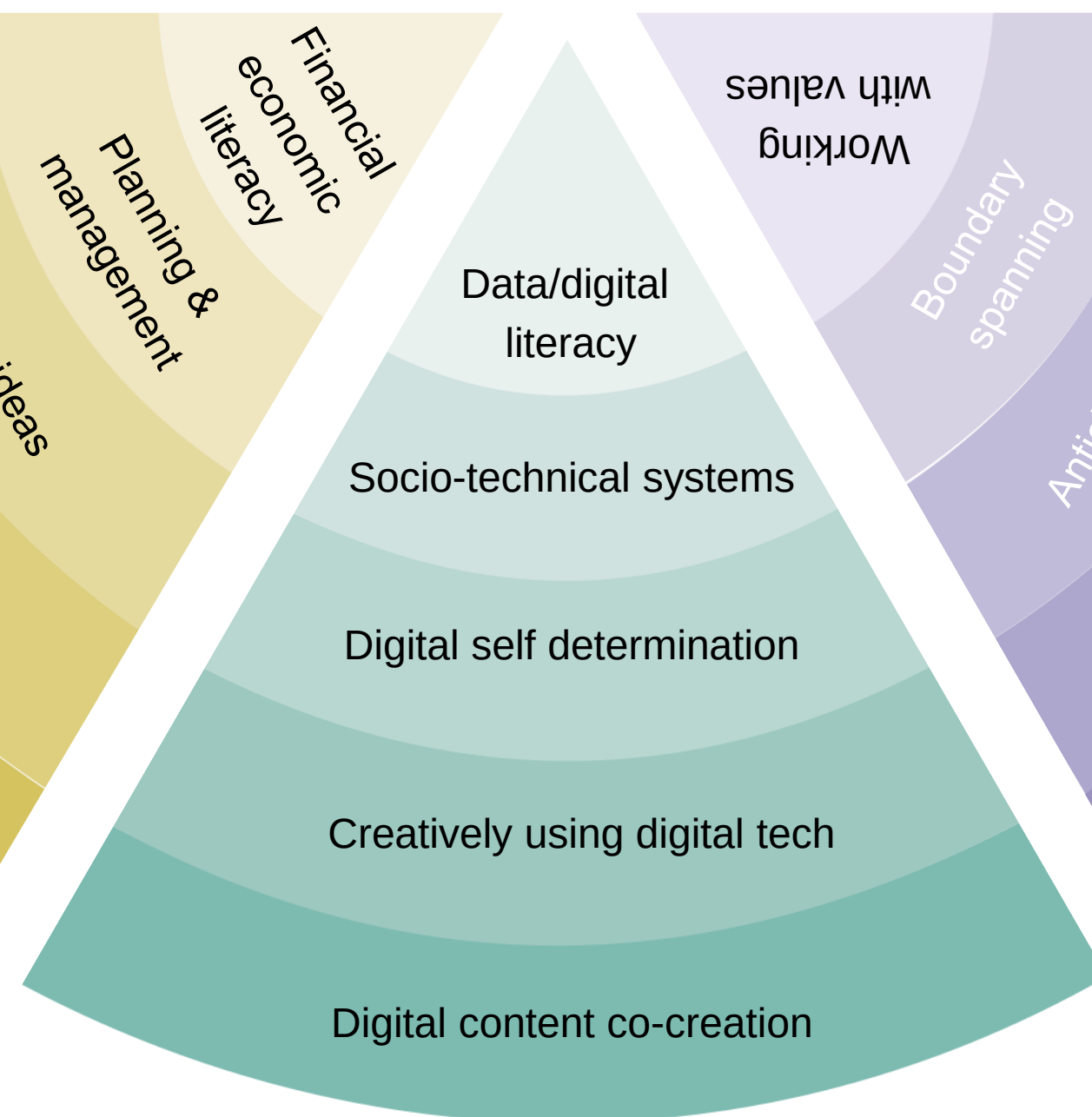
VALUE- CREATING AGENCY CLUSTER



PUBLIC AGENCY CLUSTER



DATA -DRIVEN AGENCY CLUSTER



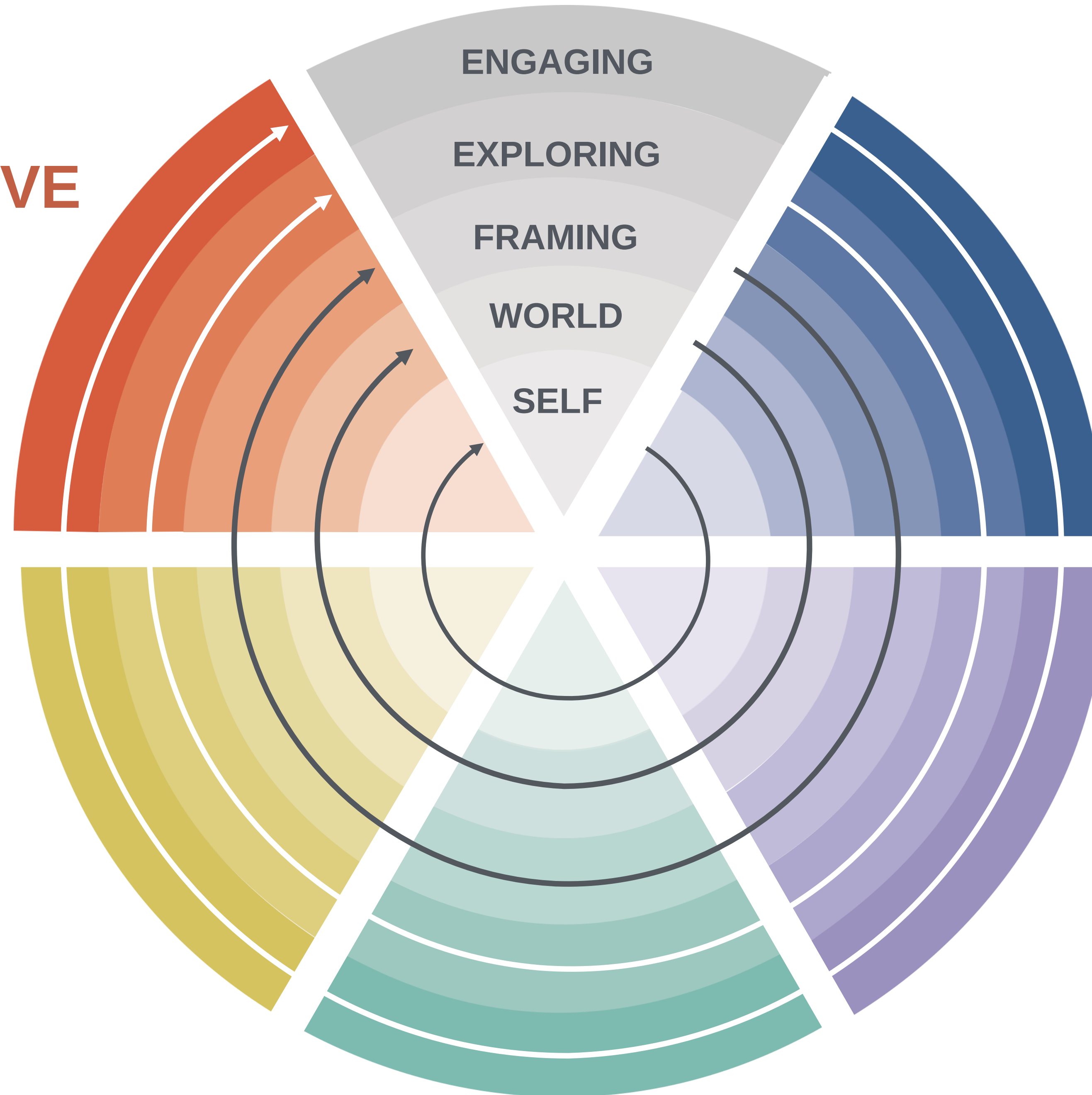
**REGENERATIVE
AGENCY
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**COLLECTIVE
AGENCY
CLUSTER**

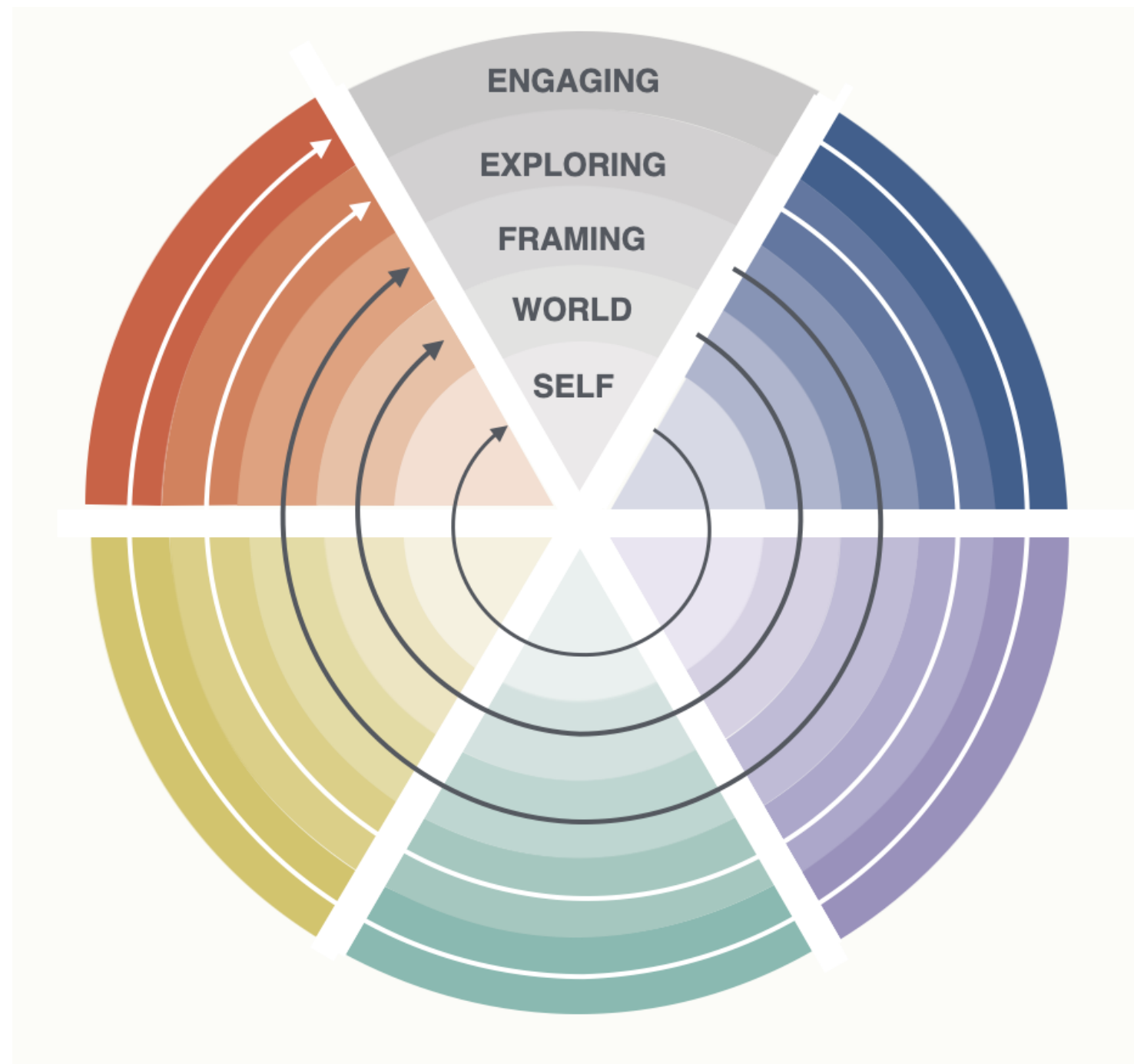
**VALUE-
CREATING
AGENCY
CLUSTER**

**PUBLIC
AGENCY
CLUSTER**

DATA -DRIVEN AGENCY CLUSTER



Cross-Cutting Themes



In addition to exposing the competences within each cluster, you can also follow a triple loop learning pathway that runs transversely across the five agency dimensions:

These five cross-cutting themes are:

Self - *individual self awareness, introspection and self reflection*

World - *gaining awareness of your context*

Framing - *understanding the meaning of your experiences*

Exploring - *active enquiry, curiosity and experimentation*

Engaging - *active participation, collaboration and dialogue*

Further Information & Support

The Toolkit



In order to support organisations and individuals to use the Framework in their own contexts, we have developed a [Train-the-Trainer Toolkit](#) with many different components.

1 Preparing the Ground

These components provide introductory and background material about the CYANOTYPES initiative.

2 Engaging & Working Together

These components provide support for setting up your local skills partnerships and provide canvases for examine urgent and future skills needs.

3 Providing Support

These components provide additional support for using the learning materials in different contexts and co-creating new materials.

4 Consolidating Outcomes

These components will support you in designing for maximum impact and for consolidating outcomes

Further Information & Support

The Guidebooks



For more in-depth information about the clusters and competences, please explore the **T1.6 Guidebooks**. There are different Guidebooks depending on your perspective:

T1.6.1 Guidebook for **Policymakers**

T1.6.2 Guidebook for **Creative Sectors & Networks**

T1.6.3 Guidebook for **Creative Businesses & Organisations**

T1.6.4 Guidebook for **Learning Organisations**

T1.6.5 Guidebook for **Creative Professionals & Individuals**

These Guidebooks are in the online [Train-the-Trainer Toolkit](#).

Further Information & Support

The Platform



We have also developed detailed **Learning Plans** for all the competences. The Learning Plans serve as a bridge between the theoretical competence descriptions and their practical application in training environments.

They provide a structured approach to ensuring that learners engage with core concepts, methods, and reflective exercises to deepen their understanding and apply knowledge in real-world contexts. Each learning plan is carefully structured to unpack competencies and provide a clear, actionable pathway for learners to develop crucial skills.

These **Learning Plans** are available from the Cyanotypes open edX [Learning Platform](#).

Further Information & Support

The Playbook



For more in-depth information about the Cyanotypes approach to learning and more information about some of the key concepts, we have prepared a **Playbook**.

Our primary audience are those who will eventually explore and locally pilot our framework - whether you are an individual learner, an organizational leader, a provider of education and training, a sectoral leader, or a policymaker

The **T1.3 Playbook** is in the online [Train-the-Trainer Toolkit](#).

Further Information & Support

The Scenarios



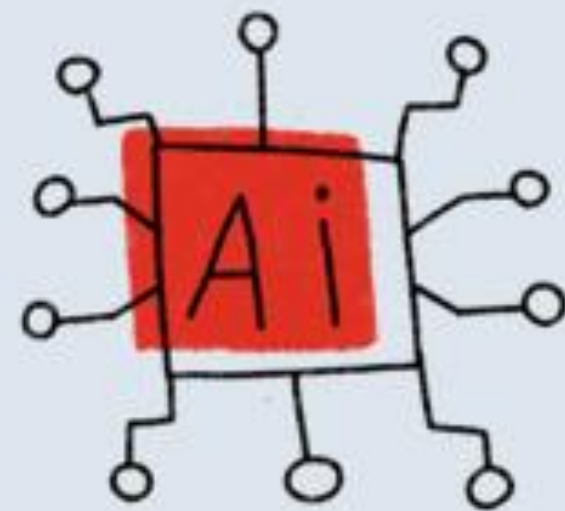
For more in-depth information about the many different ways that people are using the CYANOTYPES Framework, we have prepared a guide to the pilot scenarios that have been developed by the project partners.

It is possible to consider many different scenarios for piloting the Cyanotypes approach and if you decide to run an Open Pilot you will have your own ideas!

These **T1.7 Scenarios** are in the online [Train-the-Trainer Toolkit](#).

Further Information & Support

The Blueprinter



The Blueprinter is a tailor-made AI agent to navigate the Cyanotypes Competence Framework—a tool based on all Cyanotypes documentation and research outcomes and designed to enhance skills development in the Cultural and Creative Industries (CCI).

The Cyanotypes Blueprinter is intended for use as a complementary member of your team but like all AI tools it should be used cautiously. The Blueprinter can provide support in many different ways, from exploring the Cyanotypes Framework, to aligning your organisational strategy to locate urgent and future skills needs, to preparing recruitment texts for new employees.

The **T3.0 Blueprinter** is available in the online [Train-the-Trainer Toolkit](#).

Further Information & Support

The Pilots



From Spring 2025 we are encouraging people to run an **Open Pilot** in their organisation or creative sector or between organisations and creative sectors.

You will have access to all the components in the Train-the-Trainer Toolkit and the project team will provide webinars and 1-1 meetings to help shape and design piloting activities that meet your local context.

We will also provide a two-day training session at the [Creative Skills Week #25](#) in Prague on 23-24 September 2025.

The **T2.6 Guide to Running a Pilot** is available in the online [Train-the-Trainer Toolkit](#).

Further Information & Support

CYANOTYPES

We are all CYANOTYPES.

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

For more information about the CYANOTYPES Framework or if you have specific questions about the Framework, the Toolkit or if you would like to run an Open Pilot, please contact us directly:

info@cyanotypes.website

We can then put you in touch directly with local or sectoral CYANOTYPES partners.