Newsletter 1

NFTs for Cultural and Creative Industries

Pixel - NFTs for Cultural and Creative Industries is a Small Scale Cooperation Partnership in the vocational education and training sector (KA210-VET) funded under the Erasmus+ Programme. It has officially started in November 2023 and will last for 12 months.

The project wants to innovate the Cultural and Creative Industries (CCIs) in partner countries, supporting business creation, innovation, and growth by taking advantage of blockchain technology and in particular NFTs.

In this newsletter, you will find the project information in a nutshell and a description of the activities carried out so far.

The project

In a fast-changing Europe, it is necessary that Culture and Creative Industries unlock new opportunities provided by digital transformation and access to a global audience.

In particular, the emerging blockchain technology can greatly contribute to making Culture and Creative Industries stronger and more resilient, by improving their innovation, business opportunities and growth.

The use of blockchain provides Culture and Creative Sectors with new means for protecting their intellectual property, increasing artists' bargaining power for fairer remuneration and easing the payment processes across the board.

Thanks to blockchain, NFTs let creators easily mint and copyright their work, listing it for sale on open marketplaces. NFTs have welcomed a thriving resale market, offering a golden opportunity for creators to earn income from their assets forever, anytime their work is resold.

Target groups

The project targets workers, professionals, and companies in the Cultural and Creative Sectors, also known as Culture and Creative Industries (CCIs). These sectors encompass a wide range of activities such as arts, crafts, design, fashion, film, music, publishing, and more.
In particular, it focuses on freelancers, and small- and micro-enterprises characterising the sector.

Project results

1. Pixel Toolkit

The first result consists of supporting materials and tools to help Culture and Creative Industries properly access and use NFT

2. Pixel Workshops

The second result consists of training activities aiming at supporting Culture and Creative Industries in improving their knowledge, skills, and competencies on how to exploit the potential of NFTs in the Culture and Creative sectors

3. Pixel Launch Conference

The third result consists of a face-to-face conference organised in each partner country to promote the project results and raising awareness about the benefits and risks of using NFTs in Cultural and Creative Sectors

Activities carried out

Pixel kick off meeting

The project kick-off meeting took place in Pesaro (Italy) on November 20-21 2023. The partners discussed the project details, analysing the work plan and the expected results.

Focus group and definition of a framework for the Toolkit

Through thorough research and extensive collaboration with stakeholders, including blockchain experts and representatives from the Cultural and Creative Sectors, who actively participated in focus groups across Italy, Bulgaria, and Lithuania, the partners identified key areas of interest regarding the access and use of NFTs.
By defining common themes, the partners laid the groundwork for the Toolkit, ensuring its relevance and practicality in diverse contexts.

Production of the Pixel Digital Toolkit

The Pixel Toolkit was created to provide practical resources and guidelines for professionals and companies working in the CC sector on how to properly access, use, and integrate NFTs in their work.
It covers various aspects of how NFTs can revolutionize visibility, monetization, and resilience in the creative industry.
The document is available on the project website.

Partners

Pixel activities are implemented by a consortium composed of 3 organisations coming from 3 different European countries.

(Italy)

Learnable is a community of experts working for years on the development of innovative educational practices aimed at enhancing the quality of the training offer and supporting school-to-work transition and employability of the learners.

(Bulgaria)

Edu Playground is a non-profit organization committed to reskilling adult people through lifelong learning opportunities. It develops national and international projects for creating educational tools that make adult learning more attractive, promoting active citizenship and providing high-quality learning.

(Lithuania)

Motyvaciniai Projektai (Mpro), is a non-profit organization dedicated to advancing education through information and communication technologies. It actively supports educational methods, digital content, VR & web3 workshops, masterclasses, and more.

Let's keep in touch!

[Project website]