



WEBINAR

CULTURAL AND CREATIVE INDUSTRIES (CCI) SKILLS ANALYSIS

Understanding skills challenges and opportunities in

CCI across European regions

28 January 2025

10-11h30



earlall

EUROPEAN ASSOCIATION OF REGIONAL & LOCAL
AUTHORITIES FOR LIFELONG LEARNING

Webinar promoted by EARLALL's Working Group on Skills and Labour Market



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AGENDA

10.00 **Welcome and introductory remarks, Anna Cabedo**, Regional Ministry of Education and VET, Catalonia & EARLALL WG Skills and Labour Market leader

10.10 **Session 1 | Cultural and Creative Industries: looking into a sustainable future with a skilled workforce**

Barbara Revelli, Head of Programmes at ELIA and member of the creative sector Blueprint Project, CYANOTYPES

10.30 **Session 2 | Regional examples: Advancing the Cultural and Creative Industries skills and careers: challenges and opportunities**

- **Ruth Mayoral Lopez**, Higher Education Programmes at Euskampus Fundazioa, Basque Country
- **François Glet**, Regional Project Manager – Bourges European Capital of Culture 2028, Centre-Val de Loire Region and **Yann RYK**, Territory policy officer, FRACAMA
- **Sandra Myers Brown**, Conservatory of Music of Castilla y León

11.15 **The floor is yours: Q&A session**

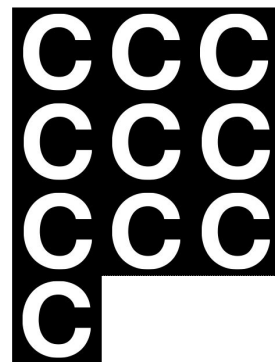
11.30 **Concluding remarks and closure**

SESSION 1: Cultural and Creative Industries: looking into a sustainable future with a skilled workforce



Barbara Revelli, Head of Programmes at ELIA and partner of the CCI Blueprint Project, CYANOTYPES

With over fifteen years of experience in strategy, policy, international projects, events, and content development within the cultural and creative industries and arts education, she has been a key figure at [ELIA](#) since 2011. Barbara has led several pan-European projects, including the large-scale [Cyanotypes](#) initiative focused on skills development in the Cultural and Creative Industries. She also manages various working groups and fosters partnerships and knowledge exchange across diverse communities. Prior to ELIA, Barbara worked in various sub-sectors of the Cultural and Creative Industries. Following her experience at GRI – Global Reporting Initiative, a leader in CSR and sustainability reporting, Barbara deepened her focus on the intersection of ecology and creativity.





ELIA

European's leading
multidisciplinary network for
higher arts education &
research

Founded in

1990



Member institutions

285



European members: 250
Non-European members:
35

Countries

54



Art students represented

> 350k





WE STAND FOR THE ARTS

We advocate for freedom of artistic expression, recognition of the value and impact of the arts, research in and through the arts, and access to creative education for all.

WE BELIEVE IN THE POWER OF COMMUNITY

As a collective force, we shape brave and safe spaces, generating a field of influence, support, and resilience within and beyond the higher arts education and research sector.



WE EMBODY PLURALITY

We believe in the generative quality of diverse perspectives and inclusive dialogue, embracing frictions and holding space for critical analysis. Deeply committed to democracy as an integral part of plurality, we support our members in championing democratic principles.



WE SUPPORT A CULTURE OF CARE

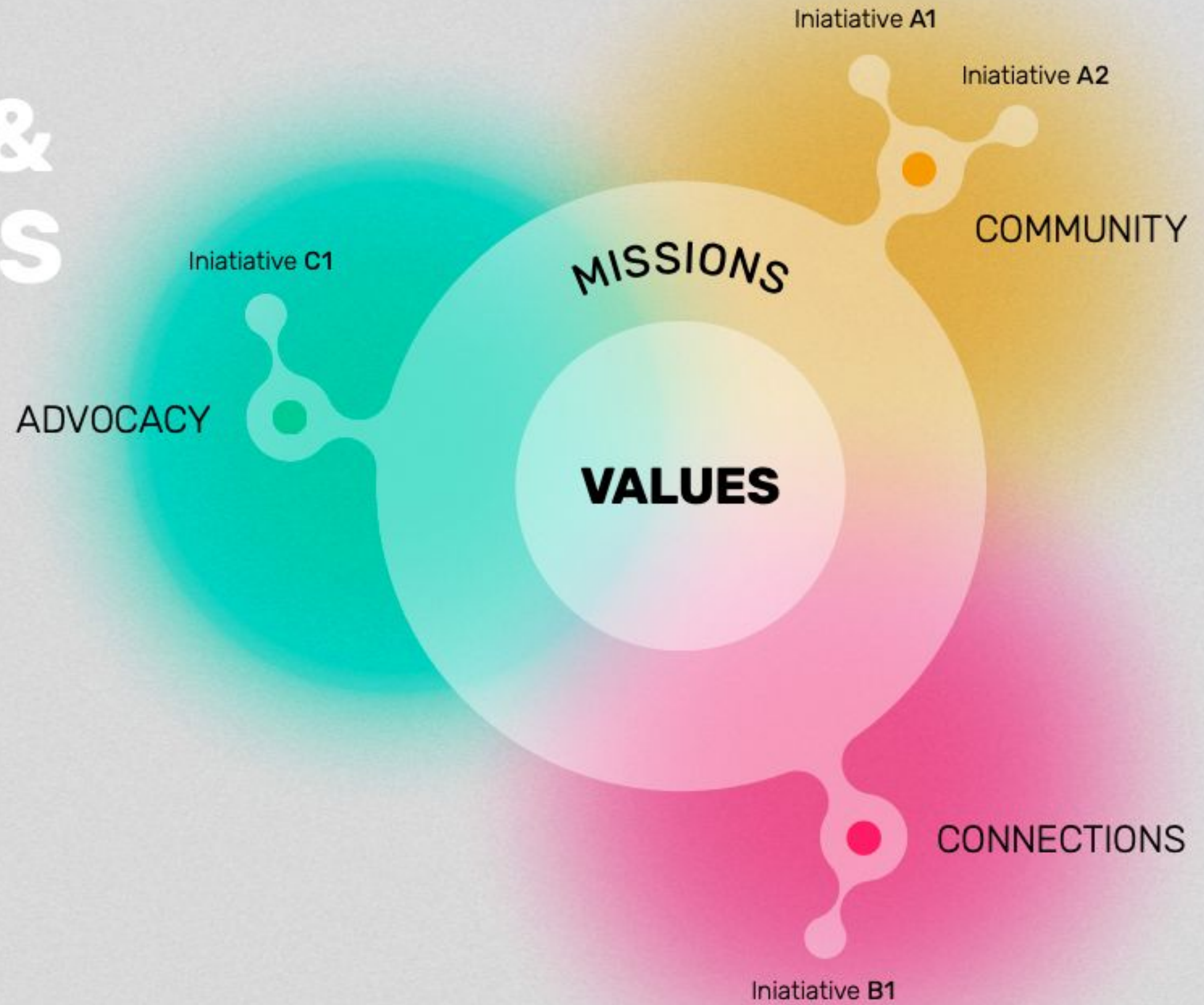
Through collaboration with our members, we prioritise care in every action we take. Actively seeking solutions to global challenges, we are committed to taking responsibility for our environment and each other.



WE LEAP BEYOND THE NOW

Driven by a passion for learning, experimentation, and discovery, we are a knowledge community at the leading edge of arts education, creative innovation, and impactful change.

VALUES / MISSIONS & INICIATIVES



Signature ELIA Events 2024 - 2025



**ELIA Leadership
Symposium**

**Geneva University of Art
and Design (HEAD –
Genève)**

Date: 15 – 17 October 2025



ELIA Biennial 2024

**Nuova Accademia De Belle
Arti (NABA),
Milan, Italy**

Date: 20-23, Nov 2024

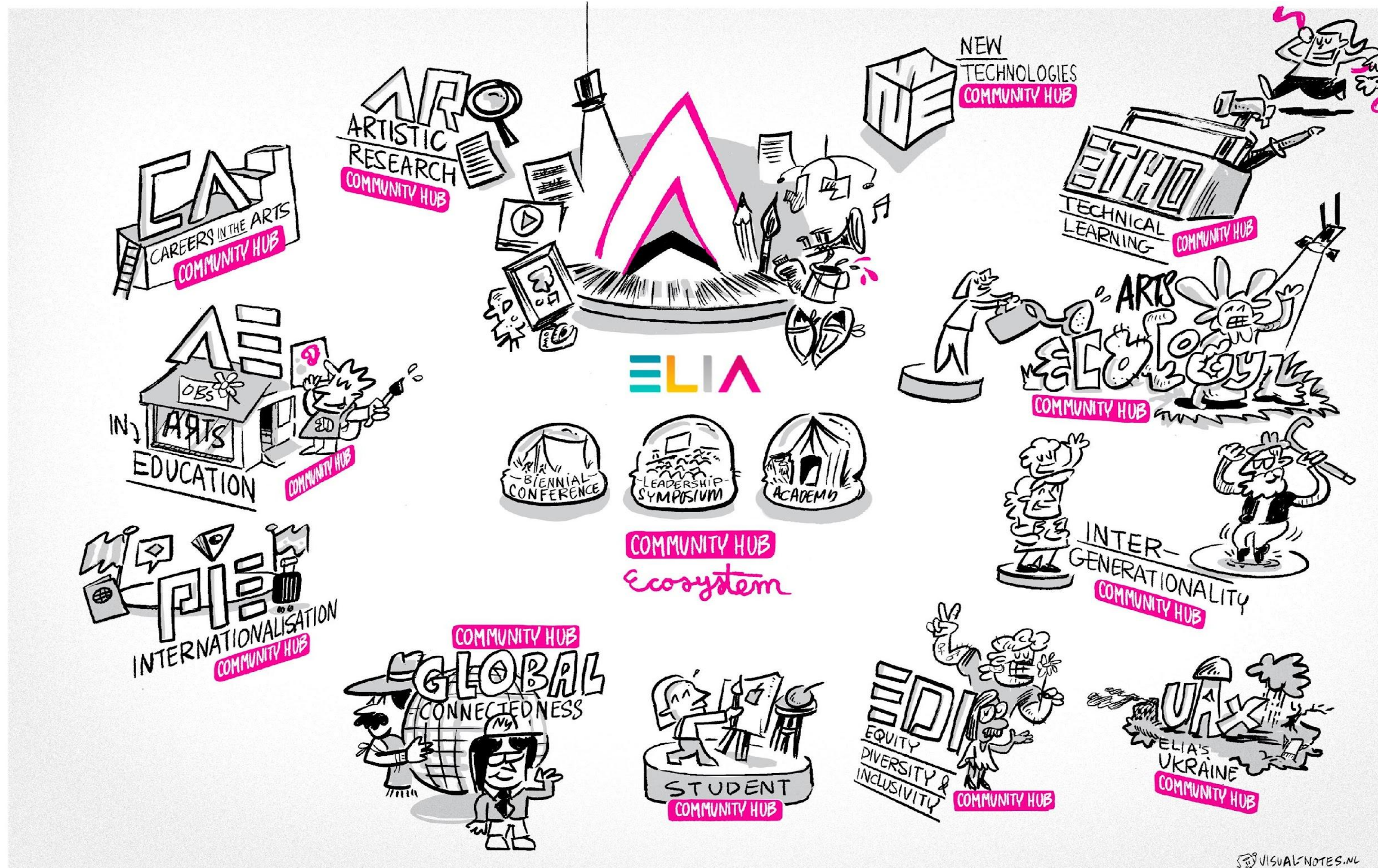


ELIA Academy

**Kristiania University
College
Oslo, Norway**

Date: 18 – 20 June 2025

ELIA Community Hubs



Y A
N O T
Y P E
S





<https://cyanotypes.website>

WE ARE ALL CYANOTYPES

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

Partners

HKU
university of the arts utrecht

S H A A R

UNIVERSIDADE
LUSÓFONA

NTNU
Norwegian University of
Science and Technology

di:angewandte

ENHANCING
DIGITAL SKILLS
ACROSS EUROPE

ALL
DIGITAL

European Creative
Business Network

European
creative
hubs
network

EVET
European Forum
of Technical and Vocational
Education and Training

ELIA

MyData

FASHION
INNOVATION
CENTER.

mediarte
the making of you

DATASPELSBRANSCHEN
Swedish Games Industry

CREATIVE
INDUSTRY
KOŠICE //

materahub

Wirtschaftsförderung
Region Stuttgart

ENHANCING QUALITY IN THE
ARTS

WIFI

WKO



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the European Union

Cyanotypes Skills Strategy

Phase 1: Identify the Gaps & develop a framework for continuous feedback

Phase 2: Strengthen partnerships for learning environments & establish regional and local partnerships

Phase 3: Establish a robust framework for lifelong learning and a culture of continuous professional development



Skills Gaps in the CCSI

- **Keeping Up with Rapid Changes –**
new skills every day from Tech & AI
- **Sector-Specific Skills Gaps**
- **Entrepreneurial skills**
- **Digital skills**
- **...**



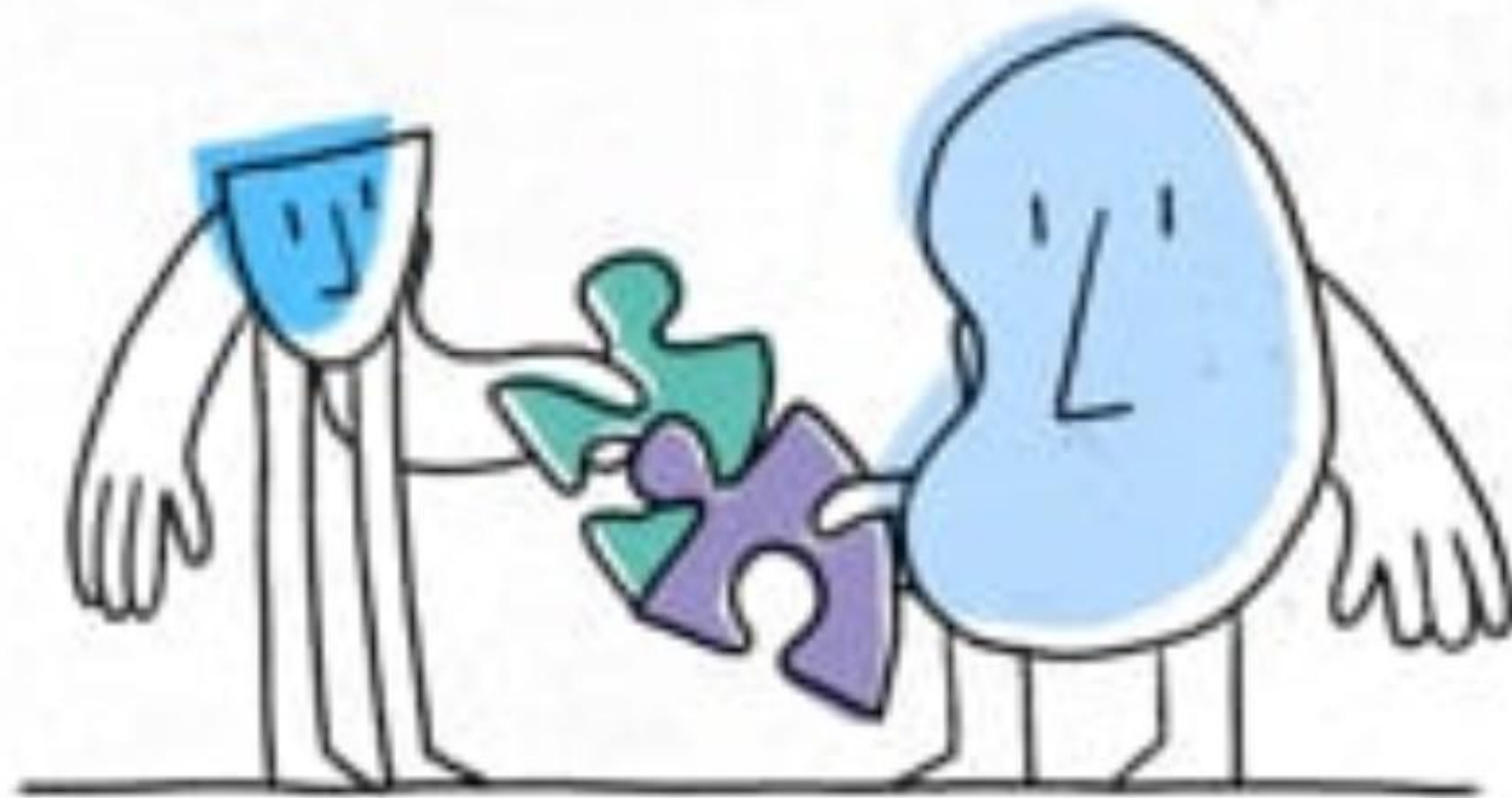


Cyanotypes address the challenges

These gaps emphasize the need for a comprehensive approach to skills development within the CCSI.

The emphasis is on Transversal and Transformative Skills, which help the CCSI to address the triple transition and raise awareness of the strengths and impact of the CCSI.

Train-the-Trainer Framework





CALL FOR PILOTS

Express your interest
using the QR code



Call coming up in March 2025



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the European Union

Cyanotypes Actions

- Promoting lifelong learning and continuing professional development
- Enhancing creative agency
- Shared language & conceptual framework for Skills & Competencies
- Foster Transformative and transversal Competencies
- Envision Alternative Futures
- Consider micro-credentials



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Pact for Skills

Home

About the Pact for Skills

Community resources

Stakeholders and business

Workers and learners

Press and Multipliers

European Commission > Pact for Skills

Welcome to the Pact for Skills

The Pact for Skills aims to get public and private organisations together and encourage them to make concrete commitments to upskilling and reskilling adults.

Join the Pact >



1

2

3



CREATIVE PACT FOR SKILLS

**“Unleashing
Creative Potential
for the Green and Digital
Transformation:
The Creative Pact for
Skills”**



Working Group Content Lead

- Skills for the digital environment
- Entrepreneurial skills
- Skills for the green transformation
- Cross-sectoral innovation
- Micro-credentials
- Regional partnership



CREATIVE SKILLS WEEK 2025

22 - 26 SEPTEMBER
P R A G U E



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the European Union

POWERED BY

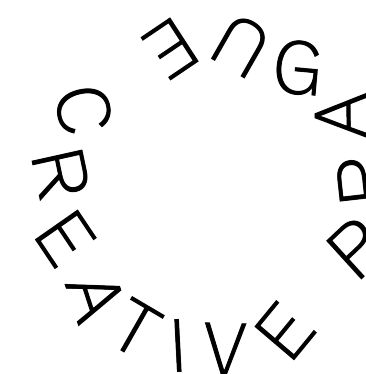
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IN ASSOCIATION WITH

CYA
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ORGANISING TEAM



Call for Projects

What are we looking for?

- **Contributions to the Online programme – (similarly to the Satellite events in 2024)**
- **Project presentation:** Share your innovative project within the frame of the Creative Skills Week 2025.
- Possible **synergies** with projects and activities fitting in the frame of CSW2025.

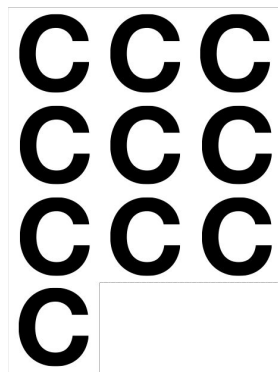
Let's bring the CCSI community together!





Timeline

- ❑ 'Save the date' Announcement for Creative Skills Week 2025 – **January 2025**
- ❑ Call for Projects + Call for Pilots CYANOTYPES – **Early March 2025**
- ❑ Registrations & Programme in Person in Prague – **April 2025**
- ❑ Registrations & Programme Online participation – **August 2025**
- ❑ Creative Skills Week 2025 takes place in **Prague – 22-26 September 2025**



THANK

you



SESSION 2



Session 2 | Regional examples: Advancing the Cultural and Creative Industries skills and careers: challenges and opportunities

- Ruth Mayoral Lopez, Higher Education Programmes at Euskampus Fundazioa, **Basque Country**
- François Glet, Regional Project Manager – Bourges European Capital of Culture 2028, **Centre-Val de Loire Region** and Yann RYK, Territory policy officer, FRACAMA
- Sandra Myers Brown, Conservatory of Music of **Castilla y León**

GUIDELINES FOR YOUR PPX

Please, we suggest you cover these aspects:

- Brief introduction – the importance of the CCI for the region (e.g. people working in the sector; male/female distribution; the number of VET schools/Centers; formal vs non-formal education; weight in terms of GDP, etc)
- Challenges and opportunities
- Solutions – In practice: Project/initiatives
- *What the future takes? (this question will be oral, no need to prepare slides)*

Euskampus Fundazioa, Basque Country



Ruth Mayoral Lopez, Manager of Higher Education Programs at Euskampus Fundazioa

Among her current responsibilities, she is the coordinator of the Basque Cluster of Engineering, Science and Technology and the Basque Cluster for Cultural and Creative Industries –both training and research ecosystems– designing and implementing projects for companies, public entities and universities. PhD cum laude in Sociology from the University of the Basque Country. She has been in charge of devising and managing different projects within the framework of the Smart Industry, Cultural and Creative Industries and Social Innovation.



ksigune

Regional Skills Partnership

*Understanding skills challenges and opportunities in the
CCI*

The example of the Basque Country

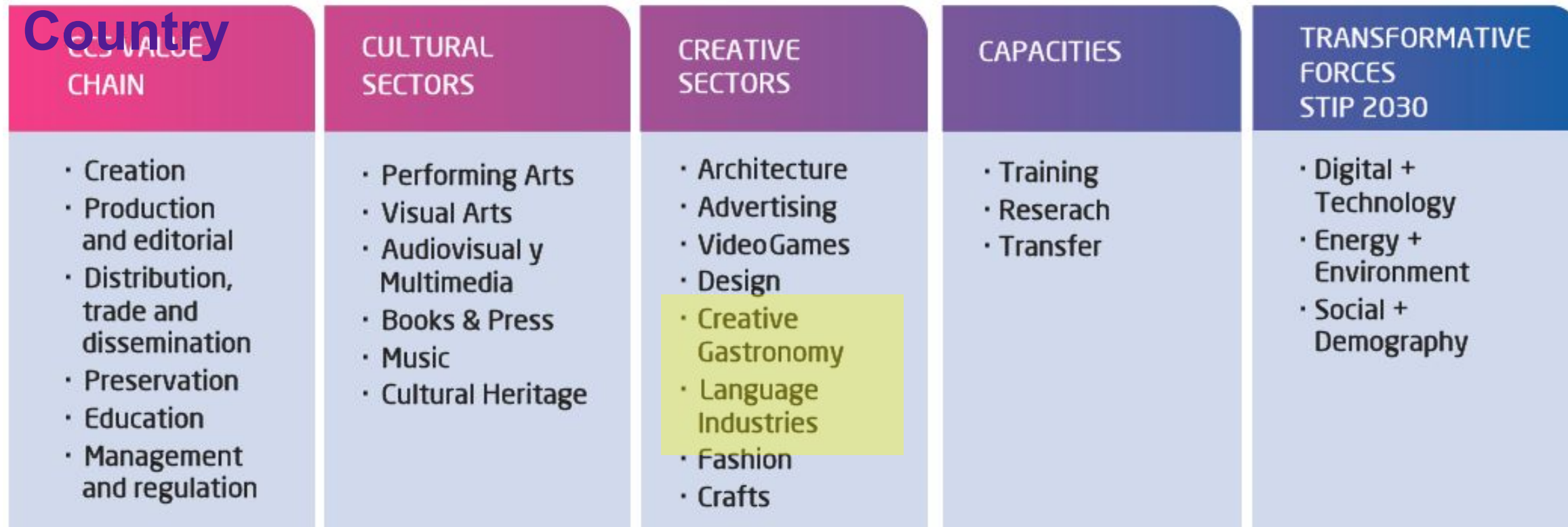
28 January 25

Ruth Mayoral López



CCI in the BASQUE COUNTRY

CCIs Taxonomy in the Basque



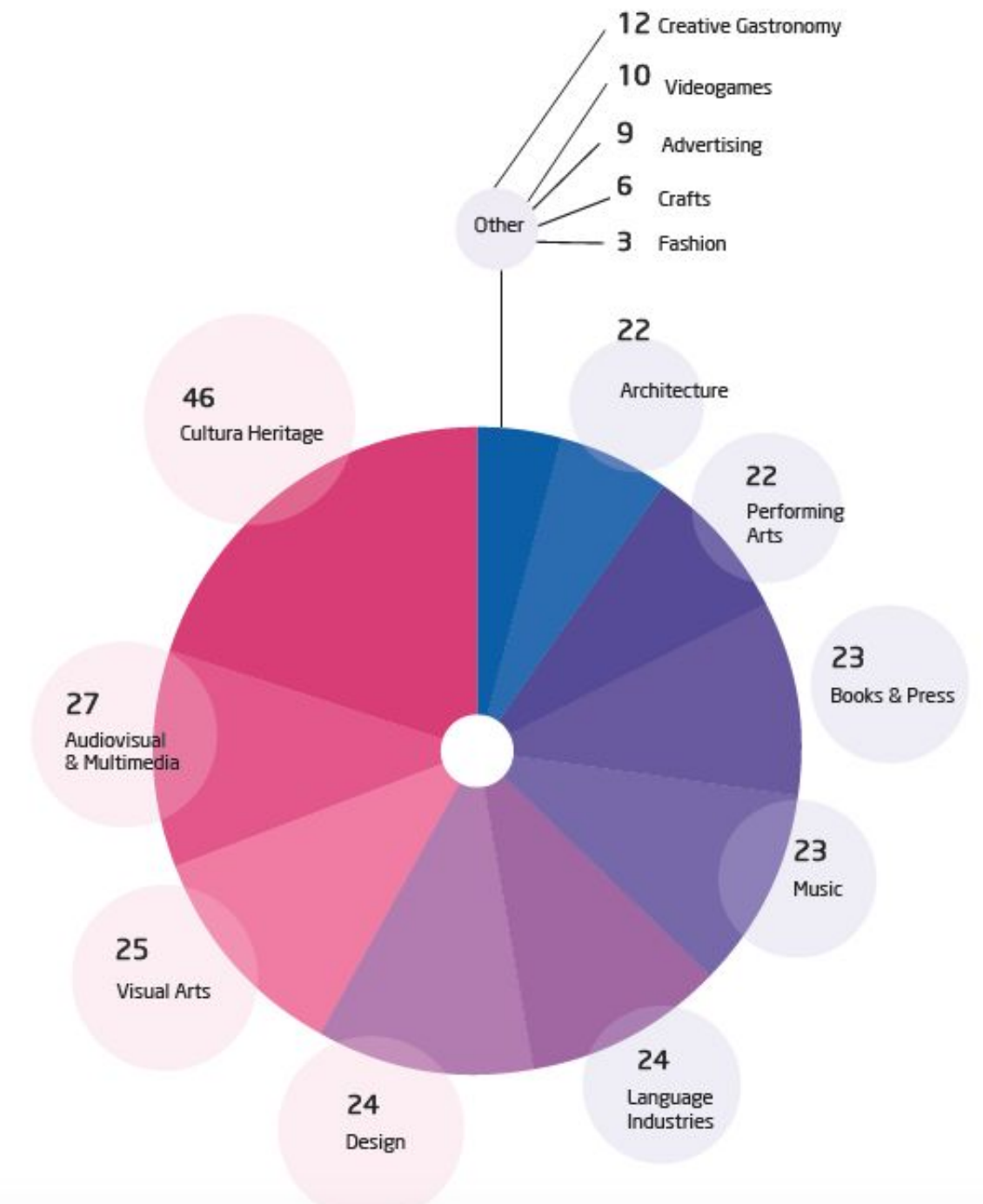
Specific to the Basque Country: Creative Gastronomy and Language Industries

CCIs figures in the Basque

Country

+10% CCI companies 16,122 (157,358 total)

+5% CCI employment 48,161 (911,267 total)



CCI represented in our Higher Education

>> How can we support the connection between the training and research with the cultural and creative sectors?

KSIgune RSP is the Basque Higher Education & Research Cluster for the Cultural and Creative Industries

KSIgune ECOSYSTEM

KSigune Ecosystem



KSIGUNE



Faculties and Schools

Agents

Promotes and supports the development of training, research and transfer projects based on the cooperation between Higher Education centres and agents of the CCI sectors.

WHAT IS IT?

A strategic tool that since 2020:

Promotes and supports the development of training, research and transfer projects based on the cooperation between Higher Education centres and agents of the CCIs sectors.

4 Worklines

1. Monitoring
2. Training
3. Transfer
4. Dissemination & Internationalisation

ksigune

CLUSTER BASQUE DES ICC
BASQUE CCI CLUSTER

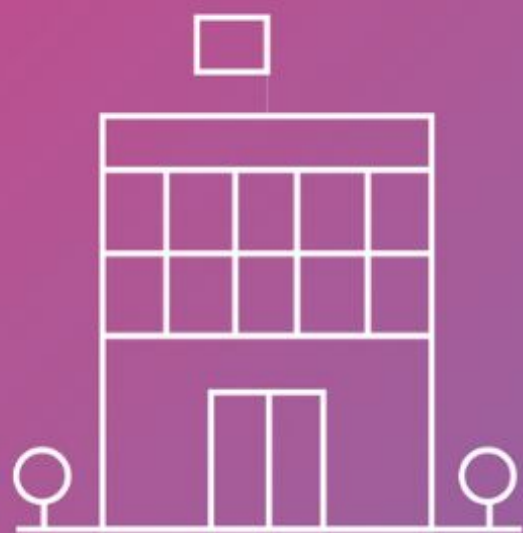


KSIgune RSP is the Basque Higher Education & Research Cluster for the Cultural and Creative Industries

KSIgune REGIONAL SKILLS PARTNERSHIP



Connecting the Basque Cultural and Creative nodes: Administration + Academia + Business



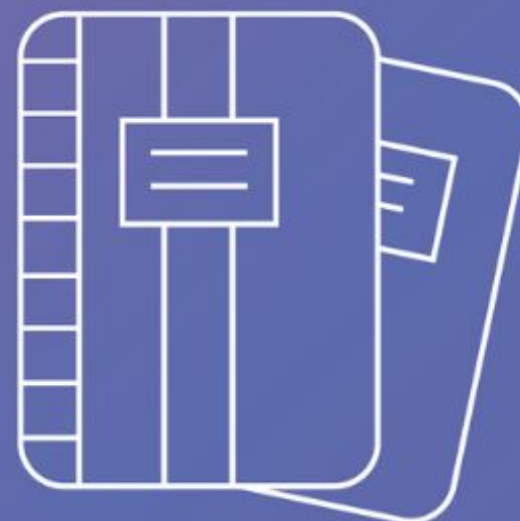
27

Faculties & Schools



3233

Teaching & Research staff



53

Connection projects



19

Entities



+600

Mobilised students

Do you want to learn more? Join us



i
n



gune 

Ruth Mayoral
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EUSKADI
BASQUE COUNTRY

Centre-Val de Loire Region



François GLET, Regional Project Manager – Bourges European Capital of Culture 2028, Centre-Val de Loire Region

Over the past 10 years, François GLET has developed an expertise in the field of cultural policies, and more specifically in the challenges of regional cultural development. At regional level, he is in charge of coordinating the various stakeholders from all sectors impacted by the next European Capital of Culture in France (cultural players, as well as those involved in mobility, tourism, education and the economy).

Today, he is keen to share the initiatives of the Centre-Val de Loire Region and to listen to the innovative solutions that European regions are bringing to bear on the challenges of structuring the cultural and creative industries.



Yann RYK, Territory policy officer, FRACAMA

With nearly 20 years of experience in the sector of arts and culture, Yann Ryk initially worked in the performing arts as the head of a production and live performance organization. He then served as a coordinator and programmer for a public multidisciplinary festival that combined street arts, theater, and dance. Since 2015, he has been involved in the modern popular music sector, first working for a public institution in the northeast of France before joining Fracama in 2017, as a project officer.

Fracama is the federation and regional hub for modern popular music in the Centre-Val de Loire region. Its public mission is to support the development of the modern popular music sector, in close collaboration with the Cultural Department of the Centre-Val de Loire Region

CCI sector in Centre-Val de Loire



What is **Région Centre-Val de Loire**?

- One of the 13 administrative regions of France,
- A population of 2.5 million,
- Local authority (the president and the 77 regional councillors are elected for 6 years).

CCI in Centre-Val de Loire, **key data**:

- 10,000 salaried workers and 7,000 non-salaried workers
- 1% of salaried employment and 5% of non-salaried employment in the region
- 3% of establishments in the Centre-Val de Loire will be in the cultural sector.

CCI sector strategy based on the **SRDEII (2022-2027)**



THE “CONTRAT DE FILIERE MUSIQUES ACTUELLES”



A public cultural policy tool of the French Government, declined in each region of France.

In Centre-Val de Loire:

- The Ministry of Culture and its National Center for Music,
- The Culture Department of the Centre-Val de Loire Region,
- The Fracama (and Scène O Centre, another regional network)

work together under this contract, with the shared aim of supporting the development of the modern popular music sector in Centre-Val de Loire.

A cooperation based on collective intelligence in 2 formats:

- Observation and consultation of sector
- Prospective and public support measures

THE “CONTRAT DE FILIERE MUSIQUES ACTUELLES”



Summary of the « Contrat de filière musiques actuelles » in Centre-Val de Loire since 2022:

- 2 governance instances: 1 strategic committee + 1 technic committee
- Multiples meetings between contrat partners
- 1 study
- 2 public webinars
- 3 public consultations
- 8 calls for projects campaigns (support grants, structuring assistance, supports for music production compagnies...)
- Multiple individual advisory meetings with projects holder
- 470,000 euros in public subsidies

Castilla y León

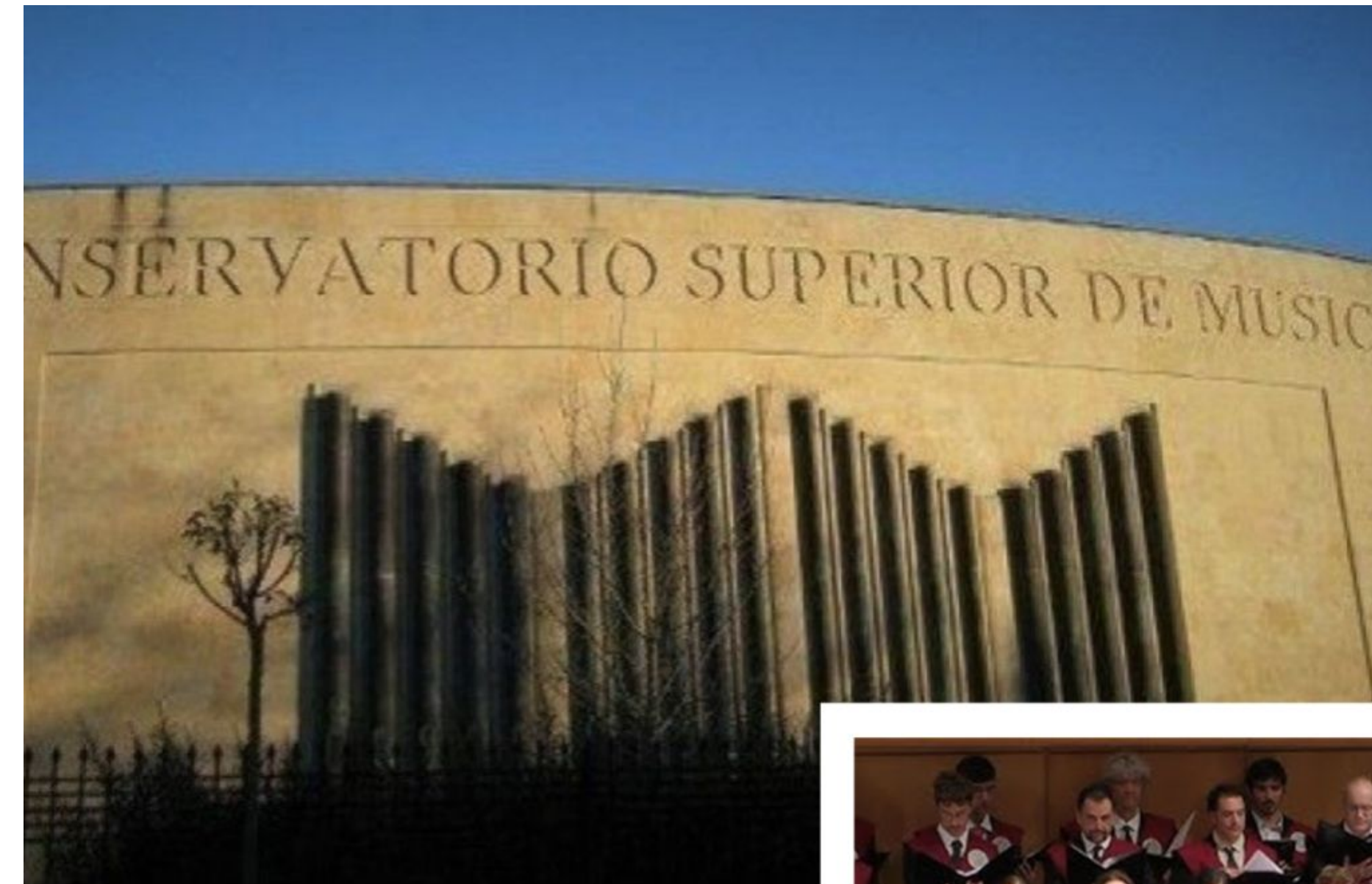


Sandra Myers Brown, Conservatory of Music of Castilla y León

Myers, originally from the United States, earned her B.A. in Music from UCLA in 1985 and later a degree in Musicology from the Royal Conservatory of Madrid in 1997. She completed her Ph.D. at the Autonomous University of Madrid in 2017 with the highest honors.

From 2002 to 2019, she was an interim Professor of Musicology at the Conservatory of Castilla y León in Salamanca, teaching various music history, aesthetics, and research methodology courses. She also directed the digital journal ReCoS (2014-2019) and supervised Master's theses (2017-2019).

In 2019, she secured a permanent professorship at the Conservatory of Navarra in Pamplona, where she taught music history, aesthetics, and applied musicology. In 2023, she returned to the Conservatory of Castilla y León as its director while continuing to teach methodology, music history, and music analysis.

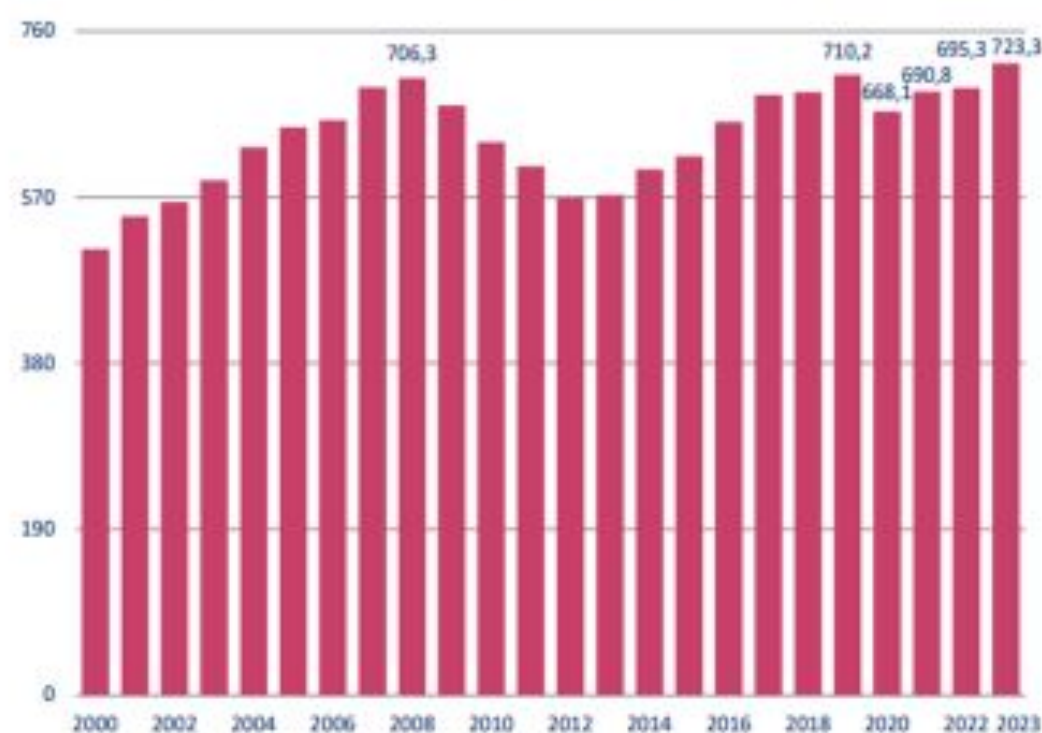




Spain general overview

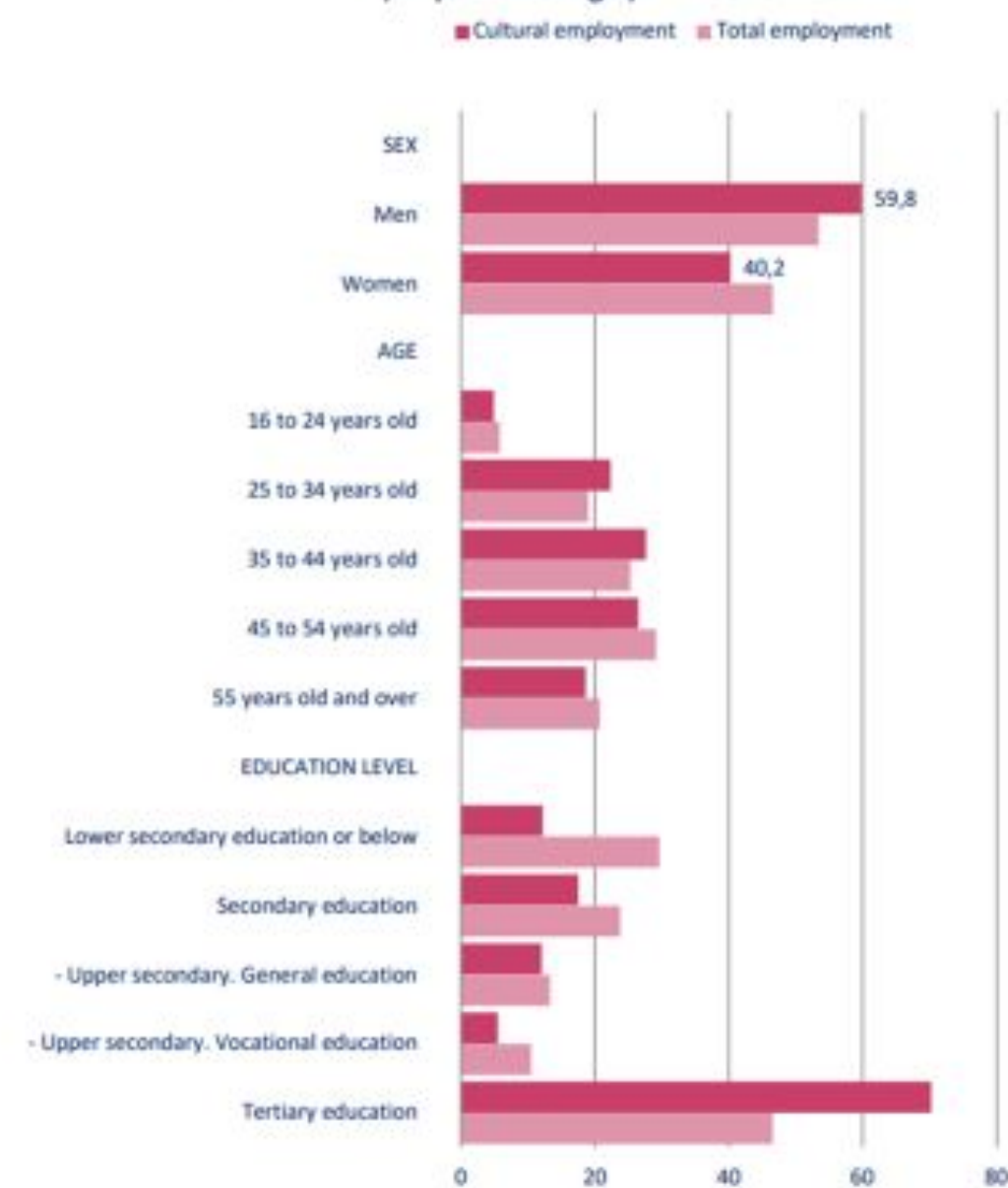
The volume of cultural employment in 2023 reached 723.3 thousand people, representing 3.4% of total employment in Spain for the annual average period. This figure is 1.8% higher than the number recorded in 2019, before the COVID-19 pandemic.

Figure 1.1. Annual average cultural employment (*)
(Thousand)



(*) Annual averages. See methodological note about linked series

Figure 1.2. Annual average and total cultural employment by personal characteristics. 2023
(In percentage)



Spain general overview

Figure 18.3. Contribution of cultural activities to the GDP by sectors. 2022
(In percentage)

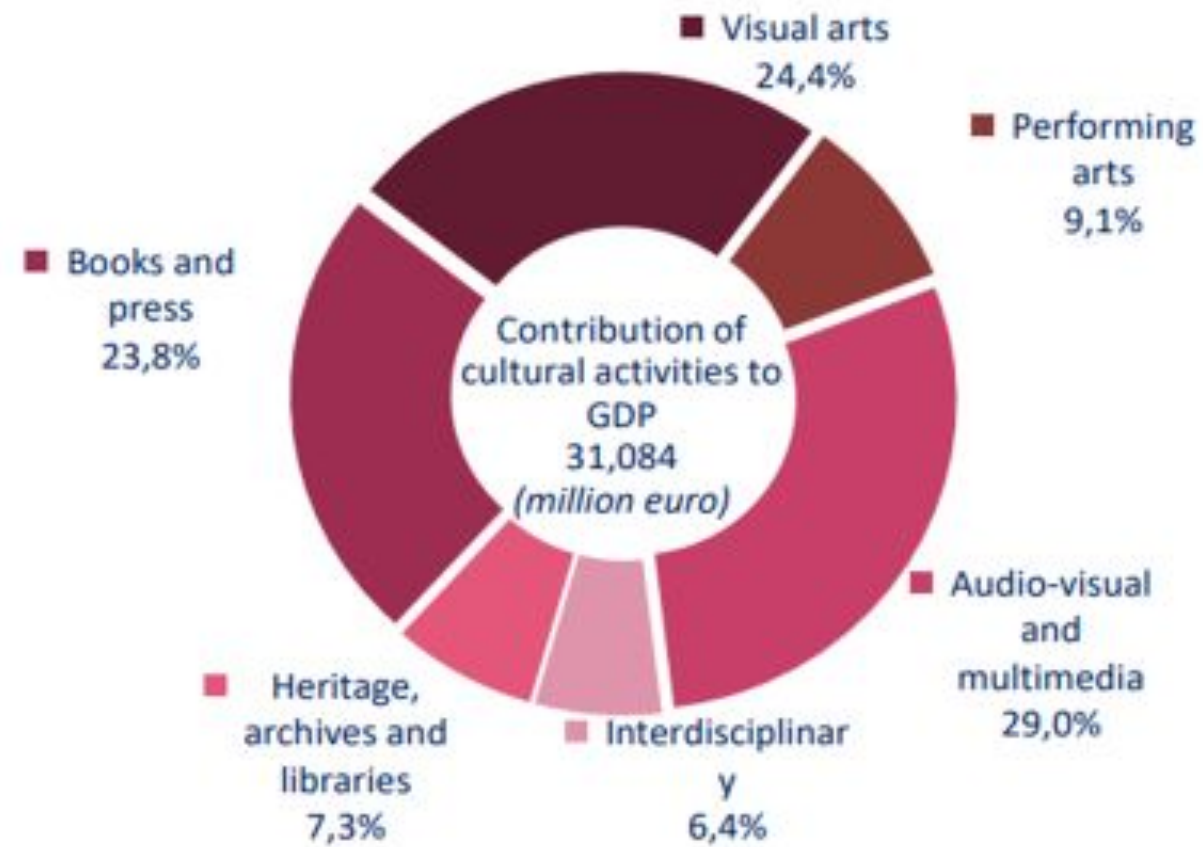
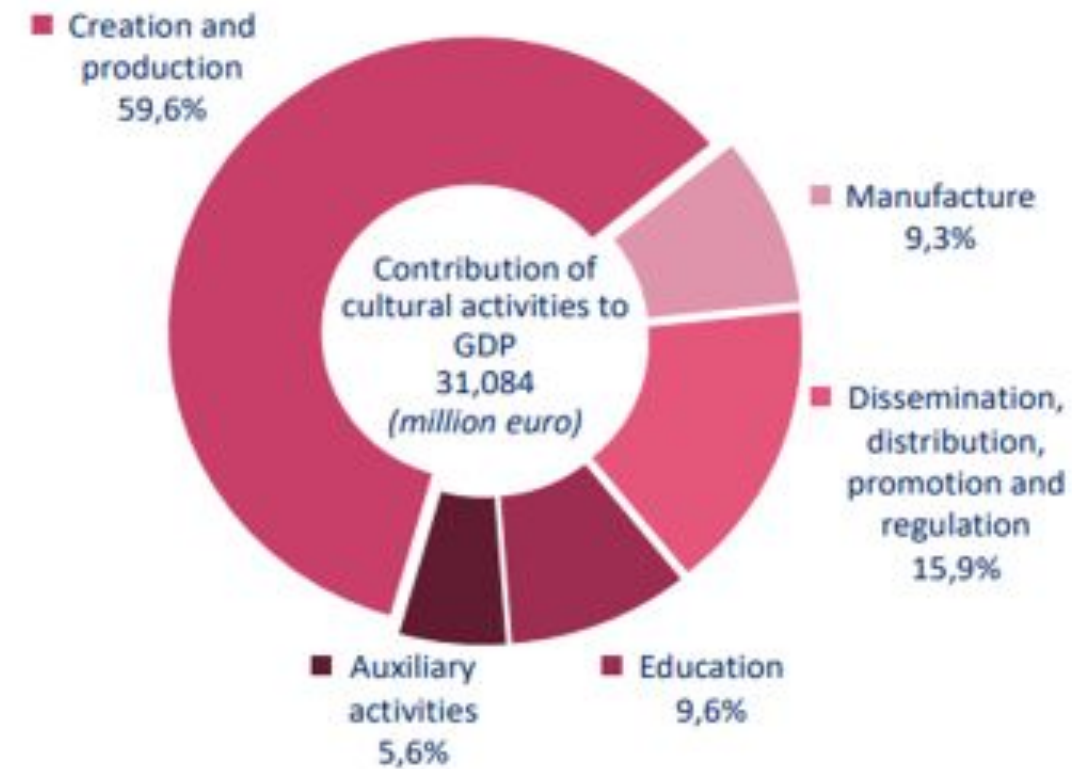


Figure 18.4. Contribution of cultural activities to the GDP by phases. 2022
(In percentage)



Source: Ministry of Culture. Satellite Account on Culture in Spain. Revision 2024

Average Annual Cultural Employment by Autonomous Community in Spain

	VALORES ABSOLUTOS (En miles)		EN PORCENTAJE DEL TOTAL DE EMPLEO	
	2022	2023	2022	2023
TOTAL	695,3	723,3	3,4	3,4
Andalucía	84,6	88,1	2,6	2,6
Aragón	19,2	14,9	3,3	2,5
Asturias (Principado de)	11,0	10,0	2,9	2,5
Balears (Illes)	22,9	25,6	3,9	4,2
Canarias	31,5	32,6	3,3	3,3
Castilla y León	25,1	25,2	2,5	2,5
Castilla-La Mancha	18,9	21,4	2,2	2,4
Cataluña	162,6	149,6	4,6	4,1
Comunitat Valenciana	61,7	72,0	2,8	3,2
Galicia	36,5	37,4	3,3	3,3
Madrid (Comunidad de)	140,8	162,4	4,4	4,9
Murcia (Región de)	12,3	16,8	1,9	2,5
Navarra (Comunidad Foral de)	11,3	11,1	3,9	3,8
País Vasco	39,7	34,7	4,2	3,6
Cantabria, Extremadura, La Rioja, Ceuta y Melilla	17,4	21,6	2,0	2,5

Fuente: Ministerio de Cultura. Explotación de la Encuesta de Población Activa en el Ámbito Cultural. INE. Encuesta de Población Activa. Medias anuales

**EDUCATIONAL CENTRES
THAT PROVIDE ARTISTIC
EDUCATION IN CASTILLA
Y LEÓN**



A) Educational centres that provide **elementary and professional music education** (mostly students between 8 and 18 years of age):

11 public professional music conservatories under the Junta de Castilla y León Total 4,729 students.

Specialties: Accordion, Harp, Singing, Clarinet, Harpsichord, Double Bass, Dulzaina, Bassoon, Recorder, Flute, Guitar, Renaissance and Baroque Plucked String Instruments, Plectrum Instruments, Oboe, Organ, Percussion, Piano, Saxophone, Trombone, Horn, Trumpet, Tuba, Viola, Viola da Gamba, Violin, Cello, Electric Guitar and Electric Bass.

1 elementary conservatory of music, public, of the City Council of Miranda de Ebro (Burgos). Total 97 students.

9 authorized private centers of elementary and professional music education. Total 283 students.





B) Educational centres that provide **elementary and professional dance** education (mostly students between 8 and 18 years of age):

2 professional dance schools, dependent on the public foundation FUESCYL. Total 450 students.

Specialties: Classical dance, Spanish dance and contemporary dance.

1 authorized private center for elementary and professional dance education. Total 37 students.





C) Educational centres that provide **vocational training cycles in plastic arts and design** (students from 16 years of age):

5 art schools and higher education for the conservation and restoration of cultural property, and 4 art schools and higher design schools.

They are all public centers. Total 128 intermediate level students and 789 higher level students.

6 medium level cycles

Specialties: Artistic Forging, Leather Accessories Crafts, Painting on Glass, Artistic Screen Printing; Interactive Graphic Product Assistance; Wall coverings

18 higher level cycles

Specialties: Sculptural Techniques; Sculptural Techniques in Wood; Artistic Foundry; Artistic Cabinetmaking; Sculpture applied to the Spectacle; Artistic Ceramics; Textile Art; Artistic Stained Glass; Engraving and Printing Techniques; Artistic Binding; Artistic Jewelry; Ephemeral Architecture; Projects and Management of Decoration Works; Advertising Graphics; Illustration; Photography; Comics and Animation.



Castilla y León

D) Educational centres that provide **higher artistic education** (EAS) (students from 18 years of age in the majority):

EAS of Music: Conservatory of Music of Castilla y León. Public center. Total 253 students in Bachelor's Degree and 29 students in Master's Degree.

Specialties: Interpretation, Musicology and Composition.



EAS of Dramatic Art: Higher School of Dramatic Art of Castilla y León. Dependent on the public foundation FUESCYL. Total 98 students in Bachelor's Degree and 15 students in Master's Degree.

Specialties: Acting and stage direction and dramaturgy.



EAS of Design: 4 art schools and higher design schools. Total 312 students.

Specialties: Fashion, Product, Interiors and Graphics.



EAS of Conservation and restoration of cultural property: 5 art schools and higher education for the conservation and restoration of cultural property. Total 109 students. Specialties: Painting, Sculpture, Textiles, Graphic Documents and Archaeological Assets.



Junta de
Castilla y León

Castilla y León

E) Educational centres that provide **NON-formal education** (students of any age):

- 75 municipal music schools (dependent on the municipalities). Total 16,214 students.
- Crafts Center of Castilla y León

2024/2025

CENTRO * DE ARTESANÍA DE CYL — ☺ ✕ CURSOS · DE → OFICIOS ARTÍSTICOS

Información e inscripciones:
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983 320 501
C/ Valle de Arán, 7
47010 Valladolid, España

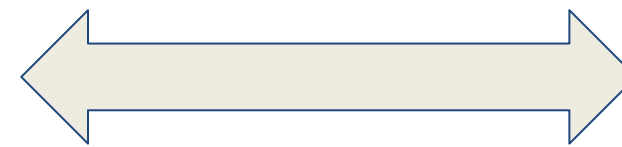
TRAINING OFFER	WOMEN	%	MEN	%
CARPENTRY	12	24%	39	76%
CERAMICS	31	84%	6	16%
BAKESRY	19	90%	2	10%
LEATHER	24	67%	12	33%
DRAWING	6	50%	6	50%
BOOKBINDING	7	70%	3	30%
ENGRAVING	7	64%	4	36%
DESIGN AND TAILORING	33	97%	1	3%
PHOTOGRAPHY	5	63%	3	38%
JEWELLERY	22	61%	14	39%
STONE SCULPTING	0	0%	10	100%
PAINING	8	73%	3	27%
RESTORATION	47	78%	13	22%
WOOD CARVING	11	23%	37	77%
UPHOLSTERY	21	91%	2	9%
LATHE	36	77%	11	23%
GLASS	18	69%	8	31%
Total	307	64%	174	36%

Where to begin?

- **Align Culture and Education Ministries and Councils toward specific CCI goals**
- **Create awareness of potential specialized areas (known, but not addressed)**
- **Correct national and regional implementation of the new Law for Higher Artistic Education (implementation of curriculum, flexibility in hiring)**
- **Increase administrative staff for implementation of internships, practical training, work placement officers**
- **Increment participation in European and international partnerships**



**Creation of stronger
productive fabric**



**Training in leadership and
entrepreneurship**



THE FLOOR IS YOURS: Q&A SESSION



LCAMP

Webinar | Advanced Manufacturing Skills Analysis

Understanding skills challenges and opportunities in the Advanced Manufacturing Industries across European regions

19 March 2025

10-11h30 (Brussels Time)

 This webinar is organised in the context of the EU-funded project LCAMP, with the support of the EARLALL's WG on Skills and Labour Market.

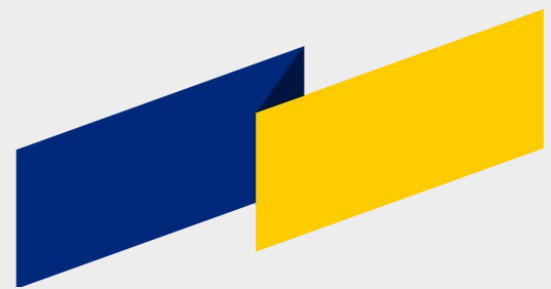
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| www.earlall.eu

| www.lcamp.eu

Together for lifelong learning



earlall

EUROPEAN ASSOCIATION OF REGIONAL & LOCAL
AUTHORITIES FOR LIFELONG LEARNING

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EARLALL - European Association of Regional and
Local Authorities for Lifelong Learning



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