

## FACT SHEET - Cultural and Creative industries skills challenges and opportunities

### Webinar | Understanding skills challenges and opportunities in CCI across European regions



 **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

 | [www.earlall.eu](http://www.earlall.eu)

The information and data included in this fact sheet was shared during **EARLALL's webinar on "Understanding skills challenges and opportunities in CCI across European regions"** which took place on 28 January 2025. This initiative was promoted by EARLALL'S Working Group on Skills and Labour Market.

Contributions from:

- **Barbara Revelli**, Head of Programmes at the ELIA Artschools and cultural and member of the creative sector's Blueprint Project, CYANOTYPES
- **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**, Director of the Conservatory of Music of Castilla y León

The webinar presentations and the recording are available on [EARLALL's website](http://www.earlall.eu)



## FACT SHEET - CCI skills challenges and opportunities

The **Cultural and Creative Industries (CCI)** encompass a wide array of sub-sectors, including architecture, archives, libraries, museums, artistic crafts, audiovisual arts (e.g., film, television, video games, multimedia), cultural heritage, design, fashion, festivals, music, performing arts, publishing, and visual arts.



### FACTS & FIGURES

- CCI employs **8 million workers accounting for 3.8% of the EU workforce** across **1.2 million enterprises, of which 99% are SMEs or micro-enterprises**.
- Represent **4.4% of EU GDP**, generating over €540 billion annually.
- Cultural occupations saw a **7% increase** in employment from 2013 to 2022.
- **30% of workers in CCIs** are self-employed—more than double the EU average.

### MAIN CHALLENGES

- **Skills gaps and mismatches:** sector-specific, entrepreneurial, digital and green skills gaps
- **Skills for diversity and inclusion:** fostering critical thinking and cultural intelligence, prioritising the physical and mental health and well-being of the creative workforce.
- **Keeping up with rapid changes** – new skills every day from Tech & AI
- **Sustainability demands require upskilling and reskilling to meet evolving market needs**
- **Attracting and retaining talent**
- **High levels of job insecurity, self-employment, and part-time or non-permanent contracts**
- **SMEs and freelancers struggle to secure training opportunities and funding to adapt to emerging trends**

#### GOOD PRACTICE

CYANOTYPES

**CYANOTYPES** is a European project addressing the current & future learning needs of the Cultural and Creative Sector. CYANOTYPES is developing a unique Train-the-Trainer Framework to ensure that creative skills stay relevant and renewable. A call for projects would be launched in March 2025 to open the framework's content for piloting, [see here!](#)

#### RESOURCES

- <https://elia-artschools.org>
- <https://cyanotypes.website>
- <https://mailchi.mp/8b56a07472c2/show-interest-in-the-cyanotypes-pilots> (Call for Pilots - interst)
- [https://pact-for-skills.ec.europa.eu/index\\_en](https://pact-for-skills.ec.europa.eu/index_en)
- <https://www.creativepactforskills.eu>

## FACT SHEET - CCI skills challenges and opportunities



### FACTS AND FIGURES FROM EARLALL MEMBER REGIONS



#### KSIgune: Strengthening cultural and creative industries through education and collaboration

In **Basque Country**, the sector's growth, with a 10% increase in CCI companies (16,122) and a 5% rise in employment (48,161 jobs).

#### In 2020, the Basque Country launched KSIgune - Regional Skills Partnerships

- **KSIgune** is the the Basque Country Higher Education & Research and Cluster for the Cultural and Creative Industries
- Promotes and supports the development of training, research and transfer of projects based on the cooperation between Higher Education centres and agents of the CCIs sectors.
- The CCI Taxonomy in the Basque Country covers Creative Gastronomy and Language Industries
- The KSIgune Ecosystem promotes and supports the development of **training, research** and **transfer of** projects based on the cooperation between Higher Education centres and agents of the CCIs sectors.
- Its four key work lines—**Monitoring, Training, Transfer,** and **Dissemination & Internationalisation**

#### It has facilitated:

- 3,233 teaching and staff
- 53 connection projects
- + 600 Mobilised students
- strengthening the region's cultural and creative ecosystem



#### Centre-Val de Loire Region's cultural overview

#### Région Centre-Val de Loire key data:

- One of the 13 administrative regions of France.
- A population of 2,5 million.

#### CCi in Centre-Val de Loire:

- 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 region has integrated a CCI sector strategy into its Economic Development, Innovation, and Internationalization Plan, including culture as a pillar for economic growth for the first time.

#### New Interreg Europe Programme project:

- **SONIC** - Strategic Opportunities for New Innovative Changes in Music Policies Interreg Europe Programme project.

#### New contract for the music industry (Contrat de filiere musiques actuelles) since 2022:

- A public cultural policy tool of the French Government, declined in each region of France.
- Cooperation and support for the music industry:
  - Observation and consultation of sector
  - Prospective and public support measures
- 8 calls for projects campaigns (support grants, structuring assistance, supports for music production companies...).
- 470,000 euros in public subsidies.



## FACT SHEET - CCI skills challenges and opportunities



### Challenges in Spain's cultural industries: Castilla y León

#### Spain general overview:

- The volume of cultural employment in 2023 reached 723.3 thousand people, this represents 3.4% of total employment in Spain for the annual average period.
- The contribution of cultural activities to the country GDP is 31,084 million euros.

#### Castilla y León average of the annual cultural employment:

- 3,3% in 2023 and 2024 (total for the country 3,4%).

#### Educational centres that provides artistic education in Castilla y León:

- **Music, dance, VET cycles in plastic arts and design, and Higher Artistic Education (EAS).**
- There are **11 public professional music conservatoires** under the management of the region and a total of **4,729 students**.
- **2 professional dance schools**, total of **450 students**.
- **5 art schools** and higher-education for the conservation and restoration of cultural property, and **4 art schools & higher design schools** (all public). Total of 120 intermediate level students and 789 higher level students.
- **Higher Artistic Education (EAS)** of Music (1 school), Dramatic Art (1 school), Design (4 schools) and Conservation and Restoration of cultural property (5 art schools).

#### Challenges:

- Aligning cultural and educational ministries.
- Strengthening European and international partnerships.
- Enhancing administrative support for internships and training.

#### Needs:

- Raising awareness of under-addressed specialized fields.
- Integrating leadership and entrepreneurship in artistic education.
- Strengthening the cultural industry.
- Equipping students with skills to contribute effectively.



## FACT SHEET - CCI skills challenges and opportunities



### EU INITIATIVES FOR THE DEVELOPMENT OF SKILLS FOR THE CCI

- **Creative Pact For Skills**: The Creative Pact for Skills aims to fundamentally enhance the skill sets within Europe's Cultural and Creative Industries. "Unleashing Creative Potential for the Green and Digital Transformation."
- **Creative Europe - Culture and Creativity (2021-2027)**: The Creative Europe programme is divided into 2 strands, Culture and MEDIA, and is supported by a cross-sectoral strand. €2.44 billion funding to boost CCIs.
- **Creative Skills Week 2025: 22-26 September in Prague**. This event will serve as a central hub for the Cultural and Creative Sector and Industries (CCSI), offering a dedicated platform for sharing knowledge and promoting new approaches to re-skilling and up-skilling.



### KEY INSIGHTS & REGIONAL PERSPECTIVES

- **Key challenges**: skills gaps, policy alignment, and the need for transversal & transformative training approaches.
- Strengthening education-industry collaboration is crucial for skills development.
- Policy alignment between cultural and educational ministries is needed.
- Digital, economic, and sustainability transitions require adaptive skills strategies.
- **CYANOTYPES Project**: Developing a training framework for future-proof creative skills (call for piloting in March 2025).
- **KSIgune** (Basque Country): A Higher Education & Research Cluster fostering skills development and collaboration.
- **Centre-Val de Loire** (France): Integrating CCIs into its Economic Development Strategy; supporting the music industry through policy innovation.
- **Castilla y León** (Spain): Addressing policy alignment, partnerships, and entrepreneurship training in artistic education.



**CCIS ARE ESSENTIAL TO EUROPE'S CULTURAL IDENTITY, ECONOMIC STRENGTH, AND GLOBAL COMPETITIVENESS.**