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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.

Newsletter 2

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.

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.



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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 raise awareness about the benefits and risks of using NFTs in Cultural and Creative Sectors

Activities carried out



Pixel second Transnational project meeting

The second transnational project meeting took place online on April 29, 2024. The partners discussed project management, focusing on Quality and Dissemination, and agreed on the work plan related to the organization of the Pixel Workshop and the expected results.



Pixel Workshops

The partners organised the Pixel workshops involving final beneficiaries, such as workers, professionals, and companies in the Cultural and Creative sectors, as well as artists and aspiring artists in their countries (Italy, Bulgaria and Lithuania).

The main aim of the activity was to transfer knowledge, skills, and competencies for the proper use of NFTs. A total of 53 participants attended the three workshops. They were enthusiastic about participating in the training and exploring the potential of NFTs and blockchain technology in their work.



Pilot Testing Implementation and Toolkit finalisation

During the workshops, participants also had the opportunity to test the Toolkit and the tools it includes.

The feedback on the Pixel Toolkit has been overwhelmingly positive, leading the partnership to make minor changes to improve the clarity of the document. The final version is now 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](#)



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Project n. 2023-1-IT01-KA210-VET-000157208