Pixel

NFTs for Cultural and Creative Industries

Workshops Framework

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If you have any questions regarding this document or the project from which it is originated, please contact:

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Introduction

This document has been created by the Pixel project with the purpose to provide a framework for the organisation of Educational Workshops focused on the access and use of blockchain and NFTs for Cultural and Creative Industries (CCIs).

The workshops, guided by experts in blockchain and digital transition for CCIs, aim at transferring knowledge, skills and competences to professionals, companies and employees working in CCIs in order to implement processes for the proper use of NFTs. This document intends to provide basic guidelines to VET organisations and trainers that want to structure similar training paths.

We strongly recommend you to check and download the Pixel Toolkit on the project website https://www.pixelprojecteu.com.

Learning Outcomes:

- To understand the concepts and functionalities of NFTs, including their creation, distribution, and monetisation within the Culture and Creative sectors.
- To recognise the benefits of integrating NFTs into CCIs, including intellectual property protection, business development, increased visibility, and competitive advantages, through case studies and real-world examples.
- To be able to access, use, and integrate NFTs into their professional practice, including the ability to mint, trade, and manage NFT assets effectively.

Target Group:

15 CC workers, professionals, freelancers and companies in each partner country

Trainers:

2 staff members experts in blockchain and digital transition for CCIs

Delivery: in total, 2 Workshops and 1 Final session will be organised online (or in person) in all the partner countries and will be based on the materials developed for the Pixel- Toolkit.

The 3 different sessions will be organised in national languages. They will last 4 hours each and will be organised one month after the other so that the participants can better explore the topics presented and design concrete action plans.

Day 1:

- Pre-test online assessing the participants' competences
- Impact of digital transition on CCIs (evidence and trends)
- Definition of NFT and Blockchain Technology
- The benefits of CCIs (intellectual property protection, business development, visibility, competitive advantages, etc…)
- How to access and use NFTs

Day 2

- Strategies for integrating NFTs in their work: use cases
- Presentation of the Pixel Toolkit and hands-on
- Assignment:
  - Analysis of the Pixel Toolkit
  - Creation of a concrete NFT project

Day 3

- Presentation of the NFTs elaborated by the participants
- Final evaluation