Navigating AI Regulations:
Practical Guide

2024-2-DE02-KA210-VET-000287096

Competency Framework Alignment: EQF Level 3 for AI and Creative Practices

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Based on Core Competencies for AI-Driven Creativity: Aligning with AI Act Regulations

Navigating AI Regulations: Practical Guide

Project Number: 2024-2-DE02-KA210-VET-000287096

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Document Name	Competency Framework Alignment: EQF Level 3 for AI and Creative Practices
Project Activity	Establishing Training Scope and EQF Level 3 Alignment, Task 2
Revision Type	Final
Revision Date	31.03 2025
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1. Executive Summary

This document defines the alignment of key competencies with EQF Level 3 specifically for AI and creative practices, serving as a foundation for vocational education and training (VET) in AI-driven creativity. It is a core outcome of Activity 1: “Establishing Training Scope and EQF Level 3 Alignment” under the Erasmus+ co-funded project, "Navigating AI Regulations: Practical Guide" (Project Number: 2024-2-DE02-KA210-VET-000287096).

By establishing clear knowledge, skills, and responsibility benchmarks, this framework ensures that VET learners in Germany and Bulgaria acquire essential technical and creative competencies aligned with industry needs and the regulatory requirements of the AI Act. The alignment supports cross-border qualification recognition, enhances employability in AI-integrated creative fields, and meets evolving industry standards while fostering innovation in AI-driven creativity.

2. Introduction

2.1. The Essential Role of EQF Level 3 in AI-Driven Innovation for VET

The “Competency Framework Alignment: EQF Level 3 for AI and Creative Practices” establishes a harmonized and transparent approach to evaluating and certifying skills in the creative field. The framework is particularly crucial for VET learners preparing to navigate the increasingly complex landscape of AI-driven creativity. By setting clear and standardized learning outcomes, EQF Level 3 ensures that learners acquire the fundamental, yet essential competencies needed to thrive in both traditional creative roles and emerging digital environments.

In the context of the future training program named “AI-Driven Creativity: Advanced Training for Digital Innovators,” the application of EQF Level 3 provides a structured foundation for bridging the gap between creative arts and technology. This level establishes a common ground where foundational knowledge, practical skills, and innovative thinking are integrated into vocational education. With defined benchmarks for both technical proficiency and creative problem-solving, EQF Level 3 fosters the development of a versatile skill set, enhancing learners’ ability to adapt and innovate in today’s evolving digital economy.

For VET learners in Germany and Bulgaria, the benefits of aligning training with EQF Level 3 are substantial. First, it strengthens digital literacy and technical competence, ensuring that learners develop a solid foundation in both AI concepts and creative practices. Second, it fosters advanced creative problem-solving by encouraging interdisciplinary approaches. Third, it enhances mobility and cross-border recognition of qualifications, which is essential for accessing the European labor market. Fourth, the framework boosts employability by aligning with industry standards and expectations, making graduates more competitive in AI-integrated creative fields. Finally, it promotes lifelong learning and adaptability, preparing learners to evolve alongside advancements in AI and creative technologies.

2.2. Key Competencies for Creative Professionals

During our comprehensive Needs Analysis, several key competencies essential for integrating AI into creative practices were identified. These competencies were further refined and validated through Focus Group Interviews with stakeholders in Germany and Bulgaria. The findings highlighted a clear demand for a balanced skill set that combines technical proficiency with creative decision-making. Key competencies such as regulatory awareness, technical literacy, data interpretation, critical thinking, and adaptability emerged as crucial for professionals navigating AI-driven creative industries. These insights have played a pivotal role in shaping the competency framework, ensuring that the skills developed align with the practical demands and evolving expectations of the creative sector.

Aligning the skills and competencies acquired through the future training program with the EQF Level 3 criteria of Knowledge, Skills, and Responsibility/Autonomy is essential to providing VET learners with a robust and standardized educational foundation. This alignment ensures that the program not only delivers theoretical knowledge but also equips learners with practical skills and a strong understanding of their professional responsibilities. By adhering to EQF standards, the program will facilitate qualification recognition across Europe, empowering learners to navigate diverse labor markets with confidence. Furthermore, this standardized framework helps bridge the gap between vocational education and industry demands, ensuring that graduates are fully prepared to contribute to the rapidly evolving creative sector.

Within the VET context, EQF alignment plays a critical role in enhancing the quality, relevance, and recognition of training. It establishes clear benchmarks for assessing learner achievements and provides a common language for qualifications—benefiting employers, educators, and policymakers alike. As the creative industry increasingly integrates AI and digital technologies, having measurable learning outcomes linked to the EQF framework ensures that professionals are not only technically competent but also possess critical thinking skills, ethical decision-making abilities, and strategic innovation expertise. This structured approach supports lifelong learning and continuous upskilling, fostering a versatile and agile workforce capable of adapting to the evolving challenges of the digital creative landscape.

Knowledge, Skills, and Responsibilities

Knowledge serves as the foundational element that underpins all other competencies. It represents the theoretical understanding of concepts, principles, and best practices in the creative field and AI technologies. This deep-seated grasp of information enables learners to comprehend industry trends, technological advancements, and regulatory frameworks. In a VET context, solid knowledge ensures that learners can make informed decisions, innovate responsibly, and continuously adapt to the evolving digital landscape, thereby creating a strong base for lifelong learning and professional growth.

Skills are the practical manifestation of knowledge—they are the abilities that allow learners to execute tasks effectively, solve problems, and generate creative outputs. The emphasis on skills in the EQF framework ensures that learners not only understand theoretical concepts but can also apply them in real-world scenarios. In the creative and digital sectors, these skills include technical proficiency, critical thinking, and creative problem-solving, which are essential for producing high-quality work and staying competitive in a rapidly changing industry. Responsibilities refer to the

accountability and ethical standards expected of professionals, guiding behavior and decision-making in complex work environments. By aligning training outcomes with the EQF criteria, learners are instilled with a sense of responsibility, ensuring that they adhere to industry standards, manage risks appropriately, and operate with a high level of integrity. Together, these three pillars—Knowledge, Skills, and Responsibilities—form a comprehensive framework that is vital for producing well-rounded, competent professionals capable of navigating the dynamic landscape of AI-driven creative industries.

Key Competences (= AI Act Requirements)	Training competences	Knowledge	Skills	Responsibilities
Risk Classification and AI Literacy	**Understanding AI Risk Levels**	AI risk categories and classification methods	Conducting basic AI risk assessment	Identifying risks in creative workflows
	Assessing AI Tools for Compliance	AI Act assessment frameworks	Using self-assessment tools to evaluate AI tools	Ensuring compliance with the AI Act
	AI Literacy & Critical Evaluation	Key AI concepts, data bias, and ethics	Critical evaluation of AI-generated content	Preventing AI misuse and promoting responsible use
Compliance and Regulatory Awareness	**Understanding AI Compliance Obligations**	AI Act, GDPR, and copyright laws	Integrating compliance checkpoints in creative workflows	Reporting legal violations and ensuring compliance
	Managing Intellectual Property in AI-Generated Work	AI-generated content ownership and copyright laws	Applying IP protection strategies	Safeguarding creative assets
	Self-Assessment and Risk Mitigation	Risk mitigation strategies and ethical AI practices	Conducting compliance self-assessment	Adjusting workflows to mitigate risks
	Understanding Transparency Requirements	Importance of transparency in AI-assisted work	Communicating AI involvement in creative projects	Disclosing AI-generated content

Transparency and Ethical AI Use	**Good Practices for AI Disclosure**	AI documentation and reporting methods	Writing AI disclosure statements and explaining AI decisions	Informing stakeholders and clients
	Ethical Considerations in AI-Driven Creativity	Ethical frameworks for AI use in creative industries	Balancing human input with AI automation	Preventing unethical AI use
Data Governance & Responsible AI Adoption	**Data Governance and Privacy Compliance in AI Workflows**	GDPR and data security best practices	Applying data protection strategies in creative work	Ensuring compliance with data protection regulations
	Intellectual Property Management in AI-Generated Work	Legal frameworks for AI-generated creative works	Protecting creative outputs and managing IP rights	Preventing copyright infringement
	Responsible AI Integration in Creative Workflows	Human-centered AI design principles	Strategically deciding when and how to use AI tools	Maintaining artistic integrity and avoiding AI misuse

2.4. Measurable Learning Outcomes

The methodology for identifying measurable outcomes according to EQF Level 3 has been developed in collaboration with partners INI-Novation and Budakov Films. This process involves mapping each key competence to specific, observable behaviors and practical skills that can be assessed through both theoretical evaluations and project-based tasks. For example, measurable outcomes have been defined for competencies such as creative and strategic decision-making, technical literacy, and adaptability. In these cases, specific criteria - such as the ability to generate AI-driven market analysis reports, effectively delegate tasks between AI and human inputs, or iteratively refine creative workflows—serve as benchmarks for proficiency. Each outcome is linked to a detailed rubric that outlines the performance indicators, with a minimum target score set to ensure consistent, high-quality achievement across the board.

To integrate this measurable system into our workflow, a structured process has been established for the annual attestation of both staff members and freelancers. This system will not only monitor ongoing professional development but also ensure that every team member meets the specific, predefined criteria aligned with EQF Level 3. Regular performance reviews, supported by project

reports and reflective analyses, will be used to assess the attainment of competencies. These evaluations are designed to provide actionable feedback, promote continuous improvement, and maintain a high standard of creativity and technical proficiency. This comprehensive approach ensures that our team remains at the forefront of AI-driven creative innovation, meeting both industry demands and the evolving regulatory landscape.

Key Competences	Training Competences	Measurable Outcomes based on the EQF Level 3
Risk Classification and AI Literacy	Competency 1: Understanding AI Risk Levels Competency 2: Assessing AI Tools for Compliance Competency 3: AI Literacy and Critical Evaluation	Risk classification will be assessed through practical case studies in which learners identify, analyze, and categorize various AI-related risks. Learners will engage with real-world scenarios, pinpoint potential hazards in AI applications, assign risk levels based on established criteria, and propose actionable mitigation strategies. Their performance will be evaluated using a detailed rubric aligned with EQF Level 3, ensuring that the assessment accurately reflects their ability to systematically assess risks, justify their classifications, and demonstrate a foundational understanding of risk management in AI contexts.
Compliance and Regulatory Awareness	Competency 1: Understanding AI Compliance Obligations Competency 2: Managing Intellectual Property in AI-Generated Work Competency 3: Self-Assessment & Risk Mitigation	Compliance and Regulatory Awareness will be measured through a series of practical assessments and case studies where learners will be required to identify, analyze, and summarize key elements of evolving EU regulations related to AI and creative practices. In these assessments, participants will develop compliance strategies and propose actionable measures to address regulatory challenges, with their responses evaluated against a detailed rubric aligned with EQF Level 3 outcomes. This approach will ensure that learners not only understand the theoretical framework of regulatory requirements but also demonstrate the practical ability to integrate these principles into real-world decision-making processes, achieving a predefined benchmark for proficiency.

Transparency and Ethical AI Use	Competency 1: Understanding Transparency Requirements Competency 2: Good Practices for AI Disclosure (Technical Literacy, Data Interpretation, Critical Thinking) Competency 3: Ethical Considerations in AI-Driven Creativity	Transparency and Ethical AI Use will be measured through a comprehensive assessment framework that evaluates learners' proficiency across three critical competencies. First, learners will demonstrate their understanding of transparency requirements by analyzing case studies on AI disclosure, ensuring they can clearly identify and explain the necessity for openness in AI processes. Second, they will apply good practices for AI disclosure through practical tasks that integrate technical literacy, data interpretation, and critical thinking—such as developing and refining AI-generated content with clear attribution of AI involvement. Third, learners will engage in reflective exercises and project-based assessments that require them to incorporate ethical considerations into AI-driven creative projects, ensuring that their decision-making aligns with industry standards and societal expectations. Each component will be evaluated using detailed rubric aligned with EQF Level 3 outcomes, ensuring a measurable, practical demonstration of competency in promoting transparency and ethical AI use.
Data Governance & Responsible AI Adoption	Competency 1: Data Governance and Privacy Compliance in AI Workflows Competency 2: Intellectual Property Management in AI-Generated Work Competency 3: Responsible AI Integration in Creative Workflows	Data Governance & Responsible AI Adoption will be measured through a series of targeted assessments designed to evaluate learners' proficiency across three key competencies. First, learners will be assessed on Data Governance and Privacy Compliance in AI Workflows by analyzing real-world scenarios and developing documentation that ensures data handling adheres to established regulatory requirements and best practices. Second, for Intellectual Property Management in AI-Generated Work, learners will engage in exercises where they identify, document, and resolve intellectual property challenges, ensuring that AI-generated outputs comply with legal and ethical standards. Third, Responsible AI Integration in Creative

		Workflows will be evaluated through project-based tasks that require learners to incorporate ethical guidelines and accountability measures into AI-driven creative projects.

3. Findings and Insights

3.1. Risk Classification and AI Literacy

Risk Classification and AI Literacy will be aligned to EQF Level 3 by integrating hands-on case studies and practical exercises into the training program. Learners will be tasked with identifying, assessing, and mitigating AI-related risks in simulated scenarios while also developing foundational technical skills in AI operations. Their ability to accurately classify risks and demonstrate AI literacy will be evaluated using detailed rubric, ensuring that all measurable outcomes meet the EQF Level 3 benchmarks and confirm their readiness to navigate both the technical and strategic dimensions of AI integration.

3.2. Compliance and Regulatory Awareness

Compliance and Regulatory Awareness will be aligned to EQF Level 3 by embedding practical assessments and real-world case studies into the training program. Learners will be required to analyze current EU regulations and develop actionable compliance strategies, ensuring they understand both theoretical and practical aspects of regulatory frameworks. Their ability to interpret and apply these regulatory standards will be measured using a detailed rubric, which guarantees that all outcomes meet EQF Level 3 benchmarks and prepare them to effectively manage compliance in AI-driven creative environments.

3.3. Transparency and Ethical AI Use

Transparency and Ethical AI Use will be aligned to EQF Level 3 by embedding practical assessments and reflective tasks within the training program. Learners will be required to demonstrate a thorough understanding of transparency requirements through analysis of case studies, and they will apply good practices for AI disclosure by integrating technical literacy, data interpretation, and critical thinking in real-world exercises. Additionally, they will incorporate ethical considerations into AI-driven creative projects, ensuring that their decisions promote openness and accountability. Their performance will be evaluated using a detailed rubric, ensuring that all outcomes meet EQF Level 3 benchmarks and prepare them to effectively navigate and advocate for ethical AI practices.

3.4. Data Governance & Responsible AI Adoption

Data Governance & Responsible AI Adoption will be aligned to EQF Level 3 by incorporating hands-on projects and scenario-based assessments into the training program. Learners will be tasked with ensuring data governance and privacy compliance, addressing intellectual property challenges in AI-generated work, and integrating AI responsibly into creative workflows. Their performance will be measured through detailed rubrics and practical evaluations that capture their ability to apply regulatory standards, manage intellectual property, and embed ethical guidelines within their projects. This structured approach will ensure that all outcomes meet the EQF Level 3 benchmarks and prepare learners to adopt AI responsibly in a data-driven creative environment.

4. Key Takeaways

The training modules in the 'AI-Driven Creativity: Advanced Training for Digital Innovators' program will be designed to establish the most crucial learning objectives identified through needs analysis and focus group insights. While these modules will address the essential aspects of the key competencies, from regulatory awareness and data interpretation to technical literacy, critical thinking, and creative decision-making, they will not be able to cover every perspective of the identified competencies. Instead, the content will focus on the most important elements, setting a solid foundation upon which further skills can be developed.

Learner achievements will be validated using established frameworks, with Europass certification and annual staff attestations conducted by INI-Novation GmbH and Budakov Films serving as key evaluation methods. This rigorous validation process will ensure that participants meet and exceed the EQF Level 3 benchmarks while acknowledging that the training program will have certain limitations in scope. The assessments will provide clear, measurable outcomes, although they will only capture a portion of the comprehensive competencies needed for the rapidly evolving digital creative landscape.

Beyond the initial training, the program will be regularly maintained and updated even after the project completion. Trainers will be entrusted with the responsibility to further refine and modify the curriculum, continuously upskilling the content to meet emerging industry trends and regulatory changes. This approach will ensure that, despite the inherent limitations of the training modules, the program will remain dynamic and responsive, enabling both learners and trainers to adapt to new challenges and innovations in the AI-driven creative sector.

About the Project

The Erasmus+ co-funded project Navigating AI Regulations: A Practical Guide (Project Number: 2024-2-DE02-KA210-VET-000287096) aims to bridge critical gaps in AI knowledge, digital skills, and EU policy awareness among trainers and freelancers in the creative industry. Grounded in an in-depth Needs Analysis conducted during the preparation stage, the project adopts a targeted approach to support the digital transformation of this dynamic sector.

The project has three core objectives:

- Improving AI and Data Usage Competence: By delivering a tailored training program to 57 participants, the project will enhance understanding of AI Act provisions, including risk classification, compliance, transparency, and data governance. This knowledge will empower trainers to guide young entrepreneurs in leveraging AI for business innovation while adhering to regulatory standards.
- Enhancing Digital Skills for AI in Creativity: Participants will gain proficiency in AI-powered tools, data analysis, and AI literacy, enabling them to integrate cutting-edge technologies into creative processes. This objective focuses on fostering innovation, improving creative workflows, and building digital resilience in the sector.
- Boosting EU Policy and AI Act Awareness: By increasing familiarity with EU policies and ethical frameworks, the project will ensure participants operate responsibly and in compliance with the AI Act, fostering trust and sustainable growth in the creative industry.

The project's output will directly contribute to equipping trainers and freelancers with the tools and knowledge to thrive in an AI-driven future while aligning with EU regulatory and ethical standards.