

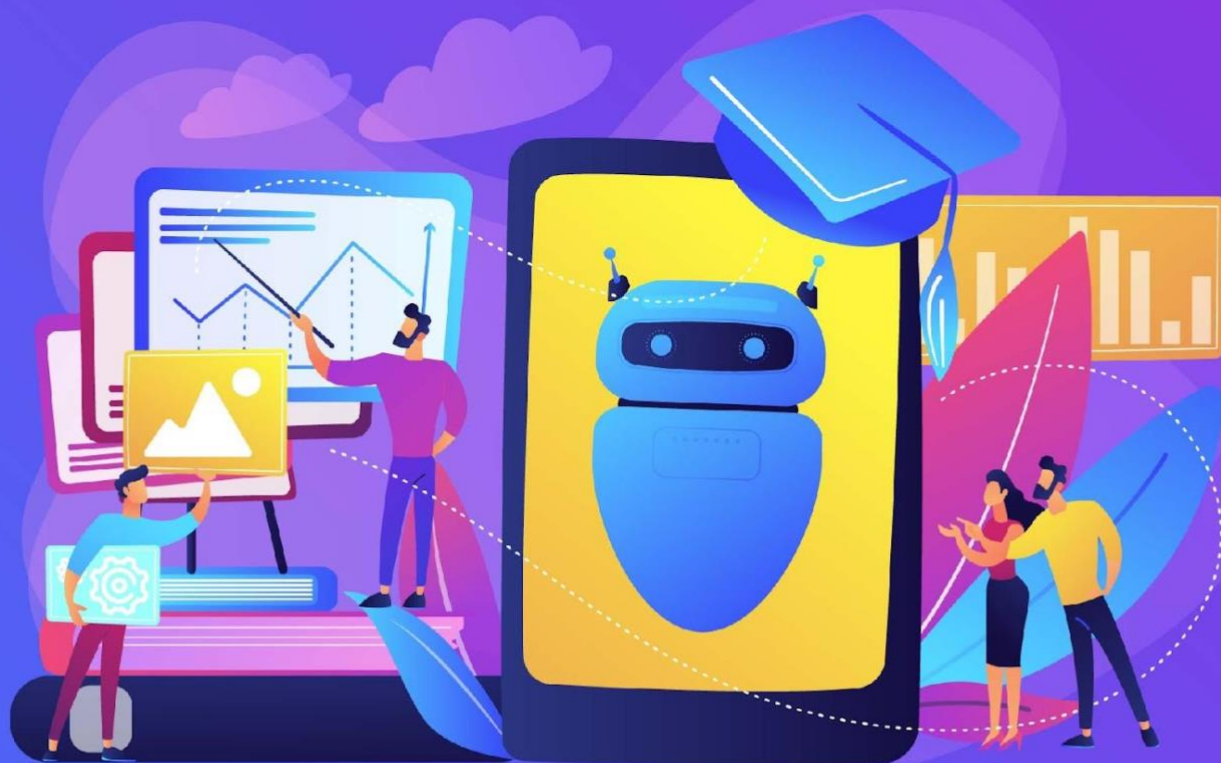


Navigating AI Regulations:
Practical Guide

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

Training Program

AI-Driven Creativity: Advanced Training for Digital Innovators



Co-funded by
the European Union

Training Program

AI-Driven Creativity: Advanced Training for Digital Innovators

Module 2

Ensuring Compliance with AI Regulations in the Creative Sector

Navigating AI Regulations: Practical Guide

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

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1. About the Training Program

The training program “AI-Driven Creativity: Advanced Training for Digital Innovators” is a cornerstone result of the Erasmus+ co-funded project “Navigating AI Regulations: Practical Guide” (Project Number: 2024-2-DE02-KA210-VET-000287096). Tailored to meet the evolving needs of entrepreneurs in creative industries, this comprehensive initiative is designed to equip participants with the essential knowledge and skills to navigate the AI Act effectively. By covering critical aspects such as risk classification, compliance, transparency, and data governance, the program ensures that creative professionals can integrate AI into their workflows responsibly, adhere to legal standards, manage data ethically, and foster trust through transparent practices. Ultimately, this training not only raises awareness and understanding of complex regulatory landscapes but also empowers users to harness AI technologies in innovative ways, thereby enhancing their competitive edge in the digital age.

2. Unlock the Full Potential of Your Training: Tips for the Learners

2.1. Mastering Effective Content Gathering

To maximize your learning experience with our hands-on training modules, begin by reviewing the learning objectives provided by the consortium. Reflect on how these objectives relate to the specific challenges you face in your daily work routines and identify the key topics that directly impact your professional environment. Next, draw connections between the practical applications featured in each of the five modules and your real-world cases by considering concrete examples and case studies included in the training materials. Finally, organize your insights using digital tools such as note-taking apps or mind maps, ensuring that you can easily reference and integrate these concepts into your daily practices for a truly effective learning experience.

2.2. Setting Your Own Self-Paced Learning Rhythm

Our training modules are designed with a clear structure that includes the following parts: **Introduction, Goals and Learning Objectives, Content, Conclusion, Practical Exercises, and Assessment Criteria** for self-evaluation.

To maximize your learning experience, here are five tips:



- First, thoroughly review the **Introduction** to understand the context of each module.
- Second, clearly grasp the **Goals and Learning Objectives** to align your personal learning targets with the module's focus.
- Third, actively engage with the **Content** by taking detailed notes and relating new information to your daily work challenges.
- Fourth, reflect on the **Conclusion** to consolidate your understanding and draw actionable insights.
- Fifth, approach each **Practical Exercise** as a self-driven research project by using the **Assessment Criteria** to measure your progress and identify areas for improvement.



Setting Your Own Self-Paced Learning
Rhythm to Our Training Program:
AI-Driven Creativity: Advanced Training
for Digital Innovators

To maximize your learning experience, here are five tips:

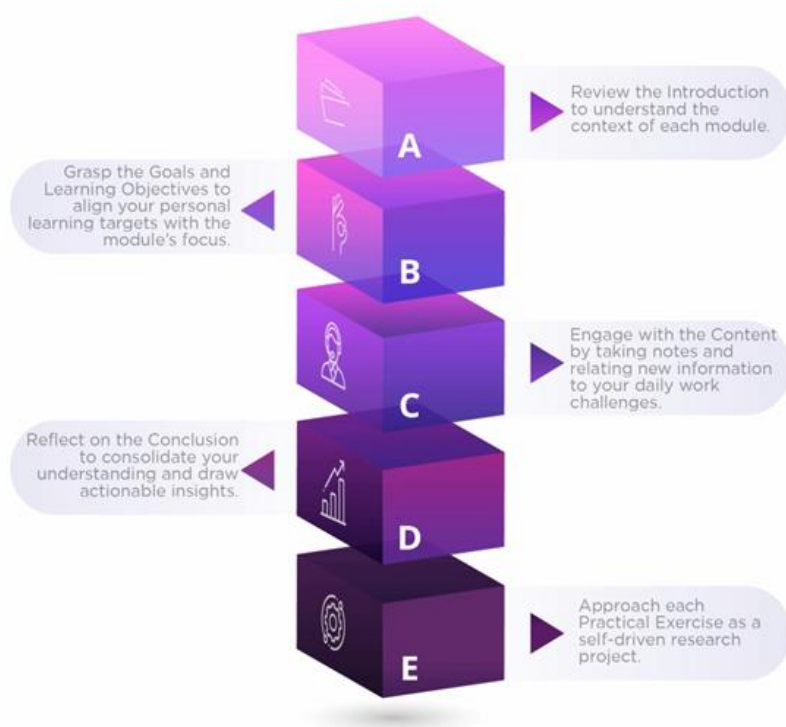


Figure 1. Image: Infographic focused on the learning tips. Source: Navigating AI Regulations Consortium

Finally, to ensure you have mastered the skills and knowledge from all five training modules, we highly encourage you to complete the final **quiz: AI-Driven Creativity Comprehensive Assessment**. The final comprehensive assessment not only reinforces your learning but also motivates you to explore all parts of the program, and please feel free to reach out to the consortium if you have any questions.

2.3. Consistent Structure Aligned with EQF Level 3 Competencies

Each training module is designed with a consistent structure aligned with EQF Level 3 - established during Activity 1 and detailed in the document "Competency Framework Alignment: EQF Level 3 for AI and Creative Practices," which is based on the Core Competencies for AI-Driven Creativity: Aligning with AI Act Regulations.

3. Composition and Presentation of Learning

Module 2 “Ensuring Compliance with AI Regulations in the Creative Sector”

3.1. Introduction

Dear learners, in Module 2, we explore how to understand the legal requirements of the AI Act, the GDPR as well as copyright regulations in the context of the creative industries. We want to enable you to embed legal, ethical, and regulatory compliance across all stages of your AI-enhanced creative production and workflows. As AI tools become integral to creative work, taking responsibility for compliance means more than just legal awareness. It's about building trust, transparency, and sustainable practices into your creative processes and workflows. For this purpose, we will not only guide you through the theories of compliance; moreover, we will showcase some real-world examples of AI compliance in design, branding, and content creation that highlight how companies and professionals integrate ethical and lawful AI practices.

In summary, Module 2 provides factual and theoretical knowledge, guiding you to manage regulatory compliance within creative workflows. The flexible, user-friendly structure ensures that you can progress at your own pace while building and enhancing your skills. If you have any questions or need further clarification, contact our team directly. We're here to support your learning journey and ensure you can apply the training effectively.

Key words:

Legal requirements; GDPR; copyright; AI workflows; compliance

3.2. Goals and Learning Objectives

Module 2, *“Ensuring Compliance with AI Regulations in the Creative Sector”*, provides creative professionals with a clear understanding of legal and ethical requirements under the AI Act, the GDPR as well as copyright regulations, and equips them with practical strategies to ensure compliance in creative entrepreneurship.

Specifically, by completing this module, participants will:

- **Understand the AI Act and its legal requirements at different stages**, including specific applications within the creative industry and their impact on AI-driven workflows.
- **Recognize the relationship between the AI Act, GDPR, and copyright regulations**, ensuring compliance with data protection, intellectual property rights, and ethical AI practices in creative work.
- **Develop compliance-driven AI workflows** by integrating compliance checkpoints and monitoring AI tool usage for bias mitigation and adherence to regulations, with a focus on freelancers and creative businesses.
- **Take responsibility for ensuring compliance in creative projects** by independently implementing regulatory good practices and effectively communicating AI accountability to stakeholders.
- **Apply real-world examples of AI compliance** in design, branding, and content creation to ensure ethical and lawful AI integration.

Module 2 supports learners to develop the ability to self-manage compliance tasks within their predictable work contexts while adhering to regulatory guidelines. Learn how creative professionals are meeting this challenge in this module.

3.3. Content

Artificial intelligence has become a true game changer also in creative industries. It automates processes, relieves the burden on sales, marketing, and customer orientation, and accelerates document processing. But with the introduction of the GDPR and of EU's new AI regulations, the pressure on companies and individuals to ensure secure, transparent, and traceable use of AI is growing. Data must be protected, and all uses must be fully logged.

Nevertheless, to remain competitive, creative professionals should address the topic of artificial intelligence. The use of AI already brings significant benefits through:

- More efficient work

- Better forecasts through comprehensive data analysis
- More customized products
- Better customer service
- Cost reductions through automated processes

AI systems simplify analyses, streamline processes, are less prone to errors – and are continuously learning. They represent a major opportunity for stakeholders in the creative sector. However, the use of AI-based solutions also entails risks, such as data misuse, discrimination, or manipulation. The EU has therefore created the EU AI Act, a set of rules to regulate the use of AI systems in the European Union. It is crucial for creative professionals to understand the AI Act and its legal requirements at different stages, including specific applications within the creative industry and their impact on AI-driven workflows.

The EU AI Act, the European regulation on artificial intelligence, has been in force since August 1, 2024 (please compare the exact timeline illustrated in module 1). The EU AI Act regulates the development and use of generative AI systems in the EU. Its aim is to protect the fundamental rights of EU citizens and ensure transparency when using AI. AI systems are divided into risk groups, each of which is subject to different requirements regarding security, transparency, and data protection.

The primary goal is the ethical use of artificial intelligence. The EU recognized the risks associated with the use of AI early on. Therefore, these requirements and other rules for dealing with AI systems affect everyone who works with or uses artificial intelligence [1]:

- **Providers of AI systems:** Companies or organizations that develop/supply/implement AI-based technologies and solutions.
- **Users of AI systems:** Companies and professionals that use AI in their processes or services.
- **Importers:** Companies and professionals that import AI systems from third countries into the EU.
- **Supervisory authorities** that monitor compliance with the requirements of the EU AI Act.
- **End users:** Users who directly interact with the AI applications or use their results.

Exceptions include SMEs, startups, the military, and national security institutions.

Consequently, the EU AI Act puts the focus on the user. The EU has introduced risk groups to specifically regulate the use of AI systems based on their potential danger to society and individuals. Different requirements apply to different risk groups [2].

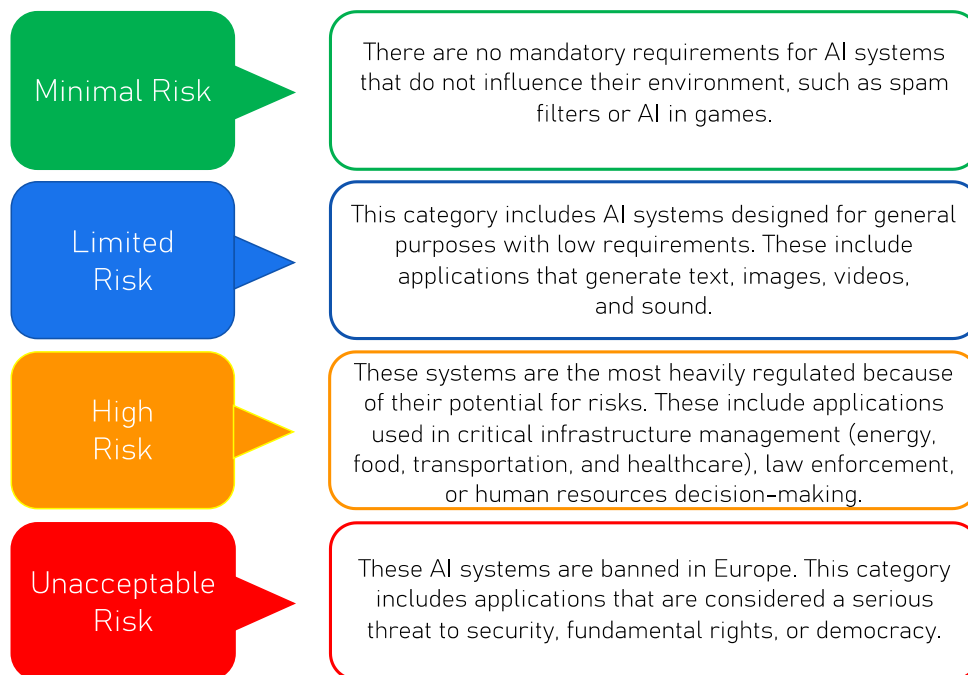


Figure 2. Overview of the four risk groups and their requirements of the European AI Act. Source: INI-Novation©

The creative industry is mostly impacted in two key areas:

1. Low/Minimal Risk AI Use (e.g.):

Generative tools (text, music, art) used for brainstorming or enhancing creativity) don't need to comply with strict rules unless they are integrated into a high-risk setting (e.g., journalism, legal advice). Examples for those tools are ChatGPT, DALL·E, Midjourney.

2. Limited Risk Requirements (e.g.):

If an AI-generated creation is used commercially, users may need to flag the origin or label it as AI-generated. This concerns mainly chatbots or interactive tools used in customer support or entertainment. It is a must to disclose they are AI.

If **AI is used in employment decisions** in the creative industries (e.g., selecting actors or creatives), it has to be considered as “high-risk”. Consequently, the full compliance is needed. Also, **AI tools that generate legal or medical advice for artists** have to be considered as “high-risk”.

You should also be aware of the impact of the risk classification on AI-driven creative workflows:

- **Transparency:** Artists and developers must label AI-generated content clearly when used in public or commercial contexts;
- **Copyright & IP:** While not fully covered by the AI Act, the EU is exploring how AI-generated content intersects with copyright laws (i.e. traceability of training data);
- **Compliance for AI developers:** If you're creating an AI tool for creatives, you'll need to provide documentation, ensure robustness, and possibly conduct conformity assessments if the tool impacts employment or safety.
- **Ethics & Bias:** AI used to generate content must avoid reinforcing stereotypes or biased representations.

In summary, the AI Act is risk-based, not tech-based. It's about how and where AI is used. For most creative industry applications, the AI Act poses limited obligations but demands transparency and accountability. However, if AI is used in high-stakes decisions (e.g., hiring creatives), full compliance is mandatory.

Learners should also be able to recognize the **relationship between the AI Act, GDPR, and copyright regulations**. This will ensure compliance with data protection, intellectual property rights, and ethical AI practices in creative work [3]. The following table outlines these relationships:

Framework	What It Covers	In Creative AI Use
AI Act	AI system risk, Transparency, Human oversight	How AI tools are used, Compliance when deploying creative AI
GDPR	Personal data protection	Handling of personal data in datasets and generated works
Copyright Law	Ownership & IP of content	Source material legality, Output ownership, Licensing issues

Table 1. Summary overview on relationship between the AI Act, GDPR, and copyright regulations

The overview in the table above can be explained in a more detailed structure [4]:

1. The **AI Act (EU Artificial Intelligence Regulation)** regulates AI systems based on risk categories: minimal, limited, high, prohibited. Compliance areas relevant to creative work include:
 - Transparency obligations (e.g., disclosure of AI use).
 - Risk-based conformity checks, especially for high-risk uses like employment or biometric analysis.
 - Human oversight, especially when AI is used in decision-making affecting individuals (e.g., artists, performers).

Thus, the AI Act ensures ethical development and deployment of AI tools.

2. The **GDPR (General Data Protection Regulation)** protects personal data of individuals. When AI systems use personal data for training, they must follow GDPR rules: data minimization, purpose limitation, and consent or legitimate interest. AI-generated content must not violate privacy (e.g., deepfakes or re-creations of real individuals) and people must be able to opt-out of automated profiling.

The link of GDPR with the AI Act is that both require transparency and the ability to explain automated decisions, especially in high-impact areas like employment or content moderation.

3. The **Copyright & Intellectual Property (IP) Law** protects original creations and restricts unauthorized use. In the context of **AI-generated creativity**, it raises several critical issues:
 - Who owns AI-generated work? (currently, copyright laws vary in treatment of non-human creators).
 - Did the AI use copyrighted material for training? (risk of infringement if datasets aren't licensed or fair-use compliant).
 - Creative works generated by AI may need labelling or source traceability under both the AI Act and copyright norms.

Moreover, training AI on copyrighted materials that also contain **personal data** can trigger both GDPR and copyright concerns.

Together, these legal frameworks aim to ensure that AI tools are developed and used in a legal, ethical, and rights-respecting way:

- Ensure AI-generated outputs **respect creators' rights**;
- Mandate **data privacy** throughout the AI lifecycle;
- Promote **fair, transparent, and accountable** use of AI tools in art, media, and design; and
- Help creative professionals understand the **legal boundaries** when using or commercializing AI-generated content.

When using AI tools in digital design and entrepreneurship, such as for creating logos or branding materials, it is essential to establish compliance checkpoints at key stages of the workflow. Embedding legal, ethical, and regulatory compliance across all phases of AI-enhanced creative production secures the **development of compliance driven AI workflows**.

For example, before finalizing a design, verify that all AI-generated elements meet copyright regulations and do not infringe on intellectual property. Additionally, ensure that the AI tools used comply with GDPR standards when handling client data, safeguarding privacy and building trust with stakeholders.

During the planning and ideation stage, you should check for GDPR compliance when sourcing personal data. It is also important to verify that AI tools used in ideation (e.g., generative models) are not on high-risk lists under the AI Act. Additionally, intended uses and datasets should be logged to support transparency and auditability [5].

In the content generation stage, you apply the following practices:

- Bias monitoring - use fairness assessment tools during the creation of AI-generated text or images;
- Copyright checks - ensure that AI outputs do not infringe on protected works; and
- Licensing - maintain records of commercial licenses for tools, plugins, and data sources.

In the editing and post-production stage, you use AI explainability tools to review automated content modifications (particularly for clients who require transparency). You also tag AI-generated portions for later disclosure, in alignment with transparency obligations under the AI Act.

In the delivery and publishing stage, you provide disclaimers or labels on AI-assisted outputs and perform rights clearance checks – both, for training data (if fine-tuned) and final creative product.

As part of your self-auditing process, you collect feedback to refine prompts and tools, and archive usage logs to prove ethical use and GDPR compliance during audits.

Practical tools for workflow implementation are:

- Model cards and datasheets for models and datasets (whether open-source or proprietary),
- AI usage registries (for internal tracking),
- Bias detection APIs or plugins (e.g., Fairlearn, IBM AI Fairness 360)
- GDPR compliance software (e.g., OneTrust, DataGuard)

The benefits of respecting all these illustrated steps are that you protect your client's trust and you reduce legal exposure. This enables international work (in compliance with the EU and potentially other jurisdictions) and builds a transparent and ethical brand reputation.

This way you take responsibility for ensuring compliance in creative projects by independently implementing regulatory good practices and effectively communicating AI accountability to stakeholders. As AI tools become integral to creative work, **taking responsibility for compliance** means more than just legal awareness - it is about building trust, transparency, and sustainable practices into your creative process.

Here is a breakdown to help you implement this independently and communicate it clearly to stakeholders:

1. Adopt regulatory good practices (AI Act, GDPR, Copyright): develop a compliance checklist for each project.
2. Implement internal controls in your workflow: proactively embed ethical and legal guardrails throughout your creative process.
3. Demonstrate explainability and accountability: create a *"Responsible AI Use Statement"* to include in your portfolios or deliverables. For example: *"This project includes generative AI content. All data used complies with GDPR. AI tools were employed for ideation and enhanced with human oversight. Ownership and copyright were verified before delivery."*
4. Communicate clearly to stakeholders: use plain language to explain how AI was used and how compliance was ensured.
5. Turn compliance into a value proposition: Position yourself as a forward-thinking creative by saying: *"I help clients stay ahead of AI regulation."*

To conclude this learning module, here are some real-world examples of AI compliance in design, branding, and content creation that highlight how companies and professionals integrate ethical and lawful AI practices [6]:

Real-world example 1: Canva's Responsible AI Design

Canva integrates AI tools like *Magic Design* and *Magic Write* to help users generate visuals and copy. Its compliance approach consists of:

- Clear disclosures when AI is used in generating content,
- User consent and control over generated outputs,
- Regular bias testing to prevent culturally insensitive design suggestions,
- Strong data governance aligned with GDPR principles.

Real-World Example 2: Adobe Firefly & Photoshop Generative Fill

Adobe's AI-enhanced tools use trained models to generate images and manipulate content. Its compliance approach consists of:

- Training only on Adobe Stock and licensed content to avoid copyright infringement,
- Providing content credentials - metadata that tracks how AI was used, supporting transparency,
- Active alignment with EU AI Act principles (like traceability and human oversight).

Real-World Example 3: IBM Watson Advertising

IBM Watson uses AI to help brands tailor advertising content and messaging. Its compliance approach consists of:

- Strict compliance with GDPR for data handling,
- Audit trails of AI-driven decisions related to marketing strategies,
- Opt-in systems for consumer data usage, especially for targeting purposes.

Real-World Example 4: Logojoy / Looka (AI Logo Design)

This AI-driven platform designs logos and brand kits. Its compliance approach consists of:

- Educating users on the non-unique nature of AI-generated logos.
- Providing guidance on trademark eligibility of generated logos.
- Ensuring data protection for user-uploaded assets.

Real-World Example 5: ChatGPT in Creative Copywriting (Used by Agencies)

Agencies use AI tools like ChatGPT for ideation, SEO content, and scriptwriting. The compliance approach consists of:

- AI usage disclaimers in proposals and client briefs.
- Plagiarism checks before final delivery.
- Human-in-the-loop reviews to filter biased or misleading content.

Real-World Example 6: DALL·E & Midjourney in Art and Illustration

AI image generators are used in creative work such as book covers and game concept art. The compliance approach consists of:

- Ensuring works are tagged as AI-generated.
- Seeking permission or licensing when combining user-uploaded intellectual property (IP).
- Complying with ethical guidelines for representation to avoid stereotypes or deepfakes.

3.4. Conclusion

This module explains how to navigate AI-related legal frameworks, integrate compliance practices into your workflows, and mitigate risks in your creative projects. You managed to gain insights into understanding the relationship between the AI Act, GDPR, and copyright regulations, ensuring accountability in your creative processes. You are able to take responsibility for AI compliance in design, branding, and content creation, which was illustrated in real-world examples. You understand common compliance strategies across sectors, such as:

- **Transparent Disclosure:** Letting stakeholders know when AI is used.
- **Human Oversight:** AI is assistive, not fully autonomous.
- **Ethical Data Use:** Respecting copyright, privacy (GDPR), and training data ethics.
- **Traceability & Explainability:** Especially in branding decisions and ad targeting.
- **Bias Monitoring:** Regular audits to detect and fix bias in AI outputs.

We recommend taking our **Quiz** related to this module to check your progress. Thank you for your attention!

Steps to Engage with the Training Program

1. **Watch the Videos:** Access the training videos on our platform. Each video is concise, engaging, and includes subtitles to support diverse learning needs—feel free to use them at any time of your convenience and if required.
2. **Take the Quiz:** After completing each video, take a short quiz available on our website. This will help you evaluate your understanding of the content and solidify the key takeaways.
3. **Apply Your Learnings:** Put your new skills and knowledge into practice. Use the insights you've gathered in your creative projects, focusing on AI integration, compliance, transparency, and data governance.
4. **Reach Out for Support:** If you have any questions or need further clarification, contact our team directly. We're here to support your learning journey and ensure you can apply the training effectively.

This flexible, user-friendly structure ensures that learners can progress at their own pace while building practical skills and confidence in using AI ethically and responsibly in their creative work.

3.5. Practical Exercise

The practical exercise is designed to empower learners to engage in self-driven, practice-led research that directly relates to the module's core topics.

Task:

AI in Practice: Understand your core obligations and build a compliance checklist for one of your projects

In this practice-led and self-reflective assignment, you are invited to explore how artificial intelligence (AI) is — or could be — part of your own creative or cultural project. Drawing on what you've learned in Module 2 about how to navigate AI-related legal frameworks, integrate compliance practices into your workflows.

Requirements:

1. **Choose a Project:** Select one of your existing or planned creative projects that involves (or could involve) AI tools or systems - for example, using generative AI in visual arts, music composition, design automation, storytelling, etc.
2. **Describe the Project Briefly:** Outline the goals, the creative process, and how AI is used or intended to be used.
3. **Build the Compliance Checklist:** Using the following three questions and reflect on your project by answering the questions honestly and thoughtfully:
 - Is my dataset GDPR-compliant?
 - Have I declared AI usage (transparency)?
 - Are output rights clear for the client?
4. **Implement Internal Controls in Your Workflow:** You can proactively embed ethical and legal guardrails:
 - Create an AI Use Policy: Define when and how AI tools are used in your creative work (e.g., ideation, image generation).
 - Document decisions: Keep records of tools used, datasets accessed, and rights checked.
 - Use watermarking or meta tags: Label AI-generated content for downstream transparency.
 - Explain how your workflow complies with the regulations.

Tip: Tools like Fairfly or Content Authenticity Initiative help build traceability.

5. **Create a "Responsible AI Use Statement"** that you can include in portfolios or deliverables, for instance:

"This project includes generative AI content. All data used complies with GDPR. AI tools were employed for ideation and enhanced with human oversight. Ownership and copyright were verified before delivery."

3.6. Assessment Criteria

The purpose of this assessment is to guide the ethical and lawful use of AI tools in our creative processes, ensuring compliance with legal standards and maintaining the integrity of our work. This policy applies to all AI-assisted activities in creative production, including design, writing, audio, video, and illustration.

Here are some suggested assessment criteria, how you, dear learners, could assess your self-based performance and the outcome of your exercise:

1. Are you able to turn your compliance statement into a value proposition?

When you take this initiative, then it will set you apart. Examples of value propositions may be:

- *"I help clients stay ahead of AI regulation."*
- *"All my work respects data protection and content authenticity."*
- *"I'm an ethical creative innovator."*

2. Now apply the ready-to-use checklist below, which is tailored for freelancers, studios, and creative teams who want to embed regulatory good practices, build trust, and stay compliant with the EU AI Act, GDPR, and copyright standards:

Checkpoint	Yes/No	Notes
Was personal data used?	<input type="checkbox"/>	Ensure GDPR compliance if yes
Is AI-generated content clearly marked?	<input type="checkbox"/>	Use watermarks or metadata
Were copyright concerns assessed for datasets and outputs?	<input type="checkbox"/>	Verify licenses and originality
Is the AI tool compliant with transparency standards (e.g. logging, labeling)?	<input type="checkbox"/>	EU AI Act requires this for some tools
Has the client been informed of AI involvement?	<input type="checkbox"/>	Add disclosure to brief or contract
Did you apply human review and make creative decisions?	<input type="checkbox"/>	Document edits or manual contribution

3. Please make sure that your assessment follows the following principles:

- **Transparency:** Clearly disclose when AI tools are used.
- **Human Oversight:** All outputs are reviewed and approved by a human creator.
- **Data Protection:** Use only datasets compliant with GDPR and avoid personal data unless consented.
- **Copyright Integrity:** Avoid training on or generating copyrighted content without rights clearance.
- **Bias Mitigation:** Avoid harmful or discriminatory outputs through prompt design and tool selection.

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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.

Visit our project website to discover all project information and resources: <https://regaiguide.com/>.