Navigating AI Regulations:
Practical Guide

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

Open Public Events Summary and Refinement Report

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Sharing Knowledge and Amplifying Impact

The two Open Public Events — held in Germany (Potsdam) and Bulgaria (Sofia) — served as major dissemination and refinement activities within Activity 3 "*Hands-On Training and Community Engagement*" of the "*Navigating AI Regulations: Practical Guide"* project. Both events successfully fulfilled their purpose of promoting the project's results, engaging the target audience, and collecting feedback to enhance the training program.

The German event, organized on 1 October 2025 by INI-Novation GmbH in collaboration with Budakov Films and hosted by XU Exponential University of Applied Sciences in Potsdam, focused on deepening participants' understanding of the AI Act, ethical compliance, and practical approaches to integrating AI in the creative industries. It provided an interdisciplinary forum for exploring how the AI Act, GDPR, and intellectual property frameworks intersect in the context of digital innovation. Expert presentations by Dr. Wolfgang Kniejski, Alexandru Nistor, and Prof. Dr. Filipe de Castro Soeiro, moderated by Prof. Dr. Petyo Budakov, offered both theoretical and real-world insights. The discussion highlighted that creativity and regulation can coexist productively and that responsible AI integration can open new pathways for sustainable innovation. Participants particularly appreciated the market-oriented and practice-driven approach of the event, which successfully linked academic knowledge with professional implementation.

The Bulgarian Open Public Event, held on 27 October 2025 at Sofia University "St. Kliment Ohridski" and organized by Budakov Films, built on the German dissemination effort by focusing on the refinement of the project's main intellectual output— the training program *"AI-Driven Creativity: Advanced Training for Digital Innovators"*. Through presentations by Chief Assistant Professor Yordan Karapenchev, Ph.D., Prof. Dr. Petyo Budakov, and Mrs. Keti Tserovska, M.A., the event promoted the project's outcomes among educators, creative professionals, and students, and facilitated active discussions on integrating AI into creative and educational practices. Participants provided constructive feedback on the five training modules, which was later consolidated through an online feedback form and integrated into the final refinement process.

Together, the events significantly amplified the project's visibility and credibility, strengthened stakeholder engagement across two key EU Member States, and ensured that the project results are both relevant and applicable to the realities of Europe's cultural and creative sectors.

Engaging the Right Audience

Both Open Public Events successfully attracted participants from the cultural and creative sectors (CCS), higher education, technology, and policy, precisely matching the project's target audience.

In Germany, the event hosted 30 participants, including representatives of software companies, AI experts, university lecturers, innovation managers, and creative entrepreneurs. Their diverse backgrounds enabled multidisciplinary discussions that linked regulatory compliance with innovation-driven business models. Participants particularly appreciated the inclusion of real case studies and examples from the creative and technology sectors, which demonstrated the project's applied value.

In Bulgaria, 33 participants attended the event, representing a balanced mix of academics, creative professionals, digital designers, students, and policymakers. Their engagement ensured that the dissemination activities resonated across education, creative practice, and entrepreneurship. The event also reached beyond academia, attracting representatives from business incubators and the wider digital community. This ensured a robust cross-sector dialogue and strengthened the project's impact on AI ethics, regulatory literacy, and innovation in the creative economy.

In both locations, the participants' high level of interaction and feedback confirmed that the events successfully reached and activated the intended target groups as defined in the project proposal.

The Open Public Event: Outcomes, Recommendations and Impact

The outcomes of both Open Public Events demonstrated substantial alignment between the Navigating AI project's goals and the evolving needs of the creative and educational communities in Europe. Each event produced tangible results that informed the refinement of the project's intellectual outputs, particularly the training program *"AI-Driven Creativity: Advanced Training for Digital Innovators"*.

In Germany, participants provided valuable strategic and practical feedback:

- They emphasized that the AI Act and GDPR compliance should be presented as enablers of innovation and trustworthy AI deployment, not merely as restrictions.
- Attendees appreciated the combination of regulatory, ethical, and entrepreneurial perspectives, noting that this approach makes the training materials relevant for both educators and industry practitioners.
- A key recommendation was to include more visual materials and case-based examples to illustrate how AI compliance can support business competitiveness and ethical creativity.
- Several participants suggested that future versions of the training modules should emphasize cross-sector learning, where technology, design, and policy converge.

In Bulgaria, structured feedback was collected during the live event and through a Google Form, later analysed for inclusion in the program's refinement. Key findings included:

- Module 1: Understanding AI Risk Classification in Creative Projects – Praised for its clarity; participants recommended adding practical examples from film, design, and visual media. Keywords suggested: Risk Levels, Creativity, Responsible Innovation.
- Module 2: Ensuring Compliance with AI Regulations in the Creative Sector – Commended for its comprehensiveness and practical relevance; recommendation to include a compliance self-assessment checklist. Keywords suggested: AI Act, Compliance, Legal Readiness.

- Module 3: Maintaining Transparency in AI-Driven Creative Processes – Valued for its ethical focus; participants proposed including additional images and visual examples to illustrate transparency in digital workflows. Keywords suggested: Transparency, Accountability, Ethical Design.
- Module 4: Data Governance for AI in the Creative Industry – Recognized as particularly useful for addressing data protection and IP management; suggestion to add more international case studies. Keywords suggested: Data Ethics, IP Protection, Cross-Border Cooperation.
- Module 5: Integrating Ethical AI Practices in Creative Entrepreneurship – Applauded for its relevance to business development; recommendation to include more visual materials and examples to demonstrate practical application. Keywords suggested: Ethical AI, Startups, Sustainable Business.

Overall Impact:

- Both events confirmed the high demand for accessible, multidisciplinary training on AI ethics and regulationtailored to the creative and educational sectors.
- The structured feedback directly informed the revision and improvement of the training program *"AI-Driven Creativity: Advanced Training for Digital Innovators"*, making it more engaging, visually appealing, and user-friendly.
- Three organizations from the cultural and creative industries in Bulgaria expressed their intent to integrate the training program into their professional certification and development curricula, ensuring sustainable use of the project results.
- Participants across both countries reported increased confidence in applying AI responsibly, a clearer understanding of EU regulatory frameworks, and a stronger awareness of AI ethics and digital rights.
- The experience of developing, testing, and presenting the materials strengthened the institutional capacities of project partners, particularly Budakov Films, to deliver high-quality, inclusive, and industry-aligned educational resources for the creative economy.

Consistence Between Planned and Implemented Activities

Both the German and Bulgarian dissemination events were executed exactly as outlined in the *Navigating AI* project proposal, adhering to the defined objectives, timelines, and target groups.

The German Open Public Event in Potsdam followed the approved agenda, including keynote presentations, discussions, and networking activities. It achieved the expected participation rate and effectively showcased the training program *"AI-Driven Creativity: Advanced Training for Digital Innovators"* and its relevance to creative industries. The session recordings and interviews with key speakers were disseminated online to broaden reach.

Similarly, the Bulgarian Open Public Event took place on 27 October 2025, fully matching the approved schedule and objectives. All presentations, discussions, and feedback sessions were successfully conducted, with structured input collected both during and after the event. Attendance exceeded the minimum requirement, and the sessions effectively met their dissemination and refinement goals.

No deviations occurred in content, format, or execution. Both events fully complied with the project's implementation plan, demonstrating consistent management, partner cooperation, and high-quality delivery.

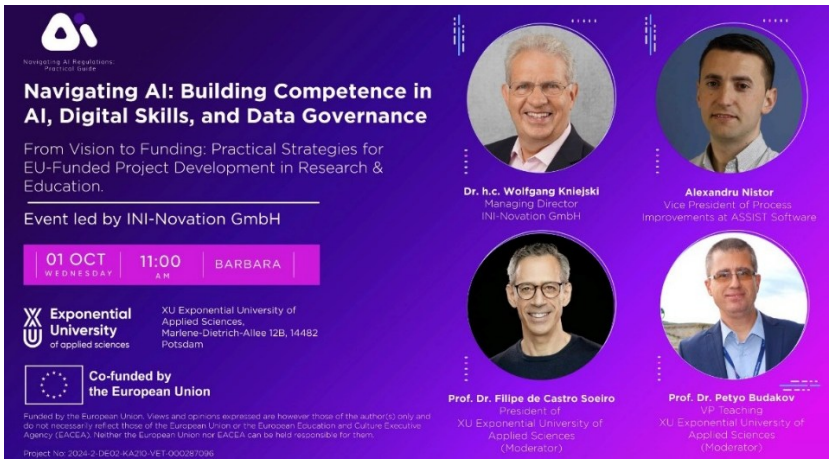
Dissemination Materials and Photo Credits

The Open Public Events served as a key platform for sharing, demonstrating, and contextualizing the project's core outputs and results — the training program "*AI-Driven Creativity: Advanced Training for Digital Innovators"* and its five accompanying instructional videos.

Event in Potsdam

The event was disseminated through the organisers and through ASSISST's social media channels and websites to reach the target audience effectively.

- **Social media banner:**



- **LinkedIn Posts:**

1/ Announcement on the Project's LinkedIn Page, September 2025 (Picture 1):

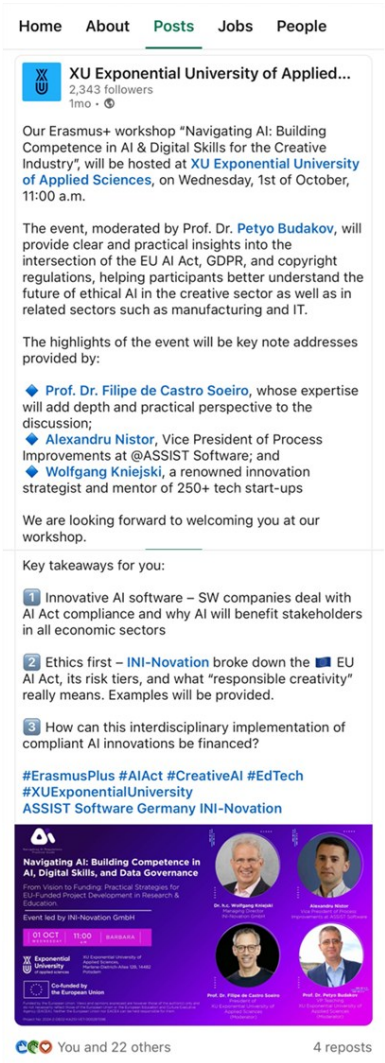
https://www.linkedin.com/posts/navigating-ai-regulations-practical-guide_erasmusplus-aiact-creativeai-activity-7375991377937080320-MhY4?utm_source=share&utm_medium=member_ios&rcm=ACoAAAGnTuwB-4imhun0E2U9PlHXeD3RopVgIh0

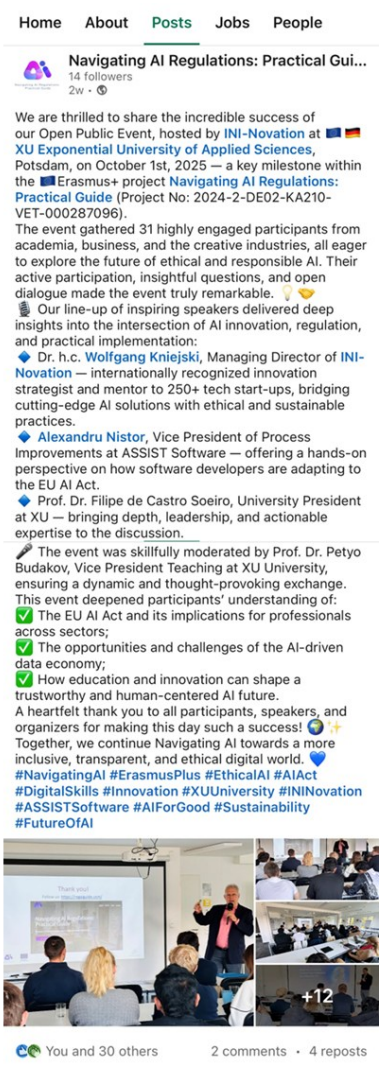
2/Announcement on the LinkedIn Page of XU Exponential University of Applied Sciences, September 2025 (Picture 2):

https://www.linkedin.com/posts/xu-university_erasmusplus-aiact-creativeai-activity-7373962667838980096-_dFZ?utm_source=share&utm_medium=member_ios&rcm=ACoAAAGnTuwB-4imhun0E2U9PlHXeD3RopVgIh0

3 /Follow-up Post After the Event, October 2025 (Picture3):

https://www.linkedin.com/posts/navigating-ai-regulations-practical-guide_navigatingai-erasmusplus-ethicalai-activity-7382299240766791681-thQm?utm_source=share&utm_medium=member_ios&rcm=ACoAAAGnTuwB-4imhun0E2U9PlHXeD3RopVgIh0





Picture 1 *Picture 2* *Picture 3*

- **Websites posts:**

1/ Project Website

Open Public Event in Germany: How "Navigating AI" is Building Competence in AI and Digital Skills for the Creative Industry – RegAIGuide

2/ *INI-Novation Website – Announcement of the Multiplier Event in Germany*

Upcoming Event: Navigating AI – Building Competence in AI & Digital Skills for the Creative Industry – INI-Novation

3/ *INI-Novation Website – Multiplier Event in Germany*

Navigating AI: Building Competence in AI & Digital Skills for the Creative Industry – INI-Novation

- **Pictures from the event in Potsdam**

Event in Sofia

- **Pictures**

Image 1. Credit: Budakov Films
Image 2. Credit: Budakov Films

Image 3. Credit: Budakov Films

Image 4. Credit: Budakov Films

Image 5. Credit: Budakov Films

- **Feedback Form**

Link:

https://docs.google.com/forms/d/e/1FAIpQLSfAndjEtb98eXwOSm11Yfr6EUHib23equRAD2QBej9BPwMXig/viewform

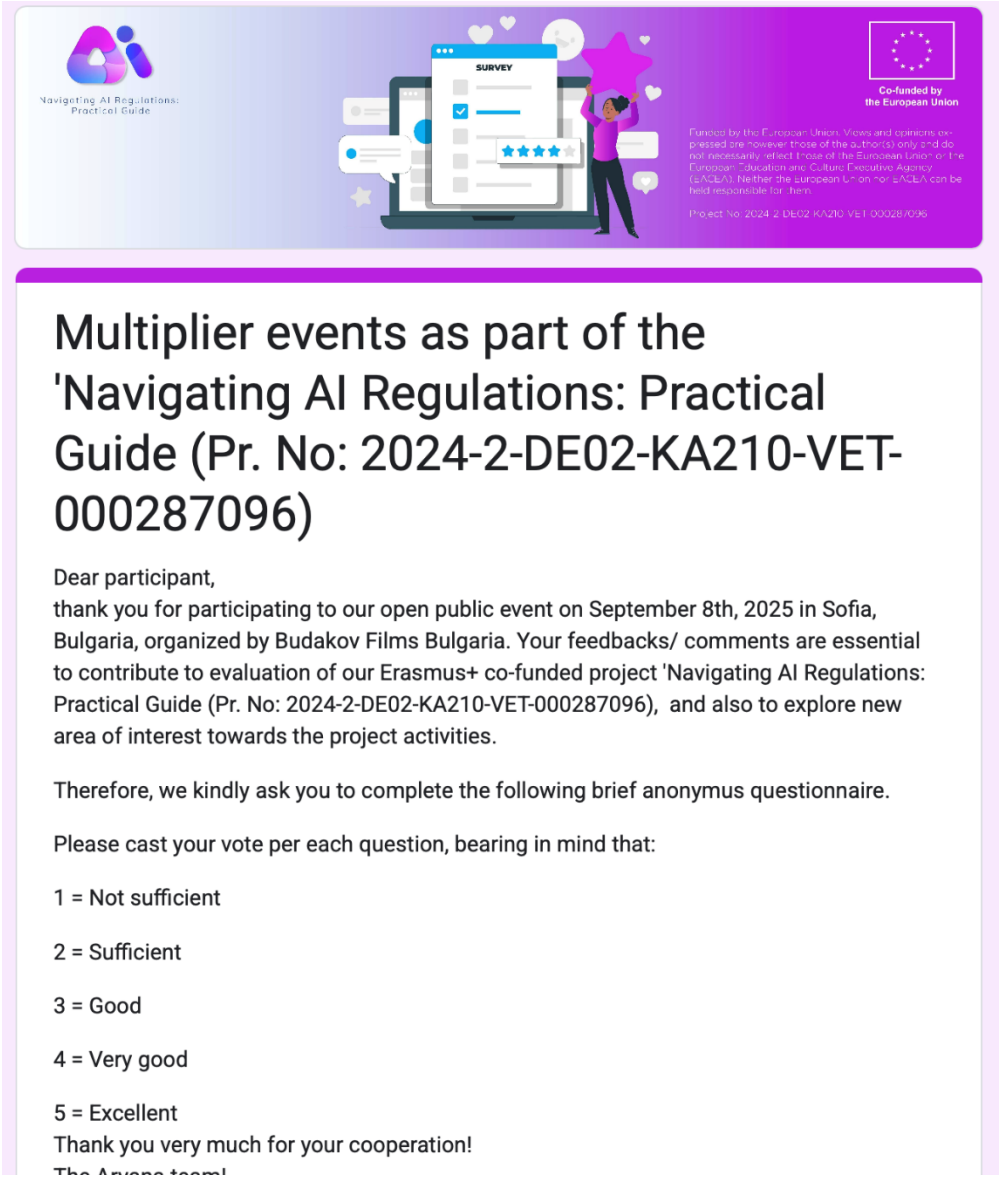
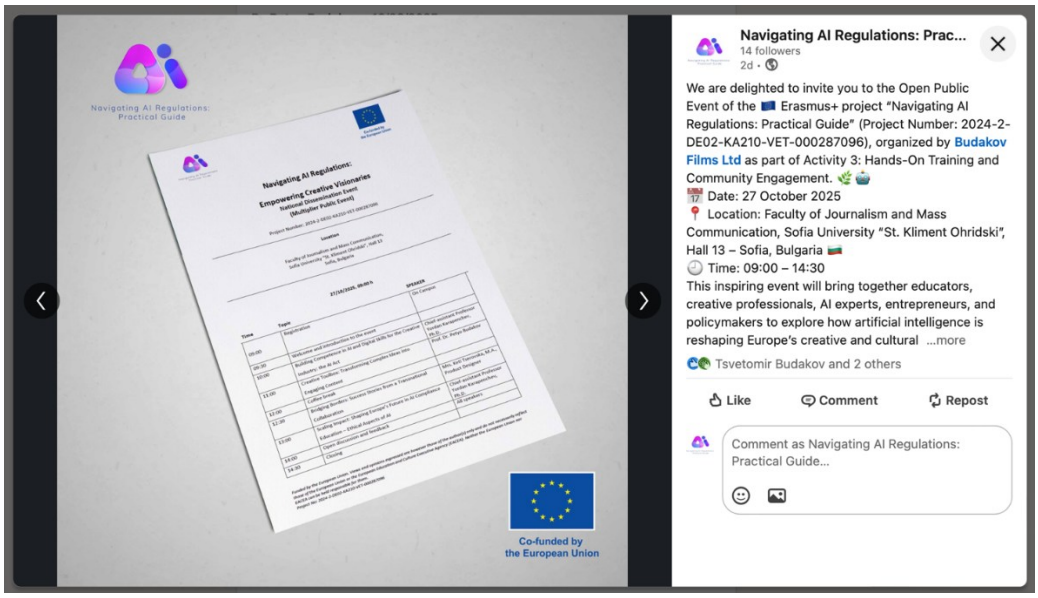


Image 6. Credit: Budakov Films

- **LinkedIn Posts:**

Invitation to the event
Link: https://www.linkedin.com/feed/update/urn:li:activity:7388205910730412032



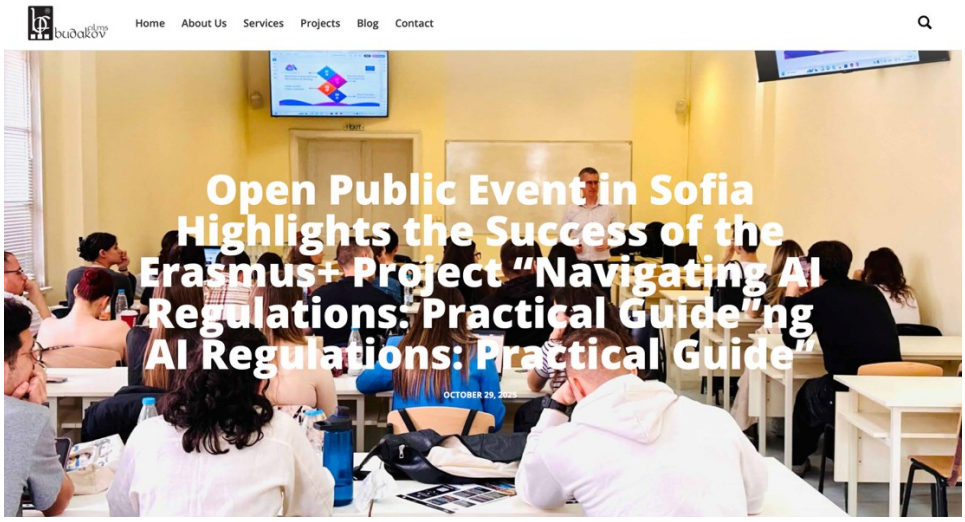
Follow-up Post After the Event, 27.10.2025
Link: https://www.linkedin.com/feed/update/urn:li:activity:7388956654089818112

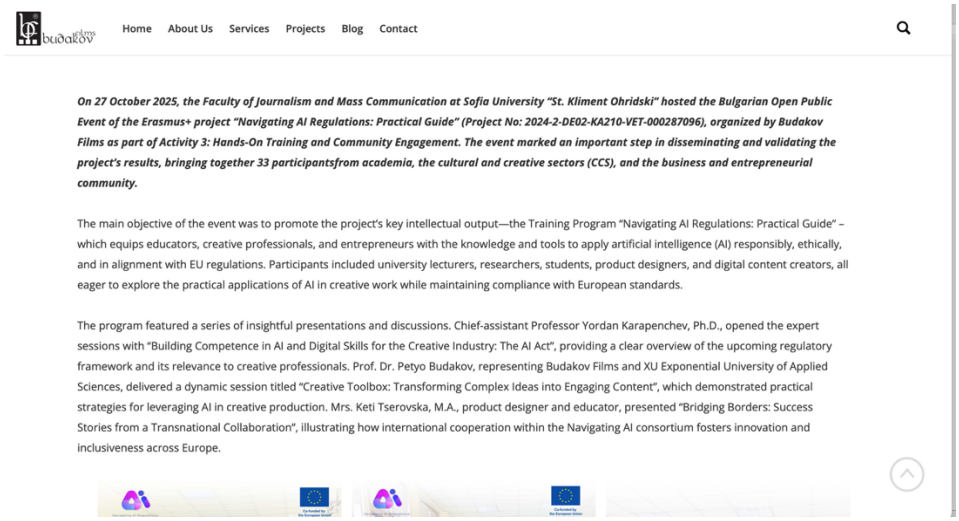
- **Facebook Post:**

Follow-up Post After the Event
Link: https://www.facebook.com/photo/?fbid=1320697649689193&set=pcb.1320698566355768

- **Websites posts:**

Budakov Films Website
Link: https://bfstudio.eu/open-public-event-in-sofia-highlights-the-success-of-the-erasmus-project-navigating-ai-regulations-practical-guide/





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.