



Navigating AI Regulations:
Practical Guide

Project Number:
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Sustainability and Impact Strategy



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Introduction and Purpose of the Strategy

The Sustainability and Impact Strategy outlines a detailed framework to ensure the long-term use, visibility, and expansion of the project's results beyond the official implementation period. Developed within Activity 3: Hands-On Training and Community Engagement, this strategy is central to maintaining the project's educational impact, ensuring that the Training Program “Navigating AI Regulations: Practical Guide” and its accompanying videos, tools, and reports remain valuable and accessible to diverse stakeholders.

Both INI-Novation GmbH (Germany) and Budakov Films (Bulgaria) have already integrated the project's intellectual outputs into their daily workflows—embedding the training program's methodologies, AI ethics principles, and regulatory guidance into their professional activities. This integration demonstrates the project's practical value and guarantees that its educational legacy continues beyond the Erasmus+ funding cycle.

The document defines specific actions to maintain and amplify the project's outcomes, including annual review cycles, continuous dissemination through professional and academic networks, and partnerships that foster reuse and adaptation of results.

By establishing a structured sustainability approach, this strategy reinforces the project's long-term impact in the following ways:

- **Continuity:** Ensures uninterrupted use and improvement of project materials through annual updates and dissemination events.
- **Institutionalization:** Embeds the project's content into educational and professional systems, creating stable frameworks for reuse.
- **Scalability:** Encourages replication of the project's approach across new institutions, sectors, and EU Member States.
- **Visibility and Policy Relevance:** Aligns with ongoing EU policy discussions on ethical AI, digital literacy, and cultural innovation, ensuring continued relevance in the European context.

Ultimately, this strategy ensures that Navigating AI evolves from a time-limited project into a sustainable, growing educational ecosystem dedicated to responsible and inclusive AI literacy in Europe.

Long-Term Vision and Strategic Objectives

The long-term vision of Navigating AI is to create a durable, self-sustaining educational framework that empowers professionals and educators across Europe to understand and apply artificial intelligence responsibly within creative and entrepreneurial settings. The project aims to become a recognized European reference for AI competence development, particularly in the cultural and creative sectors (CCS).

To achieve this, the sustainability strategy is guided by six interconnected objectives that reinforce the project's long-term impact:

- 1. Continuous Access and Relevance:**
All training materials, including videos, modules, and guides, will remain permanently available via the partners' websites and professional networks. This ensures continuous access for learners, even after project completion.
- 2. Institutional Embedding:**
The results will remain integrated into the educational and operational routines of both partners. For example, INI-Novation GmbH will continue using the materials in innovation consultancy and training sessions, while Budakov Films will use them in creative industry workshops and capacity-building initiatives.
- 3. Dynamic Adaptation:**
The content will be regularly updated to reflect new developments in AI regulation, ethics, and innovation policies, ensuring the project remains a living, evolving resource aligned with EU priorities such as the Digital Education Action Plan (2021–2027).
- 4. Cross-Sectoral Transferability:**
The training materials will be adapted for different learning contexts—university courses, vocational training programs, and SME workshops—broadening the project's applicability.
- 5. Ethical Leadership and Social Impact:**
By promoting ethical, transparent, and inclusive AI practices, the project contributes directly to the European Commission's vision of a human-centric digital transformation.
- 6. Community and Network Growth:**
By cultivating a sustained learning community through partnerships, webinars, and events, the project will continuously attract new users and contributors, ensuring that the impact grows organically over time.

This long-term vision transforms *Navigating AI* from a single Erasmus+ project into an ongoing European movement promoting AI literacy, inclusiveness, and responsible digital innovation.

Scheduled Webinars and Workshops for Ongoing Engagement

To ensure the continued dissemination and use of the *Navigating AI* results, both partners will organize annual webinars and workshops that function as ongoing multiplier events. These activities will keep the project's outcomes visible, relevant, and responsive to evolving needs across Europe's creative and educational ecosystems.

Implementation Plan:

- **Annual Webinars:** INI-Novation and Budakov Films will host joint online sessions each year, introducing updates to the training materials, presenting new use cases, and sharing lessons learned from participants. These sessions will be open to previous participants, educators, and new audiences across Europe.
- **In-Person Workshops:** Each partner will organize national workshops designed to showcase the application of the training modules in real-world contexts. These events will combine presentations, hands-on exercises, and interactive discussions.

Key Multiplier Events:

- **EXPO Week Potsdam 2026 (Germany):** Hosted by XU Exponential University of Applied Sciences, this event will feature live demonstrations of the *Navigating AI* materials. INI-Novation will present updated modules and facilitate discussions with innovation experts, policymakers, and students.
- **Design Week Sofia 2026 (Bulgaria):** Organized with Budakov Films as an official partner, this event will target creative professionals, artists, and educators interested in ethical AI integration within design and media practices.
- **European Digital Learning Network (DLearn):** Budakov Films will use its membership in DLearn to promote the project results across Europe, participating in network meetings and publishing updates to reach the broader digital learning community.

Reinforcing Project Impact:

These recurring activities ensure that *Navigating AI* remains a living project that continues to engage new audiences every year. By positioning the materials within high-profile European events, the project secures ongoing visibility, continuous feedback, and a growing user base that strengthens its educational and societal influence.

Annual Review and Revision Cycle of Educational Materials

Sustainability depends on keeping the educational materials current, credible, and useful. To this end, an annual review and revision cycle will be implemented to update all outputs of the Navigating AI project. This process ensures that content remains aligned with new technological advances, legislative developments, and pedagogical innovations.

Annual Review Process:

- 1. Data Collection and Feedback:**
INI-Novation and Budakov Films will collect feedback from webinar participants, academic partners, and industry collaborators using structured questionnaires and online feedback forms.
- 2. Regulatory and Technological Monitoring:**
INI-Novation GmbH will monitor EU policy developments (AI Act, GDPR, AI Liability Directive) and international best practices, while Budakov Films will identify emerging creative AI tools and their ethical implications.
- 3. Content Revision and Improvement:**
Updates will include refining text modules, adding visual materials, improving accessibility (e.g., captions and translations), and embedding new examples. Feedback from the Open Public Events also led to concrete actions, such as adding keywords to each module and more images in Modules 3 and 5 to improve clarity and engagement.
- 4. Quality Control and Re-Release:**
Updated versions will undergo internal review by both partners and external validation from XU University and other collaborating institutions before being re-published on the official platforms.



Annual Review Process

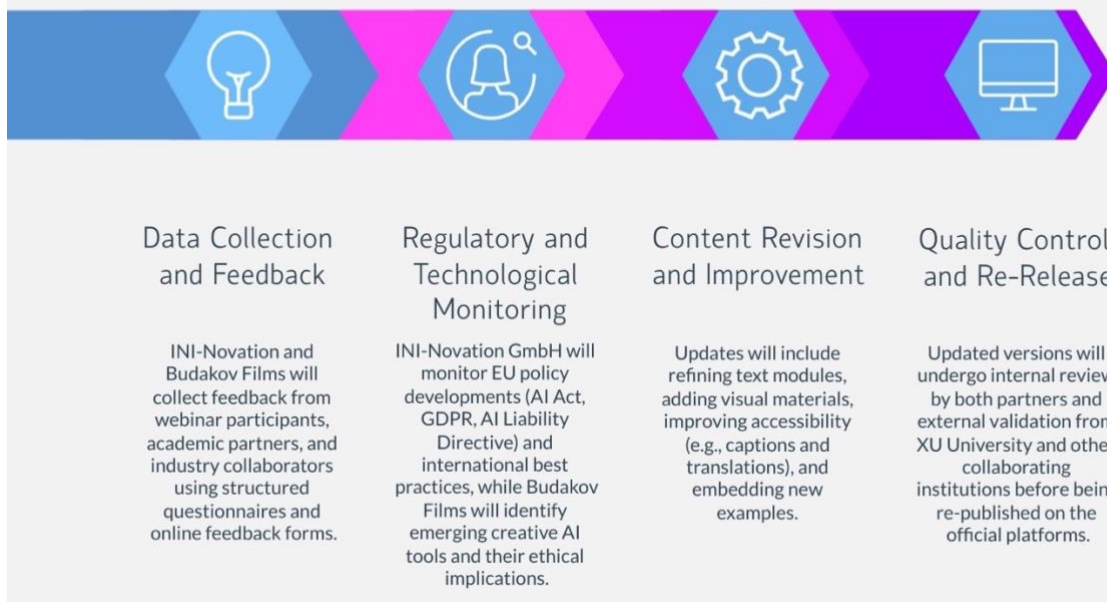


Image 1: Annual Review Process

Reinforcing Project Impact:

This process turns the Navigating AI materials into a dynamic educational resource, not a static output. It ensures ongoing quality, regulatory alignment, and pedagogical relevance—key factors that preserve the project’s credibility and guarantee its continued use by educators, businesses, and learners across Europe.

Partnership Expansion and Integration into Institutional Frameworks

A central element of the sustainability strategy is the expansion of institutional and industry partnerships. By embedding the project’s outcomes within existing educational and professional frameworks, Navigating AI ensures long-term integration and multiplies its reach far beyond the initial consortium.

Planned Actions:

- **Academic Integration:**
 - XU Exponential University of Applied Sciences (Germany) will continuously introduce new students and staff to the Navigating AI materials through its entrepreneurship, design, and technology curricula.
 - New Bulgarian University (Bulgaria) will be approached for collaboration to integrate the training modules into courses on digital communication, design, and AI ethics.
- **Industry Partnerships:**
Partnerships with organizations such as BEDA (Bureau of European Design Associations) and Bulgarian Design Group will help embed the training content into ongoing professional development programs, reaching SMEs, creative agencies, and independent designers.
- **Compliance Partnerships:**
INI-Novation discussed with two big software development companies from Austria (Posedio GmbH) and from Romania (ASSIST Software) to develop an auto-compliance tool-kit for data sharing ecosystems in the European manufacturing industries to enable automated Digital Product Passport services with full ethical and privacy compliance.
- **Cross-European Dissemination:**
Through Budakov Films' membership in the European Digital Learning Network (DLearn), the project results will continue to be promoted across Europe, supporting broader adoption in digital education and creative innovation initiatives.

Reinforcing Project Impact:

Partnership expansion ensures that the project results are institutionalized, continuously reused, and adapted by external stakeholders. This approach creates a self-reinforcing ecosystem, where universities, networks, and industry partners co-own and apply the project's outputs—multiplying its impact exponentially across the EU.

Promoting EU Values and Ensuring Ethical and Inclusive Impact

The Navigating AI project is fundamentally aligned with EU principles of inclusiveness, diversity, accessibility, and ethical innovation. The sustainability strategy ensures these values remain central in all future updates, dissemination actions, and partnerships.

Implementation Commitments:

- **Supporting the European Competitiveness:** The European Competitiveness Compass build on the so-called “Draghi Report”, identifying three necessities for the EU to boost its competitiveness:
 - Closing the innovation gap,
 - Decarbonising our economies,
 - Reducing dependencies.

It will be implemented by helping companies to adopt new technologies such as AI and robotics. In this context, Navigating AI regulations is an important ingredient to raise awareness on compliant use of AI systems.

- **Gender Equality and Representation:** Equal representation will continue to be prioritized in all training examples, visuals, and outreach activities.
- **Accessibility Enhancements:** Future revisions will include expanded subtitles, simplified summaries, and multimodal formats to ensure access for learners with diverse linguistic and technical backgrounds.
- **Ethical and Transparent AI Use:** Updated materials will further emphasize ethical AI practices, including modules focused on transparency, accountability, and explainability.
- **Cultural Diversity:** Future case studies will include perspectives from both EU and associated partner countries to ensure broader cultural representation.

Reinforcing Project Impact:

By embedding EU values at the heart of its sustainability plan, Navigating AI ensures that the project’s influence extends beyond technical knowledge—it shapes responsible citizens and innovators who embody the European approach to human-centric AI. This ongoing commitment reinforces the social, educational, and ethical impact of the project’s tangible results.

Conclusion

The Sustainability and Impact Strategy ensures that the outcomes of the Navigating AI Regulations: Practical Guide project remain active, visible, and valuable far beyond its official duration. Through structured annual review cycles, regular public engagement, and strong institutional partnerships, the project's resources will continue to evolve and expand their reach across Europe.

The integration of the training program into the daily routines of INI-Novation GmbH and Budakov Films guarantees its continued practical application, while its presentation at major European events - EXPO Week Potsdam 2026, Design Week Sofia 2026, and through the European Digital Learning Network—ensures ongoing visibility and stakeholder engagement.

This comprehensive sustainability plan transforms Navigating AI into a long-term European reference framework for ethical, inclusive, and innovative AI education. The project's tangible results—its training program, educational videos, and learning methodologies—will not only remain relevant but will continue to grow in influence, shaping the next generation of creative professionals, educators, and entrepreneurs committed to responsible AI innovation across Europe.

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.

Annex 1: Annual Review Template and Feedback Form

Aligned with the Annual Review and Revision Cycle of Educational Materials – Activity 3 of the Erasmus+ project Navigating AI Regulations: Practical Guide (Project Number: 2024-2-DE02-KA210-VET-000287096).

Purpose of the Document

This template is designed to guide the annual review and feedback collection process for maintaining the relevance, accuracy, and impact of the Navigating AI Regulations: Practical Guide training materials and videos. It ensures structured input from participants, trainers, and partner institutions, supporting the yearly content update process led by INI-Novation GmbH and Budakov Films.

Section 1: Review Summary

Review Year:

Date of Review Completion:

Reviewed by:

(Indicate organization and responsible reviewer(s) – e.g., INI-Novation GmbH / Budakov Films / Partner Institution)

Reviewed Material(s):

- ☐ Training Program (Modules 1–5)
- ☐ Training Videos (1–5)
- ☐ Supporting Documents (Reports, Guidelines, etc.)
- ☐ Dissemination Materials (Website, Event Presentations)

Scope of the Review:

- ☐ Full content update
- ☐ Minor revision / formatting
- ☐ Inclusion of new examples / visuals
- ☐ Update based on regulatory or policy changes
- ☐ Incorporation of user feedback

General Assessment:

(Provide a short description of the overall quality, usability, and accuracy of the reviewed material.)

Section 2: Module-Level Feedback

Please complete this section for each of the five training modules.



Module	Current Strengths	Areas for Improvement	Suggested Actions / Updates	Responsible Partner	Deadline for Implementation
Module 1: Understanding AI Risk Classification in Creative Projects					
Module 2: Ensuring Compliance with AI Regulations in the Creative Sector					
Module 3: Maintaining Transparency in AI-Driven Creative Processes					
Module 4: Data Governance for AI in the Creative Industry					
Module 5: Integrating Ethical AI Practices in Creative Entrepreneurship					

Section 3: Quantitative Feedback Summary

Rate each category from 1 (Poor) to 5 (Excellent).

Clarity of Content	Rating (1–5)	Comments
Relevance to EU AI Regulations		
Practical Usefulness		
Inclusiveness and Accessibility		
Alignment with EU Values		
Visual Engagement (images, examples)		
Applicability in Education and Training		

Section 4: Additional Reviewer Notes

New Case Studies or Examples to Include:

.....

Keywords to Add or Update in Modules:

.....

New Partner or Event Opportunities for Dissemination:

.....

Section 5: Reviewer Confirmation

I confirm that the review has been completed in accordance with the Navigating AI Sustainability and Impact Strategy and that the recommendations above have been discussed with the responsible partner(s).

Name:

Position:

Organization:

Signature:

Date:

Section 6: Implementation Follow-Up (To be completed after updates)

Action Implemented	Date Completed	Approved by	Remarks
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