

# Mapping the Skills of Tomorrow

How AI-driven social listening is revealing the future workforce  
of Europe's Cultural & Creative Industries



Co-funded by  
the European Union

# The ekip Project

European Cultural & Creative Industries  
Innovation Policy Platform

*ekip* is a collaborative platform co-funded by the European Commission, designed to strengthen innovation capacity across Europe and connect the Cultural & Creative Industries (CCIs) with policy experimentation and open innovation.

The project brings together 17 partner organisations from across Europe — including universities, consultancies, creative networks, and cities — to redesign how Europe starts innovation, with creatives at the core.



## 17 Partners

### 5 UNIVERSITIES

- Lund University, Sweden
- University of Edinburgh, United Kingdom
- Delft University of Technology, The Netherlands
- Politecnico di Milano, Italy
- Humak University of Applied Sciences, Finland

### 4 CONSULTANCIES

- Nextatlas, Italy
- Technopolis Group, Belgium
- Idea Consult Group, Belgium
- Creativity Lab, Estonia

### 4 CREATIVE AND CULTURAL ORGANIZATIONS

- Creative Business Network, Denmark
- MSCOMM Group, Greece
- New Moment network, SEE region
- Netherlands Institute for Sound & Vision, The Netherlands

### 4 CITIES

- City of Rotterdam, The Netherlands
- Metropolitan Institute of Bratislava, Slovakia
- Creative Industry Košice, Slovakia
- Cité du design, France



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OUR CONTRIBUTION

# The CCI Social Media Observatory

10,000+ European creative professionals monitored across Instagram, YouTube, X, Reddit, and Behance — combining AI trend detection with human editorial intelligence.



01

## Community Detection

10K+ CCI professionals, 4 EU regions, 9 sectors.



02

## AI-Powered Listening

Semantic intelligence powered by advanced NLP on millions of posts.



03

## Weak Signal Detection

Trends spotted months before going mainstream.



04

## Regional Intelligence

North, West, Central & East, South Europe deep dive.



05

## Sentiment Analysis

Not just what creatives say, but how they feel about it.



06

## Trend Correlation

Every report paired with a long-term Nextatlas trend.



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# All ekip policy areas we mapped

A dedicated observatory report for each ekip policy area: a deep listen into how European creatives engage with specific systemic challenges.



## **AI & Cultural Creative Industries**

Generative tools, copyright, new creative expressions, and ethics of automation.



## **New European Bauhaus**

CCIs enabling green transition through design, architecture, and sustainable aesthetics.



## **Immersive Media**

VR, AR, and mixed reality reshaping cultural production and audience experience.



## **New funding models for creativity and innovation**

New funding architectures, blended finance models, and investment frameworks.



## **Crafts-led Innovation**

Traditional craft knowledge as a driver of sustainable and frugal innovation.



## **Music Platformisation**

Streaming economics, artist revenues, and the restructuring of the music industry.



## **Inclusivity in Gaming**

Diversity, representation, and accessibility in Europe's video game industry.



## **Reimagining deep-tech**

How creative practitioners unlock the human potential of frontier technologies.



## **Cross-Innovation: Performing Arts**

Theatre, dance, and live arts as catalysts for cross-sector innovation.



## **Fashion Transition**

Eco-design, circularity, digital product passports, and sustainable consumption.



## **Cultural Heritage & Open Innovation**

Heritage institutions as innovation hubs within creative ecosystems.



## **Spaces, structures and ecosystems**

How EU innovation policy can better support CCIs.

# Identifying Tomorrow's Jobs

As a by-product of Nextatlas's Social Media Observatory within the ekip project, we detected the emergence of new professional identities reshaping the sector.

From this body of signal intelligence, we identified 10 distinct personas or archetypes representing the most relevant "New Jobs" emerging within the Cultural & Creative Industries. Each persona reflects real skills, behaviours, and needs observed in the field, and is accompanied by a short profile, relevant pains & gains, and top competencies.

JUN 2025



## Creative Personas II

SEPT 2024



## Creative Personas I

# AI Artist

“ I started off as a painter but now I'm fully immersed in blending traditional artistry with advanced algorithms to create unique and compelling art pieces. It's a dynamic field where technology and creativity intersect, allowing for endless experimentation and innovation. ”

Maya, 26 y.o.



## + Needs

**State-of-the-art Tools:** Access to cutting-edge AI software and platforms that facilitate the creation of art, such as generative design tools, machine learning frameworks, and image synthesis applications.

**Community Engagement:** Sharing insights and collaborating with like-minded individuals to stay inspired and to exchange knowledge.

**Visibility:** Platforms and venues for showcasing AI-generated art, whether through exhibitions, online galleries, or social media,

## - Pains

**Ethical Concerns:** Navigating ethical dilemmas related to authorship, copyright, and the potential for AI to replace human artists can create anxiety.

**Technical Complexity:** The technical aspects of working with AI can be daunting, leading to frustration when artists encounter challenges in creating works.

**Market Competition:** Difficulty to stand out and gain recognition as AI art becomes more popular, and more artists are experimenting with new tech tools



### Top Skills



Artistic Sensibility



Creativity



Tech Literacy

+79%

Tech Literacy  
(Future Growth)



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# Creative Coder

“My work involves developing innovative software solutions while infusing them with a unique, creative twist. I participate in various coding hackathons and work on DIY tech projects, which helps me stay connected to the latest trends and innovations in technology.”

Max, 23 y.o.



## + Needs

**Continuous Learning:** Ongoing education through workshops, online courses, and community events to stay updated on new techniques and tools.

**Creative Freedom:** The need for a certain degree of creative freedom to experiment and innovate without excessive constraints.

**Time for Experimentation:** They need dedicated time to explore new ideas and technologies without the pressure of deadlines, fostering innovation and creativity.

## - Pains

**Technical Limitations:** Constraints due to software or hardware limitations that can hinder the possibility to fully realize one's creative visions.

**FOMO (“fear of missing out”):** The fast evolution of technology and design trends can be overwhelming, making it difficult to stay current and relevant in the field.

**Unclear Expectations:** Ambiguous project goals or shifting requirements can lead to misunderstandings and frustration.



### Top Skills



Attention to Detail



Critical Thinking



Problem Solving

**+40%**

Detail Oriented  
(Future Growth)



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# Design Technologist



*I focus on integrating new technologies like virtual reality, AI, and 3D modeling to push the boundaries of modern design. I need to make sure that the designs are not only aesthetically pleasing but also functional and sustainable.*

Ava, 28 y.o.



## + Needs

**Continuous Learning:** To stay up-to-date with the latest technologies, tools, and design trends to remain competitive and innovative.

**Cross-disciplinary Collaboration:** Effective collaboration with cross-functional teams, especially developers, to create seamless user experiences.

**Efficient Workflow Processes:** Streamlined workflow processes and clear communication channels to enhance productivity.

## - Pains

**Resistance to Change:** Introducing new design methodologies or tools can meet resistance from team members and clients alike.

**Budget & Resource Constraints:** Limited budgets or resources that can restrict the creative vision and or the implementation of latest technologies.



### Top Skills



Adaptability



Creativity



Teamwork

**+74%**  
Collaborative  
Design  
(Future Growth)



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# ESG

(Environmental, social, and governance)

## Specialist

“My role involves creating and implementing impactful ESG (Environmental, social, and governance) strategies, addressing challenges related to data integration, and navigating regulatory complexities. I'm specialized in supporting stakeholders in aligning with eco-friendly practices.”

Sophia, 32 y.o.



### + Needs

**Ongoing Training:** Continuous learning opportunities to stay updated on the latest regulations, frameworks, and industry trends.

**Data Management Tools:** Tools for collecting, analyzing, and reporting ESG data are essential for tracking progress and ensuring compliance.

**Cross-Functional Collaboration:** Effective collaboration with teams across the organization, including finance, operations, and communications.

### - Pains

**Stakeholder Pushback:** Resistance to change or a lack of understanding of ESG principles, which can delay or derail important sustainability projects

**Regulatory Complexities:** Continuous monitoring and updating of compliance measures, which can be resource-intensive.

**Lack of Standardization:** The lack of universally recognized ESG reporting standards can create difficulties in benchmarking performance.



### Top Skills



Communication Skills



Data Analysis



Strategic Planning

**+41%**  
Communication  
Skills  
(Future Growth)



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# Solopreneur



*As a solo business founder of a design studio, I essentially wear all the hats within my business. From developing strategies and managing projects to handling finances and marketing, my role is multifaceted.*

Alex, 37 y.o.



## + Needs

**Networking:** expanding and strengthening network.

**Continuous learning:** access to training resources, workshops, and courses to enhance their skills in areas such as marketing, finance, and technology.

**Financial Management:** tools and resources for managing cash flow, budgeting, and accounting.

**Time Management:** tools and strategies to prioritize tasks and maintain productivity.

## - Pains

**Work Burnout:** Struggle to balance work and personal life, which can affect their mental health.

**Limited Resources:** Access to resources may be limited, including financial backing, human resources, and networking opportunities.

**Skill Gaps:** Gaps in expertise, particularly in areas outside their primary strengths.



### Top Skills



Communication Skills



Problem Solving



Time Management

**+43%**  
Management Skills  
(Future Growth)



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# AI Ethicist

“ We're entering this wild new territory where AI can create amazing things. My job is to help artists and tech folks think through the big questions: Who owns what? How do we avoid bias? It's about making sure this creative revolution is a fair one. ”

Eleanor, 38 y.o.



## + Needs

**(Highly) Specialized Expertise:** Deep understanding of AI principles, capabilities, limitations, relevant intellectual property law, and specific ethical frameworks applicable to creative AI.

**Interdisciplinary Collaboration:** Ability to work effectively with artists, technologists, legal experts, and policymakers.

**Research Access:** Staying updated on the latest developments and ethical challenges in the field of AI and creativity.

## - Pains

**Conflicting Stakeholder Interests:** Balancing the desires of artists, technology developers, and the public.

**Lack of Legal Precedents:** Navigating ethical issues in a legal landscape that is still catching up with AI.

**Rapid Tech Evolution:** The breakneck pace of AI development leaves legal frameworks struggling to keep up, creating uncertainty and potential liabilities.



### Top Skills



Critical Thinking



Legal Acumen



Tech Literacy

+55%

Critical Thinking  
(Future Growth)



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# Cultural Broker

“ My job is like being a translator, but for ideas and ways of working. I help artists from different backgrounds truly connect and create something amazing together, without anyone feeling lost in translation – literally or figuratively!

”  
Nicola, 42 y.o.



## + Needs

**Deep Intercultural Understanding:** Comprehensive knowledge of diverse cultural norms, values, communication styles, and artistic traditions.

**Communication Skills:** Ability to articulate ideas clearly and sensitively across cultural and linguistic barriers.

**Facilitation Abilities:** Skill in mediating discussions, resolving conflicts, and fostering inclusive collaboration.

## - Pains

**Bridging Divergencies:** The way work gets done, from planning and execution to feedback and evaluation, can be vastly different across disciplines and industries.

**Logistical Complexities:** Managing practical challenges such as time zones, travel, legal requirements, and varying professional norms across borders.

**Securing Funding:** Funding mechanisms and priorities can differ greatly between industries and countries, making it difficult to secure joint funding.



### Top Skills



Communication Skills



Adaptability



Teamwork

+58%

Team Building  
(Future Growth)



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# Heritage Strategist



My role is to strategize how we use everything from digital tools to community stories to ensure our heritage isn't just preserved, but actively shapes our future and connects with everyone.



Katarina, 31 y.o.



## + Needs

**Specialized Training:** Need for up-to-date knowledge in areas like digital heritage management and community engagement, necessitating access to relevant training and financial support for skill development and project implementation.

**Community Engagement Expertise:** Skills in building relationships with diverse communities and involving them in heritage initiatives.

**Technological Literacy:** Understanding how digital tools (VR/AR, digital archives, etc.) can enhance heritage experiences and preservation.

## - Pains

**Navigating Bureaucracy/Regulations:** Working within complex governmental and organizational structures can be time-consuming and restrictive.

**Digital Integration Challenges:** Lack of clear standards and best practices for using technology in heritage.

**Funding Instability:** Reliance on limited and short-term financial resources.



## Top Skills



Project Management



Strategic Thinking



Research Skills

+37%

Strategic Thinking  
(Future Growth)



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# Impact Builder

“ My job is to spark those 'aha!' moments where creative ideas meet real-world needs. Whether it's using art for social change or tech for sustainability, it's all about making innovation in our fields actually create a positive difference. ”

James, 32 y.o.



## + Needs

**Collaboration & Networking:** Skills in building partnerships across different fields.

**Cross-Sector Understanding:** Knowledge of diverse industries and their respective challenges and opportunities.

**Sustainability Literacy:** Understanding of environmental and social sustainability principles.

## - Pains

**Intangible Impact Measurement:** The challenge of quantifying the social and cultural benefits of creative initiatives.

**Funding Limitations:** Lack of dedicated financial support for projects prioritizing social and environmental outcomes.

**Resource Scarcity:** Difficulty finding reliable and up-to-date information on evolving societal and environmental challenges.



### Top Skills



Communication Skills



Strategic Thinking



Teamwork

+63%

Long Term Vision  
(Future Growth)



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# Interactive Storyteller

“ I don't just tell stories; I build playgrounds for them. My job is to craft experiences where the audience becomes a participant, shaping the narrative and discovering their own path through the tale. ”

Samantha, 28 y.o.



## + Needs

**Design Skills:** Knowledge of user experience (UX) and user interface (UI) principles for interactive narratives.

**Technical Proficiency:** Familiarity with relevant software and platforms for creating interactive experiences (e.g., game engines, scripting languages, interactive video tools).

**Adaptability Across Media:** Versatility in applying interactive storytelling techniques to different platforms and formats.

## - Pains

**Lack of Standardized Tools:** The absence of established workflows and design methodologies specific to interactive storytelling hinders efficient creation.

**Funding Challenges:** Securing traditional funding is difficult due to the experimental nature and uncertain monetization of interactive projects.

**Impact Measurement:** The lack of clear metrics and evaluation methods makes it challenging to demonstrate the artistic, educational, or commercial value.



### Top Skills



Communication Skills



Problem Solving



Design Thinking

+68%

Design Skills  
(Future Growth)



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TODAY



YEARS FROM NOW

# What could be the career trajectory for these creative personas?

To bridge the gap between "future potential" and "present action," we employed a technique called **backcasting**.

Unlike traditional forecasting, which projects current trends forward, backcasting starts with a desirable future state (in our case, the new creative persona) and works backward to identify the necessary milestones, skill pivots, and strategies to achieve that future from the present day.

We combined these future visions with real-world data on current job roles to build practical career trajectories.



# Backcasting Personas

*So far, we focused on three of the ten future personas identified, exploring some of the current roles and career paths that can evolve into each of them.*



Interactive  
Storyteller



A.I. Ethicist



Heritage  
Strategist

# 1 Creative Personas



Interactive  
Storyteller

## FUTURE PROFESSIONS

The Interactive Storyteller **designs and develops narrative experiences** that allow audience participation and agency. They work across various media, including games, VR/AR, **interactive installations, and transmedia projects**, crafting branching narratives, dynamic dialogues, and engaging mechanics that empower users to influence the story's direction and outcome.

TODAY

YEARS  
FROM NOW

Content Creator

Graphic Designer

Video Editor

Writer

Game Developer



Interactive  
Storyteller

# TODAY



## Graphic Designer



MEDIA/PUBLISHING

### Graphic Designer

Internship

- Main Task: **Visual storytelling for editorial formats and social trends.**
- Core Deliverables: Editorial images, visual identity, social media visuals, event graphics.
- Required skills: Adobe Suite, **Generative AI for images**, Motion Design, Creativity, Collaboration

FASHION

### Graphic Designer

Entry Level

- Main Task: **Visual storytelling for customer lifecycle/CRM.**
- Core Deliverables: CRM visuals (emails/newsletters), website graphics, customer communication, brand upkeep.
- Required skills: Adobe Suite, Figma, AI Tools, basic HTML/CSS, strong problem-solving, attention to detail, collaboration.

TECH

### Creative Designer

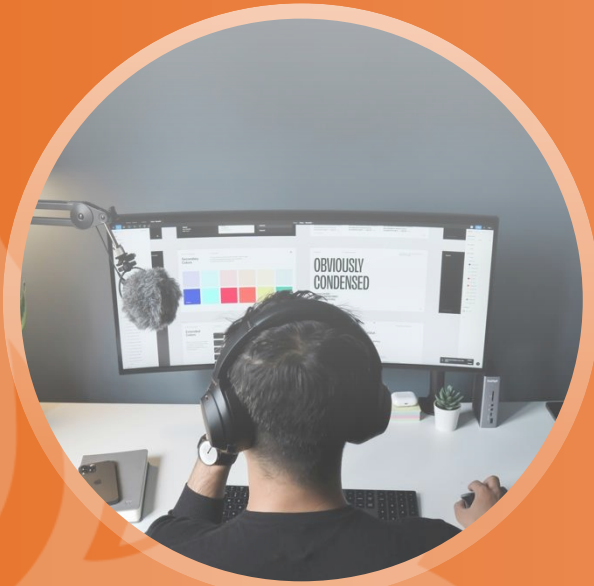
Associate (4+ years exp.)

- Main Task: **Develop visually engaging designs across multiple platforms to shape and maintain consistent brand identity.**
- Core Deliverables: Digital Ads, Social Media content, Landing Pages, Email Campaigns.
- Required skills: Adobe Creative, Figma, strong communication, time-management, attention-to-detail.

TODAY



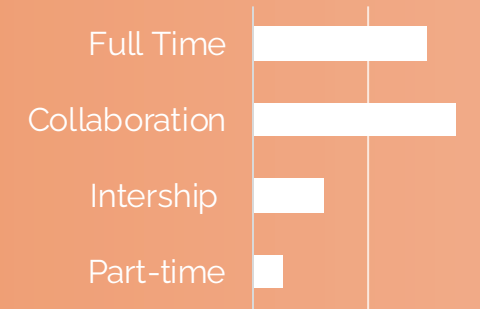
# Graphic Designer



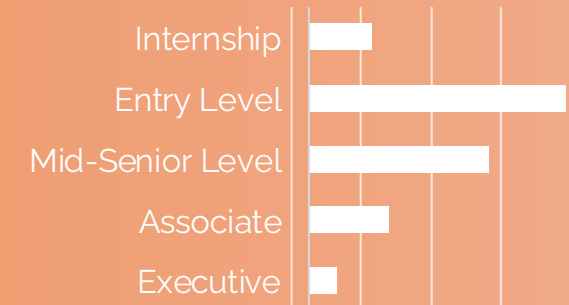
## TOP SKILLS

1. **Digital Software** (Figma, Photoshop, Illustrator)
2. **Visual Skills** (color theory, layout, ect)
3. **Creativity**
4. Storytelling
5. Content Creation
6. Social Media Management
7. Animation
8. Teamwork
9. Presentation Skills
10. Project Management

## EMPLOYMENT TYPE

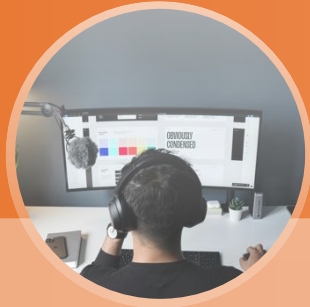


## SENIORITY LEVEL



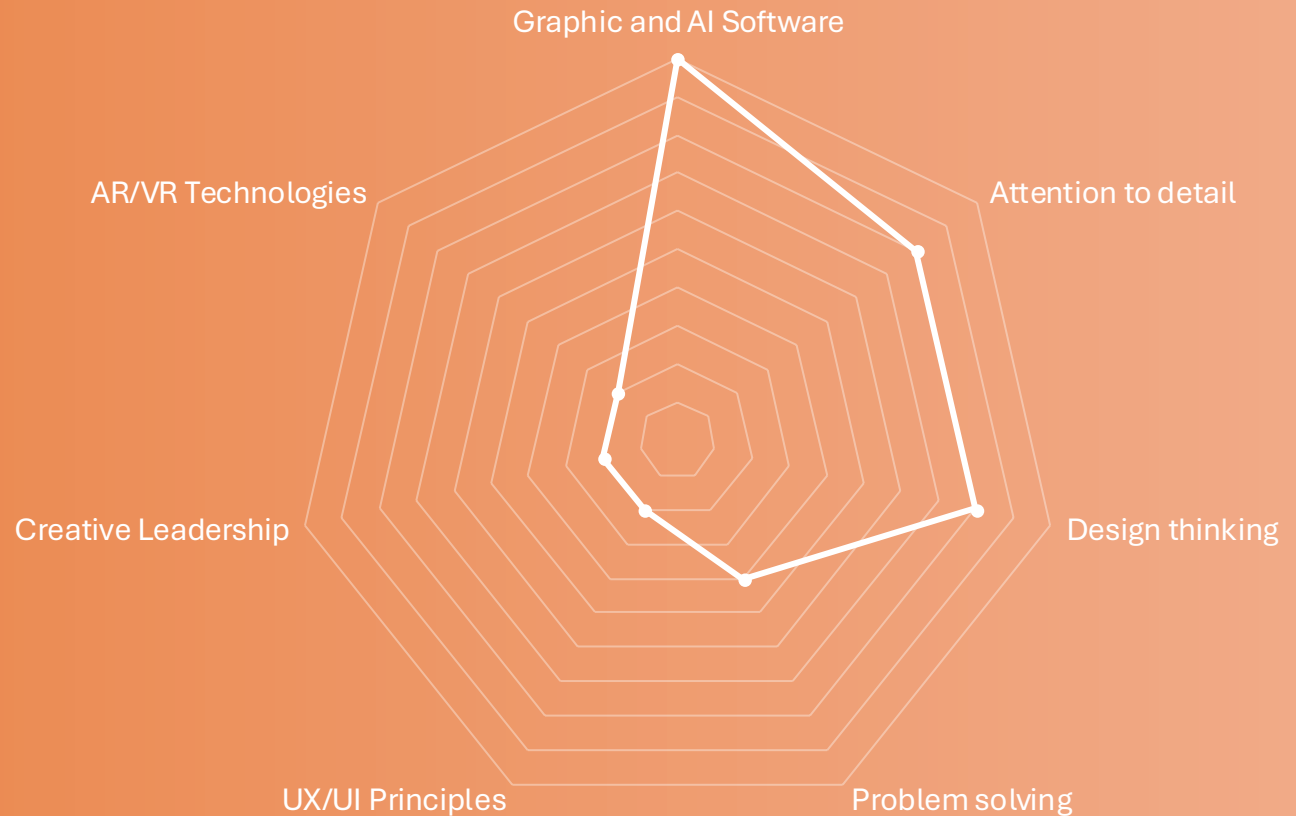
TODAY

YEARS  
FROM NOW



## Graphic Designer

Graphic Design establishes **mastery over visual communication**, composition, and aesthetics. The role is focused on **producing high-quality visual content** and ensuring attention to detail, providing the **fundamental visual literacy**.



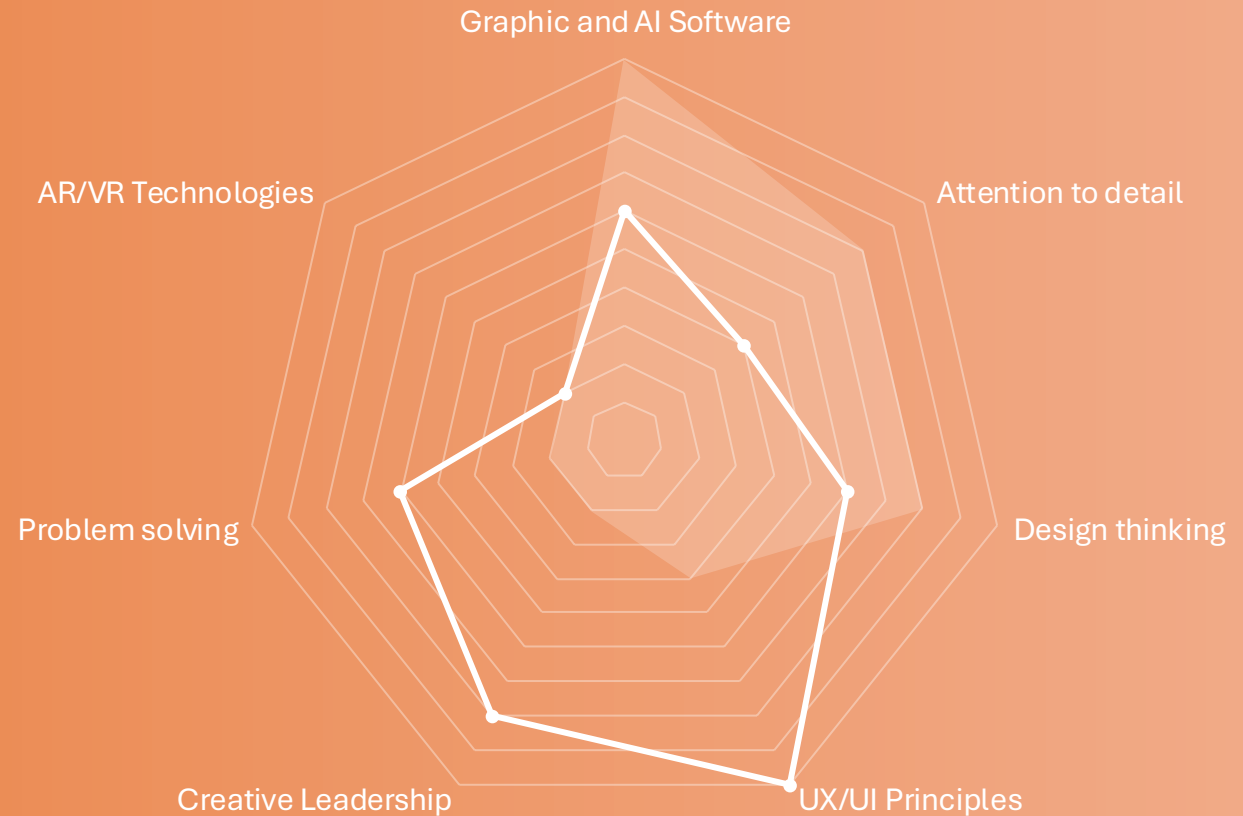
TODAY

YEARS  
FROM NOW



## UX Designer

The progression to UX Designer pivots the focus **from aesthetics to functional design**. The core shift is acquiring skills to **strategically address user behavior and improve digital flow** and Information Architecture.



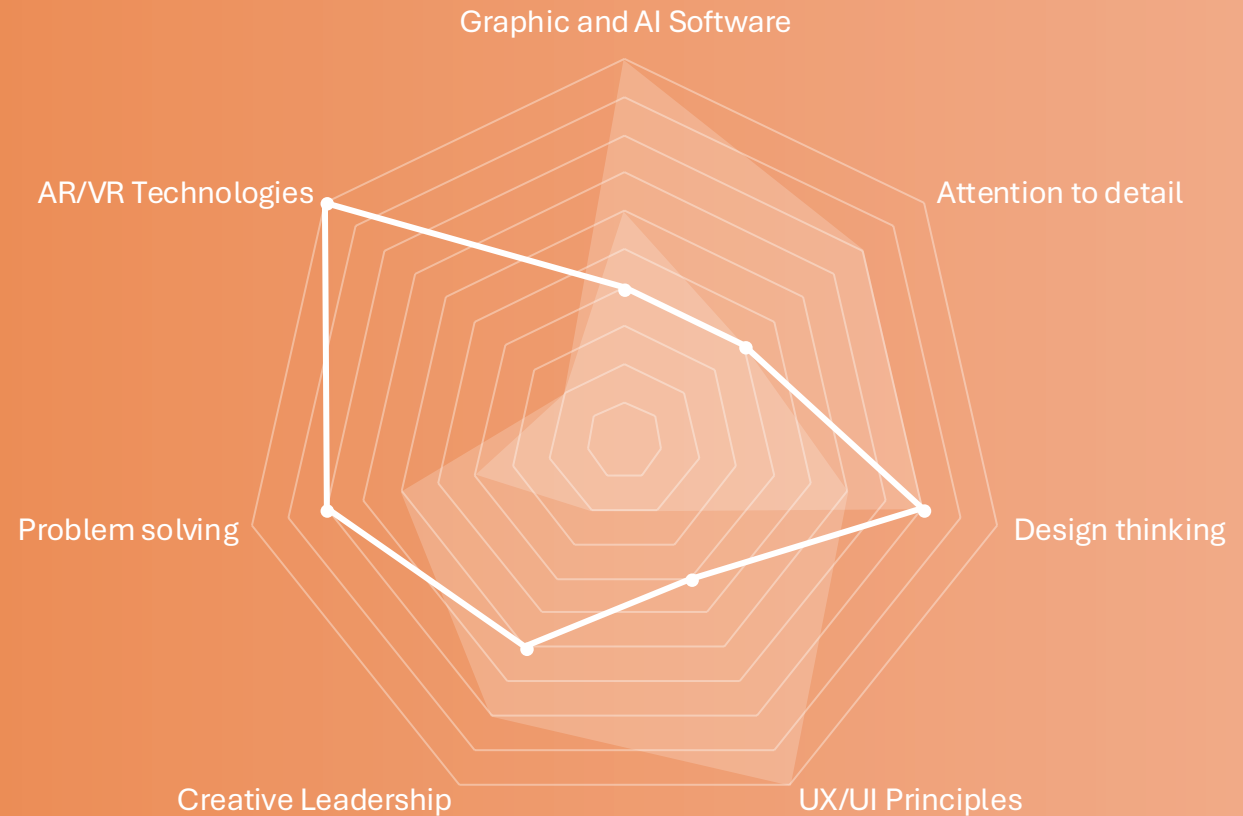
TODAY

YEARS  
FROM NOW



## Experience Designer

As an Experience Architect, the scope expands **beyond the 2D screen into immersive and spatial design**, requiring proficiency with AR/VR Technologies. The core challenge is developing system design to **structure complex, non-linear possibilities**.



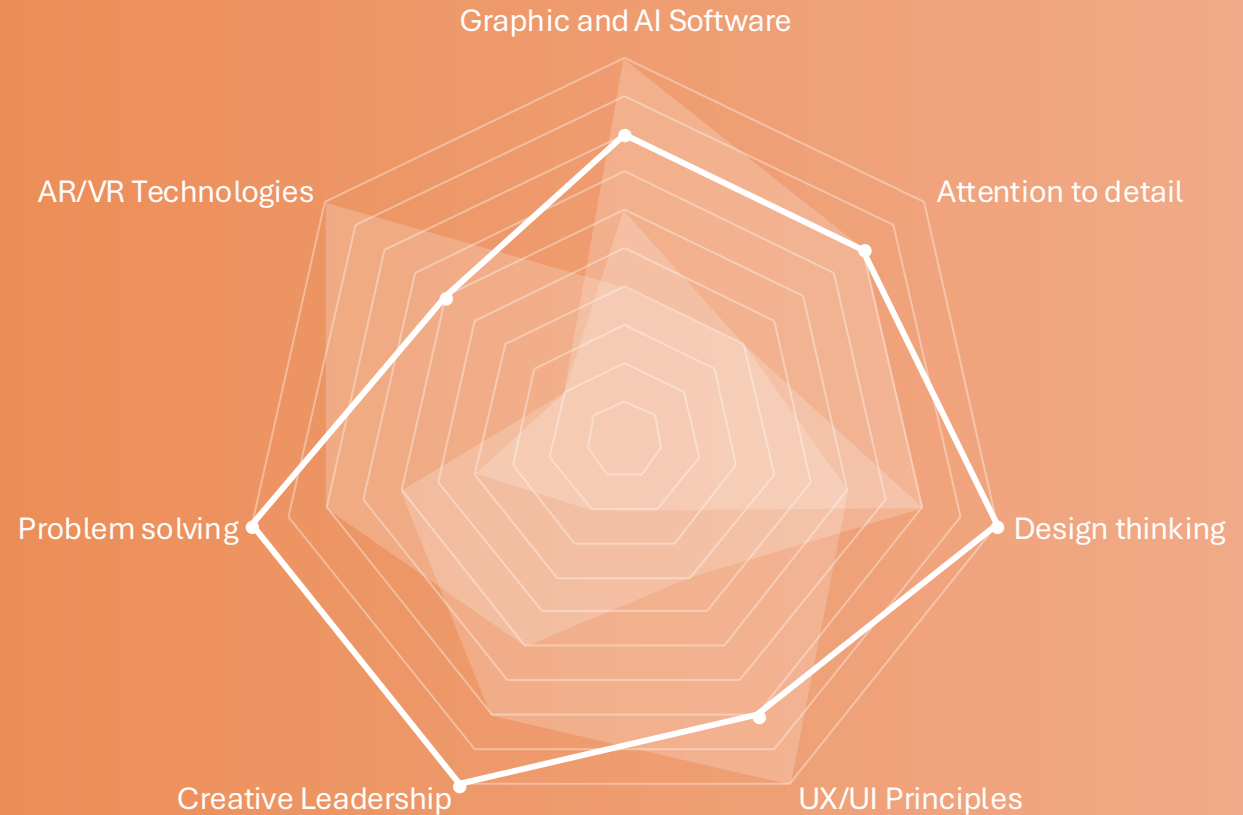
TODAY

YEARS  
FROM NOW



## Interactive Storyteller

The Interactive Storyteller **designs and develops narrative experiences** that allow audience participation and agency, working across various media, including games, VR/AR, **interactive installations, and transmedia projects.**



# Creative Personas

## FUTURE PROFESSIONS



A.I. Ethicist

The AI Ethicist in the CCI specializes in navigating the **complex ethical dilemmas that arise from the increasing use of artificial intelligence** in artistic creation, cultural heritage preservation, and media production. They develop **guidelines, conduct ethical reviews, and advise organizations and individuals** on issues related to authorship, copyright, bias in algorithms, data privacy, and the societal impact of AI-generated content.

TODAY

YEARS  
FROM NOW

Creative director

Prompt Engineer

Philosopher

Journalist

Museum  
curator



A.I. Ethicist

TODAY



## Journalist



USA

### Associate Reporter

Full time

- Main Task: **Monitor, verify, and report social-media-sourced content.**
- Core Deliverables: Breaking news coverage sourced from social media, verified visuals and eyewitness reports.
- Required skills: knowledge of news discovery, interviewing, reporting and writing ability, attention to detail, communication skills.

UK

### Journalist

Full time

- Main Task: **Generate accurate, timely, and engaging news stories across digital and print platforms .**
- Core Deliverables: Articles, features, event coverage, interviews, multimedia content.
- Required skills: Writing, research, interviewing, digital journalism tools, accuracy, curiosity, collaboration, flexibility for fast-paced newsroom.

Belgium

### Journalist

Full time

- Main Task: **Scan and write concise, accurate policy news briefs for English-language EU verticals (Politics & Energy).**
- Core Deliverables: News scans, short analytical summaries, verified EU policy updates, proofreading support for daily briefings.
- Required skills: Strong news judgment, concise writing, EU politics expertise, English fluency, attention to accuracy.

TODAY



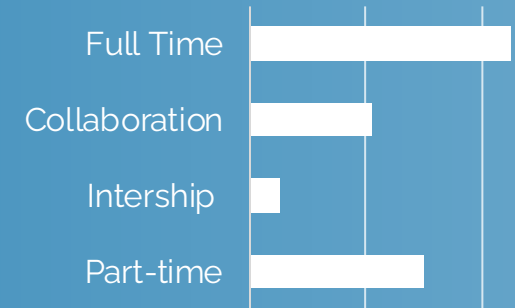
# Journalist



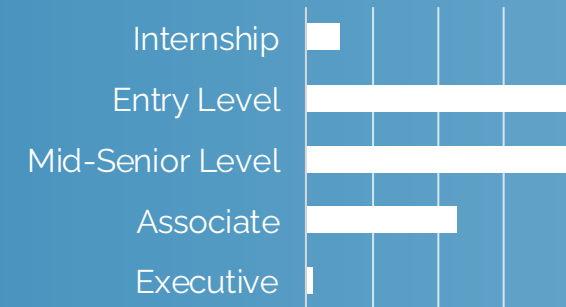
## TOP SKILLS

1. **Copywriting**
2. **Storytelling**
3. **Fact Checking**
4. Data Journalism
5. Research Skills
6. Writing skills (editing, proofreading)
7. Social Media Management
8. Critical Thinking
9. Analytical Skills
10. Time Management

## EMPLOYMENT TYPE



## SENIORITY LEVEL



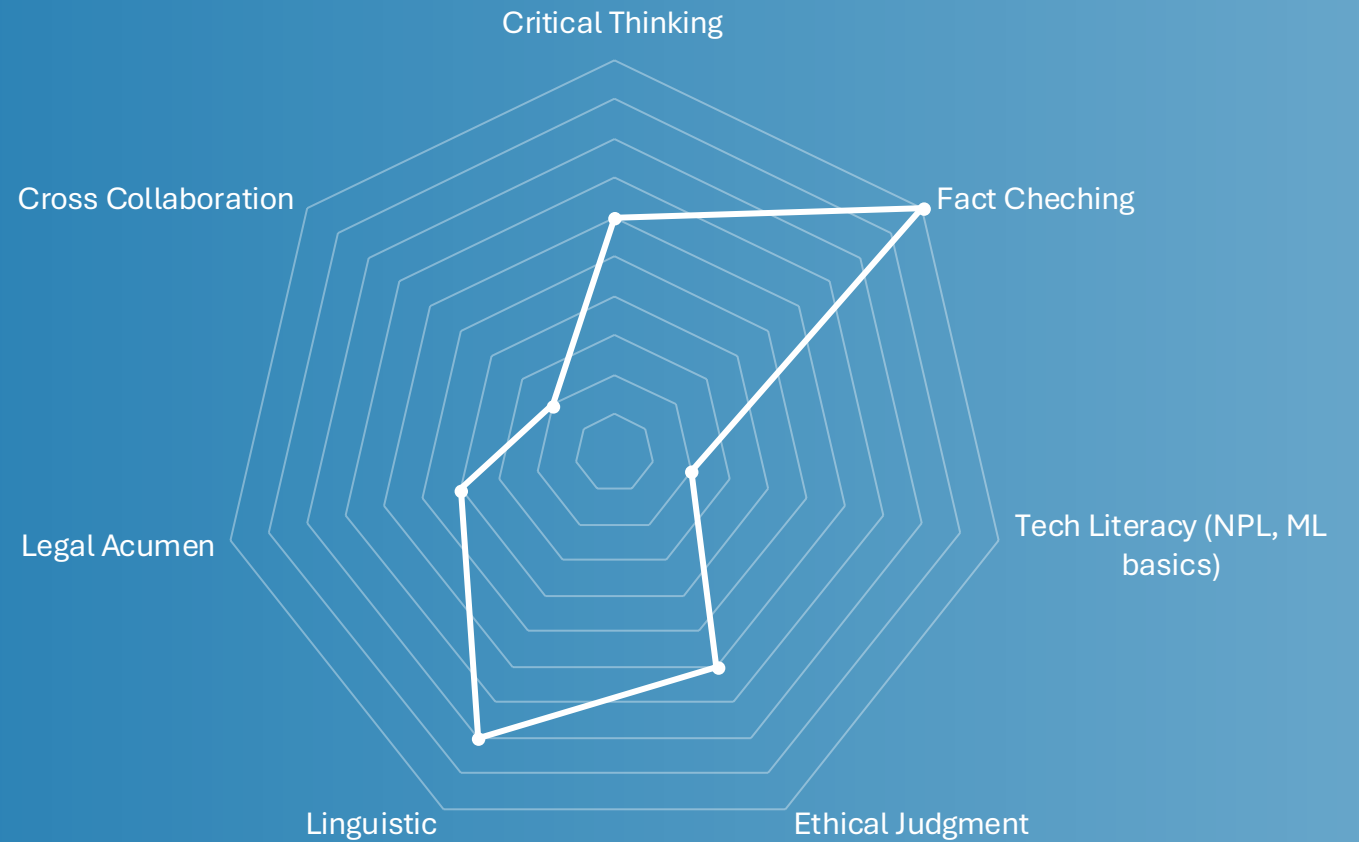
TODAY

YEARS  
FROM NOW



## Journalist

Journalists are trained to identify and mitigate bias in sources, narratives, and data, making them ideal for **spotting algorithmic bias** in generated text, images, or campaigns that could reinforce stereotypes or misinformation.



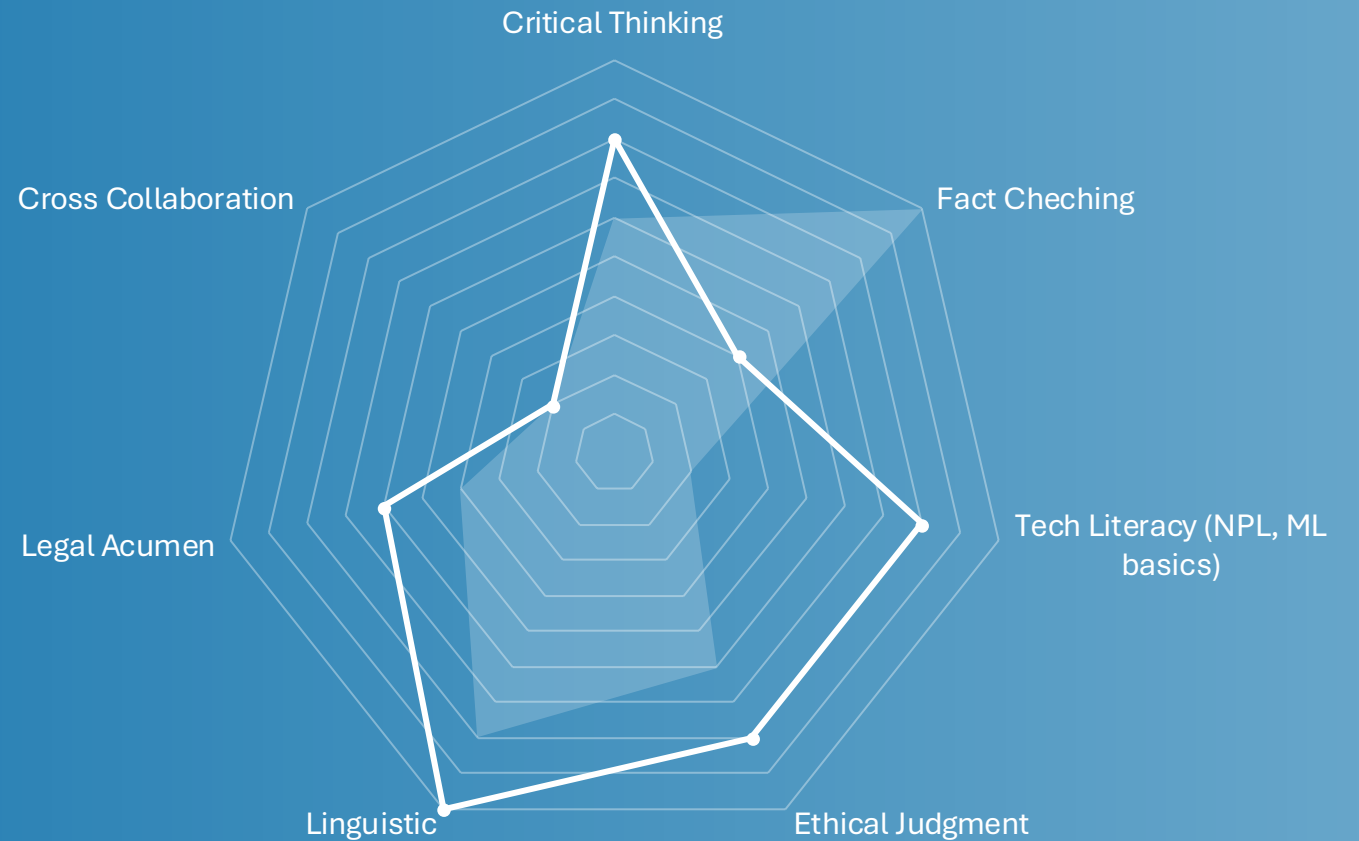
TODAY

YEARS  
FROM NOW



## Linguistic AI Trainer

The AI Trainer is essentially the **human filter and moral guide for a generative AI model**. This role demands strong linguistic and critical thinking skills, making writers uniquely qualified.



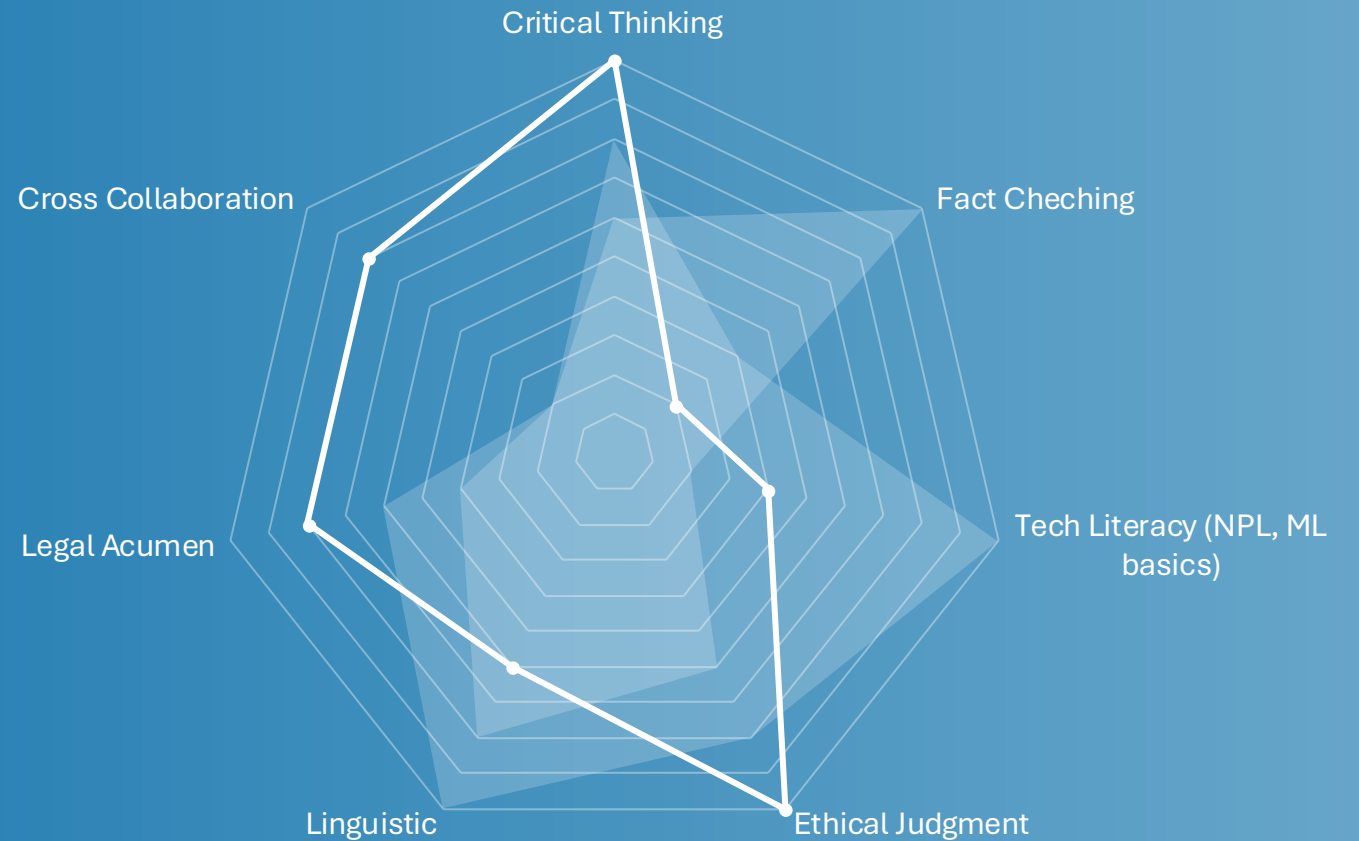
TODAY

YEARS  
FROM NOW



## Responsible AI Audit

The AI Audit steps back to review the entire system and its impact, formally assessing compliance risk. This role transforms the hands-on findings into structured, written corporate policy.



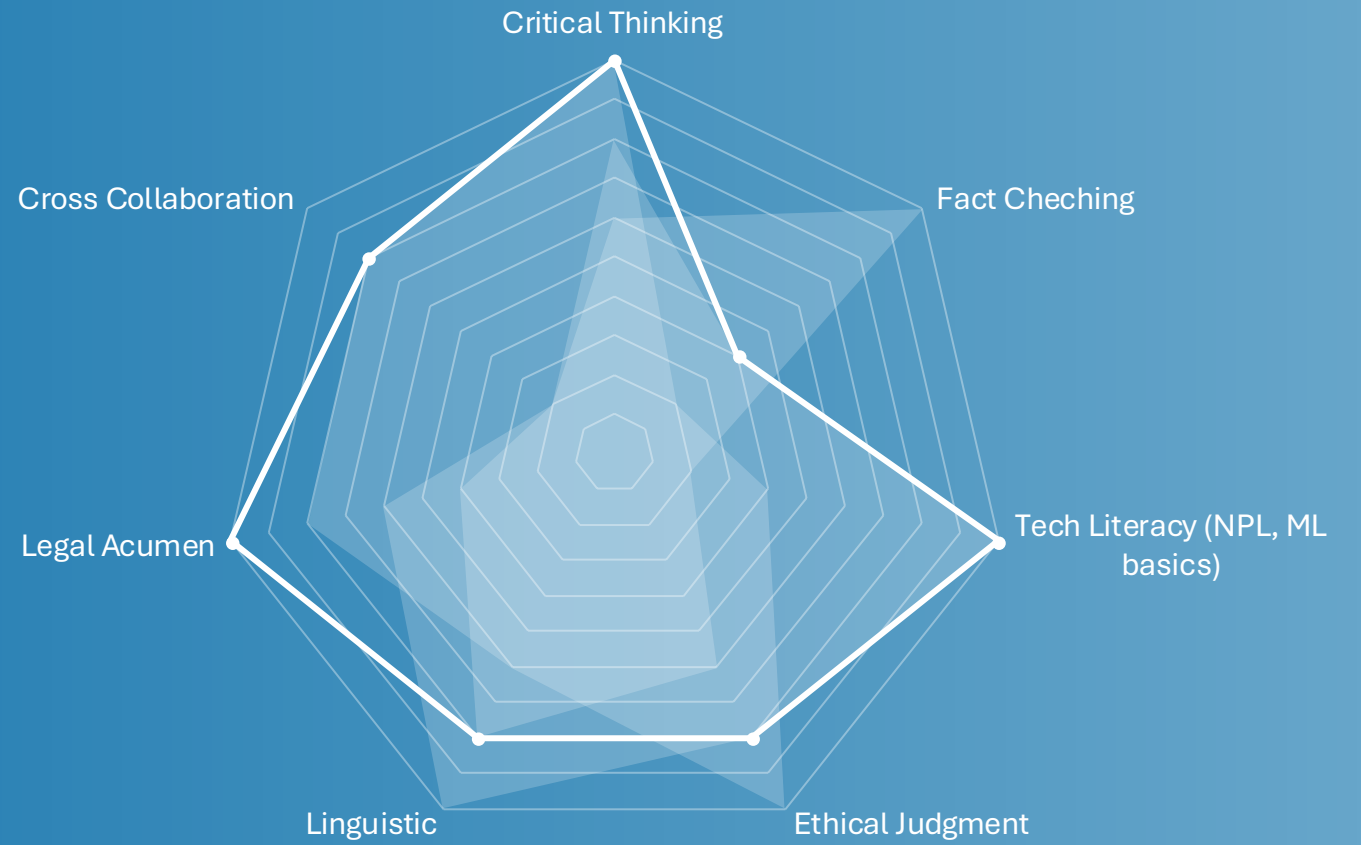
TODAY

YEARS  
FROM NOW



## AI Ethicist

Oversees the entire AI strategy, presents policy to the Board, and engages with external regulators to shape the industry's ethical and legal landscape.



# Creative Personas



Heritage  
Strategist

## FUTURE PROFESSIONS

The Heritage Strategist develops and implements **forward-thinking strategies for the preservation, interpretation, and engagement with cultural heritage**. They work with museums, historical sites, cultural organizations, and communities to **ensure heritage remains relevant, accessible, and sustainable** in a changing world, often leveraging technology and innovative approaches.

TODAY

YEARS  
FROM NOW



# TODAY



## Cultural Educator



MUSEUM

### Cultural Educator

Full time

- Main Task: **Professional and pedagogical support for groups and individuals within the framework of target group-oriented, participatory, and inclusive museum education programs**
- Core Deliverables: Delivering guided tours and workshops; Individual adaptation of programs for specific groups
- Required Skills: Pedagogical experience (ideally museum pedagogy); Knowledge of museum work; **Strong communication skills** and enthusiasm for conveying content.

MUSEUM

### Museum Assistant

Internship

- Main Task: Support the museum's curatorial and educational departments by **conducting audience research and assisting with mediation and interpretive activities.**
- Core Deliverables: **Gathering and analysing visitor feedback**; contributing to the design of interpretive materials and interactive experiences
- Required Skills: **Research and analytical skills; strong interpersonal and communication abilities**; sensitivity to diverse audiences and accessibility needs; interest in mediation, cultural interpretation

TODAY



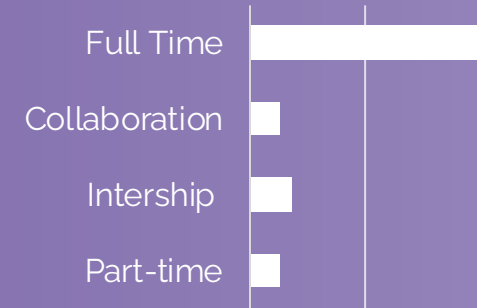
# Cultural Educator



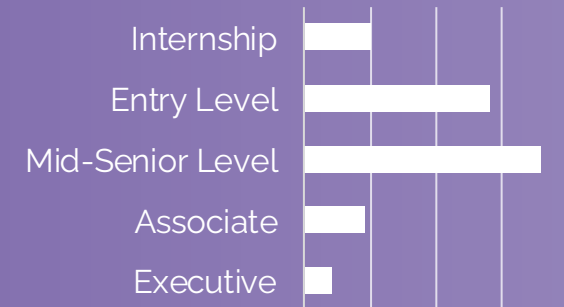
## TOP SKILLS

- 1. Communication Skills**
- 2. Facilitation & Coordination**
- 3. Research**
4. Customer Service
5. Organization Skills
6. Project Management
7. Leadership
8. Interpersonal Skills
9. Teamwork
10. Time Management

## EMPLOYMENT TYPE



## SENIORITY LEVEL



TODAY

YEARS  
FROM NOW



## Cultural Educator

Develop **Interpretation skills**, understanding different audience needs, and hands-on experience in program delivery. This builds a **deep connection to the 'story' of the heritage.**



TODAY

YEARS  
FROM NOW



## Community Outreach Officer

Build strategic local partnerships to expand reach and secure initial funding. The role shifts to community-driven action and basic operational budget oversight.



TODAY

YEARS  
FROM NOW



# Cultural Investment Consultant

Financial Strategy and  
Resource Allocation Develop  
multi-year financial models to  
ensure **heritage sustainability,**  
**overcoming short-term**  
**funding instability.**



TODAY

YEARS  
FROM NOW



## Heritage Strategist

Integrated Preservation, Policy, and Innovation Develop and implement forward-thinking strategies that seamlessly blend ethical preservation, long-term policy alignment to actively shape the future of shared heritage.



# First Strategic Insights

*By applying the backcasting methodology to different future professions (Interactive Storyteller, AI Ethicist, and Heritage Strategist), we identified several common, critical themes that policymakers, educators, HR departments and industry leaders must address to facilitate this career evolution in the CCLs*

## **Access to Cutting-Edge Tools and Training (Upskilling)**

Professionals across all paths require accessible training in expensive, cutting-edge tools like AR/VR and advanced AI software. There is a need for constant support to integrate technical fundamentals (like NLP/ML basics) into traditional humanities and creative training.

## **Networking and Cross-Sector Collaboration**

The new roles demand intense collaboration between diverse expertise: creative leaders, problem solvers, technologists, and even legal teams. Incentivizing and funding cross-sector collaboration platforms and networks is highly important.

## **Funding and Investment Models**

To support the R&D and pilot projects needed for professionals to gain experience in these capital-expensive fields, there is a critical need for long-term financial products and grant structures.

# Upskilling

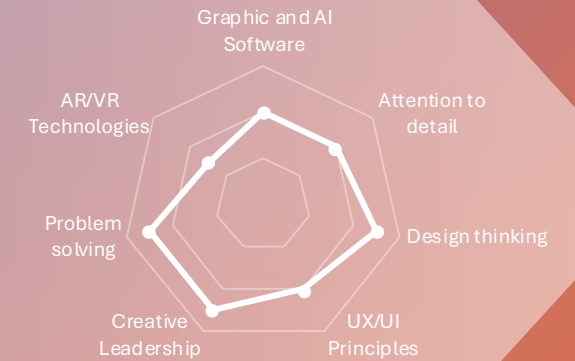
Specialized digital training for mid-career professionals to **prevent skill obsolescence** and bridge the gap between traditional and digital competencies.



## INTERACTIVE STORYTELLER



Requires **accessible training in cutting-edge, expensive tools** (like AR/VR and advanced AI software)

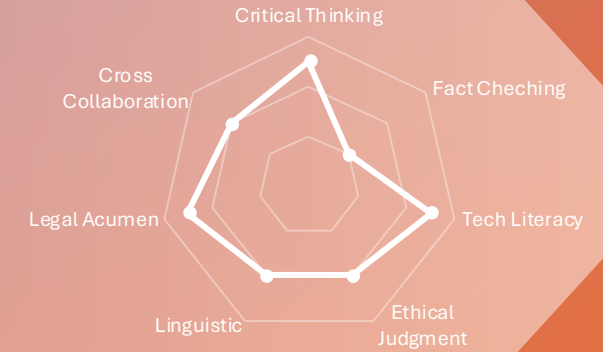


## A.I. ETHICIST

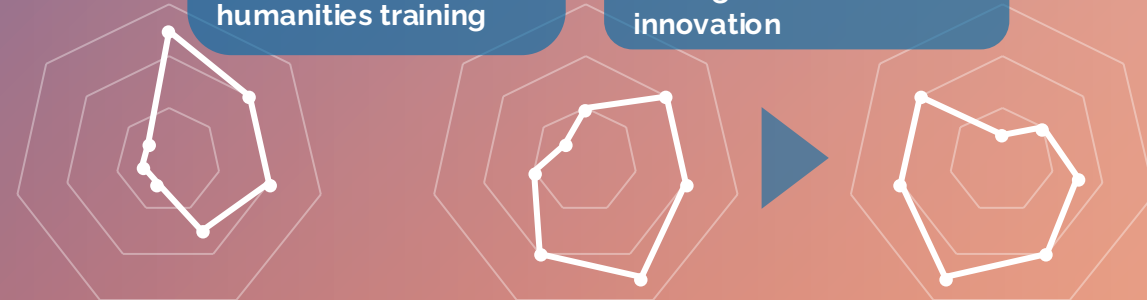


Tech literacy is a rapidly shifting field. Need for constant support to **integrate NLP/ML fundamentals into humanities training**

Support is critical to **integrate digital heritage management and innovation**



## HERITAGE STRATEGIST



# Networking

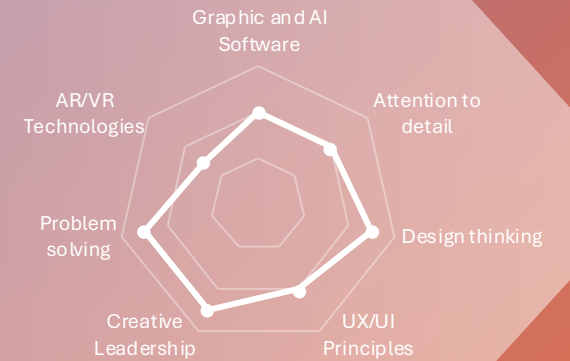
High Importance in incentivize and fund **cross-sector collaboration platforms** and networks that force interaction between tech/design experts and cultural/historical experts.



## INTERACTIVE STORYTELLER



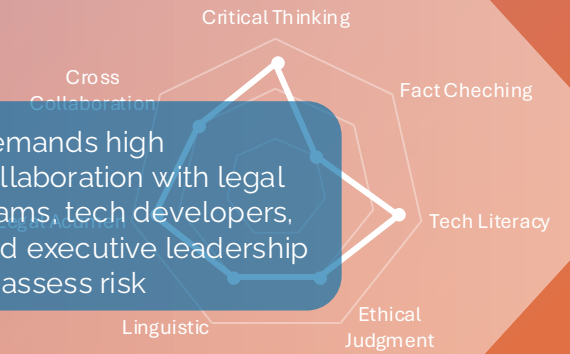
Requires intense collaboration between creative leaders, problem solvers, and technologists



## A.I. ETHICIST



Demands high collaboration with legal teams, tech developers, and executive leadership to assess risk



## HERITAGE STRATEGIST



Could highly benefit from **cross-sector partnerships**



# Investment Models

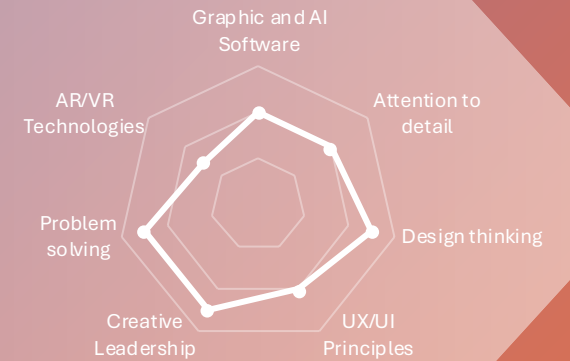
Funding Instability in the CCIs by developing long-term investment mechanisms and incentivizing private capital for culturally relevant, high-tech initiatives.



## INTERACTIVE STORYTELLER



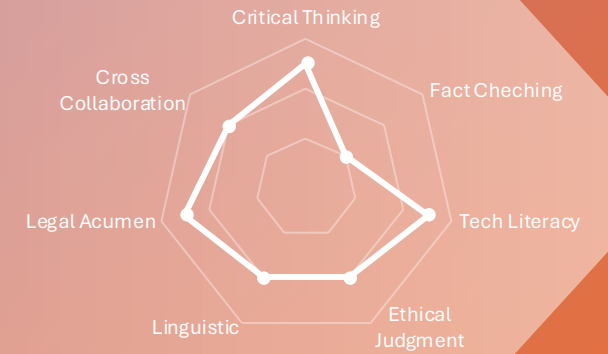
Experience are capital expensive. Need to **fund R&D and pilot projects**



## A.I. ETHICIST



Need for **long-term financial products and grant structures**



## HERITAGE STRATEGIST



Need for **long-term financial products and grant structures**



# Next steps

The backcasting process proves that the path to future CCI professions is not a leap, but a guided series of skill pivots and strategic upskilling. The next step is to use this map to actively guide and reorient current professionals toward these emerging opportunities.

## Mapping the Future Workforce

By combining current job market data with projections on future needs, we can identify multiple, actionable career paths leading to new CCI professions.



How do we **effectively guide and reorient current professionals** in the job market toward these emerging career opportunities?

# Want to map emerging skills in your industry or organisation?

Nextatlas has shown that tracking cultural signals and early adopter behaviours reveals how professional roles are transforming.

Whether you're navigating workforce transitions, designing training programmes, or building a skills foresight strategy, we can help you identify the personas and competencies shaping your sector's future.

[START A CONVERSATION](#)



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