

Expression of Interest

Participants

For the Transformation Agents Training Programme

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Are you driven to inspire innovation, foster collaboration, and tackle complex societal challenges? EIT Culture & Creativity invites curious and passionate individuals to apply to participate in its Transformation Agents Training Programme, joining a global network dedicated to transformative impact within and through the Cultural and Creative Sectors and Industries (CCSIs).

Who is the training for?

Transformation Agents are resourceful professionals, with the transdisciplinary competences to drive the transformation of existing practices into sustainable and regenerative ones. They are creative pathfinders of change, using hands-on, experimental, and imaginative ways of working.

Participants in this training programme- who aim to become Transformation Agents or further sharpen their expertise in systemic transformation- are curious, resilient, and creative professionals seeking to create shifts within and across the systems that they are part of.

Participants are active in creative and cultural domains and recognise the need to transform practices within and across the organisations, communities, and initiatives that they are involved in. They value transdisciplinary, trans-sectoral, multilevel collaborations and are eager to acquire tools to activate such collaborations and sustain them over time.

The focus that participants have on their professional activity can be of different nature: they are motivated to engage, or are already engaged, in innovating and transforming ways of working and integrating competences, governance systems, business models, product portfolios, procurement systems, and policy making processes.

What is the training for?

The training programme is designed as an immersive learning experience, building and capitalising on collective intelligence. It is designed to equip participants with the skills, tools, and knowledge to foster systemic societal transformation within their communities and professional settings. Through collaboration, mentorship and practical applications, participants will strengthen their leadership and facilitating skills, potentiating their readiness in addressing complex societal challenges.

In the upcoming years, the Transformation Agents trained through this programme will play a pivotal role in implementing further *Societal Transformation Initiatives* by EIT Culture & Creativity. With their specific competences (knowledge, skills, and attitudes), these individuals will be instrumental in bridging gaps, fostering collaboration, embedding creative and design approaches into processes of systemic transformation, and eventually ensuring that the initiatives achieve their intended systemic impact. Acting as connectors and catalysts, they will work within local and regional settings to translate visionary ideas into actionable strategies, driving tangible change at multiple levels fueled by the power of culture and creativity.

As a participant, you will be equipped to:

- Facilitate collaborative multi-stakeholder sessions, designed to inspire systemic societal transformation within communities and professional environments.
- Create spaces for immersive transdisciplinary and trans-sectoral learning experiences, such as collaborative art projects, cultural interventions, and transformative partnerships.
- Collaborate within multi-actor regional consortia to translate ideas into actionable strategies, bridging gaps and fostering impactful partnerships.
- Contribute to implementing societal transformation initiatives driven by EIT Culture & Creativity.

Why join?

Through this transformative programme (non-degree training), you will access:

- **Immersive learning opportunities:** participate in workshops, field visits, and hands-on experiences proposed throughout the programme.

- **Mentorship & collaboration:** engage with thought leaders and fellow changemakers.
- **Skill development:** enhance your capacity to design for systemic transformation and gain skills in, for instance, systems thinking, leadership, and resilience-building.
- **Growing network:** extend your network and grow within the EIT Culture & Creativity community.
- **Recognition:** be acknowledged as a pioneer of actual transformative change.

You will become part of a community that champions:

- Bridging the gap between knowledge and action.
- Strengthening resilience in organisations and communities through creative design approaches and cultural practices.
- Fostering collaboration as a tool for a competitiveness in line with European democratic values and in respect of planetary boundaries.
- Inspiring transformative problem-solving through the activation of collective, creative intelligence.

The training programme

The training programme is designed to lay the groundwork for a deeper understanding of the role and potential impact of Transformation Agents in addressing complex societal challenges. It aims to build capacity for change by equipping participants with the skills, strategies, and mindset needed to design and implement transformative initiatives. Through this process, participants are empowered to translate their learnings into actionable strategies for change, while fostering resilience. Ultimately, the programme strives to create meaningful global impact across local geographies and sectors.

The training programme will support diverse learning styles and deep integration of knowledge. These methods are designed to bridge theory and practice, enabling participants to internalise and apply transformative principles in real-world contexts:

- **Interactive Lectures:** led by experts in systemic thinking and creative transformation.
- **Workshops and Exercises:** hands-on, collaborative activities to apply concepts in real-time.

- **Peer Learning:** structured opportunities for participants to share knowledge and experiences.
- **Mentorship:** one-on-one and group sessions with experienced transformation leaders.

The programme is formed by the following modules:

1. Online introduction to deep learning experiences & coaching

This module serves as the starting point for the programme, offering participants an overview of what lies ahead and setting the tone for the upcoming period of immersive and transformative engagement. It begins with an **online course introduction** and **inspiring opening keynotes** that frame the urgency and opportunity for systemic change within the cultural and creative sectors.

Throughout the programme, participants will have the opportunity to work closely with mentors and coaches who will provide **personalised guidance**, helping them navigate complex ideas, reflect on their own practice, and identify meaningful pathways for transformation. This ongoing support creates a space for deeper individual learning, peer reflection, and continuous development. The module is designed to build a strong foundation for collective inquiry, foster a shared understanding of systemic challenges, and inspire innovative and grounded approaches to problem-solving.

2. Creative Skills Week

As an optional but highly enriching component of the programme, the participants are offered the opportunity to engage with the Cyanotypes Framework (<https://cyanotypes.website>) during a dedicated 2-days training session (23-24 September) held in Prague during Creative Skills Week (22-26th of September). This voluntary/optional module is designed to deepen participants' creative capacities and strategic foresight by exploring how artistic methods and design approaches can support long-term, systemic transformation. Through a collaborative session and facilitated dialogue, participants will experiment with new approaches to envisioning and shaping future scenarios.

The Cyanotypes Framework provides a powerful structure for mapping change, identifying leverage points, and aligning creative practice with transformational goals. While attendance is optional, the module presents a unique chance to expand one's toolkit, connect with peers across Europe, and strengthen the creative dimension of transformation leadership. You can find out more about the Framework here: <https://toolkit.cyanotypes.website/>

3. Three-Day Intensive Course

The three-day on-site intensive course will give all agents the possibility to meet in person and share their knowledge and experiences. It is designed to immerse participants in the principles, practices, and mindset of being a Transformation Agent. Through a combination of collaborative activities, expert-led sessions, and real-world applications, the course equips participants with the tools and confidence needed to drive systemic change in their communities and sectors.

Some of the topics that will be discussed and covered within the course are:

- Introduction to Transformation Agents
- Understanding systems thinking
- Exploring creative transformation
- Facilitation and leadership skills
- Co-creation and relationships
- Designing systemic solutions
- Creating a governance action plan
- Measuring and communicating impact
- Sustaining momentum and building networks

4. Local Knowledge Expansion

Upon completing the programme, participants will be invited to **design and deliver a workshop tailored to the specific needs and dynamics of their local community or sector**. This final module serves as a space for applying the knowledge, skills, and insights gained throughout the programme in a grounded, real-world context. The goal is to foster locally driven transformation and create opportunities for knowledge-sharing that resonate with diverse audiences.

There is flexibility in how each workshop is shaped, participants are encouraged to adapt the style, scale, and format to best suit their community's context, ensuring relevance and accessibility. This step not only reinforces learning but also empowers participants to become active agents of change in their own environments.

Skills gained through the programme:

Thanks to this holistic programme, the Transformation Agents will be able to engage in critical interventions to empower individuals and organisations in transcending traditional approaches and embracing transformative change. The set of skills the Transformation Agents will acquire through their participation include:

- 1. Bridging the gap between knowledge and action:** many individuals and organisations understand the need for systemic transformation but lack the tools or frameworks to act

effectively. The mentorship programme provides hands-on guidance, equipping participants with the knowledge, skills, and confidence to design and implement actionable solutions that address complex societal challenges.

2. Nurturing leadership for systemic change: systemic issues require systemic solutions, which can only be driven by leaders who understand the interconnectedness of our cultural, social, and environmental systems. This programme cultivates such leaders / Transformation Agents who can navigate complexity, inspire others, and create ripple effects of positive change within their communities and sectors.

3. Strengthening resilience in communities: with the increasing frequency of disruptions, from economic crises to climate emergencies, resilience has become a cornerstone of sustainable development. The programme teaches participants how to foster resilience within their own contexts, helping communities not only survive but thrive in the face of uncertainty.

4. Promoting collaboration over competition: our current structures often emphasise competition, which can lead to fragmentation and inefficiency. The mentorship programme encourages collaboration, both within the cohort and with external partners, fostering shared learning, mutual support, and collective problem-solving.

5. Embedding a culture of unlearning and reimagining: many societal structures are rooted in outdated paradigms that no longer serve us. The programme challenges participants to unlearn entrenched practices and reimagine systems that are inclusive, equitable, and sustainable. This process of unlearning is essential for breaking free from the limitations of the status quo.

6. Amplifying local impact with global perspective: while systemic challenges often have global dimensions, their manifestations and solutions are inherently local. By bringing together diverse participants from different geographies and sectors, the mentorship programme provides a global perspective that enhances local impact, enabling participants to tailor their approaches to their unique contexts.

7. Building networks of transformation agents: Change is rarely achieved in isolation. The programme creates a network of transformation agents who can support and inspire each other, share resources and ideas, and collectively drive progress. This network becomes a living system of innovation, resilience, and adaptability.

Each participant will be awarded a certificate of attendance of the training, upon completion of the full programme.

What's next?

Being trained as a Transformation Agent prepares you to contribute to a **new generation of leaders** that will be equipped to **navigate complexity and drive change**. Through immersive

learning experiences, mentorship, and community-driven experimentation, you will gain the **skills, networks, and tools** to pioneer and sustain systemic shifts.

As Transformation Agents, you are expected to play a crucial role, including:

1. **Advocacy:** Promoting the mission and deep values of societal transformation of the EIT Culture & Creativity within their network and CCSI.
2. **Community insights:** Collecting and providing feedback and insights from society and the CCSI to shape impactful activities.
3. **Contribution:** Supporting the organisation through voluntary efforts aimed at achieving social and societal transformation.
4. **Bridging gaps:** Fostering transdisciplinary collaborations and ensuring that the initiatives achieve their intended systemic impact.
5. **Catalysts:** Working within local and regional settings to translate visionary ideas into actionable strategies, driving tangible change at multiple levels.

How to apply

If you are ready to step into this transformative role, please provide the following:

1. Submit the application form (see link below) including a two-page motivation letter outlining your alignment with EIT Culture & Creativity's mission and, particularly, your future ambitions as Transformation Agent, and how you plan to integrate this education into your professional environment.
2. Attach a detailed CV showcasing your professional experience and connection with the CCSIs.
3. Be prepared to champion gender equity, inclusion, and diversity in all activities.

Applications are open to individuals, with new Transformation Agents selected annually.

The selection

Every application will be reviewed by two people from the Transformation Team based on the following criteria:

- The applicant's experience in the cultural and creative sectors and industries and their current involvement in transformation activities.
- The quality of and engagement demonstrated in the submitted motivation letter.

As part of this selection process, the Transformation will ensure a well-balanced representation of genders and geographical coverage across Europe.

Please note that up to 30 Transformation Agents will be selected in 2025.

Important notes

- Transformation Agents are neither employees nor service providers and will not receive payment for their contributions.
- A maximum of 500 euros per participant will be re-paid after the attendance of the 3 days intensive course as a compensation for travel expenses.

Applications close on 31 July 2025.

Join us to drive innovation and systemic transformation that will help shape a brighter, more inclusive future.

[APPLY HERE](#)