

CREMEL 2.0 – Empowering Europe's Cultural And Creative Industries Through AI

A European initiative co-funded by the Erasmus+ Programme of the European Union

Shaping the Future of Culture and Technology

In today's fast-changing digital landscape, Artificial Intelligence is not just transforming technology—it's redefining creativity itself.

CREMEL 2.0 stands at this intersection of innovation and culture, empowering Europe's creative professionals to embrace AI ethically, effectively, and imaginatively.

As we enter a decisive year, our mission is clear: to strengthen the skills, knowledge, and confidence of those shaping Europe's cultural future.

From research and training to collaboration and community, CREMEL 2.0 is helping creative minds turn digital challenges into opportunities.

What Is CREMEL 2.0?

CREMEL – Creative Media Lab 2.0 is a European project co-funded by the Erasmus+ Programme, created to support the digital transformation of Cultural and Creative Industries (CCIs) through the ethical and effective use of Artificial Intelligence.

The project offers free training, practical tools, and inclusive learning spaces—both online and on-site—to help professionals, educators, and cultural institutions understand and apply AI in their work.

The Powerhouse Behind CREMEL 2.0

A dynamic consortium of European partners drives this initiative, combining expertise in technology, education, and the arts:



(Latvia) – Project coordinator, fostering digital inclusion and lifelong learning



(Italy) – Strengthening creative networks and innovation ecosystems



(Poland) – Driving technological entrepreneurship and innovation



(Estonia) – Experts in engagement, communication, and social impact



(Spain) – Leading digital transformation and policy advocacy for CCIs



(Hungary) – Building creative industry clusters and training networks



(Italy) – Specialising in communication, design, and digital strategy

Together, these organisations are working towards a Europe where culture and AI grow side by side.



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Where We Are Now

CREMEL 2.0 is entering the second phase of its journey.

After a successful launch and partner alignment period, the project is now focused on:

- Research and data collection across Europe's creative industries (Baseline Report)
- Expert interviews and cross-sector dialogues on AI and creativity
- Preparing interactive learning materials and the AI Integration Handbook

This stage is all about listening, learning, and co-creating the foundations for practical, ethical AI adoption in culture.

Baseline Report: Mapping AI in Europe's Creative Sectors

Our Baseline Report, released in May 2025, explores how AI is being used across five European regions—Poland, Latvia, Hungary, Italy, and the Basque Country—and ten creative sectors.

Key findings at a glance:

- Gaming, audiovisual, and design are leading AI adoption.
- Performing arts and crafts show slower uptake, citing concerns over authenticity.
- Barriers include skills gaps, funding inequalities, and infrastructure limitations.
- Urban hubs dominate innovation, while rural areas remain underrepresented.

Yet the potential is vast: AI can preserve heritage, foster new business models, and make culture more inclusive and accessible.

Our goal: to co-create actionable, ethical solutions that empower creative professionals to use AI with clarity and confidence.

Explore the full Baseline Report at cremel.net/baseline-report



Expert Insights: AI, Creativity, and Ethics

In collaboration with experts from across Europe, CREMEL 2.0 is compiling a collection of interviews and reflections on how AI is reshaping the cultural landscape.

This Expert Insights Compilation brings together voices from diverse creative fields—artists, educators, technologists, and policymakers—exploring the ethical, artistic, and human dimensions of AI in culture.



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Voices of Change: The CREMEL 2.0 Podcast Series

As part of our Expert Insights Compilation, CREMEL 2.0 is launching a new podcast series featuring short conversations with researchers, artists, and innovators exploring how AI is reshaping the cultural landscape.

Listen to the first episodes on YouTube: [CREMEL 2.0 YT Channel](#)

Stay tuned for stories that reveal how Europe’s creative professionals are redefining what it means to create in the age of artificial intelligence.

The AI Integration Handbook: Coming Soon

Building on research and dialogue, the AI Integration Handbook will provide concrete tools for applying AI in cultural and creative contexts.

It will feature:

- Sector-specific guidelines for ethical AI use
- Case studies showcasing real-world applications
- Interactive learning modules for professionals and educators

Designed as both a training curriculum and a practical reference, the Handbook will be freely available on the CREMEL platform—helping creative minds turn AI from a buzzword into a bridge for innovation.

Who Is CREMEL 2.0 For?

CREMEL 2.0 serves a wide ecosystem of changemakers in the creative world:

Group	Main Need
CCI Professionals	AI skills, ethical guidance, collaboration tools
Educators & Trainers	Up-to-date AI teaching resources
Cultural Institutions	Tools for innovation and audience engagement
Policymakers	Data-driven insights and frameworks for adoption
Students & Emerging	Talents Industry-aligned AI learning opportunities
Communities & Audiences	Access to inclusive, AI-enhanced cultural experiences

A project designed to train, inspire, and connect.

Final Thought

Innovation must never come at the cost of culture.

At CREMEL 2.0, we believe that technology should serve creativity, not define it.

Together, we’re building a Europe where AI becomes a tool for expression, inclusion, and shared growth.

Contact us:

www.cremel.net



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