

Procurement: Training on Practical Application of AI in Creative Industries

Overview

Deadline for tenders	October 31 2026
Budget	Max 150,000 SEK
Scope	2 rounds (25–30 participants/round)
Time period	February – May 2027
Contact person	frida@mediaevolution.se

1. Context and Background

Since September 2025, Media Evolution has been running a professional development project for the cultural and creative sectors, funded by the European Social Fund (ESF) in collaboration with Region Skåne and the City of Malmö. The target group comprises professionals in sub-sectors such as architecture, design, film, communication, creative technology, photography, visual arts, fashion, literature, music, performing arts, as well as gaming and media. It also includes professionals with expertise in these disciplines who are active in other sectors and industries. The scope of the project covers micro, small, and medium-sized enterprises, as well as public sector organisations and institutions, associations, and foundations.

2. Needs Description and Purpose

The project aims to procure one (1) training programme focusing on the practical application of AI in creative organisations. The training must be designed with a deep understanding of current and future conditions within the cultural and creative sectors.

The goal of the training is to help participants move from theoretical curiosity to practical use of AI within their own operations. The focus is not on individual tools, but on how AI can be used to solve concrete challenges, free up time, and create more value in daily work. The training is expected to support the development of both strategic and operational skills that participants can immediately apply to their day-to-day work as well as their organisation's long-term strategies.

The training shall be based on the following three core areas:

- **Reduce involuntary administration:** Explore how AI can streamline workflows (such as planning, coordination, documentation, applications, and reporting) to cut down on manual work and free up more time for creation and business development.
- **Understand audience, environment, and trends:** Analyse target audiences, develop communications, monitor external environments, and support strategic thinking and ongoing horizon scanning using AI.
- **Build custom AI-assisted resources:** Enable participants to explore how to create their own AI assistants, knowledge bases, and simple agents tailored to their own operations to save time and strengthen their organisation over time.

3. Scope and Specification

- **Number of participants:** 25–30 people per round.
- **Delivery and rounds:** The training must be delivered in two separate rounds during 2027:
 - Round 1: Preliminary February – March 2027
 - Round 2: Preliminary April – May 2027
- **Format per round:** Each round comprises 3 in-person full-day sessions at Media Evolution in Malmö, combined with independent work between sessions and one

online group tutoring session. This totals 6 in-person and 2 digital course sessions for the course leader to facilitate.

- **Time commitment:** It is the provider's responsibility to work with the project manager from Media Evolution to develop the syllabus and assignments, ensuring the content corresponds to approximately 60 hours of work per participant, distributed across in-person sessions, independent work, and online tutoring. Participant hours are reported by Media Evolution as part of the project's co-financing.
 - **Language:** English.
 - **Level:** Basic proficiency – participants need basic computer literacy and curiosity regarding AI usage. Access to their own computer and certain licensed software may be required.
 - **Other:** Media Evolution will coordinate the registration process and communication with participants, as well as provide and fund workshop materials and printed collateral.
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4. Syllabus and Content

The training must be process-oriented. Participants will work on a case study based on a real challenge from their own organisation. Between sessions, participants are expected to actively test and iterate their ideas. A core part of the training will focus on structured peer exchange between participants, where they share approaches, insights, and solutions to problems.

It is the provider's responsibility to present a syllabus and structure aligned with the following modules:

MODULE 1: EXPERIENCES, CHALLENGES, AND THE INDIVIDUAL PROJECT

Module 1 shall lay the foundation by mapping participant needs and establishing shared learning. This may include inspirational talks on practical AI in creative and administrative processes, as well as group discussions on participants' current AI usage. Module 1 should also provide space to raise questions and discussions regarding quality, creativity, copyright, ethics, and future professional roles to foster a safe and transparent environment for dialogue. The objective of Module 1 is for participants to formulate a

concrete challenge or daily workflow they wish to automate or streamline using AI during the course.

Independent work between sessions (Test & Iterate):

Participants will receive assignments between sessions 1 and 2 involving initial testing and analysis to refine their challenges and processes.

MODULE 2: PROTOTYPING AND BUILDING CUSTOM AI RESOURCES

Module 2 will focus on the practical application of AI tools and workflows relevant to participants' challenges, which can be implemented in their daily work. This may also include creating custom AI tools and assistants, depending on participant needs. Module 2 should place strong emphasis on hands-on work with individual cases, guided by the course leader. Participants should also be encouraged to actively test, share, and give feedback on each other's solutions to foster peer learning. The objective of Module 2 is for participants to leave the session with a first prototype that can be used within their organisation.

Independent work between sessions (Test & Iterate):

Participants will receive tasks to implement and test-run their newly created AI assistant in actual operations, engage colleagues, and document the process.

Digital tutoring:

A joint online tutoring session of approx. 1.5 hours with the course leader will take place between Modules 2 and 3.

MODULE 3: IMPLEMENTATION, CHALLENGES, AND FUTURE STRATEGY

In Module 3, participants will present their findings and reflect on their process. Module 3 shall equip participants with the tools to create a strategy for long-term, sustainable work with chosen AI tools. Good conditions should also be established for maintaining contact with fellow participants to support ongoing peer learning. The objective of Module 3 is for each participant to complete the course with a tested AI workflow, a practical tool, and a personal action plan for future development.

5. Requirements for the Course Leader

The course leader must fulfill the following qualifications:

- **Deep expertise and practical experience:** Have documented and thorough knowledge in the relevant subjects, particularly regarding practical AI application in creative, administrative, and strategic processes (preferably combining research with practical industry application).
- **Industry understanding:** Possess a documented understanding of the unique conditions, requirements, and challenges characteristic of the cultural and creative sectors.
- **Pedagogical skill:** Be able to convey current and complex knowledge in an engaging, inspiring, and accessible manner.
- **Critical thinking and nuance:** Be able to illuminate the subject from multiple perspectives and lead in-depth, critical discussions on ethics, copyright, quality, and future professional roles in cultural and creative industries.

6. Tender Attachments

The tender must include the following documentation:

- **Syllabus and content:** A detailed proposal outlining the pedagogical approach, methodology, and structure for the three modules, as well as how independent work and tutoring will be organized.
- **Price:** Maximum 150.000 SEK excluding VAT. The price includes the complete delivery of the assignment (including preparation, delivery of both rounds comprising 6 sessions in total, and online tutoring), as well as any travel and accommodation expenses, excluding VAT.
- **References and CV:** CVs and references for the trainers delivering the programme, focusing on experience from similar assignments.
- **File Naming:** Please name all submitted files with the supplier's name.

The tender, including attachments, must be sent as a PDF via email to frida@mediaevolution.se no later than **October 31 2026**.

The contract will be awarded to the supplier meeting the requirements who, based on an overall evaluation of price and quality, submits the most advantageous tender.