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META NFT

Marketing Strategies inside Metaverse

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Preface

The **MetaNFT** project is an innovative initiative focused on integrating the creation and use of NFTs (Non-Fungible Tokens) within the Metaverse to enhance Vocational Education and Training (VET) for young learners. In this project, the emphasis is on creating wearables and items for games within the Metaverse.

The main objectives of the **MetaNFT** project include equipping VET trainees with the knowledge and skills needed to create NFTs for the Metaverse, increasing their employability by providing relevant digital skills, encouraging VET providers to embed NFT creation and Metaverse-related skills into their curricula, and enhancing digital marketing skills among trainees to make them more versatile in the digital economy.

The primary target group for the **MetaNFT** project is VET trainees aged 14-18 years, particularly those with fewer opportunities, such as those from low-income families, migrant backgrounds, or with disabilities. The project aims to utilize their existing art skills to create NFTs using free Metaverse software for wearables and game items. The secondary target group includes VET trainers to ensure a robust pedagogical approach to training, while the tertiary target group consists of VET providers who are encouraged to integrate **MetaNFT** training into their curricula.

The project's priorities are to engage participants through contests and training platforms, connect trainees with resources and opportunities via the training platform, and empower them by providing practical skills in NFT creation and digital marketing.

In terms of horizontal aspects, the project emphasizes digital transformation by highlighting the importance of blockchain technology and environmental-friendly Metaverse practices. It also ensures inclusion and diversity by making the project accessible to students facing socio-economic challenges and promoting equal opportunities. Additionally, the project incorporates green initiatives by conducting online meetings, paperless projects, and webinars to reduce environmental impact.



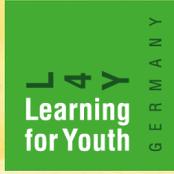
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Finally, the **MetaNFT** project aims to adapt VET for labour market needs by preparing trainees for the labour market through aligning the project with current and future market demands, fostering entrepreneurial thinking, and introducing innovative technologies like blockchain and NFTs. By providing comprehensive training and integrating these skills into the VET curriculum, the **MetaNFT** project seeks to bridge the gap between education and the evolving digital marketplace, creating a pathway for young learners to thrive in the future digital economy.



The MetaNFT Consortium



L4Y Learning For Youth GmbH: is an art and technology company founded in 2018 in Pirmasens, dedicated to working with youth while also addressing the digital and technological needs of the VET field.

The company leverages its expertise to contribute to environmental protection and tackle integration issues. L4Y aims to improve the awareness of young people, VET trainees, and adults about emerging technologies and the entrepreneurship opportunities they present. Additionally, L4Y focuses on enhancing the employability skills of young people and VET trainees to prepare them for future jobs. L4Y also plays a significant role in addressing the integration challenges faced by refugees, asylum seekers, and immigrants, and actively promotes environmental protection through its initiatives. <https://learningforyouth.com/>



Adana Çukurova Güzel Sanatlar envisions itself as an institution dedicated to vocalizing Turkish art and music within a polyphonic framework. Its goal is to cultivate a collective aesthetic perspective and foster an original, creative identity among our school employees, aligned with universal education and teaching principles. They strive to support and develop creativity, enriching their culture while honouring their heritage. Its mission is to educate students who are hardworking, creative, ethical, and possess strong aesthetic values, in line with the objectives of art education.

<http://cukurovagsl.meb.k12.tr>



EMC specializes in creating custom web-based solutions and ICT applications tailored to specific needs, including training programs, high-quality e-learning content for online education. EMC aims to develop digital solutions for the education, training, and business sectors, ensuring that today's digital needs are accessible to all. The organization focuses on developing ICT skills through digital tools that promote responsible technology use and knowledge transfer, supporting entrepreneurs and employees, and promoting innovative training programs via e-learning.

<http://emcservicesweb.com>



Executive Summary

The "**Marketing Strategy of NFTs**" document offers a comprehensive guide to navigating the dynamic landscape of Non-Fungible Tokens (NFTs) within the European market. It addresses the unique challenges and opportunities presented by NFTs, focusing on regulatory frameworks, best practices, and strategic marketing approaches.

The primary aim of this document is to equip NFT artists, small project teams, and marketing professionals with the knowledge and tools required to effectively market NFTs. Key objectives include understanding the distinct nature of NFT marketing, utilizing social media and influencer networks, and leveraging content marketing to enhance visibility and sales.

The document details the regulatory landscape across the European Union, Germany, Turkey, and Cyprus. It highlights the evolving legal structures, particularly the Markets in Crypto-Assets Regulation (MiCA) by the European Commission, which aims to provide a unified regulatory framework for crypto-assets, including NFTs.

Best Practices in Marketing NFTs Successful NFT marketing strategies in Germany, Turkey, and Cyprus are examined, providing insights into how different regions approach this emerging market. Emphasis is placed on community engagement, storytelling, and the use of social media platforms like Instagram, X, and TikTok to promote NFT collections and marketplaces. The role of digital tools and technologies, including blockchain platforms and NFT marketplaces, is also discussed.

The document explores the integration of NFTs into the Metaverse, showcasing examples of virtual real estate and immersive experiences as innovative marketing avenues. It underscores the importance of creating personalized, interactive content and hosting virtual events to engage users deeply and build a loyal community.



Leveraging social media for NFTs has revolutionized how digital assets are showcased and traded. Artists and creators utilize platforms like Instagram, X, and TikTok to promote their NFT collections, reaching wider audiences and boosting sales. Additionally, social media serves as a hub for educating and informing users about NFTs, enhancing community engagement and knowledge. This symbiotic relationship between NFTs and social media not only drives the growth of digital art markets but also fosters vibrant, interactive communities around these unique digital assets.

A significant portion of the strategy focuses on the validation of non-formal competencies acquired through NFT-related activities. The MetaNFT Protocol is introduced as a framework for recognizing and certifying digital skills, aligned with the European Qualifications Framework (EQF) and the Digital Competence Framework (DigComp). This protocol aims to support lifelong learning and career advancement for professionals in the digital art industry.



Strategy's objectives

-  Learn how professional marketers plan their marketing activities.
-  Understand How and Why the NFT space is different and why you need to adapt your marketing strategy.
-  Get introduced to a new NFT marketing framework and strategy.
-  Learn how to use social media effectively for your NFT marketing.
-  Learn about PR networks and influencer marketing.
-  Understand why content marketing is important.
-  Learn other factors that influence your marketing success.
-  Build your own marketing plan using templates and methods provided by the strategy.
-  Validation process of competences



Strategy's Target Group



This Strategy is for NFT artists and small NFT project teams who want to start selling their NFTs.



For NFT artists and small teams who started their marketing but not getting their sales.



This Strategy is great for marketing professionals, VET teachers who want to understand how and why NFT marketing is different from traditional online marketing.

1. Regulatory Framework and Institutional Approaches in Europe

1.1 EU Regulations on Digital Assets



Rapid technological advancements are driving a dramatic transformation in the business world. These innovations are fundamentally changing how businesses operate and are restructuring organizations at an unprecedented pace. This rapid digital shift is also creating new legal challenges and business issues that require solutions. Fresh legal frameworks and innovative organizational structures need to be developed across various industries. The social, economic, legal, and ethical implications of these emerging technologies warrant careful consideration. A delicate balance must be struck to safeguard individual rights while still allowing us to take advantage of the many benefits these technologies offer.

The digital and cryptocurrency industries continue to grow rapidly, fuelled by the increasing popularity of Non-Fungible Tokens (NFTs). While many see potential advantages in NFTs, the idea of "tokenizing everything" is still a new concept. So far, only a few countries have created specific laws to provide clarity for this growing area. NFTs are a recent development, and governments are yet decided how they fit into existing laws and regulations.

Significantly, in September 2020, the European Commission put forth the **Markets in Crypto-Assets Regulation** (MiCA) proposal, aimed at delineating the regulatory landscape for crypto-assets across the European Union. This proposal offers a comprehensive definition of crypto-assets as digital representations of value or rights, capable of electronic transfer and storage via distributed ledger technology or similar. Importantly, this definition encompasses NFTs, thereby extending the forthcoming EU regulation's provisions to them.

This proposal outlines a set of comprehensive rules for companies issuing crypto-assets and the services that go along with them. For companies creating these crypto-assets, it requires them to be transparent by making certain information public. This information would be included in a document called a "prospectus" that needs to meet specific standards and be registered with European regulators.



Additionally, the proposed rules closely align with those governing investment firms within the EU, adopting principles from legislation overseeing payment services providers. This includes a requisite for EU crypto-asset service providers to secure authorization from an EU regulator, thereby adhering to operational conditions, including honesty, fairness, and professionalism; prudential safeguards; client asset protection; outsourcing policies; and conflict of interest management.

Even though NFTs are still a small market, the lack of clear rules from governments has slowed them down from being used more widely. The enactment of MiCA is anticipated to herald a clear, unified regulatory framework for NFT projects, potentially unlocking their full potential. Concurrently, it is expected that EU local authorities will collaborate with governments to introduce complementary regulations and regulatory provisions, thereby forging a robust legal infrastructure attractive to NFT industry operators, poised for rapid future growth.

Notwithstanding the European Union's status as one of the globe's wealthiest markets with nearly 450 million inhabitants, it lacks a unified regulatory scheme for crypto-assets. This deficiency has compelled individual Member States to devise their regulatory approaches to this evolving field. While some Member States have proactively established specific regulatory frameworks for crypto-assets pending an EU-wide solution, others have opted for a cautious "wait and see" strategy, evaluating crypto-assets through the prism of existing securities and payment services legislation.

The introduction of MiCA by the EU Commission signifies a pivotal step toward harmonizing the regulation of crypto-assets and crypto-asset service providers within the EU. The detailed approach taken by EU legislators in drafting MiCA, particularly in addressing the unique characteristics and potential regulatory evasion strategies associated with NFTs, reflects a logical and prudent effort to mitigate the risks associated with fungible and standardized crypto-assets, thereby fostering a stable and innovative digital asset marketplace.



1.2 Regulatory Framework in Germany

1.2.1 Regulatory Framework in Germany

The evolving landscape of Non-Fungible Tokens (NFTs) in Germany presents both opportunities and challenges for creators, educators, and learners within the Vocational Education and Training (VET) sector. This chapter aims to shed light on the regulatory environment surrounding NFTs in Germany, underlining essential legal points, compliance requirements, and the country's digital asset legislation.

The regulatory landscape for NFTs in Germany is nuanced, treating NFTs as utility tokens not directly regulated under financial laws but subject to existing legal frameworks concerning the rights they embody. The **Federal Financial Supervisory Authority (BaFin) approach** suggests the classification and regulatory handling of NFTs depend on their specific design and the rights incorporated. This includes careful consideration under financial regulations, intellectual property rights, and General Data Protection Regulation (GDPR) compliance for data protection. Additionally, the potential classification of NFTs as capital investments or financial instruments is determined on a case-by-case basis, influenced by the rights associated with the tokens and their intended use.

Key Considerations:

- **General Status:** Largely, NFTs are viewed as utility tokens, not directly regulated under financial laws but subject to the legal norms applicable to the rights they represent or convey. The specific design and functionalities of NFTs are crucial in determining their regulatory implications.
- **Financial Regulation:** The Federal Financial Supervisory Authority (BaFin) provides vital insights into NFT classification, suggesting their regulatory handling hinges on their structure and the rights they incorporate.



Specifically, NFTs resembling financial instruments or securities could be subject to more rigorous regulations.

- o **Copyright and Ownership:** Transactions involving NFTs necessitate careful consideration of copyright laws, ensuring the transfer of rights is clearly defined and legally sound. In light of German copyright law, the creation and distribution of NFTs linked to copyrighted digital works raise critical questions. The process involves determining who has the rights to create and sell an NFT—initially, this right belongs to the author unless transferred through contract, requiring careful contractual analysis and compliance with copyright law requirements. Furthermore, if digital work authorship and NFT rights are deemed separate, it challenges how authors can protect their work against unauthorized NFT creation. However, NFTs' unique identification capabilities might lead to reconsidering computer data as "other rights," potentially transforming copyright protection strategies. Legal advice from experienced attorneys in the NFT domain is advisable for navigating these complexities
- o **Data Protection:** The majority of blockchains are accessible to the public and do not anonymize the owners or participants—only using pseudonyms. Consequently, NFTs are essentially within the GDPR's scope of application. When making NFTs, users should keep this in mind. The General Data Protection Regulation (GDPR) implications for NFTs underscore the need for compliance in handling personal data within the blockchain technology that underpins these digital assets.

1.2.2 National Legislation on Digital Assets

Germany's approach to digital assets, including NFTs, is evolving to address the unique challenges and opportunities presented by these technologies. The national legislation aims to create a conducive environment for innovation while ensuring consumer protection, market integrity, and compliance with international standards.

Key aspects of the national legislation on digital assets include:



Crypto Asset Regulation: Germany has been proactive in defining the legal status of crypto assets, with BaFin issuing guidelines that clarify the regulatory requirements for service providers in the crypto space.

Blockchain Strategy: The German government has adopted a blockchain strategy that outlines its vision for the integration of blockchain technology into the national economy, emphasizing the importance of legal clarity for digital assets. Unlike traditional banking, blockchain facilitates public, transparent transactions without central oversight. Every digital file can be minted into an NFT, potentially fetching significant prices, driven by market demand. Blockchain's robust security, though not impenetrable, notably enhances cybersecurity for NFTs. Despite criticisms of Ethereum's high fees and complexity, it remains a key platform for NFTs, underscoring blockchain's broad relevance beyond cryptocurrencies, especially for smart contracts and decentralized applications (Dapps).

AML and KYC Compliance: Regulations concerning Anti-Money Laundering (AML) and Know Your Customer (KYC) standards apply to transactions involving digital assets, aiming to prevent misuse for illicit activities. In Germany, NFT projects typically are not subject to the [Anti-Money Laundering Act's](#) KYC obligations, as these primarily apply to entities explicitly listed in the act, like credit institutions. However, exceptions exist, such as for art dealers and brokers when transactions involve "art objects" and exceed 10,000 EUR. Additionally, goods traders must apply KYC for cash transactions over certain thresholds, but this is less relevant for NFT projects that usually transact non-cash, e.g., through cryptocurrencies or credit cards.



1.3 Regulatory Framework in Turkey

1.3.1 Regulatory Framework in Turkey

The emergence of Non-Fungible Tokens (NFTs) has sparked significant interest and debate within the global digital landscape, including within the legal frameworks of various countries. Within the context of Turkish law, the evaluation of NFTs presents a multifaceted challenge that intersects with existing legal principles governing intellectual property rights, contract law, taxation, and regulatory compliance. As these unique digital assets continue to gain popularity and value, there is a growing need for a comprehensive analysis of how they fit within the Turkish legal system, addressing questions regarding ownership, authenticity, liability, and enforcement. This introductory exploration aims to provide an overview of the current landscape surrounding NFTs in Turkey, highlighting key legal considerations and potential implications for creators, buyers, platforms, and regulators alike.

1.3.2 National Legislation on Digital Assets

As with many developing technologies, NFT is spreading into many areas of law. In this context, NFTs have been evaluated within the scope of various legal fields below:

Protection of Personal Data: Although it is stated that art activities are exempt from Law No. 6698 within the scope of Article 28 of the Personal Data Protection Law No. 6698 ("Law No. 6698"), it is controversial whether NFTs can be evaluated within this scope. If it is accepted that NFTs cannot be exempt from Law No. 6698, it can be said that they are prone to certain problems with certain problems in the context of protection of personal data due to their blockchain-based nature. The most important of these problems is that it is not possible to change or delete personal data due to the unchangeable and permanent structure of blockchain technology. It is also a matter of curiosity what kind of attitude the Personal Data



Protection Authority will take if NFTs, which contain the personal data of relevant persons who have not been clarified in accordance with Law No. 6698 and whose express consent has not been obtained, or cannot destroy personal data whose storage period has expired, are not deleted. Additionally, due to the decentralized structure of the blockchain, who will be the data controller will still be controversial.

Intellectual Property: Conducting an NFT sale will not automatically mean the transfer of intellectual property rights to the relevant work turned into an NFT to the buyer. However, by adding provisions in this direction to the smart contract that forms the basis of the sales transaction, all or some of the intellectual property rights can be transferred. When practical applications are examined, in general, in NFT sales, only the ownership of the relevant NFT is transferred, and the intellectual property rights related to the work converted into NFT are not transferred.

In accordance with Article 52 of the Law on Intellectual and Artistic Works No. 5846 (FSEK- Fikir ve Sanat Eserleri Kanunu), financial rights such as the right to disseminate, reproduce and process a work must be transferred in writing and in a way that these rights are shown separately. In this context, although these rights can be specified separately in the smart contract, whether the smart contract will meet the requirement that the transfer of rights within the scope of FSEK be in writing constitutes a separate matter of discussion.

Additionally, any digital assets embedded within the NFT may violate the rights of other parties. For example, a design created and offered for sale as an NFT may contain a registered trademark, which may violate third-party trademark rights under the Industrial Property Law.

Problems Related to Authority: The essence of the blockchain technology that supports NFT is that it is not centrally located or managed. This makes it almost impossible to reverse engineer or imitate transactions carried out over the blockchain. However, since it does not have a specific manager, it may be subject to



different and often conflicting laws, thus creating complex jurisdictional issues. As a result, the rights of NFT owners regarding works converted into NFTs may vary in different laws. In some cases, it will not be possible to clearly determine the applicable law and the authority where disputes regarding NFTs will be resolved.

Current Regulations Regarding Blockchain Technologies in Turkey: In accordance with the Regulation on the Non-Use of Crypto Assets in Payments published by the Central Bank of the Republic of Turkey on April 16, 2021, cryptocurrencies cannot be used directly or indirectly in payments made in Turkey. Therefore, carrying out NFT trading transactions with crypto money in Turkey will be against the law.

As the media and society focus and show interest in NFTs in the same way that cryptocurrencies have been exposed for a long time, legal issues regarding NFTs and NFT-related transactions are expected to become more evident in the coming period. Since the regulatory framework for blockchain technologies, including NFTs, is still nascent and evolving in the world, it is important to consult with lawyers experienced in anti-money laundering regulations, tax practices, personal data protection law, and similar issues before creating or purchasing an NFT. ¹

1.4 Regulatory Framework in Cyprus

1.4.1 Regulatory Framework in Cyprus

During 2023- 2024 Cyprus has made strides towards creating a comprehensive legal framework for the regulation of crypto assets, including Non-Fungible Tokens (NFTs), at both local and international levels. Despite these advancements, Cyprus does not yet have specific securities-related legislation that directly regulates professional

¹

<https://www.gshukuk.com/tr/bultenler-yayinlar/makale-yazilar/nft-ve-turk-hukuku-ercevesinde-degerlendiril-mesi.html>



transactions or activities involving crypto assets like NFTs. These activities are currently governed to the extent that they align with existing laws and regulations. Particularly, companies engaging in crypto asset-related services must assess whether their operations fall under the ambit of the existing legislative regime, primarily under the Investments Services Law, which incorporates MiFID II (Markets in Financial Instruments Directive II) into Cypriot law.

NFTs, depending on the nature of the underlying asset they represent, may be classified as security tokens. Their trading or sale could be subject to financial regulations if considered as contracts for differences, derivatives, or even collective investment schemes. However, it is crucial to note that not all NFTs qualify as Financial Instruments.

1.4.2 National Legislation on Digital Assets

The **Cyprus Securities and Exchange Commission (CySEC)** has not directly regulated professional activities and transactions with digital assets. Nonetheless, CySEC's Circular C.268 on the "Introduction of New Rules Governing Derivatives on Virtual Currencies" clarifies that derivatives on cryptocurrencies and other crypto assets, such as NFTs, may qualify as Financial Instruments under the Investment Services and Activities and Regulated Markets Law (Law 87(I)/2017). This classification suggests that providing investment services related to derivatives on crypto assets may require specific authorization from CySEC.

The European Prospectus Regulation (EU Regulation 2017/1129) mandates publishing a securities prospectus before offering the security to the public for the first time, ensuring investors are well-informed about the risks and contents of the investment. NFT project owners must seek expert advice to navigate the exceptions to this obligation efficiently.



Significantly, the law on the Prevention and Combating of Money Laundering (Law 188(I)/2007) aligns with the EU Directive 2018/843 (5th AML Directive), imposing monitoring and reporting obligations on individuals and entities engaging in financial or investment activities within Cyprus. The recent amendments introduce explicit references to "crypto asset service providers," broadening the scope of regulatory oversight in the crypto industry.

The CySEC is instrumental in supervising compliance with Anti-Money Laundering (AML) and Counter-Terrorist Financing (CFT) regulations among **Crypto Asset Service Providers (CASPs)** operating from Cyprus. The establishment of the Innovation Hub by CySEC aims to foster the financial ecosystem's growth by facilitating regulatory guidance and fostering dialogue between market participants and authorities.

CASPs in Cyprus are obligated to comply with AML/CFT measures, including due diligence procedures, economic profiling of customers, identifying sources of funds, monitoring transactions, and reporting suspicious activities. Furthermore, the directive on the Register of Providers of Cryptographic Assets outlines the requirements for CASPs' registration and operational conditions.

As Cyprus anticipates the upcoming pan-European regulation for crypto assets (**MiCA**), additional legislative measures are expected to enhance the regulatory framework for crypto asset service providers. This evolving landscape aims to create a robust legal structure, attracting companies within the NFT industry and ensuring comprehensive regulation of decentralized platforms and crypto asset transactions.

The regulatory architecture in Cyprus, harmonized with the EU's crypto legislation, underscores the commitment to consumer protection, anti-money laundering, and counter-terrorist financing, reflecting a balanced approach to fostering innovation while ensuring market integrity and investor protection.



2. Best Practices in Marketing NFTs in European Landscape

Despite experiencing a prolonged period of decline from late 2021 to late 2022, the cryptocurrency market has been exhibiting signs of recovery. This is evidenced by Bitcoin's recent price reaching over €60,000 in 2024.

A key challenge within the cryptocurrency sector is the lack of robust disclosure and regulation, especially concerning consumer protection. Misinformation, scams, and deceptive investment advice proliferate on social media, despite platform efforts to mitigate these issues through advertising restrictions and fraud detection measures. The decentralized, unregulated nature of the crypto market poses continual



challenges in safeguarding against malicious actors. Worldwide, regulators strive to bolster consumer protection and clarify cryptocurrency market regulations, tackling issues such as volatility, potential for deception, opacity, and market manipulation.

Meta (formerly Facebook) and Google initially prohibited digital currency promotions in 2018, citing concerns over unregulated financial products. However, they later eased these restrictions, reintroducing crypto asset advertising with what some critique as insufficiently stringent pre-approval procedures. Despite adherence to platform guidelines, instances of misleading advertisements persist. Certain crypto-related content, including events, education, and news, enjoys exemptions, potentially underemphasizing associated risks while highlighting benefits.

"Influencers," particularly financial influencers wield substantial sway, especially among younger demographics exploring investment opportunities. Many turn to platforms like YouTube, TikTok, Instagram, and Facebook for financial education, attracted by the accessible, understandable content. Social media's influence on retail investment behaviours is evident, with phenomena such as "Meme Stocks" illustrating the power of viral content to significantly impact stock prices. While social media can enhance market transparency and efficiency, it also poses risks of disinformation and manipulation, underscoring the need for regulatory vigilance.

Influencers' impact on consumer decision-making and behaviour is well-documented, highlighting the importance of brand awareness, community affiliation, and content engagement. Regulatory bodies are increasingly alert to the risks posed by financial advice on social media, particularly from influencers. Concerns revolve around the appropriateness, accuracy, and potential financial implications of such advice.

The recent action by the **BEUC (European Consumer Organisation)**² against misleading crypto asset advertisements on platforms like Instagram, YouTube,

² <https://www.beuc.eu/>



TikTok, and X underscores the urgency of enhanced consumer protection. The BEUC's alert to the European network of national consumer authorities and the European Commission seeks to address deceptive advertising practices, advocating for stricter advertising regulations and influencer accountability.

NFT marketing and advertising are rapidly emerging within the digital landscape, with brands like **Nike** and **Taco Bell** leveraging NFTs in their campaigns to notable success. Understanding blockchain technology and employing NFTs effectively can offer a competitive edge. However, the effectiveness of NFT use in online marketing varies, necessitating strategies that resonate with target audiences and align with business objectives.

2.1 Best Practices in Marketing NFTs in Germany

Marketing NFTs in Germany involves a strategic approach that aligns with the country's unique regulatory, cultural, and consumer landscapes. Drawing insights from the practices of leading German companies venturing into the NFT space, such as Deutsche Post, Lufthansa, Adidas, and Hugo Boss, a pattern of innovative engagement with digital and physical communities emerges.

By incorporating digital collectibles and loyalty programs, these firms showcase the versatility of NFTs in marketing



Strategic Alignment and Regulatory Compliance

Navigating Germany's regulatory landscape requires a meticulous approach to compliance with laws such as the GDPR and consumer rights directives. Effective



marketing should clearly articulate the value and uniqueness of each NFT, ensuring transparency about digital asset ownership rights and licensing terms. This clarity helps potential buyers understand exactly what they are purchasing and the rights they are acquiring, thereby aligning with German legal standards.



Community Engagement and Cultural Integration

Deeply engaging with the local community by leveraging Germany's rich cultural heritage can significantly enhance NFT appeal. For example, incorporating national icons or landmarks in NFTs not only attracts local interest but also appeals globally. Collaborating with local artists, creators, and influencers helps build credibility and authenticity, tapping into existing networks interested in NFTs and digital innovation. These partnerships can foster a stronger connection between your brand and its audience, making your NFTs more relatable and desirable.



Innovative Use of Blockchain Technology

Showcase the technical prowess and security features of blockchain technology to emphasize the benefits of NFTs. Innovative uses of blockchain can include implementing smart contracts that automatically execute under specific conditions, enhancing trust and efficiency. Furthermore, integrating gamification elements can boost user engagement by making the interaction with NFTs more interactive and enjoyable. This could involve loyalty programs, where collectors earn rewards, or interactive challenges that unlock special edition NFTs.

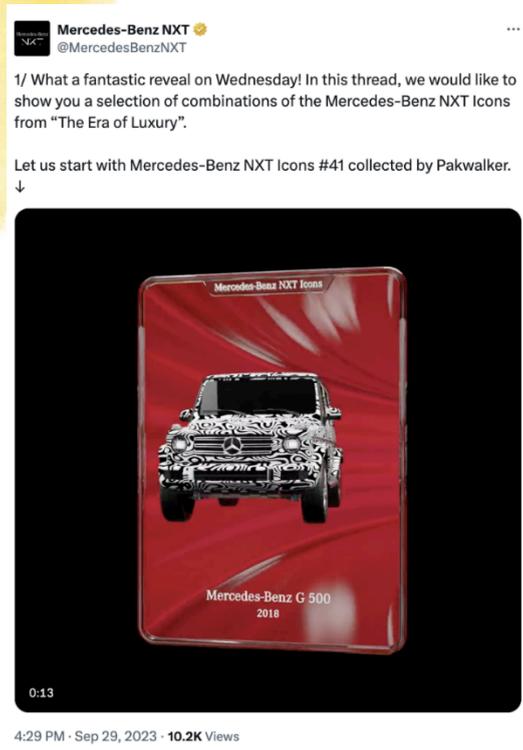


Content Creation and Leveraging Heritage

Creating exclusive digital content that merges traditional elements with modern digital forms can create a unique niche. Brands like Adidas and Hugo Boss have tapped into this by launching digital fashion collectibles that resonate with both the physical and digital identities of consumers. Similarly, digitizing cultural heritage,



such as Mercedes-Benz’s iconic car designs into NFT collections, attracts enthusiasts and collectors alike, offering them a piece of history in a modern format.



Source: [X](#)



Sustainable Practices and Long-term Vision

Consider the environmental impact of blockchain technology and strive for sustainability in your NFT projects. This involves selecting energy-efficient blockchain networks or supporting carbon offset initiatives. Establishing a long-term vision for your NFT offerings can contribute to the sustainability of your projects, ensuring they continue to generate interest and retain value over time.



Innovative NFT Marketing Examples in Germany

- 1. Deutsche Post's NFT Stamps:** Deutsche Post capitalized on German heritage by issuing NFT stamps that feature iconic landmarks. These digital collectibles appeal to stamp enthusiasts and tech-savvy collectors alike, marrying traditional philately with blockchain technology.



Source: [X](#)

2. Adidas Virtual Sneaker Drop: Adidas launched a series of NFT-based virtual sneakers, which can be used in digital environments and the Metaverse. This initiative not only tapped into the burgeoning market of digital fashion but also attracted younger, digitally-native consumers.

3. Lufthansa's Virtual Travel Experiences: Lufthansa offered virtual travel experiences as NFTs, which could be collected or traded. This innovative approach leveraged their existing branding in travel and hospitality, extending it into the digital realm.

4. Mercedes-Benz Digital Collectibles: Mercedes-Benz created NFTs of their iconic car designs, which allowed them to engage with a community of car enthusiasts and collectors in a new, digital format. This approach celebrated their legacy while embracing modern technology.

To market NFTs effectively in Germany, a balanced approach that respects legal frameworks and embraces creativity and technological innovation is essential. By



focusing on transparency, ethical practices, community engagement, and leveraging both heritage and modern digital technology, brands can navigate the evolving digital landscape. These strategies not only enhance the market appeal of NFTs but also contribute to building a robust and sustainable digital asset ecosystem.

2.2 Best Practices in Marketing NFTs in Turkey

In Turkey, NFTs are sold for cryptocurrency on marketplaces such as **OpenSea, Rarible, Hoard, Nifty Gateway, Zora, objkt, exchange.art and SuperRare**. Depending on their characteristics, these marketplaces allow the sale of NFTs as well as the exchange, lending and renting of NFTs. These transactions are carried out through smart contracts between the parties.³

When outlining best practices for marketing NFTs in Turkey, it is important to consider the various regulatory and cultural contexts. *Here is an outline of strategies that align with these contexts:*

³

<https://web.telifhaklari.gov.tr/haber/BLOCKCHAIN-TURKIYE-PLATFORMU-%28BCTR%29-TARAFINDAN-HAZIRLANAN-%E2%80%9CNON-FUNGIBLE-TOKEN-%28NFT%29--NITELIKLI-FIKRI-TAPU-RAPORU%E2%80%9D-YAYINLANDI->



| | |
|--|--|
| <p>Regulatory Compliance</p> | <p>Regulations regarding crypto assets and digital tokens in Turkey may vary. When marketing NFTs, it is essential to comply with the relevant legislation. Advertising and sales processes should comply with the requirements of the relevant institutions.</p> |
| <p>Emphasizing Local Arts and Culture</p> | <p>Local arts and culture are of great importance in Turkey. In the promotion and marketing of NFTs, it is important to focus on the works of local artists and emphasize elements that reflect Turkish culture. This can help to attract local audiences and generate interest</p> |
| <p>Education and Awareness Raising</p> | <p>The conceptual novelty of NFTs may be new in Turkey. Therefore, education and awareness raising among the general public about what NFTs are, how they work and their potential benefits is important. Webinars, social media campaigns and informative content can be used for this purpose.</p> |
| <p>Emphasize Safety and Soundness</p> | <p>Security concerns are important for investors in Turkey. NFT platforms and vendors should attach great importance to security standards and protection of user data. This is a critical factor in gaining user trust and adoption of NFTs</p> |
| <p>Encouraging Community Engagement</p> | <p>Community engagement is important in Turkey. NFT marketing should encourage participation in community events and discussions and aim to reach a broad cross-section of society. Community</p> |



| | |
|--|--|
| | events, trainings, information seminars, competitions and campaigns can be used for this purpose |
|--|--|

When marketing NFTs in Turkey, it is important to emphasize compliance with relevant laws and regulations such as GDPR and consumer rights. ***Here are additional strategies to emphasize this compliance:***⁴

| | |
|--|---|
| Personal Data Protection | Under the GDPR (General Data Protection Regulation), the protection and processing of personal data is subject to specific rules. When marketing NFT, users should be transparently informed about how their personal data is processed and protected. This increases users' trust and ensures compliance. |
| Consumer Information and Protection | Consumer rights directives in Turkey ensure that consumers are informed and protected. During the marketing of NFTs, clear and understandable information should be provided on the characteristics of products and services, pricing, payment terms and consumer rights. |
| Consent and Authorization Processes | In accordance with the GDPR, explicit and informed consent is required for the processing of personal data. When marketing NFTs, explicit consent must be obtained to collect and process users' data. This |

⁴ <https://kvkk.gov.tr/>



| | |
|---|--|
| | protects users' privacy and ensures compliance with legal requirements. |
| Secure Payment and Transaction Processes | In line with consumer rights, payment and transaction processes must be secure and protect consumers' financial information. When selling NFTs, secure payment methods and encryption technologies must be used. |
| Return and Cancellation Policies | To respect consumers' rights, valid return and cancellation policies should be established during the sale of NFTs. These policies should specify the rights of consumers to return or cancel NFTs they have purchased. |

These strategies play an important role in ensuring compliance with relevant laws and regulations such as GDPR and consumer rights for NFT marketing in Turkey. Compliance is critical for both consumer protection and avoiding legal issues.⁵

It is crucial to emphasize the value of collaboration, partnerships and interaction with local artists, creators and influencers to build trust and credibility in the NFT market in Turkey. Turkey's rich cultural and artistic heritage can be expressed through NFTs. Local artists and creators add value to the NFT market with works that reflect Turkish culture and identity. This strengthens local communities and cultural ties and increases the credibility of the market. Local artists and influencers often face greater social acceptance and support as they are part of society in Turkey. Collaborating with them can increase the social legitimacy of the NFT market and build trust. Local artists and creators can create unique and innovative works through NFTs. This encourages creativity and differentiation in the market. At the same time, it supports the growth and diversification of the NFT ecosystem in

⁵ <https://dergipark.org.tr/en/download/article-file/2927684>



Turkey. By collaborating with local artists and creatives, it is possible to highlight this diversity and richness. Incorporating different cultural perspectives and expressions into the NFT market enables appealing to a wide audience.

2.3 Best Practices in Marketing NFTs in Cyprus

To effectively market NFTs (Non-Fungible Tokens) in Cyprus, it is crucial to blend innovative digital strategies with a keen understanding of local market intricacies. Below are some best practices to consider:



Leverage Local social media and Digital Platforms: In Cyprus, like elsewhere, social media platforms such as Facebook, Instagram, and X play a critical role in reaching potential buyers. However, tapping into local digital platforms and forums popular among Cypriot audiences can offer a competitive advantage. Customizing content to align with local culture, trends, and interests, and employing Cyprus-specific hashtags can enhance visibility among your target demographic. Participation in local online communities, for example, digital art and cryptocurrency groups on Reddit or Facebook, can further elevate interest in your NFT offerings.



Collaborate with Local Artists and Influencers: Partnering with local artists and influencers who command a strong following within Cyprus can significantly amplify your NFTs' exposure. These collaborations might include



co-creating NFTs, securing endorsements, or hosting exhibitions in well-known local galleries or venues. Such initiatives not only broaden your reach but also add credibility to your NFTs. Engaging with artists across various domains (e.g., music, digital art, literature) can attract a wider audience intrigued by diverse forms of digital ownership and investments.



Educate Your Audience: For those new to the digital art space, the concepts underpinning NFTs and blockchain technology might seem daunting. Conducting webinars, workshops, or forums to enlighten the Cyprus audience about NFTs' value and investment potential can lay the groundwork for increased acceptance and curiosity. Coverage could span NFT basics, secure buying and selling practices, and the investment promise of NFTs. Sharing success stories, particularly those tied to the Cypriot market or local artists, can demystify NFTs for prospective buyers and creators.

Implementing these best practices demands a nuanced understanding of the local market, sustained community engagement, and a dedication to nurturing the NFT ecosystem in Cyprus. By prioritizing these focal points, marketers can adeptly tackle the distinct challenges and opportunities the Cypriot NFT market presents.



3. NFT Marketplaces

At its core, an NFT marketplace is a digital platform that facilitates the buying, selling, and trading of non-fungible tokens - digital assets verified using blockchain technology, ensuring their uniqueness and ownership. It is a place where digital creators and collectors converge, offering an eclectic mix of digital art, music, videos, and more, each piece distinguished by its non-interchangeable nature.

The functioning of NFT marketplaces is underpinned by blockchain technology, primarily Ethereum, although other blockchains have started to carve out their own spaces in the NFT world. Creators "mint" their digital creations as NFTs, effectively turning their art into a part of the blockchain. These tokens can then be bought, sold, or traded on NFT marketplaces, with transactions recorded on the blockchain, providing a transparent and immutable proof of ownership and provenance. This process not only democratizes art and digital content creation but also offers artists a new avenue for recognition and remuneration.



An NFT Marketplace is essential for creators and collectors in the non-fungible tokens (NFTs) space. It serves as a platform for buying and selling unique digital assets, such as artwork, music, videos, and other digital creations that have been tokenized as NFTs on a blockchain.

3.1 Main actions of NFT Marketplace

- Without an NFT Marketplace, creators would have a difficult time monetizing their digital creations and reaching a wider audience.
- Without an NFT Marketplace, collectors would find it challenging to find and purchase the NFTs they desire.
- NFT Marketplaces provide a transparent and secure transaction environment, ensuring that both creators and collectors are protected.
- NFT Marketplaces offer additional features, such as auction functionalities, bidding options, and social media integration, which enhance users' buying and selling experience.
- An NFT Marketplace is crucial for the growth and development of the NFT ecosystem, providing a convenient and secure platform for creators and collectors to interact and transact with each other.



3.2 Types of NFT Marketplaces

There are two main types of NFT Marketplaces: **centralized and decentralized.**

1. Centralized NFT Marketplaces

Centralized NFT Marketplaces are owned and operated by a single company or organization, which controls the platform and the transactions that take place on it. This type of marketplace is similar to traditional e-commerce platforms, such as Amazon and eBay, where buyers and sellers come together to transact. Centralized NFT Marketplaces provide an easier user experience, established trust, and faster transactions. However, they also come with the risk of centralized control, security vulnerabilities, and high fees.

Some popular centralized NFT Marketplaces include SuperRare, Rarible, and Nifty Gateway.

2. Decentralized NFT Marketplaces

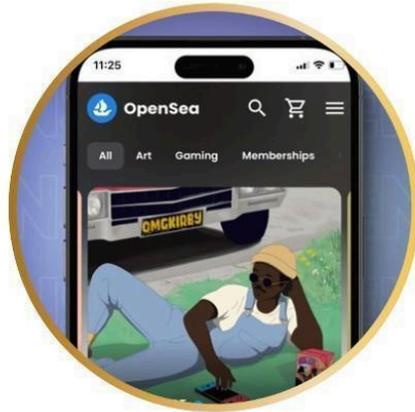
Decentralized NFT Marketplaces operate on a blockchain network and do not have a central authority or governing body controlling the transactions. These marketplaces are typically more transparent and secure, as all transactions are recorded on the blockchain and cannot be altered or deleted.

Decentralized NFT Marketplaces also provide low fees and more freedom and autonomy for creators, who can sell their digital assets directly to buyers without needing an intermediary. Transactions are validated by the network of nodes rather than a single entity.

Popular NFT Marketplaces



OpenSea (<https://opensea.io/>), often dubbed the eBay for NFTs, stands as the largest and most comprehensive marketplace, offering a wide array of NFTs across different categories. Its user-friendly platform and vast selection make it a first-stop shop for many NFT enthusiasts.



Source: [OpenSea](https://opensea.io/)

Rarible (<https://rarible.com/>) focuses on a decentralized marketplace model, allowing token holders to have a say in the platform's development and operations.



Source: [Rarible](https://rarible.com/)

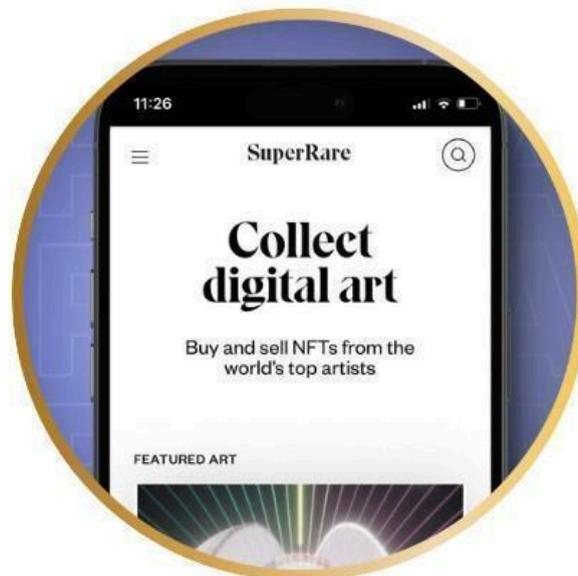


Foundation (<https://foundation.app/>) curates a more exclusive experience, with artists needing an invite to mint their NFTs, aiming to bridge digital art with traditional art-world prestige.



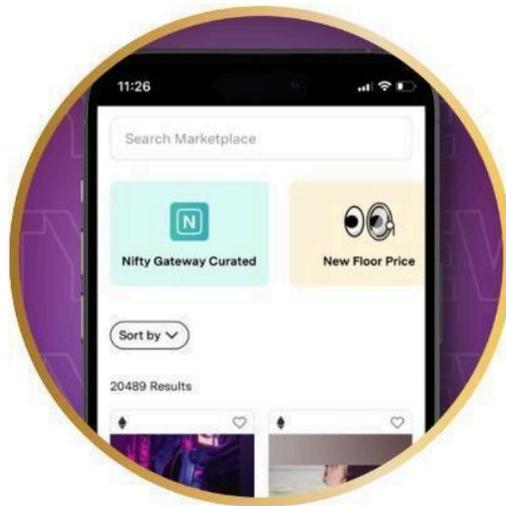
Source: [foundation](https://foundation.app/)

SuperRare (<https://superrare.com/>) and **Nifty Gateway** (<https://www.niftygateway.com/>) cater to the high-end of the market, specializing in limited-edition digital art by renowned artists and offering pieces that often sell for astronomical sums. These platforms emphasize quality and exclusivity, attracting serious collectors willing to invest hefty amounts in digital art.





Source [SuperRare](#)



Source: [niftygateway](#)

Zora (<https://zora.co/>) and **Mintable** (<https://mintable.com/>) are also worth mentioning for their innovative approaches. Zora allows creators to set an initial price for their NFTs, which can then fluctuate based on market demand, akin to a stock market. Mintable, meanwhile, focuses on making NFT creation accessible to all, with options for minting NFTs without upfront gas fees, removing a significant barrier for creators new to the space.





Source: zora.co

Source: mintable.com

Understanding NFT marketplaces is to recognize the shifting paradigms in how we value and exchange digital content. It is an exciting exploration of art's future, identity, and ownership in the digital age, facilitated by platforms that are as diverse and unique as the tokens they host. As the market continues to evolve, it promises to bring more innovations, making digital collectibles an increasingly integral part of the global art and entertainment landscape.

4. Metaverse Marketplace

The Metaverse marketplace represents a dynamic digital environment where users can engage in buying, selling, and trading virtual assets like NFTs, digital land, or virtual goods using blockchain technology. These marketplaces are not just platforms for financial transactions but serve as venues for community interaction and digital experience sharing. The development of such marketplaces involves detailed planning, from selecting a platform to designing user interfaces that prioritize ease of use and engaging experiences. Companies like Facebook (now Meta) and Microsoft are investing heavily in these spaces, seeing them as the future of digital interaction and commerce.

4.1 Emerging Platforms and Their Impact



Various platforms like Decentraland and Roblox have pioneered the concept of digital ownership in the Metaverse, offering users the ability to own, sell, and utilize virtual real estate and goods in a decentralized environment. These platforms not only allow traditional transactions but also enable users to participate in a virtual economy, engaging in activities like attending virtual galleries, participating in live auctions, and even experiencing virtual real estate. More detailed information on the different Metaverse platforms can be found in the **MetaNFT training module** [here](#).

4.2 Types of Virtual Goods and Services

The Metaverse hosts a diverse range of virtual goods and services, from digital real estate in platforms like Decentraland to virtual clothing for avatars, and unique digital art in the form of NFTs. These items are not just digital representations but hold real-world value facilitated by blockchain technology, allowing ownership and transaction records to be secure and transparent. Understanding these goods and services is crucial for businesses aiming to enter the Metaverse, as it helps in identifying niche markets and potential customer bases within these digital environments.



EXPLORING VIRTUAL GOODS AND SERVICES IN THE METAVERSE

Virtual goods and services in the Metaverse, including real estate, fashion, art and gaming, offer unique opportunities for user engagement and business growth.

VIRTUAL REAL ESTATE



Buying and selling virtual land in platforms like Decentraland and Sandbox.

The average price of virtual land in popular platforms like Decentraland and The Sandbox was around 5.24 ETH and 4.20 ETH respectively during their peaks in 2022. However, prices have seen a significant decline since then

DIGITAL FASHION

Avatars can purchase digital clothing for customization, highlighting partnerships with real-world fashion brands.

In 2023, the global fashion e-commerce market is expected to surpass 820 billion U.S. dollars, driven by increasing online sales of apparel, accessories, and footwear, with projected growth to reach about 1.2 trillion U.S. dollars by 2027.



NFTS AND ART



Sale of unique digital art pieces as NFTs, including exclusive collections and artist collaborations

Digital artworks as NFTs have fetched high prices, with record sales reaching millions of dollars. The exact record sale price of digital artwork as an NFT can vary widely based on the piece and the artist

GAMING AND ENTERTAINMENT

Interactive games and virtual experiences exclusive to the Metaverse environments

The Metaverse gaming market is forecast to surge from USD 25.4 billion in 2023 to USD 734.7 billion by 2033, driven by rapid advancements in VR, AR, and blockchain technologies.





4.3 Case Study: Virtual Real Estate on Decentraland

Background: **Decentraland** is a blockchain-based virtual world where users can buy, develop, and sell land using MANA, Decentraland's cryptocurrency. This case study explores how a major brand, Samsung, leveraged Decentraland to create an engaging marketing campaign.

Implementation:

[Samsung 837X](#) Launch: Modeled after Samsung's physical 837 NYC location, the virtual counterpart hosted product launches, customer support, and interactive experiences. Users could explore different technology zones showcasing Samsung's products, participate in quests, and attend live music events within the virtual space.

Outcome:

The virtual venue attracted thousands of visitors, significantly enhancing brand visibility and engagement in a novel, immersive environment.

Provided a unique platform for product education and direct marketing without physical barriers, potentially leading to increased online sales.

This example illustrates the potential of virtual real estate as a multifunctional platform for marketing, sales, and customer engagement in the Metaverse. Brands can replicate such a model to tap into digital-native audiences.

Economic Models of the Metaverse

The economic models in the Metaverse are built around the concepts of decentralization and blockchain technology. Cryptocurrencies and tokens play a



central role, acting as the currency for transactions. This economic framework supports a variety of business models, including direct sales, subscription services, and the leasing of digital land and assets. For businesses, understanding these models is vital for crafting strategies that align with the decentralized and often community-driven ethos of the Metaverse markets.

4.4 Marketing in the Metaverse

Marketing in the Metaverse revolves around creating unique, immersive experiences that leverage the virtual environment’s capabilities to engage users deeply and memorably.

Here are effective strategies for engaging users:

Effective strategies for engaging users

Personalized Experiences
Utilize data analytics to create personalized interactions for users. Tailor experiences based on user preferences and past behavior to make them feel uniquely catered to, enhancing user engagement and loyalty.

Interactive Content
Develop interactive content such as games, quests, and puzzles that integrate your brand’s products or services. This interactive layer can help in educating your audience about the brand while keeping them engaged in a fun and meaningful way.

Virtual Events
Host virtual events, including concerts, fashion shows, or product launches, that users can attend from anywhere in the world. These events can include interactive elements such as live Q&A sessions, virtual meet and greets, and more.

Community Building
Foster a sense of community by encouraging user interaction. Implement features like message boards, event tools in digital Art industry.



Virtual Events and Immersive Experiences: Companies can host a variety of events such as virtual concerts, exhibitions, and conferences that take advantage of the Metaverse's capabilities to offer immersive experiences. These events can help brands to connect with a global audience, enhance user engagement through interactive content, and build community around their offerings.

Leverage the power of virtual reality to offer immersive experiences that are not feasible in the physical world:

- o **Concerts and Performances:** Host live virtual concerts or performances with avatars of real artists, offering interactive features such as direct artist chat, customizable viewing angles, and virtual merchandising.
- o **Educational Workshops and Seminars:** Provide value through educational content by conducting workshops and seminars. These can be enhanced with virtual reality simulations that offer hands-on experience in a controlled, virtual environment.
- o **Exhibitions and Trade Shows:** Create virtual exhibitions and trade shows where businesses can set up booths, showcase products, and interact with visitors almost as they would in a physical space but with the added advantages of virtual reality's scalability and accessibility.

Collaboration Opportunities Within the Metaverse Ecosystem

The Metaverse also presents numerous opportunities for collaboration among different brands and creators. Through partnerships, companies can combine resources to offer richer content and experiences, or even co-create exclusive virtual goods and services that appeal to diverse user groups (Strivemindz). The Metaverse provides fertile ground for collaborations that can enhance the breadth and depth of virtual experiences:



audience.

Brand Partnerships: Partner with other brands to co-create virtual spaces or experiences, pooling resources to attract a wider



virtual goods.

Creator Collaborations: Work with digital artists and creators to offer exclusive content, from art installations to unique, branded



to each platform's unique features and audience demographics.

Cross-Platform Engagements: Engage users across different virtual platforms by maintaining a consistent presence that adapts

Targeted Advertising in Virtual Environments

Advertising in the Metaverse allows for highly targeted and immersive campaigns. Utilizing user data, companies can create personalized advertising experiences that interact directly with users' avatars. For example, a virtual billboard might change its display based on the interests of the passing avatars, or a brand could sponsor a virtual event with tailored interactive content. This level of customization enhances user engagement and can significantly increase marketing campaign effectiveness. In the Metaverse, advertising can be highly targeted and deeply integrated into the user experience:

- **Dynamic Billboards:** Implement virtual billboards in high-traffic areas that change content based on the interests and demographics of passing avatars.
- **Sponsored Locations:** Develop branded virtual spaces where users can interact with your products or services in a contextually relevant setting.
- **Influencer Engagements:** Collaborate with Metaverse influencers to create branded content that resonates with their followers, from sponsored events to exclusive digital merchandise.



Influencer Partnerships and Digital Endorsements

Influencers within the Metaverse can significantly impact brand visibility and user engagement. These digital personas often have large followings and can sway market trends through their endorsements. Collaborating with these influencers for virtual launch parties, product endorsements, or co-created content can leverage their audience and generate buzz more effectively than traditional marketing tactics. Digital influencers in the Metaverse can play a pivotal role in shaping brand perception and driving user engagement:

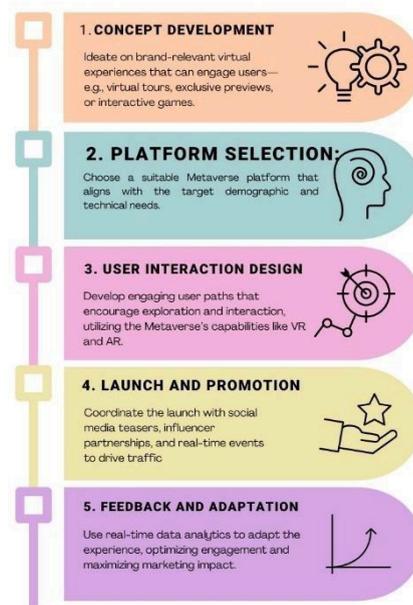
-  **Virtual Launch Parties:** Partner with influencers to host virtual launch parties for new products, leveraging their followings for wider reach and engagement.
-  **Endorsements and Reviews:** Use influencer endorsements and reviews to build trust and curiosity about your offerings.
-  **Co-Creation of Content:** Work with influencers to co-create content that aligns with both your brands and the influencer's image, ensuring authenticity and impact.



Immersive Brand Experiences

Goal: To create memorable, interactive marketing campaigns that leverage the unique capabilities of the Metaverse to engage users deeply.

STEPS



Example:

Nike's Virtual Store in Roblox: Nike created "[Nikeland](#)" within Roblox, outfitting avatars with Nike gear and offering interactive sports challenges. This strategy not only promoted products but also engaged a young, tech-savvy audience in a dynamic, branded environment.

Insights: This approach underlines the importance of interactive and engaging content in the Metaverse, which can transform traditional brand interactions into dynamic, participatory experiences that drive loyalty and user engagement.



Technological Considerations

Tools and Software for Creating and Marketing in the Metaverse

Building a presence in the Metaverse requires a range of tools from blockchain technology for securing transactions to advanced software for creating high-quality virtual environments. Companies may need to invest in specialized teams or outsource development to create the detailed and engaging user interfaces that a successful Metaverse presence demands.

➤ **Analytics and Measurement in a Virtual Environment**

Just as in any marketing effort, the success of Metaverse initiatives needs to be measured and analysed. Tools and techniques are being developed to track user engagement, transaction volumes, and behavioural patterns in these virtual environments. This data is crucial for refining marketing strategies and enhancing user experiences over time.

➤ **Security and Privacy Concerns**

As the Metaverse expands, so do the concerns regarding cybersecurity and user privacy. Ensuring robust security measures and adhering to privacy regulations like GDPR is essential for maintaining user trust. Developers and businesses need to implement end-to-end encryption for transactions and secure data storage solutions to protect personal and transactional information within the Metaverse.

➤ **Cross-platform Compatibility**

For a seamless user experience, the Metaverse requires a high degree of interoperability between different platforms. This compatibility allows users to move across various Metaverse environments without losing their digital assets or



progress. Businesses need to consider standard protocols and APIs that facilitate these transitions, making their digital offerings more accessible and user-friendly.



Sustainability in Digital Asset Creation

Addressing the environmental impact of running extensive virtual worlds is crucial. Companies should consider sustainable practices in their development processes, such as optimizing energy usage for servers and using renewable energy sources. This not only reduces the carbon footprint but also aligns with the increasing consumer preference for environmentally responsible brands.



5. Social media

5.1 Leveraging social media for NFTs

NFTs (Non-Fungible Token) have recently had a significant interaction with social media platforms. These unique digital assets enable the tokenization of a variety of digital content, including artworks, collectibles, gaming content, and more, while social media platforms enable the dissemination and trading of NFTs.



Art and Creativity Platforms: By digitally tokenizing their works through NFTs, artists and other creators can showcase these NFTs on social media platforms. In particular, platforms such as Instagram, Twitter and TikTok have become places where artists and content producers can promote their works. Artists actively use social media platforms to promote NFT versions of their works and showcase and sell their collections.



Collections and Markets: Social media platforms are also used to promote NFT collectibles and markets. Collectors can share their NFT collections on Twitter, share videos or images showing their collections on Instagram, and engage with their followers on these platforms. Additionally, NFT markets can also be announced and promoted through social media platforms.



Education and Information: Social media platforms are also used to provide information and education about NFTs. Live chats or conversation series providing information about NFTs can be organized on Twitter, and information about how NFTs work and why they are important can be provided with short videos on Instagram and TikTok. This could allow people to learn more about NFTs, increasing interest in this area.



Communities and Engagement: social media is an important platform for interaction and the creation of NFT communities. Platforms like Discord, Twitter Spaces, and Clubhouse have become places where NFT communities can come together, discuss, share information, and exchange ideas.

5.2 Metrics and Analytics

Metrics and analytics play an important role in tracking and analysing social media performance. Here are some key metrics and analytics to help you understand audience engagement and feedback:

METRICS AND ANALYTICS

- 

1. VIEWS
Track views to determine how many times the content you share is viewed. This shows how wide an audience your content is reaching.
- 

2. LIKES AND COMMENTS
Metrics that show how much viewers like and comment on your content. A low engagement rate may indicate that your content is struggling to engage with audiences.
- 

3. SHARE COUNT
Track how many people share your content. Shares are an indication of how engaging your content is and can increase organic reach.
- 

4. PROFILE GROWTH
Monitor the growth of followers on your profile. Follower growth is an indicator of increasing engagement with your content and brand.
- 

5. DEMOGRAPHIC DATA
Understanding the demographics of your audience (age, gender, location, etc.) can help you better understand your audience and optimize your content strategy.
- 

6. CONTENT PERFORMANCE
Analyze which types of content get more engagement and which perform better. This can help you shape your future content strategy.
- 

7. CONVERSION RATES
Track and analyze what steps your audience takes after your content (e.g. visiting a website, buying a product). This shows how your social media strategy contributes to business results.



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By regularly tracking all these metrics and analytics, we can continuously evaluate and improve our social media performance. By understanding our audience's feedback, we can better respond to their interests and needs. This helps us to create a more effective social media strategy.





6. Guidelines of Marketing Strategies

6.1 Marketing Strategies for NFT Marketplaces

Diving into the realm of NFTs (Non-Fungible Tokens), an intersection of cutting-edge technology and creative marketing practices is found. The uniqueness of NFTs demands a tailored approach to digital marketing, one that not only captures the essence of these digital assets but also resonates with a diverse and tech-savvy audience. Next follows an overview of specific digital marketing techniques that align with the unique characteristics of NFTs, offering a glimpse into the innovative strategies that bring them to life.

Storytelling and Provenance



At the heart of every NFT is a story. Whether it is a piece of digital art, a music file, or a meme, the narrative behind the creation plays a crucial role in its value. Effective digital marketing for NFTs leverages this by emphasizing the provenance and the creator's journey, making the asset not just a purchase but an experience. This storytelling can be unfolded across social media, blogs, and dedicated platforms, creating a connection between the creator and the potential buyer. Effective storytelling in NFT projects involves weaving compelling narratives that connect on a personal level with the audience. It is about transporting them to the moment of creation, sharing the inspiration, challenges, and triumphs behind the NFT. This emotional connection not only elevates the perceived value of the NFT but also builds a lasting relationship between the creator and the collector.



Utilizing Social Media Platforms

Social media serves as a powerful channel for NFT marketing, with platforms like X, Instagram and Discord being hotspots for NFT communities. However, the approach is markedly different here.

Given the nature of NFTs, marketing strategies focus

on building communities rather than direct selling. Engaging with followers, sharing insights into the NFT creation process, and participating in broader conversations about the blockchain and digital art ecosystem foster a sense of belonging and investment in the project.

Influencer Collaborations



In the digital age, influencers wield significant power in shaping trends and directing attention.

Collaborating with influencers who are genuinely interested or involved in the NFT space can amplify your reach. These influencers can provide authenticity to the NFT project, sharing their genuine interest and insights with their

followers, which is invaluable in a market where authenticity and originality are paramount.

Drop Announcements and Limited Releases

The scarcity and uniqueness of NFTs can be highlighted through planned drops and limited releases. Announcing these events ahead of time creates anticipation and exclusivity, encouraging potential buyers to stay engaged and act quickly





when the drop happens. This tactic, combined with the aforementioned storytelling, can elevate the perceived value and uniqueness of the NFTs being marketed.



Educational Content

Given the relatively nascent stage of NFTs in the public domain, there is a significant portion of the audience that is still learning about what NFTs are and their potential value. Creating educational content that demystifies NFTs, explains how to buy and store them, and outlines their potential as investments or collectibles can attract a wider audience. Blogs, webinars, and explainer videos can serve this purpose, making the NFT space more accessible to novices.



Engaging with NFT Marketplaces and Platforms

NFT marketplaces are not just venues for transactions but also communities where creators, collectors, and enthusiasts converge. Engaging directly on these platforms can enhance visibility among the most relevant audiences. This involves not only listing NFTs but also participating in forums, contributing to discussions, and leveraging the platform's native marketing tools and features.



Leveraging AR and VR

As technology evolves, so do the ways we can experience and market NFTs. Augmented Reality (AR) and Virtual Reality (VR) offer groundbreaking avenues for presenting NFTs, allowing potential buyers to experience digital art and collectibles in immersive environments.

Marketing that incorporates AR and VR can offer a preview of how NFTs can be



displayed and appreciated in digital spaces, adding a new layer of interaction and engagement.

Navigating the mesmerizing world of Non-Fungible Tokens (NFTs), one quickly realizes the indispensable power of branding and storytelling. Unlike traditional markets where the product often speaks for itself, the NFT ecosystem thrives on the narratives that each token carries. It is a realm where the story behind a digital artwork, collectible, or any virtual asset becomes as crucial, if not more so, than the item itself. Understanding the art and essence of branding and storytelling is crucial within the NFT domain.



Branding for NFT Projects

Branding in the NFT space transcends the usual boundaries of logos and taglines. It encapsulates the unique identity of the NFT project, reflecting its ethos, vision, and the community it aims to foster. Successful NFT projects craft a brand that resonates deeply with their audience, often embodying a blend of innovation, authenticity, and exclusivity. This brand identity doesn't just help in standing out in a crowded market but also fosters a sense of belonging among its community members. It is about creating an ecosystem where collectors and enthusiasts do not just transact but become a part of the story the brand tells.



The Role of Community

In the NFT universe, the community is the crucible where branding and storytelling merge and magnify. Engaging with the community, listening to their stories, and involving them in the narrative process can add layers of depth and perspective to the project. Communities rally around stories they believe in, and their collective voice can amplify the project's reach and impact.



Through social media, forums, and other digital platforms, these narratives travel, evolve, and attract more like-minded individuals to the fold.



Examples and Best Practices

Successful NFT projects like **CryptoPunks** and **Bored Ape Yacht Club** have mastered the art of branding and storytelling. They offer more than just digital assets; they provide an identity and a sense of belonging to their holders. These projects have narratives that engage, entertain, and evoke curiosity, encouraging deep exploration and discussion within their communities.

6.2 Tools and Technologies used in promoting NFTs

The vibrant world of Non-Fungible Tokens (NFTs) is a testament to how digital innovation can redefine art, collectibles, and even the concept of ownership itself. As creators and collectors navigate this burgeoning space, the role of digital tools and technologies in promoting NFTs becomes increasingly central. These tools not only serve to showcase digital assets but also build communities, foster engagement, and enhance visibility in a crowded marketplace. Here is an overview of the pivotal digital tools and technologies that are shaping the promotion of NFTs.

➤ **Social Media Platforms:** Social media's omnipresence offers a powerful avenue for NFT promotion, with platforms like **X**, **Instagram**, and **TikTok** leading the charge. These platforms facilitate direct engagement with potential buyers and enthusiasts, allowing for the sharing of stories behind the NFTs, sneak peeks, and the latest drops. Instagram, with its visual-centric approach, is particularly adept at showcasing digital art, while Twitter's conversational nature fosters community discussions and hype around upcoming releases.



Discord and Telegram: Beyond traditional social media, **Discord** and **Telegram** have emerged as essential tools for building and nurturing NFT communities. These platforms offer a space for real-time communication, announcements, and exclusive reveals. They enable creators and project teams to foster a sense of belonging among members, offer direct support, and gather feedback, creating a loyal community around the NFT project.



NFT Marketplaces: Platforms such as **OpenSea**, **Rarible**, and **Foundation** are not just venues for buying and selling NFTs but also serve as promotional spaces. These marketplaces often feature trending collections and artists, providing visibility among a highly relevant audience. Additionally, they offer tools for creators to launch their own storefronts, curate their collections, and directly interact with their buyers.



Augmented Reality (AR) and Virtual Reality (VR): As the NFT space evolves, immersive technologies like AR and VR are beginning to play a significant role in promotion. These technologies allow potential buyers to experience digital art and collectibles in a new dimension, adding depth to the viewing experience. For instance, VR galleries enable visitors to explore digital art in a fully immersive environment, bridging the gap between the virtual and the physical.



Email Marketing: Although not as cutting-edge as AR/VR, email marketing remains a potent tool for NFT promotion. It allows for direct communication with collectors and fans, offering updates on new drops, auctions, and project developments. Personalized email campaigns can keep the audience engaged and encourage repeat purchases.



Blockchain Technologies: At the heart of NFTs lies blockchain technology, which itself is a promotional tool. The transparency and security offered by the blockchain lend credibility to NFT projects. Smart contracts automate royalties,



ensuring artists are compensated for secondary sales, a feature often highlighted in promotional materials to attract creators.



SEO and Content Marketing: Search Engine Optimization (**SEO**) and content marketing are crucial for increasing the online visibility of NFT projects. Creating content that ranks well in search engine results can attract organic traffic to project websites and marketplaces. Blogs, how-to guides, and educational content about NFTs and blockchain technology can draw in a broader audience seeking to learn more about the space.

In weaving these digital tools and technologies into a cohesive promotional strategy, creators and projects can effectively amplify their presence in the NFT ecosystem. The key lies in storytelling, community engagement, and leveraging the unique features of each tool to build a compelling narrative around the NFTs. As the digital landscape continues to evolve, so too will the ways in which we promote and experience the revolutionary world of Non-Fungible Tokens.

6.3 Marketing Strategies

Navigating the burgeoning landscape of Non-Fungible Tokens (NFTs), we encounter a dynamic ecosystem fuelled by creativity, innovation, and collaboration. Within this realm, key institutional actors play pivotal roles, steering the NFT world towards broader acceptance, regulation, and integration into the global digital economy. Understanding these entities, their functions, and how to effectively collaborate with them is crucial for anyone looking to make their mark in the NFT space.

Understanding these institutional actors and unravel their roles and responsibilities in the NFT ecosystem.



Art Galleries and Auction Houses: Traditionally the custodians of physical art, many prestigious galleries and auction houses have pivoted to embrace NFTs. By curating and auctioning digital art, they bridge the gap between traditional art collectors and the digital world, offering legitimacy and a wider audience for NFT creators. Collaborating with such institutions can elevate an NFT project, offering unparalleled exposure and the prestige of being featured alongside renowned artists.



Blockchain Platforms and Marketplaces: At the heart of the NFT ecosystem lie blockchain platforms like **Ethereum, Flow, and Tezos**, which provide the foundational technology for creating and trading NFTs. Similarly, marketplaces such as **OpenSea, Rarible, and Foundation** act as the digital venues where NFT transactions take place. These platforms not only facilitate the minting, buying, and selling of NFTs but also often set standards and practices for the market. Engaging with these platforms can provide creators with the necessary tools and visibility to launch successful NFT projects.



Regulatory Bodies: As the NFT market matures, regulatory institutions are increasingly stepping in to provide oversight and guidance. Their roles involve setting legal frameworks, ensuring consumer protection, and preventing fraudulent activities. For creators and investors in the NFT space, understanding and adhering to the regulations set by these bodies is crucial for sustainable and legal operations. Collaborating with regulatory bodies, either directly or through industry associations, can help shape fair and effective policies that support innovation while protecting all stakeholders.



Tech Giants and Corporations: A growing number of technology companies and multinational corporations are exploring the NFT domain, either by creating their own NFTs, integrating NFT technology into their platforms, or by investing in NFT startups. These entities bring significant resources, technological expertise, and market reach to the ecosystem. Collaborating with such corporations



can provide NFT projects with the technical infrastructure, funding, and market access necessary for growth and scalability.



Educational Institutions and Research Bodies: Universities and research organizations are increasingly interested in the technological, cultural, and economic implications of NFTs. Through research, education, and collaboration with the industry, these institutions contribute to a deeper understanding of the NFT space, fostering innovation and best practices. Engaging with educational and research institutions can offer valuable insights, validation, and opportunities for collaboration on projects that push the boundaries of what NFTs can achieve.



Collectives and Artist Communities: Beyond the formal institutions, collectives and communities of artists and creators are instrumental in the NFT ecosystem. These groups provide support, share knowledge, and collaborate on projects, driving the creative and cultural evolution of the NFT space. Being part of a community or collective can offer creators a network of support, collaboration opportunities, and a collective voice in the larger dialogue surrounding NFTs.

In conclusion, the NFT ecosystem is a tapestry of diverse institutional actors, each playing specialized roles that drive the market's growth, innovation, and integration into broader digital and traditional economies. Identifying and collaborating with these actors, understanding their responsibilities, and navigating the dynamics of the ecosystem are essential steps for anyone looking to thrive in the world of Non-Fungible Tokens. Together, these entities shape the present and future of NFTs, offering a world of possibilities for creators, collectors, and investors alike.



7. Validation of Non-formal Competences

7.1 European Landscape on validation of non- formal competences

Validating non-formal and informal learning is increasingly seen as a way of improving lifelong and life wide learning. More European countries are emphasising the importance of making visible and valuing learning that takes place outside formal education and training institutions, for example at work, in leisure time activities and at home.

The European Union supports actions to give visibility and value to skills acquired through non-formal or informal learning. Validation of skills allows people to be able to use the full range of their skills for their careers and further learning.

Non formal and informal learning is when People learn in multiple ways and in many different contexts outside of formal education and training structures. Skills development can follow as a by-product of their daily activities, even when learning was initially not been the primary goal or intention.

- Non-formal learning is normally structured learning (e.g. in-company training)
- Informal learning happens naturally as part of diverse activities (e.g. digital skills developed through leisure activities)



Validation of Non-formal Competencies

“Validation means a process of confirmation by an authorised body that an individual has acquired learning outcomes measured against a relevant standard and consists of the following four distinct phases: identification, documentation, assessment, and certification” (Council Recommendation, 2012).

The validation of informal and non-formal learning rests on two core principles. Firstly, recognizing the inherent value of all learning, regardless of the time or context in which it occurred. Secondly, understanding that informal, non-formal, and formal learning are mutually enriching and complementary. To achieve successful implementation and maximise its benefits, these straightforward principles must be embraced and shared among all relevant stakeholders (Cedefop, 2023).

Validation of non-formal and informal learning?

Skills developed through non-formal and informal learning can be a great advantage to people.

But how to make these skills visible and valued?

A skills validation process allows individuals to identify, document, assess and certify their skills. Such a process may result in receiving a partial or complete qualification. This can increase their chances in the labour market and open up new professional opportunities. It can also give better access to further education and training and exemptions from certain parts of the training module or degree course. Validation increases social inclusion and can empower people, including early school leavers, unemployed individuals, low-skilled adults and third-country nationals, by giving visibility to their skills.



Micro credentials, Micro credentials have emerged as a modern way to recognize skills, offering knowledge in concise, manageable pieces. Their growing popularity can be attributed to their flexibility, allowing learners to select specific skills to add to their toolkit, making them highly adaptable to individual needs. In today's fast-paced world, micro credentials provide an efficient pathway to learning, often accessible with just a click. This facilitates the assembly of a personalized skill set, one micro credential at a time.

Furthermore, employers highly value these micro credentials as they serve as endorsements of an individual's skills, making them a valuable asset in the job market. Micro credentials offer a forward-thinking approach to skills recognition, supporting the acquisition of skills on personal terms and effectively showcasing competencies. As the future of skills recognition, micro credentials serve as a passport to the world of non-formal competence, both recognized and appreciated.

The acceptance of skill validation acquired through non-formal and informal learning is growing significantly as a crucial component in European skills policies. Key initiatives like the European Skills Agenda, the European Area of Education, the reinforced Youth Guarantee, and the European Social Pillar Action Plan all recognize validation as a vital enabler of lifelong and comprehensive learning. It empowers individuals to transfer and accumulate their learning experiences across various institutions, sectors, and countries. The emphasis on upskilling and reskilling and substantial investment in skill development is becoming increasingly imperative.

Benefits of Validation

Validating non-formal competencies offers numerous advantages across various sectors. By recognizing and certifying skills gained outside traditional educational pathways, individuals can enhance their employment opportunities, as employers are more likely to trust and value these validated competencies. This validation also promotes lifelong learning and career development, encouraging individuals to



continue acquiring skills throughout their lives, which can assist in career transitions and advancements. Additionally, by formally recognizing a diverse array of skills and competencies, companies can access a broader talent pool and adapt more dynamically to changes in the market, fostering innovation and flexibility within the workforce.

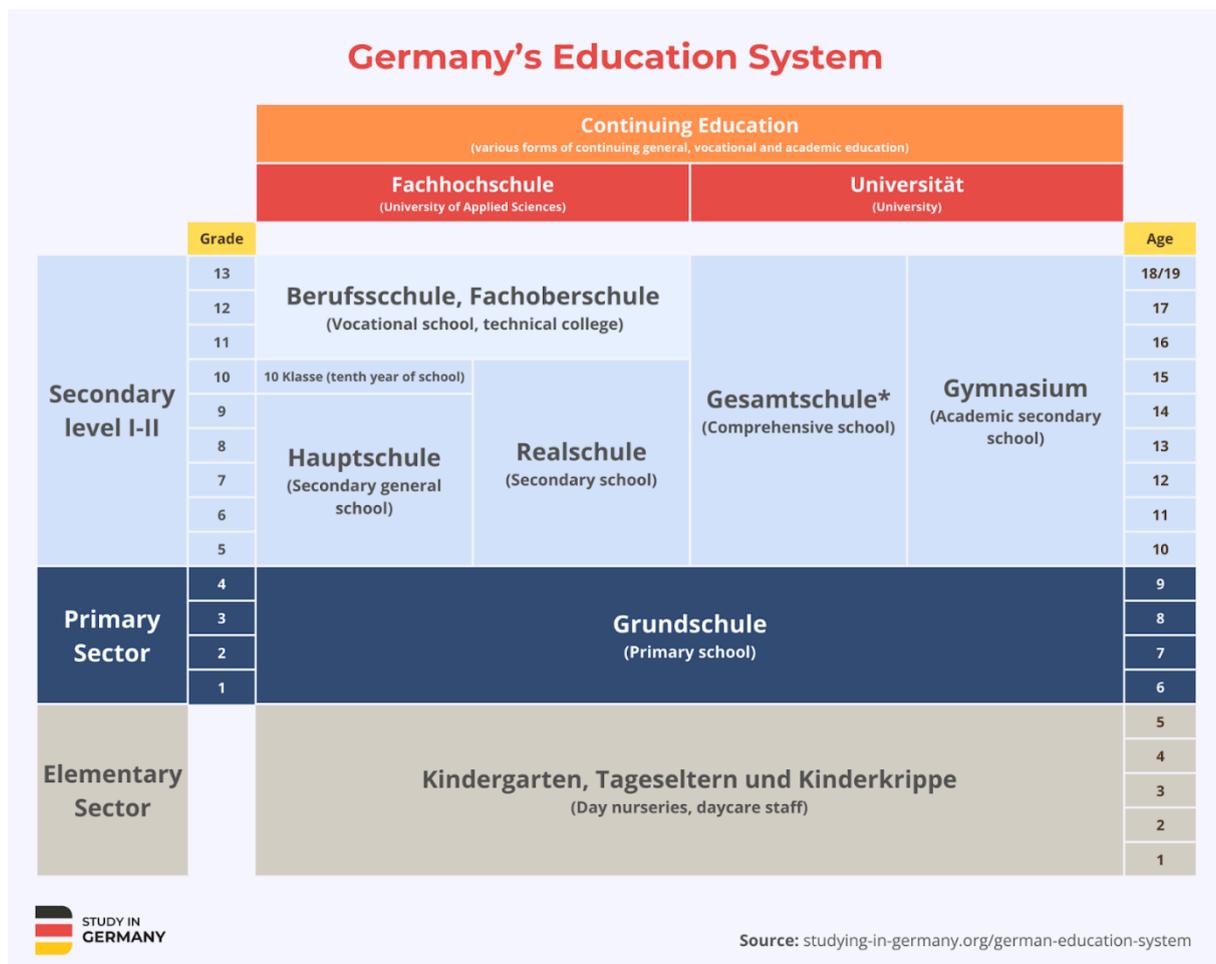
The role of Member States and EU Institutions

The **2012 Recommendation on validation** invites Member States to put in place **national arrangements for validation**. These arrangements should enable individuals to increase the visibility and value of their knowledge and skills acquired outside of formal education and training: at work, at home or through voluntary activities. The European Commission and the **European Centre for the Development of Vocational Training (Cedefop)** assist the Member States in this process. The **European Guidelines on validation** provide policy and practical advice to policy-makers and stakeholders on implementing validation. Using good practice cases and thematic analyses, the **European Inventory** illustrates how validation is used at national, regional and local levels in Europe. The **European Qualifications Framework (EQF) Advisory Group** follows up on the implementation of the Council Recommendation.



7.2 Germany's Vocational Educational System and Status on the Validation of Non-Formal Competences

In Germany, recognition of non-formal competencies is facilitated through various institutional mechanisms such as the aptitude examination for university access without the traditional "Abitur," and under the Vocational Training Act, which allows for the crediting of prior vocational training or the equivalence of examination certificates. These approaches ensure that individuals can leverage their practical experiences and skills in formal education and professional development systems.



Source: German Education System



Validation non-formal competences

Educational System Integration: Germany has established processes for recognizing qualifications obtained through non-formal and informal learning. For instance, the Vocational Training Act ([Berufsbildungsgesetz, BBiG](#)) provides avenues for individuals to have their prior vocational training and skills officially recognized, which can be credited towards further education or professional qualifications.

External Students' Examination: Under the Vocational Training Act (BBiG) and the Crafts Code (HwO), individuals with vocational experience can qualify for the final examination in a recognized occupation without formal training. This validation leads to a full qualification, equivalent to one obtained through the dual system of apprenticeship. This allows for the recognition of non-formal learning and provides a pathway to formal qualifications.

Partial Qualifications: The concept of "Teilqualifizierung" or partial qualification is another significant approach. Specific occupations have been broken down into training modules, which can be acquired through competence assessments based on professional experience. This modular approach facilitates the integration of non-formal learning into formal vocational training pathways.

Professional Qualifications Assessment Act (BQFG): Introduced in 2012, this act primarily aims at integrating migrants by ensuring that qualifications obtained abroad are recognized in Germany. The BQFG facilitates the validation of non-formal and informal learning by granting individuals the right to have their foreign qualifications recognized within three months. While it doesn't lead to the same certificates as formal education, it grants equivalent rights of use.



Validation in Higher Education: There are also mechanisms in place for recognizing non-formal and informal learning in higher education. These include individual or global procedures where competencies acquired through professional experience can be credited towards higher education qualifications.

ValiKom Project: This project, initiated by the Federal Ministry of Education and Research (BMBF), targets individuals who have acquired skills through work but lack formal certification. [ValiKom](#) focuses on validating occupation-relevant competencies and issuing certificates that confirm the equivalence of these competencies to those obtained through formal vocational training.

Suggestions regarding the Validation of non-formal competences

The process of recognizing and affirming non-formal competencies in Germany is pivotal in boosting individual career paths, enabling continuous learning, and integrating a variety of skills into the job market. Given Germany's pronounced focus on formal education and vocational training, it is vital to incorporate a robust system for acknowledging non-formal skills. The section that follows will outline how such a system could be structured and explore its possible advantages.

Understanding Non-Formal Competencies

Non-formal competencies encompass skills and knowledge gained outside of conventional education and training frameworks. These skills could stem from work experience, volunteering, self-learning, online courses, or other non-traditional learning settings. Unlike formal qualifications, these competencies are not automatically recognized and they typically lack the documentation or certification provided by formal education.





Current Challenges One of the main challenges in validating non-formal competencies in Germany is the lack of a unified national system for recognition. This can lead to inconsistencies in how these skills are perceived by employers and educational institutions, potentially hindering career development and educational progression for individuals.

 **Proposed Framework for Validation** Germany could greatly benefit from a well-defined framework to evaluate and acknowledge non-formal competencies. This framework could include several critical elements:

 **Standardization of Assessment Procedures:** Establish uniform methods for evaluating non-formal learning that are widely accepted across different sectors, possibly through portfolios, practical tests, or competency exams.

 **Certification Bodies:** Set up recognized entities responsible for the validation and certification of non-formal competencies. These bodies could be associated with existing educational institutions or professional organizations.

 **Integration with National Qualifications Framework (NQF):** Align the validation process with the German Qualifications Framework (DQR) to ensure that non-formal learning achievements correspond to specific levels within the formal educational system.

 **Public Awareness and Acceptance:** Boost awareness among employers, educational institutions, and the public about the significance of non-formal learning. This might involve promotional campaigns and partnerships with industry leaders to support the system.

 **Guidance and Counselling Services:** Offer consultation services to help individuals identify their non-formal competencies and understand the



advantages of validation. Support in preparing for assessments could also be included.

7.3 Turkey's Vocational Educational System and Status on the Validation of Non-Formal Competences

The vocational education system in Turkey is managed by the Ministry of National Education (MEB) and the General Directorate of Vocational and Technical Education (MYK). Overall, Turkey's vocational education system is designed to provide students with vocational skills, meet the needs of the labour market and improve labour force quality. However, there are also some challenges and areas for improvement.

One of the good aspects is the increased importance given to vocational education in recent years and increased investments in this field. This includes strengthening the infrastructure of vocational high schools, improving the quality of teachers and developing programs in cooperation with the business community.

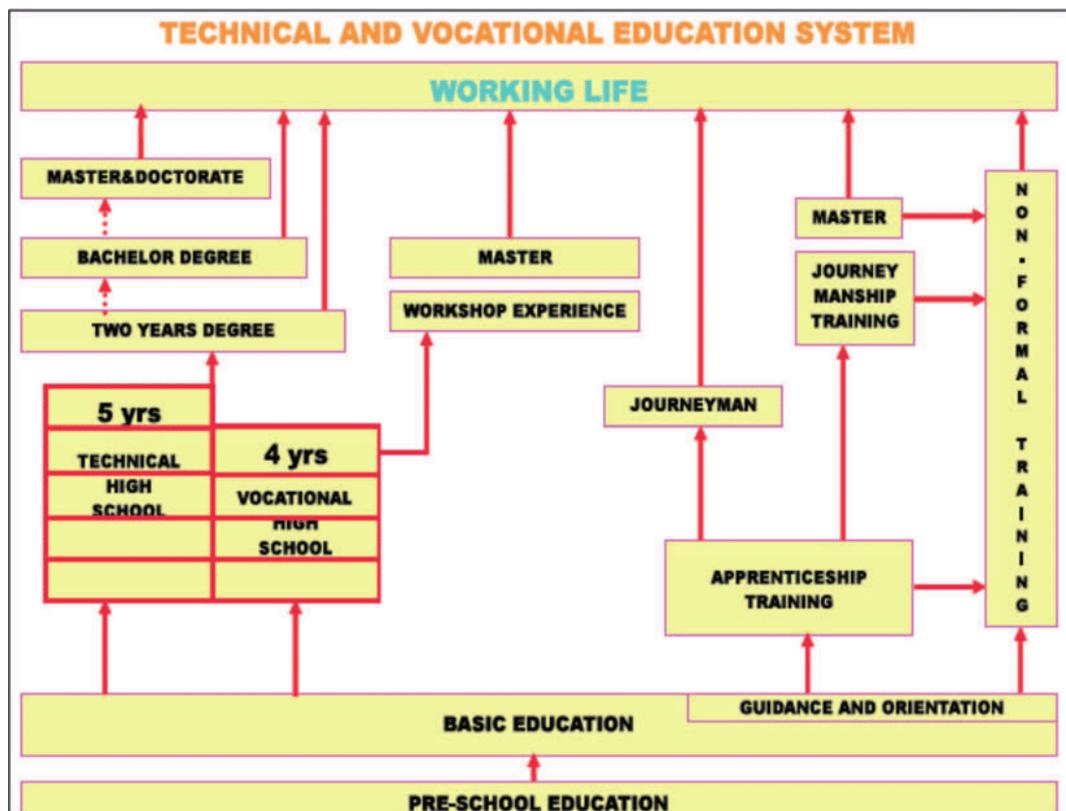
However, there are also some challenges. One of them is that vocational education is often not seen as equivalent to academic education and the societal perception of vocational high schools needs to be changed. It is also important that the cooperation between the business community and schools is more effective and that the expectations of the business community are better understood. This could lead to better alignment of programs with the needs of the labour market.

Various measures can also be taken to increase students' interest in vocational education and encourage applications to vocational high schools. These could include improving career counselling and guidance services in vocational education,



expanding internship and work experience opportunities, and organizing campaigns to strengthen the image of vocational education.

In conclusion, the vocational education system in Turkey has both taken steps to meet the needs of the labour market with positive aspects and has areas in need of improvement. With work in these areas, the quality of vocational education can be improved and students can be better prepared for their future careers.



Source: [Technical and Vocational Education System in Turkey](#)

Lifelong learning is a fundamental pathway for personal development and validation of this learning ensures that citizens' achievements and contributions to society are more valued. Turkey society has a strong culture of continuing non-formal and informal learning activities outside educational institutions. This culture is so widespread that in many professions there is a distinction between apprentices and



trainees, and in some professions, it is only possible to learn the intricacies of certain trades through the master-apprentice relationship.

As important as the formal education offered in primary and secondary schools, secondary and higher education institutions is, it is equally important to validate the knowledge, skills and experiences acquired during the years after completing formal education. With the principle of lifelong learning, we believe that non-formal and informal learning is valuable and that the validation of these learnings will improve social cohesion, combat unemployment and provide a strong support to the formation of a qualified workforce.

The value attached to non-formal and informal learning in Turkey can also be seen in the design of the **Turkish Qualifications Framework (TQF)** . The TQF, which was put into practice with the Decree of the Council of Ministers, includes qualifications acquired through non-formal and informal learning as well as qualifications issued as a result of vocational, general and academic education and training programs. On 29 March 2017, the EQF Advisory Group, the competent body of the European Commission, decided that the TQF is referenced to the EQF, making the qualifications in our country more understandable and reliable in European countries. This applies to qualifications issued as a result of formal education as well as to qualifications issued as a result of validation of non-formal and informal learning.

Validation non-formal competences

"**Guidelines for the Validation of Non-formal and Informal Learning**" has been prepared in order to provide a general approach to the increasingly widespread validation practices in Europe, to share the basic components of validation and the methods used. The Guide is largely based on the European Guidelines for the Validation of Non-formal and Informal Learning¹ published by CEDEFOP in 2015.



Validation of non-formal and informal learning consists of four different stages: Identification, Documentation, Assessment and Certification.

1. The validation process starts with the identification of the individual's knowledge, skills and competences.
2. The documentation stage is concerned with providing evidence that the learning outcomes have been achieved.
3. Assessment is defined as determining the extent to which the individual's learning outcomes meet certain reference points and/or standards.
4. The final stage of the validation process is the certification of the learning identified, evidenced and assessed. Certification can take the form of a formal qualification certificate or a certificate of authorization required to perform a specific job in companies and economic sectors.

Although all validation systems include these four stages, their importance may vary depending on the purpose of the validation.

Verification arrangements need to be designed in a way that demonstrates their primary purpose and allows individuals to choose the verification method that best suits their specific needs, putting the individual at the centre of the process. The following are the issues that should be carefully considered in establishing and implementing the verification process:

- o Information, Guidance and Counselling
- o Stakeholder Coordination
- o Linking with National Qualifications Systems and Frameworks
- o Standards and Learning Outcomes Quality Assurance
- o Professional Competencies of Practitioners



The education and training sector is the main promoter of validation practices in Europe, with ministries of education playing the role of main promoter and coordinator. The vocational education and training (VET) sector are the biggest advocate of validation of non-formal and informal learning. VET's close link to the labour market and strong traditions of on-the-job learning support validation. The widespread use of learning outcomes and competency-based standards has also contributed to developments in VET, and standards are often aligned with occupational standards, which are easier to link to previous work experience. The VET sector is expected to continue to play an important role in validation.

The reference to open educational resources (OER) in the Recommendation is particularly relevant to the rapid expansion of online learning opportunities offered by higher education institutions. OER are "digital materials made freely and openly available to educators, students and self-learners for use in teaching, learning and research. These resources consist of learning content, software tools for developing, using and disseminating the content, and implementation resources such as open-source licences. OER are also accumulated digital assets that can be adjusted and benefit others without limiting their use" (Council of the EU, 2012, p. 5, point d). OER can host "courses, course modules, syllabi, lectures, tutorials, assignments, exams, laboratory and classroom activities, educational materials, games, simulations and many other resources such as digital media collections from around the world".⁶ Massive open online courses and open educational software are also examples of OER. OER are considered important complementary tools to traditional education and training programs. They reduce overall cost, increase accessibility and allow individuals to progress at their own learning pace. Massive open online courses are seen as a way of delivering high quality education to large groups of learners.⁶

Suggestions regarding the Validation of non-formal competencies.

⁶ https://myk.gov.tr/images/articles/TYC/Yayinlar/YSOD_Rehberi_150119.pdf



Verification of informal qualifications is often used to prove one's experience and expertise. Regarding the validation of informal competences on topics such as marketing of NFTs in Turkey, open education and public education centres can be valuable resources for validating informal competences. For those who want to receive training on topics such as marketing of NFTs in Turkey, using such resources can be very useful. Here are some advantages of using open education and public education centres in this context:

- **Flexibility and Accessibility:** Open education and public education centres often offer a flexible program and can reach a wide range of learners. This can be particularly convenient for working adults or those busy with existing jobs.
- **Variety of Programs:** Open education and public education centres often offer a variety of programs. Suitable programs can be found for those who want to study specialized topics such as NFT marketing.
- **Affordability:** Open education and public education centres often offer cost-effective training options. This allows people to receive training in accordance with their budget.
- **Hands-on Learning Opportunities:** Some open education and public education programs offer practical application opportunities. This gives learners the chance to apply their theoretical knowledge to real-world situations and gain experience.
- **Certification:** At the end of completed courses or programs, certification is usually offered. These documents can be used to verify one's participation and achievement.



Open Education



Open education is a model of education that offers students flexibility and distance learning, unlike traditional classroom-based education. In this system, students can usually take classes without being tied to a set calendar or local class schedule. The open education system is especially popular for working adults or those living in geographically remote areas.

In Turkey, institutions such as Open Education High School and Open Education Faculty provide education through the open education system. The Open Education High School offers an option for those who want to study for a bachelor's degree, while the Open Education Faculty offers postgraduate level education.



Public Education Centres

Public education centres are institutions that provide education and training services to local communities. These centres usually organize various courses in subjects such as adult education, vocational training, arts and crafts. Public education centres usually operate under the Ministry of National Education and are responsive to local needs and demands.

In Turkey, public education centres serve local communities in cooperation with local governments. They usually operate in locations such as schools, mosques, libraries or cultural centres. Public education centres usually offer free or low-cost courses and aim to help participants improve their professional skills, take up new hobbies or support their personal development.

Open education and public education centres play an important role in the field of education in Turkey and provide educational opportunities to a wide range of people. Both institutions operate with the aim of increasing the educational level of society and contributing to the personal and professional development of individuals.

It is important to note that open education and public education centres are valuable resources for those interested in training in digital areas such as NFT marketing.



These centres can help participants develop their skills and achieve their career goals.

7.4 Cyprus's Vocational Educational System and Status on the Validation of Non-Formal Competences

The vocational education and training (VET) system of Cyprus plays a significant role in dealing with adverse effects of the economic crisis on the labour market, as well as in laying the foundations for future socio-economic development.

The earliest level where VET is available is upper secondary at technical schools, including evening technical schools, while the unified lyceum provides general upper secondary education. Horizontal and vertical movement across upper secondary education is possible, as students may move between the unified lyceum and technical schools, provided they succeed in special examinations. Technical schools offer two distinct three-year programmes: the theoretical stream and the practical stream. The first year of studies is common to each stream and students select a specialisation of their choice in the second year.

The theoretical stream and the first and second years of the practical stream are completely school-based and combine general education subjects with technological and workshop subjects, while the third year of the practical stream combines a school-based environment with training at the workplace. School-leaving certificates are awarded upon successful completion of either programme and are equivalent to those of secondary general education schools.

Therefore, certified secondary technical and vocational education school-leavers are eligible for admission to universities and other tertiary education institutions in



Cyprus and abroad. Qualifications provide access to several regulated occupations, provided all other requirements of relevant legislation are met.

VET is also available through the apprenticeship system, which accepts students who leave formal education between grades eight and 10. The apprenticeship certificate allows access to several regulated occupations, provided all other requirements of relevant legislation are met. Post-upper secondary VET is provided since the 2012/13 academic year at post-secondary institutes of technical and vocational education and training.

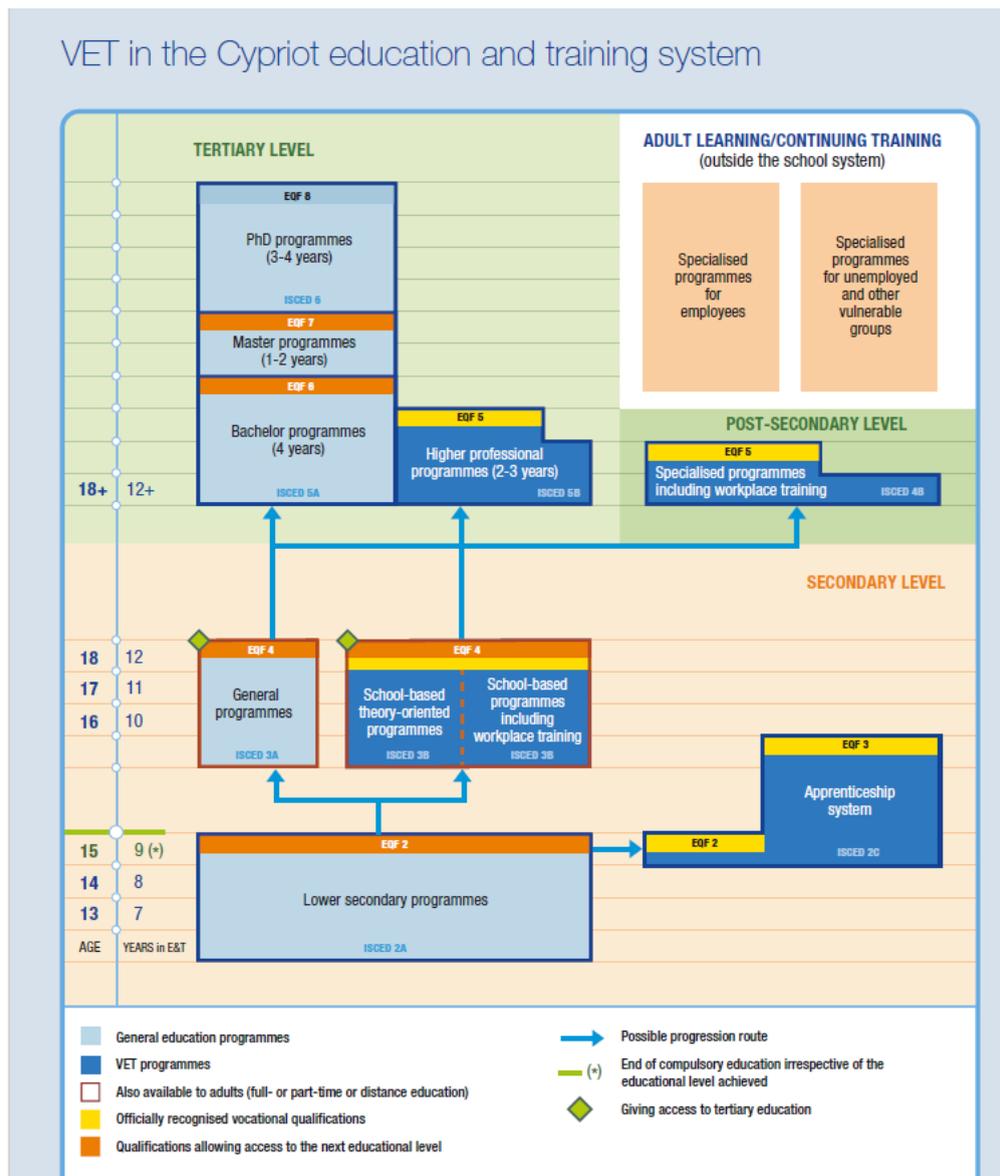
These institutes provide Cypriot citizens, especially young people, with two-year courses to acquire, improve, or upgrade their qualifications and skills. By acquiring a post-secondary technical qualification, they are better prepared for the labour market. VET at tertiary non-university level is provided at four public institutes/colleges and at several private institutes. Successful completion of the programme, which lasts for two-to-three years, leads to a diploma or higher diploma awarded by the institution.

Vocational training for adults is extensively available in Cyprus for employees, the unemployed, other vulnerable groups and adults in general, through a mixture of public and private provision such as colleges, training institutions, consultancy firms and enterprises. Employees usually participate in training programmes which address job-specific skills deriving from company needs, while the unemployed acquire both horizontal and job-specific skills, to improve their employability.

Some vocational training schemes targeted at the unemployed and the inactive combine training with either employment in an enterprise or work placement. However, the percentage of 25- to 64-year-olds participating in education and training is lower than the EU average. The Ministry of Education and Culture has overall responsibility for developing and implementing educational policy. The Ministry of Labour and Social Insurance has overall responsibility for labour and



social policy and the Human Resource Development Authority plays an important role in vocational training.



Source: VET in the Cypriot education and training system



Validation of non-formal competences

In Cyprus until recently there has been relatively limited implementation of frameworks and mechanisms regarding the transparency of qualifications and systems for the recognition of competences and qualifications. However, Cyprus is committed to introducing the relevant EU tools. A description of progress in implementing qualifications systems and frameworks is provided below. This process is directly linked to how programmes and qualifications are shaped.

The SVQ has adopted the four phases of validation procedure according to the European Recommendation on Validation of non-Formal and Informal Learning (2012/C398/01).

The description of the four phases follows:

- 1. Identification:** Identification involves the determination of the learning outcomes gained through formal, non-formal and informal learning. The identification takes place in approved by HRDA Centres for Assessment of Vocational Qualifications (CAVQ). First, information is provided to the candidates about the SVQ requirements. The identification arises from an interview in which the CAVQ obtains information from the candidates related to their education and work experience, in particular to the learning outcomes. Then the candidates are advised to choose a specific qualification standard according to their knowledge, skills and competence. The results of this phase are written down in the identification and documentation report.



- 2. Documentation:** Documentation entails sufficient proof of the knowledge, skills and competences, which have been identified during the previous phase. The candidates submit to the CAVQ any relevant documents proving the acquisition of the learning outcomes through formal, non-formal and informal learning. i.e. educational and vocational qualifications, employment experience confirmation, social insurance statements. The results of this phase are described in the identification and documentation report. If the candidates decide to proceed with the assessment in order to acquire the certificate of vocational qualification they have to fill in and sign the application form. The application form should be accompanied by the identification and documentation report and all the relevant documents. When a group of up to 3 candidates is formed the director/manager of CAVQ submits to the HRDA for approval the application forms attached with the identification and documentation report and the relevant documents.

- 3. Assessment:** The HRDA approves the candidates' applications, provided they are compatible with the criteria of SVQ. In this case, the candidates can proceed for assessment. The assessment of learning outcomes is carried out by two approved assessors for every team of up to 3 candidates, in 2 to 5 meetings, of 3-hour duration each, in an approved CAVQ. CAVQs may be public or private training centres, which are certified by HRDA as vocational training centres and have certified training facilities. The assessment is based on the vocational qualification standard and the main assessment method is the observation of candidates in real or simulated working conditions. The assessment of vocational qualifications may also include, depending on each standard, interview, oral exam, written exam. The results of the assessment are depicted on the report of the candidate's assessment. The assessors are independent experts, certified trainers and should comply with specific academic and professional criteria. The assessors are trained by HRDA and sign a contract regarding the terms of reference as assessors of SVQ. As far as the quality assurance is concerned, every CAVQ is obliged to carry out at



least one internal audit during each team's assessment, to provide internal quality assurance for each assessment. Additionally, each assessment is externally verified through an on-the-spot visit by an independent verifier authorised by HRDA. The results of the checks' verifications are depicted in separate reports.

- 4. Certification:** Candidates' assessment reports are submitted to HRDA, which validates the results of the assessments. The successful assessment of the candidates in all task areas constituting the vocational qualification standard and all methods of assessment is the necessary condition for the certification of the candidates. HRDA being the awarding body approves the assessment through the relevant documentation and proceeds to the certification of the candidate. If a candidate has succeeded in only a part of the qualification task areas, an affirmation (partial certification) is provided only for these task areas. In these cases, the candidate is given the opportunity of reassessment in the failed tasks and/or methods of assessment.

Suggestions regarding the Validation of non-formal competencies.

- Emphasis has been put on **prevention and curtailment of unemployment**, by providing people with opportunities to acquire important knowledge and skills, including green and digital skills.
- A major challenge is to address youth as well as **long-term unemployment**. Actions that promote employability of young persons and the long-term unemployed, through guidance and work placements are being put forward.



An ongoing challenge for the education and training system is to encourage adult participation in lifelong learning activities and increase participation of young people in VET.



Crucial measures are establishment of post-secondary institutes for technical and vocational education, which offer students an intermediate level of education between upper secondary and tertiary education, and the new modern apprenticeship, designed to constitute a viable, alternative form of training for young people.



Implementation of EU tools for validating acquired skills, such as the national qualifications framework (NQF), will improve horizontal and vertical permeability of education and training systems.



Development of a competence-based system of vocational qualifications, which will constitute an integral part of the NQF, is expected to strengthen the ties between VET for young people and vocational training for adults and improve their knowledge and skills.



8. Introducing the Protocol: A Path to Recognition

The Protocol serves as a comprehensive reference for verifying and endorsing the skills of VET students, VET educators and professionals who adopt an innovative learning approach centred around the NFTs in Art and creative sector and the training materials developed. It also outlines the procedures for certifying the skills acquired through the identified methodologies, enabling trainers or professionals utilising the training tools to request certification. Consequently, the Protocol is designed with the purpose of serving as a definitive "validation/certification guideline" for its application.

Within the framework of the **V2B: Creating NFT Opportunities on Metaverse for Art VET trainees – MetaNFT project**, we recognize that while technical skills can be assessed with relative ease, the evaluation of vital transversal skills presents a more intricate challenge due to their qualitative nature, making quantification a demanding task. Thus, the **MetaNFT Protocol** endeavours to establish a robust methodology for the cultivation and certification of fundamental digital competences. This endeavour is closely aligned with the **European Qualifications Framework (EQF)** and the **DigComp framework**. The EQF provides a common reference framework to understand and compare qualifications across different European countries. The **MetaNFT Protocol** ensures that the skills cultivated



conform to the standards set by the EQF, thus facilitating their recognition and comparability on a European scale.

Moreover, the Digital Competence Framework for Citizens serves as a valuable guideline for developing digital competences. The **MetaNFT Protocol** harmonises with DigComp to ensure there is a common understanding of what digital competence is and what skills cultivated through this project adhere to internationally recognized standards. This framework empowers individuals to enhance their Information and data literacy, Communication and collaboration: Digital content creativity, Safety, problem solving and innovative thinking.

In practical terms, the **MetaNFT Protocol** operates by providing a structured and comprehensive methodology for the development of these skills. It outlines the steps, criteria, and assessment methods for acquiring and certifying digital skills and competencies. This certification, based on established standards such as EQF and DigComp, not only adds value to an individual's skill set but also ensures their qualifications are recognized and transferable within the European context. Ultimately, the **MetaNFT Protocol** acts as a bridge, connecting individual skill development with European-wide qualifications, enhancing opportunities for personal growth and career advancement.

8.1 Protocol's Objectives

While evaluating technical skills is relatively uncomplicated, assessing essential cross-cutting skills poses challenges due to their inherent difficulty in quantification. Consequently, the objective of this Protocol is to establish an approach for the creation and certification of fundamental digital skills, along with content creation capabilities, safety matters and problem solving.

The Protocol aims to ensure that VET teachers, VET students, educators, professionals and workers in the digital ART industry acquire the necessary competencies through training tools. Additionally, it seeks to validate and certify the



competencies of professionals in the digital ART industry, using an innovative learning approach and following the competency framework for digital competences, through the following specific objectives:



To ensure that VET teachers, students, educators, professionals, and workers in the digital ART industry acquire the necessary competencies through tailored training tools.



To validate and certify the competencies of professionals in the digital ART industry using an innovative learning approach and following the competency framework for digital competences.



To provide formal validation of non-formal competencies for artists and students affected by various circumstances, recognizing their skills and knowledge in the field.



To support the requalification and upskilling of artists and students, particularly in basic digital literacy skills and content creation, enhancing their career opportunities.



To establish a transparent and standardized validation process aligned with industry standards and tailored to the needs of the target group.



To foster collaboration among relevant stakeholders, including digital art industry associations, training institutions, and employers, to ensure the recognition and utilization of validated competencies.

8.2 Introducing the MetaNFT Protocol: A Path to Recognition



Step 1: Understand the MetaNFT Protocol - Familiarize yourself with what it represents, the skills it emphasizes, and its overall goals in the context of the art and creative sectors. This foundational knowledge is essential for effective implementation and use.

Step 2: Align with International Standards - Ensure it fits with global standards such as EQF (European Qualifications Framework) and DigComp. It should harmonise with what the world acknowledges as essential skills and competencies. The learning outcomes of the **MetaNFT Protocol** (Knowledge, Skills, Responsibility and autonomy) are equivalent to Level 5 of EQF and 0.8 ECVET credits.

Step 3: Tailor to Local Needs - Assess how well the **MetaNFT Protocol** adapts to your local requirements. If it needs a bit of customization to better suit your community, consider those adjustments.

Step 4: Establish Recognition Guidelines - Define clear guidelines on how external bodies will recognize the competencies and certifications granted through the protocol. These guidelines are the ground rules everyone follows.

Step 5: Engage the Community - Connect with digital artists, students, educators, and all those deeply involved in the digital art and education domain. Their insights and suggestions are like ingredients that enrich the protocol's acceptance.

Step 6: Pilot Test in a Smaller Circle - Before full implementation, conduct a pilot test of the protocol on a smaller scale. Engage a select group of institutions or organizations to trial the protocol. This approach allows for the identification and resolution of any issues, ensuring it functions effectively in real-world scenarios.

Step 7: Seek Official Accreditation - Aim for official recognition of the protocol by approaching accredited educational and industry bodies for their endorsement. This accreditation acts as a validation from experts, ensuring that the protocol meets



established standards and is widely accepted.

Step 8: Promote and Share Widely - Actively promote the **MetaNFT** Protocol to the digital art and education community. This involves disseminating information widely, much like sending out invitations to a major event. Broad awareness and engagement will enhance the protocol's impact and adoption.

Step 9: Continuous Improvement - Regularly monitor the protocol's performance and actively gather feedback. Just as a chef refines a recipe, keep enhancing the protocol to make it even more effective and appealing.

By following these steps, the **MetaNFT Protocol** can be effectively introduced to your community, ensuring adherence to international standards while resonating with local contexts. This approach will help establish the protocol's validity and ensure broad acceptance within the digital art and education community.

8.3 Conditions for the concession of Certification

The **MetaNFT Protocol** aims to provide an easy and practical way for VET students, teachers, and professionals to get their skills recognized and certified. This protocol is designed to be straightforward and accessible, ensuring everyone can benefit from it.

Educators, professionals, and workers in the digital art industry, without discrimination based on nationality, sex, religion, race, or political orientation, can access the website of **MetaNFT project**. They present the content to students through various formats such as PowerPoint presentations, videos, and interactive workshops. These educators assess the students' knowledge through quizzes, projects, and practical assignments. They validate the students' skills based on predefined criteria, ensuring a comprehensive evaluation process. Upon successful completion of the program, students can receive a certificate, providing formal



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recognition of their skills and enhancing their career opportunities in the digital art industry. This inclusive and flexible learning platform aims to equip students with the necessary skills to thrive in the digital art world.

To obtain the certification, the applicants must meet the established requirements for the certification:



Conditions for the concession of Certification

Phase 1: Website - Blogs Enrolment

Once you visited the Website- Blogs, you can access a range of Training Tools, and innovative learning resources that empower participants to develop their skills, thrive in the dynamic digital Art industry.



Phase 2: Assessment and verification of Skills

Phase 2.1: Organisation of workshops based on the Training Framework

Before organizing the workshops, participants are advised to refer to the [Trainer's Guide for each Unit Guide](#), for tips and guidance



Phase 2.2: Assessments

After studying the Training Tool and each Module, participants are required to take the Assessments related to each Unit. The purpose of the Assessments is to evaluate the candidate's Competences concerning the application of their specific knowledge, skills, and tools in digital Art industry.

Phase 3: Grant the Certification

After the completion of the whole course, participants performance will be evaluated based on the results, with a minimum passing score of 70% required to successfully complete each Assessment. The trainer will instantly analyse the responses and determine whether the participant has achieved a passing score.





Phase 1: Website - Blogs Enrolment (<https://nftartonmeta.com/blog/>)

Once you visited the Website- Blogs, you can access a range of Training Tools, and innovative learning resources that empower participants to develop their skills, thrive in the dynamic digital Art industry.

Phase 2: Assessment and verification of Skills

1) Organisation of workshops based on the Training Framework

Before organizing the workshops, participants are advised to refer to the [Trainer's Guide for each Unit Guide](#) for tips and guidance. Trainers should plan the workshops by scheduling sessions, determining the ideal duration, and considering the recommended group size. The workshops should incorporate interactive elements such as group discussions, hands-on activities, and Q&A sessions to enhance the learning experience.

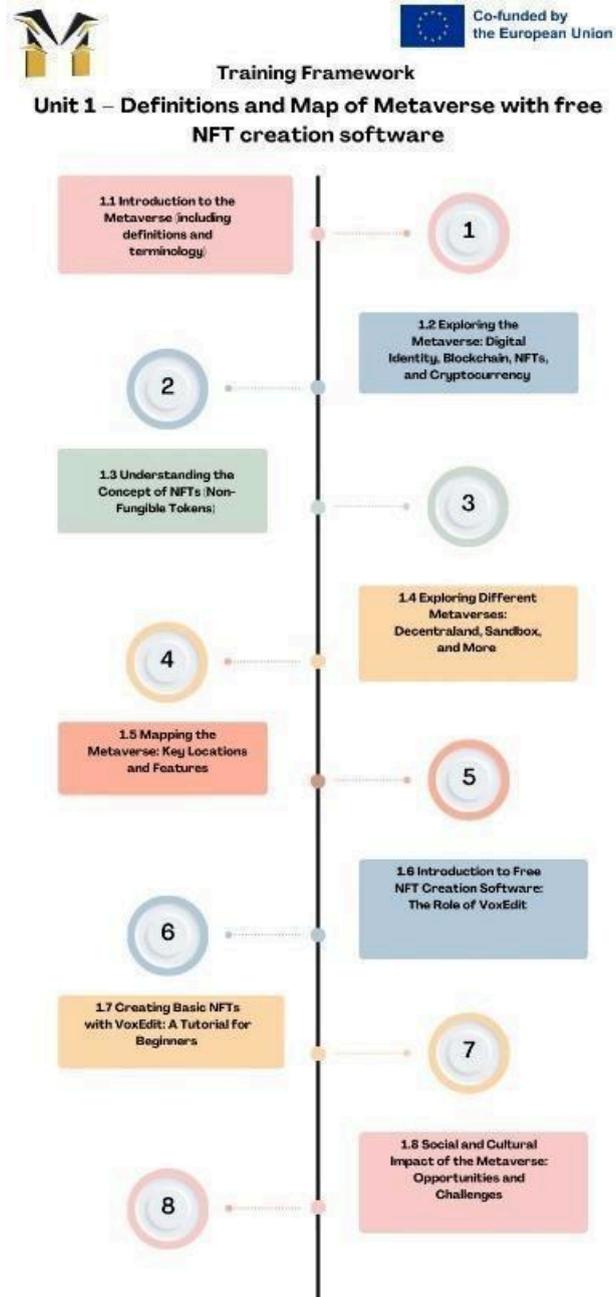
The Training Framework Tools consist of three comprehensive Units, each containing a number of Modules that cover different aspects of NFTs and the Metaverse. These Units are meticulously designed to provide a step-by-step learning experience, ensuring that participants gain a thorough understanding of the subject matter. The Training Framework is available in multiple languages, including English, German, Turkish, and Greek, to accommodate diverse groups of students and ensure accessibility for all.



Unit 1, composed of six modules, provides a comprehensive introduction to the Metaverse. It covers essential definitions and terminology, and explores key components such as digital identity, blockchain, NFTs (Non-Fungible Tokens), and cryptocurrency. The unit examines prominent metaverses like Decentraland and Sandbox, offering insights into their unique environments.

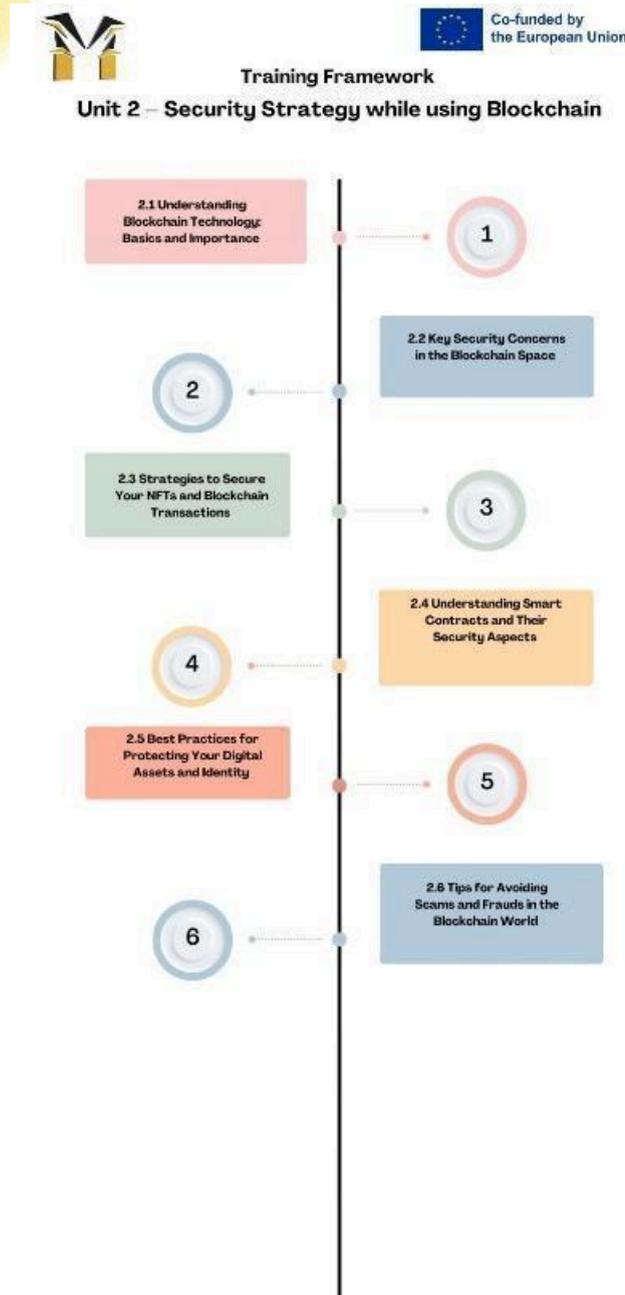
A practical section introduces free NFT creation software, specifically VoxEdit, with a beginner-friendly tutorial on creating basic NFTs. The unit also addresses the social and cultural impacts of the Metaverse, discussing both opportunities and challenges.

By the end of Unit 1, learners will have a solid understanding of the Metaverse and practical skills in NFT creation, preparing them for further exploration and active participation in this digital realm.





Unit 2, composed of six modules, focuses on security strategies essential for using blockchain technology. It begins with an overview of security strategies in the blockchain space, identifying key concerns and risks. The unit delves into specific strategies to secure NFTs and blockchain transactions, ensuring the safety and integrity of digital assets.



A detailed exploration of smart contracts highlights their security aspects, providing insights into how they function and potential vulnerabilities. Best practices for protecting digital assets and identity are covered, equipping learners with practical measures to safeguard their online presence.

The unit concludes with tips for avoiding scams and frauds in the blockchain world, offering valuable advice for navigating this evolving digital landscape safely. By the end of Unit 2, learners will have a thorough understanding of blockchain security strategies, enabling them to protect their assets and transactions effectively.



Unit 3, composed of six modules, guides learners through the process of creating NFTs within the Metaverse. It starts with an introduction to the opportunities and challenges of creating NFTs in this digital realm. The unit then explores the impact of Web3.0 on the NFT landscape, highlighting its revolutionary potential.

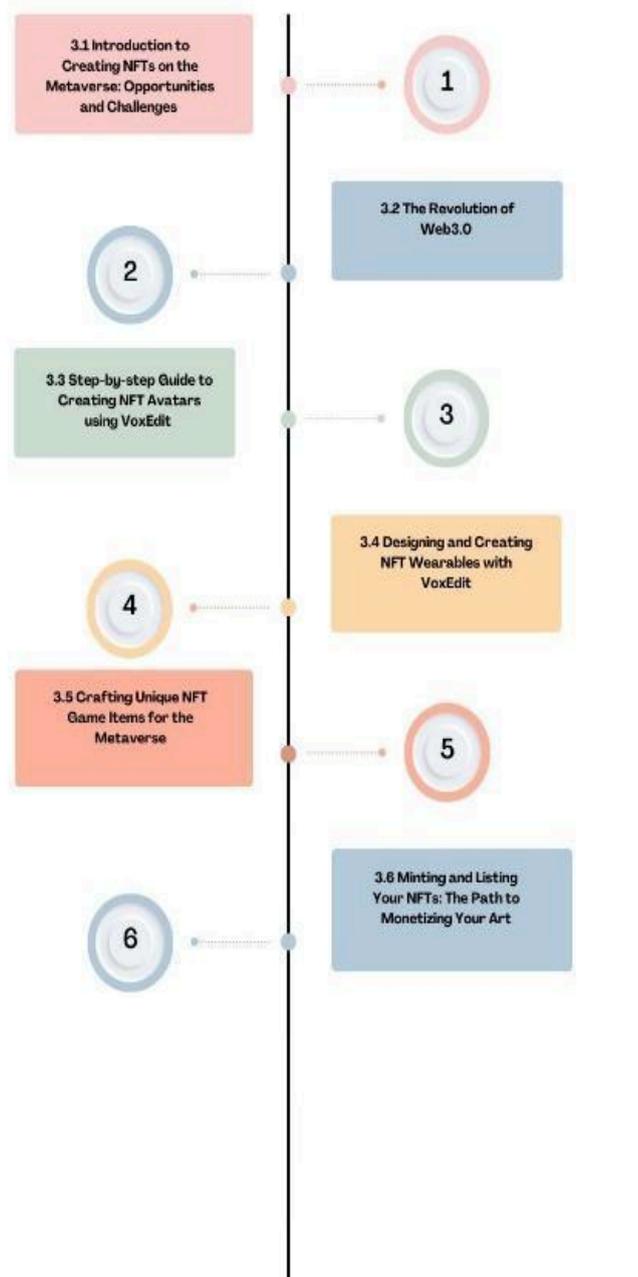
Practical tutorials provide step-by-step instructions for creating NFT avatars, wearables, and unique game items using VoxEdit. These modules offer hands-on experience in designing and crafting digital assets tailored for the Metaverse.

The unit concludes with a guide on minting and listing NFTs, detailing the process of monetizing digital art. By the end of Unit 3, learners will have the knowledge and skills to create, market, and sell their NFTs within the Metaverse, leveraging new opportunities in the digital economy.



Training Framework

Unit 3 – How to Create NFT on the Metaverse





Additionally, free resources such as blog articles and tutorial YouTube videos are available after each Unit for further study. These supplementary materials allow participants to deepen their understanding of the topics covered in the workshops and explore related areas of interest. By integrating these resources, trainers can provide a richer context and stimulate further exploration and discussion, supporting a more comprehensive and engaging learning experience.

By following these guidelines and using the available resources, trainers can ensure that their workshops are well-organized, interactive, and educational, providing participants with the knowledge and skills they need to succeed in the evolving fields of NFTs and the Metaverse.

II) Assessments

After studying the Training Tool and each Module, participants are required to take the Assessments related to each Unit. The Training Tools and the Assessment, are integral parts of the second phase of the certification process.

The purpose of the Assessments is to evaluate the student's Competences concerning the application of their specific knowledge, skills, and tools in the digital Art industry.

The Assessments consist of short assessments containing different types of questions including multiple choice, True or False, Fill in the Blanks questions. The questions cover all topics addressed in the Training Tools. Participants are required to select or write the correct answer(s). Each correct answer is awarded one point, and there are no points for incorrect or omitted responses.

Each Assessment is allotted 10 minutes for completion. To pass each Assessment, participants must achieve a minimum score of 70%.



Phase 3: Grant of Certification

After the completion of the whole course, the student's performance will be evaluated based on the results, with a minimum passing score of 70% required to successfully complete each Assessment. The trainer will instantly analyse the responses and determine whether the student has achieved a passing score.

For those who meet the minimum score requirement, a certificate (**Annex II**) will be promptly provided by the course provider. This certificate will serve as a recognition of the student's successful completion of the Assessment and their demonstrated understanding of the course's content. The certificate will contain essential details, such as the participant's name, the title of the quiz, the date of completion, the project's title and EU logo. In addition, the certificate will demonstrate the total hours for the completion of the course and the corresponding EQF Level 5.

The certificate will then be sent to the participant's email address, which they had previously registered on the course provider. It encourages and motivates participants to strive for excellence and demonstrates their competency and achievement to potential employers, peers, or other stakeholders. Moreover, receiving the certificate via email adds to the overall user experience, making it convenient and readily accessible for participants to showcase their accomplishment in the assessed quiz.



Annex I: Abbreviations and Glossary

- AML - Anti-Money Laundering
- APIs - Applications
- AR - Augmented Reality
- BaFin - Federal Financial Supervisory Authority
- BEUC - European Consumer Organisation
- BMBF - Federal Ministry of Education and Research
- BQFG - Professional Qualifications Assessment Act
- BBiG - Vocational Training Act
- CAVQ - Centres for Assessment of Vocational Qualifications
- CASPs - Crypto Asset Service Providers
- Cedefop - European Centre for the Development of Vocational Training
- CFT - Counter-Terrorist Financing
- CySEC - Cyprus Securities and Exchange Commission
- Dapps - Decentralized applications
- DigComp - Digital Competence Framework
- DQR - German Qualifications Framework
- EQF - European Qualifications Framework
- EU - European Union
- FSEK - Fikir ve Sanat Eserleri Kanunu
- GDPR - General Data Protection Regulation
- HRDA - Human Resource Development Authority of Cyprus
- ICT - Information and Communications Technology
- KYC - Know Your Customer
- L4Y - Learning For Youth GmbH
- MiCA - Markets in Crypto-Assets Regulation
- MiFID II - Markets in Financial Instruments Directive II
- MEB - Ministry of National Education
- MYK - the General Directorate of Vocational and Technical Education
- NFTs - Non-Fungible Tokens
- NYC - New York City
- NQF - National Qualifications Framework
- OER - open educational resources
- PR - Public relations
- Q&A - question and answer
- SEO - Search Engine Optimization
- SVQ - Standards of Vocational Qualifications
- TQF - Turkish Qualifications Framework
- VET - Vocational Education and Training
- VR - Virtual Reality



Annex II: References and Resources

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Annex III: Certificate of MetaNFT Protocol



This is to certify that

Name Surname

has successfully completed the V2B: Creating NFT Opportunities on Metaverse for Art VET trainees- Training programme held from (Start Date) to (End Date).

The dedication and active participation demonstrated by [Participant's Name] throughout the program have been exemplary and contribute significantly to their professional development.

TRAINING
PROVIDER

SIGNATURE
TITLE

