



NKFIH Horizont Európa 2. Klaszter infonap
2023. január 13.

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Creatives without borders
Innovation without limits



December 2022



Funded by the
European Union

Diversity is our DNA

Cultural and natural heritage | Archives, libraries | Books, press | Visual arts, photography | Performing arts, music, festivals | Audiovisual, multimedia, videogames | Radio, podcasting | Architecture | Fashion design | Advertising | Art crafts, fine arts | Design

Cultural and creative sectors and industries are all around us.

What are the Cultural and Creative Sectors and Industries?

- It is about goods, services and activities of a cultural/ artistic and or heritage nature, whose **origin lies in human creativity, whether past or present** - UNESCO's Framework for Cultural Statistics
- It has **10 cultural domains and 6 functions** – The Guide to Eurostat Culture Statistics 2018.
- Activities are based on **cultural values, or other artistic individual or collective creative expressions**. Their business models can be “**market or non-market oriented**, whatever the type of structure that carries them out, and **irrespective of how that structure is financed**” - Creative Europe Programme.

Created in Europe

A game-changer
for **unlocking the latent value** of
the Cultural and Creative Sectors
and Industries (CCSI)

90%

Percentage of CCSI companies that are
small and medium-sized.

€413 bn

Value-added generated by European
Cultural and Creative Sectors and
Industries.

215 million

Visitors per annum to cultural and
creative venues of EIT Culture &
Creativity founding member
organisations.





A Knowledge
Innovation Community
for the CCSI




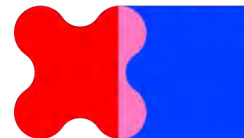
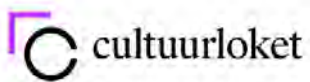
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Founding partner organisations



Co-funded by the European Union 



Consiglio Nazionale delle Ricerche



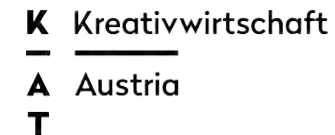
INDUSTRY COMMONS



Hamburg Kreativ Gesellschaft



Creative UK



CREATIVE INDUSTRY KOŠICE //



european creative hubs network





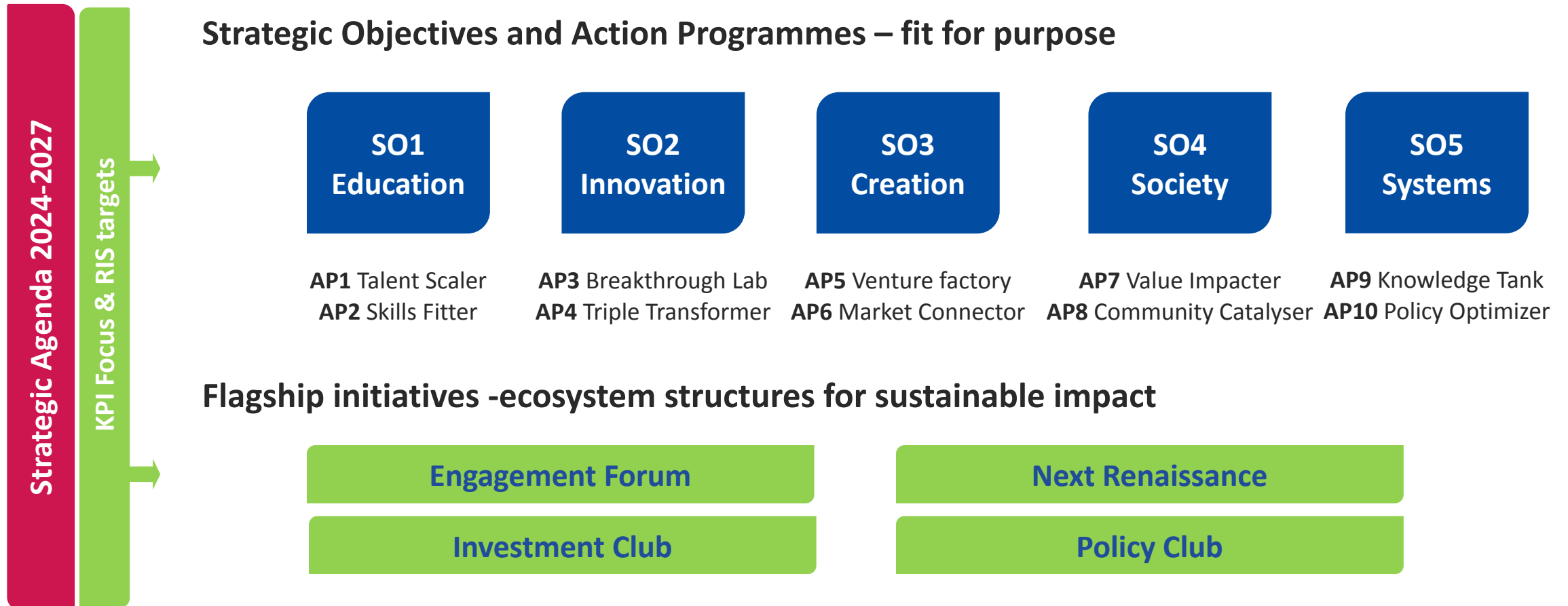
AMSTERDAM · HELSINKI · KOSICE · BARCELONA · VIENNA · BOLOGNA

Co-Location Centers

Ensuring coverage & proximity

- Cooperation across regions.
- Specific measures for RIS eligible countries and regions (e.g, RIS Hubs).
- Local support by partner networks.
- Front door to participation and engagement by all types of stakeholders.

Programmatic structure





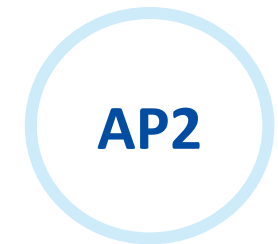
EDUCATION | Strategic Objective 1

We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the cultural and creative sectors and industries, and **cross-fertilising other sectors with creativity and design as transversals skills**.



Talent Scaler

Action Programmes



Skills Fitter





INNOVATION | Strategic Objective 2

We will translate Europe's leading knowledge, technologies and innovations into products, services and experiences leveraging **collaborations across domains** by creative stakeholders, researchers, innovators and entrepreneurs, while **driving the Triple Transition (Green, Digital & Social)** of and with cultural and creative sectors and industries.

AP3

Action Programmes

AP4

Breakthrough Lab

Triple Transformer





CREATION | Strategic Objective 3

We will **co-create private and public value** by working to **connect startups with the market**, and implementing innovative solutions that open new opportunities for diverse creative players, paving the way for **sustainable ecosystem growth and consolidation**.

AP5

Action Programmes

AP6

Venture Factory

Market Connector





SOCIETY | Strategic Objective 4

We will unleash the potential of cultural and creative sectors and industries for **social innovation**. By **fostering value-based cultural entrepreneurship**, we will increase **social cohesion, the well-being of communities, sustainability and anchor EU values** in cities, regions and rural areas across Europe.

AP7

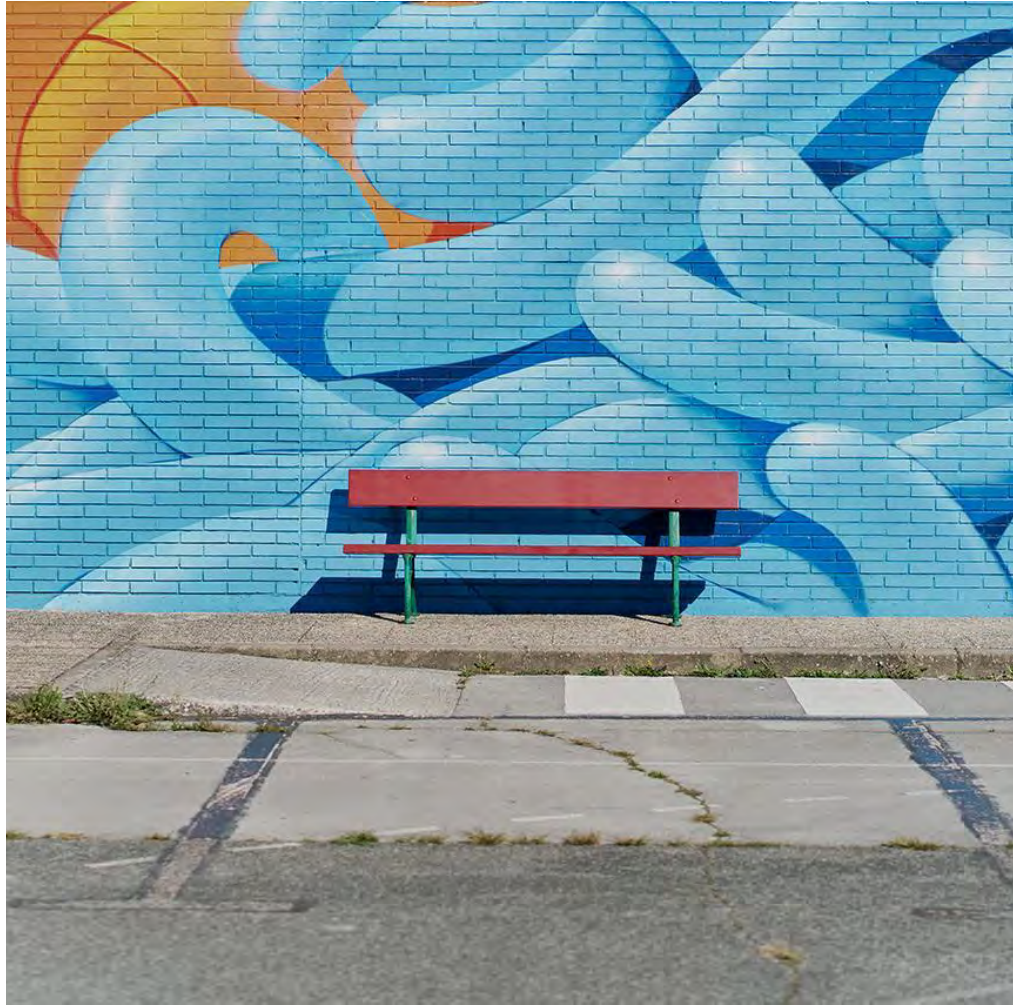
Action Programmes

AP8

Value Impacter

Community Catalyser





SYSTEMS | Strategic Objective 5

We will consolidate a Europe-wide innovation ecosystem leveraging the **data and deep insights required for evidence-based decision and policymaking** that will unleash the full potential of cultural and creative sectors and industries to improve their own competitiveness, and contribute to Europe's triple transition.

AP9

Action Programmes

AP10

Knowledge Tank

Policy Optimizer



How to get involved

Open Calls for Proposals

Apply to collaboration and funding opportunities for projects and initiatives starting in 2024.
Calls to be published 1Q -2023.

The Next Renaissance – Call for papers

Send your contribution to our flagship initiative.
Summer 2023.

Engagement Forum

Help us build and test our collaboration platform through CLCs.
2Q -2023

Join the Investment Club or the Policy Club

Open for new members.

Become a member

More information about membership schemes and KIC growth strategy available in
3Q-2023





Engagement Forum

A collaborative and participatory ecosystem for our stakeholders:

- Access to information, services, agenda-setting cycles, etc.
- Digital participation campaigns for agenda-setting processes.
- Networking and events.
- Entry point for co-creation and development of project ideas, match-making, and new agenda topics.



Investment Club

We are building the largest club for investors interested in cultural and creative sectors and industries (CCSI) across Europe

- **Open to Investors at all levels** – Business Angels, Venture Capital Funds, Private Equity, Corporate Venture Firms, Loan Providers and Financial Institutions and Financial Intermediaries
- Access **deal flow** of promising and innovative investment opportunities in CCSI from across Europe.
- Access **valuable insights into opportunities and investor training.**
- Support us in leveraging multi-million euro funds for CCSIs from private and public sector





Policy Club

- Open to policymakers of at all governance levels - EU, MS, regional, local - and representatives of associations and civil society organisations
- Open to associations representing the interests of CCSI businesses, cultural organisations and networks.
- Team up and synergize for EU innovation policies and funding programmes



To Change Minds and Behaviors

Art, creativity, technology, business and society meet in radical new ways to drive The Next Renaissance

<https://www.nextrenaissance.eu/>

A publication with 60 contributions by **artists, creators and thought leaders** imagining a better future for Europe.

The Renaissance 3.0 - Exhibition @ZKM
Center for Art and Media Karlsruhe
24 March 2023



Follow us!



www.eit-culture-creativity.eu





Culture & Creativity

Join us on an
exciting journey!



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