



Culture & Creativity

**Creatives without borders  
Innovation without limits**



Funded by the  
European Union

# CREATED in EUROPE

A game-changer  
for **UNLOCKING THE LATENT VALUE** of  
**CCSI**, and driving Europe's green, digital  
and social transformations.

90%

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

€450 bn

Value-added generated by European  
Cultural and Creative Industries.

215 million

Visitors per annum to cultural and  
creative venues.





## A public-private partnership

**Diversity is the front door to innovation**

**Knowledge triangle integration** -including most CCSI subsectors.

**Open** – membership schemes designed for micro-enterprises, artists and entrepreneurs.

**Collaborative** – working together for shared visions.

**Fit for purpose** – growth strategy aligned to long term impact.



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's networks.
- Front door to participation and engagement by all types of stakeholders.**



# A collaborative ecosystem

## Engagement Forum at CLCs

- ❑ Access to information, services, agenda-setting cycles, etc.
- ❑ Digital participation campaigns for gathering contributions for agenda-setting processes.
- ❑ Face-to-face and online events with stakeholders to discuss topics/processes.
- ❑ Entry point for co-creation and development of project ideas, match-making, and new agenda topics.

**Fully operational starting in 2024**





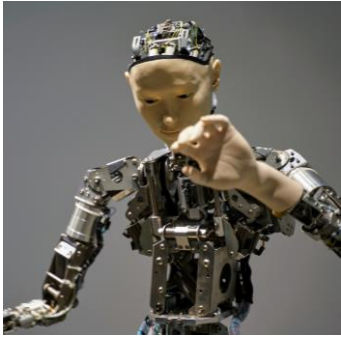
# Our Programmes and Initiatives



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Photo by Josh Hill on Unsplash



# Levelling the playing field through cross-fertilisation

Technology  
Business Model  
Artistic  
Social  
Policy

**INNOVATION**

Learners  
Educators  
Professionals  
Artists  
Innovators  
Researchers  
Entrepreneurs  
Corporates  
Investors  
Policymakers

Digital  
Green  
Social

**TRANSFORMATION**

5 Strategic Objectives | 10 Action Programmes  
4 Flagship Initiatives





## EDUCATION | Strategic Objective 1

We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the creative and cultural 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 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 values-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 an Europe-wide Innovation Ecosystem leveraging the **data and deep insights required for an evidence-based decision and policymaking** that will unleash the full potential of creative and cultural industries to improve their own competitiveness, and contribute to Europe's triple transition.

**AP9**

**Action Programmes**

**AP10**

**Knowledge Tank**

**Policy Optimizer**



# Flagship Initiatives

**Empowered ecosystem for sustainable growth**

**Create value  
IP Marketplace**

**Leverage capital  
Investment Club**

**Optimize frameworks  
Policy Club**

**Bring people along  
Novel Narratives**



**»We need to take people along«  
President Ursula von der Leyen,  
Fashion Festival Frankfurt**





**Join us on an  
exciting journey!**



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# Get involved

## **Open Calls for Proposals**

Apply to collaboration and funding opportunities for projects 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.

## **Become a member**

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



# Get involved



**Are you a Policymaker or representative of an association?  
Are you an Investor?**

## Policy Club

- Open to policymakers of all governance levels - EU, MS, regional, local - and representatives of associations and civil society organisations
- Opportunity to synergize with Smart Specialisation Strategies related to CCSI & Tourism

## Investment Club

- Join what will be the largest club for investors interested in CCSI across Europe
- Open to Investors at all levels – Business Angels, Venture Capital funds, Private Equity , Corporate Venture firm, Loan providers and financial institutions
- Access a wide network of CCSIs stakeholder through events and other initiatives
- Access valuable insights into opportunities, challenges and trends within CCSIs as well as investor training
- Access deal flow of promising innovative investment opportunities from across Europe
- Support us in leveraging multi-million euro funds for CCSIs from private and public sector





# Where to start?

Contact your CLC for support



HQ | Germany

[mio@eit-culture-creativity.eu](mailto:mio@eit-culture-creativity.eu)

CLC North West | Amsterdam, The Netherlands

[clc-nw@eit-culture-creativity.eu](mailto:clc-nw@eit-culture-creativity.eu)

CLC North | Helsinki, Finland

[clc-n@eit-culture-creativity.eu](mailto:clc-n@eit-culture-creativity.eu)

CLC South | Bologna, Italy

[clc-s@eit-culture-creativity.eu](mailto:clc-s@eit-culture-creativity.eu)

CLC South West | Barcelona

[clc-sw@eit-culture-creativity.eu](mailto:clc-sw@eit-culture-creativity.eu)

CLC South East & Alps | Vienna, Austria

[clc-sea@eit-culture-creativity.eu](mailto:clc-sea@eit-culture-creativity.eu)

CLC East | Kosice, Slovakia

[clc-e@eit-culture-creativity.eu](mailto:clc-e@eit-culture-creativity.eu)



# Founding members



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European Cultural Foundation

ARS ELECTRONICA  
Art, Technology & Society

BIOS

europæana foundation

Fondazione CARIPLO  
TUTE SERVARE MUNIFICÈ DONARE - 1816

cultuurloket

FITZCARRALDO FONDAZIONE

Centre Pompidou

City of Amsterdam

GOETHE INSTITUT

Organisation for European Programmes and Cultural Relations

ERASMUS UNIVERSITEIT ROTTERDAM

MIN4CI

JYU  
JOHANNES KEPLER  
UNIVERSITÄT LINZ

UPTEC

una europa

UPPSALA  
UNIVERSITET

TARTU ÜLIKOOL  
1632  
UNIVERSITAS TARTUENSIS

ELTE  
EÖTVÖS LORÁND  
UNIVERSITY

BIG



GAME INFLUENCER

MEDIAPRO

cap-digital  
Paris Region

JA Bulgaria  
A Member of JA Worldwide

Fabrique Atos bpiFrance

creative tech



Ogilvy

PHILIPS

EURATEX



Consiglio Nazionale delle Ricerche

Fraunhofer



INDUSTRY COMMONS

eurecat  
Centre Tecnològic de Catalunya

RISE

tecnalia



Hamburg Kreativ Gesellschaft



KAAPELI

ART-ER  
ATTRACTIVENESS RESEARCH TERRITORY

PUBLIC ART LAB

Kreativwirtschaft  
Austria

EBU

IN PLACE OF

CREATIVE INDUSTRY  
KOŠICE //

TRANS EUROPE HALLES

IN PLACE OF



European creative hubs network

IMPACT HUB





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**INNOVATE WITH US**



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