

Culture & Creativity

Creatives without borders  
Innovation without limits

December 2022



Funded by the European Union

# The European Institute of Innovation and Technology

*Our vision '...is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges and creates growth and skilled jobs.'*

## EIT Climate-KIC

innovation for climate action

## EIT Digital

for a strong digital Europe

## EIT Food

addressing sustainable supply chains from resources to consumers

## EIT Health

together for healthy lives in Europe

## EIT InnoEnergy

pioneering change in sustainable energy

## EIT Manufacturing

leading manufacturing innovation is Made by Europe

## EIT RawMaterials

developing raw materials into a major strength for Europe

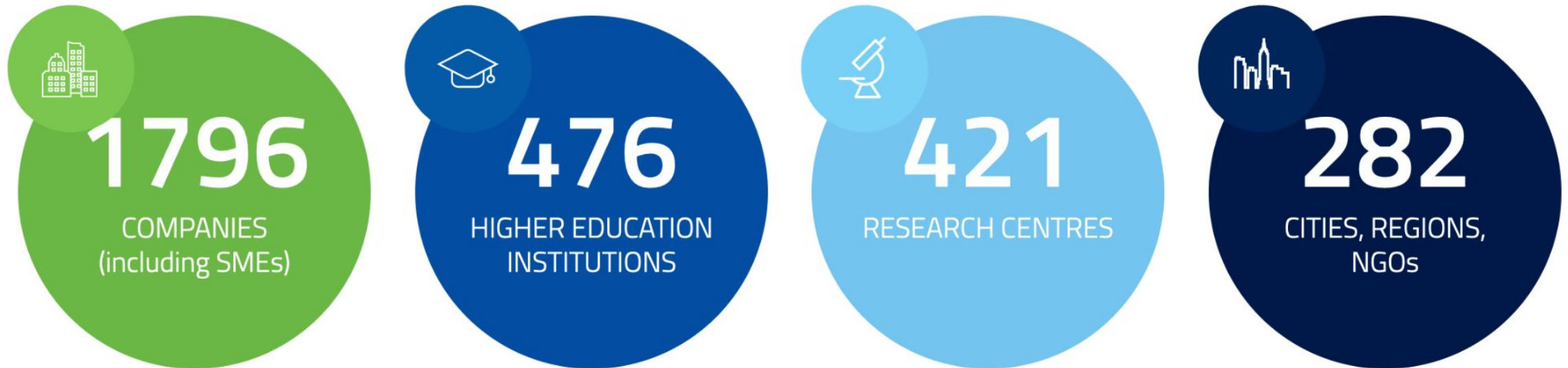
## EIT Urban Mobility

smart, green and integrated transport



# The EIT Model: Integration of the Knowledge Triangle

The EIT has created Europe's largest innovation ecosystem with integrating ~3.000 partners from the Knowledge Triangle of universities, research organisations and businesses across Europe.





## The Next Generation EIT Culture & Creativity

**Diverse** – including different types of organisations, and cultural and creative subsectors.

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

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


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

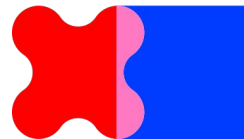
Bring culture to the innovation arena

Bring artistic and social innovation  
to innovation agenda of Europe

# Founding partner organisations



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Consiglio Nazionale delle Ricerche



INDUSTRY COMMONS



Hamburg Kreativ Gesellschaft



ice

Integration by Creative Economy



ART-ER

ATTRACTIVENESS RESEARCH TERRITORY



Creative UK



CREATIVE INDUSTRY KOŠICE //



european creative hubs network



# 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.

## The wider impact of 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*.



# Strengthen impact through cross-fertilisation

An innovation community that stimulates

Artistic  
Social  
Policy  
Technology  
Business Model

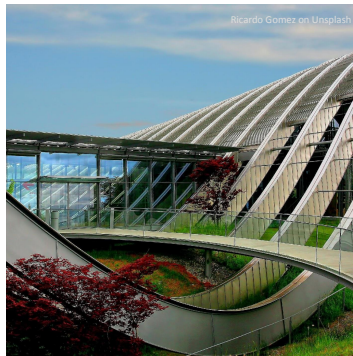
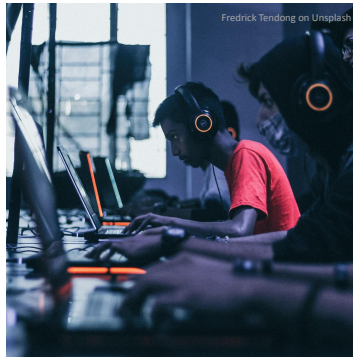
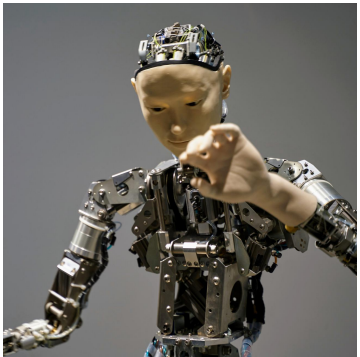
**INNOVATION**

Learners  
Educators  
Professionals  
Artists

Innovators  
Researchers  
Entrepreneurs  
Corporates  
Investors  
Policymakers

Digital  
Green  
Social

**TRANSFORMATION**



**Reinvent fashion to  
accelerate the change in  
consumption and  
production patterns.**







**Renovate buildings, public space and urban landscapes in a way that is good for people and for the planet.**

00:01:30:18

WICE STATION 51



Reduce environmental footprint while competing in global markets.

**Rethink design  
and value chains to  
integrate  
environmental  
protection  
and  
social inclusion**

**Reposition cultural heritage as resource for improved quality of life, economic growth, employment and social cohesion.**



# 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.





# Strategic Objectives



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Photo by Josh Hild on Unsplash



## EDUCATION | Strategic Objective 1

We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the CCSI, 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 CCSI.

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 CCSI, paving the way for **sustainable ecosystem growth and consolidation**.

AP5

Venture Factory

Action Programmes

AP6

Market Connector





## SOCIETY | Strategic Objective 4

We will unleash the potential of CCSI 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

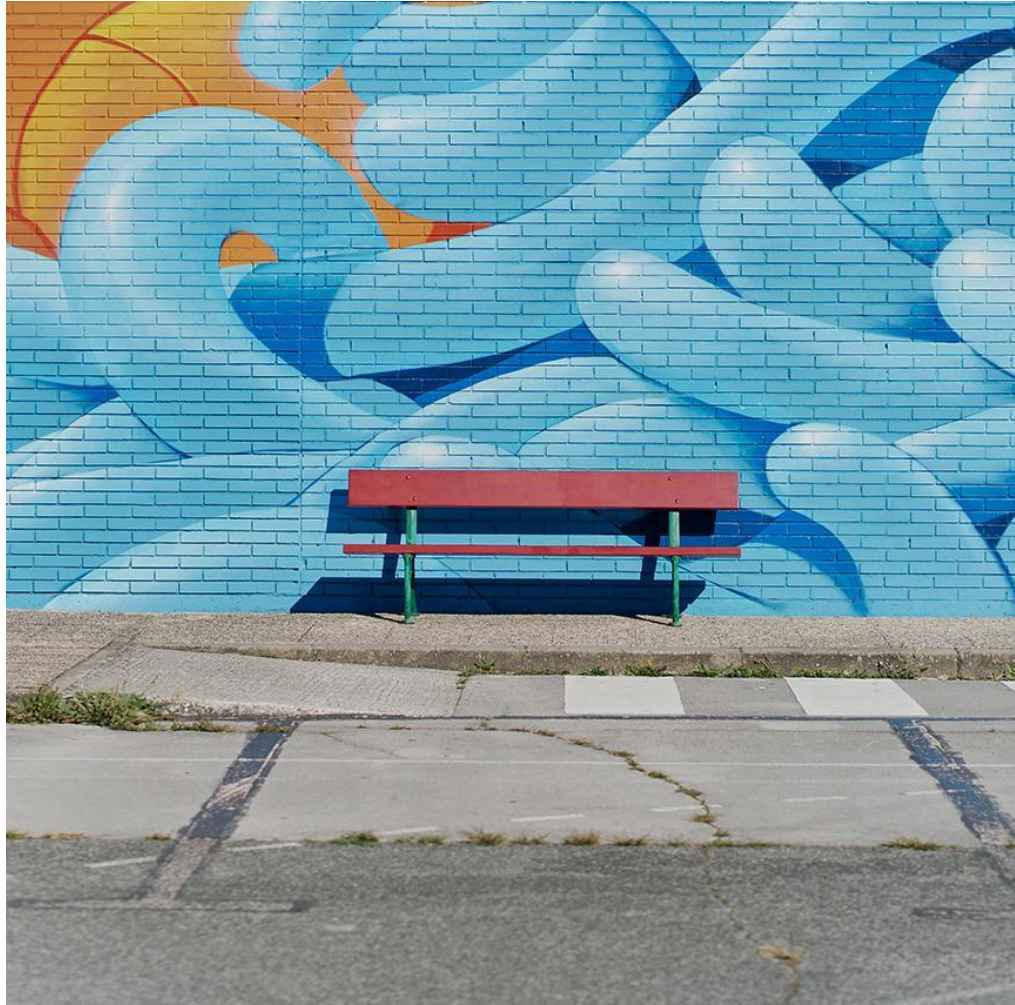
Action Programmes

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 CCSI to improve their own competitiveness, and contribute to Europe's triple transition.

AP9

Action Programmes

AP10

Knowledge Tank

Policy Optimizer





## Flagship Initiatives



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# Engagement Forum

A collaborative and participatory ecosystem for our stakeholders:

- Access to information, services, training opportunities, etc.
- Digital participation and deliberation campaigns for gathering insights and 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 in 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 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.





# Next Renaissance

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.

**Renaissance 3.0 - Exhibition @ZKM**

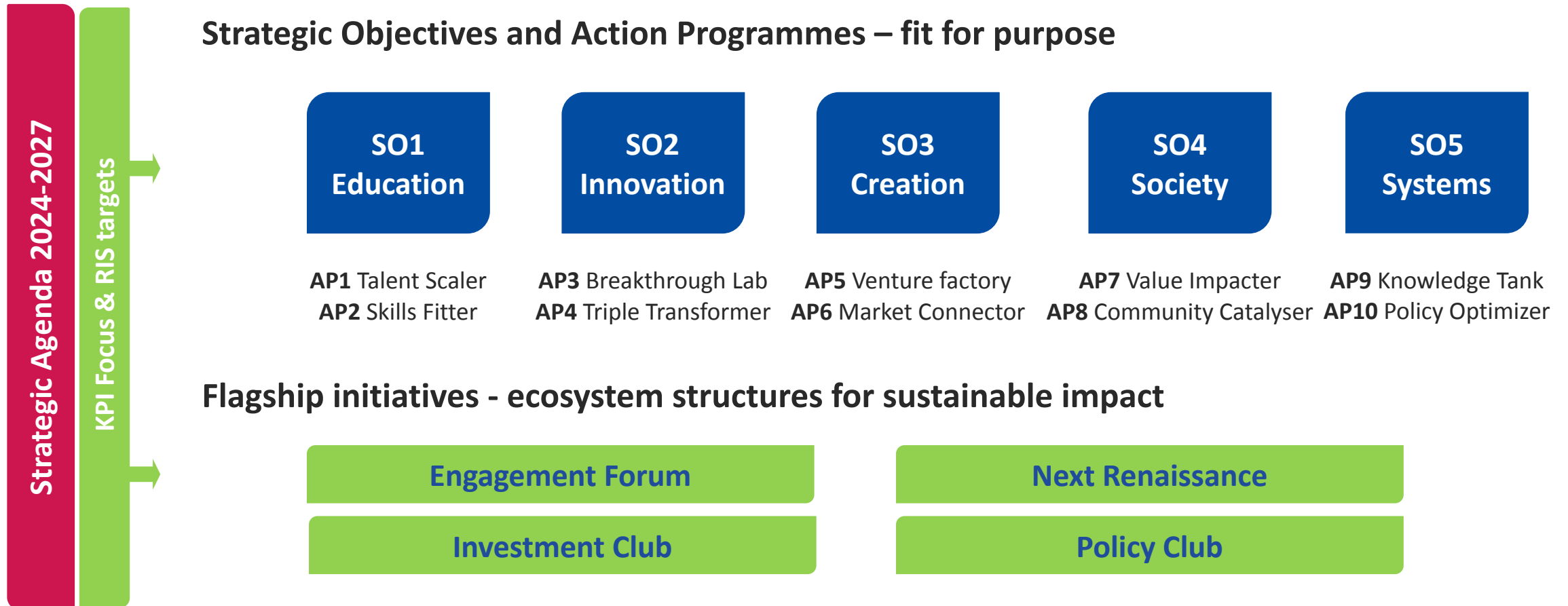
Center for Art and Media Karlsruhe

24 March 2023





# Programmatic structure



# Social transition - an arena for innovation?!

Reinforced appreciation  
of **European values and identities**  
covering 10% of 154 M inhabitants in small EU localities.

An overarching multi-stakeholder framework  
for **evidence-based policy making** in  
synergy with UN SDGs

**Replicable experiences**  
leveraging social innovation, arts and aesthetics  
based on 500 projects supported by 2037.





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Join us on an  
exciting journey!



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