



Workshop

Cultura e Creatività: nuove leve per l'innovazione multisetoriale



Culture & Creativity

Creatives without borders
Innovation without limits

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Fraunhofer

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Funded by the
European Union

Europe – State of Play

- Culture and creativity play an important role in Europe – pillars of identity and unique selling point
- Cultural and creative industries are a strong backbone of the European economy
- First time that Europe recognises this pivotal role by bringing culture & creativity to the top of the political agenda
- Culture and Creativity are indispensable for greening Europe and becoming climate neutral by 2050
- Many small and self employed companies
- Sector lacks structure and access to research and innovation

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.



**5.8 million
tonnes of textiles
are discarded
every year in the
EU**

EU Strategy for Sustainable and
Circular Textiles

**In 2017 the entire
Italian textile and
fashion industry
revenue was an
estimated €54.3
Billion \$**

www.statista.eu



**But it is more
climate friendly to
reuse and upgrade
old buildings than
to demolish.
- Many abandoned
old houses in
Europe can solve
climate and
housing crisis**

**75% of the EU
building stock is
energy inefficient
and not climate
fit**

Energy Efficiency of
Buildings, 2022

Climate change is threatening all forms of cultural heritage, tangible and intangible.



STRENGTHENING CULTURAL HERITAGE RESILIENCE FOR CLIMATE CHANGE

WHERE THE EUROPEAN GREEN DEAL MEETS CULTURAL HERITAGE



The role of the European Institute of Innovation and Technology

2008 – Commission President Barroso proposes the foundation of the EIT

What does the EIT do?

- supports the development of dynamic, long-term European partnerships among leading companies, research labs and higher education. These partnerships are called EIT Knowledge and Innovation Communities and each is dedicated to finding solutions to a specific global challenge, from climate change and sustainable energy to healthy living and food or to culture and creative sectors and industries.

What are EIT ‘Knowledge and Innovation Communities’ (KICs)?

- KICs bring together businesses (large corporates and SMEs, including start-ups), research centres and higher education institutions as partners, creating a favourable environment for creative thought and innovation to flourish, allowing innovative products and services to be developed in every area imaginable, new companies to be started or accelerated; and a new generation of entrepreneurs to be trained.
- KICs create a pan-European network and carry out a whole range of activities that cover the entire innovation chain – including training and education programmes, reinforcing the journey from research to the market, innovation projects as well as business incubators and accelerators.
- KICs have been conceived so that they are able to react in an effective and flexible way to new challenges and changing environments. This allows them to produce innovative services and products and create new markets in order to help to address major societal challenges.

2010



EIT Climate-KIC

Accelerate the transition to a zero-carbon economy



EIT Digital

Drive Europe's digital transformation



EIT InnoEnergy

Achieve a sustainable energy future for Europe



EIT Health

Give EU citizens greater opportunities for a healthy life



EIT RawMaterials

Develop raw materials into a major strength for Europe

2026



EIT Water

Contribute to a circular and sustainable water economy

2022



EIT Culture & Creativity

Unite Europe's creatives



EIT Urban Mobility

Smart, green and integrated transport

2019



EIT Manufacturing

Strengthen and increase the competitiveness of Europe's manufacturing industry

2017



EIT Food

Lead a global revolution in food innovation and production

- Joined the EIT Community in June 2022 by winning a strong competition in Budapest
- builds a sustainable ecosystem for European Cultural and Creative Sectors and Industries (CCSI)
- connects and collaborates all over Europe
- accelerates green and sustainable innovations and businesses
- reaches hearts and minds of European and global audiences with experiences, products and services to shape resilient futures.
- brings together more than 50 partners from each corner of Europe
- will become fully operational in 2023 – KIC LE



Knowledge Innovation Community (KIC)

Is a **public-private partnership** and not a conventional EU project

Diverse – includes different types of organisations and cultural and creative subsectors.

Open – not a closed shop; membership schemes designed for micro-enterprises, artists and entrepreneurs.

Collaborative – works together for shared visions.

Fit for purpose – growth strategy aligned for long term impact

Prepared to learn - embedded mechanisms to reflect progress and ensure iterative learning touchpoints.

Founding partner organisations



UPPSALA
UNIVERSITET



ELTE
EÖTVÖS LORÁND
UNIVERSITY



Consiglio Nazionale
delle Ricerche



eurecat
Centre Tecnològic de Catalunya



INDUSTRY COMMONS



European
Cultural
Foundation



GAME
INFLUENCER



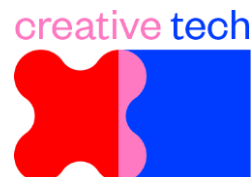
JA Bulgaria
A Member of JA Worldwide



Centre
Pompidou



Fabrique Atos bpi france



Ogilvy
PHILIPS



K Kreativwirtschaft
A Austria
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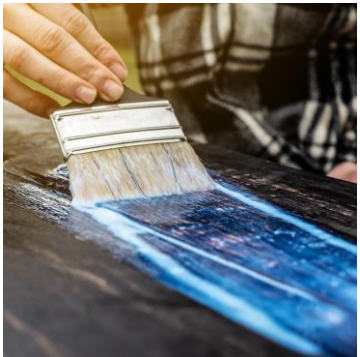
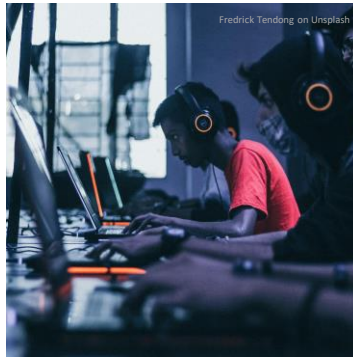
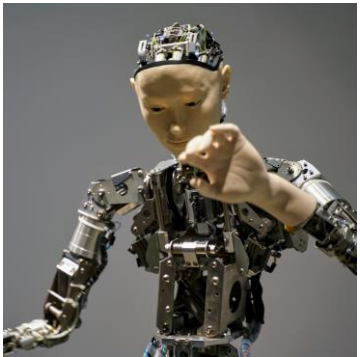


CREATIVE
INDUSTRY
KOŠICE //



european
creative
hubs
network





Levelling the playing field through cross-fertilisation

An innovation community that stimulates

Artistic
Social
Policy
Technology
Business Model

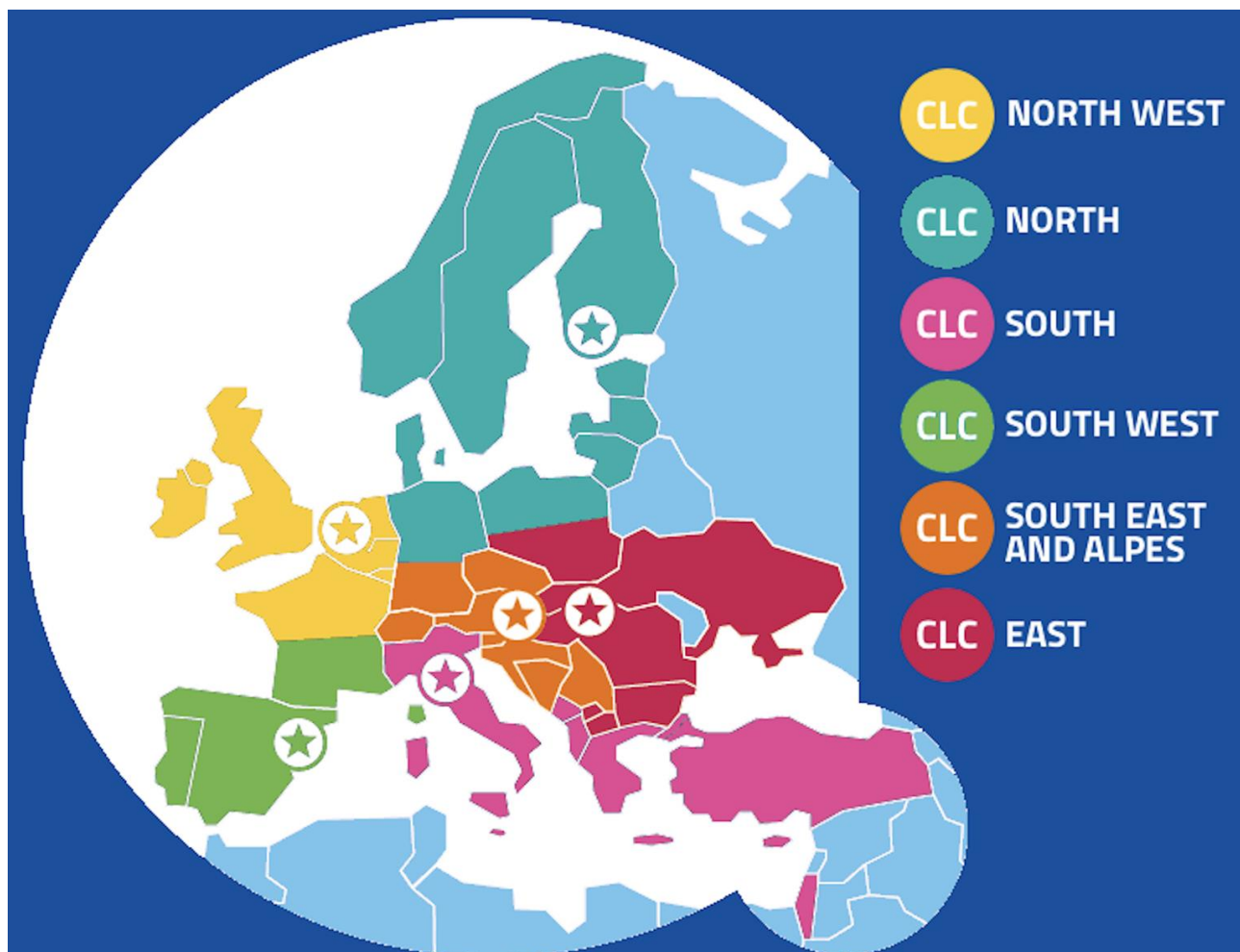
INNOVATION

Learners
Educators
Professionals
Artists
Innovators

Digital
Green
Social

TRANSFORMATION

Researchers
Entrepreneurs
Corporates
Investors
Policymakers

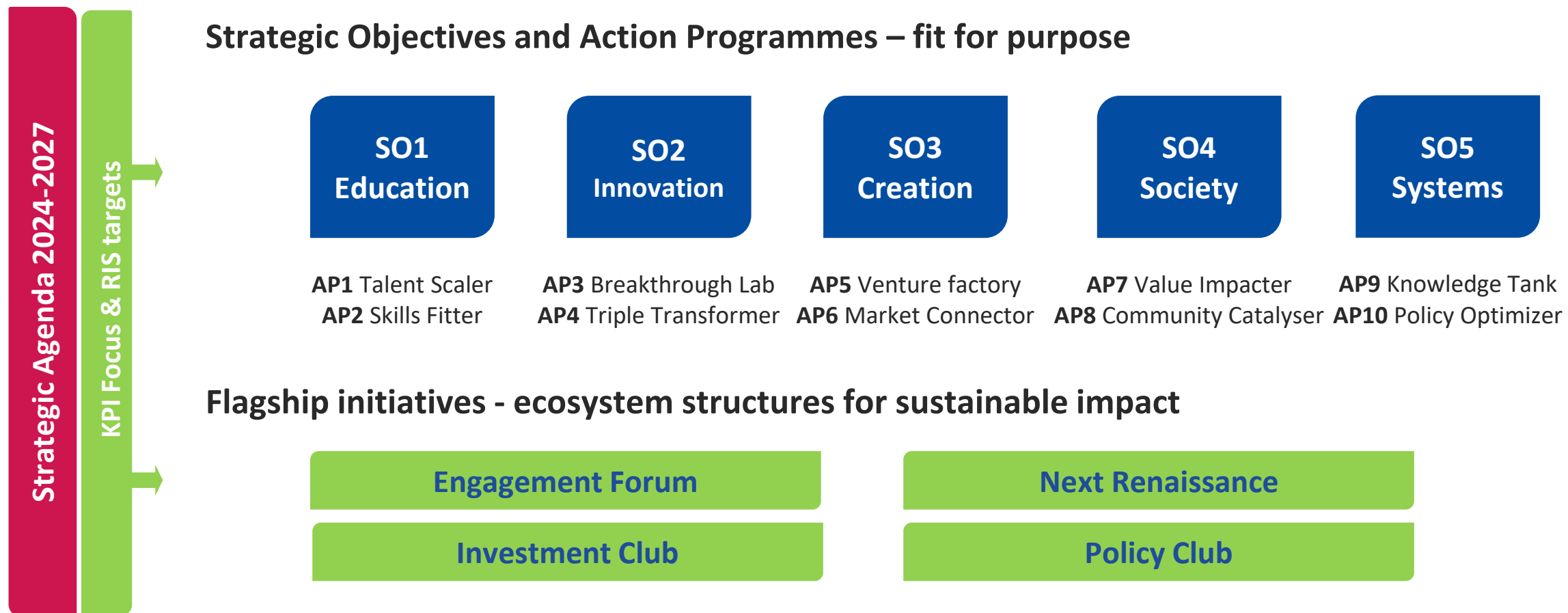


AMSTERDAM · HELSINKI · KOSICE · BARCELONA · VIENNA · BOLOGNA

Co-Location Centers are the main entry points to the participation and networks in the EIT C&C

- 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





Flagship Initiatives



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Photo by [Michael Afonso](#) on [Unsplash](#)

Flagship Initiatives

Building ecosystem for sustainable growth and impact

Co-create value
Engagement Forum

Leverage capital
Investment Club

Optimize frameworks
Policy Club

Bring people along
Next Renaissance



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





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 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.

Establishment of Strategic Topic Group – No. 9

Cultural Heritage in green and digital transitions for inclusive societies

- 25 partners have expressed their interest to participate at Kick off meeting 19 Nov 22
- 24 January 2023 first online meeting of all STG chairs
- 4 main lines for cooperation
 - Upskilling and capacity building
 - Environmental impact of CH operations
 - Increasing outreach and community engagement
 - New business models

The EIT Culture & Creativity is the first programme worldwide that brings together the cultural heritage sector with the creativity sector in a structured way.

This new approach will fertilise both sectors and make substantial contributions the climate transition²¹ in line with the 2030 goals of the European Green Deal.



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**Ideas for collaboration:
Creativity of the past and creativity of today =
Future!**

- **Arts and Design**
- **Architecture: New European Bauhaus**
- **Fashion**
- **Skills – old and new**
- **Digitalisation**
- **Story telling (films, games, media)**
- **Education and Research – Philosophy, History, and Sciences**



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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

Where to start?

Contact your CLC for support



HQ | Germany

info@eit-culture-creativity.eu

CLC North West | Amsterdam, The Netherlands

clc-nw@eit-culture-creativity.eu

CLC North | Helsinki, Finland

clc-n@eit-culture-creativity.eu

CLC South | Bologna, Italy

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CLC South West | Barcelona, Spain

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