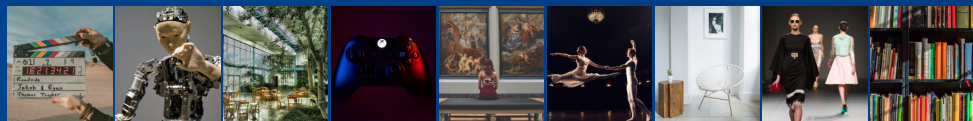


# CREATIVES WITHOUT BORDERS



## INNOVATION WITHOUT LIMITS

EIT Culture & Creativity is the ninth **Innovation Community** by the European Institute of Innovation and Technology (EIT). It is designed to **strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI)** by increasing its innovation capacity and competitiveness.

EIT Culture & Creativity will **unlock latent value from a multitude of small CCSI stakeholders** through technology transfer, improved cross-sectoral collaboration and their effective integration in production value networks. It takes a holistic approach to innovation:

- Technology & Business innovation
- Artistic Innovation
- Social Innovation

It will also harness the unique position of the CCSI to facilitate the Triple Transitions in Europe: **Green, Digital and Social**.

The EIT Culture & Creativity has been designated in June 2022, is setup in 2023 and will be fully operational in January 2024. We aim for the following outputs (blue circles) by 2037 to deliver systemic sustainable impact.

EIT Culture & Creativity will run 10 Action Programmes serving 5 Strategic Objectives.

- **SO1 Education.**  
Make students and professionals future-proof.
- **SO2 Innovation.**  
Create cross-domain opportunities.
- **SO3 Creation.**  
Build strong ventures for impact and growth.
- **SO4 Society.**  
Regenerate values and social cohesion.
- **SO5 Systems.**  
Drive transformative change.

First open call expected on 1Q 2023!

35,000  
graduates

25%  
CCSI workforce  
trained

Innovations in  
3,000  
small  
communities

10,000  
innovations to  
global markets

## CREATED IN EUROPE

is our mission: EIT Culture & Creativity empowers Cultural and Creative Sectors and Industries to take leads in digital, green and social transitions for a carbon-neutral Europe.

## DELIVERING SYSTEMIC IMPACT

### Policy Club.

Engage in impact driven dialogues with best-in-class innovators and policy-makers at all governance levels.

### Investment Club.

Build a blooming European Investment Market for CCSI avenues creating value and impact.

### IP marketplace.

Set a collaborative innovation mechanism to create new business opportunities and value generation.

### Novel narratives.

Inspire behavioral changes towards Europe's Triple Transition.

500  
SDG projects

1,100  
startups  
€80 M  
invested

20%  
of Territories  
with Policy  
Innovations

## SYNERGIES WITH OTHER KICS

Circular Fashion

Sustainable  
Architecture

Green Media &  
Audio Visual

Resilient Regeneration  
& Heritage

## EIT CULTURE & CREATIVITY NEAR YOU



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## FOLLOW US!



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## MEET OUR PARTNERS

