CREATHRIV-EU

Supporting the resilience and twin transition of CCIs

CreaThriv-EU
EuroCluster CCIs

Co-funded by the European Union

EURO CLUSTERS

Giovanni Scaramuzzo, BAC

CREATHRIV-EU's Objectives

Euroclusters for Thriving Creative and Cultural Industries (CREATHRIV-EU) is a European cross-regional joint cluster initiative that aims at **strengthening the European Creative and Cultural Industries** (CCIs) and bringing it back on the **sustainable growth** path after the Covid-19 pandemic.

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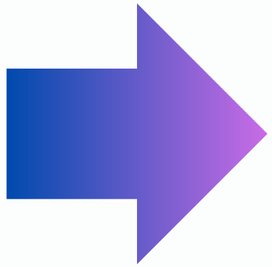
CREATHRIV-EU's Objectives

1. Building resilience of CCIs Ecosystem
2. Promoting the twin transitions
3. Supporting Up/Re-skilling of the workforce
4. Supporting internationalization



Through Cluster Collaboration to trigger a cascade effect firstly on the SMEs

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CREATHRIV-EU's Consortium

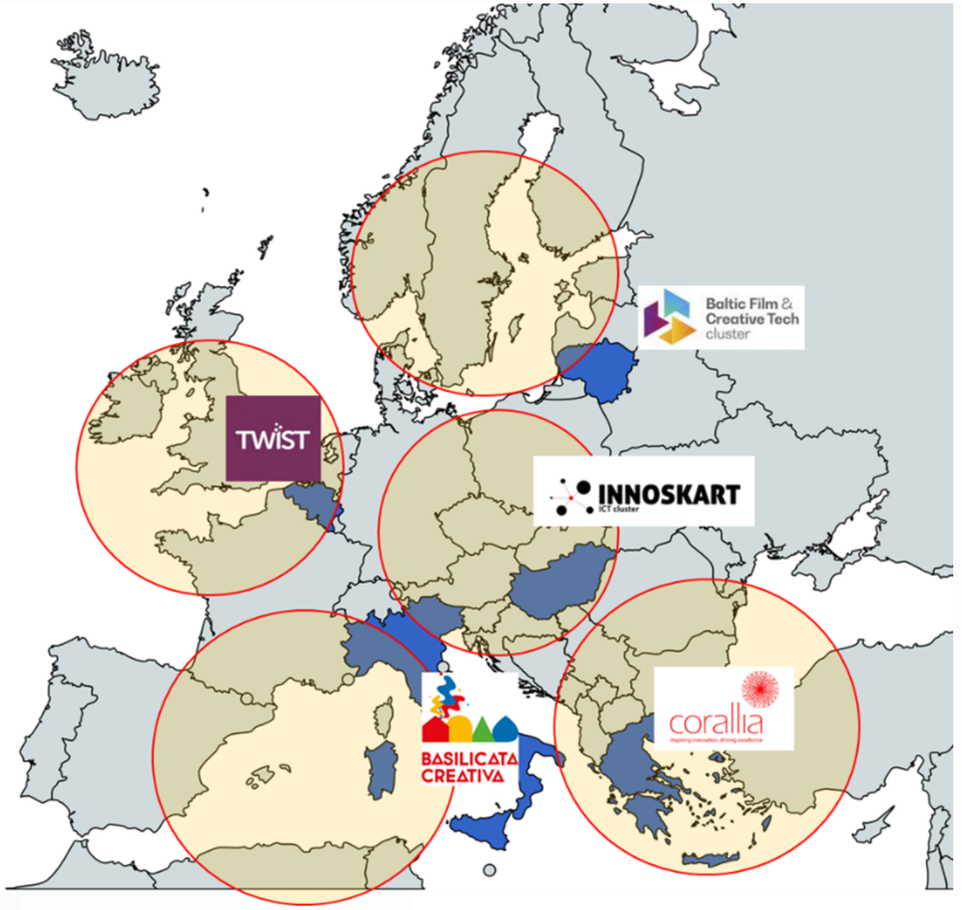
Basilicata Creativa

Baltic Film & Creative Tech Cluster

Innoskart

TWIST

Corallia



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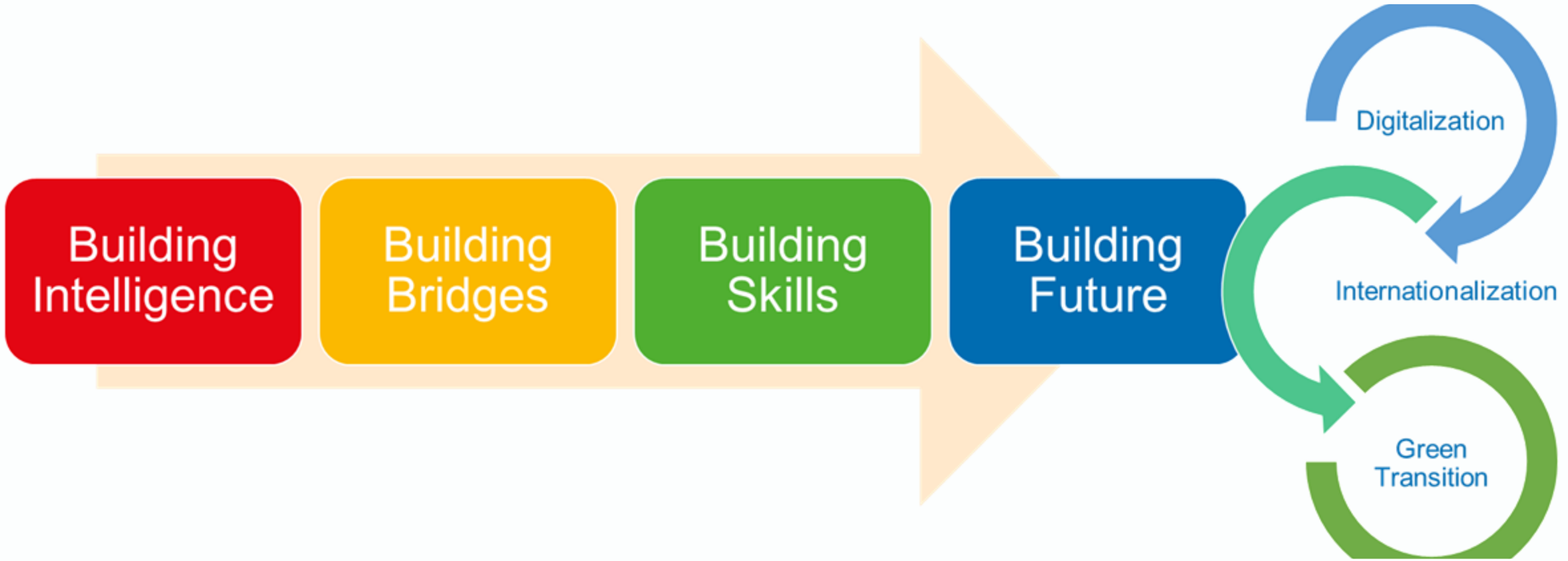
CREATHRIV-EU's Approach



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What is CCIs

Cultural and Creative Indistry (CCI) are all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions.
CREATHRIV-EU focuses on the following sub-sectors:

1. **Heritage, archives, libraries**
2. **Audiovisual and multimedia including IT, software & computer services**
3. **Books & press**
4. **Visual art**
5. **Performing arts**
6. **Education**

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Challenges

Specific Challenges #1

CREATHRIV-EU consortium would like to focus on this specific CCI challenge:

Diversification of products/service/contents based on digital technologies especially in the heritage, archives and libraries CCI sector.

Challenges

Specific Challenges #2

CREATHRIV-EU consortium would like to focus on this specific CCI challenge:

Supporting the green transition of the audiovisual & multimedia sector and in performing arts.

Challenges

Specific Challenges #3

CREATHRIV-EU consortium would like to focus on this specific CCI challenge:

Bridging the skill-gaps in the CCIs workforce and supporting a bigger participation of women.

Challenges

Specific Challenges #4

CREATHRIV-EU consortium would like to focus on this specific CCI challenge:

Increasing business opportunities through internationalisation and synergies along and across value-chains.

Target audience

Applicants must

- Be an SME and declare their SME status in accordance with the SME definition of the European Union as part of the application. The applicants must fill in the self-assessment and annex its result to the application.
- Fall under one of the eligible CREATHRIV-EU NACE codes.
- Fall under the territorial scope of CREATHRIV-EU.
- Address at least one of the CREATHRIV-EU specific objectives and challenges.

What the CREATHRIV-EU project offers

CREATHRIV-EU will provide financial support to the SMEs in the CCIs in the form of lump-sum grants.

The maximum amount to be granted per SME shall not exceed 38,500 € in total even in the case of multiple granted types of support.

Each interested SME can apply to one or several types (companies that want to apply for more than 1 grant, should create a new F6S company profile to reapply for another grant) of support in accordance with its needs and request but can only be granted with the maximum financial contribution cumulatively.

Small Scale Projects (€5,000 / SME)

Advisory services that will help CCIs SMEs create the necessary conditions for their competitiveness. SMEs will receive financial support to implement a small scale project together with an external expert that will consist in an in-depth mapping of specific SMEs' needs and provision of recommendations/action plans in the field of

#RiskManagement #RiskMitigation #Digitalisation #GreenTransition

#Innovation #Technology #Internationalisation

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Small Scale Projects (€5,000 / SME)

Up/Re-Skilling that will help SMEs strengthen their workforce via ad-hoc training and capacity-building activities. SMEs will get financial support to organise/enrol in training activities in the following fields:

Digital skills and technologies; Business & Management; CCIs specific domains

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Collaboration Pilot Projects (€20,000 / project)

This type of grant aims at supporting the green and/or digital transition of the CCIs. SMEs will need to collaborate with at least another organisation to implement a pilot project. The grants will support the implementation of projects for the development and deployment of prototypes having a minimum of level 4 of CRL and level 4 of TRL. The activities supported will be as follows:

- Deployment of emerging technology
- Improvement of existing product/technology

Travel Grants

Intra-EU Travel Grant (€1,500 / SME)

will support SMEs organise business missions and/or attend events inside the EU or in one of the countries associated to the Single Market Programme.

Extra-EU Travel Grant (€ 5,000 / SME)

will support SMEs organise business missions and/or attend events outside the EU and countries participating in the SMP.

Indicative Call Timeline

Call opens:	1st March 2023
Call closes:	2nd May 2023, Monday, 17h CET
Evaluation process and publication of results:	3rd May - 23rd June 2023
Contracting phase:	24th June – 21st July 2023
Start of project:	Right after the signature of the sub-grant agreement

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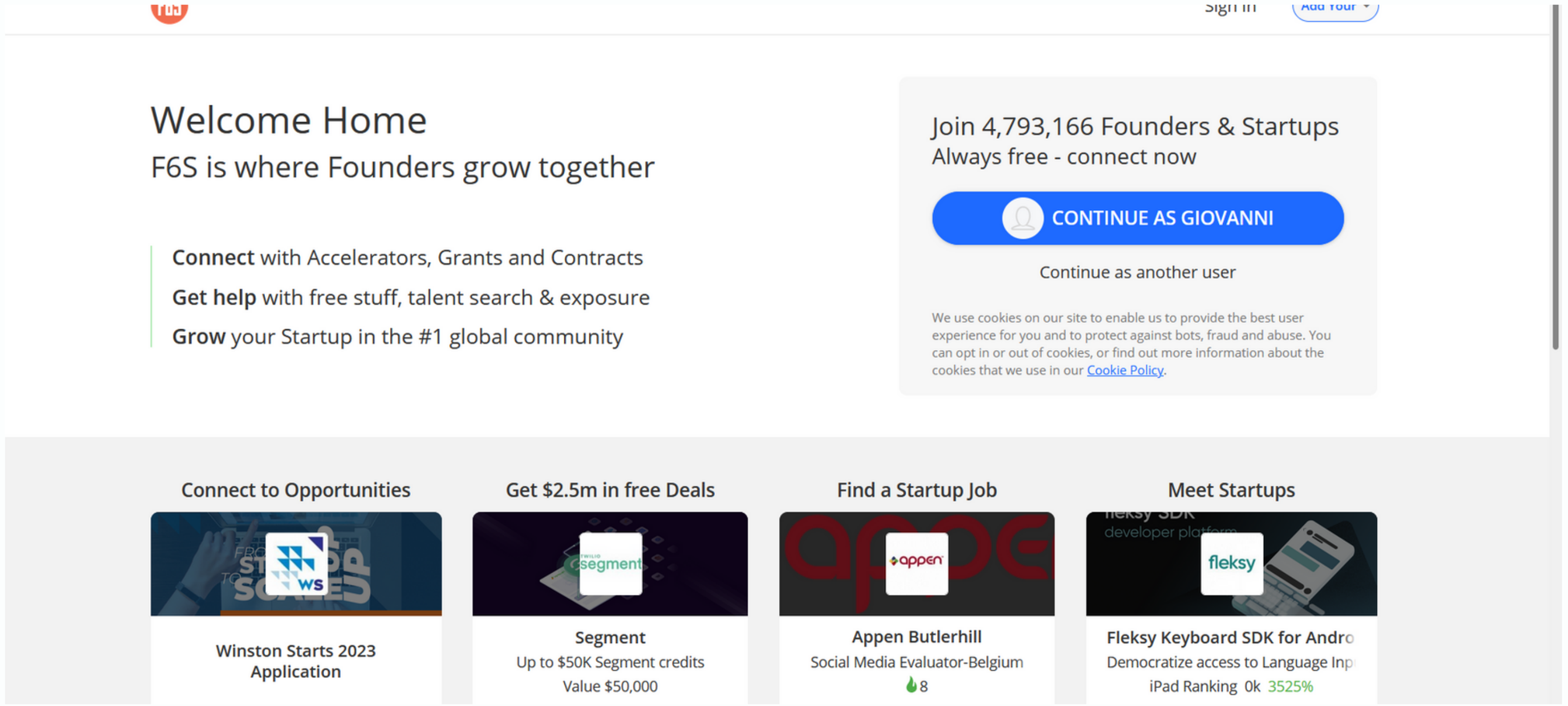
How to Apply? 1. Create a profile



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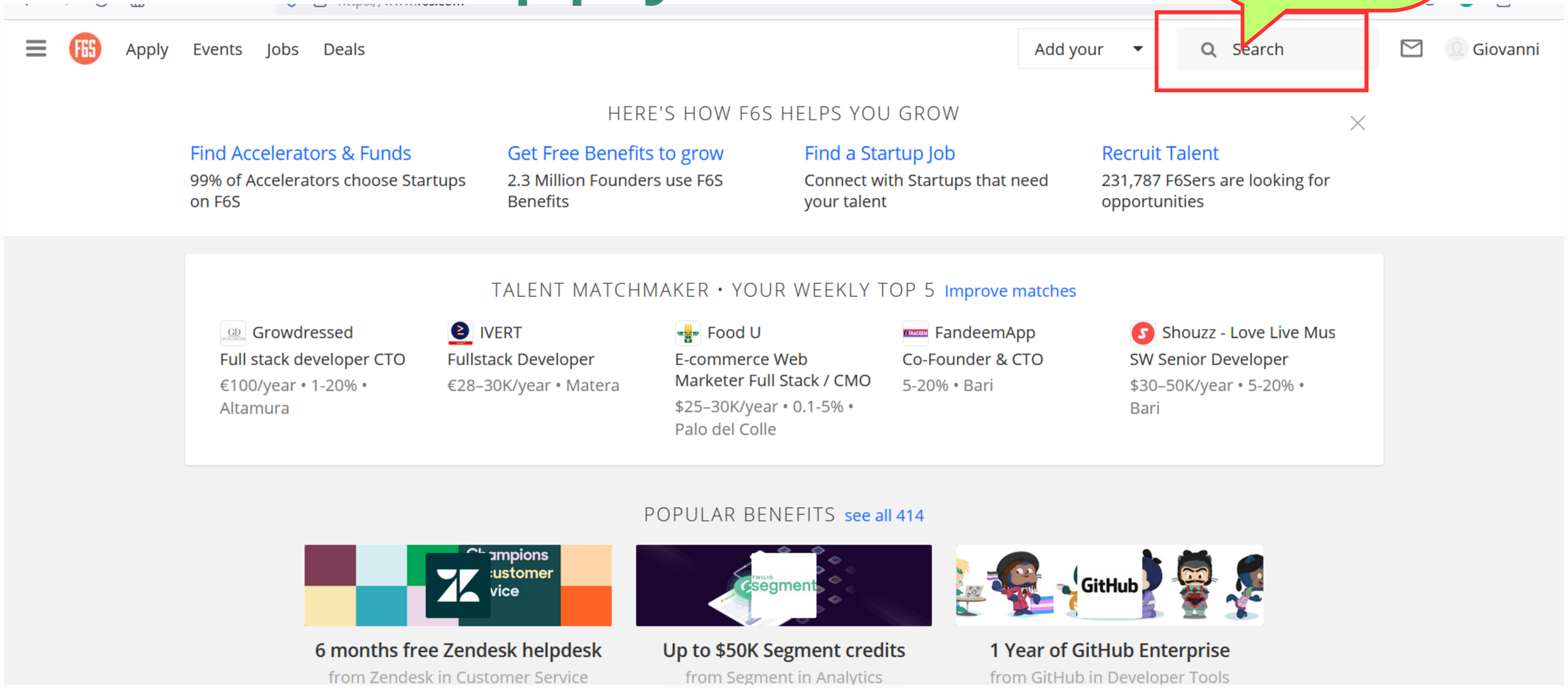
How to Apply? Look For

CREATHRIV-EU



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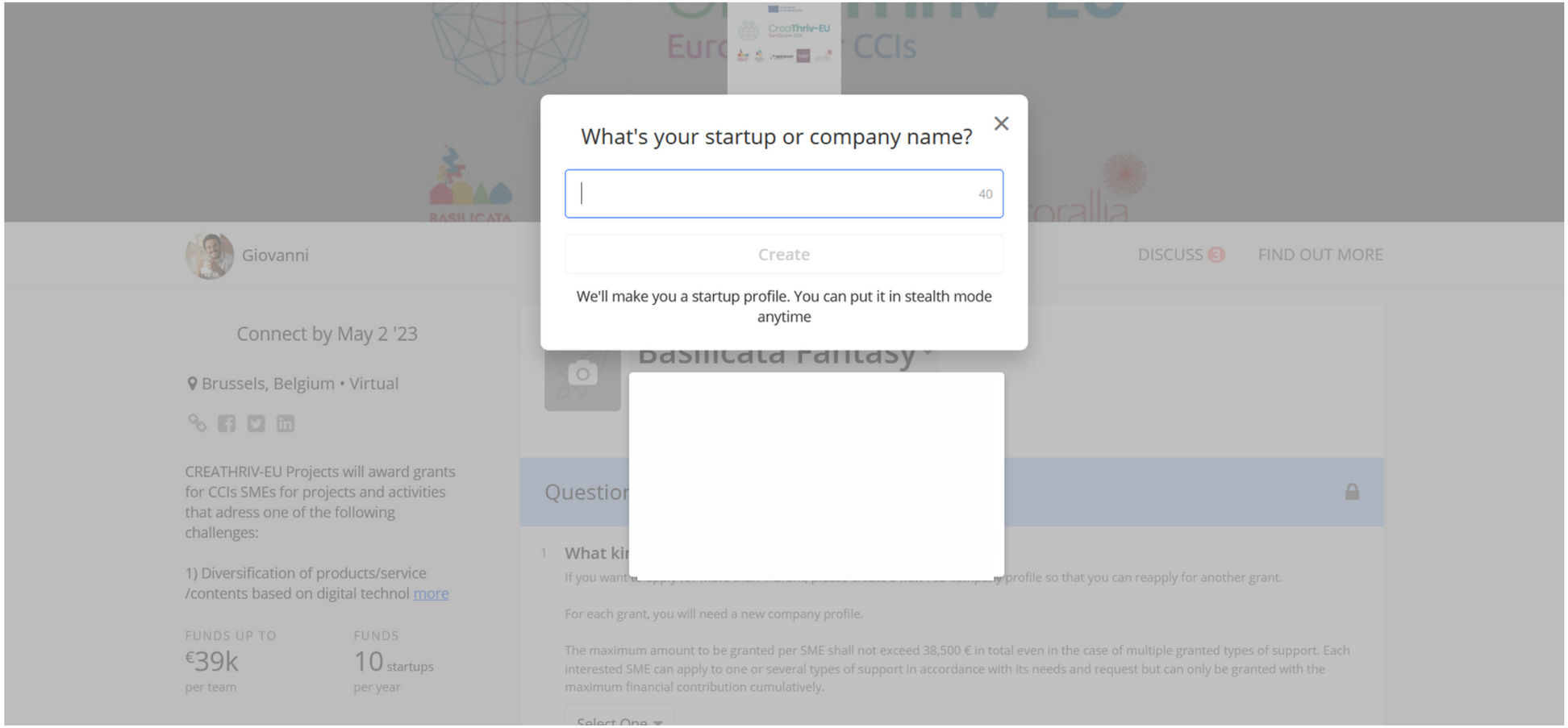
How to Apply? Company Profile



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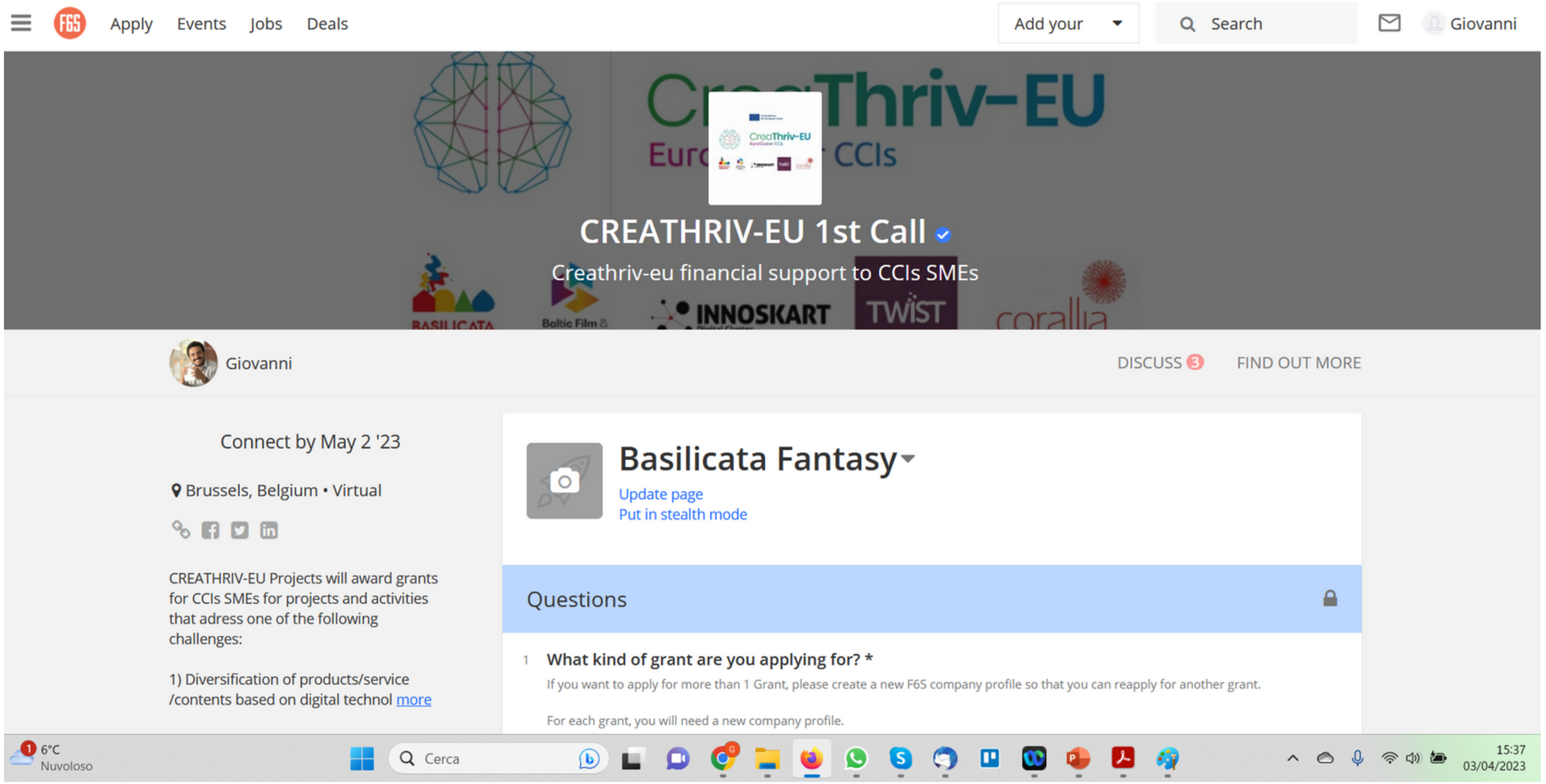
How to Apply? Company Profile



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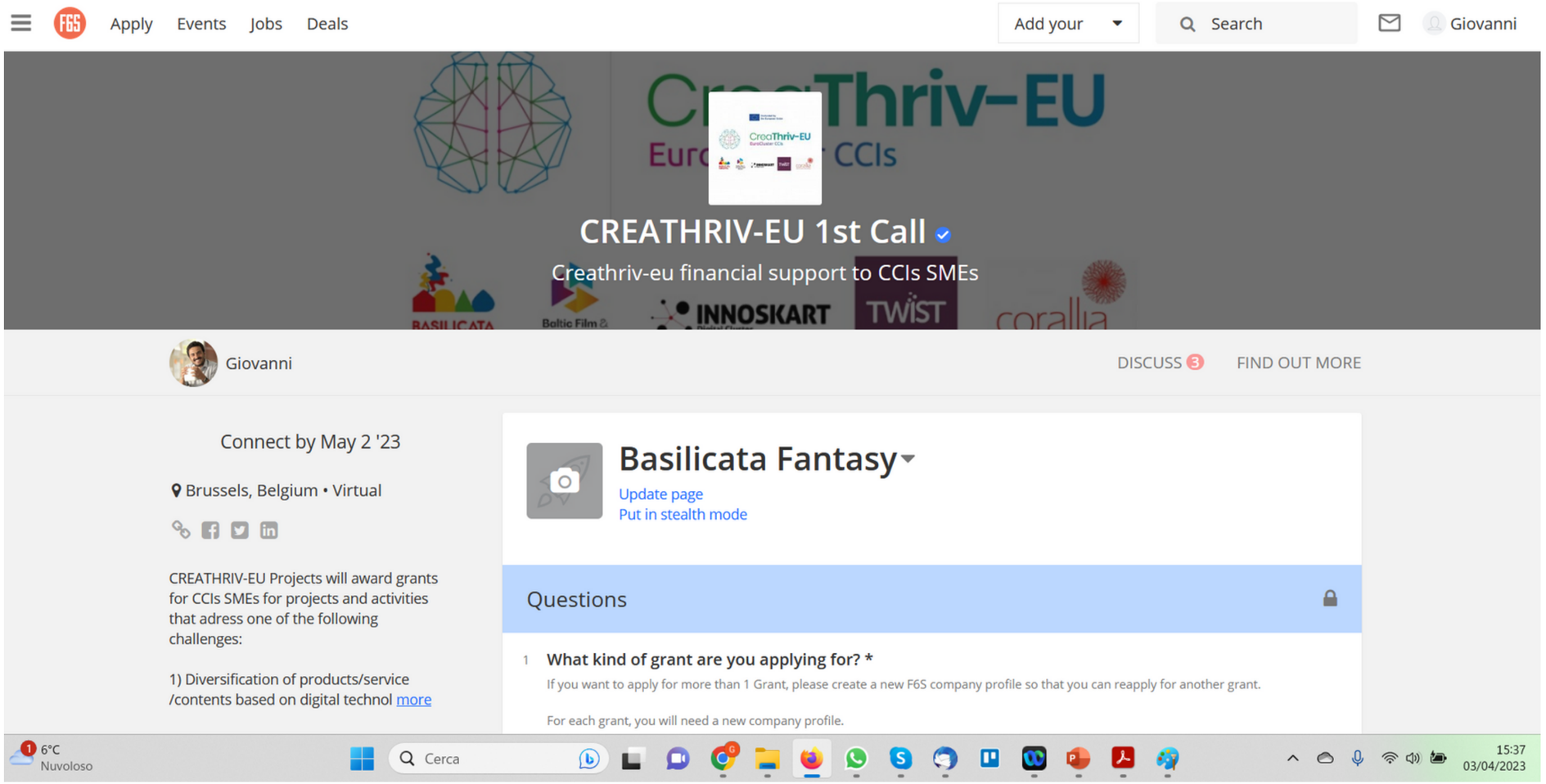
How to Apply? Tutorial



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