



EIT Culture & Creativity

A Knowledge Innovation Community (KIC)

EIT Culture & Creativity is the latest **Knowledge & Innovation Community (KIC)**, supported by the European Institute of Innovation and Technology (EIT) a body of the European Union.

There are a total of **9 EIT innovation communities** covering different sectors and global challenges.

KICs are institutionalised European partnerships under the **Horizon Europe Programme**.



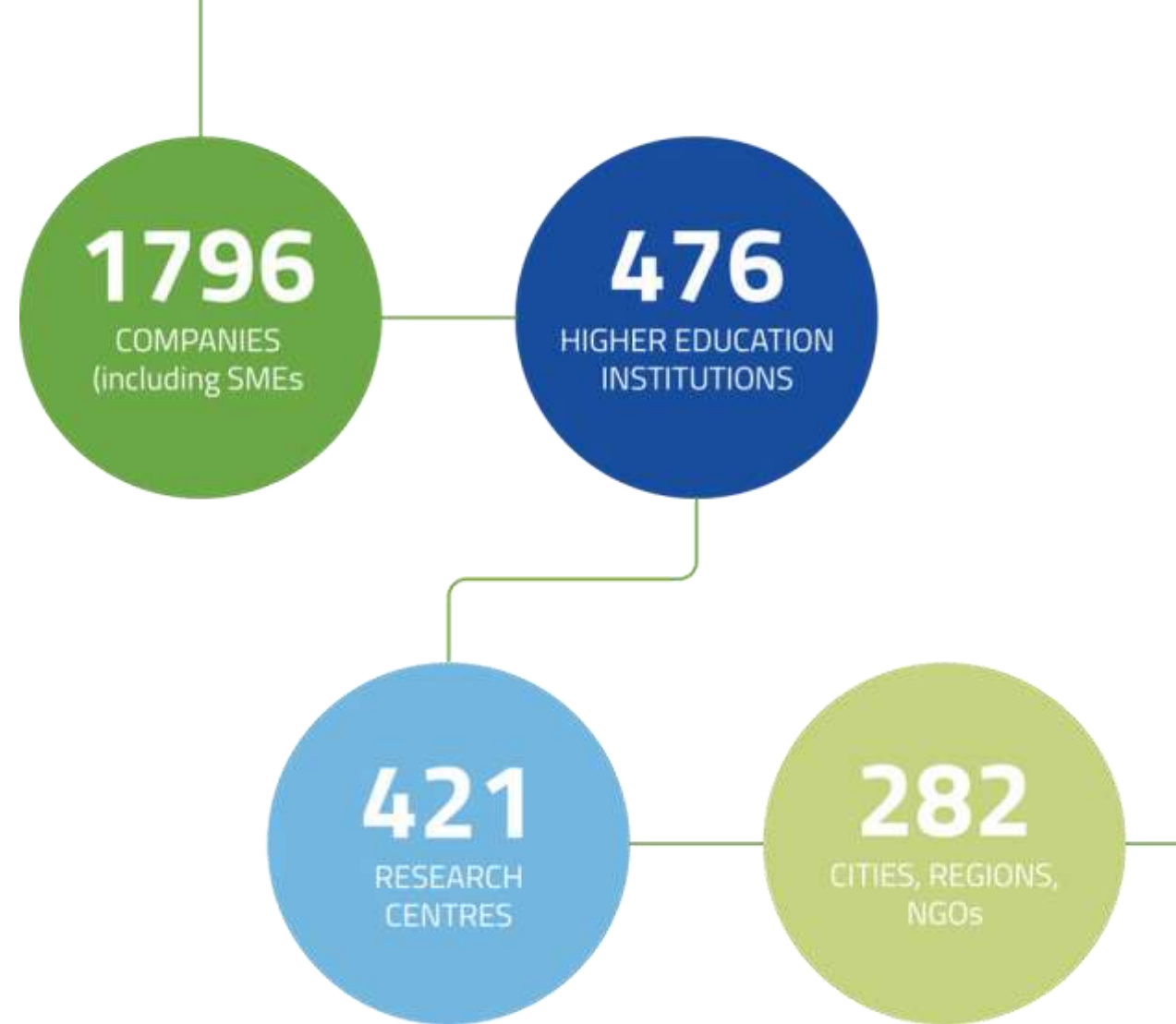
Source: EIT

Europe's largest innovation ecosystem

The EIT has created the largest innovation ecosystem in Europe!

At the heart of the model sits the **Knowledge Triangle** – education, innovation, business – as basis for thriving innovation ecosystems.

All KICs gather nearly **3.000 partners** from universities, research organisations and businesses across Europe.



Source: EIT

Culture & Creative Industries in Europe

€643B

Size of Europe's CCSIs

€413B

Value Added,
grown by 5.1%
during 2013-17

6.2%

Workforce
employed, grown by
4.5% since 2013

40%

of European
tourism is
cultural

215M

Visitors per annum
to cultural and
creative venues.

90%

CCSI companies are
SMEs, above average
survival rate beyond 1,3
& 5 years



EIT Culture & Creativity

Our mission...

Unlock the latent value of the Cultural and Creative Sectors and Industries (CCSI) and

drive the Triple Transitions the green, digital and social transformations in Europe.

Fit for purpose

Ecosystem and structures for CCSI to address global challenges.

Game-changing

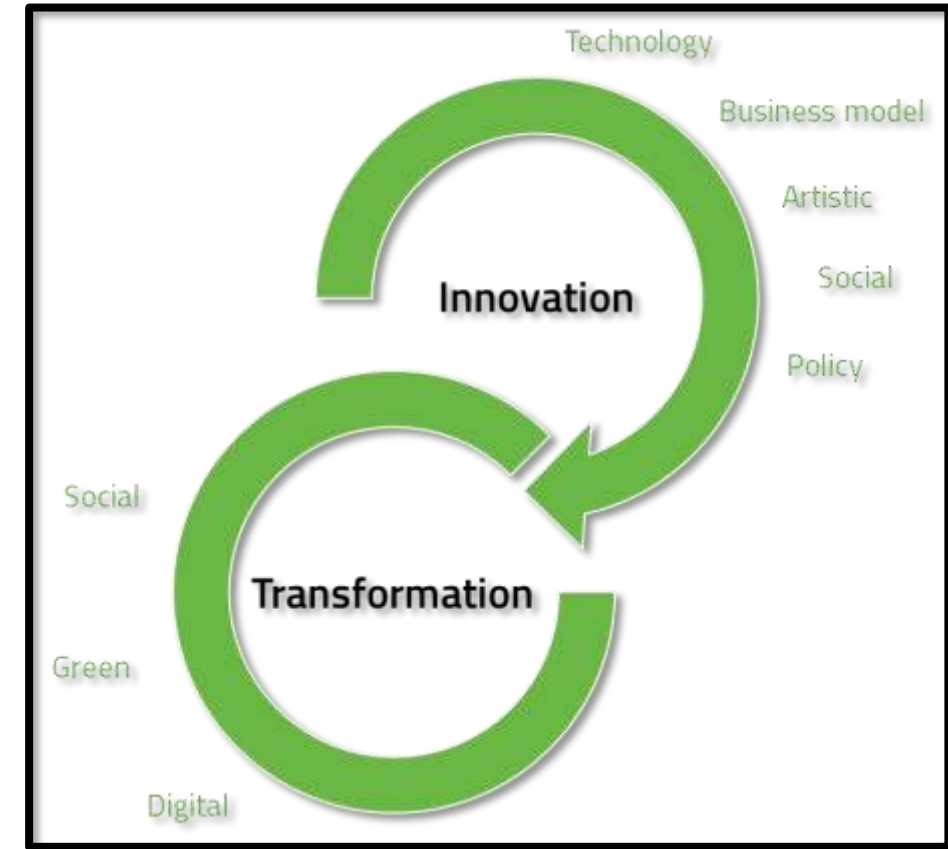
Innovation and business, but **based on value(s)**. A different way is possible.

Impact-driven

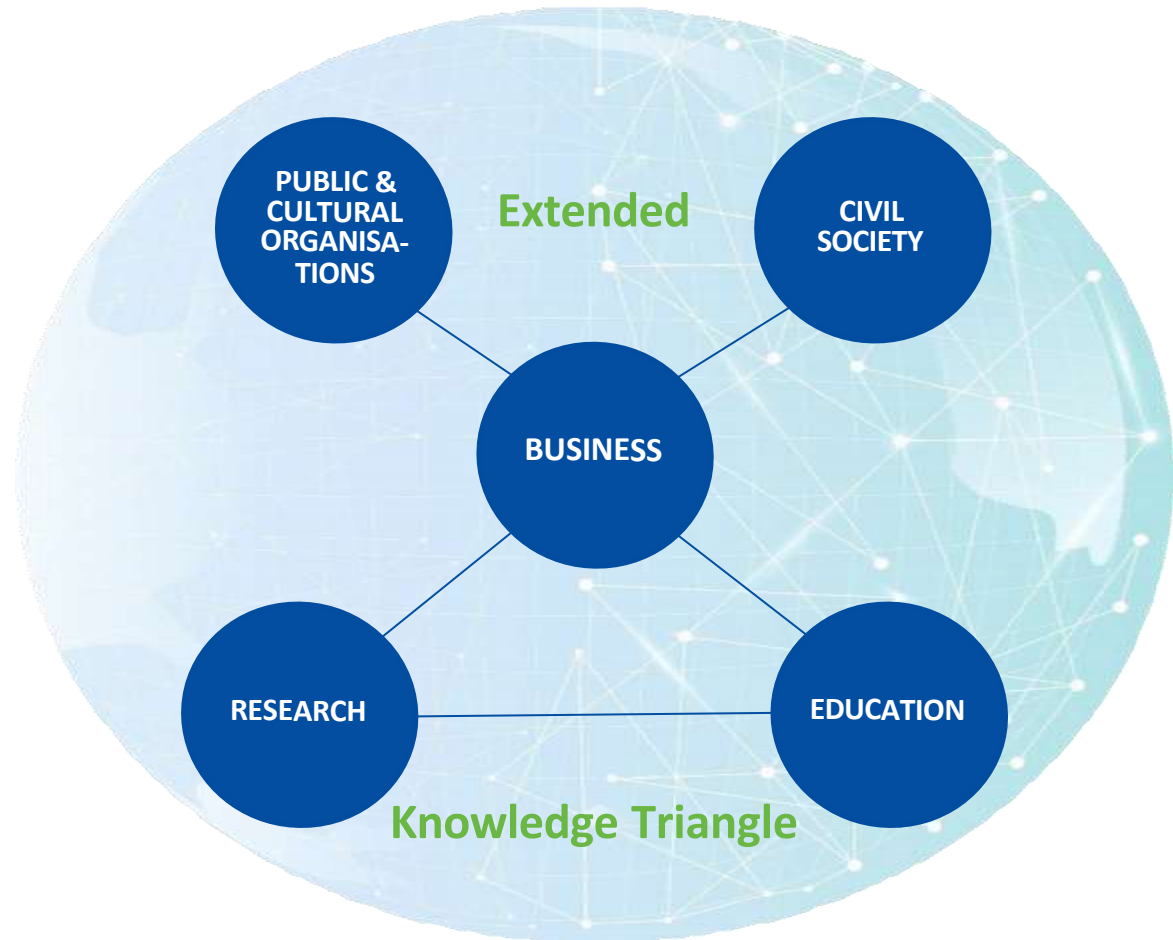
A learning and agile organisation that creates **structures for sustainable impact**.

Powered by

learners & educators, artists & researchers, entrepreneurs & investors, corporates & public service organisations, policymakers & associations.



The Next Generation Innovation model in Europe: Knowledge & Innovation Communities (KICs)



European Public Private Partnerships

Diverse – building on European diversity - across nations and sectors.

Open – membership schemes designed for the specifics of culture and creative markets.

Collaborative – working together for shared visions.

Agile - embedded mechanisms to ensure iterative learning and knowledge transfer.

Fit for purpose – growth strategy aligned with the sector structures for long term impact.

Cultural and creative sectors and industries (CCSI)

_ Goods, services and activities originated in human creativity, past or present .

_ Based on cultural values or artistic creative expressions, individual or collective.

_ Their business models can be market or non-market oriented.

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.



Knowledge Innovation Community

A public-private partnership

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.

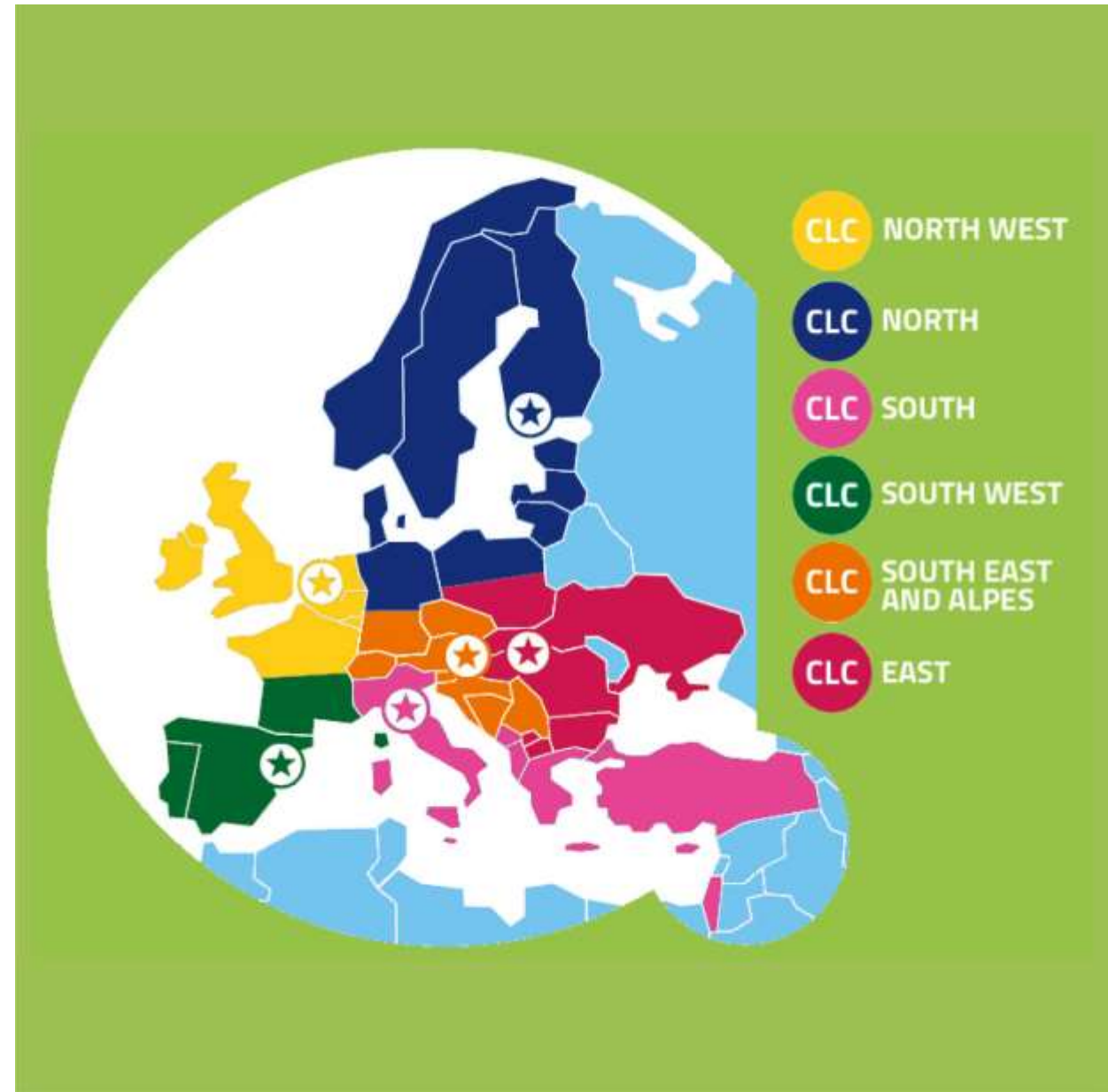
Prepared to learn - embedded mechanisms to ensure iterative learning touchpoints.

partner organisations



We have presence across Europe

- _ Co-Location Centres (CLCs) are subsidiaries across Europe. They will:
 - _ Become physical nodes in the ecosystem.
 - _ Facilitate cooperation for and across regions.
 - _ Address, serve and build local networks.
 - _ Engage and onboard new stakeholders.
 - _ Implement specific measures for RIS eligible countries and regions.





Focus on high impact areas

EIT Culture & Creativity will take decisive action in five high impact intervention areas with the greatest acceleration potential for the triple transition.

This are challenges to address in our Strategic Agenda 2024-2027.



Reinvent fashion to accelerate the change in consumption & production patterns.

Fashion & Textile



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

Architecture



Reduce environmental footprint while competing in global markets.

Media/Audio-Visual



Rethink product design and value chain to integrate environmental protection & sustainability criteria.

Design



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

Cultural Heritage



Flagship Initiatives

Building ecosystem structures for sustainable growth and impact

Leverage capital
Investment Club

Co-create value
Engagement Forum

Optimize frameworks
Policy Club

Bring people along
Next Renaissance



Engagement Forum



Supported by an online digital participation platform, the Engagement Forum will **host the innovation community members**. It will be the main entry point to access tailored services and benefits such as:

- _Unlimited access to funding and training opportunities.
- _Network opportunities with potential business or project partners across Europe.
- _Participate in job and internship marketplace as recruiters or talent.
- _Showcase the idea or assets to find support from peers, customers, funders or investors.
- _Have a say in the definition of challenges and opportunities for European CCSI, and future KIC priorities.



Policy Club



Policy Club is to **support and initiate innovation in policies, frameworks, incentive and regulation regimes for the CCSI** by fostering coordination and cross-fertilization of administrative and political institutions.

_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.

Investment Network

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 firm, Loan providers and financial institutions and Philanthropic Funders.
- Access **deal flow** of promising innovative investment opportunities in CCSI from across Europe. Access **valuable insights** and **investor training**.
- Be part of our work on **setting up multi-million euro funds** for CCSIs from private and public sector

The Big Picture





THE EUROPEAN RENAISSANCE IN THE MAKING

The Next Renaissance

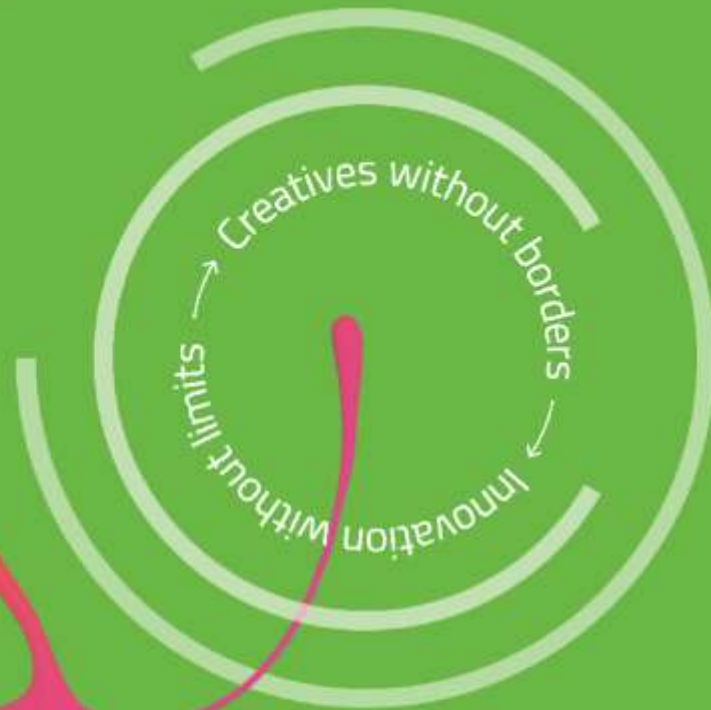


The Next Renaissance platform is a **testament to experiences and practices driven by creativity and culture** that effectively contribute to green, digital and social change in Europe.

_Calls for contributions from makers and thinkers from the CCSI driving a shift towards better systems in technologies and organizations, in cities and businesses, and the public realm.

_Exhibitions organised with the support of KIC partners and other stakeholders.

Thank you!



-  www.eit-culture-creativity.eu
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