

















# MEET THE WINNING TEAM BEHIND EIT CULTURE & CREATIVITY: ICE – INNOVATION BY CREATIVE ECONOMY

EIT Culture & Creativity's mission is to inspire and facilitate collaborative innovation in the Cultural and Creative Sectors and Industries (CCSI). From culture to communities, creatives to capital, small and large entrepreneurs to markets, imagination to technology, EIT Culture & Creativity will strengthen innovation and power Europe's green and digital transformation.

## WHO ARE THE FOUNDING PARTNERS:

EIT Culture & Creativity will bring together 50 partners from across Europe.

#### Austria

KAT – Kreativwirtschaft Austria

Ars Electronica

Impact Hub Network

JKU - Johannes Kepler University

#### **Belgium**

EURATEX Cultuurloket Una Europa

#### Bulgaria

Junior Achievement Bulgaria

#### Cyprus

OEPCR - Organisation for European Programmes and Cultural Relations

#### **Denmark**

BIG - Bjarke Ingels Group

#### Estonia

Tartu University - Viljandi Culture Academy

#### France

Bpifrance
Cap Digital
Centre Pompidou
CreativeTech

MIN4CI - Mediterranean Innovative Narratives Competence Center for Cultural and Creative Industries

#### **Finland**

Kaapeli

## Germany

Fraunhofer Gesellschaft

GameInfluencer Goethe-Institut

Hamburg Kreativ Gesellschaft

Ogilvy

InnoCreateGermany

Public Art Lab

#### Greece

Bios

ECHN - European Creative Hubs

Network

#### Hungary

ELTE - Eötvös Loránd University

#### Ireland

In Place of War

#### Italy

ART-ER – Società Consortile per

Azioni

CNR - Consiglio Nazionale delle

Ricerche

Fondazione Cariplo Fondazione Fitzcarraldo

#### **Netherlands**

City of Amsterdam

ECF - European Cultural Foundation Erasmus University Rotterdam

Europeana

Fabrique

Philips Design

# Portugal

University of Porto

#### Slovakia

CIKE - Creative Industry Košice

## Spain

Atos

Eurecat - Technology Centre of

Catalonia Mediapro Tecnalia

## Sweden

RISE - Research Institutes of

Sweden

Trans Europe Halles

Uppsala University

**Industry Commons Foundation** 

## Switzerland

EBU - European Broadcasting Union

## **United Kingdom**

Creative UK







































## WHERE WILL EIT CULTURE & CREATIVITY BE BASED?

To run their activities, six Co-Location Centres (CLCs) will be set up, ensuring pan-European coverage and accessibility for innovators and creatives. The CLCs will be located in:

CLC North West: Amsterdam, The Netherlands

CLC North: Helsinki, FinlandCLC South: Bologna, Italy

• CLC South West: Barcelona, Spain

• CLC South East Europe & ALPS: Vienna, Austria

CLC East: Kosice, Slovakia



# WHAT WILL EIT CULTURE & CREATIVITY DO?

Break boundaries in CCSI education by teaching cutting-edge technology to creatives and creativity as a cross-industry skill, increasing multidisciplinary collaborations of higher education leaders with creative industry economics, nurturing imaginative, creative businesspeople and market-savvy artists and designers.

Deliver mission-driven innovations leveraging the change-making power of CCSI to develop eco-systemic services and products rebuilding Europe after the COVID-19 pandemic as a carbon neutral continent. EIT Culture & Creativity will provide experimental spaces to enable creative innovations stimulated through research and technology transfer and early adoptions in emerging high growth global markets.

Transform CCSI businesses through custom-fitting innovation support, incubation schemes, and novel investments and philanthropic financing connecting existing networks of 2 000 creative hubs, 3 000 cultural institutions and 300 000 entrepreneurs across Europe.

Mainstream the impact and value of CCSI especially culture and heritage as an enabler for economic regeneration, and societal cohesion by supporting regions, cities and rural areas, to facilitate industrial and social changes including climate adaptation and mitigation.

Deepen the acknowledgement and knowledge of CCSI's unique contributions to research and innovation ecosystems based on novel, data-driven methods, implemented standardisation of knowledge exchanges and smart monitoring of facts and figures. EIT Culture & Creativity will facilitate impact-driven dialogues with best-in-class innovators and policy-makers at all levels to unlock the potential of cultural and creative sectors and industries for a sustainable and thriving society.

## WHAT WILL EIT CULTURE & CREATIVITY ACHIEVE?

By 2030, EIT Culture & Creativity will have delivered:

- 1500 graduates from EIT-labelled programmes
- 44 000 professionals upskilled in 200 lifelong learning courses
- 400 tested innovations, 155 marketed innovations, 5500 IP entries
- 1 100 organisations supported to expand their business and reach
- EUR 80 million invested in start-ups with 200 start-ups created
- 250 initiatives that promote and celebrate EU identities, values and culture
- 100 CCSI-driven community (re)generation initiatives
- 1 800 CCSI organisations transformed to be more digital, green and social



















