



EIT Culture & Creativity

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1_ Who we are

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**.



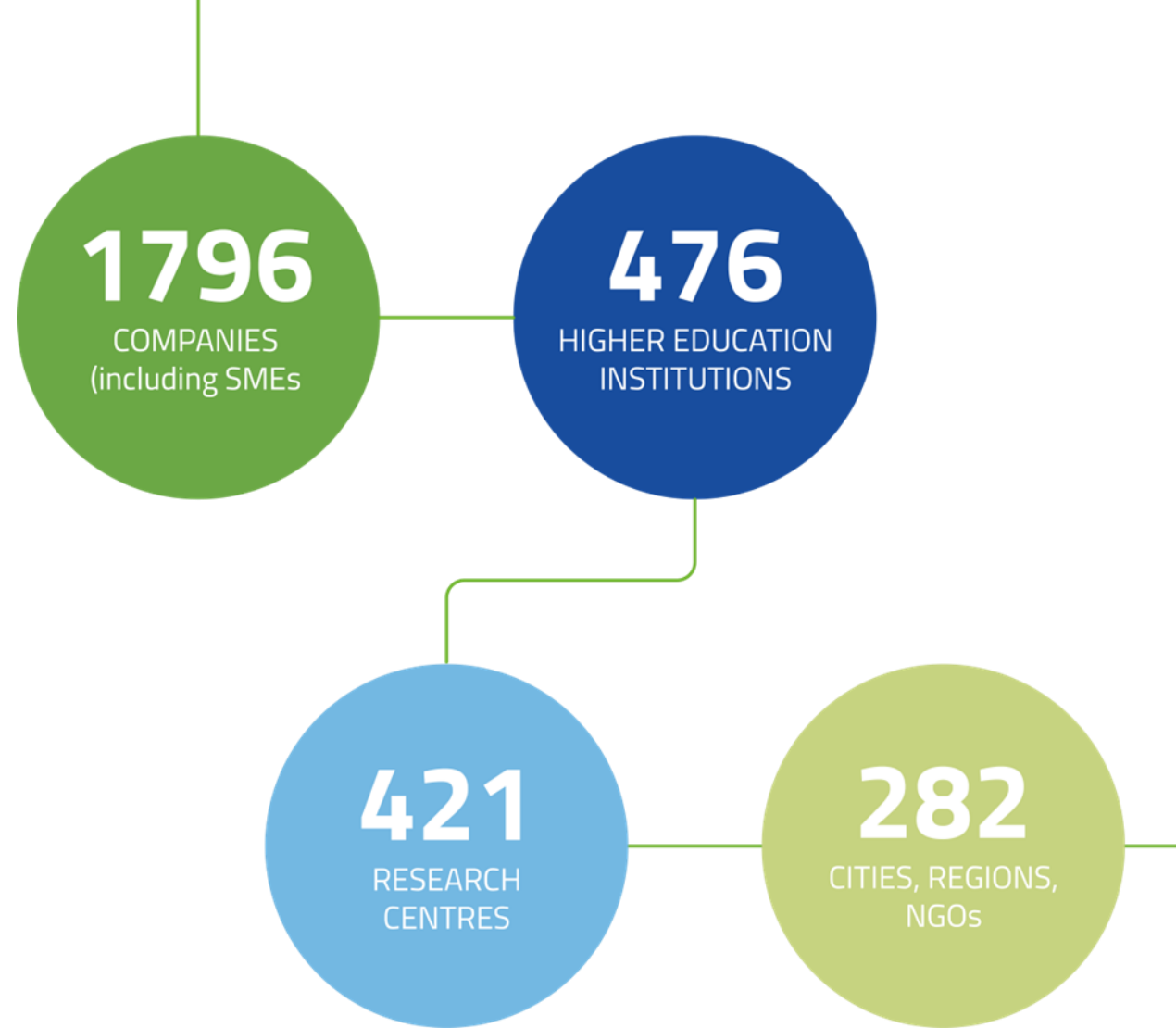
Source: EIT

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

EIT Culture & Creativity

90%

CCSI companies that are micro, small medium-sized organisations.

€413 bn

Value-added generated by European CCSI as third largest employer in Europe.

215 mill

Visitors per annum to cultural and creative venues of EIT Culture & Creativity founding member organisations.

We are a **game-changer** for

_ **unlocking the latent value** of the Cultural and Creative Sectors and Industries (CCSI)

_ driving Europe's **green, digital and social** transformations.



We are a partnership

- _ **Diverse and inclusive** of different types of organisations and CCSI subsectors from Europe and beyond.
- _ **Open** to individuals artists, professionals, students, and entrepreneurs.
- _ **Fit for purpose**, lean organisation focused on mission and impact.
- _ **Value driven**, carrying innovation and business mindful of social and environmental protection.

...a growing partnership!

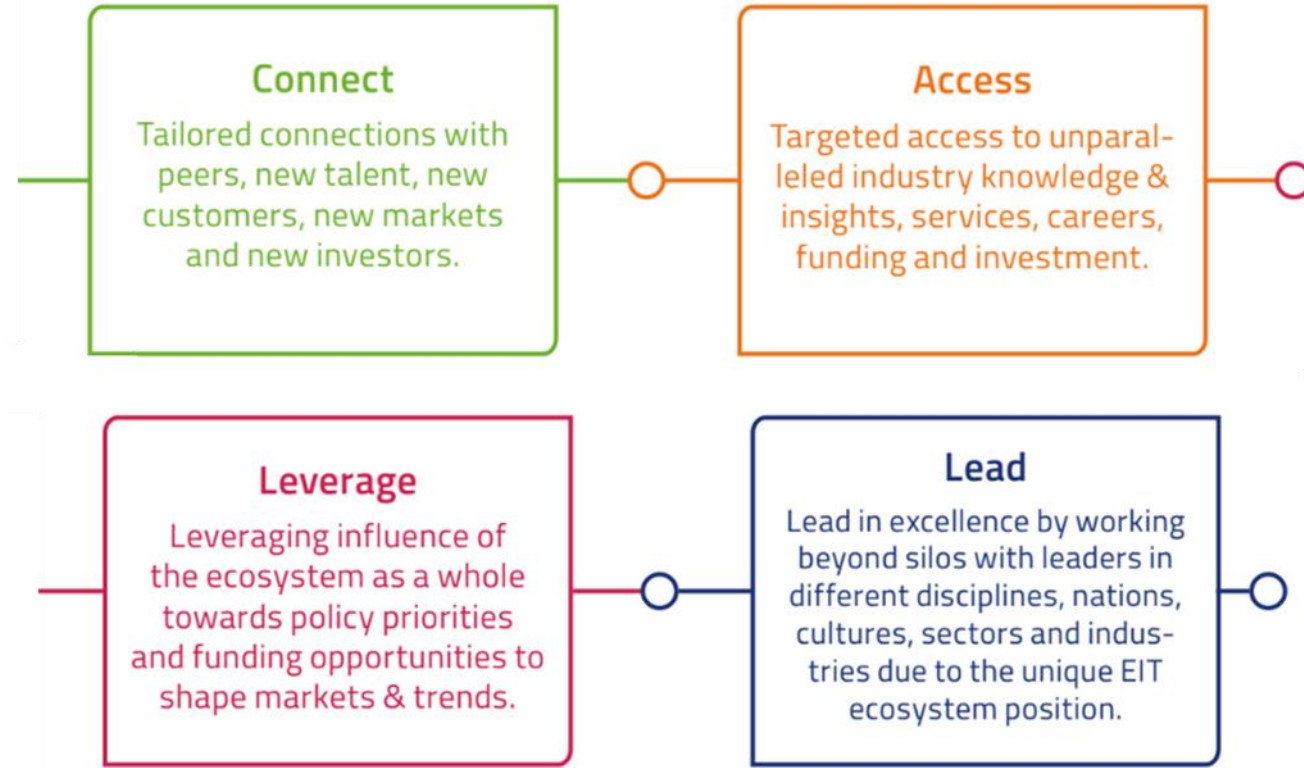
You can **apply for becoming member**, too!

_Options for **individuals** and for **legal entities**.

_Annual membership fee structure adjusted to the **size of the organisations**.

_ **Special fees** for individuals and organisations located in any of the EIT RIS eligible countries.

New membership applications will be welcomed starting **1 January 2024**.



With an entrepreneurial mindset

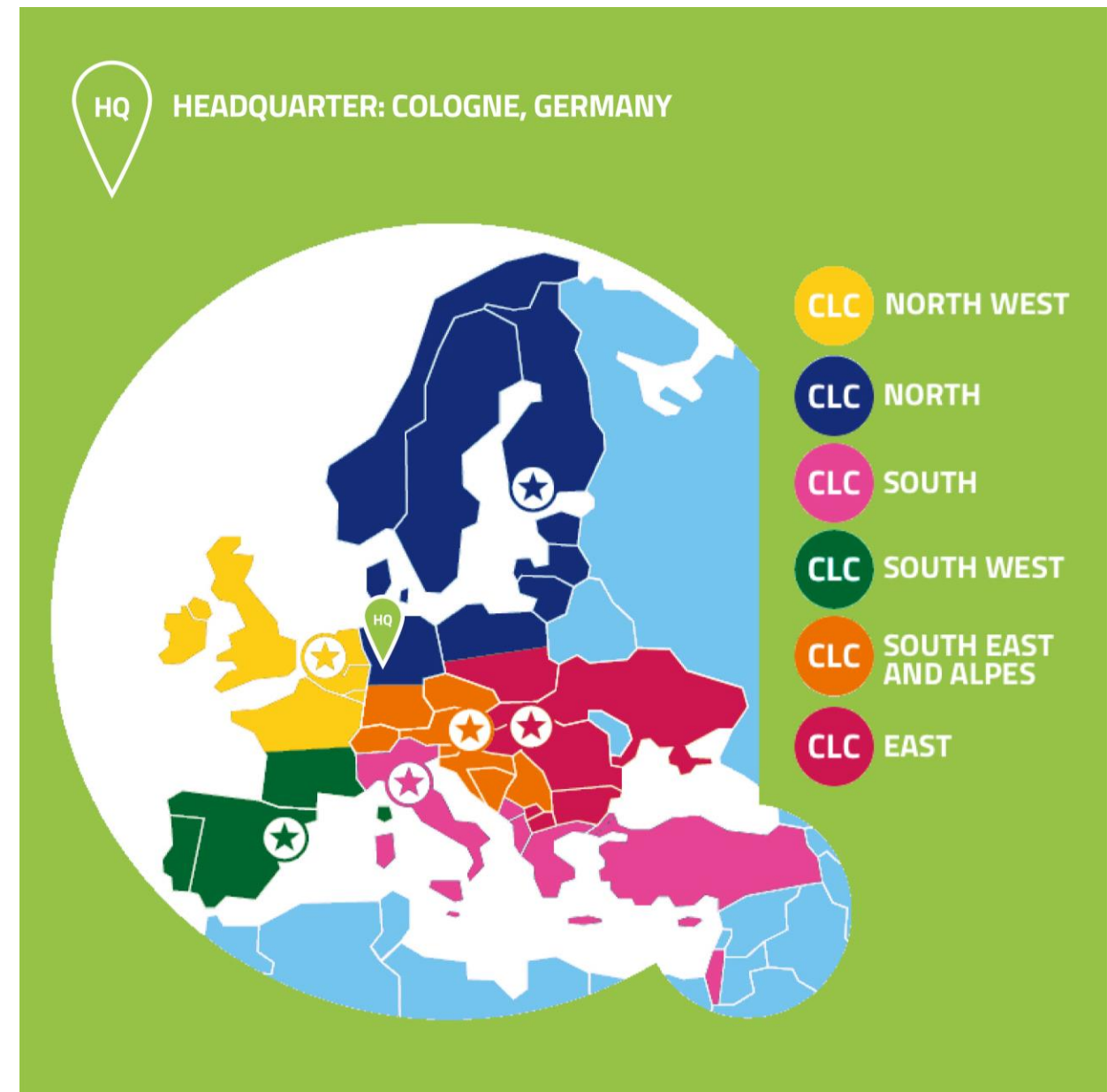
We aim to become self-sustainable within 15 years!

- _ Operating with a **business model** leading to mid-term self-sustainability.
- _ **Entrepreneurial approach** to deployment of EIT funds & private investment funds, including philanthropic.
- _ **'Driver of change & commerciality'** for the sector vs 'Funding intermediary'.
- _ Establishing **non profit undertaking** as an **accepted business activity** with high cash flow & proved business models.
- _ Get CCSI known as attractive **investment area**.



We have presence across Europe

- _ EIT Culture & Creativity Headquarter is located in Cologne, Germany
- _ Co-Location Centers (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.



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

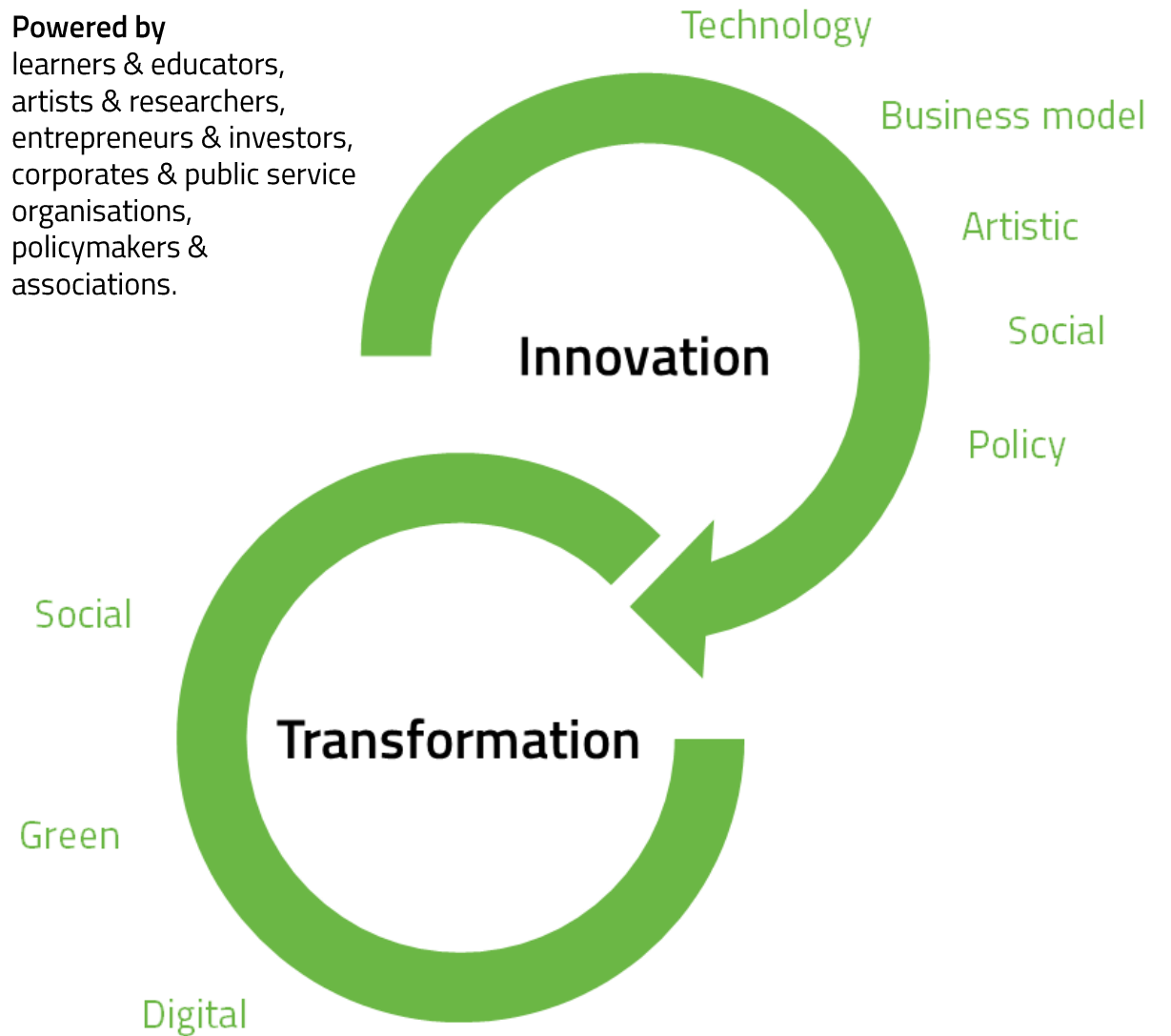
Cultural and creative sectors and industries are all around us.

An Innovation Community for the CCSI supports innovation and transformation for the Triple Transition

Level the playing field to maximize impact:

- _ Within the CCSI, and across its subsectors.
- _ By means of the CCSI, and across other sectors.
- _ Driven by CCSI, as a result of cross-fertilization.

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



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.

These are challenges to be addressed in our Strategic Agenda 2024-2027.

Reinvent fashion and accelerate the change in consumption and production patterns

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

_Urgent measures are needed to tackle pollution from fashion and textile industries.



Photo by Artem Beliaikin on Unsplash



Photo by Tom Podmore on Unsplash

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

_ In average 75.4% of the EU residential buildings were built before 1990.

_ Massive renovations and reuse is expected to meet energy, climate and public wellbeing regulations.

Reduce environmental footprint while succeeding in global audiovisual markets.

_ There is no consistent or comparable data on emissions by the audiovisual sector.

_ Yet, it is to become climate-neutral by 2050.



Photo by George Dagerotip on Unsplash



Photo by ZMorph All-in-One 3D Printers on Unsplash

Rethink value chains, product & service design to incorporate sustainability criteria.

_Up to 80% of products' environmental impacts are determined at the design phase.

_Mainstreaming responsible design principles will render long term environmental and social impacts .

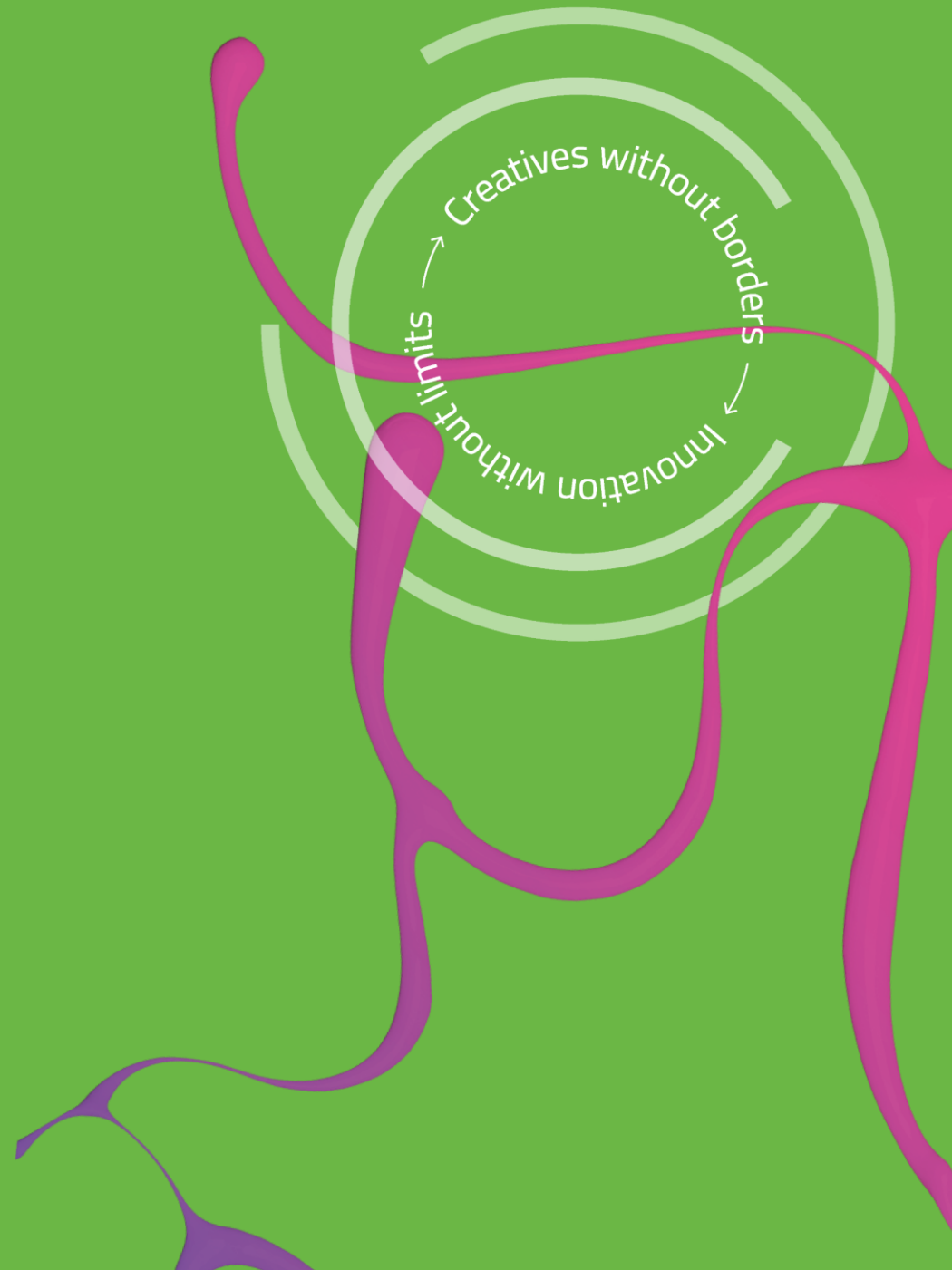
Reposition cultural heritage for economic growth and social cohesion.

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

_ Cultural heritage is a resource for improved quality of life, employment and business opportunities.



Photo by Nikola Johnny Mirkovic on Unsplash



2_What we do



EIT Culture & Creativity will orchestrate and support

- _ novel higher education programmes, including masters, PhDs and lifelong learning courses.
- _ innovation projects that will bring new products and services closer to markets.
- _ businesses and ventures in their startup phase or navigating their scale up ambition.
- _ initiatives strengthening cultural identities and values, and social cohesion.
- _ Support flagship initiatives that create sustainable impact.

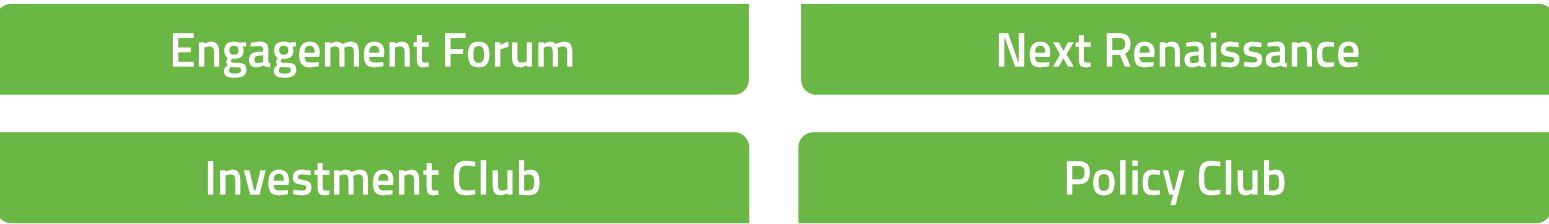
Overview of programmatic structure

Strategic Agenda 2024-2027
KPI Focus | RIS targets

Strategic Objectives and Action Programmes – fit for purpose



Flagship initiatives – ecosystem structures for sustainable impact



Strategic Objectives & Action Programmes



_ Our Strategic Objectives (SO) determine our long term goals and directionality.

_ Each SO has two Action Programmes (AP), which make them operational.

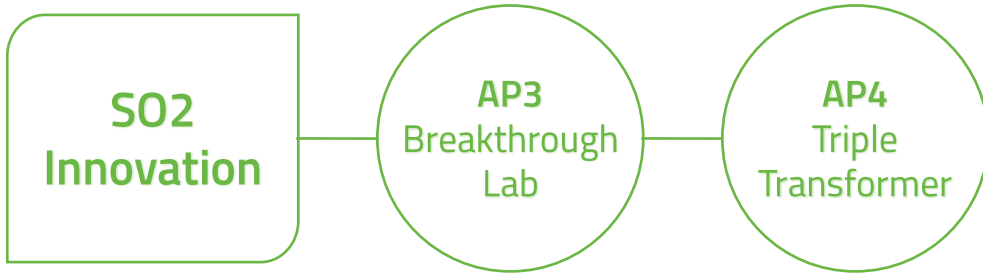
Strategic Objective 1: Education



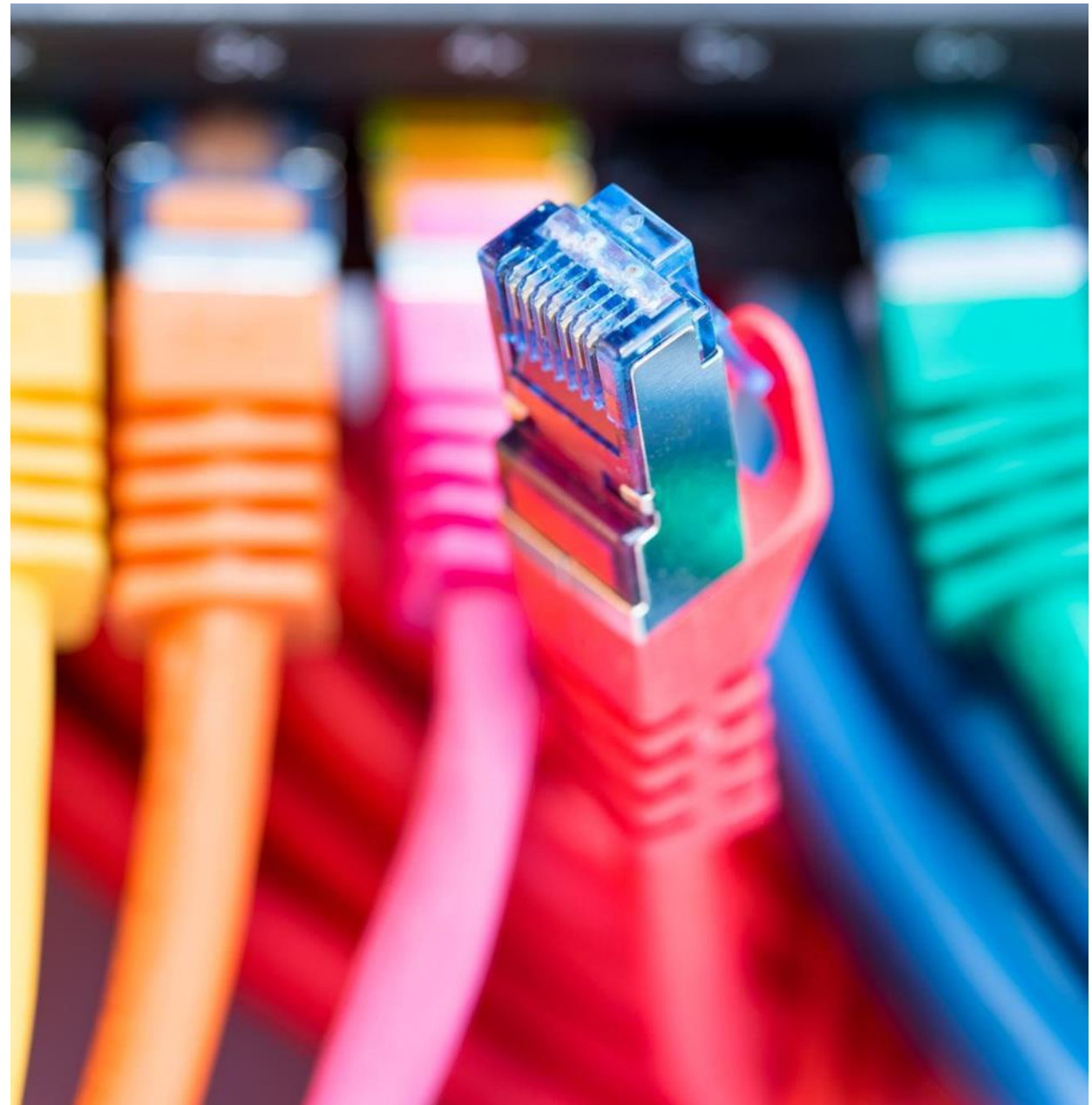
We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the cultural and creative sectors and industries, and cross-fertilising other sectors with creativity and design as transversals skills.



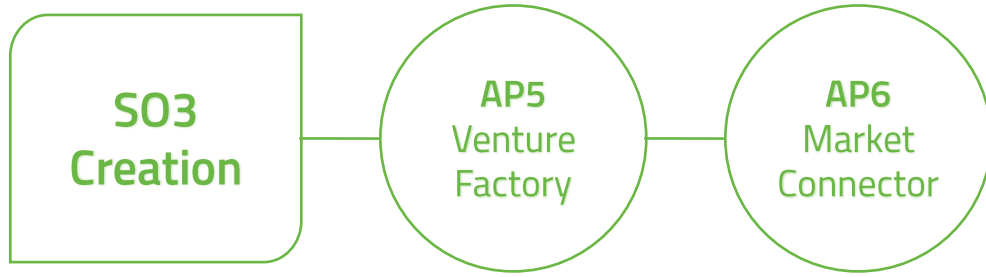
Strategic Objective 2: Innovation



We will **translate Europe's leading knowledge, technologies and innovations into products, services and experiences** leveraging collaborations across domains by creative stakeholders, researchers, innovators and entrepreneurs, while driving the Triple Transition (Green, Digital & Social) of and with cultural and creative sectors and industries.



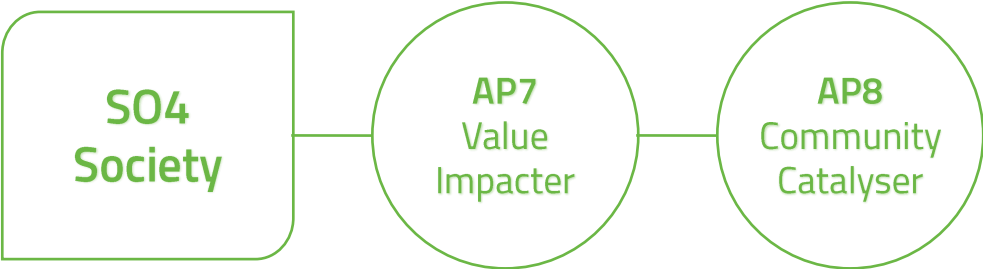
Strategic Objective 3: Creation



We will **co-create private and public value by working to connect startups and scaleups with the market**, and implementing innovative solutions that open new opportunities for diverse creative players, paving the way for sustainable ecosystem growth and consolidation.



Strategic Objective 4: Society



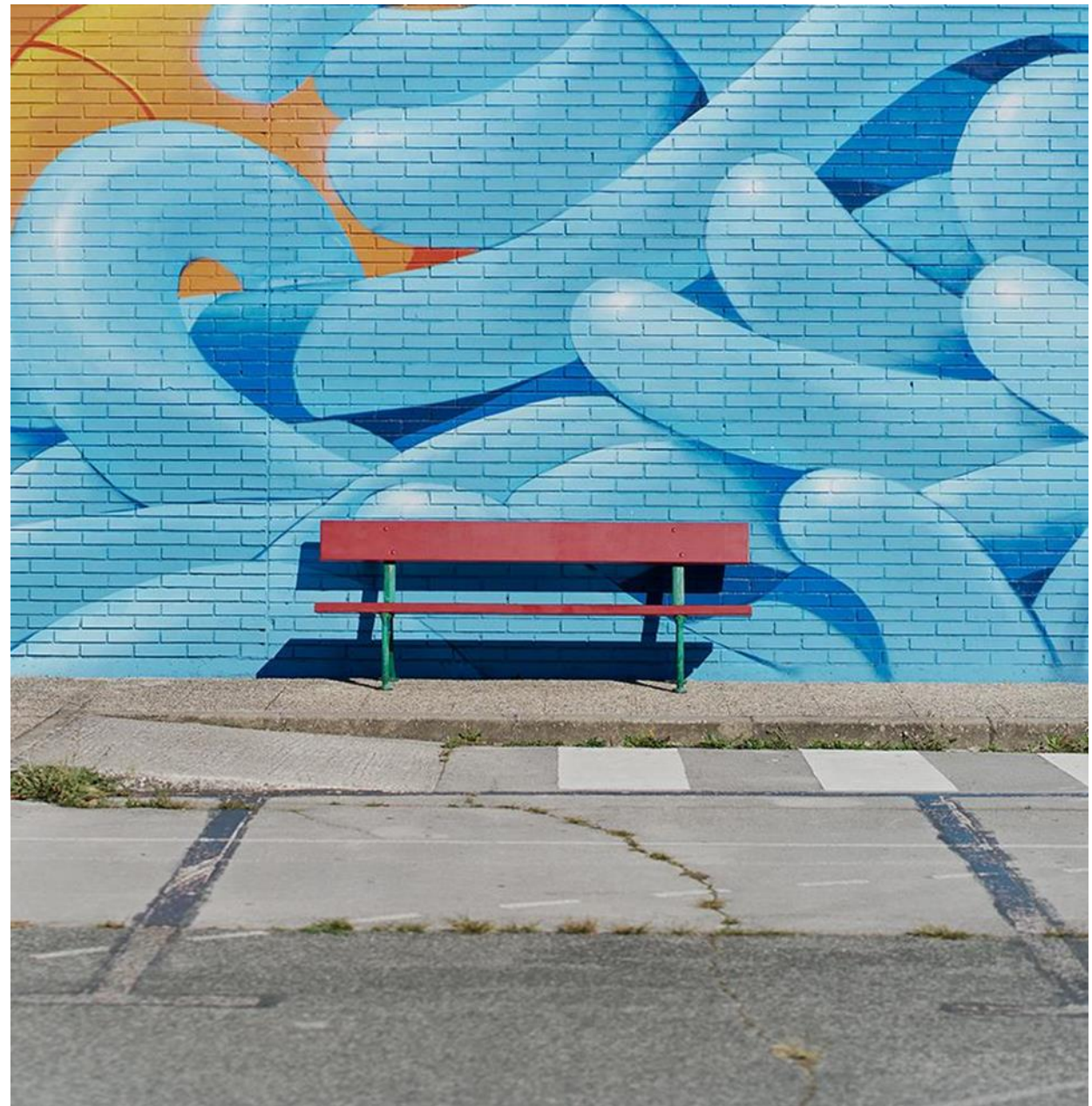
We will unleash the potential of cultural and creative sectors and industries for social innovation. By **fostering value-based cultural entrepreneurship**, we will increase social cohesion, the well-being of communities, sustainability and anchor EU values in cities, regions and rural areas across Europe.



Strategic Objective 5: Systems



We will consolidate an **Europe-wide innovation ecosystem leveraging the data and deep insights required for an evidence-based decision and policymaking** that will unleash the full potential of cultural and creative sectors and industries to improve their own competitiveness, and contribute to Europe's triple transition.



Flagship Initiatives

Through our flagship initiatives, we create structures for sustainable growth and impact:

- _ Co-create value: **Engagement Forum**
- _ Leverage capital: **Investment Club**
- _ 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.



Investment Club



We are building the **largest club for investors in CCSI across Europe**, leveraging multi-million euro funds for CCSI from private and public sector:

- _ Open to Investors at all levels, including 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.

Photo by
Matheus
Campos



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.

The Next Renaissance



THE EUROPEAN RENAISSANCE IN THE MAKING

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.



3_Get involved

How to get involved

_Open Calls for Proposals. EIT Culture & Creativity publishes Open Calls for Proposals periodically. Apply for funding with your projects.

_The Next Renaissance call for papers. Send your contribution to our flagship initiative and get published.

_Join the Investment Club or the Policy Club. Open for new members. Join and benefit from our flagship initiatives.

_Become a EIT Culture & Creativity member. Open for applications in 2024.

Where to start?

Contact us:

Headquarter | Cologne, Germany

info@eit-culture-creativity.eu



Photo by [Eric Weber](#) on [Unsplash](#)

Thank you!



 www.eit-culture-creativity.eu

 EIT Culture & Creativity

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