





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, Finland
- CLC 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:

- 1 500 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
- 1800 CCSI organisations transformed to be more digital, green and social







