



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

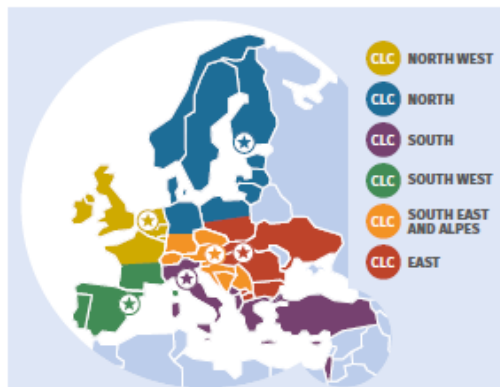




WHERE WILL EIT CULTURE & CREATIVITY BE BASED?

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
- **1 800** CCSI organisations transformed to be more digital, green and social

