



EIT Culture & Creativity

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Talent scaler EIT Culture & Creativity



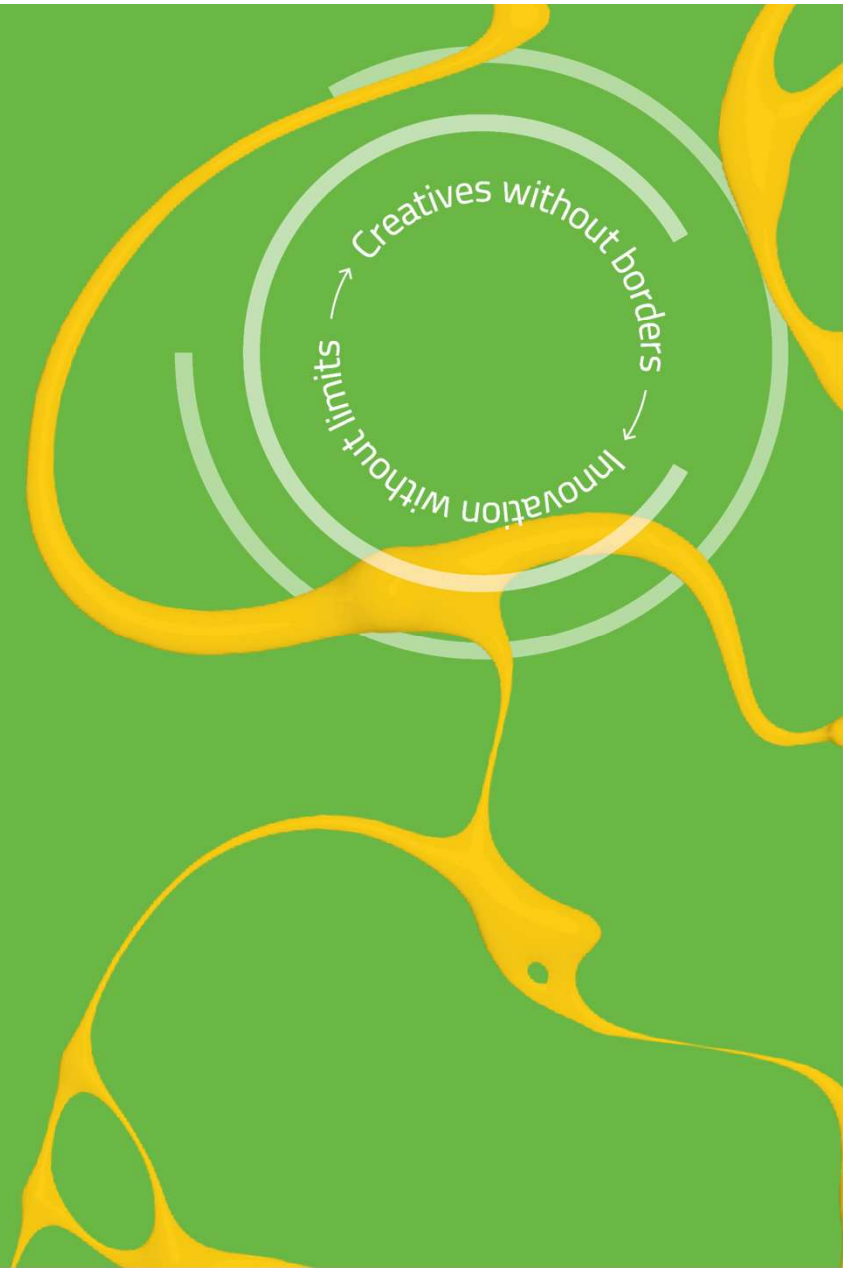
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1_ Who we are

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**.



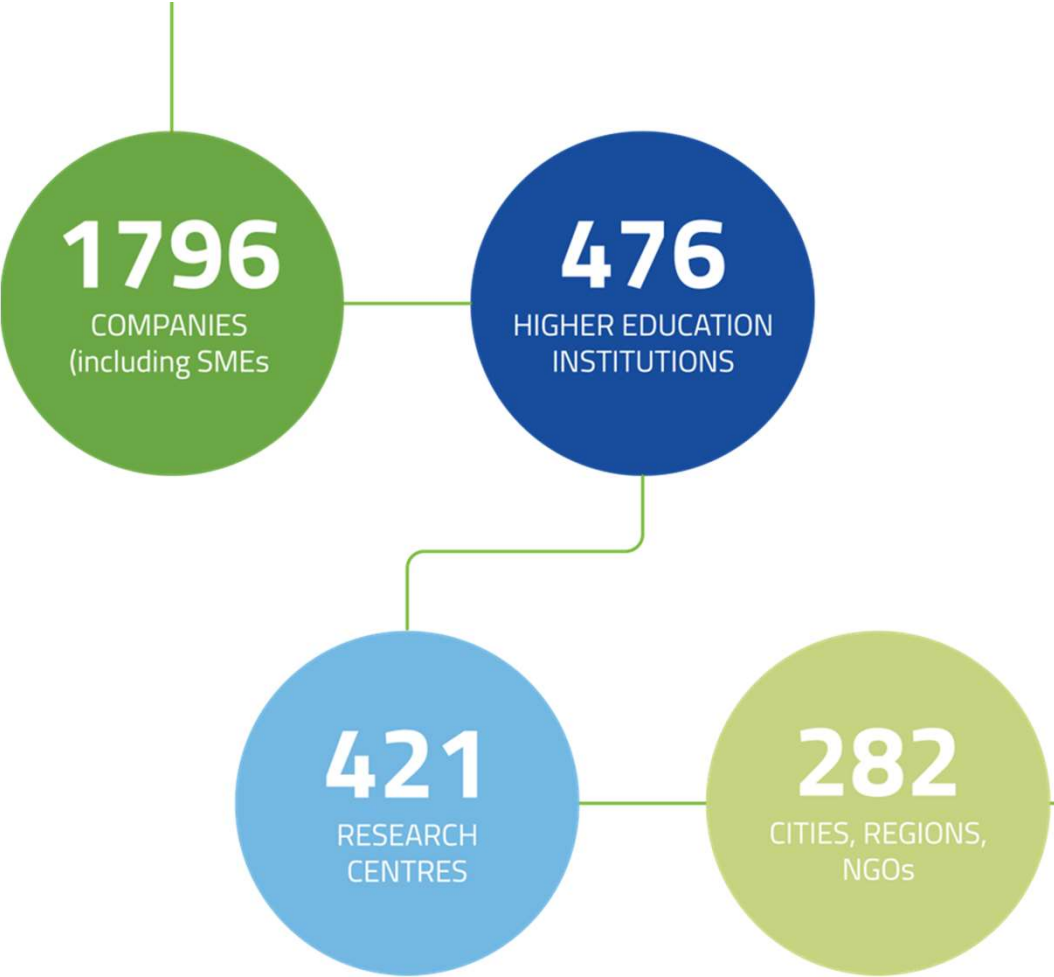
Source: EIT

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

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.

90%

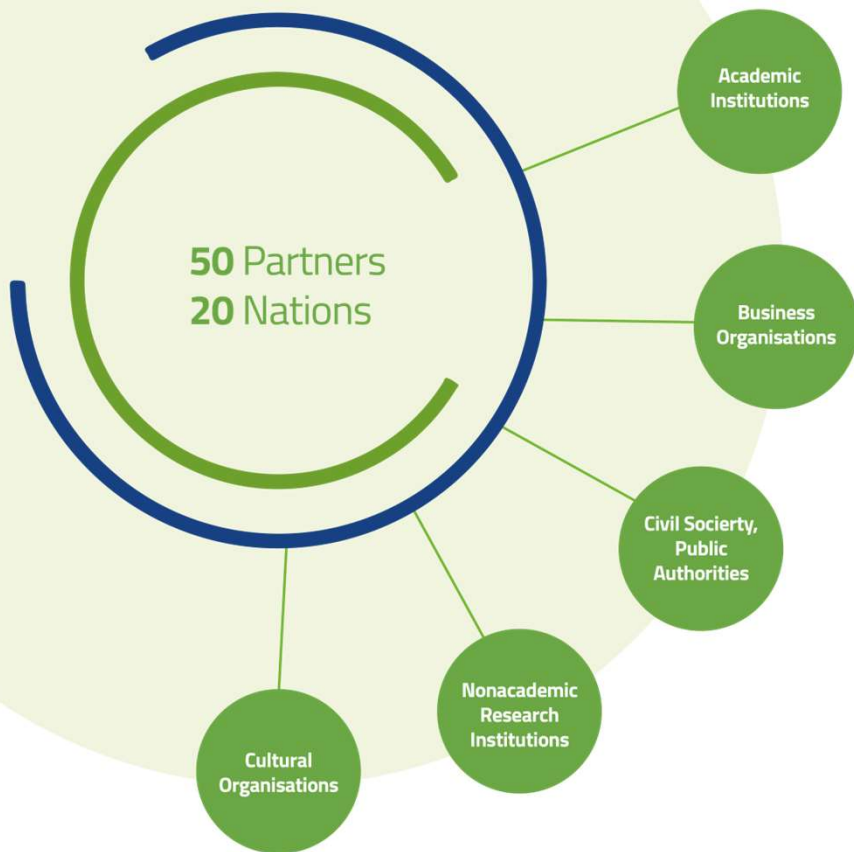
CCSI companies that are micro, small
medium-sized organisations.

€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.

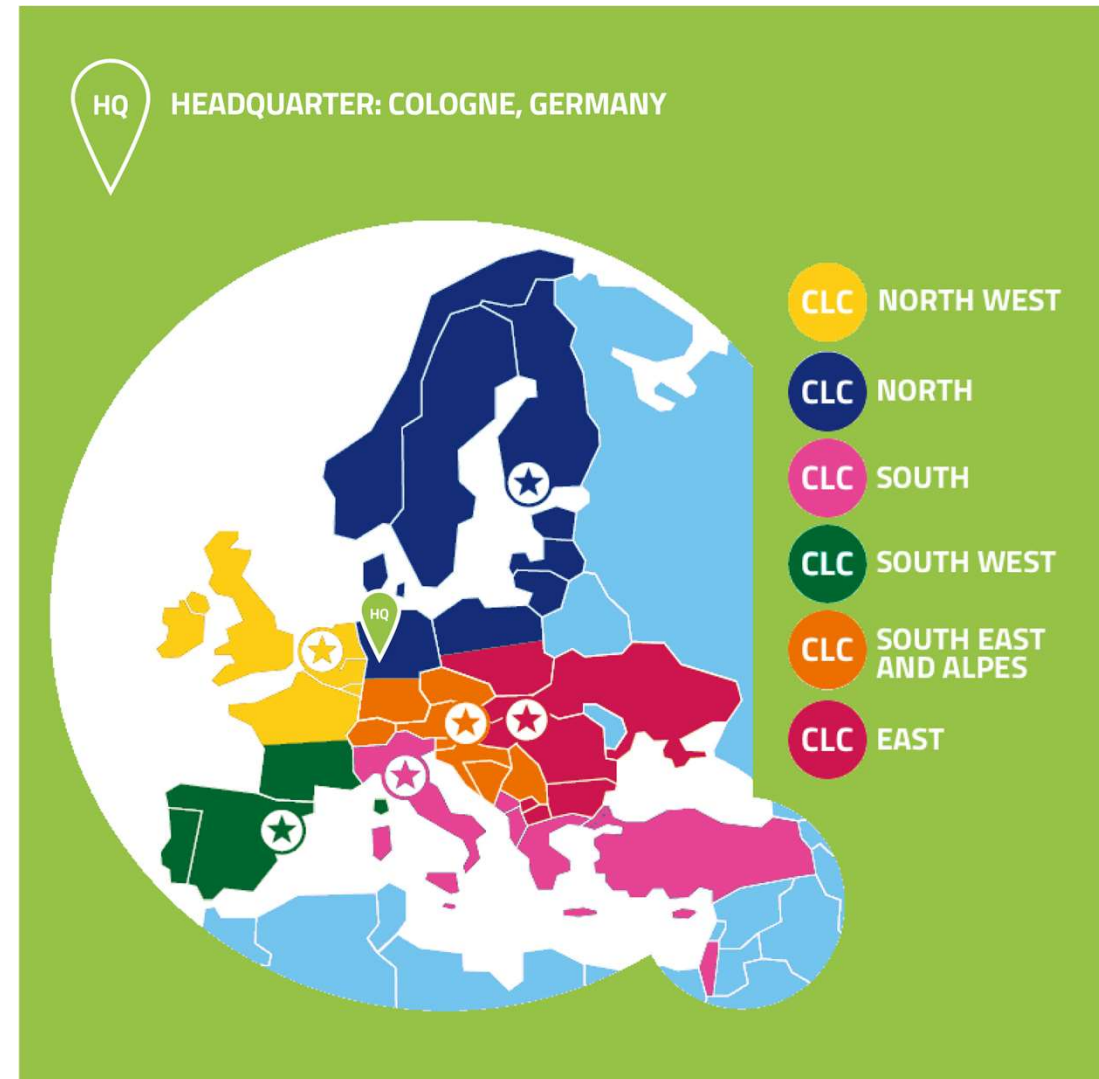


We are a partnership

- _ **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.

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.





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 .

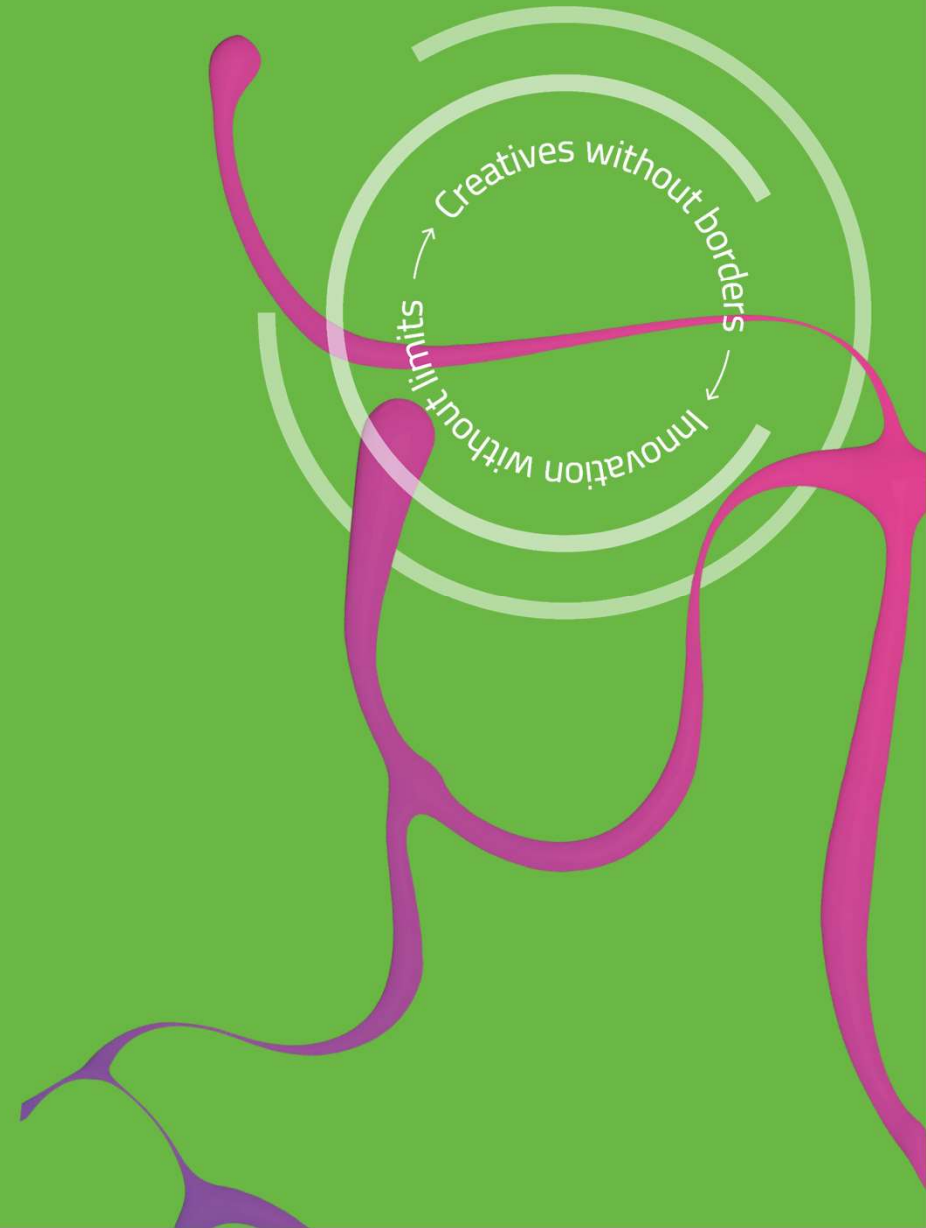
Reposition cultural heritage for economic growth and social cohesion.

_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.

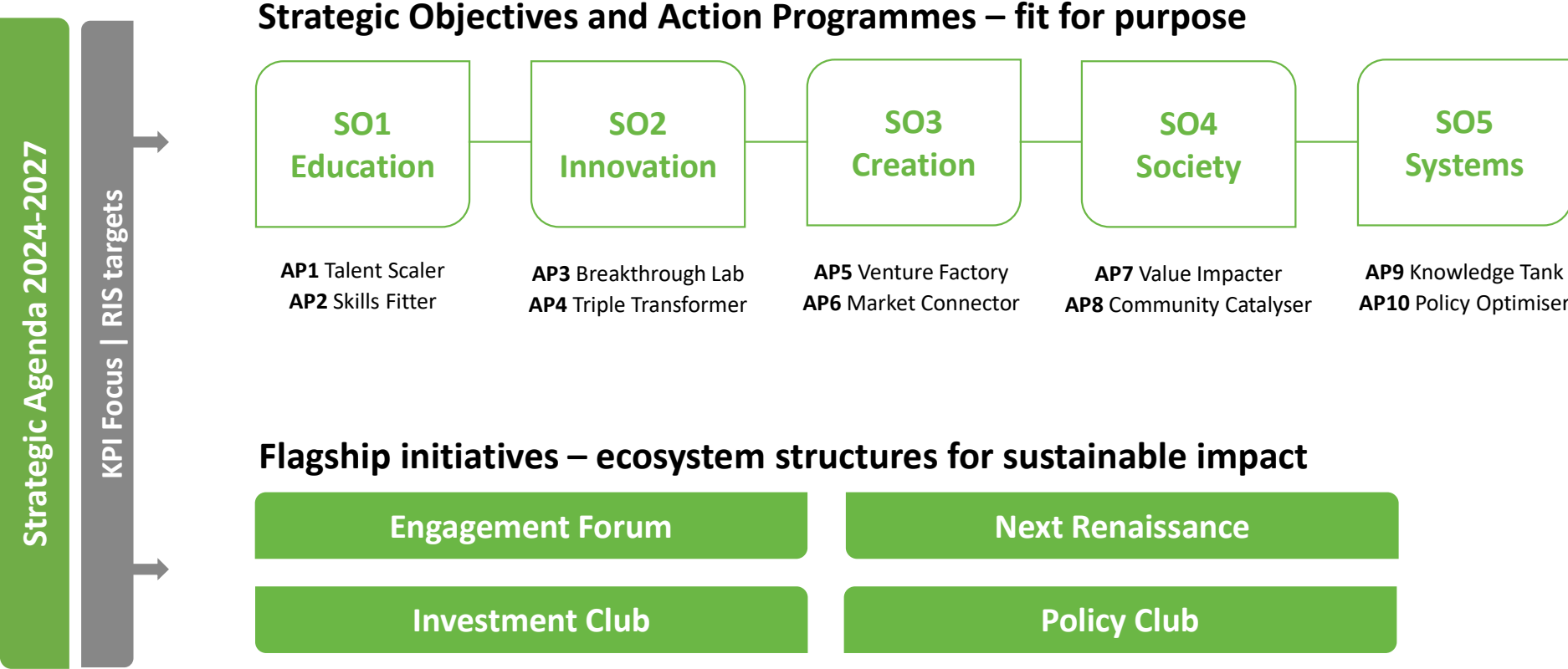
_ innovation projects that will bring new products and services closer to markets.

_ 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

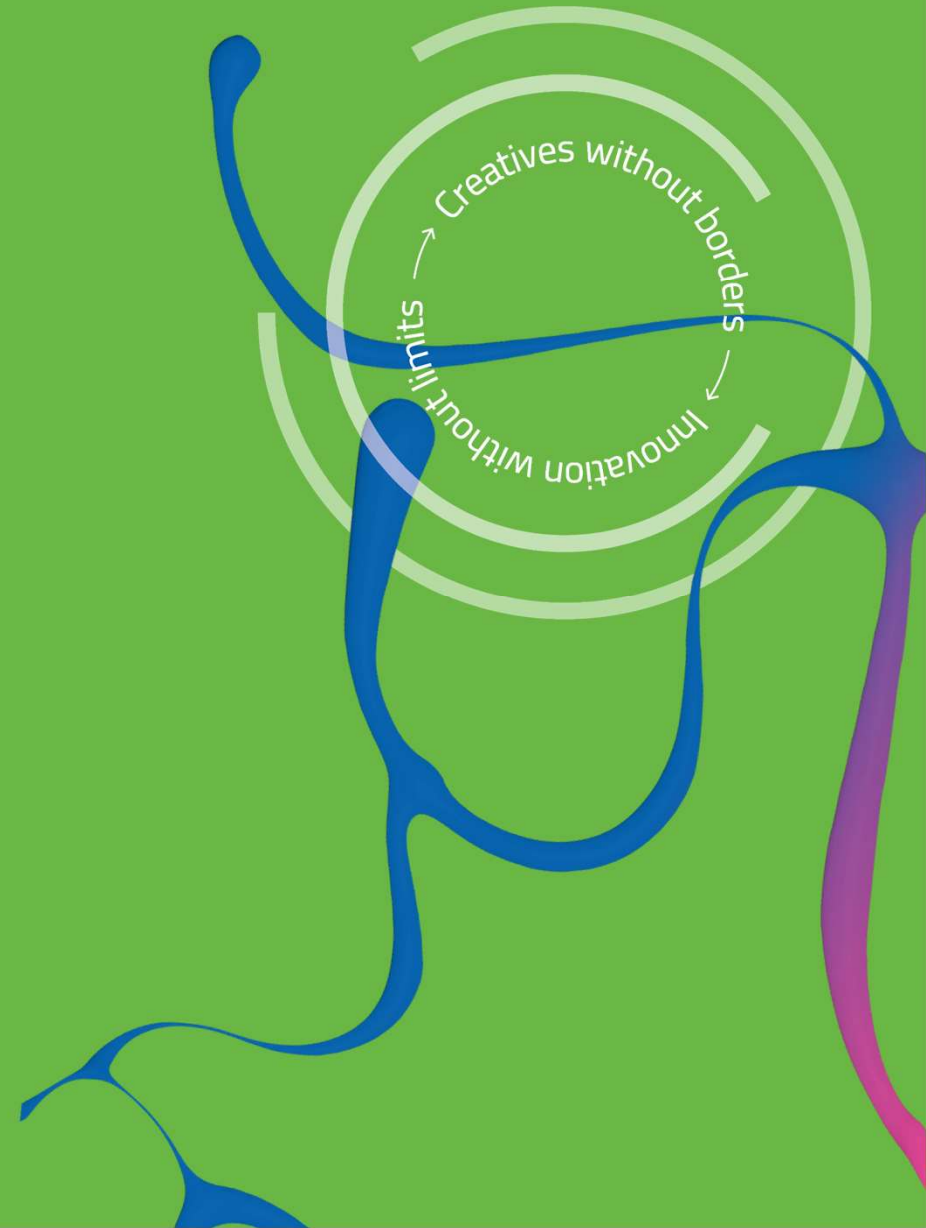


Strategic Objective 1: Education



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.





3_Get involved

Open Calls for Proposals



Join us on our journey!

EIT Culture & Creativity is calling for your proposals to be included in the Business Plan 2024–25.

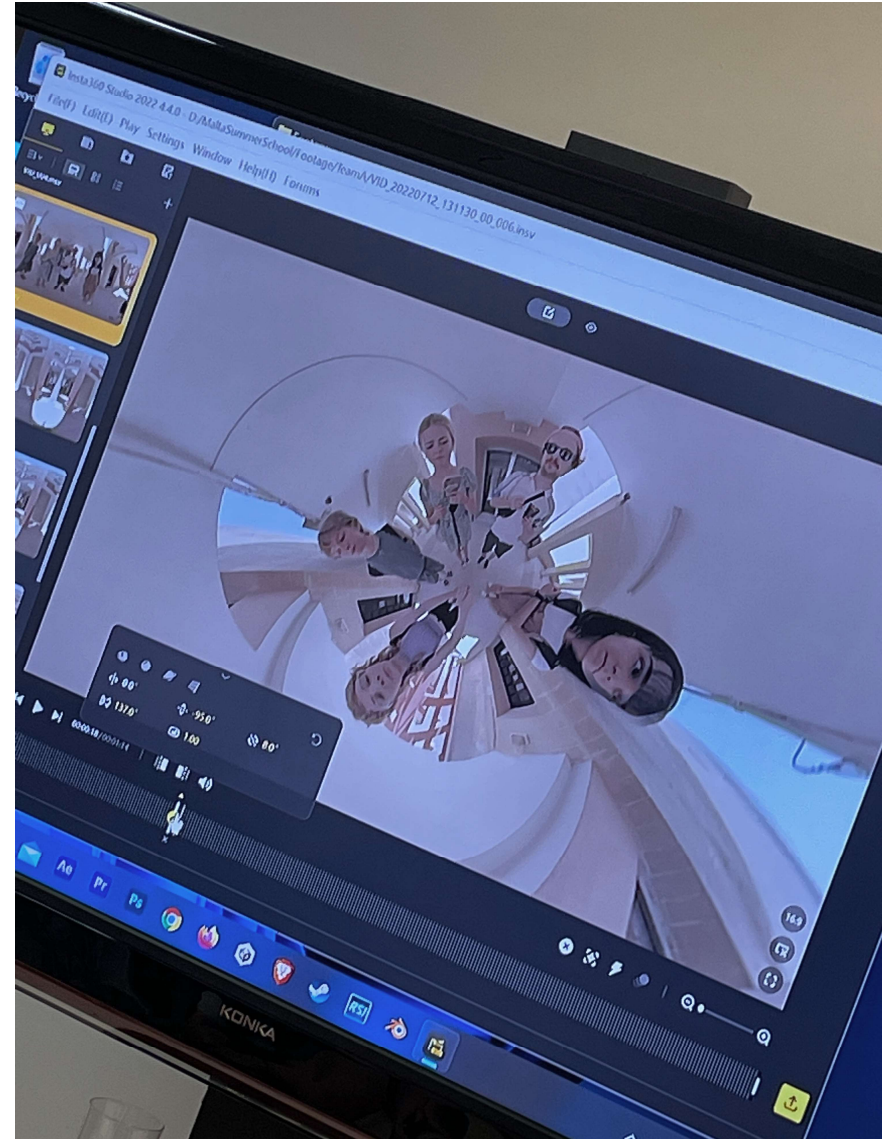
We invite you to take part in shaping the first foundations of our emerging ecosystem with activities in the different areas of EDUCATION, INNOVATION, CREATION and SOCIETY.

Download the entire Call Document here and find detailed information on each Call below.

[Download Call Document \(Version 3.0_05.05.2023\)](#) ↓ +

Summer School: initial insights on training themes of digital cultural heritage

- _ Content creation, improved accessibility and awareness of Cultural Heritage
- _ Audience engagement and development
- _ Copyright and licensing
- _ Cultural democracy, co-creation, education and intercultural dialogue
- _ Digital tools for preservation, protection, curation and restoration (AI, 3D scanning and printing, digital twins, NFTs)
- _ Data mapping and monitoring for decision making



postproduction workshop- tutoring of prof. Charito and dr.Delinkolas (NKUoA)

Creative Discipline

_Cultural Heritage, how to “upcycle” digital cultural heritage by games, apps, XR and media

Objectives

_new future proof skills for creatives – digital, data, creative tech, awareness of business and green production issues.

Focus

_how Cultural Heritage venues and sites can harness creative technology to design and curate new experiences for audiences to story tell, inform, educate, and entertain regarding their cultural heritage artifacts/historical sites and their digital twins of collections.



EIT C&C Summer school, Krakow 10-14 July 2023



How to get involved

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

_Summer School. Send your students to the learning activities, involve as partner institution.

_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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 Culture & Creativity

 Funded by the
European Union