

General Information	
Preliminary title of the European Partnerships	European Partnership on CULTURAL AND CREATIVE INDUSTRIES
Short description of the partnership	It will aim at improving the competitiveness and the innovation capabilities in the CCI by fostering the generation of talents, supporting emergence and deployment of innovative solutions, accelerating innovative companies developing solutions in the CCI domain. It will empower network opportunities, collaboration, co-creation and know-how transfer between education, research and business, within the cultural and creative sectors, with spill-overs to other sectors of the society and the economy.
Services directly involved	DG EAC, European Institute of Innovation and Technology (EIT)
Context and problem definition <i>[this section is new compared to the previous template]</i>	<p>Cultural and creative industries (CCI) are those industries that are based on cultural values, cultural diversity, individual and/or collective creativity, skills and talent with the potential to generate innovation, wealth and jobs through the creation of social and economic value. They include inter alia: architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts..</p> <p>CCI face a number of innovation bottleneck, in particular:</p> <ul style="list-style-type: none"> <li>• Lack of entrepreneurship and related skills: cultural and creative studies in European universities are mostly focused on the "creative part" and their graduates are not always ready to enter the modern labour market as they lack cross-sectional (entrepreneurial, digital, financial management) skills.</li> <li>• The disconnection between education, research, and businesses: CCI often lack relevant integration reflecting the Knowledge Triangle of research, education and business, in particular for the business component. Also, while there seems to be sufficient R&amp;I in CCI, coordination and sharing of methods, results and best practices, in particular to unlock the high-potential for the various types of innovation could be improved.</li> <li>• Obstacles when accessing private finance: systems for estimating risks of investment and business models of CCI significantly differ from most other economic sectors, which makes CCIs less likely to be able to attract investors. Furthermore, due to limited possibilities for replication and scaling up, a number of subsectors of CCIs are not attractive for venture capital.</li> <li>• Challenges for growth and market access: a significant share of CCI products and services are produced in national languages and are deeply embedded within the respective cultures. Diversity is a part of the EU's rich cultural heritage - cross-border cooperation and trade across regions and countries needs to be further encouraged.</li> </ul>
Objectives and expected impacts	<p>Cultural and Creative Industries (CCI) can bring a horizontal solution to an array of rising challenges which can be addressed through research and innovation activities. These challenges can be grouped as follows: 1) Europeans' creativity, cultural diversity and values; 2) European identity and cohesion; 3) European employment, economic resilience, and smart growth; and 4) Europe as a global actor.</p> <p>By relating to nearly all aspects of people's lives, such an EIT KIC on CCI</p>

	<p>will be highly relevant in terms of economic and societal impact, unlocking strategic opportunities for economic, technological as well as social innovation.</p> <p>The contribution of culture and creativity to innovation is not limited to the direct impact of the CCI, since innovation across-the-board is increasingly driven by non-technological factors such as creativity, design and new organisational processes or business models. In particular, CCI with distinct value chains (i.e. music, design, fashion, audio-visual, video games, architecture ...) have a strong innovation capacity in economic terms and are able to drive innovation in other sectors of the economy.</p> <p>Culture and participation in cultural activities has a direct impact on the well-being of citizens. CCI enhance societal values of identity, democracy and community participation. Culture has great potential to reinforce a European sense of belonging and to foster diverse, inclusive and resilient societies in politically challenging times.</p> <p>An EIT KIC on CCI will empower network opportunities, collaboration, co-creation and know-how sharing between education, research and business, within the cultural and creative sectors and with other sectors of the society and the economy. It will catalyse bottom up and top down initiatives at regional, national and EU levels. It will develop the necessary framework conditions for the creation and scale up of new ventures in innovative ecosystems. In particular, the partnership will contribute to lower obstacles to market uptake of Research &amp; Innovation through the development of standards and better access to finance, and customer acceptance of new solutions.</p> <p>It will provide researchers and students in several disciplines (including arts, humanities, business, social sciences and applied hard sciences) and entrepreneurs of the CCI and other sectors with the knowledge and skills necessary to deliver innovative solutions and to turn them into new business opportunities. It will allow further cross-fertilisation with other economic and industrial sectors, acting as an accelerator for innovation and stimulate co-creation, co-design and participation of citizenship in programming and debating of R&amp;I agendas, implementation, testing, assessment and sharing of innovative products and services.</p>
Necessity test: rationale for a European Partnership	<p>A partnership approach is more effective in achieving the objectives because:</p> <ul style="list-style-type: none"> <li>- The magnitude and systemic nature of the problem addressed requires knowledge and resources sharing, and long-term, concerted actions (based on a joint strategy and shared vision) from a broad range of stakeholders: academia, industry, SMEs, municipalities, civil organisations, investors, etc.</li> <li>- It provides a critical mass to ensure the scale and scope required and, at the same time, it helps address the sector fragmentation through coordination, structuration and prioritisation.</li> <li>- It ensures a systemic (not fragmented) approach to innovation, addressing all sector segments in a coordinated manner, accelerating deployment and increasing the impact.</li> <li>- It relies on a stable governance ensuring the long-term commitment of all stakeholders involved.</li> <li>- It creates the conditions to incentivise the commitment of innovation actors for a long time, in order to ensure the continuation of the activities once the EU financial support is phased-out.</li> </ul>

Relevant for the following parts of Horizon Europe	<p>Pillar II 'Global Challenges and European Industrial Competitiveness'</p> <p><input type="checkbox"/> Cluster Health</p> <p><input checked="" type="checkbox"/> Cluster Culture, creativity and inclusive society</p> <p><input type="checkbox"/> Cluster Civil Security for Society</p> <p><input checked="" type="checkbox"/> Cluster Digital, Industry and Space</p> <p><input type="checkbox"/> Cluster Climate, Energy and Mobility</p> <p><input type="checkbox"/> Cluster Food, Bioeconomy Natural Resources, Agriculture and Environment</p> <p><input type="checkbox"/> Cross-cluster</p> <p><input checked="" type="checkbox"/> Pillar III 'Innovative Europe'</p>
Currently identified links with other partnership candidates / Union programmes	<p>A KIC on CCI is expected to establish strong synergies with relevant policy initiatives under the Horizon Europe Programme, and in particular under Pillar II with the cluster "Culture, creativity and inclusive society" and its areas of intervention on "Cultural Heritage" and "Democracy and Governance".</p> <p>A future KIC could also provide valuable horizontal inputs across various activities to be carried out in the cluster "Digital, Industry and Space", in particular as regards the manufacturing technologies in which the need to develop new products rely heavily on CCI. Furthermore, it could efficiently complement other parts of the Horizon Europe Programme, the intervention of the existing EIT Digital and the actions foreseen under other EU programmes such as InvestEU, Digital Europe or the Cohesion Policy Funds.</p> <p>The new Creative Europe Programme will be highly relevant for the activities of the KIC on CCI. The Programme elects strands and special calls reflecting some of the already mentioned challenges facing the sector (e.g. creatives' skills and employment, business models, etc.) and strong synergies and complementarities should be developed. Under the current Creative Europe Programme, and in the context of limited access to finance for the cultural and creative sectors, synergies could be expected with the Cultural and Creative Sector Guarantee Facility, a financial mechanism to help scale up cultural and creative projects by providing insurance to financial intermediaries. This will have to be developed also in the framework of the future Invest EU programme where all financial instruments will be centralised.</p> <p>The Smart Specialisation Strategy (S3) platform on Industrial Modernisation has identified a number of R&amp;I strategies that focus on CCI and explore new linkages between local assets, potential markets and societal challenges through the involvement of a large set of entrepreneurial actors. In particular, the promotion of new partnerships between research organisations, enterprises and public authorities is a major concern of S3 strategies, calling for the set-up of new collaborative platforms.</p> <p>Links will be established with DG REGIO's Urban Agenda for Europe partnerships and, in particular with the UAEU Cultural Heritage partnership.</p>
Does the proposed partnership build on currently active ones?	no
Expected type and composition of partners	<p>A KIC is meant to involve the actors of the Knowledge Triangle (academia, research and industry). However, a KIC can involve also other actors that can contribute to its objectives (i.e. financial actors, local government, civil society). In particular, entities managing and/or funding research and innovation programmes can also be involved in order to ensure synergies with initiatives at national/local level.</p>

Contributions and commitments expected from partners	<p>As the other EIT KICs, the CCI one shall establish its financial sustainability strategy building on a sustainable mix of income sources to finance its operations. In addition to the EIT grant, the KIC budget may include additional revenue from various sources, such as membership fees, regional funding, ROI from shares in companies, business support services, fees from EIT labelled educational programmes, education certificates, etc. Partners also provide in-kind contributions to co-fund the activities.</p> <p>Support by local governments is required in order to help the KICs' Co-location centres in getting well embedded into local innovation ecosystems.</p>
Currently envisaged implementation mode(s).	<p><input type="checkbox"/> Co-programmed European Partnership</p> <p><input type="checkbox"/> Co-funded European Partnership</p> <p><input type="checkbox"/> Institutionalised European Partnership</p> <p><input type="checkbox"/> Article 185</p> <p><input type="checkbox"/> Article 187</p> <p><input checked="" type="checkbox"/> EIT-KIC</p>
Justification of the implementation mode	<ul style="list-style-type: none"> <li>• Through an open and competitive call process, each KIC partnership is selected among a number of proposals based on criteria, including: proposed strategy, implementation aspects and expected impact.</li> <li>• Based on a multiannual strategy and Business Plans, the KIC will run an integrated portfolio of activities in the field of education, support to innovation and to entrepreneurship in order to contribute tackling global challenges.</li> <li>• Each business plan covers a period of one year; it is assessed by external experts, scrutinised and approved by the EIT GB. It is a mean to flexibly address the key issues a KIC tackles.</li> <li>• Place-based approach: each KIC is composed by a number of Co-location Centres aiming at getting integrated in local innovation ecosystems to strengthen the ties between innovation actors.</li> <li>• A KIC is meant to be financially sustainable and keep operating after the end of the support of the EIT.</li> <li>• Each KIC benefits from the interactions and synergies with the other KICs.</li> </ul>
Proposed starting year	2022