



EIT Culture & Creativity

From Innovation
in the Creative Industries
To Societal Impact



The Creative Industries is one of Europe's industrial ecosystem

Added value
253 billion (2019)
(Comparison table by EY, 2021)

Accommodation and catering	379
Utilities	376
Cultural and creative industries	253
Agriculture, forestry and fisheries	201
Telecommunications	187
Chemicals	176
High-tech goods	140
Pharmaceuticals	122
Automotive	107
Textiles, leather and clothing	59
Aerospace	44



Knowledge and Innovation Communities (KICs) have been founded since 2010 for e.g. EIT Digital, EIT Innoenergy, EIT Food, EIT Health, EIT Manufacturing, EIT Raw Materials and the **latest KIC being EIT Culture & Creativity.**

Knowledge and Innovation Communities have been created by the EIT to strengthen the competitiveness of Europe by **implementing innovation, shorten time to market!**

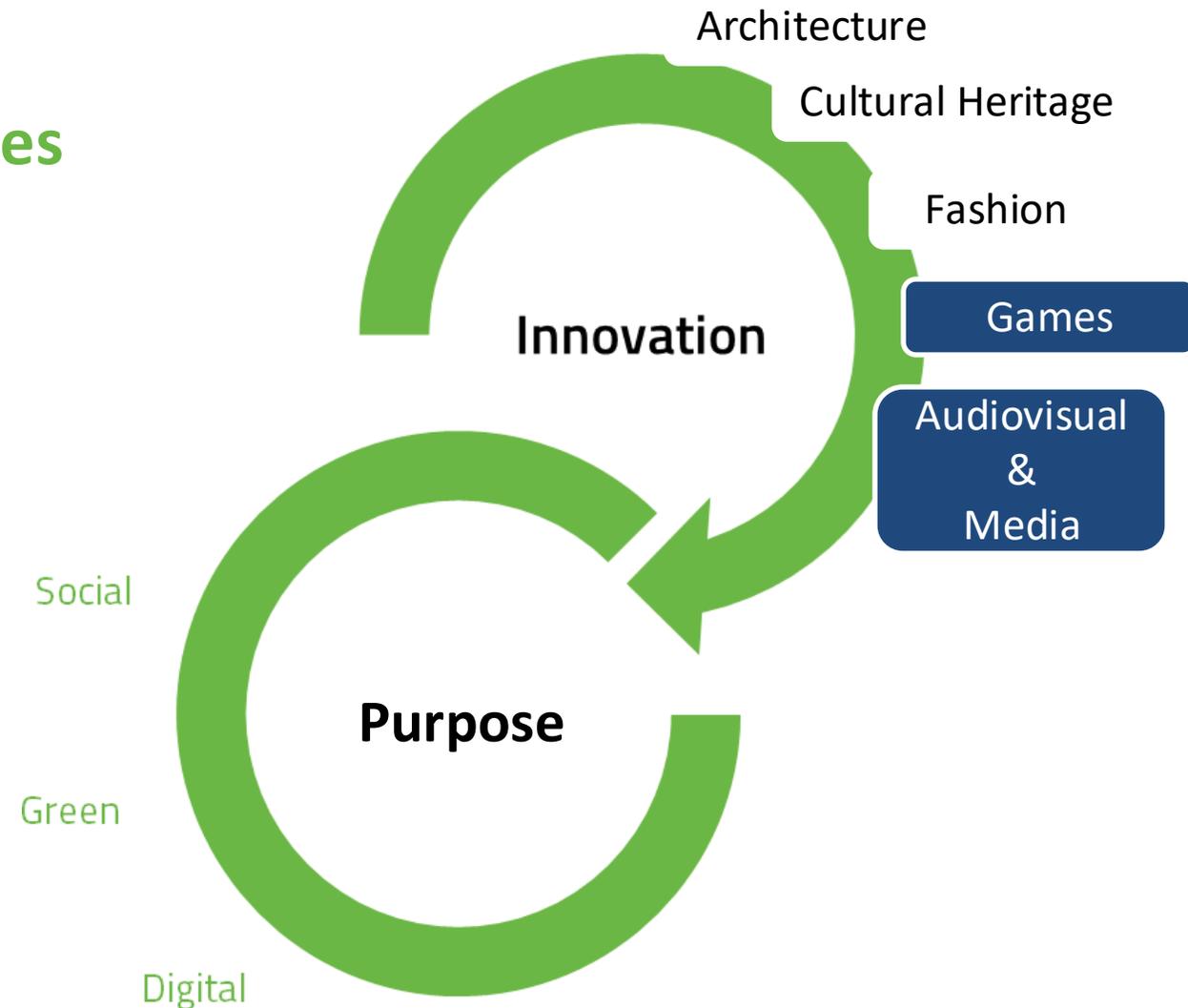
Knowledge and Innovation Communities are Public and Private Partnership, co-funded by the EIT for potentially up to 15 years, financed by the European Union.



EIT Culture & Creativity addresses global challenges Europe faces turning innovation into impact

The Value Proposition

- _The only European network across education, research and business across 15 sectors and 30 nations.
- _The only long term partnership with purpose on top of two year public EU grants.
- _ Not another public funding body!
A European shareholding company in the making



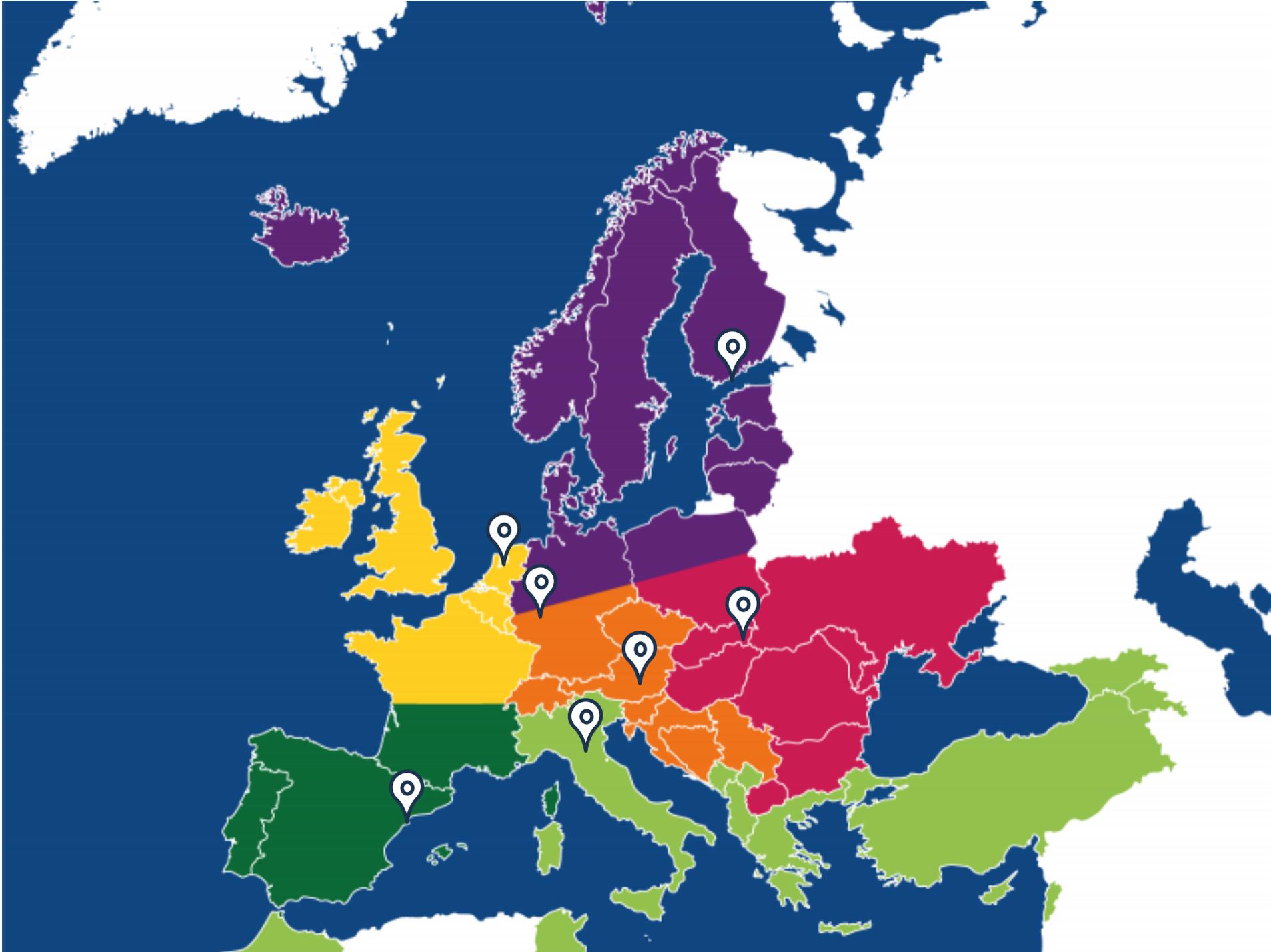
Where we are

Headquarters:

- Cologne

Co-Location Centres:

- Amsterdam
- Barcelona
- Bologna
- Helsinki
- Košice
- Vienna



We are 61 Partners of Excellence across 21 nations

12 Education



4 Research & Tech Organisations



4 Cities & Regions



12 Cultural Institutions & NGOs



12 Business



Subject to change, not for public presentation.

10 Network and Support Organisations



Impact goals in the EIT Culture & Creativity priority areas



Sector	Qualitative impact goal	Quantitative impact goal by 2030
Fashion	Increase circularity of the sector	2.50% increase of fashion companies producing by EU circularity standards and practices
Architecture	Increase circularity & strengthen the social dimension	2.00% increase of EU architectural sites rebuilt making use of innovative technologies
Cultural Heritage	Strengthen EU's social cohesion while preserving heritage	5.00% increase of social cohesion experienced by visitors to EU cultural heritage institutions and practices;
Audio-visual Media	Implement trustworthy principles and technologies	2.00% increase of products and services based on responsible and trustworthy technologies by AVM companies in EU.
Gaming	SMEs with adopted disruptive technologies with digital ethics	1.25% increase of EU SMEs in gaming with disruptive technology such as AI, no-code platforms, user-generated content, and digital ethics.

EIT Culture & Creativity KPIs - Incubation & Acceleration



CCSI Startups supported and/or created to scale globally

CCSI companies experimenting with new circular technologies or business models with global scaling potential

CCSI companies testing innovations with data, emerging technologies, or big datadriven business models with global scaling potential

CCSI companies or institutions with a (climate) resilience plan in place up to 2030

Graduates with new skills for the green and digital transition

Students/professionals with new entrepreneurial skills

EIT Culture & Creativity - The shareholding company for pioneers in the European Creative Industries which have the capacity to scale globally



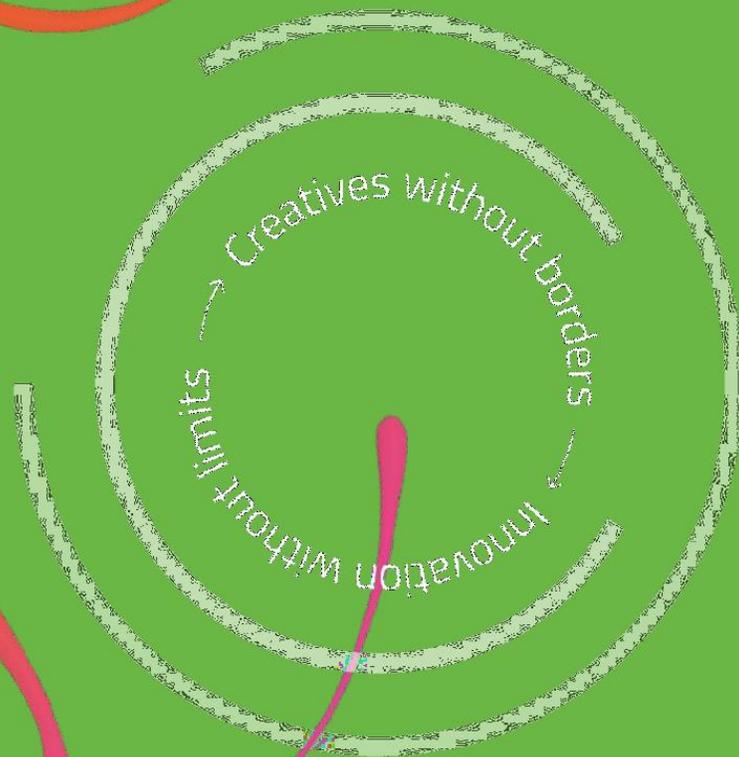
A Different Partnership!
With Return on Investment, a Societal Purpose and European Mission

Hold shares in ~50 SMEs by 2027

Incubate and accelerate ~440 start-ups

Investment attracted into startups of ~16 MEUR

Implement Resilience Plans in ~650 organisation



Services for SME's and start-ups

Accelerator Programme



EIT CC Business Creation: Your Long-term partner



EIT CC Accelerator Programme starts in 2024!



AUTUMN 2024

Phase 1: Acceleration Programme, online, 8 weeks

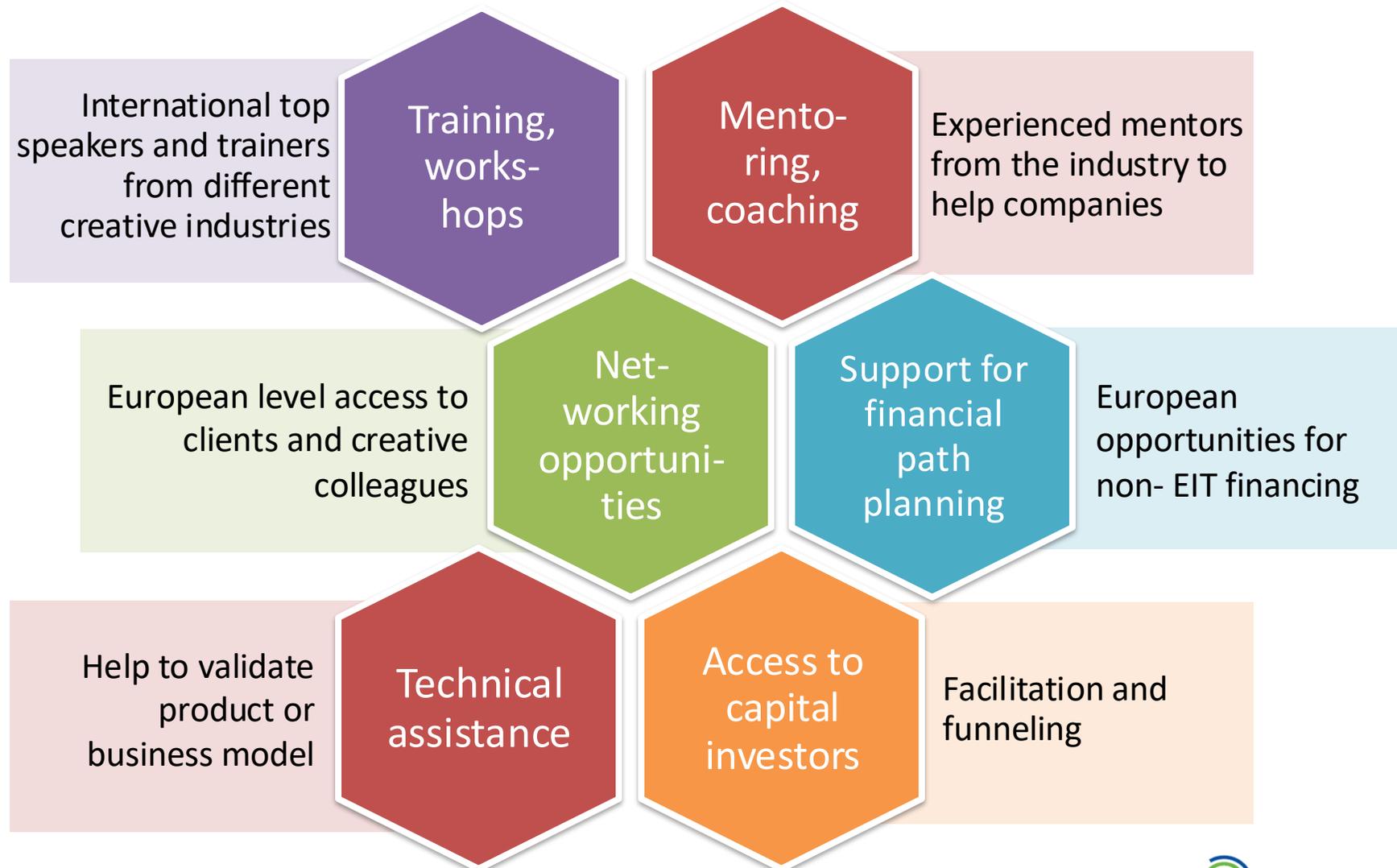
- 30 participating teams (approx 5/co-location centre)
- Online sessions, group mentoring and Demo Day
- You get: listed among the "100 Creative Pioneers to Watch in Europe", an EIT CC seal of excellence for one year.

SPRING 2025

Phase 2: Acceleration Plus Programme, hybrid, 12 weeks

- Selected teams from Phase 1
- Access to Customers, Networking, and Investment Opportunities with support from EIT CC Co-location Centres in Amsterdam, Barcelona, Bologna, Helsinki, Košice and Vienna
- Workshops and 1to1 mentoring
- Closing pitching event to selected private and public capital investors

EIT CC Accelerator: Our Unique Offering



Opportunities opening in 2024

Expression of Interest for trainers, speakers and mentors:

- Open permanently, cut-off dates September 30th, 2024, and November 30th, 2024

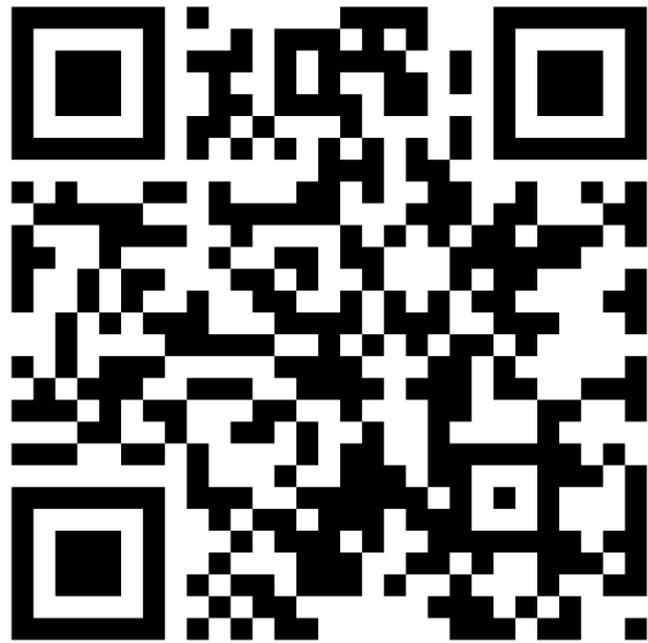
<https://eit-culture-creativity.eu/expression-of-interest-for-experienced-trainers-speakers-and-mentors-in-business-creation/>

Call for accelerator participants, DL Oct 6th:

<https://eit-culture-creativity.eu/accelerator-programme/>

Call for acceleration and incubation partner organizations

- Q1/2025



eit-culture-creativity.eu



Disclaimer

EIT Culture & Creativity (EIT CC) is an institutionalized Partnership of the European Union for the Cultural & Creative Sectors and Industries.

It operates under the Partnership Agreement with the EIT, the EIT CC Code of Conduct, the Horizon Europe Programme rules, especially the MGA Annex 5 principles for open and transparent calls for proposals.

Access these documents here: [The EIT CC Library](#)

All decisions about EIT grants are operated by independent juries of external experts under criteria publicly available.

Thank you!



 www.eit-culture-creativity.eu

 EIT Culture & Creativity

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