EIT Culture & Creativity

Opportunities for EUR Researchers and Practitioners
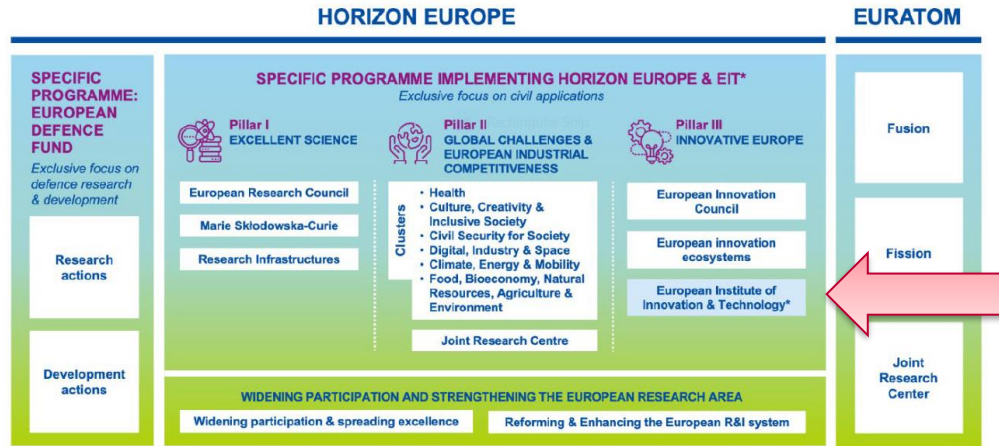
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Erasmus University Rotterdam

What is EIT?

➢ [European Institute of Innovation and Technology](#)

➢ Established 2008

➢ Sits under Pillar 3 – "Innovative Europe" of Horizon Europe

What is EIT?

"The EIT should contribute to reinforcing the **innovation capacity** of the Union and Member States in order to **tackle major challenges faced by society**, thereby contributing to **sustainable Union economic development** and **competitiveness**."
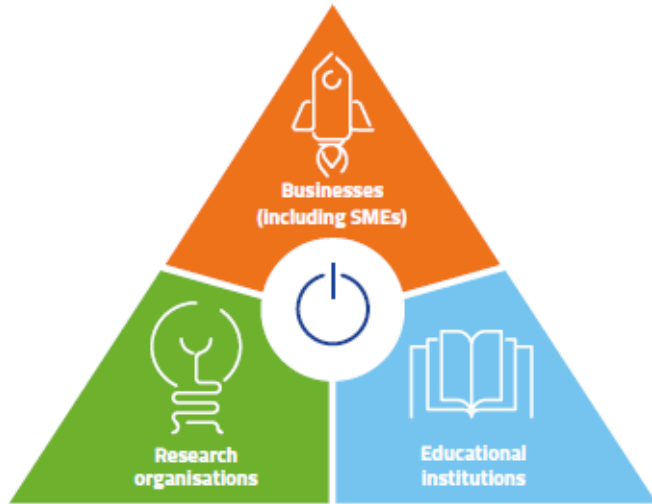
- REGULATION (EU) 2021/819 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 20 May 2021 on the European Institute of Innovation and Technology

€ 2.9 billion for 2021-2027

The EIT Approach

Image Credit: EIT

Integrate stakeholders and expertise from Education, Research, and Industry/Business (the so-called "Knowledge Triangle")

+ Public Authorities

+ Civil Society/NGOs

➤ "Extended Knowledge Triangle"

The EIT Approach

Fund Knowledge and Innovation Communities (KICs)

➢ Large scale, pan-European partnerships united around a central societal challenge

➢ Anchored in local innovation ecosystems through co-location centres

➢ Composed of HEIs, research centres, businesses, public authorities, and civil society/nonprofit organisations

➢ Currently nine KICs, newest: Culture & Creativity

Knowledge and Innovation Communities (KICs)

EIT Community solutions to global challenges

Image Credit: EIT

- EIT Digital (2009 – 2024)
- EIT Climate (2009 – 2024)
- EIT InnoEnergy (2009 – 2024)
- EIT Health (2014 – 2029) **EUR is member**
- EIT Raw Materials (2014 – 2029)
- EIT Food (2016 – 2031)
- EIT Urban Mobility (2018 – 2033)
- EIT Manufacturing (2018 – 2033)
- **EIT Culture & Creativity, legal structures finalised April 2023**
- EIT Water, Marine, and Maritime Sectors and Ecosystems expected in 2026

"EIT Culture & Creativity aims to fundamentally change the CCSI towards new understandings of competitiveness, resilience and sustainable economic growth."

Strategic Objectives

Education · Innovation · Business Creation

Priority Areas

Fashion · Architecture · Cultural Heritage · Audiovisual · Gaming

➢ 9th Knowledge and Innovation Community (KIC), established in 2023 (https://eit-culture-creativity.eu/)

➢ EUR is core member and has been involved since proposal development

➢ HQ Cologne with 6 co-location centres (including Amsterdam) and 50+ partners from 20+ countries

EIT C&C membership has the potential to be the turbo booster that allows EUR to expand its EU and international reach and influence and position itself as a thought leader in Arts, Culture and Creativity.

Benefits for EUR Researchers & Practitioners

➢ Expand your networks, exchange knowledge and best practices, and identify new project partners;

➢ Increase the European and international visibility of your work; and

➢ Access new funding streams and other support for educational programmes, close-to-market innovations, and new CCSI business ventures.

Mission

"EIT Culture & Creativity's mission is to empower and nurture a sustainable innovation ecosystem including all involved in the CCSI knowledge triangle. Solving sector-specific societal and economic challenges in education, innovation, and business creation by interdisciplinary and cross-sector collaboration, EIT Culture & Creativity unlocks the innovative potential of its fragmented ecosystem, unleashing the untapped societal impact of the EU CCSI, and contributing to Europe's triple transition while accelerating competitive and resilient cultural and creative entrepreneurship."

Theory of Change

CHALLENGES

EU CCSI struggles to <u>stay competitive on a global level</u>; <u>to be resilient</u>; <u>to deliver wider impact on economic and societal aspects</u>. Delving deeper, we find three challenges:

CHALLENGE 1
Lack of appropriate skills for future job markets

CHALLENGE 2
Lack of innovation implementation capacity

CHALLENGE 3
Lack of venture creation & scaling, IP revenue and growth

STRATEGIC OBJECTIVES & IMPLEMENTATION

STRATEGIC OBJECTIVE 1
Future-proofing CCSI students and professionals with entrepreneurial and cross-disciplinary skills for the green and digital transition

- EIT labelled Masters & PhD´s
- EIT labelled CPD courses
- non-EIT labelled CPD courses

STRATEGIC OBJECTIVE 2
Deploying and scaling CCSI innovations on green and digital technologies and new business models unlocking positive societal and economic impact

- Innovation projects
- Societal transformation initiatives
- IP marketplace

STRATEGIC OBJECTIVE 3
Accelerating and scaling CCSI market opportunities to compete globally

- Creative Pioneers Programme
- Investment network
- Non-EIT venture funds

Implemented in priority areas with sector-specific societal challenges while representing a significant share of the EU CCSI workforce and revenue

FASHION

ARCHITECTURE

CULTURAL HERITAGE

AUDIO-VISUAL MEDIA

GAMING

IMPACT

IMPACT GOAL 1
Create and maintain jobs in a resilient CCSI ecosystem able to scale and compete in global markets

IMPACT GOAL 2
Increase resilience in and by EU CCSI by reducing environmental impact and increasing social cohesion

IMPACT GOAL 3
Accelerate transitions towards sustainable and responsible economic growth of EU CCSI
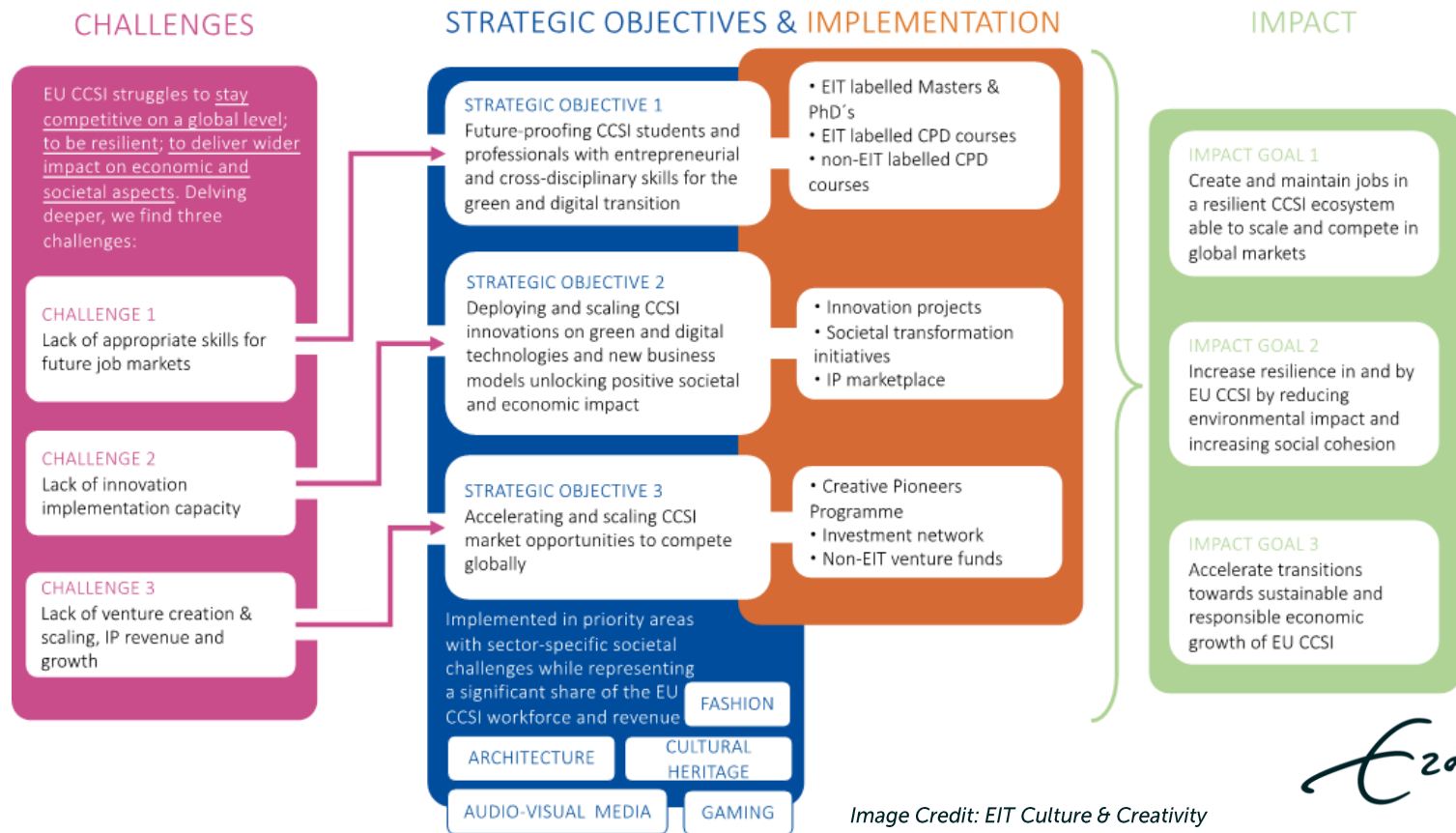
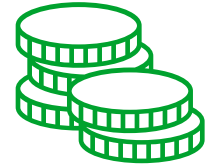*Image Credit: EIT Culture & Creativity*

Impact Goals

Create and maintain jobs in a resilient CCSI ecosystem able to scale and compete in global markets

Increase resilience in and by EU CCSI by reducing environmental impact and increasing social cohesion

Accelerate transitions towards sustainable and responsible economic growth of EU CCSI

Financial Sustainability

➢ Financial sustainability is integral to the EIT and the KIC concept.

➢ Funding from the EIT to KICs progressively decreases over a 15-year timespan, at the end of which the goal is for KICs to be able to continue without EIT financing.

➢ Relevant also for KIC grantees as funded projects are all expected to contain a financial sustainability mechanism (FSM), through which the project contributes back towards the KIC's financial sustainability (e.g., through revenue shares, equity in new start-ups, IP rights, etc.).

Opportunities - Education

➢ Objective: Future-proofing **CCSI students and professionals** with **entrepreneurial and cross-disciplinary skills for the green and digital transition**

➢ Calls along 4 strands:

   o Degree Programmes (EIT-labelled)
   - Existing/Expanded
   - New
   o Non-degree Programmes (continuing professional education for CCSI professionals)
   - EIT-labelled
   - Non-labelled

➢ Grants cover costs for developing programmes, tuition is collected centrally by the KIC, and partners are reimbursed for costs of implementing programmes based on number of students (negotiated with KIC).

Education Priority Topics

General	Entrepreneurship, Emerging technologies, and disruptive trends
Fashion	Circular fashion value chain
Architecture	Circular and sustainable buildings, climate adaptation and social dimension
Cultural Heritage	Specific crafts, emerging technologies usage towards social cohesion
Audio-visual Media	Responsible and trustworthy technology use, data privacy and ownership, supercomputing, cloud computing, AI in AVM, IP in AVM
Gaming	Disruptive technology adoption by SMEs, Digital ethics in gaming, cross-disciplinary with related sectors

Opportunities - Innovation

➢ Objective: Deploying and scaling CCSI innovations on **green and digital technologies** and **new business models** unlocking positive societal and economic impact

➢ EIT C&C provides support for "**collaborative innovations with a high commercial breakthrough potential with clear environmental and/or economic impact**" through open **calls for proposals** for new products/services in 3 strands:

○ Main innovation projects (TRL7 > TRL9) – one year; 2-5 partners; time to market: 12-24 months after funding.
○ Short innovation projects (TRL8 > TRL9) – 0.5 year; 2-5 partners; time to market: 6-12 months after funding.
○ Mono-beneficiary projects (TRL8 > TRL9) – one year; SME + research org. or implementation partner; time to market: 6-12 months after funding.

➢ All proposals need to demonstrate a credible **Financial Sustainability Mechanism**, mainly revenue sharing from % of sales and/or IP ownership & exploitation rights. **High ROI expected.**

Innovation Priority Topics

Fashion	Circular innovations in new textile processing and recycling tech, circular business models, circular design, supply chain innovation (Digital Product Passport)
Architecture	Circular innovation with a social dimension: new (biobased) materials and technology in circular building, affordable climate adaptation in architecture, liveability and cohesion in urban environments
Cultural Heritage	Integration of emerging technologies such as AI, digital, new business models, commercialisation of scalable products and services to strengthen the sector, preserve CH and increase its societal impact towards social cohesion
Audio-visual Media	Using technology following responsible and trustworthy principles: Generative AI in AVM, audience data collection and processing, new business models on disruptive technologies, new ways to work with IP, digital identity, and sovereignty,
Gaming	Innovation with disruptive technologies focused on digital ethics and cross-sectoral collaboration

Opportunities - Business Creation

➢ **Objective: Accelerating and scaling CCSI market opportunities** to compete globally

➢ EIT C&C has established a centrally coordinated **Creative Pioneers Programme** and publishes **open calls for startups and scaleups to join and receive mentorship, services, etc.** These calls include:

○ Startup accelerators delivered through CLCs by EIT C&C staff and **other experts**
○ Startup incubators delivered through CLCs by EIT C&C staff and **other experts**
○ Support to SMEs and scaleups delivered through CLCs by EIT C&C staff and **other experts**

➢ Additional programmes delivered by **service providers and strategic partners** complement and support the Creative Pioneers Programme.

Business Creation Priority Topics

Fashion	Circular innovations in new textile processing and recycling tech, circular business models, circular design, supply chain innovation (Digital Product Passport)
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Questions?

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