



A globally connected European network that provides a dynamic platform for professional exchange and development in Higher Arts Education



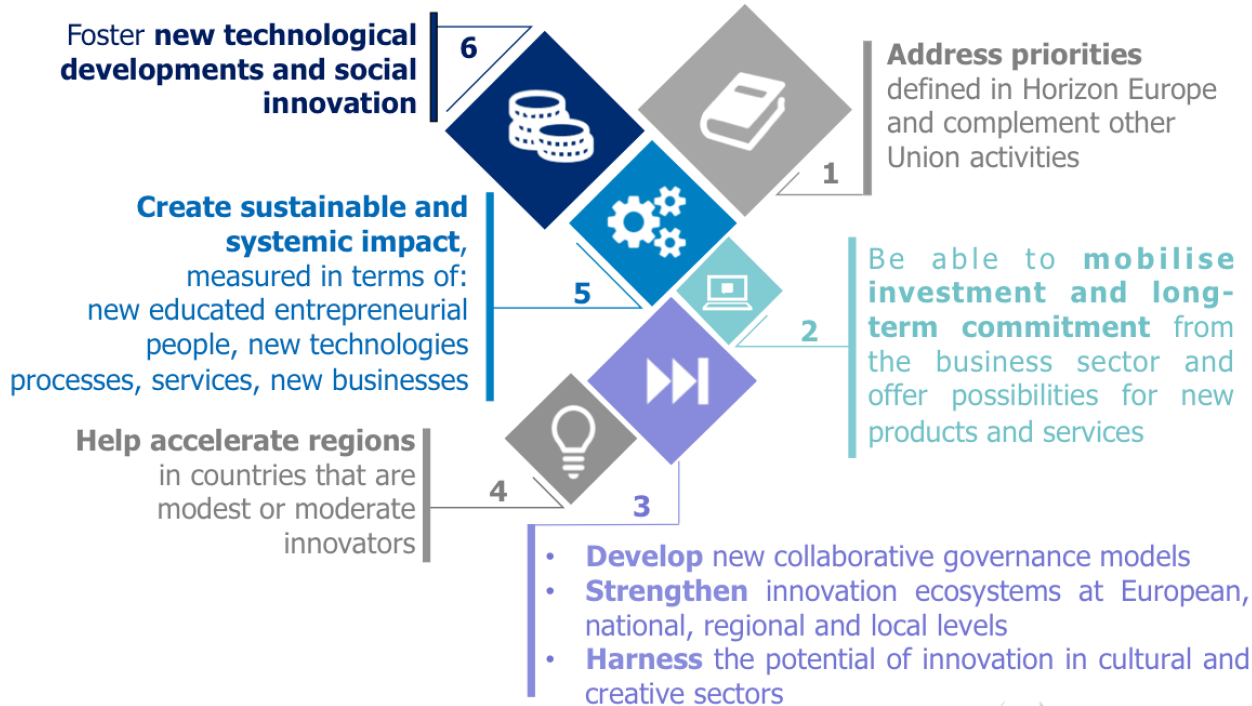
EIT-KIC-CCI  
*'The Creative KIC'*

**Background**

David Crombie  
HKU University of the Arts Utrecht

- The **European Institute for Innovation and Technology (EIT)**, one of the important cross-sectoral instruments of the European Commission to support economic growth, has recommended the establishment of a **Knowledge and Innovation Community (KIC)** for the CCI sector.
- Previous KICs have addressed other areas, such as Health, Food, Digital and Climate
- The proposed '**Creative KIC**' is an acknowledgement of the Cultural & Creative Sector as an industrial pillar

# A KIC on “Cultural and Creative Industries” will



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- Cultural and Creative Industries (CCIs) are Europe's heart and soul. They highlight both our diversity and unity, and inspire us to innovate.
  - The cultural and creative sectors are key drivers of economic growth and job creation across Europe but have been hit hard by the COVID-19 pandemic and ensuing crisis.
  - The suspension of cultural and creative activities has led to widespread job loss and economic disruption. It is therefore critical to support these sectors by creating new opportunities for innovation, education, business creation and acceleration. This will power the next generation of innovators and creatives across Europe.

# Launch of New KICs



Other new KICs could be selected in case additional budget would become available



- **Main Objectives 1**

- Reduce the fragmentation of the cultural and creative sectors' innovation landscape by **fostering the creation of innovation ecosystems** that will connect actors and networks across sectors and disciplines at local, regional, national and EU levels.
- **Train the next generation of innovators** in the CCI sectors by equipping them with the necessary entrepreneurial and technical skills needed to thrive in a fast changing environment.
- Contribute to the development of the right framework conditions to transform ideas into **new technological developments and social innovation** that will improve the quality of life and benefit EU citizens.



- **Main Objectives 2**

- Foster the creation and development of **new ventures in the cultural and creative sectors** by mobilizing investment and long-term commitment from the business sector.
- Synergize with the existing KICs, as well as with other European partnerships, programmes and initiatives to **drive innovation beyond cultural and creative industries** in other sectors of the economy.
- Strengthen the EU position as a global actor in CCI by **harnessing Europeans' creativity and cultural diversity**.

- A number of areas to be addressed were highlighted and some of those that may be most interesting for ELIA members are mentioned below.
- **Entrepreneurship & Cross-cutting Skills**
- *"The shortage of entrepreneurship and cross-cutting skills in CCI concerns both emerging sub-sectors as well as very mature ones that undergo a profound digital transformation. These skills are needed for innovation and are crucial in light of labour market changes that the sector is facing."*

Proposal for a Decision of the European Parliament and of Council on the Strategic Innovation Agenda of the European Institute of Innovation and Technology (EIT) 2021-2027: Boosting the Innovation Talent and Capacity of Europe, Annex 1



- **Research Challenges**

- *"There is limited cooperation between researchers and between research and industry as well as insufficient coordination of R&D efforts, sharing of methods, results, and best practices."*
- *"Additionally, most of the research in CCI have not been translated which leads to repetition, as researchers are often unaware of similar projects."*

- **Creative Innovation**

- *"The level of integration of creative clusters and innovation hubs is insufficient."*



- **Culture in Context**

- "A significant share of **regional smart specialisation priorities** in Europe refer to culture under different angles (e.g. cultural heritage, creative industries, etc.). Given the important role of culture and creativity for the economic and social development of cities and regions and their ability to further help address disparity issues across Europe, the potential of the CCI KIC is high."

- **Europe as a Global Actor**

- *"Europe as a global actor includes the need to **enhance the dissemination of the cultural content created in Europe.** Europe needs to remain competitive in the global digital race for creation of new technologies (e.g. AI, IoT, blockchain) for which CCI are important generators of content, products and services globally.*
- *Moreover, on a global scale, CCI (e.g. design, architecture, etc.) contribute actively to the sustainable development and drive green innovation, while cultural content (literature, film and the arts) can **raise awareness of ecological problems and inform public opinion.**"*



BUT

- But, as recently noted by the European Network of Living Labs (ENoLL):  
    *"...**we need to broaden the definition of innovation** beyond the current, predominantly science and corporate approach: placing the citizen in the centre of innovation is a real game-changer and an opportunity for innovation-led economic growth and social progress. "*
- And as noted in the final RISE report that examined the work done under H2020; *"The solutions to the complex 'wicked' problems that we face today will be **systemic**. It is no longer sufficient to focus efforts on making incremental improvements in individual sectors"*

- We learn from the arts and social sciences that it is crucial to explore the impact of such changes - and the societal challenges that arise from such change - **through the lens of individual and collective experience**: what impact do these changes have on the ways in which we live, work, and anticipate individual and collective futures?
- From this perspective, how then can we contribute by supporting *'actionable futures'*?



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**The experience of the  
Centre for Knowledge Transfer**

Georg Russegger  
Academy of Fine Arts Vienna

- **Centre for Knowledge Transfer (est. 2014)**
- Inter-University Plattform to foster **knowledge transfer** and **knowledge exchange** between universities, enterprises and society at large.
- Academy of Fine Arts Vienna is responsible for the **Social Siences, Humanities and the Arts (SSHA)** sector. And also is active in the **Science, Technology, Engineering, Arts, Mathematics (STEAM)** field.

## Topics

- Challenge Impact (SDGs)
- Art and Knowledge Transfer (Citizen-Science)
- Open Arts (Open Innovation)
- Creative Entrepreneurship (Empowerment)
- Culturepreneurship (Capacity Building)
- KTinDA (Knowledge Transfer in the Digital Age)
- Open Knowledge (Open Data, Open Access, Open Design)
- Make a Living in the Arts
- Pixel, Bytes and Film
- Postgrad Life



## Relation to the CCI-KIC

- Impact of Arts, Culture and Creativity
- Knowledge Transfer-Exchange
- Vocational Training and Education
- Sustainable Development
- Change of Innovationsystem
- Entrepreneurship
- 21st Century Skills
- Cross-Sectional und Trans-Disciplinary
- Rhizomatic Approach
- Open Society



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**Technologies for people,  
creativity by all**

Florian Schneider  
Trondheim Academy of Fine Art

- **Technologies for people, creativity by all**
- Proposal for a KIC CCI consortium that is **purpose driven** and **mission oriented**
- In collaborations and strategic alliances with the technological sectors the cultural and creative industries will be able to play a crucial role to respond to societal challenges with technological development, societal innovation and sustainable impact while empowering **mission-oriented research across disciplines.**

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- The basic idea of this proposal is to gather and connect different approaches within the cultural and creative sectors and organise them around **six missions**.
  - Culture and creativity are not only a value in for itself. They exist and become meaningful **in relation to societal challenges** inasmuch as they are able to address them in their complexity.

- Both impact and value of cultural and creative production cannot be reduced to monetary value.
- However, artists, creative and cultural producers are challenged particularly by the consequences and long-lasting impacts of the **current health and economic crisis**.
- These challenges cannot be addressed by applying the same mechanisms as in other industries, but require **specific initiatives**.
- These initiatives will lead to dynamic solutions that are expected to **overcome the fragmentation** of the sector. They relate to a **series of summits** organised around six topics that result from their connection to different missions.

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- **1. Nodes & Missions**
  - **2. Initiatives & Themes**
  - **3. Summits & Main Topics**



## 1. Nodes & Missions

- Cultural and creative industries for
  - Sustainable development
  - Smart heritage
  - Welfare and wellbeing
  - Advanced entertainment
  - Social justice and inclusion
  - Collective intelligence



## 2. Initiatives & Themes

- Continuity and cohesion
- Open access and ownership
- Accountability, privacy and trust
- Interactivity and freedom of movement
- Structural self-reflection
- Quality, impact and value



### 3. Summits & Main Topics

- Sustainable aesthetics
- Open history
- Artistic entrepreneurship
- Digital rights
- Cultural bandwidth
- Societal innovation

## Missions

## Initiatives

## Summits

Sustainable development

Continuity and cohesion

Sustainable aesthetics

Smart heritage

Access and ownership

Open history

Welfare and wellbeing

Accountability, privacy and trust

Digital rights

Advanced Entertainment

Interactivity and freedom of movement

Artistic entrepreneurship

Social justice and inclusion

Structural self-reflection

Cultural bandwidth

Collective intelligence

Quality, impact and value

Societal innovation



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**Discussion**

Barbara Revelli  
ELIA