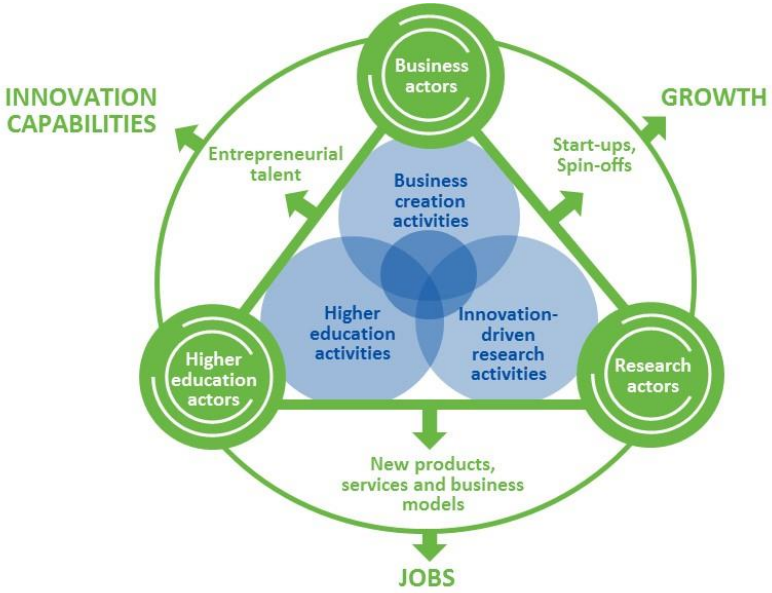
European Institute of Innovation and Technology (EIT)

Knowledge and Innovation Community (KIC)

on *Cultural and Creative Industries*

Gauthier Grousset
EWRC – Skills reform & partnerships for SMART CCI
15 October 2020

EIT | What is it?



What is the EIT?

The European Institute of Innovation and Technology (EIT) drives innovation in Europe by supporting entrepreneurs, innovators and students across Europe to turn their best ideas into reality.

How does the EIT work?

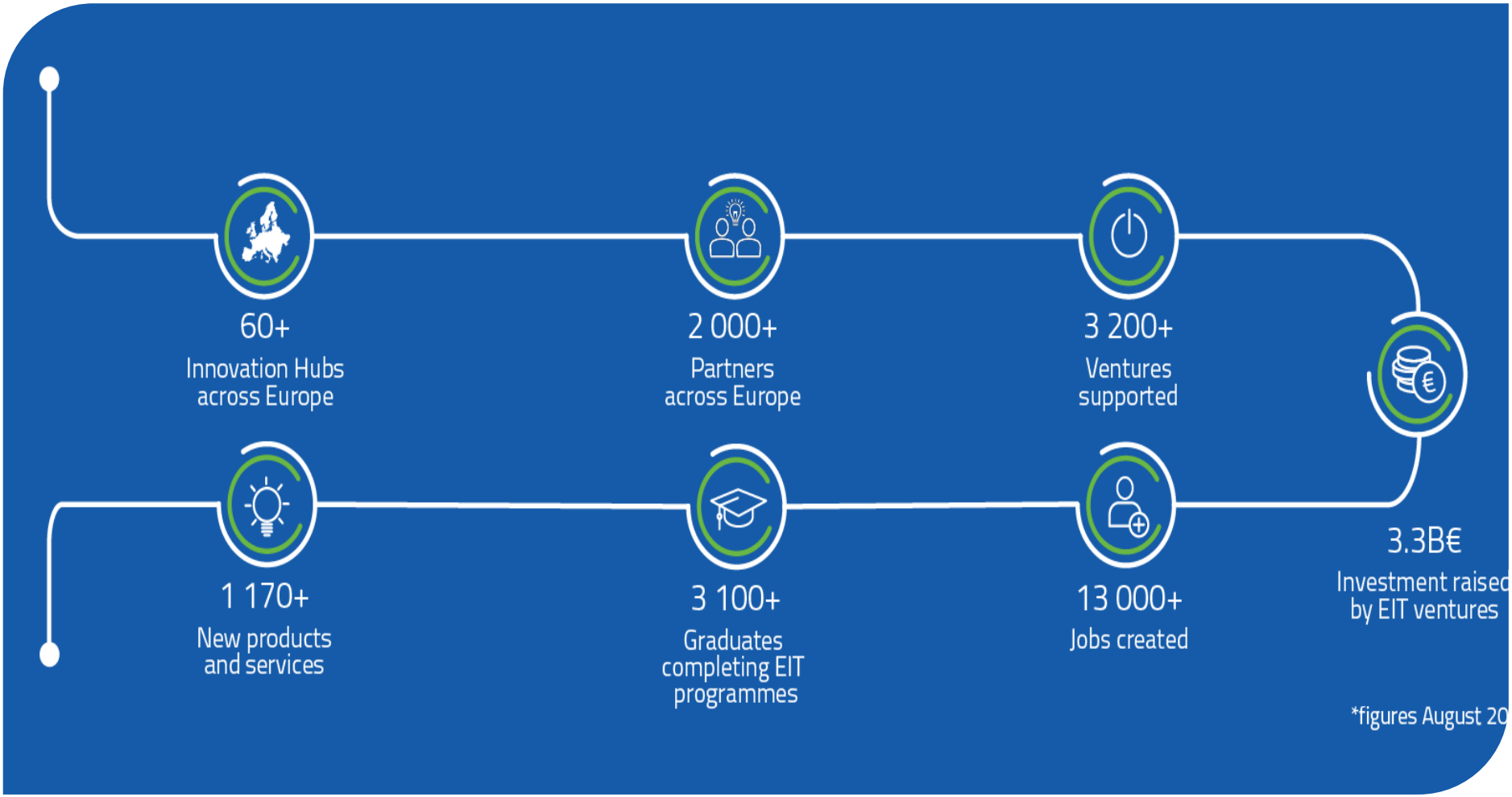
- Trains a new generation of entrepreneurs
- Develops innovative products and services
- Supports start-ups & scale-ups

MISSION

- Contribute to the competitiveness of Europe, its **sustainable economic growth** and **job creation** by promoting and strengthening synergies and cooperation among **businesses, education institutions and research organisations** within **innovation ecosystems**.
- Create favourable environments for creative thoughts, to enable **world-class innovation and entrepreneurship** to thrive in Europe and tackle **societal challenges**.

European Commission

EIT | Results



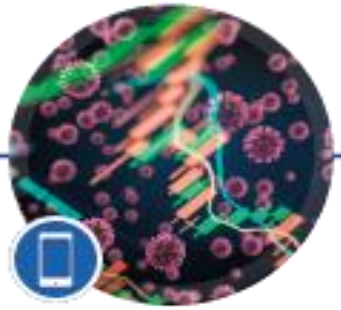
European Commission

EIT | Knowledge and Innovation Communities (KICs)



EIT Climate-KIC

Accelerate the transition to a zero-carbon economy



EIT Digital

Drive Europe's digital tranformation



EIT Food

Lead a global revolution in food innovation and production



EIT Health

Give EU citizens greater opportunities for a healthy life



EIT Urban Mobility

Smart, green and integrated transport



EIT RawMaterials

Develop raw materials into a major strength for Europe



EIT Manufacturing

Strengthen and increase the competitiveness of Europe's manufacturing industry



EIT InnoEnergy

Achieve a sustainable energy future for Europe

European Commission

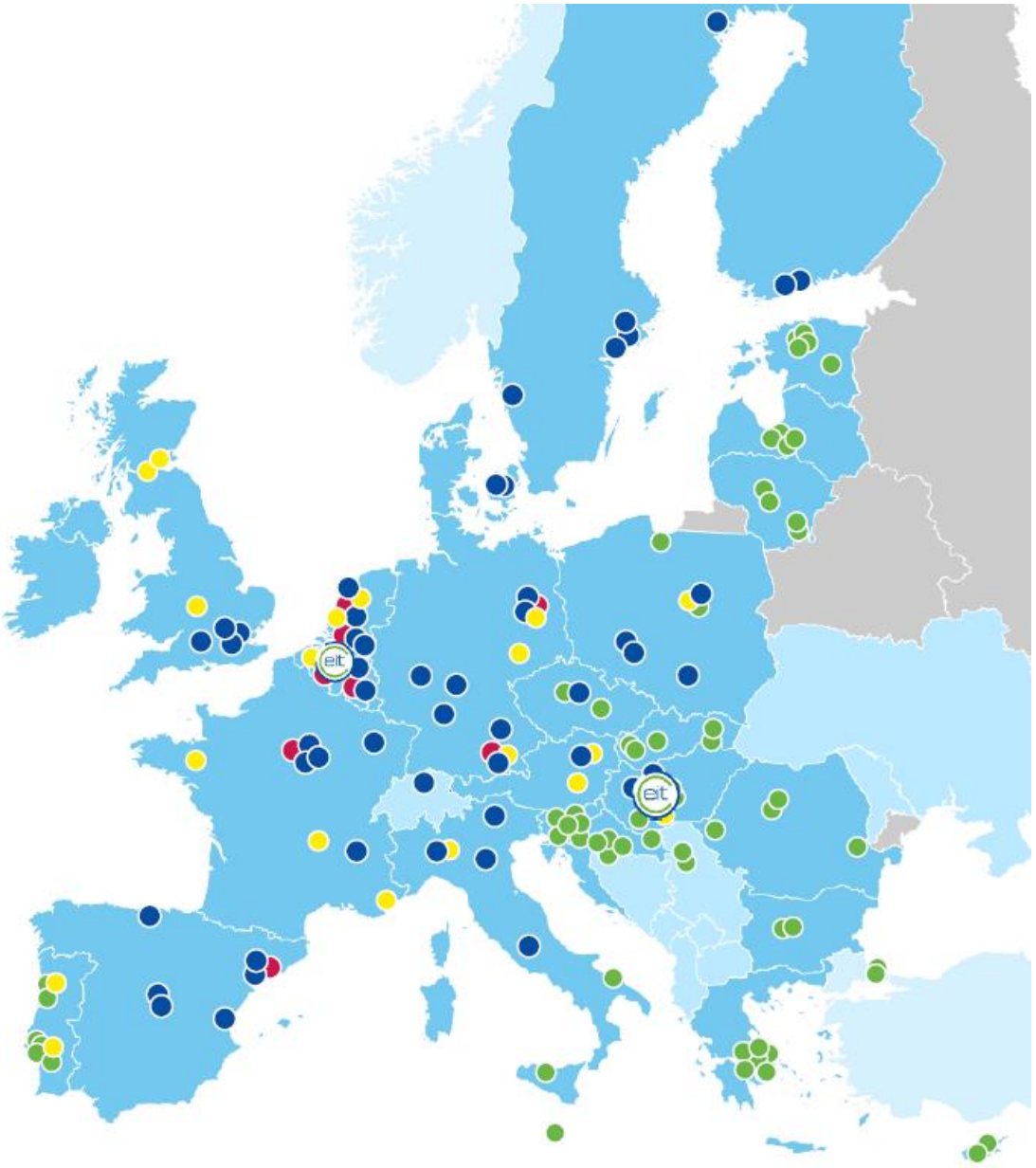
EIT | Knowledge and Innovation Communities (KICs)

- ✓ ***Independent legal entity:*** *gathering partners from across the EU and beyond*
- ✓ ***Autonomy & flexibility:*** *to determine organisational structure and activities*
- ✓ ***Long-term strategic approach:*** *set up for a minimum of 7 years to eventually become* ***financially sustainable***
- ✓ ***Effective governance:*** *run by a CEO and a lean management team*
- ✓ ***Co-location centres:*** *5-8 per KIC*
- ✓ ***Results & high impact oriented activities:*** *7-year Strategy and Annual Business Plans*
- ✓ ***Culture:*** *strong entrepreneurial mind-sets at national, European and international levels*

European Commission

EIT COMMUNITY ACROSS EUROPE

- Headquarters
- Co-Location Centres
- KICs' Offices
- RIS hubs



European Commission

EIT EDUCATION

Master and doctoral programmes

- *International cooperation, industry involvement*
- *Training on specific skills and competences*
- *Mobility, internships and scholarships/ fellowships*

Executive training and post-doctoral courses

Continuous professional development courses/ modules

Learning modules and MOOCs; alumni and outreach activities



Educating the next generation of entrepreneurs, innovators & change-makers

European Commission

EIT BUSINESS CREATION & ACCELERATION

EIT powered activities:

- **Tailored support for entrepreneurs:** business coaching & mentoring, access to market and customers, access to new technologies and testbeds, access to talent, access to finance...
- **Sourcing start-ups and scale-ups:** venture and ideas competitions, referrals
- **Venture support** within thematic specialisations of each Innovation Community



Benefits for start-ups & scale-ups:

- Market orientation
- Shorter time-to-market
- Access to Europe's largest innovation network
- Proximity to finance sources

European Commission

EIT INNOVATION DRIVEN RESEARCH PROJECTS



EIT powered activities:

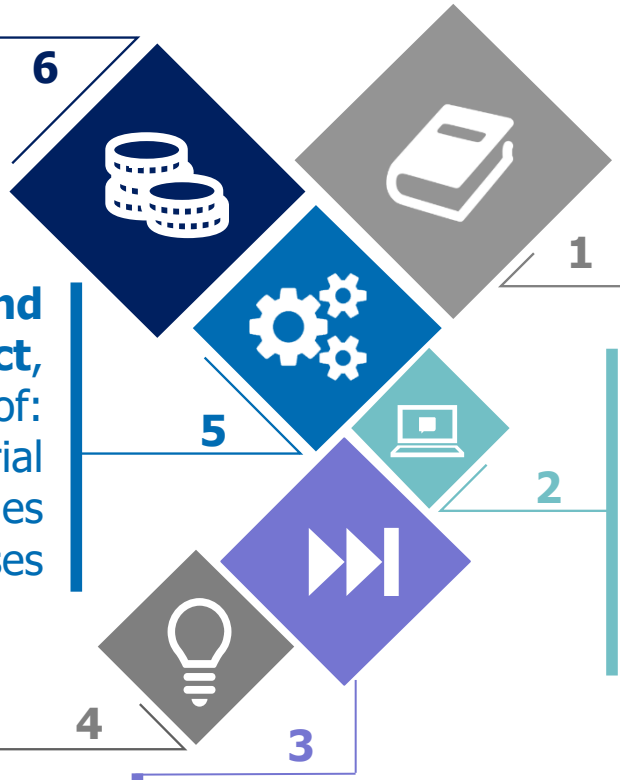
- Focus on commercialisation
- Facilitation of co-creation and cooperation
- Linking innovation players from different innovation ecosystems
- Adaptive and responsive to market and social trends

Transdisciplinary & multicultural teams working together on solutions to global challenges

New products, services, processes & business models for Europe

European Commission

A KIC on "Cultural and Creative Industries" will



Foster **new technological developments and social innovation**

6

Address priorities defined in Horizon Europe and complement other Union activities

1

Create sustainable and systemic impact, measured in terms of: new educated entrepreneurial people, new technologies processes, services, new businesses

5

Be able to **mobilise investment and long-term commitment** from the business sector and offer possibilities for new products and services

2

Help accelerate regions in countries that are modest or moderate innovators

4

3

- **Develop** new collaborative governance models
- **Strengthen** innovation ecosystems at European, national, regional and local levels
- **Harness** the potential of innovation in cultural and creative sectors

European Commission

KIC CCI - Next steps



Commission proposal: the Strategic Innovation Agenda 2021-2027 of the EIT under Horizon Europe, adopted in July 2019, mentions the creation of a KIC on CCI with a call in 2021.



Interinstitutional negotiations: until December 2020, to determine among other things, if the theme selected is relevant, decide of the timing of the launch of the call for KIC proposal, etc.



Implementation: SIA begins as of January 2021. EIT will prepare the call, raise awareness (webinars, events, etc.), publish guidance documents, publish the call, and evaluate the proposals in view of the designation of the winning consortium.

European Commission

Thank you



eit.europa.eu

@EITeu

EITnews

EIT

HORIZON 2020