



Innovation by Creative Economy

In fall 2021, the European Institute of Innovation and Technology (EIT) will publish a call for the foundation of a Knowledge and Innovation Community (KIC). The ICE Consortium will participate in this tender aiming to found the KIC in 2023 in order to develop and scale innovation holistically - aesthetic, business, organizational, technological and social - through the Arts, Culture and Creative Economy. It has been supported by the State of North-Rhine Westphalia, German Ministry of Education and Research and 40 lead partners in 14 nations.

Vision



The EU selected the Creative Economy as one of 14 strategic sectors for growth and resilient as well as inclusive societies.



By innovating Creative Economy, innovations by the Cultural and Creative Sectors and Industries (CCSI) will lead in shaping the twin transformations Europe faces, particularly during the Covid-19 recovery.

One-Stop-Shop



Development of **New Products & Services**

Job Creation

Establishment of **Innovation Hubs**

Artistic & Tech Experiments

Education & Training for **Entrepreneurship**

Support of **Ventures**

Raising of **Investment Capital**



TIMELINE

Spring 2022

End of application period

Fall 2022

Foundation of the KIC & allocation of initial grants



The KIC will receive a total **Seed Funding** of **EUR 150 Mio.** over a period of **seven years.**

Funded Projects



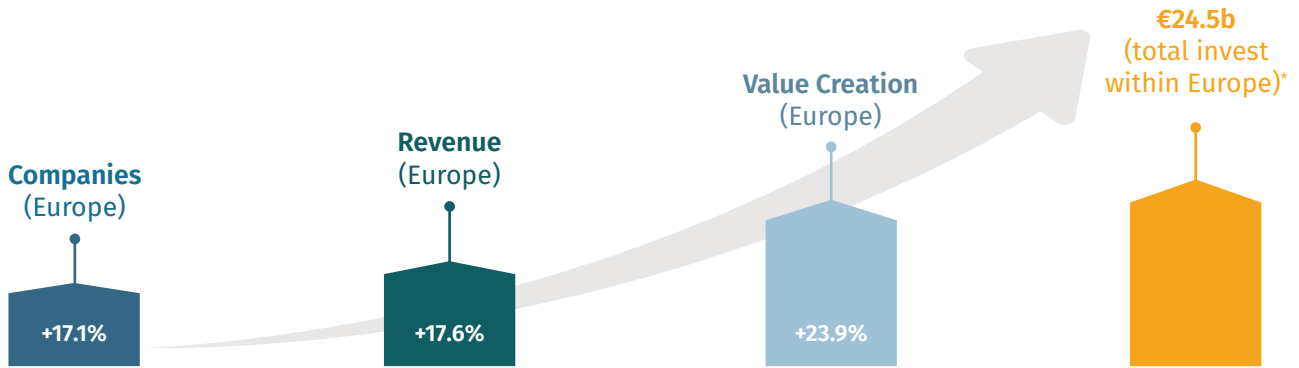
The KIC will invest in innovation with global outreach and impact within areas such as content and platforms, city and rural development, heritage and construction, design and games.



Sustainable Innovations by the Creative Economy will support e.g. the European Green Deal, the New European Bauhaus and the Pact for Skills and access of CCSI to the European Single Market.



Five Year Growth in the CCSI*

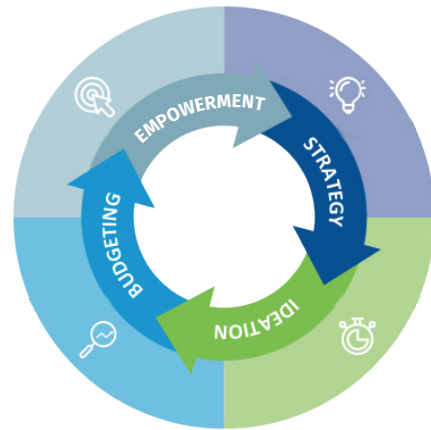


* 2019 Eurostat

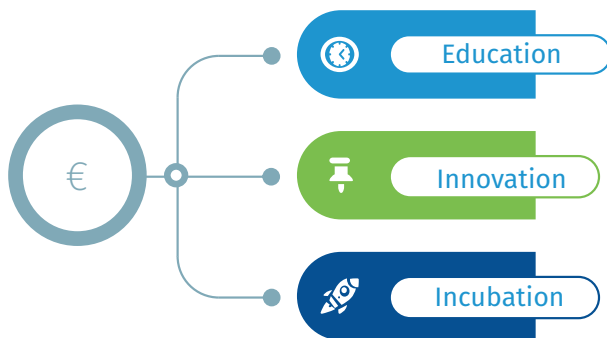
Leading European Twin Transformations

The current crisis offers new opportunities and provides a gateway to the future as diverse agendas are coming together - think eco-principles and the green transition, the circular economy, new concepts like resilience or co-creation and the participatory imperative and not to forget a digitizing world that allows the cultural and creative economy to run through systems like electricity in its inventiveness. This mix of tech and creativity, of business and society will lead radical innovations for the digital digital, social and green transformations to re-built Europe better: This is ICE.

KIC Lifecycle: Producing innovation programs year by year



Investment Priorities



The KIC primarily invests in attractive scalable B2C and B2B innovation opportunities in the CCSI for venture and job creation within planetary boundaries - if driven by emerging technologies, transnational collaborations or artistic experiment for the new European unicorns and zebras.

Your Benefits - Be part of the movement that creates tomorrow's entrepreneurs and innovations

1. Agenda setting for innovations in Europe
2. Co-funding for innovation activities
3. Strategic funding for system change innovations (50 Mio. Euro plus)
4. Out-of-the box partners & experimental labs for innovation
5. Access to a high-level ecosystem to prototype, to test or to roll out innovations