



WE ARE THE CREATIVES.

a consortium for EIT CCI

Challenges

1. **Fragmentation and dispersion** of the CCI Sectors

2. **Immature value chain** – artists and tech & business are disconnected



3. No EU wide **entrepreneurship pathways** for CCI innovators

4. Art and tech & business struggle to understand each other - lack of joint **European entrepreneurial Education pathways**

CCIs impacts us all



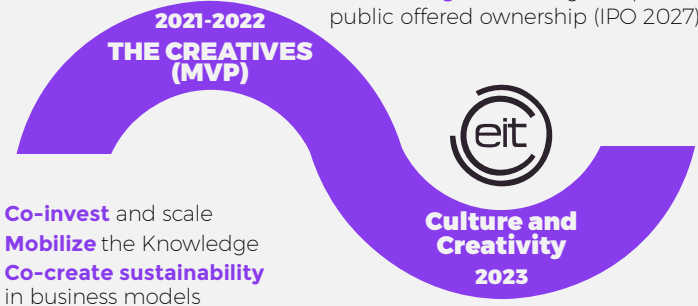
Cultural industries
(traditional arts sectors, film, DVD and video, video games, television and radio, new media, music, books and press (EC183/2010))

Creative industries
(architecture, design, graphic design, fashion, design, advertising (EC 183/2010))

The Cultural and Creative Industries
(architecture archives, libraries, museums, artistic crafts, audio-visual, tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts (EIF))

From The Creatives to EIT CCI

Public-private **partnership** across Europe
The Creatives' services **seamlessly integrated**
Blended funding culminating transparent, public offered ownership (IPO 2027)



Our Approach



What we will offer

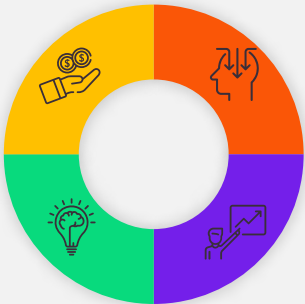
Activities

Regional Offices run regional networks of partners/satellites, delivering KIC Services

- **Start-ups** programmes
- **Scale-ups** programmes
- **Education** programmes
- Capacity **building activities**
- **Ecosystem building** and **networking**

Innovation support (investments)

Education, New Skills



Leading new initiatives solving key issues for the CCI industry

Capacity building, Entrepreneurship

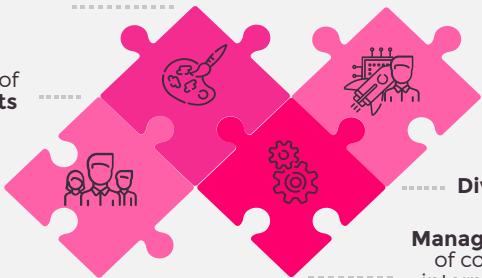
The key steps to succeed



About us

Experience in CCI

Team of experts



Diversity

Management of complex, international projects