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Contact us: info@eit-culture-creativity.eu

Tartu Ülikool

Viljandi kultuuriakadeemia

TÜ VKA

VKA: www.viljandi.ut.ee

TÜ: www.ut.ee

12.05.2023 @ virtuaalselt

KONTAKT

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 # Eveli Kuuse

EIT Culture & Creativity koordinaator

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TÜ VKA võrgustikus EIT Culture & Creativity

TÜ VKA on Baltikumi peamine loomeettevõtluse keskus:

- VKA on üks kolmest TÜ regionaalsest kolledžist

- ~720 tudengit (BA ja MA tasemel), 8 õppekava

- Fookuses kultuuripärand, käsitöö, etenduskunstid, (loome)**ettevõtlus**

- **1-aastane „Loovettevõtja mikrokraadiprogramm"** (12 ECTS)

- Inkubaator koostöös Viljandi linnaga (al 2021; ~ 10 uut ettevõtet aastas)
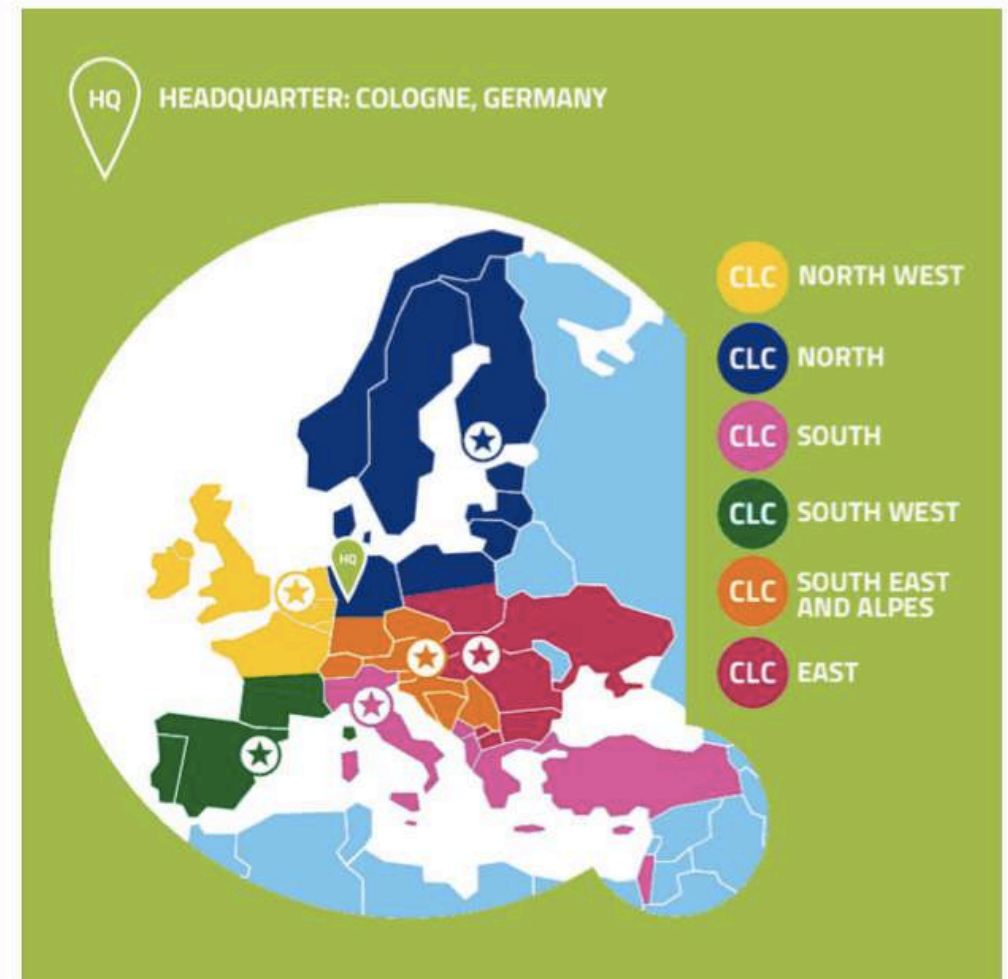
We are a partnership
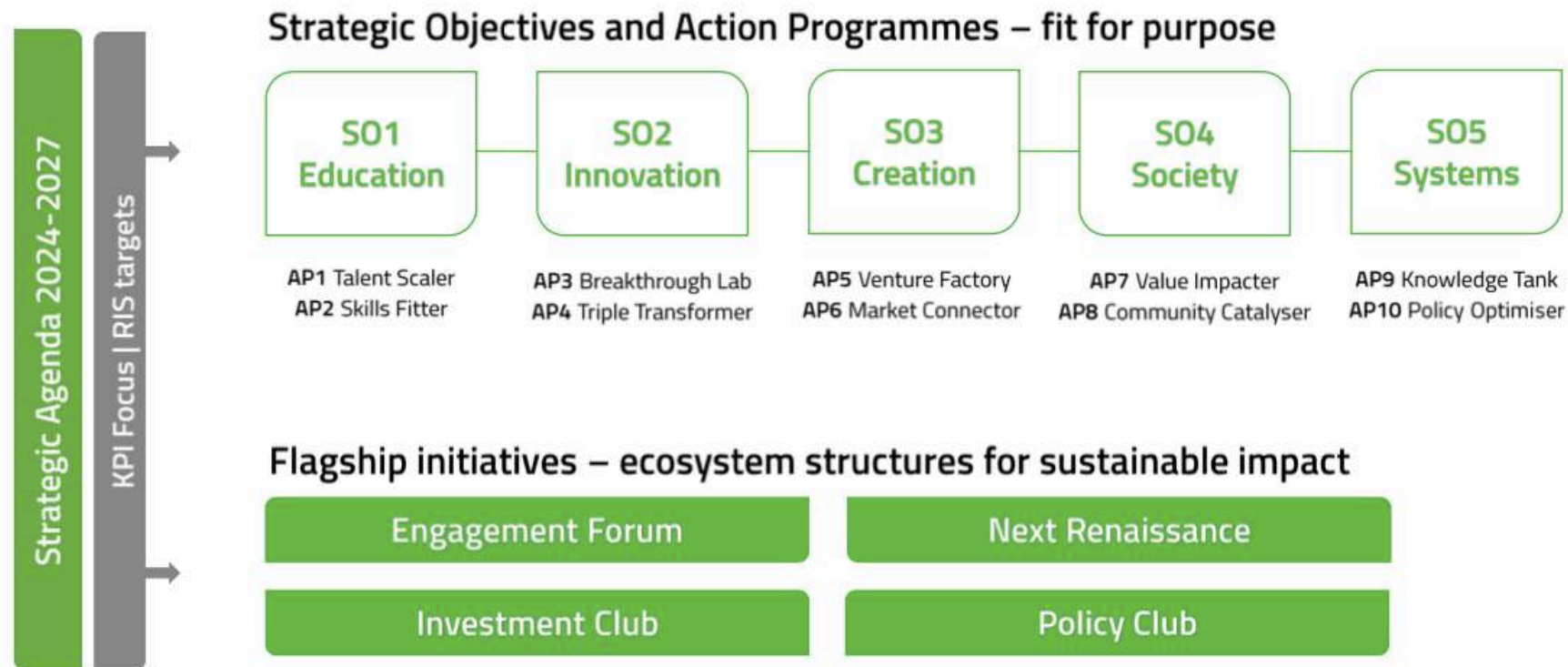
_ Diverse and inclusive of different types of organisations and CCSI subsectors from Europe and beyond.

_ Open to individuals artists, professionals, students, and entrepreneurs.

_ Fit for purpose, lean organisation focused on mission and impact.

_ Value driven, carrying innovation and business mindful of social and environmental protection.

We have presence across Europe

- EIT Culture & Creativity Headquarter is located in Cologne, Germany

- Co-Location Centers (CLCs) are subsidiaries across Europe. They will:

- Become physical nodes in the ecosystem.

- Facilitate cooperation for and across regions.

- Address, serve and build local networks.

- Engage and onboard new stakeholders.

- Implement specific measures for RIS eligible countries and regions.

HQ HEADQUARTER: COLOGNE, GERMANY

CLC NORTH WEST
CLC NORTH
CLC SOUTH
CLC SOUTH WEST
CLC SOUTH EAST AND ALPES
CLC EAST

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Overview of programmatic structure

Strategic Objectives and Action Programmes – fit for purpose

| Strategic Agenda 2024-2027 | KPI Focus \| RIS targets | SO1 Education | SO2 Innovation | SO3 Creation | SO4 Society | SO5 Systems |

SO1 Education — **SO2 Innovation** — **SO3 Creation** — **SO4 Society** — **SO5 Systems**

AP1 Talent Scaler
AP2 Skills Fitter

AP3 Breakthrough Lab
AP4 Triple Transformer

AP5 Venture Factory
AP6 Market Connector

AP7 Value Impacter
AP8 Community Catalyser

AP9 Knowledge Tank
AP10 Policy Optimiser

Flagship initiatives – ecosystem structures for sustainable impact

| Engagement Forum | Next Renaissance |
| Investment Club | Policy Club |

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Strategic Objectives

Photo by Josh Hild on Unsplash
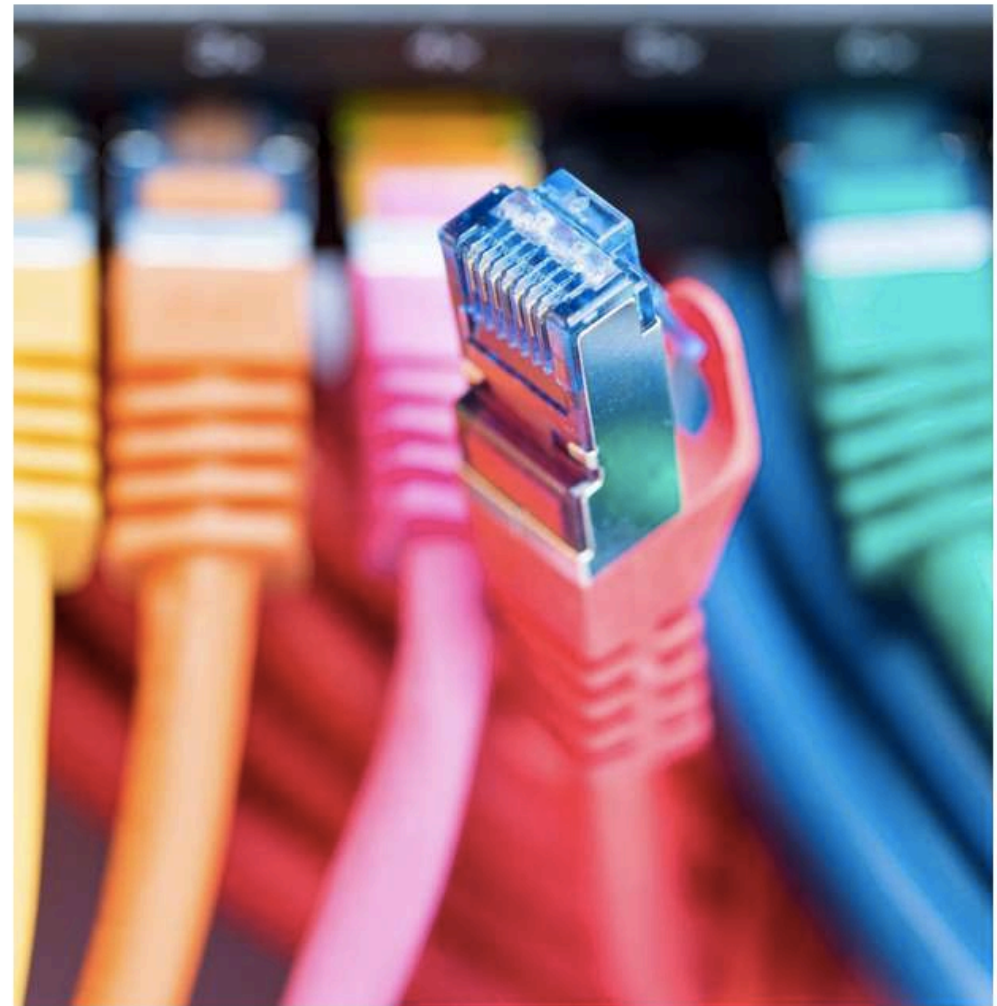
Strategic Objective 1: Education

We will create and deploy interdisciplinary education programmes for **future-proofing the skillsets of students and professionals** in the cultural and creative sectors and industries, and cross-fertilising other sectors with creativity and design as transversals skills.
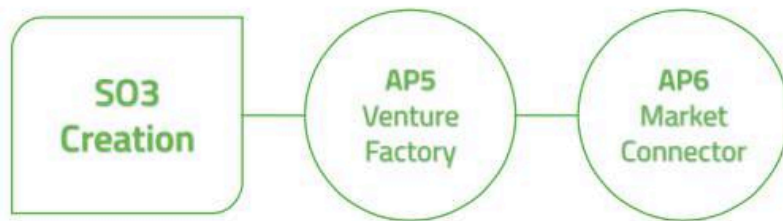
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Strategic Objective 2: Innovation


```
┌─────────────┐        ╭───────────╮        ╭───────────╮
│             │        │    AP3    │        │    AP4    │
│     SO2     │────────│Breakthrough│───────│  Triple   │
│  Innovation │        │    Lab    │        │Transformer│
│             │        ╰───────────╯        ╰───────────╯
└─────────────┘
```

We will **translate Europe's leading knowledge, technologies and innovations into products, services and experiences** leveraging collaborations across domains by creative stakeholders, researchers, innovators and entrepreneurs, while driving the Triple Transition (Green, Digital & Social) of and with cultural and creative sectors and industries.

Strategic Objective 3: Creation

```
┌──────────┐      ╭────────╮      ╭────────╮
│   SO3    │──────│  AP5   │──────│  AP6   │
│ Creation │      │ Venture│      │ Market │
│          │      │ Factory│      │Connector│
└──────────┘      ╰────────╯      ╰────────╯
```

We will co-create private and public value by working to connect startups and scaleups with the market, and implementing innovative solutions that open new opportunities for diverse creative players, paving the way for sustainable ecosystem growth and consolidation.

Strategic Objective 4: Society

**SO4 Society** — **AP7** Value Impacter — **AP8** Community Catalyser
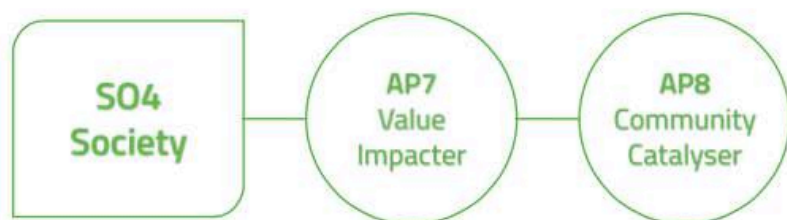
We will unleash the potential of cultural and creative sectors and industries for social innovation. By **fostering value-based cultural entrepreneurship**, we will increase social cohesion, the well-being of communities, sustainability and anchor EU values in cities, regions and rural areas across Europe.

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Strategic Objective 5: Systems

```
┌─────────┐      ╭─────────╮      ╭─────────╮
│   SO5   │──────│   AP9   │──────│  AP10   │
│ Systems │      │Knowledge│      │ Policy  │
│         │      │  Tank   │      │Optimiser│
└─────────┘      ╰─────────╯      ╰─────────╯
```

We will consolidate an Europe-wide innovation ecosystem leveraging the data and deep insights required for an evidence-based decision and policymaking that will unleash the full potential of cultural and creative sectors and industries to improve their own competitiveness, and contribute to Europe's triple transition.
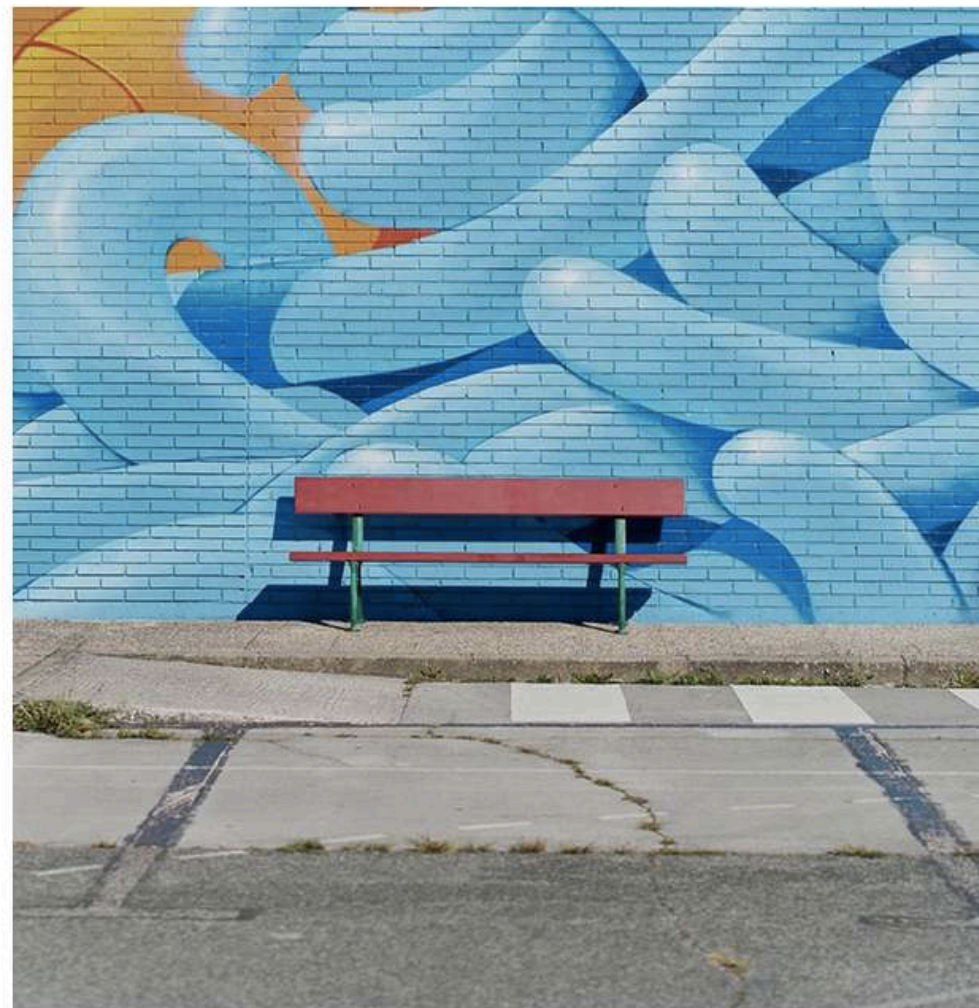
Flagship Initiatives

Building ecosystem for sustainable growth and impact

Co-create value
Engagement Forum

Leverage capital
Investment Club

Optimize frameworks
Policy Club

Bring people along
Next Renaissance

»**We need to take people along**«
President Ursula von der Leyen,
Fashion Festival Frankfurt

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Engagement Forum

Supported by an online digital participation platform, the Engagement Forum will host the innovation community members. It will be the main entry point to access tailored services and benefits such as:

_Unlimited access to funding and training opportunities.

_Network opportunities with potential business or project partners across Europe.

_Participate in job and internship marketplace as recruiters or talent.

_Showcase the idea or assets to find support from peers, customers, funders or investors.

_Have a say in the definition of challenges and opportunities for European CCSI, and future KIC priorities.

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Photo by
Mateus
Campos

Investment Club

We are building the largest club for investors in CCSI across Europe, leveraging multi-million euro funds for CCSI from private and public sector:

_Open to Investors at all levels, including Business Angels, Venture Capital Funds, Private Equity , Corporate Venture Firms, Loan Providers and Financial Institutions and Financial Intermediaries.

_Access deal flow of promising and innovative investment opportunities in CCSI from across Europe.

_Access valuable insights into opportunities and investor training.

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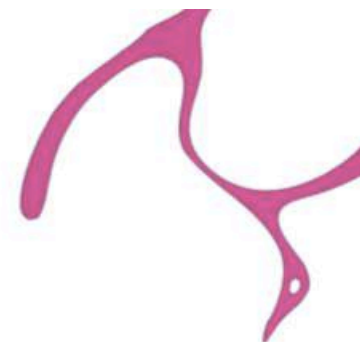
Policy Club

Policy Club is to support and initiate innovation in policies, frameworks, incentive and regulation regimes for the CCSI by fostering coordination and cross-fertilization of administrational and political institutions.

_Open to policymakers at all governance levels - EU, MS, regional, local - and representatives of associations and civil society organisations.

_Open to associations representing the interests of CCSI businesses, cultural organisations and networks.

THE EUROPEAN RENAISSANCE IN THE MAKING

The Next Renaissance

The Next Renaissance platform is a testament to experiences and practices driven by creativity and culture that effectively contribute to green, digital and social change in Europe.

_Calls for contributions from makers and thinkers from the CCSI driving a shift towards better systems in technologies and organizations, in cities and businesses, and the public realm.

_Exhibitions organised with the support of KIC partners and other stakeholders.

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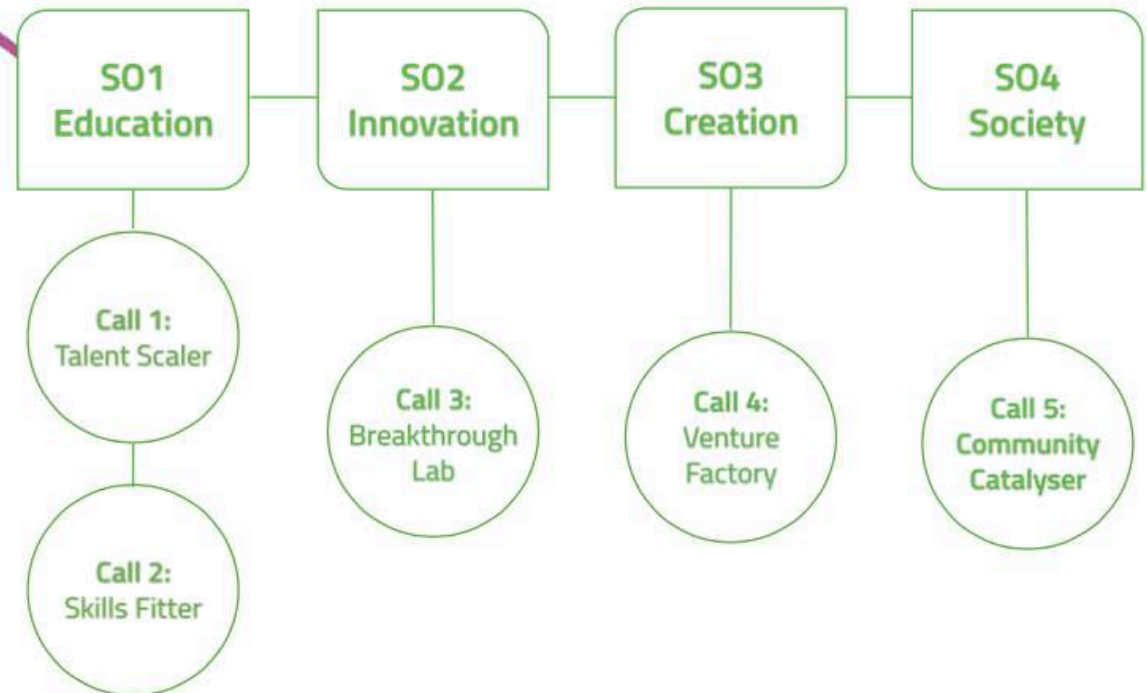
How to get involved

_**Open Calls for Proposals.** EIT Culture & Creativity publishes Open Calls for Proposals periodically. Apply for funding with your projects.

_**The Next Renaissance call for papers.** Send your contribution to our flagship initiative and get published.

_**Join the Investment Club or the Policy Club.** Open for new members. Join and benefit from our flagship initiatives.

_**Become a EIT Culture & Creativity member.** Open for applications in 2024.

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Calls for proposals

SO1 Education	SO2 Innovation	SO3 Creation	SO4 Society

Call 1: Talent Scaler

Call 2: Skills Fitter

Call 3: Breakthrough Lab

Call 4: Venture Factory

Call 5: Community Catalyser

Call 1 - Talent Scaler (AP1): Strand 1

- _ **Call 1: Talent Scaler** aims to develop new EIT labelled Master's programmes that advance and future proof the European CCSI.

- _ Strand 1

	Strand 1: Enhancement of existing Master's programmes
Characteristics	New curricula developed within existing Master's programmes by developing and implementing new relevant modules, i.e., activities that confer ECTS credits. The new modules should focus on building capacity and transversal skills of students in the following areas: • Future skills and new technologies • Societal transformation and sustainability through CCSI • Ethical and sustainable entrepreneurship in CCSI • Creativity as skill for innovation.
Maximum EIT grant	300 k€ per project/year
Funding period	3 years. Enrolling for the first students should be initiated during the autumn of 2024. The first students should graduate from the programmes in 2026.
No. of programmes to be funded	3 programmes

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Call 1 - Talent Scaler (AP1): Strand 2

Strand 2: New Master's programmes	
Characteristics	New Master's programmes linking sustainability, aesthetics and inclusiveness inspired by the New European Bauhaus values, with innovation, business and entrepreneurship capacity. New Master's programmes should build capacity and transversal skills of students in one or more of the following areas: • Creative practices and new technologies • Societal transformation and sustainability through design and the arts • Ethical and sustainable entrepreneurship in the arts, digital and design
Maximum EIT grant	500 k€ per project/year
Funding period	4 years. Enrolling for the first students should be initiated during the autumn of 2025. The first students should graduate from the program in 2027.
No. of programmes to be funded	1 programme

– **Call 1: Talent Scaler** aims to develop new EIT labelled Master's programmes that advance and future proof the European CCSI.

_ Strand 2

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Call 2 - Skills Fitter (AP2)

_ **Call 2: Skills Fitter** aims to support the development and delivery of new lifelong learning courses, renewing and refreshing the skills of professionals and practitioners active in CCSI fields.

Types of activities and main features	
Characteristics	Design and implementation of Continuing Professional Development (CPD) courses consisting of approximately 4 independent modules, for a total of around 30 hours. Courses shall clearly fit within the ISCED fields of education related to EIT CC, and shall build participant's capacity and skills in at least one the following thematic areas: • **Digital:** use of digital tools • **Data-driven methods and practice:** use of data analytics in specific areas • **Business skills:** develop business-oriented skills • **Sustainable development and prosperity:** develop skills that support the creation of strategies and practices for sustainable development • **Design-based thinking / Creative thinking:** develop intrapreneurship skills that unlock creativity and develop innovative ideas and solutions within the workplace.
Maximum EIT grant	250 k€ per project/year
Funding period	2 years. During 2024 course curricula should be developed, and marketing activities and recruitment will take place. Full delivery of the courses must begin in 2025 at the latest and it is expected that each course will result in 120 graduates in the first year of delivery.
No. of programmes to be funded	5 (one course per each of the thematic areas)

Call 3 - Breakthrough Lab (AP3)

_ **Call 3: Breakthrough Lab** aims to support innovations building on creative solutions to tackle the major challenges facing the CCSI as well as global challenges addressed by CCSI.

	Types of activities and main features
Characteristics	Projects supported as part of the Breakthrough Lab will be 'close to market' and will lead to income-generating innovations within 24 months from the start of the project. Through this first Call for innovation projects, EIT Culture & Creativity is aiming to support the following types of activities: • **Architecture**: innovative and scalable **designs or products** that can be implemented in new or renovated **buildings and/or public spaces** that will effectively contribute to climate-neutrality, while improving environmental protection and the quality of life of inhabitants • **Audio-visual**: development and testing of innovative products or processes, services or systems for audio-visual sectors (including, film, TV, videogames, immersive experiences). • **Cultural heritage**: developing and testing innovative products and business models that contribute to the preservation and dissemination of European cultural heritage. • **Design**: development and testing of innovative products, processes, services and models that significantly improve existing solutions by developing novel criteria and approaches, in terms of ecological aspects • **Fashion and textile**: use of digital technologies and/or new materials to create new no-waste or net-zero products, processes, services or business models for the fashion and textile industry. • **'Wild card'**: To encourage unexpected innovations, EIT CC reserves the right to support 1-2 projects that do not fit into any of the focus areas identified above.
Maximum EIT grant	500 k€ per project/year
Duration	Projects will have a maximum of 1 year duration. All activities financed by EIT CC must be complete by the end of 2024.
No. of programmes to be funded	10

Call 4 – Venture Factory (AP5): Strand 1

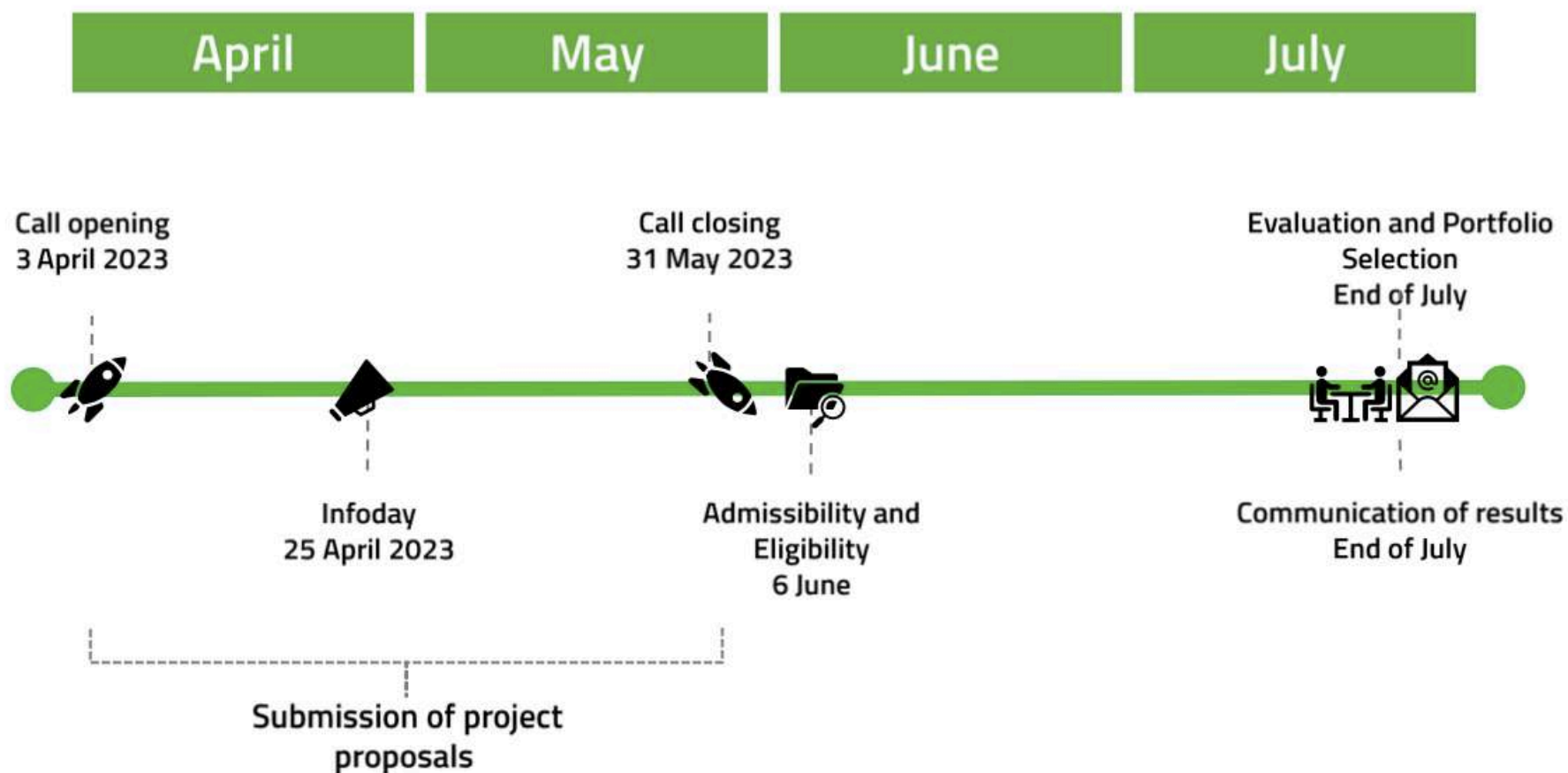|	Strand 1: New CCSI Incubation & acceleration programmes
Characteristics	To support the development and delivery of fit-for-purpose incubation and/or accelerator programmes for CCSI businesses. Applicants are encouraged to focus their proposed programmes on areas where existing CCSI business support expertise is lacking or underdeveloped. The CCSI specific incubation and acceleration programmes shall: • target founders and startups from CCSI; • be focused on CCSI specific value and venture models, the core economics of the model, revenue generation for profit and non-profit venture models, • cover topics such as business validation methodologies, market and customer understanding, financing, intellectual property in the CCSI, etc; • cover activities including training, expertise sharing, investment readiness, and bespoke workshops led by industry leaders and mentors; • go beyond the state of the art, • attract investors and financing opportunities for the startups & scaleups • ensure EIT CC full access to the participating startups & scale-ups; • ensure that the programmes are branded as EIT CC services.
Maximum EIT grant	325 k€ per project/year
No. of programmes to be funded	3 programmes
Co-funding required	Consortium must provide a minimum of 20% co-funding
Consortium requirements	The consortia must be led by a business support organisation with relevant experience in incubating and supporting CCSI enterprises, and the consortia must comprise of at least two independent business support rganisations from two different EU or associated countries.

Mandatory KPIs	EITHE03.1: Supported start-ups/scale-ups
	    Minimum target: 5 registered companies supported is required.
	EITHE06.1: Investment attracted by KIC-supported start-ups and scale-ups
	    Minimum target: an average €50k/company is required.

Call 4 – Venture Factory (AP5): Strand 2

	Strand 2: RIS Capacity building: new CCSI Incubation & coaching programmes
Characteristics	Strand 2 is a specific Call for capacity-building in RIS regions where bespoke CCSI business creation and business support programmes are currently lacking. EIT Culture & Creativity is looking to support organisations seeking to develop these programmes in one or more RIS regions, supporting founders/startups from these regions
Maximum EIT grant	325 k€ per project/year
No. of programmes to be funded	1 programme
Co-funding required	**No co-funding is required for strand 2. However, co-funding is encouraged.**
Consortium requirements	The consortia must be led by a business support organisation with *relevant* experience in incubating and supporting CCSI enterprises. The consortia must comprise of at least two independent business support organisations from two different EU or associated countries of which at least one must be based in a RIS country.
Mandatory KPIs	**EITHE03.2-EITRIS**: Supported start-ups/scale-ups registered in RIS Minimum target: 5 registered companies supported is required. **EITHE06.1**: Investment attracted by KIC-supported start-ups and scale-ups Minimum target: an average €50k/company is required.

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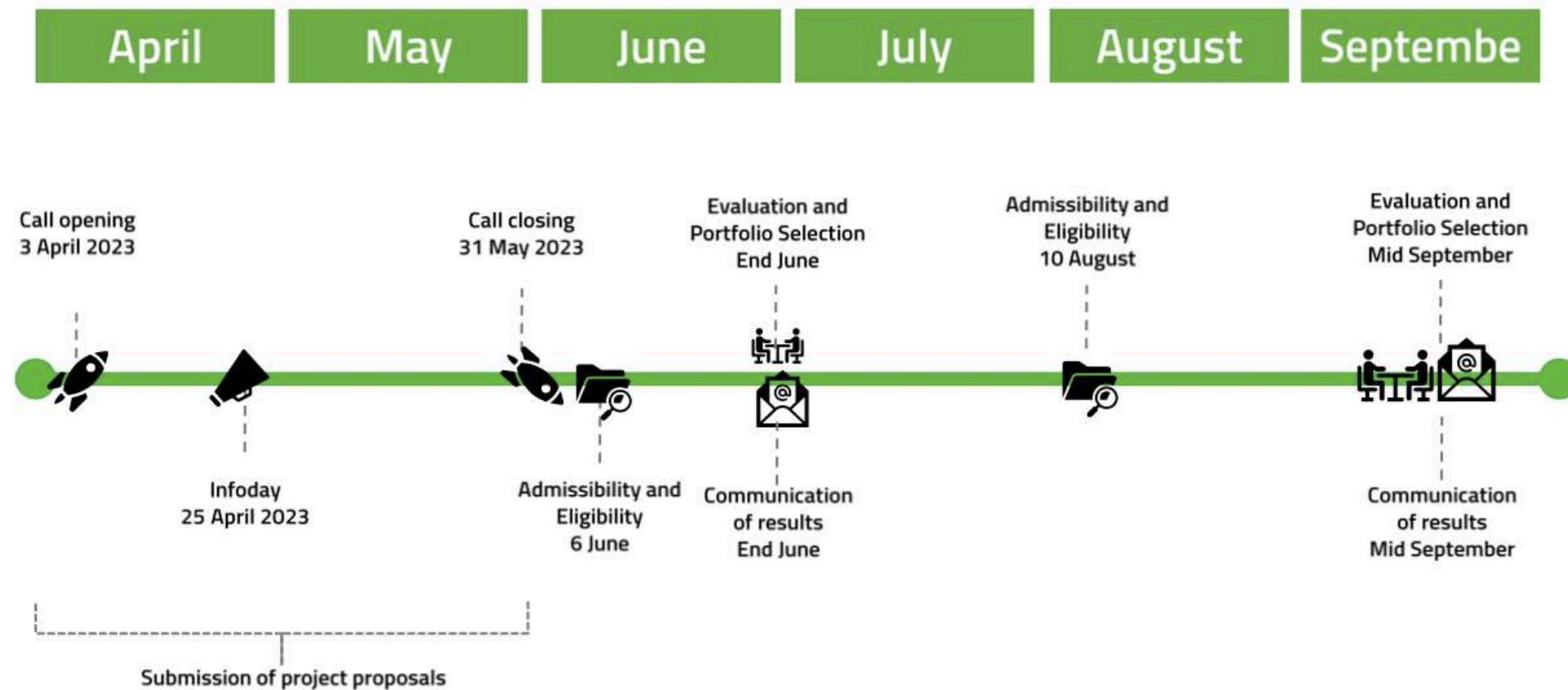Funded by the European Union

Call 5 – Community Catalyser (AP8)

_ **Call 5: Community Catalyser** aims to address social fragmentation by providing spaces for communities to cohesively create a future of Europe for all.

	Types of activities and main features
Characteristics	This Call aims to support networks of at least 3 organisations, in three different EU or associated countries, that join forces and use CCSI concepts, methods, or resources to generate social innovations for addressing place-based challenges related to the Triple Transition. Activities must: • **Leverage creative and cultural approaches** enabling local communities to develop and implement innovative solutions for shared or similar challenges. • Activities must lead to **clear innovations with scalable and replicable potential** that increase both the social and cultural cohesion in the communities • Activities must contribute to **addressing local-based environmental challenges** Consortia must: • Identify and characterize the challenges they are addressing, as well as the target groups to be involved. • Demonstrate capacity to meaningfully engage participants from civil society. • Adequate measures for lowering potential barriers for access
Maximum EIT grant	250 k€ per project/year
Duration	Projects will have a maximum duration of 1 year. All activities financed by EIT Culture & Creativity must be completed by the end of 2024.
No. of programmes to be funded	6

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Calls 1, 3 and 4 - Key dates

April	May	June	July

Call opening
3 April 2023

Call closing
31 May 2023

Evaluation and Portfolio Selection
End of July

Infoday
25 April 2023

Admissibility and Eligibility
6 June

Communication of results
End of July

Submission of project proposals

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Calls 2 and 5 - Key dates

April	May	June	July	August	Septembe

Call opening
3 April 2023

Infoday
25 April 2023

Call closing
31 May 2023

Admissibility and Eligibility
6 June

Evaluation and Portfolio Selection
End June

Communication of results
End June

Admissibility and Eligibility
10 August

Evaluation and Portfolio Selection
Mid September

Communication of results
Mid September

Submission of project proposals

50

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# ÜLESKUTSE TEGUDELE / KOOSTÖÖLE

#1 LOOVETTEVÕTLUSE INKUBAATORI RAHVUSVAHELISTUMINE

- Eesmärk: 20 meeskonda aastas programmi kaasatud (s.h 10 kohalikku + 10 rahvusvahelist) (2024 jj)

- Inkubaatori füüsilise asukoha väljaehitamine (2024 jj)

- Piloteerimine EIT C&C partneritega

#2 ÜHISE 1-AASTASE MAGISTRIPROGRAMMI "*CREATIVE PROJECT MANAGEMENT*" VÄLJATÖÖTAMINE

- 1 semester juhtimisalast teooriat (TÜ VKAs või partnerülikoolis; *online*) +

- 1 jätkusemester praktikat (Viljandis või partnerasutuses välismaal) +

- Lõputöö / lõpuanalüüs

Thank you!

Creatives without borders

Innovation without limits
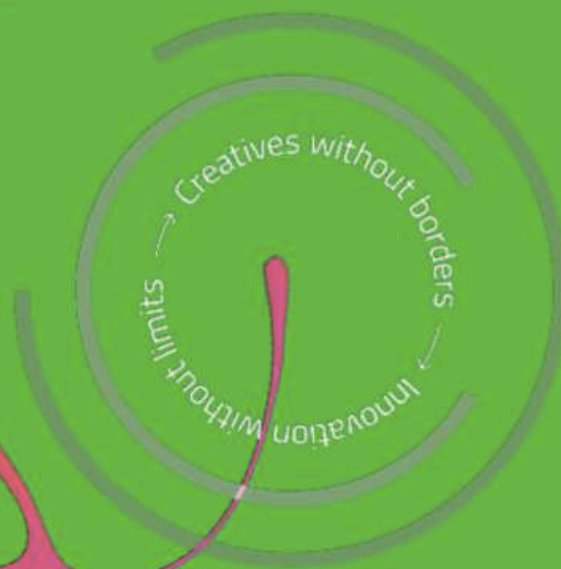
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