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New online platform will boost EU innovation funding for creative entrepreneurs

The European Cultural and Creative Industries Alliance (ECCIA) is launching today its **European Innovation Platform (EIP)**. This new platform will offer innovative entrepreneurs an easier access to the €2.3 billion funds allocated to the cultural and creative sector, in a bid to boost EU economic growth and jobs.

Ensuring an easier participation in EU innovation programs within Horizon Europe will allow the EU to support more diverse stakeholders, from different cultures and regions in Europe. These programs will be crucial for the sector to maximize its contribution to Europe's economic recovery, through investments in the digital and green transitions.

Cultural and creative industries (CCI) are indeed one of the bloc's key contributors to innovation. For example, high-end cultural and creative companies make substantial investments in productions clusters, centers of excellence and sustainable business models, thus fostering growth and jobs:

- European high-end CCI accounted for 4% of European GDP in 2018;
- The sector represents 10% of total European exports;
- These companies employ over 2 million people in Europe, with 300,000 jobs created between 2014 and 2018¹.

The European Innovation Platform (EIP) will enable the emergence of wide innovative eco-systems. It will, amongst others, allow CCI entrepreneurs to benefit from a better access to EU calls for innovative projects and provide them with support to participate in those tenders. It will also act as a cross-sectoral forum between a wide range of professionals, from SMEs to larger industries, from public to private entities, as well as scientific and cultural institutions.

¹ Bain & Company, [The contribution of the high-end cultural and creative sectors to the European economy](#), January 2020

Commissioner for Innovation, Research, Culture, Education and Youth Mariya Gabriel, said: *“Developing a flourishing innovation ecosystem for the cultural and creative sectors with the help of our EU research and innovation programme Horizon Europe, will enable them to play a key role in the resilience and competitiveness of Europe’s economy. It is crucial that researchers, innovators, artists and creative startups across Europe join forces and benefit from the tools at their disposal”.*

Manuel Heitor, Portugal’s Minister of Science Technology and Higher Education further commented: *“With the recently adopted EU innovation funding instrument Horizon Europe, it will be crucial to harness the synergies and collaboration between innovators from all sectors and regions. Ensuring the adequate allocation of resources will allow to boost Europe’s economic recovery as well as the green and digital transition.”*

MEP Dr. Christian Ehler stated: *“With the pandemic and the necessary economic recovery, funding and boosting innovation has never been more important for businesses in Europe. Now that we have the instruments, such as Horizon Europe, in place, funds should be allocated adequately and efficiently, including to dynamic sectors such as cultural and creative industries. In combining innovative capacity with creativity and savoir-faire, they hold a great potential for our economy”.*

Reacting to the launch of the Platform, Dr Andreas Kaufmann, Chairman of the Board of Leica and President of ECCIA, commented: *“Innovation is one of the key strengths of high-end cultural and creative sectors. The European Innovation Platform (EIP) will help connecting businesses and entrepreneurs with the necessary tools to leverage the great potential and diversity of our industries and allow them to thrive.”*

For further information, please contact eccia@eccia.eu

About ECCIA

The European Cultural and Creative Industries Alliance (ECCIA) is composed of six European cultural and creative industries organisations - Altagamma (Italy), Circulo Fortuny (Spain), Comité Colbert (France), Gustaf III Kommité (Sweden), Meisterkreis (Germany) and Walpole (UK) - who between them represent over 600 brands and cultural institutions from 16 European countries.

Based on art, culture and creativity, ECCIA’s work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong exports abroad. Our members strive for the highest quality in all they do, from products and services all the way to the experience offered to consumers.

Find out more about ECCIA : <http://www.eccia.eu/>