



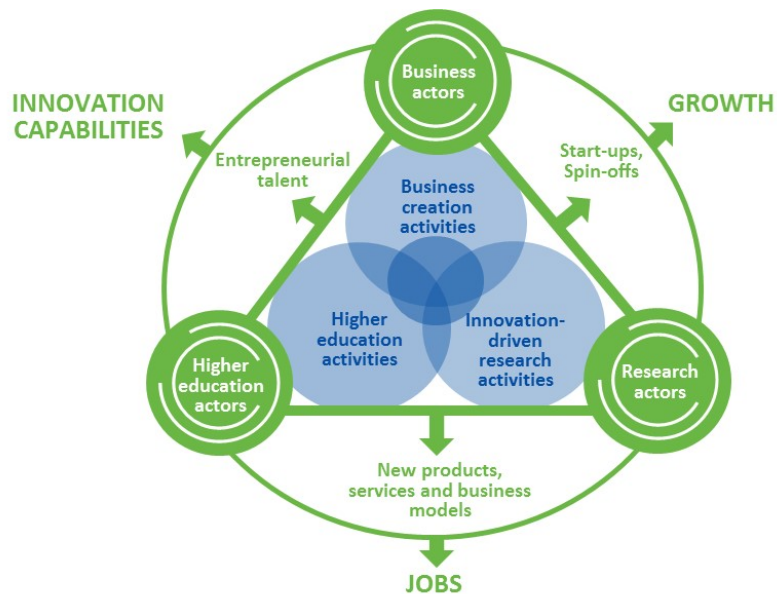
European Institute of Innovation and Technology (EIT)

Knowledge and Innovation Community (KIC)

on Cultural and Creative Industries

Begoña Arano
Flipping the odds
29 January 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**.
- Create favourable environments for creative thoughts, to enable **world-class innovation and entrepreneurship** to thrive in Europe.

EIT | Knowledge and Innovation Communities (KICs)



EIT Health

Giving EU citizens greater opportunities to enjoy a healthy life



EIT Food

Leading a global revolution in food innovation and production



EIT Digital

Driving Europe's digital transformation



EIT Climate-KIC

Working to accelerate the transition to a zero-carbon economy



EIT InnoEnergy

Achieving a sustainable energy future for Europe



EIT Manufacturing

Leading manufacturing innovation is Made By Europe



EIT RawMaterials

Developing raw materials into a major strength for Europe

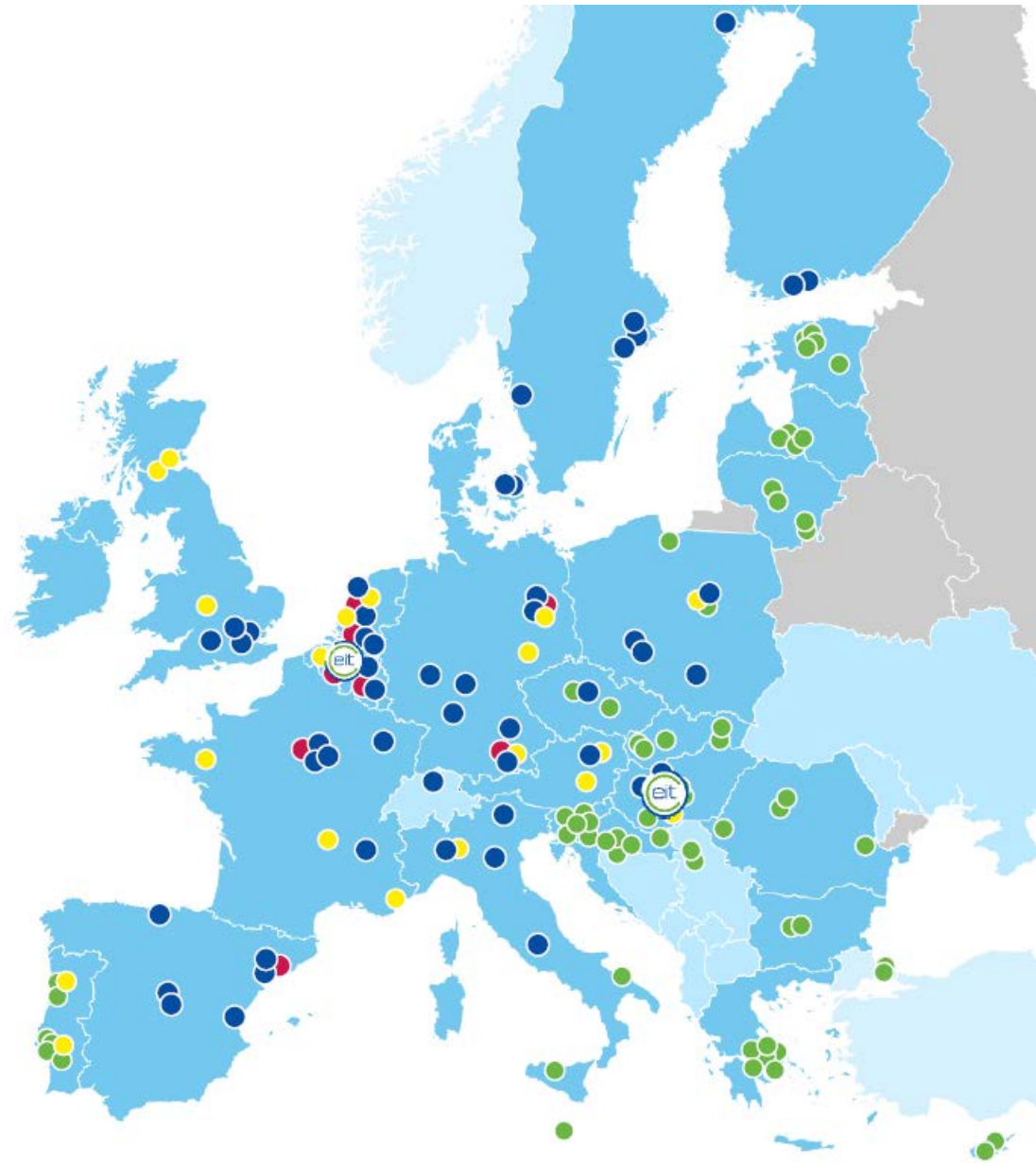


EIT Urban Mobility

Mobility for liveable urban spaces

EIT COMMUNITY ACROSS EUROPE

- Headquarters
- Innovation Hubs (Co-Location Centres)
- Offices
- EIT RIS Hubs



EIT| Types of activities



Innovation activities : Support for finalizing and commercializing technological innovations (including funding to demonstrators, pilots, proofs of concepts, etc.)



Entrepreneurship activities : range of business support services to help entrepreneurs translate their ideas into successful ventures (including market assessment, business plan competitions, access to training, incubation services, etc.).



Education activities : robust entrepreneurship education for students and professionals with international and cross-sectoral mobility (including the EIT Label, MOOCs, etc.).

A KIC on “Cultural and Creative Industries” will

