

THE POWER OF CREATIVITY

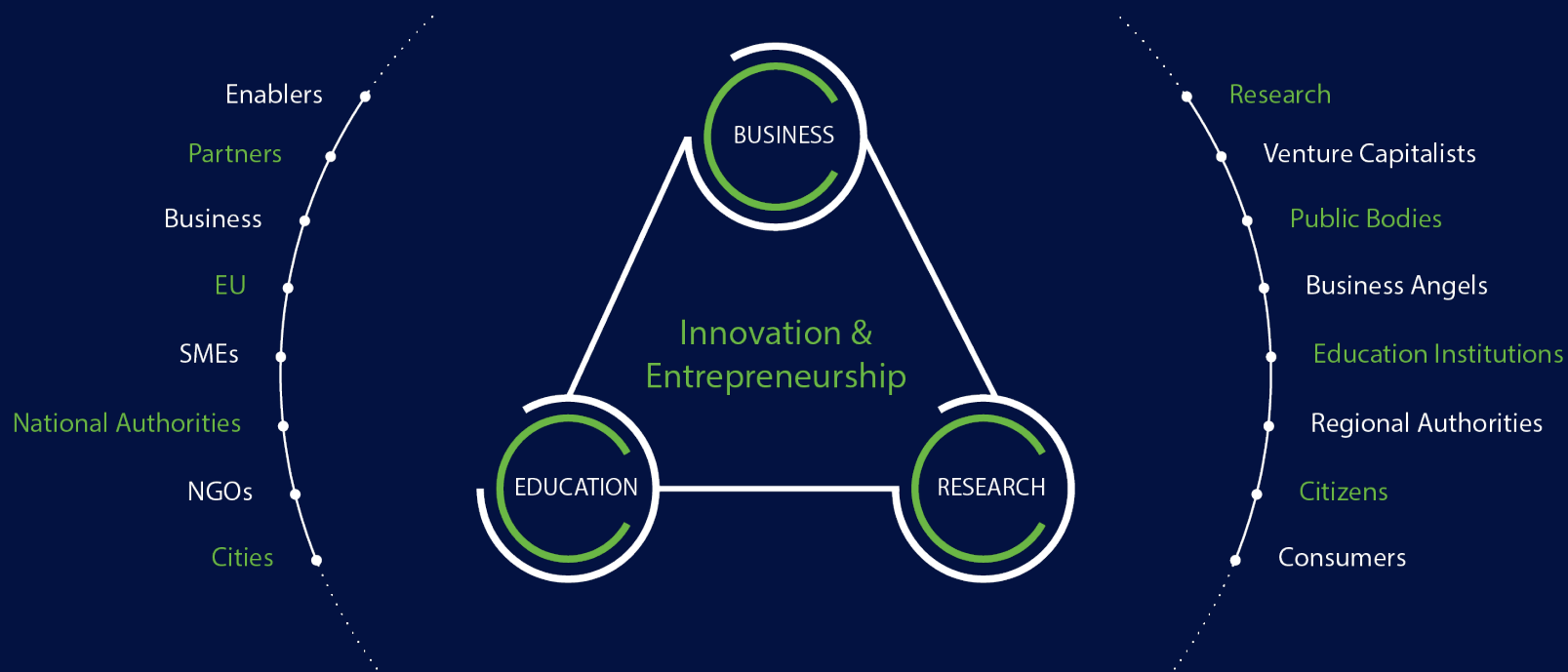
Horizon Europe Matchmaking event
Culture, Creativity and Inclusive Society
11 May 2021



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EIT INNOVATION MODEL



2010



EIT Climate-KIC

Accelerate the transition to a zero-carbon economy



EIT Digital

Drive Europe's digital transformation



EIT InnoEnergy

Achieve a sustainable energy future for Europe



EIT RawMaterials

Develop raw materials into a major strength for Europe

2019

2017



EIT Urban Mobility

Smart, green and integrated transport



EIT Manufacturing

Strengthen and increase the competitiveness of Europe's manufacturing industry



EIT Food

Lead a global revolution in food innovation and production



EIT Health

Give EU citizens greater opportunities for a healthy life



EIT CULTURE & CREATIVITY: MAKING AN IMPACT

- Economic and societal impact
- Boost European competitiveness
- Co-creation and know-how transfer
- Create and scale up ventures
- Enhance societal values



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- High innovation potential
- Hard hit by pandemic
- Diversity & overcome fragmentation



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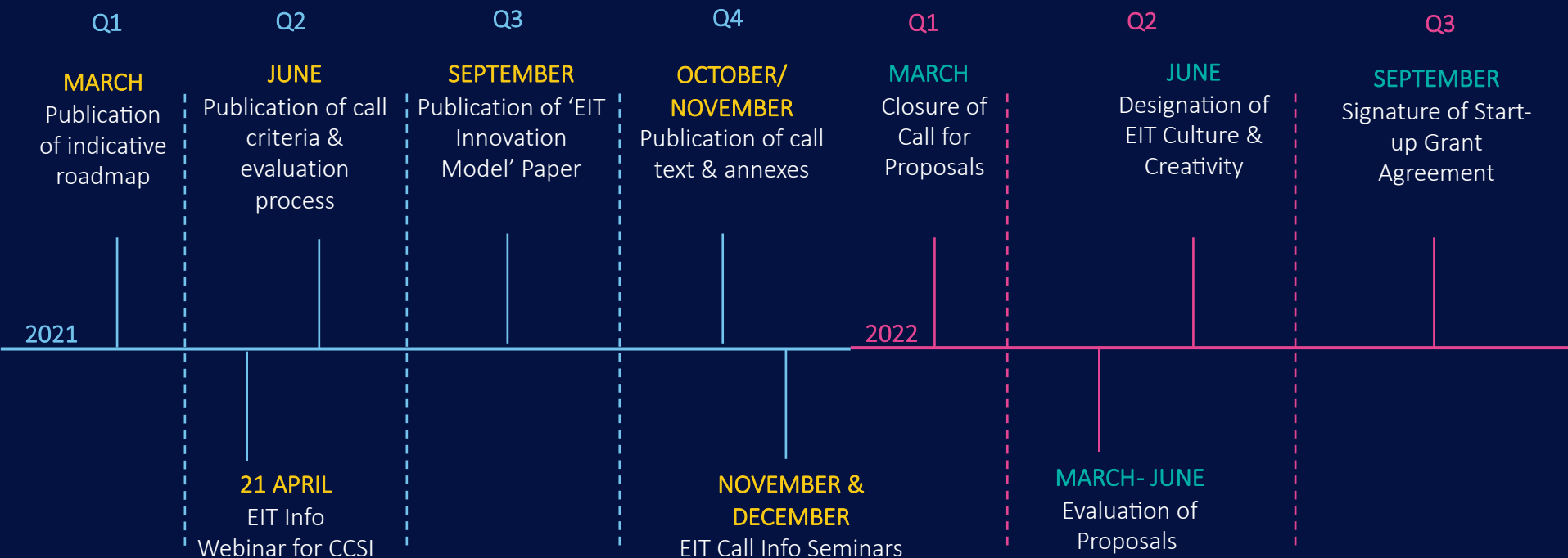
Preparations for the Call for EIT Culture and Creativity

- EIT is expected to launch the call in 2021 and the KIC as soon as possible in 2022
- Much to consider for submitting proposal
 - Commitment and intensive planning
 - Form and manage a consortium
 - Complete application procedure

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INDICATIVE ROADMAP 2021-22





EIT KICS: KEY ELEMENTS

- **Thematic focus** – climate change, renewable energy, digital transformation, urban mobility, raw materials, smart manufacturing, food, and health
- **Ecosystem** – fosters innovation via diversity and openness
- **Strategy** – agendas that are long-term, focused and impactful
- **Sustainability** – objective of self-sustaining ecosystems
- **Impact** – assessment & monitoring framework

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