The EU Framework Programme for Research and Innovation

HORIZON 2020

ICT-21 – 2016

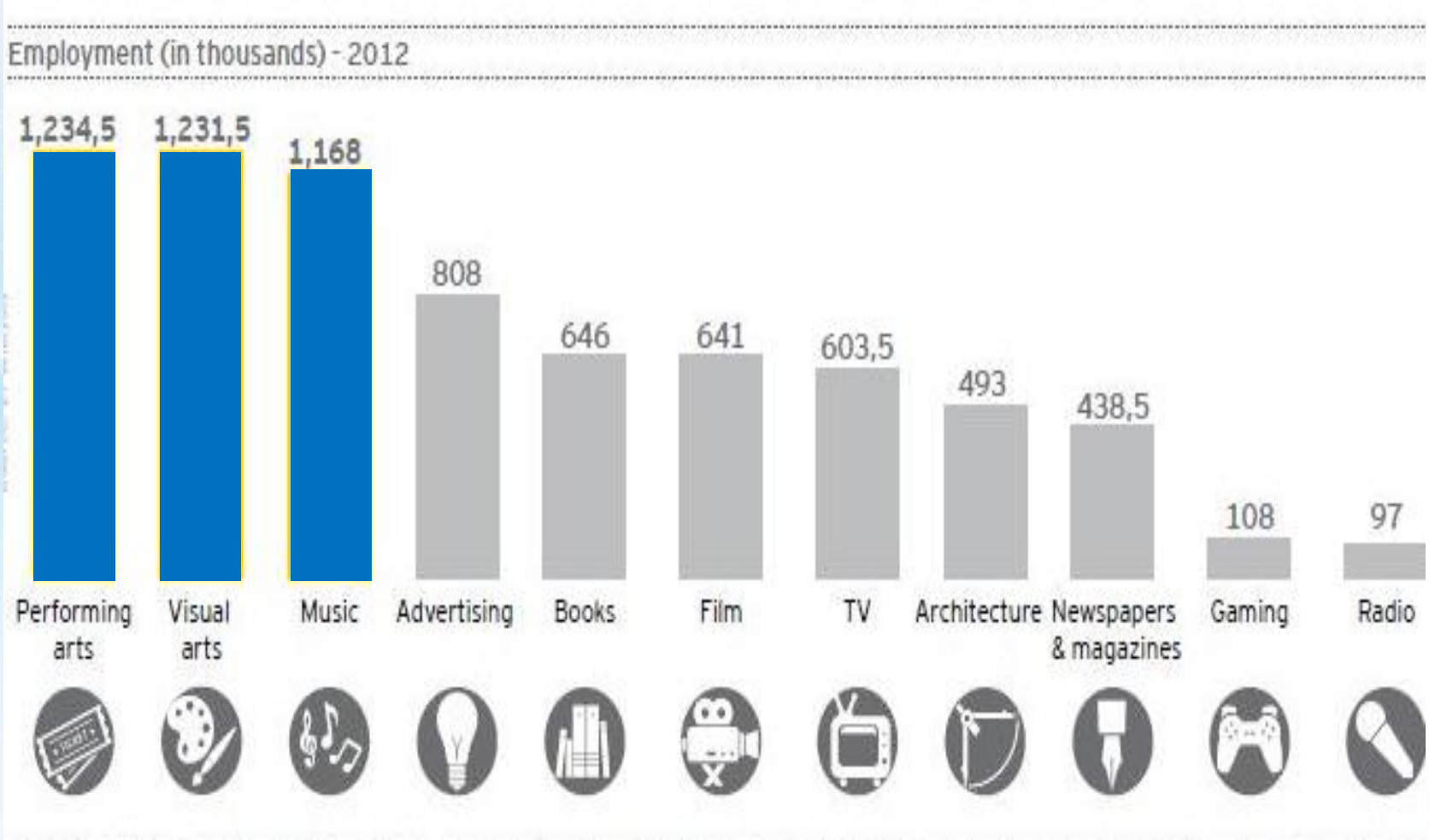
Support technology transfer to the creative industries

Javier Hernandez-Ros

DG Connect Unit G2 Luxembourg

Research and Innovation

Design
Fashion
Video Games
Software
Antiques & Museum
Architecture
Advertising
Publishing
Arts & Crafts
TV & Radio
Movies
Photo
Music
Performing Arts


Employment (in thousands) - 2012
1,234,5
1,231,5
1,168
808
646
641
603,5
493
438,5
108
97
Performing arts
Visual arts
Music
Advertising
Books
Film
TV
Architecture
Newspapers & magazines
Gaming
Radio

Why?

To increase the competitiveness of the European creative industries

SMEs represent 85% of all actors in the creative industry sector, but they often face difficulties in adopting state of the art ICT technologies

=> stimulating ICT innovation in SMEs,

+ fostering exchanges between the creative industries SMEs and providers of innovative ICT solutions.

What?

Actions should support creative industries SMEs in leveraging emerging ICT technologies for the development of innovative products, tools, applications and services with high commercial potential.

(No further guideline)

How?

Proposals should ensure that creative industries SMEs are participants in the consortium and take on **a driving role in the action**, i.e. leading the innovation activities and liaising with end-users, ensuring that the work responds to a clear market demand.

The **draft business plan** provided should demonstrate that the solutions are cost-effective, market-ready and targeted at existing markets with a potential for cross-border extension.

Proposals should make clear if the action would lead to **impacts** at European or international level and explain how the achievement of those impacts would be **measured**.

Support technology transfer to the creative industries

Action: Innovation Actions

Project duration: expected 12<-> 18 month

Project funding: expected 0.5 <> 1 Mio €

Total budget: 14 Mio €

Opening: 20 October 2015

Deadline: 12 April 2016 at 17.00 Brussels time

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HORIZON 2020

ICT-36-2016

Boost synergies between artists, creative people and technologists

Javier Hernandez-Ros
DG Connect Unit G2 Luxembourg

Research and Innovation

Why?

Innovation, today, is as much about novel solutions that technology and design can provide as it is about understanding needs of society and ensuring wide participation in the process of innovation.

In this context, the Arts are gaining prominence as a catalyst of an efficient conversion of S&T knowledge into innovative products, services, and processes.

The challenge is to accelerate and widen the **exchange of skills of artists and creative people with entrepreneurs and technologists**, thus creating a common language and understanding.

This topic supports the STARTS (S&T&ARTS) initiative, fostering innovation at the nexus of 'Science, Technology and the Arts'.

How?

The activities are structured as follow:

A. **Innovation Action** establishing a structured dialogue between creative people and technology developers:

   1. Develop a Network

   AND

   2. Organise a competition for Creative & Technologist to build prototypes.

B. **Coordination and Support Action** encouraging artists' integration into research and innovation projects, providing visibility of good practices and rewarding them

   1. **Brokerage service for artists in research and innovation projects**

   OR

   2. Implementation of a 'STARTS prize'

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A 1 Develop a Network

It will identify the relevant regional, national and international agencies active in education, research and economic support of the Creative Industries

- Establish a Europe wide sustainable structured dialogue, ensuring the synchronisation of the efforts

- Promote the replication of successful initiatives across other industries and European countries.

A 2 Competition

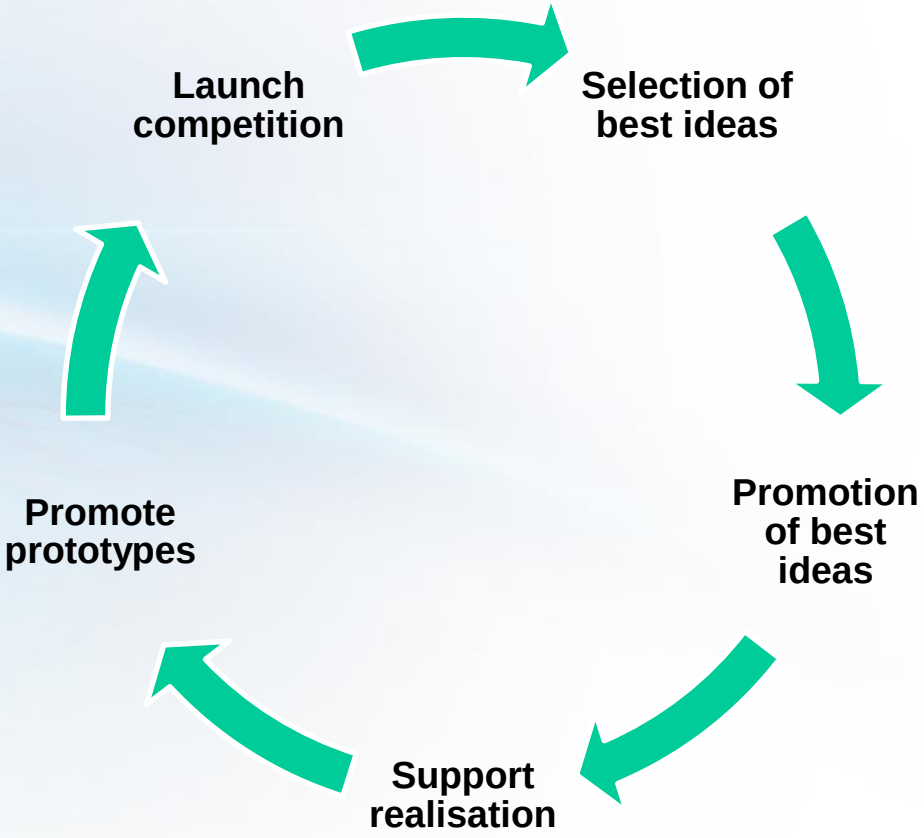
Taking advantage of existing structures such as fab labs, creative and innovation hubs.

Combine the following activities:

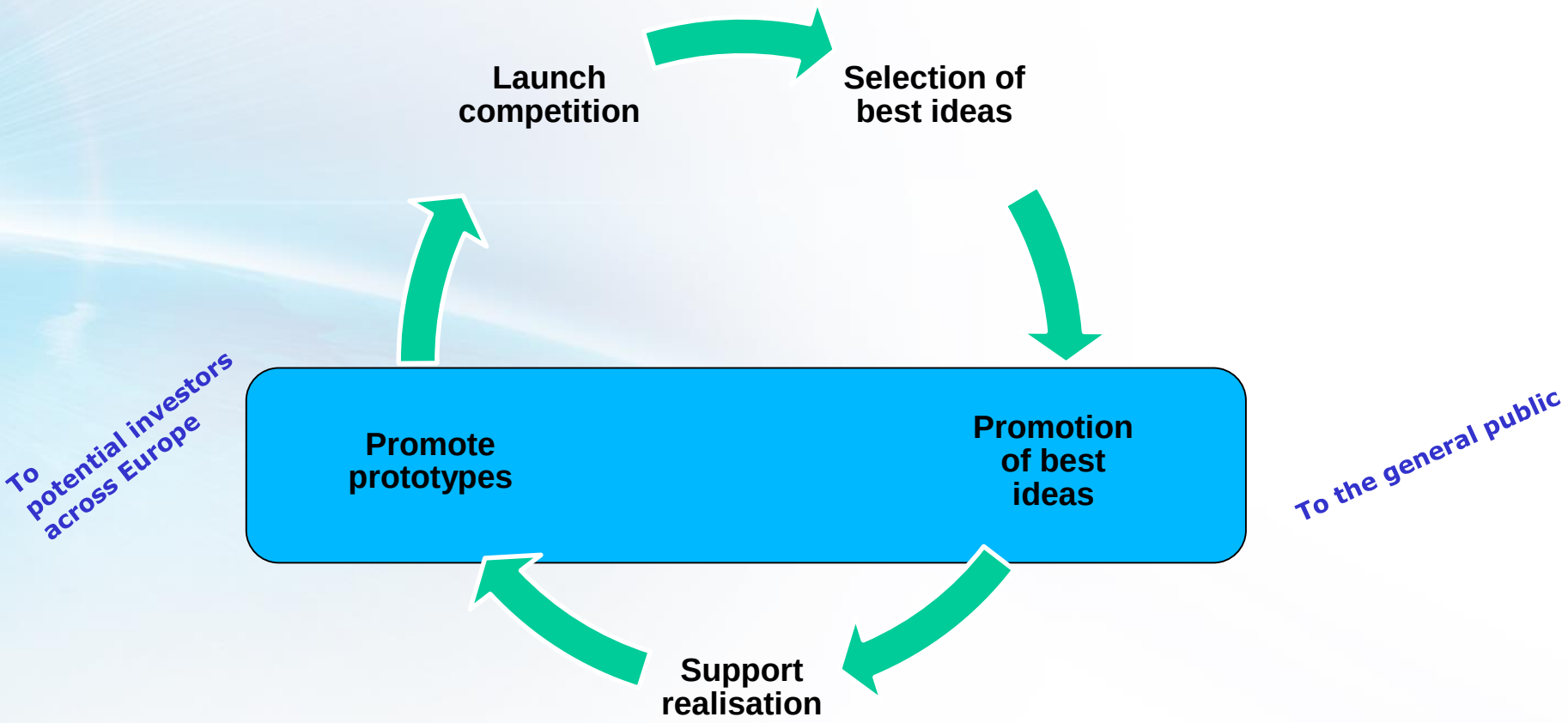
1. Launch a yearly Europe wide competition for the best creative product ideas
2. Promote the newly selected ideas
3. Ensure the financial support of their realisation.
4. Promote the prototypes resulting from the selection of the previous year

- Develop a sustainability strategy to ensure the persistence of the experiences gained and the coordination mechanisms set up during the action beyond the funding period.

A 2 Competition



A 2 Competition



A 2 Competition

Teams of creative individuals and technologists providing novel ideas

Evaluation criteria:

- Originality
- Feasibility
- Economic or social value potential.

A 2 Competition - Resources

The consortium will define the process for selecting the prototype developments

Typical financial support per experiment: < 50.000 € (+/- 50 prototype)

Estimated Total Grant: about EUR 3 million

At least 80% of the funding should be dedicated to the prototype developments.

It is recommended to also use established networks reaching out to SMEs like the Enterprise Europe Network and the NCP network for calls publications and awareness raising towards SME's. NEM ???????

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B 1 Brokerage service

Coordination and Support Action to provide a **brokerage service** that will:

- **Fund short-term residencies/fellowships** in running H2020 projects or in institutions and sponsor ‘matchmaking events’ (workshops, hackatons, etc.) that will allow artists and ICT experts to develop common work practices and address concrete problems.
- **Set up an online platform** to match partners from the ICT and the Arts, identify concrete R&D&I problems that artistic practices could help address.
- **Organise an annual high visible STARTS event** with international outreach bringing together H2020 projects, industrial players and artists and showcasing successful interactions between industry, technology and the Arts.

Budget: 4 Mio € *(estimated)*

Duration: 4 years *(estimated)*

B 2 "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

STARTS == Science, Technology and the Arts

Reasoning:

- Showcase vision and innovation in technology rooted in links with the Arts by giving visibility to the most forward- looking collaborations and the impact on innovation that they have achieved.
- Rewarding outstanding contributions to innovation resulting from collaborations of technology with the Arts.

B 2 "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

Two annual prizes (20.000 € each):

- One honouring artistic exploration where appropriation by the Arts has altered (the use, deployment, or perception of) technology

- One honours works linking ICT and the Arts (technological or artistic) that open new pathways for innovation and/or society.[2]

B 2 "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

The support action will ensure:

- Publicising the prize,
- Handling of submission in a scalable manner,
- Establish the evaluation procedure for the prize in liaison with the EC services,
- Organise the award ceremony together with an exhibition and a (travelling) exhibition of shortlisted works.

Encouraging artists' integration

Coordination and Support Action to implement a 'STARTS prize'

Visibility and impact:

- Be a long-term commitment,
- Must reach out to both technology/industry and to the art world.

(Might therefore be best linked to an existing high profile prize allowing leveraging existing resources and credentials.)

Budget: 1 Mio € *(estimated)*

Duration: four years *(estimated)*

Boost synergies between artists, creative people and technologists

A) ICT-36 IA

Action: Innovation Actions
Project Size: 3 Mio €
Budget: 3 Mio €

B) ICT-36 CSA

Action: Coordination and Support Actions
Project duration: expected 4 years
Project size: 4 Mio € (Brokerage) and 1 Mio € (Prize)
Budget: 5Mio €

Opening: 20 October 2015
Deadline: 12 April 2016 at 17.00 Brussels time

How to keep in touch?

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Twitter account: @ICTCreativityEU

ICT-36 CSA : Ralf.Dum@ec.europa.eu