

Active cultural participation as a basis for new cultural policies: the KIC Culture & Creativity and the EU Workplan for Culture 2023-26 perspective

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ISPC-CNR

EIT – KIC Culture & Creativity



Culture & Creativity

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The Workplan for Culture 2023-26

4 priorities:

- A. Artists and cultural professionals: Empowering the cultural and creative sectors
- B. Culture for the people: Enhancing cultural participation and the role of culture in society
- C. Culture for the planet: Unleashing the power of culture
- D. Culture for co-creative partnerships: Strengthening the cultural dimension of EU external relations



The Workplan for Culture 2023-26



21 actions, among which:

- Role of culture for health and well-being (B)
- Access to culture, cultural participation and democracy (B)
- Culture, cultural heritage and climate change (C)
- Stimulate the green and digital transitions of the cultural and creative sectors (A)
- Libraries as gateways of cultural works, skills and European values (B)
- Cultural governance (C)
- Culture for the promotion and defense of democracy and human rights in fragile contexts (D)

Key takeaways

- The centrality of cultural participation as a driver of behavioral change to address main social challenges
- Less focus on single sectors, more focus on trans-sectoral goals and actions
- Bringing culture out of its traditional boundaries in policy agenda-setting
- Redefining the mission of cultural institutions in terms of social relevance and impact

The Lviv Public Library



GROWING ACTIVE CITIZENS HUBs

A game-changing project: the EIT-KIC Culture & Creativity



- The largest, most ambitious type of EU project
- Previous KICs were devoted to: Climate, Digital, Food, Health, Energy, Manufacturing, Raw Materials, Urban Mobility...
- Culture and creativity enter among the top priorities of EU strategy
- Unlike the other KICs, it is not vertically focused on a sector, but cross-cutting: it relates to all the others
- A unique opportunity to show how culture and creativity can help tackle 'untractable' problems from new angles



Knowledge Innovation Community

A public-private partnership

Diverse – including different types of organisations, and cultural and creative subsectors.

Open – membership schemes designed for micro-enterprises, artists and entrepreneurs.


Collaborative – working together for shared visions.

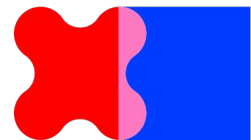
Fit for purpose – growth strategy aligned for long term impact.

Prepared to learn - embedded mechanisms to ensure iterative learning touchpoints.

Founding partner organisations



Funded by the European Union 



Consiglio Nazionale delle Ricerche



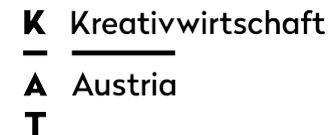
INDUSTRY COMMONS



Hamburg Kreativ Gesellschaft



Creative UK

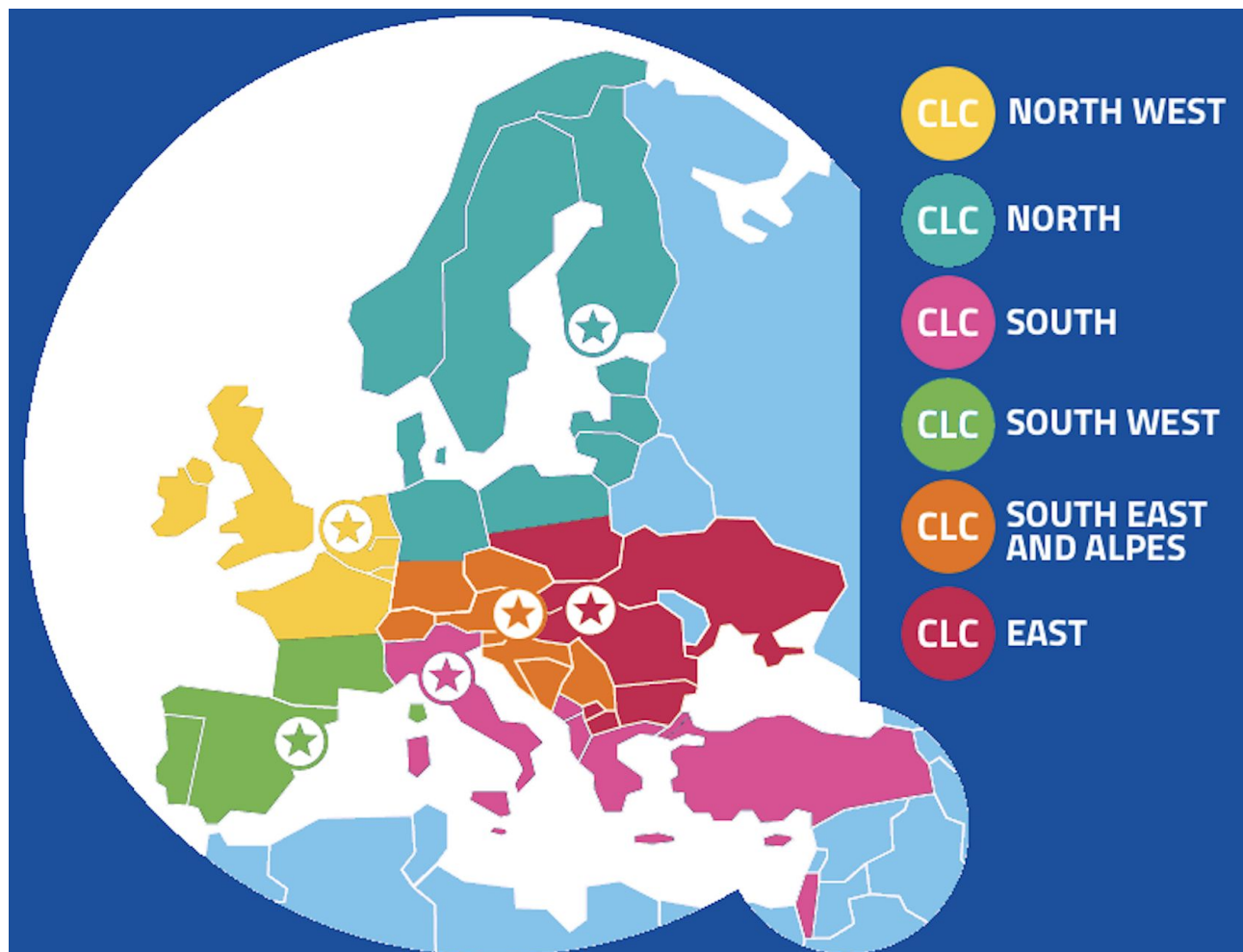


CREATIVE INDUSTRY KOŠICE //



european creative hubs network



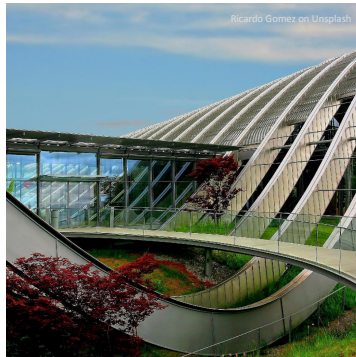
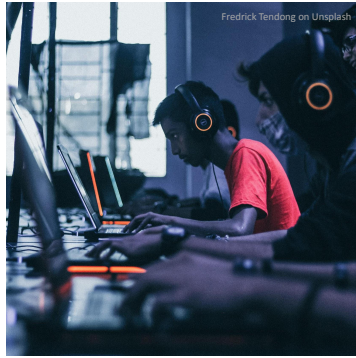
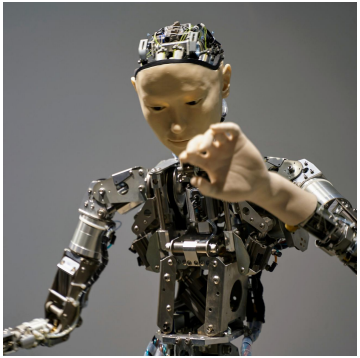


AMSTERDAM · HELSINKI · KOSICE · BARCELONA · VIENNA · BOLOGNA

Co-Location Centers

Ensuring coverage & proximity

- Cooperation across regions.
- Specific measures for RIS eligible countries and regions (e.g, RIS Hubs).
- Local support by partner networks.
- Front door to participation and engagement by all types of stakeholders.



Levelling the playing field through cross-fertilisation

An innovation community that stimulates

Artistic
Social
Policy
Technology
Business Model

INNOVATION

Learners
Educators
Professionals
Artists

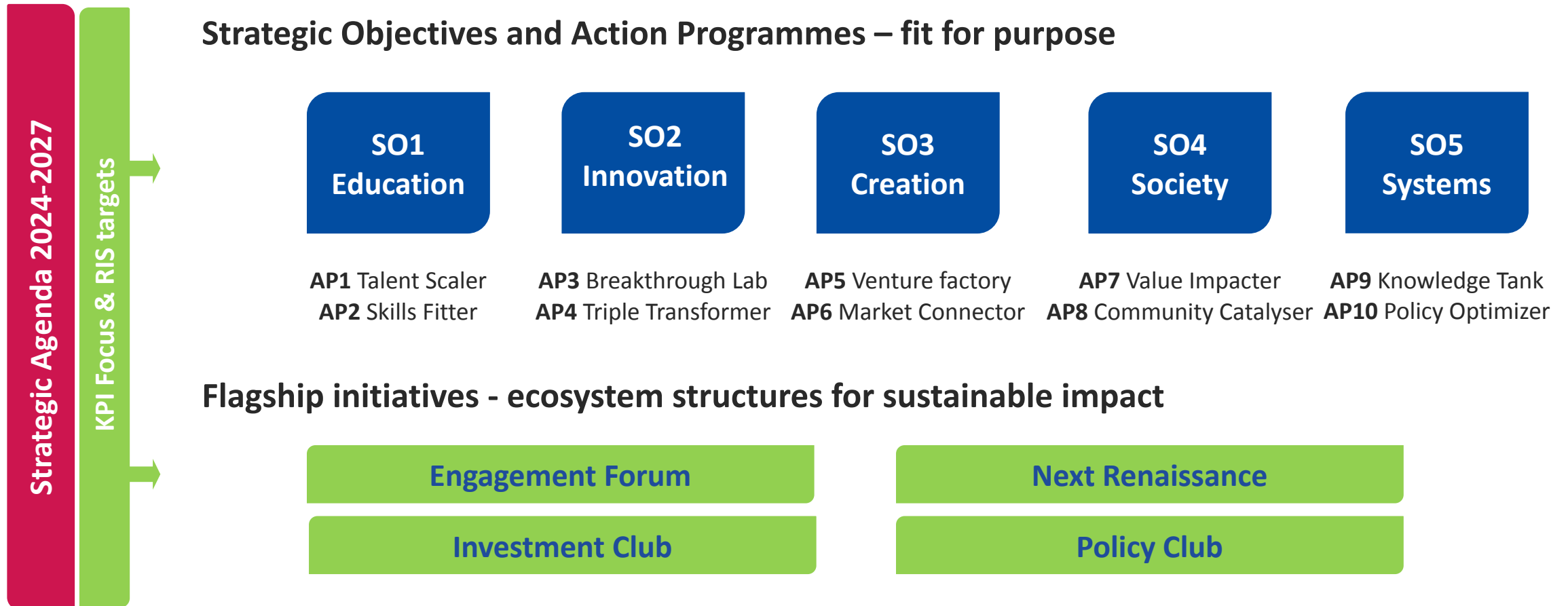
Digital
Green
Social

TRANSFORMATION

Innovators
Researchers
Entrepreneurs
Corporates
Investors
Policymakers



Programmatic structure





Policy Club

- 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.
- Team up and synergize for EU innovation policies and funding programmes



How to get involved

Open Calls for Proposals

Apply to collaboration and funding opportunities for projects and initiatives starting in 2024.
Calls to be published 1Q -2023.

The Next Renaissance – Call for papers

Send your contribution to our flagship initiative.
Summer 2023.

Engagement Forum

Help us build and test our collaboration platform through CLCs.
2Q -2023

Join the Investment Club or the Policy Club

Open for new members.

Become a member

More information about membership schemes and KIC growth strategy available in
3Q-2023



To Change Minds and Behaviors

Art, creativity, technology, business and society meet in radical new ways to drive

→ The Next Renaissance

<https://www.nextrenaissance.eu/>

A publication with 60 contributions by artists, creators and thought leaders imagining a better future for Europe.

The Renaissance 3.0 - Exhibition @ZKM
Center for Art and Media Karlsruhe
24 March 2023





SOCIETY | Strategic Objective 4

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.

AP7

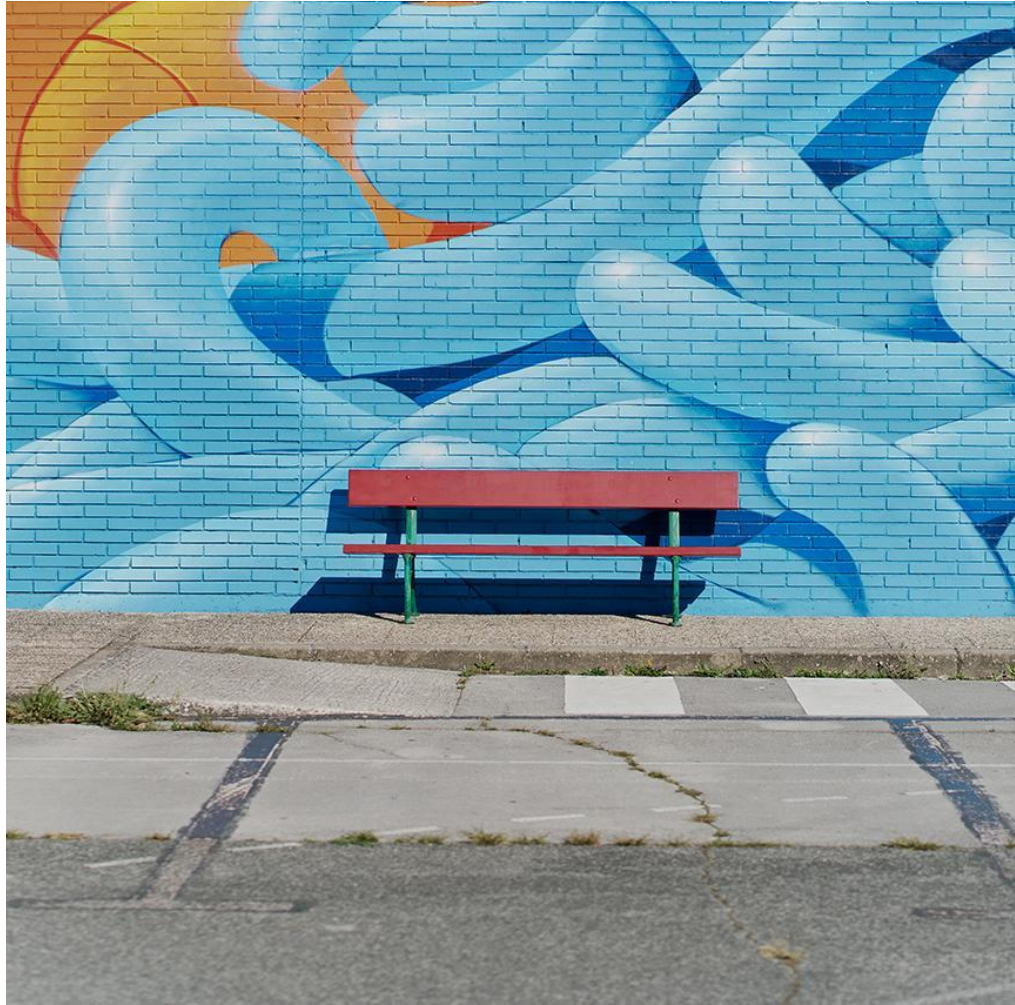
Action Programmes

AP8

Value Impacter

Community Catalyser





SYSTEMS | Strategic Objective 5

We will consolidate a Europe-wide innovation ecosystem leveraging the data and deep insights required for 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.

AP9

Action Programmes

AP10

Knowledge Tank

Policy Optimizer



Where to start?

Contact your CLC for support



HQ | Germany

info@eit-culture-creativity.eu

CLC North West | Amsterdam, The Netherlands

clc-nw@eit-culture-creativity.eu

CLC North | Helsinki, Finland

clc-n@eit-culture-creativity.eu

CLC South | Bologna, Italy

clc-s@eit-culture-creativity.eu

CLC South West | Barcelona, Spain

clc-sw@eit-culture-creativity.eu

CLC South East & Alps | Vienna, Austria

clc-sea@eit-culture-creativity.eu

CLC East | Kosice, Slovakia

clc-e@eit-culture-creativity.eu

