

Towards an ambitious innovation ecosystem for the Cultural and Creative Industries

An ELIA Position Paper in support of the establishment of a new European Institute for Innovation and Technology (EIT) Knowledge and Innovation Community (KIC) for Cultural and Creative Industries (CCIs) within Horizon Europe.

ELIA is a major stakeholder in the field of higher arts education

Established in 1990, **ELIA** is a globally connected European network providing a dynamic platform for professional exchange and development in higher arts education. With nearly 250 members spanning 47 countries, **ELIA** represents over 300.000 students in all arts disciplines.

The principal mission of **ELIA** is to represent higher arts education institutions and act as an influential voice and advocate in promoting the interests of its members. In placing emphasis on the value of arts education and artistic research, **ELIA** is dedicated to enhancing the conditions in which higher arts education can flourish, nationally and internationally.

Since education and research are both integral parts of the knowledge triangle, this paper strives to clarify for European national governments and members of the European Parliament how higher arts education institutions can contribute to a successful KIC for CCIs.

Proposed EIT KIC for CCIs

With the potential to build upon the work done throughout the last decade to strengthen support for the CCIs sector, the proposed KIC-CCIs is also rooted in earlier foresight studies such as the so-called Bohemia Study¹. Here it was noted that for transformative research and innovation to occur, there is a significant need to establish collaborative context and citizen-based participatory ecosystems. It may be anticipated that the establishment of KIC-CCIs could **consolidate crossover innovation trajectories** and provide the basis for **stress-testing transdisciplinary approaches that generate transformational innovation outcomes**.

EIT is one of the important cross-sectoral instruments of the European Commission to support economic growth. It strengthens the knowledge triangle in the EIT context, or the interaction between research, education and business, for specific industrial fields according to their individual needs. As part of the EIT Strategy 2021 - 2027, published in July 2019, four Potential Future Thematic Areas were considered. Two of these will be established within that period, one of which will be the Creative and Cultural Industries, scheduled to begin in 2022; while the other thematic area has yet to be determined. When considering these potential thematic areas for new Innovation Communities, the EIT has identified the CCIs as being of significant importance:

¹ New Horizons: Future Scenarios for Research & Innovation Policies in Europe, FORESIGHT, European Commission Directorate-General for Research and Innovation, 2017 and esp. Targeted Scenario No. 19: Towards a New Knowledge System, see <https://ec.europa.eu/research/foresight/index.cfm?pg=strategic>

*An EIT KIC on CCI will empower network opportunities, collaboration, co-creation and know-how transfer between education, research and business, within the cultural and creative sectors and with other sectors of the society and the economy. It will catalyse bottom up and top down initiatives at regional, national and EU levels. It will develop the necessary framework conditions for the creation and scale up of new ventures in innovative ecosystems. It will provide researchers and students in many disciplines (including arts, humanities, business, social sciences and applied hard sciences) and entrepreneurs of the CCI and other sectors with the knowledge and skills necessary to deliver innovative solutions and to turn them into new business opportunities. It will allow further cross-fertilisation with other economic and industrial sectors, acting as an accelerator for innovation.*²

Through a multi-layered approach, the proposed KIC on CCIs would not only address the sectoral support needs of CCIs but also pave the way for CCIs actors to **adopt an active role in the co-creation of policy and governance frameworks capable of initiating cross-over innovation dynamics**, both across and beyond CCIs, that can address societal challenges and emerging missions. There is significant potential for a more substantial role for growing the CCIs sector by:

- raising awareness of the opportunities offered from re-balancing societal value and economic potential across multiple sectors;
- providing a deeper understanding of citizen-driven innovation and emerging economies of meaning;
- stimulating more reflective and sustainable understanding of the opportunities offered by recent and emerging technologies and therefore better contextualizing the deployment of creative and artistic intelligence, for example by supporting citizen engagement in Smart Cities;
- supporting policy makers in their decision-making at regional and national levels with access to better data and instrumental multi-perspective tools;
- exploiting the potential of cultural and creative industries in the innovation process to showcase cultural diversity in Europe’.

Lastly, as Horizon Europe moves towards a European knowledge cloud, such an open infrastructure system as would be created by the CCIs, offers the opportunity for diverse stakeholders to have the same level of access to information and relevant data. This **shift away from knowledge accumulation skills to strengthening knowledge navigation** must also be reflected in continuous sectoral learning if the required adaptation is to occur swiftly. This is especially true as the tools that might support navigation through complex information spaces and avoid information overload and offer greater focus are **most likely to emerge from the CCIs sector itself**.

Why do CCIs need their own KIC?

More than 12 million people are employed in the arts, and the sector creates 4% of the GDP in the European Union. The establishment of EIT KIC-CCIs would impact the sustainable implementation of a system of collaboration, transfer and creative crossovers, thus stimulating cultural and creative activities, promoting new business models, attracting fresh talent, and enabling young artists to make a living from the arts.

² <https://ec.europa.eu/education/sites/education/files/document-library-docs/proposal-decision-eit-2021-2027-annex.pdf> See p. 24 ff on KIC CCI

Organisations and enterprises in the arts – such as music, film, video games, publishing and the performing arts – are often small and equipped with a dynamic skillset. In many instances, agility and quick responses to change are a prerequisite. Supporting CCI in shaping the current transformation of Europe’s digital societies therefore offers opportunities to ***transfer methods from across CCIs to the formulation of policy.***

Conventional sector-based cascade-models of knowledge and skill transfer have to be complemented by new models drawn from open and co-creative innovation methods. The opening of research and innovation processes is already a key priority of European policy and considered highly relevant to the nourishing of a culture open to actors from across Europe.

What is the role of higher arts education institutions?

It is one of the key tasks for higher arts education institutions to offer an open arena where research and innovation in the arts can flourish. In short, higher arts education institutions have the expertise and potential to help to nurture, develop and co-create the necessary reflections on institutional design through hybrid competencies and an entrepreneurial mindset that meet industry needs, conceptual blueprints and blended learning trajectories. These have been identified across several policy domains³ as critical to achieving substantial breakthroughs and transformational impact both within and beyond the CCIs sector. The proposed KIC on CCIs offers a greatly needed strategic focus for these developments.

To be done

Horizon Europe is generally in favour of the further development of the EIT as complement to the newly established KIC. The recent European Parliament vote in favour of the **Culture, Creativity and Inclusive Society** cluster within pillar II of the Research and Innovation Framework 2021-2027 further highlights the growing recognition of the importance of this sector.

We encourage all Members of the European Parliament and the representatives of national governments to endorse these suggestions in the further negotiations of Horizon Europe thereby seizing this unique opportunity to secure the untapped potential of CCIs in addressing the societal and economic challenges European societies face in the 21st century.



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³ See for example Gilbert, N. et al. (2016) The need to integrate the Social Sciences and Humanities with Science and Engineering in Horizon 2020 and beyond , FETAG; JRC Future in the Making (FTA2018) at <https://ec.europa.eu/jrc/en/fta2018> ; OECD (2017) Teaching, assessing and learning creative and critical thinking skills in education, Centre for Educational Research and Innovation, OECD Education 2030 Framework, see <https://www.oecd.org/education/2030/>