

ICT work programme 2014-2015
ICT 18 – CALL 1
Support the growth of
ICT innovative Creative Industries
SMEs

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Support the growth of ICT innovative Creative Industries SMEs

ICT 18 – 2014 – Call 1

CREATIVE INDUSTRIES:

- Music
- Art
- Performing arts
- Publishing
- Film
- Broadcasting
- Video games
- Design
- Architecture
- Advertising
- Fashion ...



Common characteristic:
creativity and intellectual capital is a central input to the production process; intellectual property is generated and exploited.



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Rationale

- SMEs represent 85% of all actors in the creative industry sectors in the EU. They co-exist with global players and often face difficulties in adopting state of the art ICT and in accessing finance.

Objective

- Stimulate the adoption and deployment of innovative ICT solutions by the European creative industries SMEs
- Support the growth of European ICT innovative creative industries SMEs and ICT SMEs



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Actions:

ICT18.a Innovation Actions 14 million EUR

ICT18.b Coordination and Support Actions 1 million EUR

Deadline for proposal submissions:

2014-04-23



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ICT18.a

**Innovation Actions
to support the creative industries SMEs in leveraging
emerging ICT technologies**

14 M EUR



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"Innovation Actions to support the creative industries SMEs in leveraging emerging ICT technologies (e.g. 3D, augmented reality, advanced user interfaces, visual computing) for the development of innovative products, tools, applications and services with high commercial potential."

Beyond the driving participation of creative industry SMEs and the participation of ICT technology providers, the involvement of research and innovation centres is encouraged.

Proposals should be clearly driven by user-needs and demonstrate the market demand for the solution and the innovation potential.

Solutions should be cost-effective, market-ready and target international markets."



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Innovation action:

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-d-ia_en.pdf

Activities may include prototyping, testing, demonstrating, piloting, large-scale product validation, market replication.

Market replication does not cover multiple applications in the market of an innovation that has already been applied successfully once in the market.

Projects may include only limited research and development activities.

Innovation:

A new or improved technology, product, design, process, service or solution



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Approach:

a creative industry SME would like to adopt a novel technology (with the collaboration of the technology provider) and create, through its use, an innovative product, tool, application or service with high commercial potential. The new product/tool/service/application improves the competitive position of the creative industry SME, and the new technology penetrates successfully into the market.

Already existing example from real life:

- advertising agency adopts a novel tool giving high-quality and affordable 3D reconstruction of a scene from a digital image; the agency can thus offer to its customers the experience of high quality total immersion



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The role of creative industries SMEs:

- They should drive the activities
- They do NOT need to be the coordinators of the project
- EU definition of SMEs:
http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

The role of research and innovation centres:

- Their participation is not mandatory
- "Centre" should not be meant literally. "Research centre" can be a lab of a University, "innovation centre" can be an entity specialised in technology transfers, in innovation management...



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Expected impacts:

- Tens of innovative solutions with high market potential ready to be deployed by European creative industries SMEs
- Stronger collaboration between ICT innovative technologies providers and creative industries SMEs to improve the competitive position of the European creative industries



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Duration and range of funding:

The Commission considers that proposals requesting a contribution from the EU between EUR 0.5 million and EUR 1 million for a period between 6 and 18 months would allow this specific challenge to be addressed appropriately.

Nonetheless, this does not preclude submission and selection of proposals requesting other amounts or duration.

Total amount of funding available:

14M EUR

Funding rates:

70%, except for non-profit legal entities: for them the rate of 100% applies



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ICT18.b

**Coordination and Support Actions
to stimulate the growth of European creative industries
exploiting advanced ICT and ICT SMEs innovating in the field
of creative industries**

1 M EUR



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"Coordination and Support Actions to stimulate the growth of European creative industries exploiting advanced ICT for the development of new products and services and ICT SMEs innovating in the field of creative industries.

Activities should:

- include, where beneficial, investor readiness support (e.g. explaining investors' requirements, assisting in the development of business plans ...)
- connect creative industries SMEs with appropriate sources of funding (e.g. loans, venture capital, business angels investment, crowd-funding ...) and with international business networks
- increase the market access of creative industries SMEs across borders.

The proposals should encompass a broad geographical coverage, stimulating innovation not only in the leading regions of Europe."



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Activities:

1. **Support access to finance:** support reaching investor-readiness levels; guide to sources of financing

Rationale:

- funding gap of 8-13,3 billion EUR in EU, based on latest study (October 2013): http://ec.europa.eu/culture/key-documents/documents/access-to-finance-culture-and-creative-sector_en.pdf

Sources of financing:

- Loans, BA, VC, crowdfunding, etc.



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Activities:

2. Increase market access (ease the entry and positioning on new markets; strengthen global presence...)

Rationale:

- **Fragmented markets**
- **Lack of market intelligence**



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Activities:

3. Connect with international business networks (help access to knowledge on market opportunities, on product developments, on new trends; help avoid market failures...)

Rationale:

- **45% of the creative industries in the EU are not participating in relevant networks:**
http://ec.europa.eu/culture/key-documents/doc3124_en.htm
- **Networks are crucial for companies willing to grow**



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Expected impacts:

- **An established sustainable network of ICT-driven innovation multipliers active in the creative industries sectors with proven record of stimulating innovation**
- **Tens of examples of fruitful business relations enabled by the network**



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Thank you!

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