



ICT Research and Innovation for Creative Industries and Cultural Heritage

Horizon 2020 Information and Networking Day

Thursday, 23 January 2014

Jean Monnet Conference Centre, rue Alcide de Gasperi, Luxembourg

DG CONNECT – Unit G2 "CREATIVITY"



Horizon 2020

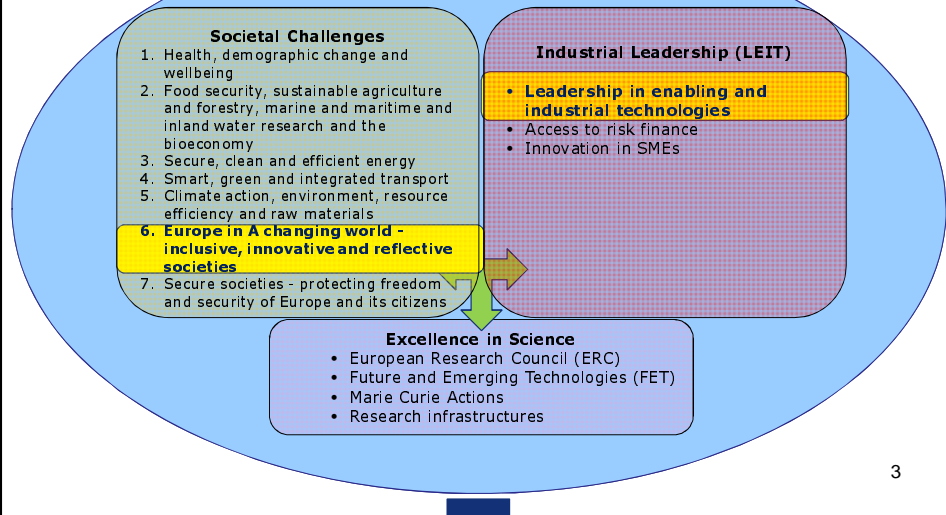
THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

<http://ec.europa.eu/programmes/horizon2020/>



Horizon 2020



What has changed?

Focus on growth and jobs

From research to innovation

Importance of impact



What does the "Creativity" unit do?

Funding leading-edge ICT research

- *exploring the potential of ICT for **creative processes***
- *enhancing access to and user experiences with **digital cultural heritage***

Support to innovation

- *up-take of research results in the **creative industry** (focus on **SM**)*

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What does the "Creativity" unit do?

Policy support activities

- *follow-up of the Commission's recommendations on **digitisation and digital preservation***
- *Promoting **Europeana**, the European Digital Library*

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Our activities in the context of Work Programme 2014-2015

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(1) Support to innovation with particular focus on SMEs

LEIT: Information and Communication Technologies

- ICT 13 – 2014: Web Entrepreneurship
- ICT 35 – 2014: Innovation and Entrepreneurship Support
- **ICT 18 – 2014: Support the growth of ICT innovative Creative Industries SMEs**
- ICT 37 – 2014-15: Open Disruptive Innovation Scheme (implemented through SME instrument)

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(2) Content technologies and information management

LEIT: Information and Communication Technologies

- ICT 15-16: Big data
- ICT 17: Cracking the language barrier
- **ICT 18 : Support the growth of ICT innovative Creative Industries SMEs**
- **ICT 19: Technologies for creative industries, social media and convergence** (*Call opens in Oct. 2014*)
- ICT 20: Technologies for better human learning & teaching
- ICT 21 : Advanced digital gaming/gamification
- **ICT 22: Multimodal and natural computer interaction**

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(3) ICT for Cultural Heritage

"Europe in a changing world – inclusive, innovative and reflective Societies"

- **REFLECTIVE-6-2015: Innovation ecosystems of digital cultural assets** (*Call in 2015*)
- **REFLECTIVE-7-2014: Advanced 3D modelling for accessing and understanding European cultural assets**

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