



Enterprise and Industry

European Creative Industries Alliance

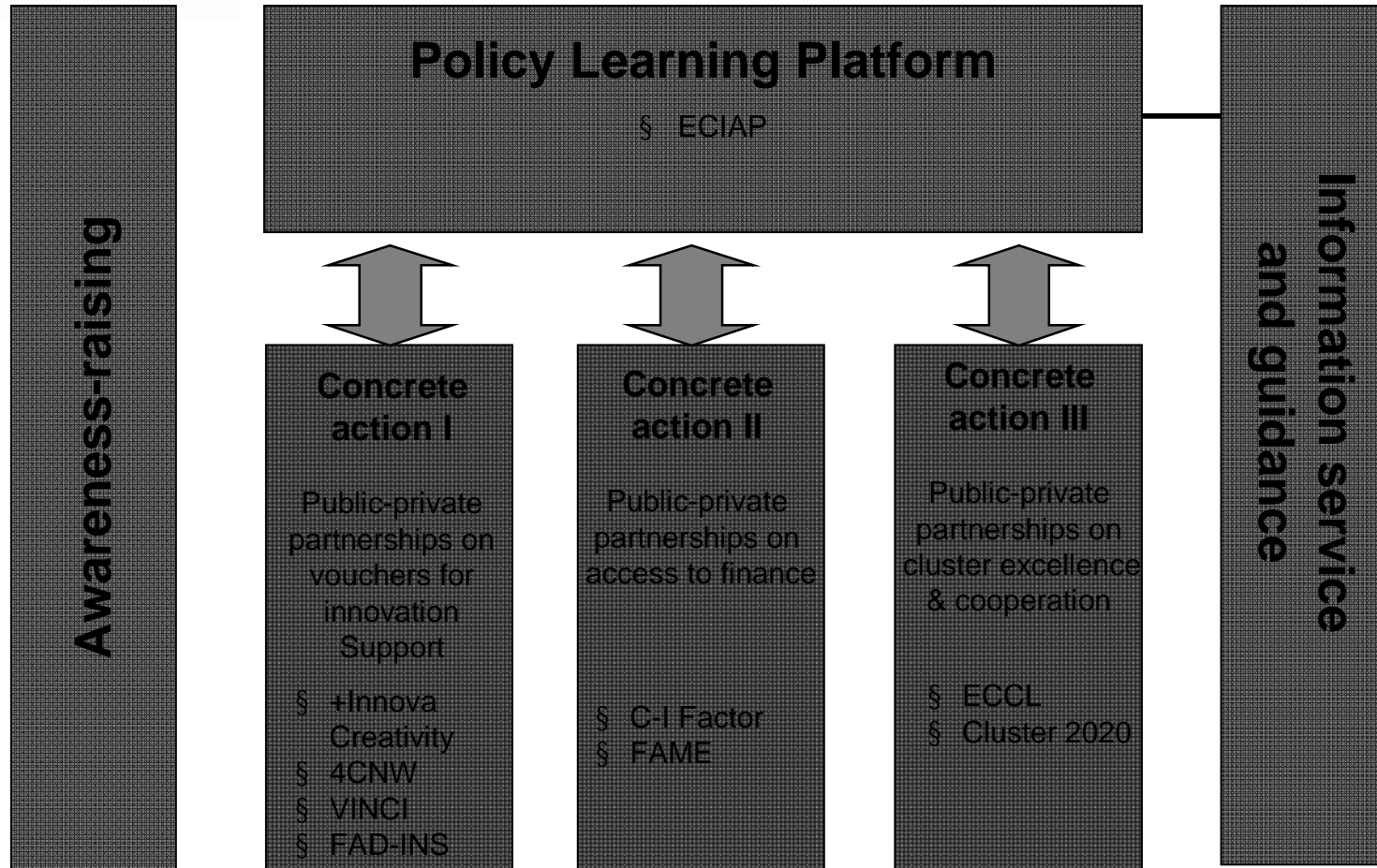
from concept to reality

Reinhard Büscher, Head of Unit

Milan, Italy, 27 Feb 2012



European Commission

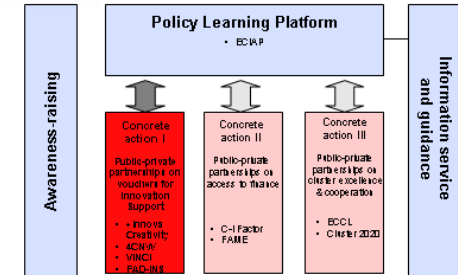




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Innovation vouchers



Four pilots with two types of innovation vouchers

Type A voucher scheme: address the specific needs of SMEs within creative industries to innovate

Type B voucher scheme: encourage SMEs from other industries to access innovative services from creative industries

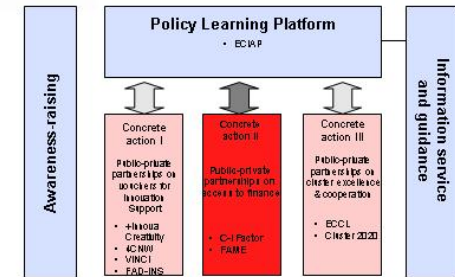


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Access to finance



Improving the investment-readiness of companies in creative industries through testing customised training and coaching

Raising investors' awareness & readiness to invest in creative industries

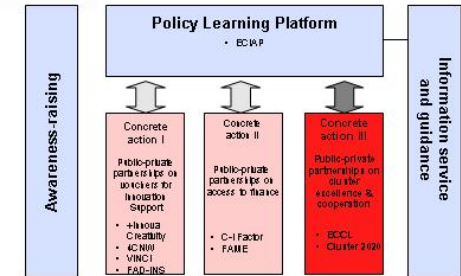
Mobilising new and additional funding for creative industries' companies



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Cluster excellence and cooperation



Promote the quality of creative cluster management

Better involve SMEs in creative industries clusters

Facilitate cross-sectoral linkages and cooperation within creative industries and with others industries

Support SME internationalisation through clusters



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High expectations

Additional €100 million of public and private funds mobilised

Mind-shift among national and regional policy makers and stakeholders

Broad support to the use of all forms of creativity, not just research-driven or technological innovation



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Thank you for your attention

DG Enterprise and Industry, Unit D2 Support for Industrial Innovation

<http://ec.europa.eu/enterprise/policies/innovation/support>

Call for proposals European Creative districts

http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=5782&lang=en

European Creative Industries Alliance Webportal

www.europeancreativeindustriesalliance.com