

Introduction to the European Creative Industries Alliance (ECIA)

Putting the Creativity on the Map

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Province of Milan

What is ECIA

- ECIA is an integrated policy initiative to support creative businesses that combines **policy learning** with 8 Concrete Actions on innovation vouchers (4), better access to finance (2) and cluster excellence & cooperation (2)
- It is an open **platform** that brings together policy-makers and business support practitioners from 28 partner organizations and 12 countries

Aim of ECIA

ECIA's overall aim is to shape a **community in Europe** that actively supports creative and cultural industries (CCIs) as a driver for innovation and competitiveness, job creation and structural change by developing and testing better policies and tools for CCIs

Duration: 1st January 2012 - 31st December 2014

Tasks of ECIA

To analyse, benchmark and engage in mutual learning in areas such as:

- business support (innovation vouchers)
- incubation and access to finance
- cluster excellence and co-operation
- spill-over effects and internationalization

and to prepare policy recommendations with concrete master plans for implementation on how to better support creative and cultural industries

Policy Learning Platform (PLP)
*Platform of 25 experts, ECIAP-members and concrete action coordinators to discuss how industrial innovation policy can strengthen creative industries in Europe. Tasks include the analysis of favourable framework conditions, trends and foresight and links with other sectors. The Spokesperson of the platform is **Rasmus Wiinstedt Tscherning***

ECIAP
 Amsterdam: Responsible for the secretariat of the PLP and website
 Six partners: Amsterdam, Berlin, Catalonia, Milan, Nantes, Tampere

WP2
Milan
Innovation
Vouchers

WP3
Berlin
Cluster
Excellence

WP4
Catalonia
Access to
finance

WP5
Tampere
Demand Driven
innovation

WP6
Nantes
Spill-over and
International-
isation

Working groups

**Concrete
action 1:
Innovation
Vouchers (4)**

**Concrete
action 3:
Cluster
excellence (2)**

**Concrete
Action 2:
Access to
finance (2)**



Concrete action 1: Innovation Vouchers

VINCI: bridges between outside CCI services and "traditional" SMEs' needs of Salzburg. More info and contact at:

<http://www.howtogrow.eu/ecia/project/vinci/>

Fad-Ins: strengthens links among CCIs (Fashion-Audiovisual-Design) from Catalonia. More info and contact at:

<http://www.howtogrow.eu/ecia/project/fad-ins/>

+Innova Creativity: improves non-technological innovation of traditional Basque SMEs through local and international CCI suppliers. More info and contact at:

<http://www.howtogrow.eu/ecia/project/innova-creativity/>

4CNW: facilitates new partnerships and collaborations between CCIs and wider industries in North-West Ireland. More info and contact at:

<http://www.howtogrow.eu/ecia/project/4cnw/>

Common denominator: matchmaking and brokerage between vouchers beneficiaries and innovation service providers

Concrete Action 2: Access to finance

C-I Factor: new financial facilities for the Creative Industries, such as crowd-funding and guarantee funds, and the reinforcement of investment-readiness training to assist CCI start-ups in preparing their businesses (and/or business plans) to be presented to potential investors or other financial actors. More info and contact at:

<http://www.howtogrow.eu/ecia/project/c-i-factor/>

Fame: facilitating access & mobilisation of European finance for Creative industry growth, through the development of a dedicated Pan-EU Fund for CI companies and setting up high level system for (I) coaching “near market” companies and (II) increase the financial awareness of investors. More info and contact at:

<http://www.howtogrow.eu/ecia/project/fame/>

Concrete action 3: Cluster excellence

Cluster 2020: tailored, meaningful and effective cluster support in order to make individual businesses better informed, more efficient and more expert in what they are doing. This will include developing and testing a blueprint, so that as many cluster organisations as possible can provide better creative business support across Europe. More info and contact at:

<http://www.howtogrow.eu/ecia/project/cluster2020/>

ECCL (European Creative Cluster Lab): think tank and beta site for new approaches and processes for creative cluster management in creative and traditional industries in Europe, testing and experimenting new creative cluster management styles, instruments and infrastructure in a lab environment. More info and contact at:

<http://www.howtogrow.eu/ecia/project/eccl/>

Report on Cluster Excellence is already available on ECIA website/Clusters

Expected outcome

- A practical master plan and roadmaps for future policy action in support of creative industries
- A better understanding of the creative and cultural industries
- A platform that provides information regarding the creative industries for both entrepreneurs, policy makers and other stakeholders
- Policy recommendations regarding to innovation voucher schemes, peer review, cluster cooperation and access to finance

Key Issues and Challenges

Cross-fertilization between creative and traditional industries to promote innovation and competitiveness

Access to knowledge (through qualified suppliers) and (EU) markets

Public and private stakeholders' awareness of the role that cultural and creative industries have in our society and economy

Integration of cultural and creative industries in policies at all levels (local, regional, national and European and trans-departmental)

Effectiveness of policies, programmes and actions

ECIA Policy Learning Platform Meetings

Amsterdam (14th June 2012). The 1st formal meeting, setting ECIA vision: to develop a better strategy for the development of creative industries in Europe, notably in the areas of better business support, access to finance, cluster excellence & cooperation and facilitating cross-sectoral linkages

Copenhagen (29th-30th November 2012). Main topics of discussion: draft report on cluster excellence and first part of innovation vouchers within the CClIs (key issues and challenges)

Next ECIA Platform Meetings

Barcelona (5th-6th June 2013). Main topics will be Access to Finance and Spill-over effects, main challenges and benchmarking of case studies

Milan (6th-7th November 2013). Conference on Innovation Vouchers and Internationalisation (and possibly creative firm networks)

Barcelona ECIA PLP Meeting

5th-6th June 2013

Public session: Wednesday 5th June 2013, 16.00-19.00

ECIA Conference on Access to Finance

In the framework of the tradefair/show BizBarcelona 2013 (<http://www.bizbarcelona.com>)

Programme:

- What opportunities does Europe offer on Access to Finance for the cultural and creative SMEs?
- The future of crowdfunding in Europe for CCIs: from project to corporate crowdfunding?
- Roundtable: What do European investors look for in the CCIs?

<http://www.howtogrow.eu/ecia/event/ecia-policy-platform-meeting-in-barcelona/>

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www.eciaplatform.eu

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