

Create! Innovate! Grow!



EUROPEAN
Creative Industries
ALLIANCE

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Chairman, European Creative Industries Alliance
Founder, Creative Business Cup

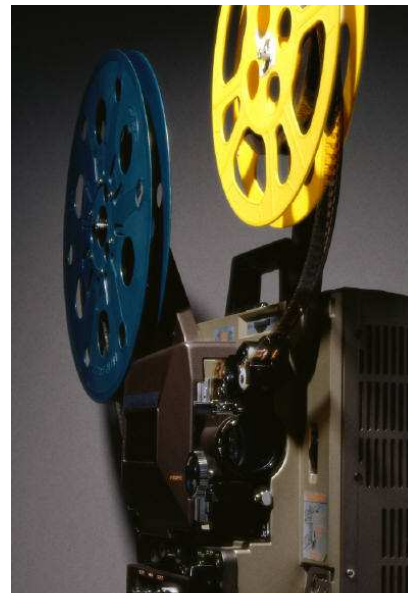
Why?

Regional development



Attracting people and business, tourism, cultural offers etc.

Growth industries



Creative sectors such as movies, music, design etc.

Value creation



Experience-based business development

European Creative Industries Alliance

ECIA Policy Learning Platform

Platform of 25 experts, ECIAP-members and concrete action coordinators to discuss how industrial innovation policy can strengthen creative industries in Europe. The chairman and 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

Concrete
action 3:
Cluster
excellence

Concrete
Action 2:
Access to
finance

Create! Innovate! Grow!

A new policy agenda to maximise the innovative contributions of Europe's creative industries

1. Stimulating innovation and growth by enabling cross-sectoral collaboration
2. Building better business support in effective regional “ecosystems”
3. Measuring and raising awareness of the value of creative industries as a key driver of innovation and growth

Stimulating innovation and growth by enabling cross-sectoral collaboration

1. Introducing creative innovation voucher schemes
2. Stimulating cross-sectoral innovation through public-private innovation challenges

Building better business support in effective regional “ecosystems”

1. Testing and reviewing existing business services and financing schemes
2. Developing and supporting capacity building in regional clusters
3. Enabling and supporting internationalisation efforts in cluster organisations
4. Launching new and innovative financing schemes to support early stage SMEs
5. Stimulating investor awareness through effective regional ecosystems
6. Supporting new initiatives to define how to achieve better IP valuation for creative SMEs

Measuring and raising awareness of the value of creative industries as a key driver of innovation and growth

1. Mapping and measuring the effects and value of creative industries in the wider economy
2. Incentivising and supporting stronger advocacy for creative industries

Dangers...



We are ready!



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www.eciaplatform.eu