

FACTSHEET

EIT CULTURE & CREATIVITY
POLICY CLUB**What is the EIT Culture & Creativity Policy Club?**

The Policy Club will support and initiate innovation in policies and administrations, frameworks and regulation regimes for the CCSI by fostering coordination and cross-fertilization of public administrations and political institutions. The Policy Club is a flagship initiative of the EIT Culture & Creativity.

What does it aim to achieve?

The Policy Club will work to overcome a traditional gap affecting CCSI across all policy domains: CCSI are often perceived as too business-oriented for cultural policy makers or too cultural-oriented for business policymakers. The Policy Club will bring together policymakers from

different policy areas and governance levels to actively cooperate and engage to improve CCSI administration and policy agendas through cross-fertilization.

What are its objectives?

Over the next two years the Policy Club will engage in activities to mainstream innovation in frameworks for better CCSI focused policies, such as:

1. mutual exchange and learning,
2. joint experimentation / prototyping and
3. projects to implement or mainstream innovation for better CCSI focused policies.

2Q-3Q 2023

Scoping Phase with a supporter group
to define value added activities
and benefits

Kick off

Creative Bureaucracy Festival Berlin,
June 15/16

Launch of open call
for participation

4Q 2023

Setup phase

Co-create governance
and member criteria

Launch of call for pilot actions
in 2024

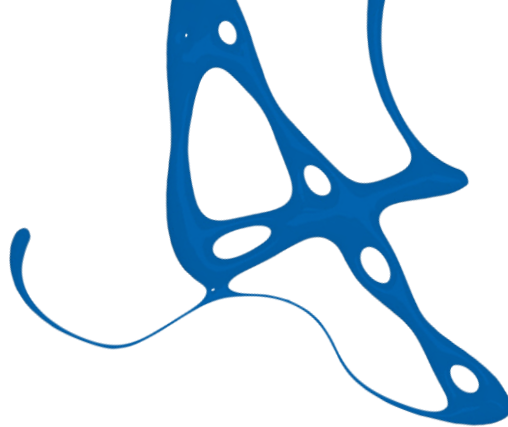
Establish work plan for Pilot
Phase 2024

2024

Pilot phase

Creating impact through cross-
policy and cross-administration
coordination in cities, regions,
rural areas and smaller communities.

Establish work plan for 2025



Ambassadors

The ambassadors scoping the concept of the Policy Club include:

Janet Ågren

Deputy Mayor of the City of Umeå

Araf Ahmadali

Head of Culture, City Amsterdam

Gerbrand Bas

Federatie Creatieve Industrie

Jan Bormans

CEO of European Startup Network

Carsten Brosda

Senator for Culture and Media, Hamburg

Anita Debaere

Director Pearle*-Live Performance Europe

Simone Dudt

Secretary General of European Music Council

Lars Ebert

Secretary General, Culture Action Europe

Yordanka Fandakova

Mayor of Sofia

Maria Hansen

Executive Director of ELIA Artschools

Jari-Pekka Kaleva

Managing Director, European Games Developer Federation (EGDF)

Urmás Klaas

Mayor of Tartu

Charles Landry

Founder of Creative Bureaucracy Festival

Scott Lipinski

CEO of European Fashion Alliance

Carlos Moedas

Mayor of Lisbon

Tommaso Sacchi

Deputy Mayor for Culture, Fashion & Design, City of Milano

Helen Smith

Executive Chair of Impala Music

Elke Timmerman

Flanders DC

Gerin Trautenberg

Chair of Kreativwirtschaft Austria

About EIT Culture & Creativity

EIT Culture & Creativity is the ninth Innovation Community by the European Institute of Innovation and Technology (EIT). It is designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) by increasing its innovation capacity, entrepreneurship and competitiveness to become a game changer for the Green, Digital and Social Transitions.

EIT Culture & Creativity will unlock latent value from a multitude of small CCSI stakeholders through technology transfer, improved cross-sectoral collaboration and their effective integration in production value networks.

It takes a holistic approach to innovation: **Technology & Business Innovation, Artistic Innovation and Social Innovation.**

It will also harness the unique position of the CCSI to facilitate the Triple Transitions in Europe: Green, Digital and Social.

EIT Culture & Creativity will run 10 Action Programmes serving 5 Strategic Objectives: Education, Innovation, Creation, Society, Systems.

If you want to know more or are interested in participating, please mail to info@eit-culture-creativity.eu