

As Europe strengthens its focus on the creative economy, EIT Culture & Creativity and Bpifrance launch major partnership to accelerate growth

- The agreement between two European powerhouses aims to mobilise public and private capital for culture and creative tech.
- It will explore joint funding, investment syndication, and deal flow opportunities.
- Targeted sectors include architecture, audiovisual, cultural heritage, fashion and gaming.

Paris, 4 Dec 2025 - EIT Culture & Creativity – the institutional partnership for Europe’s cultural and creative sectors and industries (CCSI) supported by the European Institute of Innovation and Technology (EIT), a body of the European Union – and French public investment bank Bpifrance, participating through its economic and cultural arm – La French Touch – are joining forces in a bold move to accelerate European investment and innovation in creative industries.

The culture and creative sectors and industries (CCSI) account for 5.3% of GDP¹ and provide 8.7 million jobs² in the EU, a potential that has so far remained largely untapped. But momentum is building: the creative economy is expected to reach nearly 10% of global GDP by 2030³. The agreement between EIT Culture & Creativity and La French Touch represents a major step toward realising that growth.

“Across Europe, creative industries continue to face fragmented markets and limited access to the growth capital they need to scale. By establishing this collaboration with Bpifrance, we are creating a coordinated European investment vehicle that strengthens national ecosystems while enabling innovative creative ventures to expand confidently across borders,” stated **Anette Schaefer**, CEO of EIT Culture & Creativity.

The partnership brings together La French Touch’s proven track record – having distributed €10 billion in funding, including bank financing, equity investments, and grants, to over 20,000 creative businesses in France since 2020 – with the pan-European network of EIT Culture & Creativity, spanning 30 countries and uniting actors across business, academia, research, and culture. Together, they aim to significantly increase the flow of public and private capital into culture and creative tech.

Under the agreement, the two organisations will explore joint funding mechanisms, investment syndication opportunities, and promising dealflow, while creating shared opportunities across key creative sectors including architecture, audiovisual media, cultural heritage, fashion and gaming.

“This partnership has the potential to change how creative businesses access funding in Europe. It opens faster and more cost-efficient pathways for high-potential ventures to reach the resources they need to grow,” said **Javier Arias**, Director of Business Creation at EIT Culture & Creativity.

¹ https://www.eif.org/InvestEU/guarantee_products/ie-ccs-market-study.pdf

² <https://culture.ec.europa.eu/policies/selected-themes/data-on-the-cultural-sector>

³ <https://unctad.org/news/creative-economy-takes-center-stage>

The announcement was made at Bpifrance's We Are French Touch conference in Paris, a major annual event dedicated to creative industries, bringing together nearly 5000 creative ventures, investors, and key players from across the sector.

"La French Touch is very pleased to develop this first European partnership with EIT Culture & Creativity, which embodies the ambition for international development of the businesses we support. These creative players must now, from their inception, envision their playing field on a European scale in order to remain relevant in the global geopolitical environment", said **Nicolas Parpex**, Director of La French Touch.

The partnership comes at a pivotal moment, aligning with Europe's ambition to unlock more scale-up funding. The EU Compass Framework, launched in November 2025, identifies cultural and creative industries as strategic infrastructure requiring private investment, while the AgoraEU Programme allocates €500 million of its €1.5 billion 2028–2034 budget specifically to support creative sectors. Together, these developments signal a renewed momentum for creativity as a driver of Europe's economic future.

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About EIT Culture & Creativity

[EIT Culture & Creativity](#) is the institutional partnership dedicated to transforming Europe's Cultural and Creative Sectors and Industries to become more sustainable, resilient, and competitive. Established in 2023 by the **European Institute of Innovation and Technology (EIT)**, an EU body, the organisation offers funding, knowledge, and tailored support.

As part of Europe's largest innovation ecosystem, we connect research, industry, academia, and cultural institutions to drive systemic innovation. Our vision is to empower the CCSI as a vital force for economic, social, and environmental transformation. Our mission is to drive responsible growth through innovation, education, business creation, and societal impact.

Our initial strategic focus is on five sectors — **architecture, gaming, fashion, cultural heritage**, and **audiovisual media** — offering targeted support to innovators to scale ideas, translate innovation into impact, and redefine entrepreneurship for the creative economy.

EIT Culture & Creativity operates in over **30 countries**, with its **headquarters in Cologne** and **regional hubs** in Amsterdam, Barcelona, Bologna, Helsinki, Košice, and Vienna.

We believe **culture and creativity are not luxuries** — they are essential infrastructure for resilience, renewal, and sustainable economic growth. Whether you're a creative entrepreneur, a university, a cultural institution, a policymaker, or simply someone passionate about shaping Europe's future, we invite you to join us.

About La French Touch

[La French Touch](#), a France-led movement supported by Bpifrance, the French Public Investment Bank, aims to promote the impact and development of Cultural and Creative Industries. *La French Touch* brings together and unites under the same banner, represented by an orange rooster, ambitious entrepreneurs and creators in these sectors, focusing on tangible achievements.

Cultural and Creative Industries are now a strategic priority for Bpifrance, which offers a complete continuum of financial, investment, and support solutions to help entrepreneurs and creators realize their ambitions, from the early stages of project development to its more advanced phases. Since the plan's launch in 2020, over €10 billion in funding has been allocated to these sectors, and 20,000 creative businesses have been supported.

About Bpifrance

[Bpifrance](#) is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extra financial services (training, consultancy) to help entrepreneurs meet their challenges (innovation, export...).

Media Contact

EIT CULTURE & CREATIVITY

Christy Drummond

Senior Communication Manager

christy.drummond@eit-culture-creativity.eu | +32 493 82 97 60

BPIFRANCE

Gabrielle Debains

gabrielle.debains@bpifrance.fr | +33 6 64 78 19 53

Juliette Fontanillas

juliette.fontanillas@bpifrance.fr | +33 6 72 76 08 09