The EU Framework Programme for Research and Innovation

HORIZON 2020

Research and Innovation Actions for Creative and Cultural Industries

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Research and Innovation

The 'Creativity' unit covers a range of activities:

- **Research** under H2020 (and FP7 legacy) will explore the potential of ICT to **enhance creative processes;**

- **Innovation** activities under H2020 aim at stimulating the up-take of research results in the creative industry;

- **Digital culture** actions: Recommendation on digitisation, coordination actions and funding under H2020 (and FP7 and CIP legacy)

- Promoting **Europeana,** the European Digital Library under CEF.

H2020 – LEIT
Leadership in enabling and industrial technologies

Content technologies and information management

- **Tools for creative, media and knowledge industry**
- **Multimodal and natural computer interaction**
- Big data
- Craking the language barrier

And look also at the Open and disruptive innovation (SME instrument), platforms, etc..

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H2020 – 2014 -ICT18 a

Target:

Leveraging emerging ICT technologies for the development of innovative products, tools, applications and services in the creative industries.

Technologies exemples: 3D, augmented reality, advanced user interfaces, visual computing, …

Requirements: User-needs driven, Existing market demand, Cost-effective, Market-ready, Target international markets.

H2020 – 2014 -ICT18 a

Expected impact:

a. Innovation Actions

• Tens of innovative solutions with high market potential ready to be deployed by European creative industries SMEs.

• Stronger collaboration between ICT innovative technologies providers and creative industries SMEs to improve the competitive position of the European creative industries.

Small projects: EUR 0.5 <-> 1 million;

6 <-> 18 months

Budget: 14 M€

H2020 – 2014 -ICT18 b

Coordination and Support Actions.

Target:

    To stimulate the take up of advanced ICT in the European creative industries on a broad geographical coverage.

Will provide:

- Investor readiness support
- Connect creative industries SMEs with
    - appropriate sources of funding
    - international business networks

H2020 – 2014 -ICT18 b

Expected impact:

b. Coordination and support actions
• An established sustainable network of ICT-driven innovation multipliers active in the creative industries sectors with proven record of stimulating innovation.

• Tens of examples of fruitful business relations enabled by the network.

    Budget: 1 M€

H2020 – 2014 -ICT22 c

Innovation actions on multimodal interfaces

Target:
- more efficient and natural ways of interacting with computers
- improve users' experience.

How:
- Create non-intrusive interaction with humans where real and virtual content are blended. The starting point should be one or multiple smart devices and sensors (scene analysis, voice recognition, human position, gestures and body language detection,…)

Results: Budget: 7,5 M€

- cost effective
- address clear market needs

CALENDAR 2014

ICT 18 A+B: ICT innovative Creative Industry SMEs
ICT 22 C: Multimodal Computer Interaction

Publication date: 11/12/2013
Deadline: 23/04/2014 at 17:00 Brussels time

Workshop on what are the needs of the creative industry ?

Two days of meeting with around 80 participants coming from various areas of the Creative Industry – 26/27 March 2014.

Strong tendencies for research or type of actions*:

- Collaborative tools - short term research – focused
- ICT & Arts
- Computation creativity – the software as a full collaborator.
- Platforms for creativity
- Gamification in the area of creativity

* The list is not prioritise

The role of ETPs in Horizon 2020?

1) Provide a coherent business-focused analysis of research and innovation bottlenecks and opportunities related to societal challenges and industrial leadership actions:

strategy function.

2) Mobilise industry and other stakeholders within the EU to work in partnership and deliver on agreed priorities:

mobilising function.

3) Share information and enable knowledge transfer to a wide range of stakeholders across the EU:

dissemination function.

What we expect from an ETP on Creative and Cultural Industries

Purpose of the ETP for Creative and Cultural Industries:

- policy and road mapping
- dissemination, take-up and validation of research results

The new platform for Creative and Cultural Industries should:

- focus on the **ICT component** of the creative industries, more specifically, on **content creation and distribution**;

- address **multiple sectors** (cluster of clusters?) with members from research institutions, academia and SMEs and **common horizontal technologies** (cross-fertilisation).

NEM achievements

➢ **NEW name (New European Media)**

➢ **NEW web site**

➢ **NEW position paper on creativity (in preparation)**

➢ **NEW calendar of actions (work in progress)**

➢ **NEW members coming from the creative industry**

➢ **NEW clusters joining NEM**

➢ **…………………………..**

To know more

Creativity website:

http://cordis.europa.eu/fp7/ict/creativity/creativity_en.html

Digital Agenda for Europe:

https://ec.europa.eu/digital-agenda/en/creativity-media/cultural-heritage

Connecting Europe Facility:

https://ec.europa.eu/digital-agenda/en/connecting-europe-facility

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