

# EIT Culture & Creativity

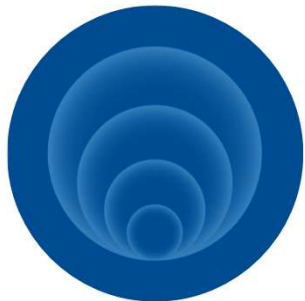
*Sami Jääskeläinen,  
Regional Hub North,  
Senior Ecosystem & Business  
Developer*



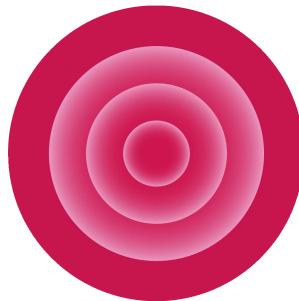
Funded by the  
European Union



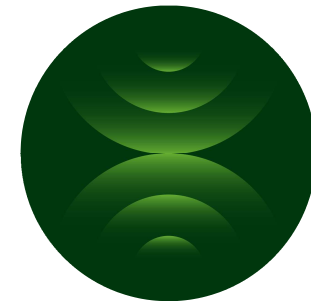
# Why the culture and creative sectors and industries matter



A powerful economic force



Catalysing social cohesion



Driving climate neutrality

# IN NUMBERS

Source: Eurostats – [Culture](#), March 2025

86%

of Europeans believe culture and the arts are vital for community welfare and economic development

Almost

8 million

workers

4% of the total EU workforce

Over

2 million

enterprises

6,3% of all EU businesses

4%

of the total EU value added

contributing €457 billion

# CHALLENGES

Lack of appropriate **skills** for future job markets

Lack of **innovation** implementation capacity

**Fragmentation** of European CCSI, spanning topics and geography

Lack of venture creation and scaling, intellectual property **revenue**, and growth



# We are

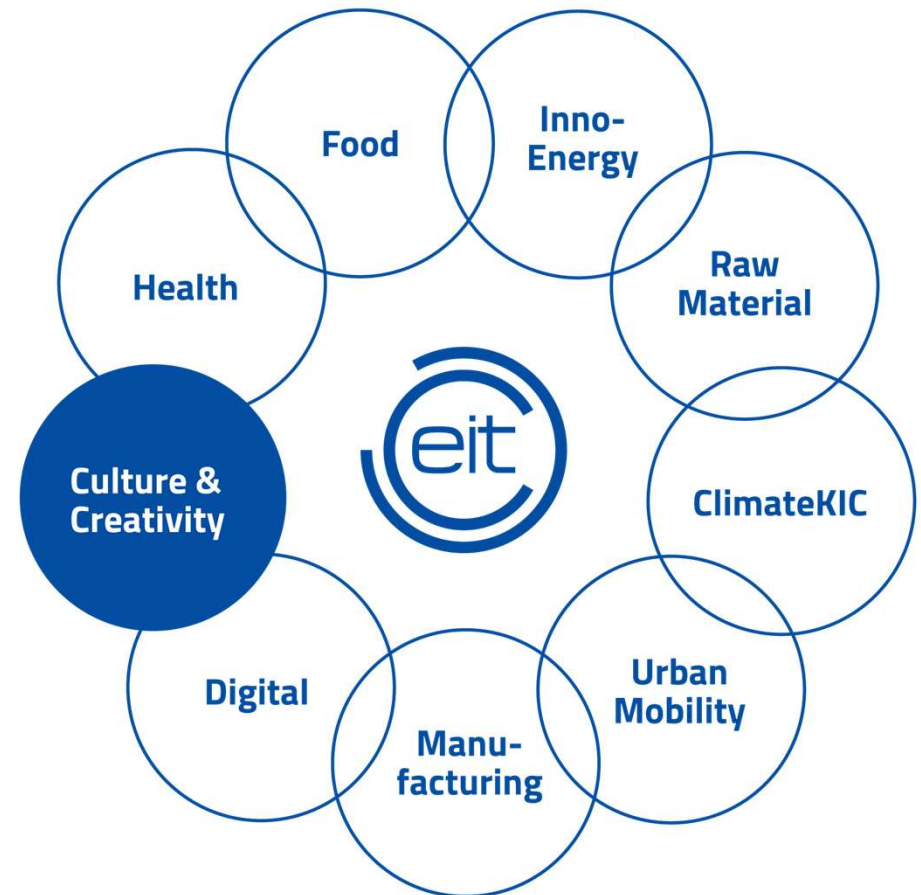
A European institutional partnership dedicated to making Europe's cultural and creative sectors and industries more sustainable, resilient, and competitive.

# OUR ROOTS

## Part of the EIT Community

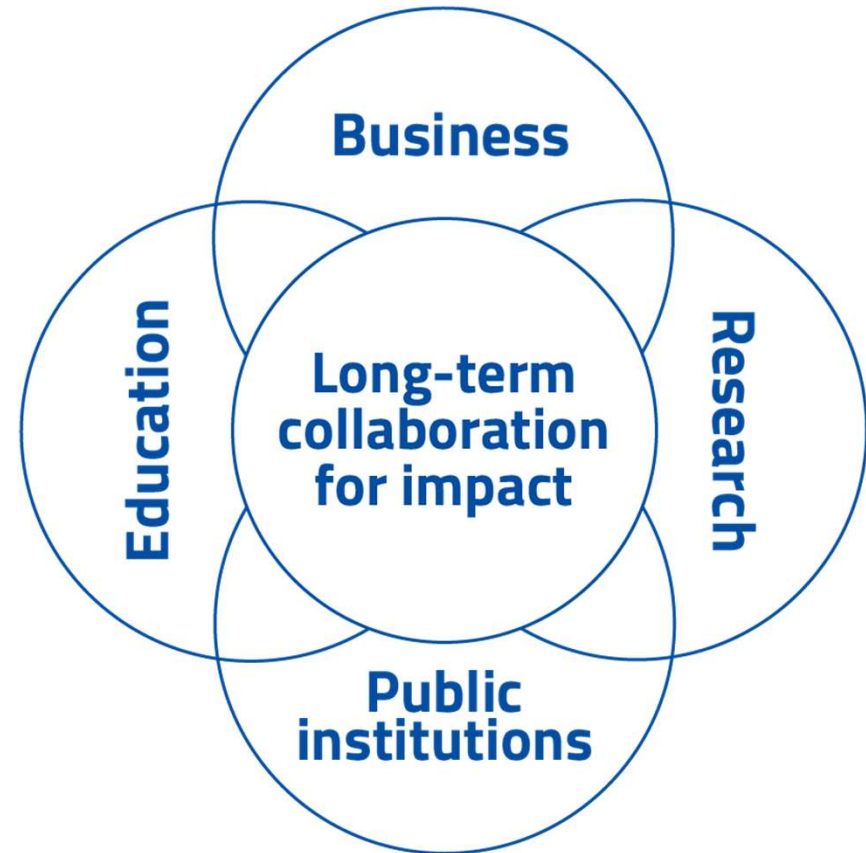
Founded in 2023 by the European Institute of Innovation and Technology (EIT), we are one of the nine Knowledge and Innovation Communities (KICs). We support Europe's cultural and creative innovation ecosystems and industries.

**We aim to help them thrive, becoming a competitive, prosperous, and resilient economic force.**



# OUR ECOSYSTEM

Private/public partnerships



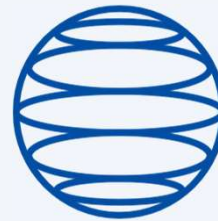
Together with our community of more than 60 partners, we create purposeful connections between start-ups and corporates, entrepreneurs and investors, consumers and industry, research and impact, ideas and reality.

**We empower our partners to achieve what one cannot accomplish alone.**

# OUR MISSION



We empower the cultural and creative sectors and industries to **scale**, be **competitive**, and create fair and meaningful **jobs**.



We drive the transition of culture and creativity towards more resilient, sustainable, and **responsible economic growth**.



We amplify the role of culture and creativity in **reducing environmental impact** and strengthening **social cohesion**.

# PRIORITY AREAS



## Fashion

Moving towards sustainable production and consumption in line with EU circular economy standards.



## Architecture

Using innovative technologies and circular, fair practices to maintain, renovate, or rebuild architectural sites and buildings to meet net-zero goals.



## Cultural heritage

Adapting heritage sites to climate change and enhancing social cohesion.



## Audio-visual & media

Promoting responsible technologies from EU companies to protect consumers and reduce environmental impact.



## Gaming

Supporting EU SMEs in adopting AI, no-code tools, user-generated content while promoting digital ethics.

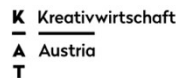
# We connect

The background features two overlapping circles with a blue-to-red gradient, set against a dark blue background. The circles overlap in the center, creating a yellowish-orange glow.

- > Partners
- > Regional hubs
- > Digital hub

# OUR CORE PARTNERS

From research, business, education and culture



# GROWING COMMUNITY

Core partners

42

Cooperation  
partners

20

Community  
participants

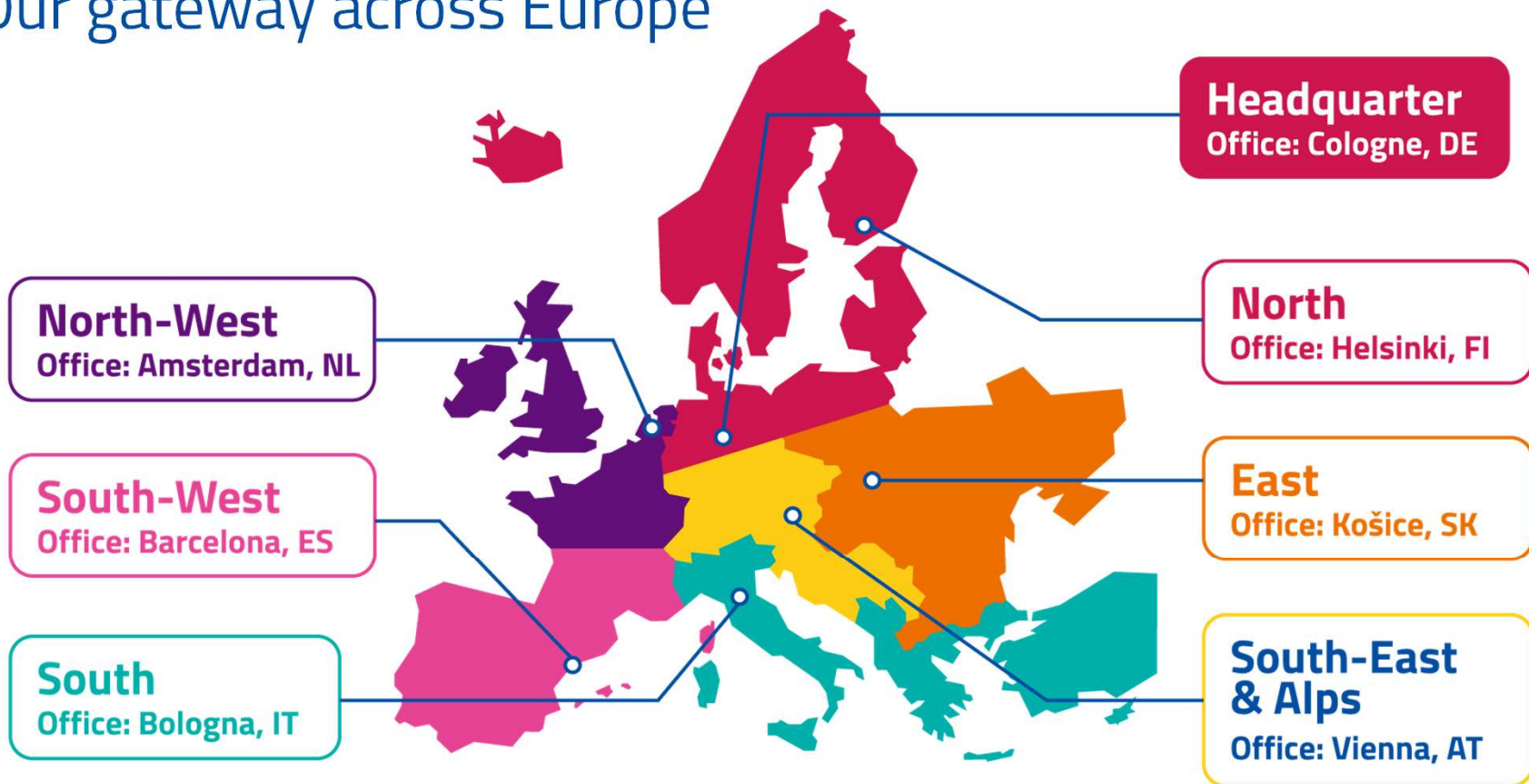
28

Associates

+2000

# 6 REGIONAL HUBS

Our gateway across Europe



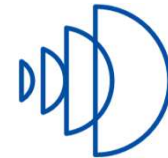
# DIGITAL HUB



The go-to platform  
for innovators  
working in culture  
& creativity across  
Europe



Find partners  
for **joint projects**



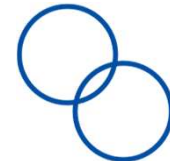
Discover and  
**promote events**  
across Europe



Increased access  
to **investment  
and financing**  
opportunities



**Collaborate**  
with peers on  
EU or regional  
policies



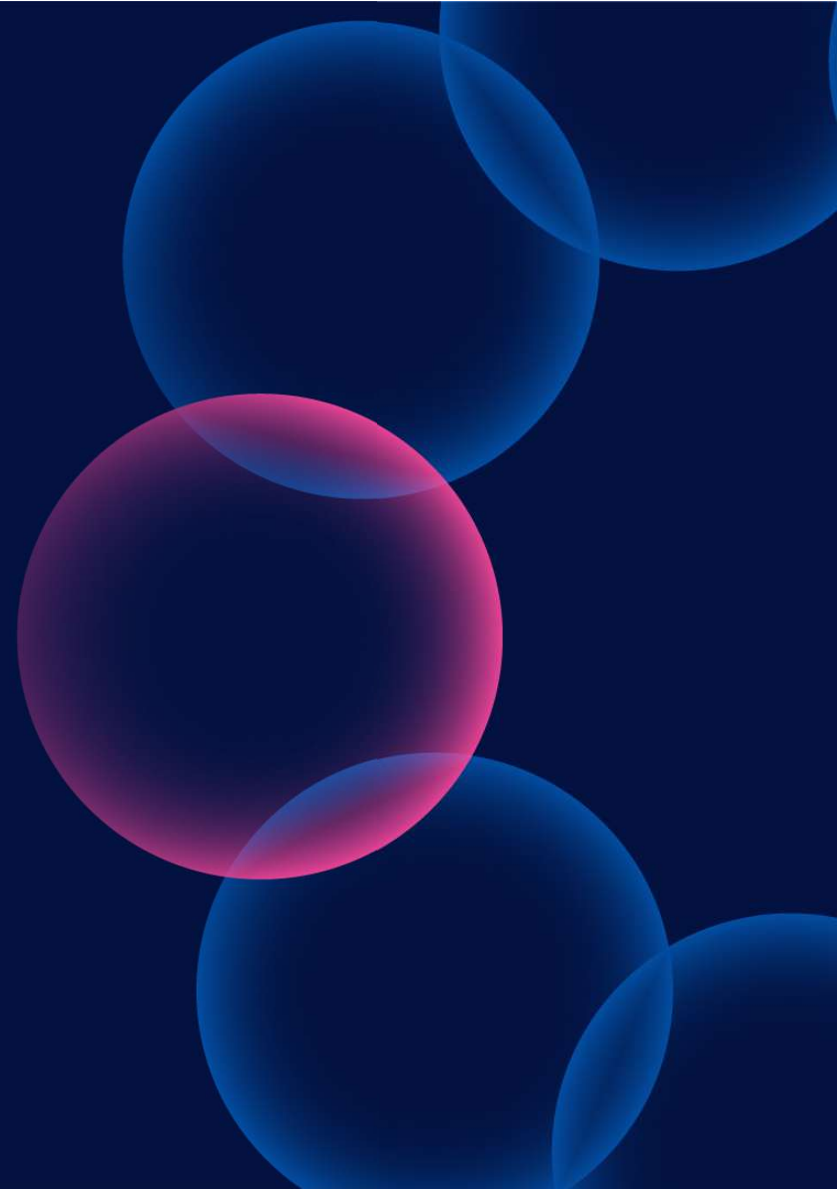
Meet new talents  
in the **Job Market**  
or post a job offer

Over 2000 users  
and growing!  
Join the community



# We do

- > Education
- > Societal Transformation
- > Business Creation
- > Innovation



# EDUCATION



EIT Culture & Creativity is committed to advancing lifelong learning, talent development, and sector-wide innovation across the CCSI. EIT Culture & Creativity Education Thematic Areas' mission is to empower students and professionals within CCSI by facilitating the development of crucial competencies that will enable them to thrive in an evolving global market

## Continuous Professional Development

Targeted short-term courses for skill gaps & emerging industry needs

## Higher Degree Education

Integrating entrepreneurship and emerging tech into Master's & PhD programmes

## European Craft Academy

Multi-faceted platform for craft training, certification, and collaboration

## EIT Community Initiatives

- Deep Tech Talent
- EIT Campus
- EIT Higher Education
- Girls Go Circular

# TRANSFORMATION



The Transformation area ensures culture and creativity have the space and mandate to be catalysts for societal transformation, fostering social cohesion and resilience.

## **Cities & regions network**

Network of 50 delegates for peer learning and delivering innovations in policies, frameworks, and regulations at the local level for the CCSI.

## **Strategic Topic Groups**

Thematic working groups operating as think-do tanks and innovation sandboxes on societally relevant themes.

## **Regional Innovation Scheme (RIS)**

Strategy to connect local actors in RIS countries with scaling opportunities, closing innovation gaps across Europe.

# TRANSFORMATION



Driven by the values shared by the New European Bauhaus (NEB) of inclusion, sustainability, and beauty, and inspired by the ethos of experimentation, the Transformation area forges pathways to a better future by challenging traditional structures and exploring radical new possibilities.

## European Bauhaus (NEB) initiatives

- NEB Academy
- NEB Systemic Narratives
- SME Fashion Adaptor

## Resilience roadmaps

A pioneering programme inviting 60 cultural companies and institutions to develop tailored resilience roadmaps

## Transformation Agents

Immersive learning experience designed to equip participants with the skills, tools, and knowledge to foster systemic societal transformation

# BUSINESS CREATION



EIT Culture & Creativity's Business Creation area supports both emerging and established ventures in scaling their operations, attracting investments, and expanding into international markets.

## **SPARK Incubator**

Supporting aspiring entrepreneurs & early-stage innovators in architecture and cultural heritage

## **SHAPE Accelerator**

Supporting start-ups in audio-visual media, fashion, architecture, gaming, and cultural heritage

## **SCALE Post- Accelerator**

Supporting scale-ups with proven success, multi-country presence, and growth ambitions

## **Investment Network**

Network of impact investors, VCs, and angels focused on culture and creativity

# INNOVATION



EIT Culture & Creativity's Innovation area supports collaborative innovations with strong commercial potential and significant socio-economic benefits.

## Short Innovation Call

Accelerating technologies from TRL 7 to 9 in 6 months for swift European market entry.

## Main Innovation Call

Supporting one-year projects advancing technologies from TRL 6 to 9 with cross-border collaboration and rapid commercialisation in Europe.

## Programmes for early-stage ventures

Funding up to  
€350,000  
(2024-2025)

### SPARK

From idea to prototype

Incubation

Financial support to  
launch venture

### SHAPE

Finetuning business  
models & grow

Acceleration

Financial support to  
grow venture

### SCALE

Bring innovations  
to market and support  
venture growth

Post-  
Acceleration

Innovation  
Funding

Financial support to  
expand/scale

Financial support of up  
to de-risk innovations

SAFE  
Virtual Share  
Agreements

## 100- to-Watch

Continuous  
support through  
pan-European  
ecosystem after  
the programmes

- Access to markets
- Access to investors
- Access to talent
- Access to skills
- EU-endorsement

# De-risking innovation across the value chains of five sectors

## Fashion



Sustainable materials, advanced manufacturing, AI platforms, circular economy, supply chain traceability, etc

- *Recycled polymers*
- *Smart textiles*
- *Virtual prototyping*
- *AI for fashion*
- *Laser cutting*
- *Digital product passports*

## Architecture



Digital twin, urban design, construction technology, green buildings, sustainable materials, automation, etc

- *Recycled aggregates*
- *Design for assembly*
- *Passive cooling/heating*
- *IoT sensors*
- *Virtual prototyping*
- *Digital Permitting Tools*

## Cultural



Creative platforms, heritage informatics, restoration technologies, AI in creative workflows, etc

- *Digitization for preservation*
- *Cultural data platforms*
- *AI in creative workflows*
- *Blockchain for rights*
- *Participatory Platforms*
- *Innovation in preservation*

## Audiovisual



Computer vision, streaming optimization, immersive media, content production, edge computing, etc

- *XR applications*
- *Deepfake detection*
- *AI/ML for content creation*
- *Spatial audio & acoustics*
- *Compression & encoding tech*
- *Content monetization*

## Gaming



Game development, virtual economies, user-generated content, engine-agnostic architecture, etc

- *Game engines*
- *Cloud gaming infrastructure*
- *Motion capture & animation*
- *Cross-platform development*
- *Voice & gesture recognition*
- *Innovation in monetization*

SCOPE

EXAMPLES

# BC PROGRAMMES 24-25



## EIT Jumpstarter

May-Nov 2025  
Cohort: 20->6 projects  
Demo Day: Budapest

## Shape 3 / Scale 2

Sep-Nov 2025  
Cohort: 37 startups  
Kick-off: Bologna  
Demo Day: Paris

## Shape 1

Oct-Dec 2024  
Cohort: 9 startups  
Demo Day: Tartu, Estonia

## Shape 2 / Scale 1

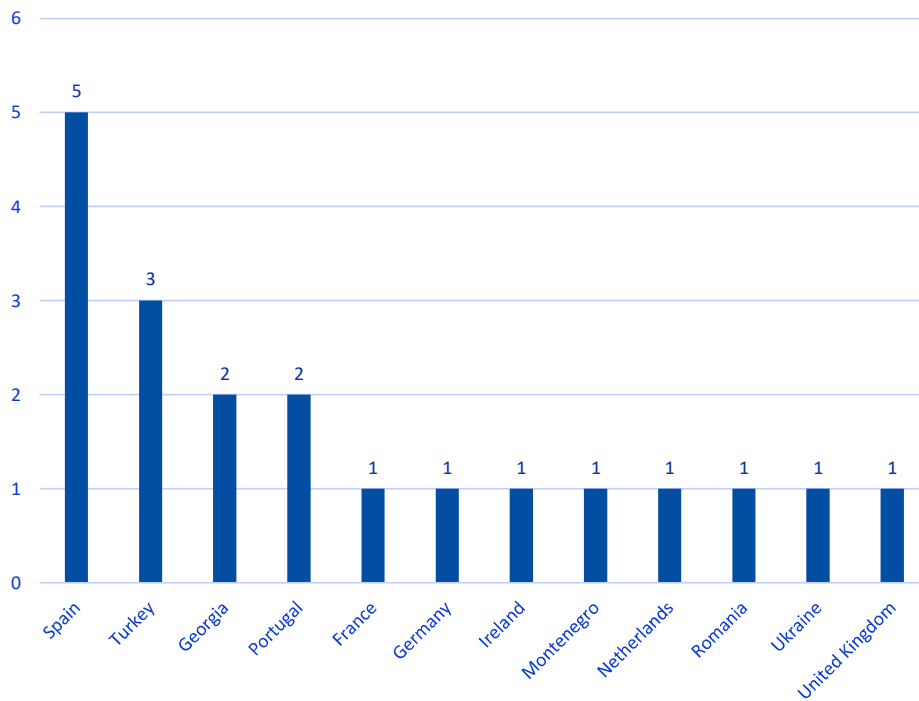
July-Oct 2025  
Cohort: 27 startups  
Kick-off: Amsterdam  
Demo Day: Vienna

## Spark 1

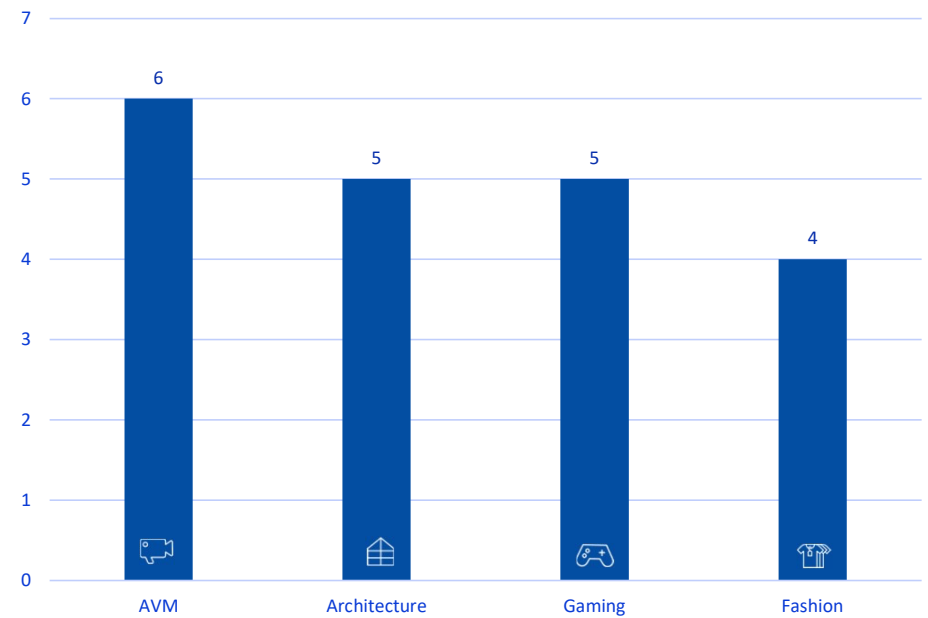
Sep-Dec 2025  
Cohort: 16 projects  
Kick-off: Berlin  
Demo Day: Munich

# Participants - Shape

Countries startups Shape 3

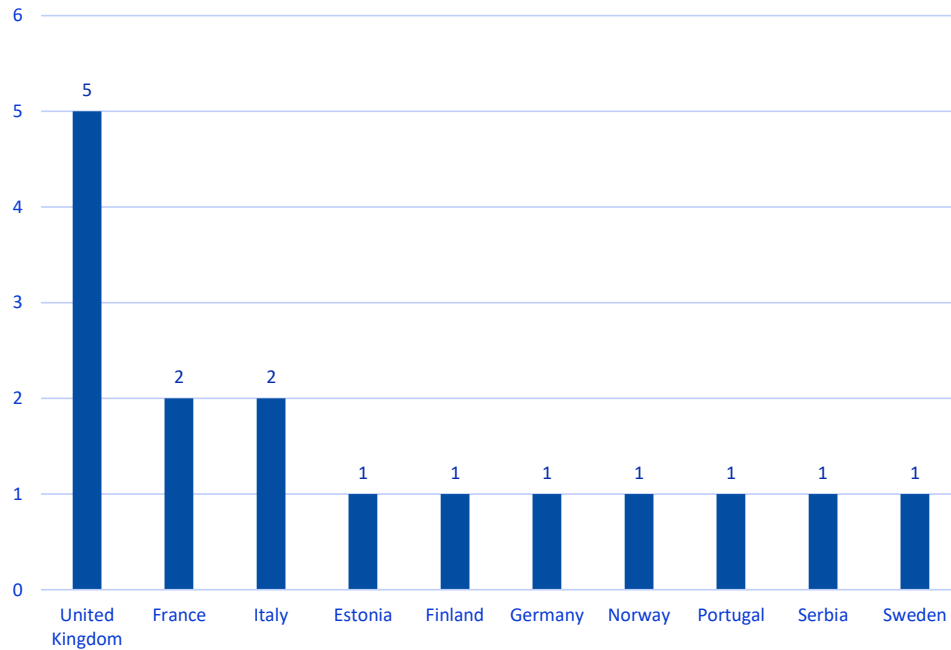


Sectors Shape 3

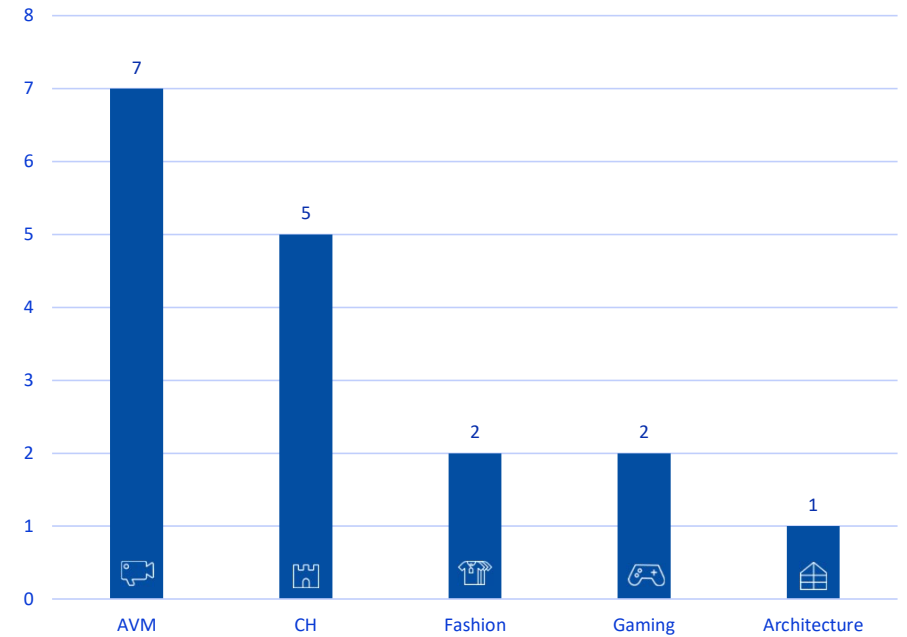


# Participants - Scale

Country of startups Scale 2



Sectors Scale 2





### **Valvur: AI for Cybersecurity in Gaming**

Valvur is a cybersecurity scale-up protecting young gamers through a gamified AI-powered platform that combines PQC encryption, predictive AI, and digital trust tools.



### **Grabbit R&D: The next generation technology for VFX and gaming**

Developing breakthrough lens aberration simulation technology for VFX, gaming, and generative AI industries. Our SaaS platform includes NODE PRO SDK for automating lens simulation and NODE ML API for synthetic dataset generation.



### **Blue Donut Studios: Cross-industry VR solutions in Gaming and HealthTech.**

Horror in the Library game project that blends narrative storytelling and puzzle gameplay in a haunted mansion filled with interdimensional traps.



Participant Shape 1 programme during Demo Day – Jan 2025

# OUR VALUE PROPOSITION



## Network

Accelerate innovation through our 6 regional hubs

Provide access to top talent and educative programmes for skills development

Build long-term partnerships beyond standard EU grant cycles



## Market Access

Fast-track market entry for start-ups and scale-ups

Provide large organisations with early access to new innovations

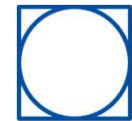
Support with market insights, matchmaking, trade missions, and showcases



## Finance

Reduce risk with co-investment opportunities

Turn creative ideas into sustainable businesses



## Policy

Shape policy and prepare partners for regulatory changes

Enhance competitiveness in Europe and globally

# EITC CC – NORTH ACTIVITIES Q4/2025



## November

- 6-7th** EIT CC Partner Day, Porto
- 7th** XAMK Game Track – CDG Booster, Kotka
- 12-13th** Iceland CCSI meeting
- 14th** Online Partners meetup 8 /2025
- 17-20th** Slush (Creative Brunch/Annual Investment Forum/Creative Mixer)
- 20-21th** Avara, Oulu
- 25th** Finnish National Culture Days
- 26th** Indie Music Rights, Oslo
- 27th** Creative Resilience Dialogues, Malmö
- 27th** Tartu Creative Center Entrepreneur Conference

## December

- 1st** Regional Committee meeting, Helsinki
- 12th** Online Partners meetup 9 /2025

## Q1/2026

- Funding application workshops (planned)
- Business Creation Calls launch (planned)

# Regional hub NORTH



**Kati Uusi-Rauva**  
Director



**Sami Jääskeläinen**  
Senior Business Development  
& Ecosystem Manager



**Katja Reinikka**  
Event Producer

## Covering:

Denmark, Estonia,  
Finland, Latvia, Lithuania,  
Sweden, Germany (North),  
Poland (North), Faroe  
Islands, Iceland, and  
Norway

## Hosted by:

Kaapeli

# THANK YOU

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