



Enterprise and Industry Call for proposals:

Lisbeth Bahl Poulsen

Support for
Industrial Innovation

European Creative Districts

34/G/ENT/PPA/12/6483



Large-scale demonstrator approach

- Moving from small-scale pilot projects to large-scale near-market projects
- Systemic & holistic approach bringing together all relevant public & private actors
- Addressing societal challenges, specific problems & needs
- Testing range of solutions under real-life conditions



Key objectives

- Demonstrate transformative power of creative industries for rejuvenation of traditional industrial regions
- Support transition from traditional economy with strong “heritage” value and cultural identity to sustainable and modern economy
 - Ø Promotion of all forms of creativity
 - Ø Better use of service innovation & creative industries to stimulate structural change for cultural, craft & manufacturing-based industry
- Address specific needs of innovative creative companies to strengthen innovation capacity & growth potential
- Stimulate demand of other sectors for creative industries’ services to boost role of creative industries as catalyst for regional development



Rules of Participation

- In principle, NUTS level 2 region
- Minimum number of participants
 - ü Lead coordinator: 1 regional public authority or mandated organisation managing innovation programme
 - ü Other beneficiaries: two public or private organisations representing local communities/networks in at least one area: business support, access to finance, access to transnational clustering (**strongly recommended**)
 - ü All consortium members can be located in same region
 - ü Maximum 3-5 partners



European
Commission

European Creative District

**Mutual Transnational Policy Learning
(mandatory)**

+ 2 out of 3 optional actions

**Concrete
action II**

**Better
Business
Support**

**Concrete
action III**

**Better
Access to
Finance**

**Concrete
action IV**

**Facilitating
clusters &
networking
activities**



Key indicators

- Amount of additional public & private funds mobilised = leverage effect
- Number of companies benefitting from activities (creative industries & others)

+ clear targets & indicators for each activity based on SMART principle:

Specific; Measurable; Attainable; Relevant; Timely



Financing Scheme

- Max. 2 European Creative Districts
- EU financial contribution
 - ü Limited to max. EUR 500.000 / district
 - ü Limited to max. 75 % of total eligible costs
 - ü Min. 50 % reserved for transnational activities
(transnational partners or subcontracting activities)
= European added value



Two-stage submission procedure

- Stage 1: The concept note
 - ü Deadline: **04 May 2012**
 - ü Only coordinator involved at this stage
 - ü Maximum 5 pages (A4 format, in English)
 - ü Annexes:
 - Ø Proposal submission forms A/1 completed including the list of all beneficiaries
 - Ø Exclusion Form D signed (see call submission set)
 - Ø Letters confirming the intention of all other partners/beneficiaries to participate
- Stage 2: The full proposal
 - ü Min. 6 weeks for preparation of the proposal:
indicative deadline 03 August 2012
 - ü Maximum 5 applicants with highest scores in stage 1



More information

- Call webpage:
http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/index_en.htm
- European Creative Industries Alliance:
<http://www.howtogrow.eu/ecia/>
- Creative industries – Selected studies and reports:
http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/251911
- Model demonstrator regions:
http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/736487
- European Mobile and Mobility Industries Alliance:
<http://www.mobilise-europe.eu>