

Main conclusions of the meeting

a) Background

The purpose of the meeting was to discuss the scope and main features of a new action codenamed Creative Innovation Lab, put forward by the Commission in the its proposal on the Creative Europe regulation post 2020. This action will implement project(s) at the cross roads between different cultural and creative sectors, including audiovisual), through the use of innovative technologies. It will also foster innovative cross-sectoral approaches and tools to facilitate access, distribution, promotion and monetisation of culture and creativity.

Two calls will test out the concept on a pilot , experimental basis, under the current multiannual financial framework:

- The Call for proposals on “Bridging culture and audiovisual through digital” with a 1,75 M€ budget should be published **as of the end of this month** ; (NB DG CNECT will send the link as soon as it is published to all participants)

- A second Call for proposals will be published once the Work Programme 2020 is adopted

The discussion also revolved around the creative ecosystem in Europe, and the need to facilitate exchanges of information, good practices and networking opportunities among creatives from among different sectors as well as with tech companies.

b) Guiding principles for establishing the Creative Innovation Lab

-Problem solving approach: The focus of the Lab should be on addressing challenges for the cultural and creative sectors. The eligible participants, communities or sub-sectors should be identified as a function of the problem definition. Youngsters should be actively involved, as co-creators, in the problem definition.

-User-centric: Audiences and the user experience are of paramount importance in scoping the problem. Technology can help in reaching out to wider and younger audiences through more personalised and interactive experiences. Discoverability, curation, promotion, awareness raising activities are in this respect essential tools to bridge content and audiences.

-Tech-neutral, Technology is an enabler in addressing key problems, rather than an objective on its own. As a result, the labs should not focus on one specific technology (eg . AI) but let the participants choose the technology which is best suited to address a particular problem.

-Innovation focus: There should be no differentiation between so-called “soft” and “hard” innovation. The Creative Innovation Lab will support innovation as regards the creation, distribution and promotion of creative content, addressing cross-sectoral collaboration as well as the use of enabling technologies.

-Experimentation: The Lab will provide a safe space for experimentation, including recognition of the risk of failure. Innovation is inherently unpredictable and therefore it should be possible to adjust the activities in the life-time of the project (flexibility built-in)

-New Collaboration models: the project should help bringing together established players from among different creative industries, with emerging ones, including creative and tech start-ups and provide them with a space where they can exchange, share and co-create;

-Possible themes: Education: cultural and creative operators need to learn more about the possibilities offered by cross-sectoral collaboration and technology.

-Results driven The value of the results of supported actions will be assessed according to economic, social and/or cultural criteria. Appropriate criteria and metrics for assessing results will be developed.

c) Building a digital friendly ecosystem for culture and creativity

Often, companies and organisations are so busy with running ongoing activities that they are not in a position to get out of the comfort zone, reach out to new creative digital or tech players and test out new ideas. There is a need to develop an ecosystem favourable to greater collaboration and innovation between all different stakeholders.

Information: more information needs to be made available to the cultural and creative sectors about all EU programmes relevant for the creative industries. Beyond Creative Europe these include Horizon, COSME, Structural Funds and Erasmus +. (NB DG CNECT will share the mapping study on synergies between different funding instruments on digital media)

Networking: More opportunities are needed for companies, organisations and creatives to meet and explore possible areas of cooperation. The establishment of platform or portal to facilitate information exchange, networking and dissemination a platform or platforms should be explored.

Dissemination: Success stories of innovation and collaboration need to be showcased to share the results, promote take –up of new forms of content and business models and inspire new projects.

Training: Lack of knowledge of how new technologies function can be a barrier to innovation. Several participants expressed the need for trainings/platforms for interaction between the CCS and the tech community.

d) Next steps

The Commission will:

- inform participants of the publication of Calls for proposals for the pilot projects in 2019 and 2020
- share contact details of participants, on their approval (template will be sent in order to collect authorizations)
- explore options for developing a portal to facilitate cross-sectoral exchanges and collaboration
- continue the cross-sectoral dialogue and consider reaching out further, including to younger generations
- Showcasing innovative projects and facilitate exchanges among professionals in the frame of Commission events e.g. at film festivals

Participants are invited to:

- Share written contributions to the reflection

- Inform members (associations) and/or other partners about the meeting show support for the initiative when contacting your MEPs or national governments, as the CIL project will only happen provided that the Commission's 2021-2027 budget proposal for Creative Europe is accepted by the EP and EU Council;

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