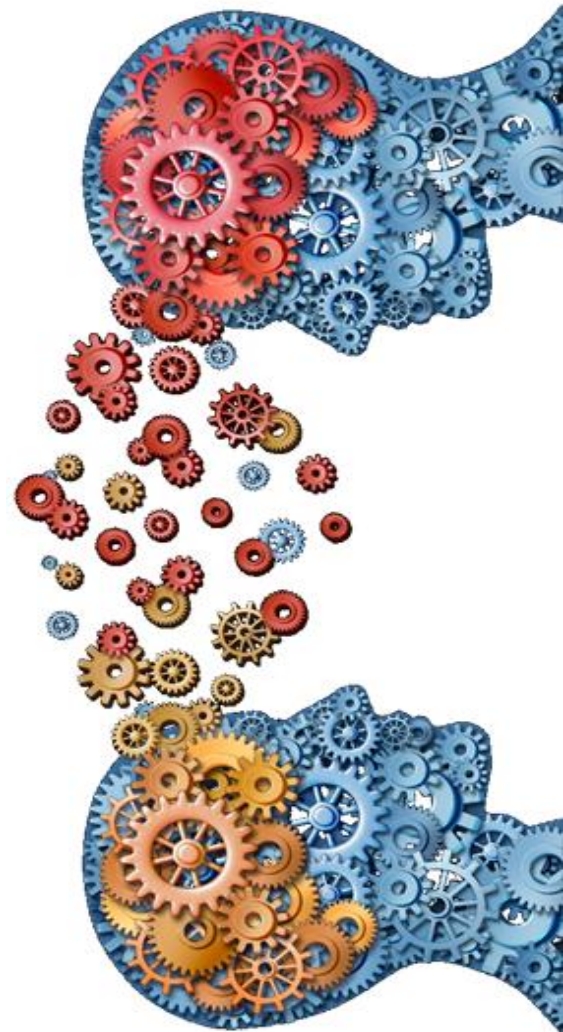


# Enterprise Europe Network

Cultural & Creative Industries  
Sector Group

"Empowering SMEs in the  
Cultural & Creative Industries  
to Reach New Heights in Global  
Markets"

Winter Newsletter  
February 2025



## MESSAGE FROM THE CHAIR

Céu Filipe



This newsletter is dedicated to connecting SMEs within the Cultural & Creative Industries, offering valuable insights and support to help businesses reach new heights in international markets. By sharing resources, opportunities, and success stories, we aim to inspire and empower companies to expand their global footprint and achieve greater impact.

**2024 was a Year of Empowerment and Innovation for the Cultural & Creative Industries Sector Group** dedicated itself to **strengthening the creative, innovative and entrepreneurial initiative** and supporting the **development of new and consolidated companies**, with a focus on **innovation, culture, creativity and competitiveness**.

In 2024, the Cultural & Creative Industries Sector Group focused on key objectives:

**Empowering SMEs** through innovation; **Training** on intellectual property rights; **Community-building** within the sector; **Promoting European R&D&I programs and encouraging new technology adoption** by SMEs.

The results? We supported countless businesses, boosted international competitiveness, facilitated innovation and competitiveness. In the past three years we also held **live and passionate meetings** in Genoa, Vilnius, Porto, Krakow and Ljubljana, where the **watchwords** were **Creativity, Growth, Empowerment, Networking, Partnerships, Innovation, Growth, Brainstorming, Opportunities and Collaboration**.

### Looking Ahead: 2025 and Beyond

With new online and on-site meetings, communication initiatives to boost the Enterprise Europe Network's visibility, empowering training, and more matchmaking and advisory services, we're ready to take things to the next level.

Our priorities for 2025 will focus on three key areas:

- **Strengthening partnerships** with EIT Culture and Creativity – We'll place special emphasis on their accelerator program and the valuable funding opportunities it offers to SMEs in the CCI ecosystem.
- **Building resilient CCI communities** – We'll help foster stronger ties within the CCI sector by supporting SMEs in their journey to internationalize, leveraging both domestic and international clusters and Eurocluster initiatives.
- **Enhancing access to venture capital** – Our ongoing collaboration with EBAN and local business angels will continue to provide SMEs with better access to diverse funding sources, ultimately accelerating growth and boosting global competitiveness within the CCI ecosystem.

**Are you passionate about the Cultural & Creative Industries? Want to learn more about funding programs, major events like business meetings, conferences, summits, or festivals?**

The EEN Cultural and Creative Industries Group of Experts is excited to present the latest edition of its newsletter. Hop on this wave and dive into the exciting world of cultural and creative industries!

## First Things First – Updates and News

### 2024, a remarkable year for the cultural and creative industries

2024 was indeed a **transformative year for the cultural and creative industries in Europe**, marked by significant developments and initiatives, increased financial support, innovative programmes, and a renewed focus on sector-specific needs and cross-border collaboration.

Starting with funding and financial support, it is worth mentioning that the **European Investment Fund (EIF)** extended **substantial support to Europe's cultural and creative businesses**, mobilizing around €141 million in new financing.

Backed by the **InvestEU programme**, this initiative aimed to boost SMEs and small mid-caps in the sector, facilitating access to finance through intermediaries in France, Germany, and Finland.

Equally important, The **Creative Europe programme**, with a budget of over €320 million, continued to play a **pivotal role in supporting the sector's recovery and growth**. Indeed, this programme introduced **multi-annual calls** for European Networks of Cultural and Creative Organisations, Pan-European Cultural Entities, and European Platforms for the Promotion of Emerging Artists.



It is also thanks to this programme that 2024 witnessed the continuation of **Culture Moves Europe** through the support of the transnational mobility of artists and cultural professionals.

The year 2024 also saw a strong **focus on innovation and cross-sector collaboration**. Actually, the **Creative Innovation Lab grants** were revamped to encourage innovative approaches to content creation and access. On the other hand, **EIT Culture & Creativity** launched its first **accelerator programme for 2024-2025**, offering free training and support worth €20,000 to SMEs and scale-ups in the creative industries.

As far as policy development is concerned, the EU continued to refine its **policy framework for CCI**s, focusing on **three major guidelines**:

- Enhancing cross-sectoral cooperation
- Providing fair working conditions
- Creating safe spaces for artistic expression

## What about culture?

It is of the utmost importance to [strengthen the European cultural landscape](#), promote collaboration and address key challenges and opportunities in the sector, whilst creating a more inclusive cultural sector and ensuring that cultural activities are accessible to all members of society.

Here are some [specific actions planned to promote inclusiveness in the cultural sector](#) that could inspire the EEN customers:



- [Accessible arts programmes](#), developing initiatives catering to individuals of all abilities, including sensory-friendly performances, audio descriptions, and sign language interpretations.
  - [Culturally diverse exhibitions](#), curating exhibitions showcasing work from artists of diverse cultural backgrounds, providing platforms for underrepresented voices.
  - [Collaborative community projects](#), engaging local communities through art installations and workshops to foster dialogue and understanding among diverse groups.
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- [Artist residency programmes](#), providing opportunities for artists from marginalised backgrounds to develop their craft and share their narratives.
  - [Educational outreach initiatives](#), implementing programmes to engage students from diverse backgrounds, offering art education, mentorship, and workshops.
  - [Equity and inclusion policies](#), formalising policies to address representation, equal opportunities, and fair compensation within the sector.
  - [Digital Accessibility](#), offering digital access to collections through guide apps, sign language apps, text-to-speech tools, audio descriptions, subtitles, and AR/VR experiences.
  - [Community engagement](#), actively listening to and involving local communities, particularly under-served groups, in planning content and activities.
  - [Multisensory experiences](#), developing tactile exhibitions, 3D printed replicas of artworks and multisensory tours for visitors with visual impairments.

## Significant Updates Reshaping Cultural & Creative Industries



Creative Europe, the EU's flagship programme for supporting cultural and creative sectors, is set to continue its strong commitment in 2025 with an **increased budget of €352 million**. This represents a 5.2% increase from the previous year, demonstrating the EU's ongoing prioritization of these vital sectors.

These resources will be made available through calls for projects, tenders and prizes for the three sections of the programme:

- [Culture strand](#)
- [Media strand](#)
- [Cross-sectoral](#)

Key focus areas for Creative Europe – Work Programme 2025 include:

- **Digital Transition:** harnessing data, digital tools, and AI in the production and distribution of cultural and audiovisual content.
- **Sustainability:** supporting measures aligned with the EU Green Deal to promote sustainable project design and implementation.
- **Inclusion and Gender Equality:** emphasizing these topics in project design and implementation phases.
- **International Relations:** strengthening global partnerships and cultural exchange. The programme will continue supporting Ukrainian artists and cultural operators and displaced Ukrainian population in accessing culture. As of 2025, Ukraine will fully participate in the MEDIA Strand.

Also worth mentioning, **evaluation criteria** will place **greater emphasis on greening dimensions and fair working conditions** for artists and cultural professionals.

The **mobility scheme for artists and cultural professionals** will be extended for the 2025-2027 period with a total allocation of €21 million.

The 2025 Work Programme also includes sector-specific approaches, such as targeted support for **the books and publishing** sector, **cultural heritage**, and **music**. For instance, about 40 projects to boost literary translation will be supported with a budget of €5 million in 2025.

For further reading, take a look at [this link](#).



Click [here](#) to download the Creative Europe Work programme 2025.





The **Directorate General for Internal Market, Industry, Entrepreneurship and SMEs** (DG GROW) has announced **significant updates for the Cultural and Creative Industries sector in 2025**:

- ▶ **Increased funding:** The Creative Europe programme, the EU's main funding instrument for CCIs, will have a budget of almost €340 million in 2025, up from €320 million in 2024.
- ▶ **Focus on sustainability:** Approximately 30% of the budget will be allocated to support climate objectives, aligning with the European Green Deal.
- ▶ **Digital transformation:** The programme will prioritize the integration of data, digital tools, and AI to enhance production, distribution, and accessibility of European cultural and audiovisual content.
- ▶ **Streamlined objectives:** The Culture strand will now have two overarching objectives, simplifying the previous structure of separate calls for 'Transnational creation and circulation' and 'Innovation'.
- ▶ **Enhanced evaluation criteria:** Greater emphasis will be placed on the greening dimension and fair working conditions for artists and cultural professionals when assessing proposals.
- ▶ **International cooperation:** Strategic partnerships with organizations like the Council of Europe and ICCROM will continue, focusing on areas such as combating cultural goods trafficking.
- ▶ **Policy dialogue:** Procurement funding will be allocated for stakeholder engagement and knowledge-sharing activities to support EU initiatives in the CCI sector.

These updates demonstrate **DG GROW's commitment to fostering growth, sustainability, and innovation in the Cultural and Creative Industries** across the European Union.

## Open and upcoming calls and funding opportunities

On this page you will find calls for funding in the cultural and creative sectors.

**Cascade Funding Opportunity** offered by the **Tourism Agency of Catalonia (stakeholder)** through their BEFuture initiative: [BEFuture Acceleration Programme – Call for Projects](#).

BEFuture programme provides SMEs and other organisations up to **€30,000 in funding**, along with technical support for innovative projects in the business events sector.

The programme is looking for innovative ideas that promote **sustainability, resilience, and inclusivity**, with a strong emphasis on **digitalisation** and **innovation**.

Projects can be submitted by SMEs based in **Belgium (Flanders), France, Germany, the Netherlands, Spain (Catalonia) or Italy** active in the European business events sector. Partnerships of maximum four participants, including minimum one SME, are welcome, as long as 70 % of the grant is dedicated to the SME(s). The programme also seeks to **foster synergies with other sectors** impacting business events, such as the digital, audiovisual, construction, energy, catering, mobility, and technology sectors.

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A call for proposals for EU action grants in the field of culture under the **Creative Europe Programme, targeting Ukraine**. The call covers the following topics:

- CREA-CULT-2025-COOP-UA-1 — Topic 1: Supporting Ukrainian artists and cultural organisations to co-create/showcase.
- CREA-CULT-2025-COOP-UA-2 — Topic 2: Fostering Ukrainians' access to culture and cultural heritage.
- CREA-CULT-2025-COOP-UA-3 — Topic 3: Preparing the post-war recovery of the Ukrainian cultural and creative sectors.



Click [here](#) for more information on this call.

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### Other open and upcoming calls

- [Circulation of European literary works](#) (open – 11 Feb 2025)
- [Video games and immersive content development](#) (open – 12 Feb 2025)
- [Creative Innovation Lab](#) (open – 24 April 2025)
- [Skills and Talent Development](#) (open – 24 April 2025)

The whole **programme and preview of the upcoming calls** is available in the [CulturEU Funding Guide-Culture and Creativity](#) provided by the European Commission to ease access to the funding opportunities available for the cultural and creative sectors across all the funding sources of the European Union until 2027.

# Upcoming Events

Stay tuned for upcoming events and opportunities to further enhance your business in the Cultural & Creative Industries Sector.

## Business, Creativity, Culture at Brokerage Events

### ISE Open Innovation Challenge 2025

**4 to 13 February**

This is a B2B international meetings event with corporations, SME and entities (challenge owners) looking for new technologies/solutions providers. Face to face meetings will take place in ISE Congress in Barcelona (4-6 February) and online (11-13 February).



### Sustainable Solutions Match

**7 to 21 February**

This is the first cross-sectoral virtual event empowering European businesses on their path to a sustainable and circular economy.

How could you reduce your energy and material costs? How could you valorize waste streams? How could you make your business future proof? Whether participants are looking for innovative ideas or reliable partners, this event brings solution seekers and providers together to tackle real challenges and find practical answers.



**Exciting News: Cultural and Creative Industries and Tourism are joining forces** at SustainableSolutionsMatch in a collaborative session promoted by the **Sustainability TG**.

This collaborative session represents an exciting opportunity to explore innovative sustainable solutions within the tourism and creative industries sectors, leveraging the event's cross-sectoral approach to driving sustainable business transformation.

By participating in this joint session during the SustainableSolutionsMatch event, attendees will gain insights into practical sustainable innovations, green transition strategies, and cutting-edge solutions that can help reshape the future of tourism and creative industries.

This innovative session features:

- 5-minute pitches from startups presenting sustainable solutions for Tourism and CCI.
- Insights into practical cases of sustainable innovation.
- Information on green transition certification schemes.
- Introduction to a free monitoring tool for assessing green certification schemes and benchmarking sustainability.



Thursday 13 February 2025 11:00 - 16:00

**Enhancing Tourism and Creative Industries through Sustainable Innovation**

Video conferencing Pitching session

148 participants



With [156 registered participants](#), this session promises to be a significant step in our collaboration journey.

[Pitches from solution providers](#) include Athenic, Worldperfect, Heriport, Dataphoria, Volvero, and Bandora Systems.

In addition to the solution provider pitches, the session will feature interventions from [Ceu Filipe](#), Director at AEP- Portuguese Business Association, CCI and Chair of EEN SG Culture & Creative Industries, [Aija Konisevska Azadi](#), Senior Project Manager, North Denmark EU-Office and Co-chair of EEN SG Tourism, and [Emil Juvan](#), Associated Professor at the Faculty of Tourism Studies, University of Primorska



More info on the initiative and how we can collaboratively drive the green transition in tourism and cultural and creative industries [here](#).

### [Successful R&I n Europe 2025](#)

#### **6 and 7 March**

Held at Van der Valk Airporthotel Düsseldorf in Germany, the conference invites researchers and entrepreneurs to find R&I partners for Horizon Europe projects. There will be parallel sessions on eight clusters: Health, Creative Industries, Digital Technologies, Industrial Technologies, Energy, Mobility, Food, Bioeconomy, Natural Resources, Agriculture and Environment and Innovation Procurement.



# Upcoming Events

New talent at Conferences, Summits, Festivals and Fairs

## [WORTH Partnership Project Shines at Milan Design Week 2025](#)

**8 – 13 April, Italy**

The **WORTH Partnership Project** is set to make a splash at the upcoming **Milan Design Week**, showcasing innovative designs from its 3<sup>rd</sup> call partners. From 8<sup>th</sup> to 13<sup>th</sup> April 2025, visitors can explore a dedicated 300 m<sup>2</sup> stand at Zona K (Via Spalato, 11, 20124 Milano MI), where the creative collaborations between designers, crafters, SME manufacturers, and tech firms will be on full display.

In addition to the exhibition, WORTH is organizing a series of onsite workshops to support its partners' professional development. A highlight of these sessions is the **"How to access markets – CCI" workshop, scheduled for Friday, April 11, from 16:30 to 17:30**. Led by Céu Filipe, Chair of the Cultural & Creative Industries Sector Group and Ambassador of the WORTH Partnership Project, this one-hour session promises to deliver valuable insights on market access strategies for cultural and creative industries.

This event underscores WORTH's commitment to fostering innovation and sustainability in Europe's creative sectors. By connecting SMEs with mentorship, funding, and international exposure, WORTH is playing a crucial role in shaping the future of design industries.

As the cultural and creative industries continue to contribute significantly to Europe's economy and innovation landscape, initiatives like WORTH are essential in maintaining the continent's position as a global creative powerhouse. With its focus on cross-border collaboration and sustainable innovation, WORTH is not just showcasing products but also demonstrating the potential for creative industries to drive economic growth and social impact across Europe.

**WORTH Partnership Project: shaping a dynamic future for the design and creative industries.**



**KUKUTIS GOES TO THE BOOK FAIR**

**02.27-03.02 2025**



## [VILNIUS BOOK FAIR 2025](#)

**27 February – 2 March, Lithuania**

This is the largest book fair in the Baltic countries, one of the brightest cultural events in Lithuania. Every year, it gathers visitors from all over Lithuania to meetings with writers, book presentations, discussions, concerts, exhibitions, creative workshops, and other cultural activities. About 300 publishers and other cultural organizations from Lithuania and foreign countries participate in the fair every year, around 500 events and concerts take place, and for four days the fair is visited by more than 50,000 visitors.



### GAME ER

#### March, Czechia

This is a 36-month research project funded by HORIZON Europe and UKRI, dedicated to understanding the unique dynamics of local and regional video game clusters.

#### Key Objectives of GAME-ER:

- Conduct in-depth research on the emergence, development, and sustainability of video game clusters.
- Develop an Interactive Methodological Toolkit to guide the establishment and growth of video game clusters.
- Provide evidence-based policy and practical recommendations for local and national policymakers

Among the event's coorganisers is the **Brno Creative Cluster** (HCC), a non-profit organization dedicated to nurturing the creative industries in Czechia. By fostering collaboration, innovation, and education across various creative sectors, HCC empowers businesses, institutions, and individuals to thrive in a dynamic environment. The organization provides essential resources, networking opportunities, and professional development programmes, while actively promoting the region's creative talent both nationally and internationally.

As far as **gaming** is concerned, in the first quarter of 2025, the new game [„Hlína“ \(Clay\)](#) will be released with the support of the Brno Gamebaze.

Another point of interest is [The Mourning Tide](#), released on Nintendo.



### The 30th Vilnius International Film Festival “Kino Pavasaris”

#### March, Lithuania

Organised during Vilnius International Film Festival, one of the biggest film creative industries events in Lithuania, Point Vilnius is a four-day boutique event that keeps up with the trends and film professionals through new formats and energies.

#### What to expect at Meeting Point Vilnius:

- Skill-based workshops and curated masterclasses
- Presentation and promotion of projects in development and late stage of post-productions
- Drama series projects in development
- B2B meetings for projects and professionals
- Networking opportunities



### Creative Skills Week 2025

#### April, Czechia

This event will focus on the importance of creative skills for the future of the cultural and creative industries. The programme will be full of inspiring debates, workshops and networking of cultural-creative communities.



### [Vilnius Pink Soup Fest 2025](#)

**May, Lithuania**

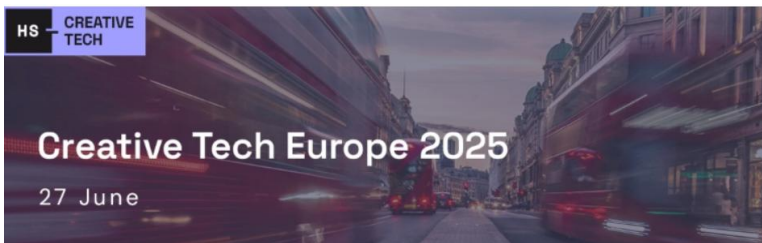
“The most beautiful love story in the world? No, we’re not talking about Romeo and Juliet. We’re talking about Lithuanians’ love of cold beetroot soup. Pink, fresh, creamy... It’s not just soup – it’s a way of life”. In 2024, more than 42,000 people witnessed this initiative promoted by Go Vilnius, the official development agency of the City of Vilnius that provides visitors, investors, relocating talent, entrepreneurs and businesses with everything they need to know about the city.



### [Comic Con Baltics 2025](#)

**May, Lithuania**

This is the perfect opportunity to discover the latest computer games and technologies in the exclusive “Baltics Gaming Expo” area, alongside the biggest Cosplay Contest in the Baltics. Presentations of the latest movies and discussions with more than 90 guests.



### [Creative Tech Europe 2025](#)

**June, UK**

Creative Tech Europe brings together creatives, creative technologists, production teams, technology suppliers and vendors in a unique setting that ensures the exchange of knowledge and valuable experience.



### [BEYOND 2025](#)

**June, Italy**

This Culture Action Europe's flagship annual conference will be dedicated to Cultural Democracy, Cultural Policies, Culture and Well-Being, Culture as a Sector and Vector, Culture as a Workplace, Digital Transformation, Diversity, Equity and Inclusion and Sustainability.



### [ADCE European Creativity Festival 2025](#)

**November, Spain**

ADC\*E’s annual European Creativity Festival brings together a wide variety of professionals from diverse fields, who share their passion for change and innovation through creativity. Conferences, workshops, exhibits, and networking spaces are devised to celebrate design and new creative solutions.

# Already happened in 2025

The year has just begun, however, **echoes of initiatives for the Cultural and Creative Industries** are already a reality. **January** was the hotspot for the most innovative minds in the creative industries and sustainability for business:

## CIMix2025 - Creative Industries meet Industry 2025



For the third year running, the international conference and matchmaking event CIMix took place in Vienna, Austria, from 15<sup>th</sup> to 16<sup>th</sup> January and was the hotspot for the most innovative minds in the creative industries. Under the motto *The Hands-on Edition*, the event offered an exciting programme featuring established themes such as Film, Sound & Music, Content Creation, and Games & Immersive Media and included new areas like Design, Craftsmanship, and Fashion. CIMix 2025 is all about practical innovations and cross-industry exchange, bringing theory and practice together to open up new perspectives for successful collaboration. This year, CIMix2025 international tracks encompassed the following topics:

- Boost Your Business Skills
- Creativity Meets Industry
- Creativity Through Diversity
- Design & Craft
- Fashion
- Film
- Future-Proof Your Business
- Games & Immersive Media
- International Networking & Matchmaking
- Keynotes
- Music
- Young Professionals in Design

## Sustainability Tools for Business



Within the framework of Enterprise Europe Network, Vilnius Chamber of Commerce, Industry and Crafts in cooperation with Vilnius Techorganised the “Sustainability Tools for Business” event, targeted at those businesses interested in learning how sustainability can become not only a responsibility, but also a strategic advantage.

The Sustainability Tools for Business event had several impactful initiatives that made it truly worthwhile, including a discussion on "How does sustainability create value in business?", presentations focused on packaging and packaging waste regulation and how to be fully aligned with tax breaks, financing, services involved in sustainable businesses.

Running alongside "Sustainability Tools for Business" were also practical cases on sustainable and climate-neutral innovations, sustainable supply chains – principles of circularity in business, air quality: from the impending "apocalypse" towards sustainable solutions and environmental footprint of the food system and climate impact mitigation.

Also worth mentioning, the following Vilnius Tech Laboratory presentations:

- Sustainable consumption laboratory. Food and kitchen waste treatment in a demonstration bioreactor system
- Practical examples of circular bio-economy. Formation of sustainable consumer behavior
- Data laboratory. Environmental and ecosystem monitoring tools. Forecasting and modeling of environmental processes
- EcoDesign laboratory. Application of circularity and eco-design principles to the development of new products. Secondary and multiple use and recycling of materials.

## Ljubljana, the epicenter of CCI for the 2<sup>nd</sup> semester SG CCI meeting

From 20<sup>th</sup> to 22<sup>nd</sup> November 2024, **Center Rog**, the largest public creative hub in Europe, **hosted the second meeting of the CCI Sector Group**.

The gathering started with a warm welcome from Renata Zamida, Center Rog's general manager, with a **guided tour of the impressive 8,500 square meter facility**.

The center's nine specialised production labs, which blend traditional craftsmanship with cutting-edge technology, were a highlight of the tour.

Rosa Perez-Monclus from **DG GROW's Unit G2** delivered **updates on EU policies** supporting CCI, complemented by insights from **EISMEA representatives Sara Machiels and Ralph Diestelhorst**, who discussed **upcoming matchmaking events** for creative and advertising sectors.

Also worth mentioning is the remarkable work developed by the **Working Groups Design & Audiovisuals, Emerging Technologies, Communication, Promotion, Success Stories and Good Practices** led by Hajar Zamouri, Núria Soler, Deimante Vilcinskaite and Heli Blomberg, reflecting the sector's diverse challenges and opportunities.



Local stakeholders, including the **Center for Creativity, Biennale of Design, and MAO**, presented their initiatives, showcasing **Ljubljana's vibrant creative ecosystem**. A particular highlight was the presentation of the **Fortissimo project** by Institute Motovila, which recently claimed second place in the Enterprise Europe Network Awards 2023.

The event also featured presentations from **EBAN (European Business Angels Network)** and **Business Angels of Slovenia and Portugal**, emphasizing the growing importance of investment in creative industries.

On the second day, the SG members visited the **Cukrarna Gallery** and attended the **Rog Forum**, which explored the theme "What Can We Learn From Our Ancestors?". The day concluded with a preview of the **Biennial of Design Ljubljana**, underlining the city's commitment to design innovation.

For those able to extend their stay, the third day offered **hands-on activities at Center Rog**, including ceramic tile creation and guided tours of the BIO28 Double Agent exhibition. This landmark meeting at Center Rog not only highlighted Ljubljana's position as a creative industries' epicenter but also reinforced the importance of collaboration and innovation in driving the sector forward.



As the cultural and creative industries continue to evolve, such gatherings play a crucial role in shaping policies and fostering connections that will define the future of creativity in Europe.

## Our Sector Group in action | Relevant connections

2024 was indeed a remarkable year for the Sector Group Cultural and Creative Industries, marked by active participation in several impactful events that significantly raised the profile of CCIs.



The **second edition of Creativity Meets Clusters in Bari** stood out as a pivotal moment, strengthening collaboration with European CCI clusters and showcasing the sector's potential for innovation and cross-sectoral partnerships.

This event highlighted the **CCIs' role in driving economic growth** and emphasised the **importance of CCIs in fostering sustainable development and digital transformation**, aligning with broader EU initiatives to support culture and creativity-driven innovation.

The 2024 Creativity Meets Clusters initiative was organised by Puglia Creativa, Consorzio delle Arti Teatro Pubblico Pugliese, in collaboration with Unioncamere Puglia and the patronage of SIAE, and hosted **over 17 clusters** from all over Europe and also from Colombia and South Africa, **over 40 companies** in the performing arts, heritage, audiovisual, music, design and digital technology sectors, **4 B2B sessions among CCIs**, and an **information corner** to present funding opportunities and European calls for CCIs.

Not only was this event **the place to be to build partnerships** between clusters, businesses, and stakeholders from across Europe and beyond, but it was also the **perfect scenario to discuss policies and project proposals**. Four **round tables** were promoted and topics on discussion internationalisation, innovation, role of cultural and creative industries in society and operators' skills.

The **Network SG CCI's Chair**, Ceu Filipe, **was one of the speakers of the High-level panel sessions**. Under the topic **'Creative transformation: challenges, opportunities, methods'**, her intervention was key to getting **actionable insights** on the **key elements of successful creative business transformation**, understanding the **challenges faced by the CCI sector** and what must be done to overcome them and **highlighting the economic and cultural significance of CCIs** on a European scale.

All in all, Creativity Meets Clusters was, one again, a turning point **for cultural and creative enterprises to broaden their knowledge and get inspiration to:**

- Create connections.
- Share best practice.
- Explore common paths for policies and support.
- Access new markets, discover new trends and create opportunities for new businesses.



[Click here to see more information about the event.](#)

But **there is much more to the Sector Group Cultural and Creative Industries** than the "Creativity Meets Clusters" initiative. The Sector Group's work extended far beyond what was already mentioned, encompassing broader activities of networking, knowledge exchange and sector development. In 2024, this was evident through **multiple significant initiatives:**



## Interview to the national TV in Ljubljana

“[At the Enterprise Europe Network] we work together to support companies and entrepreneurs to grow in international markets.”

[Watch here ↗](#)



## Active collaboration in the Sustainability Thematic Group’s “Double Agents” initiative



The purpose of the Thematic Group Double Agents is to play a key role to make the cooperation of TG Sustainability and SGs as fruitful as possible, with particular emphasis on the Green Deal goals related to sustainable green innovation, energy transition, circular economy and social sustainability.

## Ambassador of the WORTH Partnership Project

Within her intervention as Ambassador of the WORTH Partnership Project, the Chair of the SG CCI was among the speakers at the WORTH Virtual Exhibition, where she shared relevant information on how the Enterprise Europe Network supports companies, scale-ups, and startups with international ambitions through a client-centric, approach.



## “The PULSE” podcast



"The PULSE podcast: 'How EU Creative Entrepreneurs Can Grow', an initiative of DG GROW aimed at unveiling answers to questions about the Enterprise Europe Network, the meaning of the 'Business support on your doorstep' concept, and the services the Network delivers. This podcast series explores challenges and opportunities for EU professionals in creative industries, featuring experts and entrepreneurs discussing various topics relevant to business growth.

[Listen here ↗](#)

## 2024 Annual Conference in Budapest (IPR)

For the first time, the CCI SG (in collaboration with the IPR Sub-Group of Single Market TG) won a proposal to hold a session at the EEN Annual Conference under the topic ‘Unlocking Innovation – Mastering IPR in the Digital Era’.

### Session Proposal

**Title**  
The future of IPR – Protecting innovation in a rapidly changing world

**Keywords**  
IPR; Impact; Innovation; Resilience; SMEs and Start-ups

**Linked topics**  
Innovation & Start-Ups  
Single Market & beyond

**Concept**  
(What is the main focus of the session and the key points to be discussed?)

In a constantly evolving environment, **Intellectual Property Rights (IPR) play a critical role** in many areas and **are a key aspect of modern business strategy**, especially for small and medium-sized enterprises (SMEs) and start-ups, which are often the backbone of innovation and economic growth. Protecting IPR it's a legal route to avoid having unique ideas, products, or services copied or used without permission. But sometimes these actors don't have the time, resources, or knowledge to deal with IP issues, **so it's crucial for Enterprise Europe Network (EEN) advisors to understand the nuances of IPR to provide comprehensive support to their clients.**

# 2024 | Other events worth mentioning

## Digital4Pleven – Digital Opportunities for Business – Ruse, Bulgaria



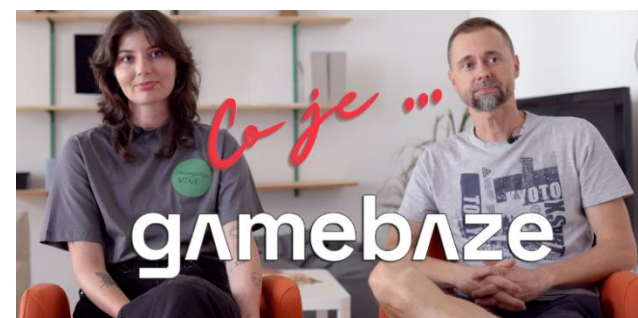
Digital4Pleven, organised with the support of the Enterprise Europe Network at the Business Support Center for SMEs – Ruse for the second consecutive year, brings together professionals from the region and the entire country, who share their experience and expertise with visitors. The conference was held on December 7 at the Ambroise Pare Hall of the Medical University – Pleven.

During the event, participants had the opportunity to meet with established experts with extensive experience in the field, who examined some of the hottest topics in the digital business world and provided valuable practical guidance and advice.

Among the main topics of Digital4Pleven were marketing in a digital environment, working advertising strategies, successful branding of local businesses and many others.

The highlight of the programme of this year's edition of Digital4Pleven was the popular game vlogger and streamer Preslav “Aethelthryth” Ivanov. With the content he creates, he has built an impressive audience of over 300 thousand followers on his social networks. On stage, he touched on the extremely important and topical theme of the limitations that the world, people and loved ones can place on us and how they prevent us from unleashing our potential.

Experienced marketers, entrepreneurs and managers were also part of the programme.



**Gamebaze, Czechia** is an innovative hub and incubator for game development in Brno, Czechia. Launched officially in 2023 after a pilot phase, it marks the country's first dedicated game incubator. Gamebaze provides essential support for emerging game studios and developers, offering access to coworking spaces, mentoring programmes, and expert consultations. These resources are designed to help startups not only enhance their game development skills but also build solid business foundations.

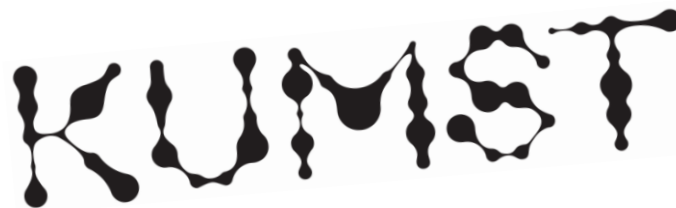
Located within the KUMST creative hub, Gamebaze fosters a vibrant community, connecting over 800 local developers and 40 studios in Brno. The project is backed by prominent local organizations, including GameDev

Area and the Game Cluster, further solidifying Brno's reputation as a major European center for game development.




This initiative also aims to bridge the gap between academia and industry by collaborating with local universities, nurturing talent, and positioning Brno as an international hub for game innovation

On 20<sup>th</sup> September, Gamebaze marked its first year by opening its gaming incubator to the public. Visitors had the chance to meet game developers, play-test upcoming games, and explore coworking spaces and community support services for game development projects.

Events throughout the year included showcases of indie projects, networking opportunities, and interactive workshops aimed at supporting game developers in South Moravia.



From 6<sup>th</sup> November to 20<sup>th</sup> December, **KUMST – the Creative HUB in Brno supporting people from creative industries** hosted a showcase highlighting creative works from local artists and designers. The initiative included:

-  **Educational Events:** Masterclasses and workshops, such as a session on game development led by Petr Benýšek in December, aim to provide insights into industry trends and essential skills. These initiatives strengthen Brno's role as a hub for creative and gaming industries, offering valuable resources for aspiring and established developers alike.
-  **Brno Game Jam 2024:** A competitive yet collaborative hackathon where teams create games over a weekend. It's a key gathering for game development talent. Brno Game Jam is a 48-hour game development hackathon organised by the Game Cluster, the Gamebaze education and community centre and the KUMST creative hub. It doesn't matter if you're a beginner, professional or hobby game developer, everyone can get involved and try to create an amazing game! You can have a team arranged in advance or put one together on the spot- game jams bring together game development enthusiasts with different skill sets. It's a chance to meet new friends, gain new experiences, try out your ideas and most importantly- get creative!
-  **Industry Workshops:** Practical sessions on game design and business development, aiming to bridge the gap between technical creativity and commercial success

Hosted by Pauline Masot, founder and CEO of Wind Rose, the **Webinar “The French Animation Sector both audiovisual and cinema and its place on the international market”**, took participants on a deep dive into the current state of the French animation industry. In this session, Pauline addressed key challenges, international collaborations, and the future of animated content, particularly from a French and Italian perspective. She also emphasised the importance of international cooperation to remain strong and competitive and urged the audience to focus on long-term partnerships, not just single projects, as the key to success in the international market. By working together, Europe can ensure its future in the animation industry, despite the challenges ahead.



Click [here](#) to watch the full webinar video.

## Business Profiles – Let's get visible

**RDRFR20250127013** - Partners sought for Erasmus+ call "Raising awareness of gender equality with a game": Educational Institutions, NGOs, Cultural Organizations or private companies.

**BODE20250127006**- German jewelry manufacturer specializing in gold and silver designs seeks sales partners.

**BRIE20250127005**-Irish SME specialising in Children's Toys/Books seeking a commercial agreement with a Printer of a Children's book.

**TOLT20250122005**- The Lithuanian Company is Offering Innovative AR/VR Solutions to Engage Audiences and Expand Markets.

**BOPT20241031011** - Leader in the iron foundry and machining business originating and based in Portugal that specializes in the manufacture of iron castings and machined parts for a network of industries seeks overseas partners for outsourcing/manufacturing agreements.

**BOPL20241011012** - A Polish company specializing in the production of wooden toys, furniture, and decorative design elements is looking for dynamic partners involved in the distribution of their products to new markets

**BOUA20250110014**- Advanced BIM and VDC Solutions for Architectural, Engineering, and Construction (AEC) Excellence – Streamlining Construction Workflows with Innovative Design, Consulting, and Software Development for Global Efficiency and Cost Optimization

**TORO20241230019** - Romanian cultural foundation is looking looking for international partners in the Creative Europe Programme (CREA) calls- European Cooperation Projects Small Scale- CREA-CULT-2025-COOP-1 until 13.05.2025.

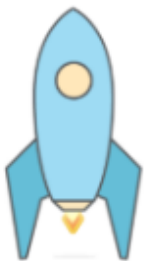
**BOUA20241218024** - Architectural, Engineering and Planning solutions for Hospitality, Multifamily and Mixed-Use Developments, leveraging Advanced Technologies like BIM, Generative Design and Sustainability Practices to Deliver Innovative and Aesthetically Appealing Projects

**TORO20241230019** - Romanian cultural foundation is looking looking for international partners in the Creative Europe Programme (CREA) calls- European Cooperation Projects Small Scale- CREA-CULT-2025-COOP-1 until 13.05.2025.

**RDRES20241209012** - Partners sought for EU+ TV project under Erasmus+: Educational Institutions, NGOs, Cultural Organizations, and Media Production Companies.

**BOFR20241115013** - A French SME offers bespoke inflatable sculptures for live performance and events, either airborne or grounded through commercial agreement.

**BOPT20240828019**- Portuguese company developing, designing and manufacturing eco-friendly pellet stoves is seeking distributors across Europe.



## Other relevant business opportunities

### Denmark | Knowledge of the historical mills for the benefit of now and the future

Dorf Mill Yard, which is part of a state recognised museum for cultural history, is collecting and documenting the history of the Danish wind and water mills. The aim is to gain knowledge of the old mills, of which many are gone or almost gone and very few are working.

The history of the historic mills is very multi-faceted as it is both the history of the people – the millers – the history of the buildings – the mills and mill yards – the history of the society – as the mill had a very important structural role in the local community- and a history of natural history – as the mills could not be placed and work unless at a location suitable for the purpose.

The aim of the project is to give the broad public an understanding of the importance and potential of the mill in a historic perspective and, with this understanding, develop an appreciation of the old mills and a desire to preserve them. Preservation can happen through activation of the knowledge gained in the project e.g. in mediation of the history of the old mills, how they were used, for what they were used and not least which position they had in society.

As a Danish state recognised museum, Dorf Mill Yard has an obligation to do research at minimum PHD level and, at the same time, to mediate their results to the broad public.

They are looking for **partners in the Netherlands and in the Baltic** and would prefer to find partners who have both an academic and a practical approach.

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### Denmark | Fabrics and fashion for the future

The project aims to increase young people's knowledge of and interest in the textile industry's potential in relation to sustainable production, sustainable entrepreneurship, and service. The purpose of the project is also to motivate young people to act more sustainably regarding their own consumption, use, reuse and recycling of fashion and textiles.

Through knowledge sharing, inspirational presentations and visits at stores and manufacturers across borders, cultures and traditions, the project is designed to give young people a positive insight into service and the retail trade, as well as the production of fabrics and fashion with a focus on sustainability, recycling, upcycling and consumption.

The output of the project will be a scalable and digital guide- developed by young people for young people - with knowledge, inspiration and concrete advice on how young people can act more sustainably in relation to their consumption of textiles and fashion.

#### The leader of the consortium is looking to partner with:

- School classes and students in secondary school (14-16 years old)
- Knowledge of own country's textile consumption/fashion and traditions
- Approx. 1-2 local clothing stores, and make them share knowledge in the project
- Clothing shop that will invite school classes into the store
- Knowledge about sustainable actions at local/national level
- Opportunity to see local textile or clothes production

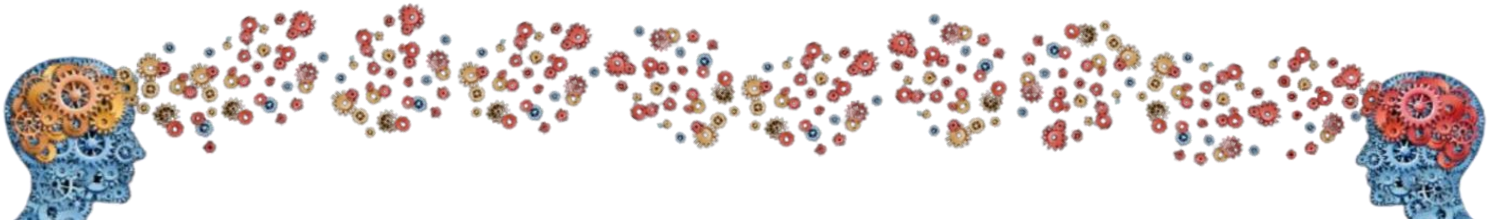
### Romania | Erasmus+ cooperation- KA 2 Call- ERASMUS-EDU-2025-PCOOP-ENGO

A Romanian cultural foundation provides long-lasting support and advice to artists during transitional stages in their development. It has a particular interest in artists using new technologies and is socially engaged and longs for new media projects that can design new perceptions and experiments. Till 05.03.2025 it is looking for international partners in the Erasmus+ cooperation- ERASMUS-EDU-2025-PCOOP-ENGO, under research and development cooperation agreements.

#### Potential partners could include:

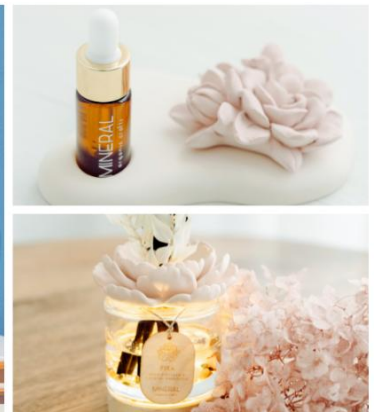
- Artistic organizations: art schools, museums, galleries, and cultural centers involved in international residencies, exhibitions, or education.
- Technology providers: companies or organizations with expertise in developing collaborative digital platforms, AR/VR experiences, AI tools, or blockchain technology.
- Educational institutions: universities and colleges offering programs in art, culture, creative industries, or technology.
- NGOs or cultural networks: organizations with experience in fostering global artist networks, facilitating cross-cultural exchanges, or promoting international collaboration in the arts.
- Data analytics providers: experts in developing data tracking tools to measure the impact of educational programs and cultural exchanges.

## Success stories



Success stories highlight the potential for collaboration and innovation in the CCI Sector. Stay tuned for more inspiring stories and opportunities to elevate business to new heights, reshaping creative ecosystems.

### Diving into the essence of innovative eco-friendly air fresheners



#### Network partners

ASSOCIACAO EMPRESARIAL DE PORTUGAL

#### Sector group

Creative Industries

Mix a **passion for crafts** together with a **great business idea** and you get a recipe for success.

In 2020, when the COVID-19 pandemic forced the world to pause, the communication consultant and event organiser Cláudia Gomes gave space to her creative artisan spirit and founded **MINERAL Organic Crafts®**, a company that produces eco-friendly, 100 % biodegradable, refillable air fresheners.

In the beginning, the goal was to create souvenirs for small celebrations, but Cláudia soon realised the product had potential for much more. Her husband Paulo Santos, a chemist and project manager in the industrial sector at the time, joined the project as co-founder a year and a half later. Together, they moved MINERAL's office from the basement in their home to a newly restored atelier in Vila Nova de Gaia, in the Porto district. Innovations on their premises allowed the company to build their team, and the company's capacity expanded along with its revenue.



Click [here](#) to read the full story.

## Reshaping media content creation with audience emotional insight



CINEMATRONIC



### Network partners

NORDDANMARKS EU-KONTOR

### Sector group

Creative Industries

### Countries

DENMARK

Excitement, joy, sadness, fear, boredom... we can feel many things when watching a video. Imagine if **media and entertainment companies** could create and adapt content based on the viewers' emotional responses. This is already a reality, thanks to the tech start-up **Cinematronic**.

Established in 2021 within Aalborg University, Denmark, Cinematronic developed a cutting-edge software solution that assesses and analyses media content, using galvanic skin response sensors that capture viewers' emotions. These biosensors can detect changes in skin conductance, which correlate with emotional arousal, such as excitement or stress. In addition, the solution has a questionnaire that allows respondents to give qualitative feedback on the video watched.

With a background in gaming, film theory, communication, experience design and software architecture, the team needed an academic input to bridge the gap between neuroscience and psychology and to take the start-up to the next level. Enterprise Europe Network was ready to help them out.



Click [here](#) to read the full story.



On November 28-29, **AMRES ART Gallery** (Lithuania) was invited to participate in the international conference “**Creativity Meets Clusters**” (in Bari, Italy), that brought together representatives of creative and cultural industries from all over Europe and other countries around the world.



„Thanks to the Enterprise Europe Network, this was a unique opportunity not only to broaden our horizons through inspiring



plenary sessions, seminars and business meetings, but also to establish new connections that can grow into meaningful collaborations. Our presentation “Heritage and Art Gallery: Heritage that Cares – The New Frontier of Cultural Welfare” presented the activities of the Vilnius-based “AMRES ART Gallery”, Rasa Baltė Balčiūnienė Founder of "Amres Art Gallery" and Head of UAB "HAI Institutas" said.

This was an opportunity to introduce [AMRES ART Gallery](#) and its mission: connecting cultural heritage with contemporary design. Amres Art shared their unique creative process, rooted in neuroasthenic principles, which allows to craft emotionally resonant and visually inspiring art. „The conference was a wave of inspiration, filled with insightful discussions and connections with individuals who live and breathe creativity every day. What struck me most was the recurring emphasis in nearly every presentation on engaging the senses, emotions, and movement in creative practices. It was deeply encouraging to see how aligned AMRES ART's work is with these ideas. By drawing on neuroasthenics, we create fabric designs that honor the heritage of traditional technologies while transforming them into modern expressions. These designs embody a profound connection to human emotions, inspired by organic forms and the beauty of nature”.

„We established valuable contacts with people carrying out similar creative projects and agreed on areas of cooperation. We are glad that the activities of the "Amres Art" gallery have received a lot of positive feedback and we have discovered new opportunities to expand our activities in the international space. I am very grateful for the warm reception this vision received at the conference and thrilled to bring back fresh ideas, new connections, and a renewed sense of purpose for the work we do at Amres Art Gallery”, Rasa Baltė Balčiūnienė shared her experience after the conference.

*We hope you find this newsletter informative and inspiring. Don't miss out on the upcoming events, success stories, and partnering opportunities in the CCI SG. Stay connected with the [Enterprise Europe Network](#) to unlock the full potential of your business in this dynamic sector.*

*For more information and to stay updated on the latest news, events, and opportunities, visit [our website](#) or reach out to us directly. We look forward to supporting your journey in the Cultural & Creative Industries.*