



March 24 2021

**Open Letter**

to

**the European Council and its Member States,  
the Committee of Permanent Representatives of the Governments of the Member States,  
the EU-Commission for Innovation, Research Education, Culture and Youth  
and  
the Members of the European Parliament**

**Making Cultural and Creative Industries an effective and innovate part of Horizon Europe  
5-Point-Innovation Plan for Horizon Europe**

Dear Mr. Michel, President of the European Council,  
Dear Mr. Sassoli, President of the European Parliament,  
Dear Commissioner Gabriel,  
Ladies and Gentlemen,

At the start of the Horizon Europe Programme, leading SMEs and corporates of the Cultural and Creative Industries (CCI) are deeply concerned and troubled about opportunities not fully leveraged in the new cluster 2 “Culture, Creativity and Inclusive Society”.

The tremendous potential of Destination 2 to „support sustainable growth and job creation through the cultural and creative industries and contribute to integrate them into the European industrial policy as drivers for innovation and competitiveness“ is currently not fully unleashed.

The European Creative Business Network calls on you to build on the experience of the cultural and creative entrepreneurs and its huge economic success in Europe to now develop Cluster 2 to be the leading innovation programme for the Cultural and Creative Industries in Europe.

**Federatie Creatieve Industrie** VAT NL 8545.85.928B01  
PO Box 753, NL 1000 AT Amsterdam KvK/CoC 61996521  
[www.dutchcreativeindustries.nl](http://www.dutchcreativeindustries.nl) IBAN NL63 INGB 0007 1176 19  
[info@dutchcreativeindustries.nl](mailto:info@dutchcreativeindustries.nl) BIC INGBNL2A



To reach this aim, ECBN calls for a 5-Point-Innovation-Plan for Horizon Europe:

1. The activities, research and innovation in Cluster 2 must underpin the European Union's leading role not only in „protecting, preserving and enhancing Europe's cultural heritage“, but in protecting, preserving and enhancing Europe's creativity:

- to foster innovation in technologies and business modelling across all CCI-sectors and
- to develop novel advanced solutions for specific and relevant industrial problems, f.e.
  - Fashion and early adoption of latest technologies
  - Architecture and early adoption of latest technologies
  - Gamification and early adoption of latest technologies
  - Crafts, materials and early adoption of latest technologies
  - User Interface Design and early adoption of latest technologies
  - Platform economy for CCI and technologies

We call on you to adjust the sectors definition of Cluster 2 to the state of art in Europe, namely the definition of CCI in „A coherent EU policy for cultural and creative industries - European Parliament resolution (2016/2072(INI)) of 13 December 2016 on a coherent EU policy for cultural and creative industries.“

For examples of best-in-class public funded innovation projects please review:

1. Media Farm by Fraunhofer
2. Field Labs / 3D Knitwear by CLICKNL.NL - <https://www.clicknl.nl/en/fieldlabs/>
3. Crossover Innovation by Kreativwirtschaft Austria like the open innovation workshops „Transformation for Industries“

2. The existing types of calls - RIA, IA and CSA - must not look only for more „evidence“, but for more MVPs, Pivoting and Market-Fit innovations with a scalable economic output.

3. The calls must be written in the language of the stakeholders Cluster 2 wants to address. ECBN is aware of the difficulties to adapt to the new applicants for Cluster 2 and offers its support in intergovernmental working groups within the shadow committee for Cluster 2.



4. The new types of tools and calls to Cluster 2 must be closer to the economic reality of 90% of the stakeholders in the CCIs: the single entrepreneur and SME which innovation types and structures are different from university and research institutions. Thus, such calls must have different formats, e.g. like Open Innovation Test Beds or Cascading Calls, which bring innovation support schemes via Intermediaries to SMEs and small companies.

It is paramount that new tools are open from technology readiness level 3 onwards.

5. The New European Bauhaus movement shall initiate Innovation Actions focusing on the modern way of building in the digital age. A New European Bauhaus must be more than only re-enact the formerly successful tools of aesthetics in architecture and product design, but built on the equivalent tools of current times in the 21st century of building societies, cities and economies:

„cross-domain service innovation in the data driven digital transformation “

Examples are new digital services at home or in self-driving mobility units - from VR-retail shops to new streaming for entertainment and education or well-being services for people of age.

The Cultural and Creative Industries have proven to be a vehicle to stimulate innovations.

The European Creative Business Network urgently calls on the European Council, the Member States and the EU-Commission to allow for Horizon Europe, especially but not only Cluster 2, to evolve and to innovate itself by including the mindset and tools making the CCIs such a success.

Learning from one of the most successful sectors is now the task especially for Destination 2 in Cluster 2 of Horizon Europe to reach the innovativeness it titles itself: „Innovative Research on the Cultural and Creative Industries.“

With best regards

The European Creative Business Network

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The European Creative Business Network (ECBN) is the federation of 145 industry defining agencies and intermediaries for creative industries in 30 nations, that are united as one voice. Together, we account for approximately 80% of the workforce in cultural and creative industries in Europe, some “12 million full-time jobs, which amounts to 7.5% of the total workforce. ECBN is speaking for the interests of growing and successful, proud sectors - mostly outperforming traditional industries - which offer their support to the European Institutions to reach their high aims for innovation and growth.

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