

# THE EU Perspective on ICT and Creative Industry

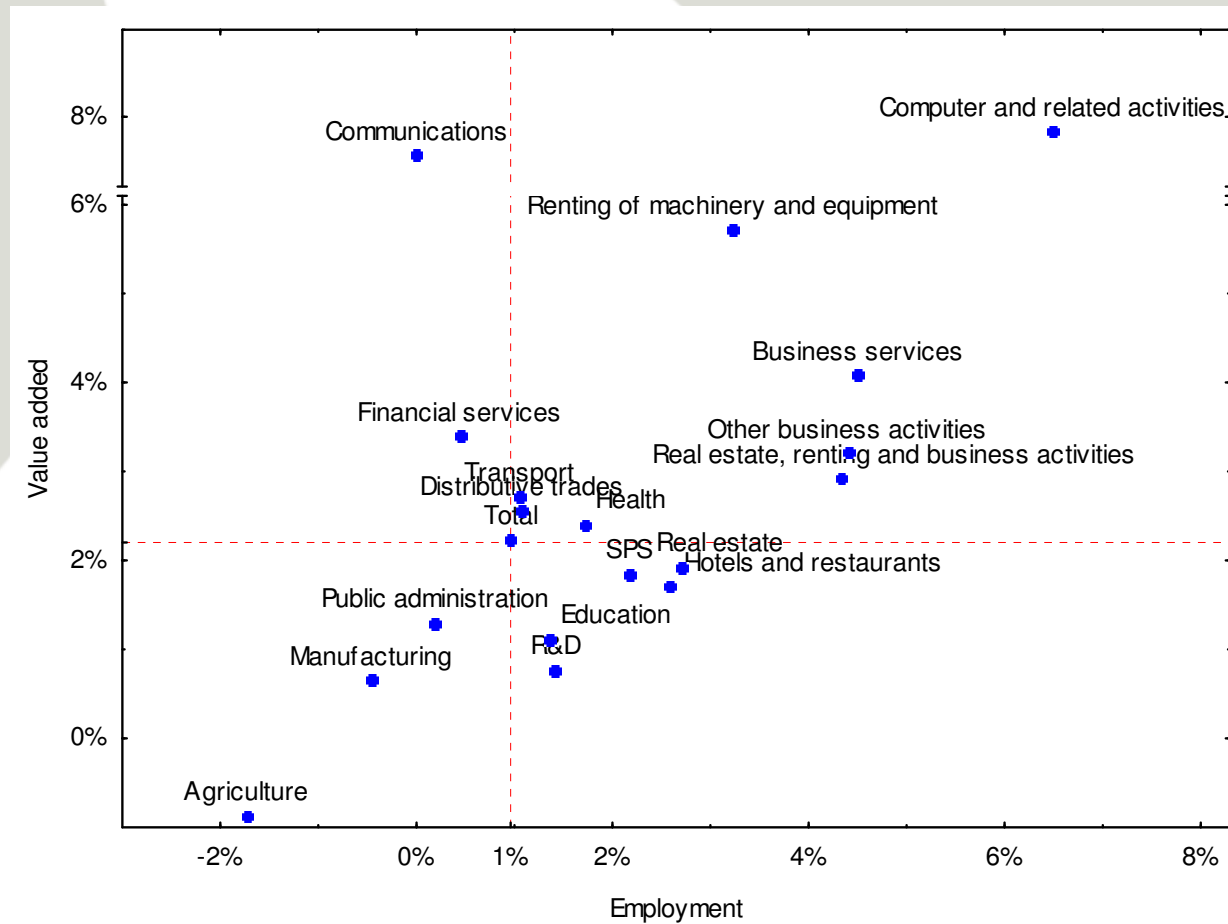
**Mette Koefoed QUINN**  
Support for Innovation – Unit D2



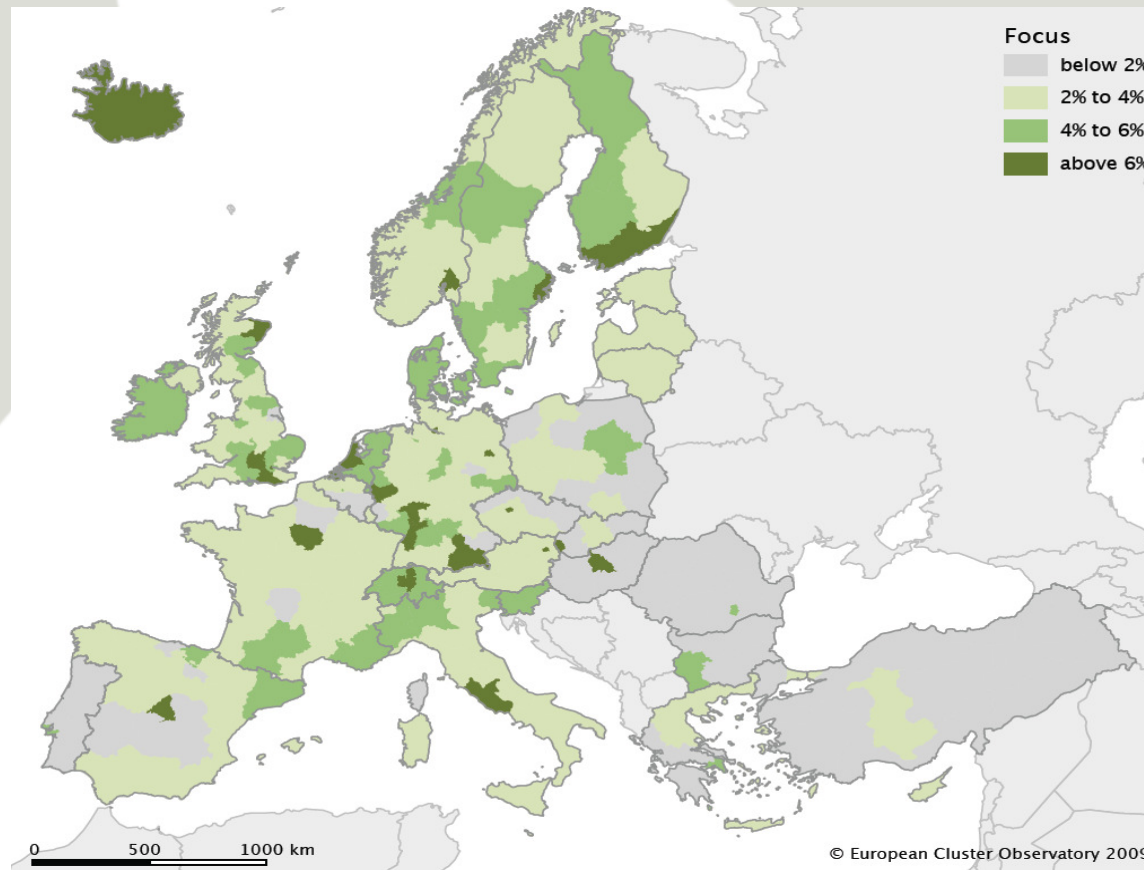
**European Commission**  
Enterprise and Industry

**CReATE International Conference**  
Turin 4-5 November 2009

# Employment and value added annual growth rates in EU25



# Creative industries clusters in Europe with a large employment share



## Where does innovation come from?

External R&D	3%
Other markets	6%
Competitors	2%
Employees	35%
Suppliers/partners	5%
Customers	50%

Source: ALMEGA (2008) Survey on innovation in Swedish service companies

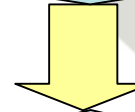
## European level innovation support for creative industries

- European policies and Instruments to Support Services Innovation – The EPISIS INNO-Net (coordinator TEKES) under PRO INNO Europe
- European Knowledge Intensive Services Innovation Platform (KIS-IP) with 8 projects

# Towards a European Creative Industry Alliance

Initial phase

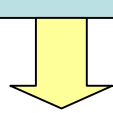
European level policy input



## Policy Forum

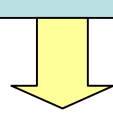
Horizontal Services

Research  
and skills



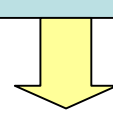
FP8 and  
national and  
regional  
programmes

New  
Cluster  
Concepts



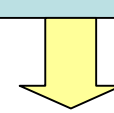
CIP/ FP8/  
Structural Funds  
and national and  
regional  
programmes

Commercialisation  
of products and  
services



CIP Top-up Scheme  
and national and  
regional  
programmes

Access  
to finance



EIF/ CIP Top-up  
Scheme and  
national and  
regional funds  
and prog

Full roll out



# Thank you for your attention!

**Support for Innovation Unit, Innovation Policy Directorate  
European Commission, DG Enterprise and Industry**

<http://ec.europa.eu/enterprise/policies/innovation/support>

<http://www.proinno-europe.org>

<http://www.europe-innova.org>