

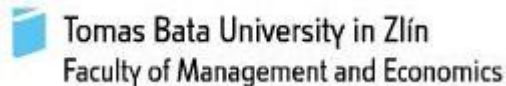
European Interest Group on Creativity and Innovation (“EICI”)

www.creativity-innovation.eu

The European Interest Group on Creativity and Innovation



HOGESCHOOL ZUYD



South Denmark European Office
Det Syddanske Bruxelles-kontor



What does it do?

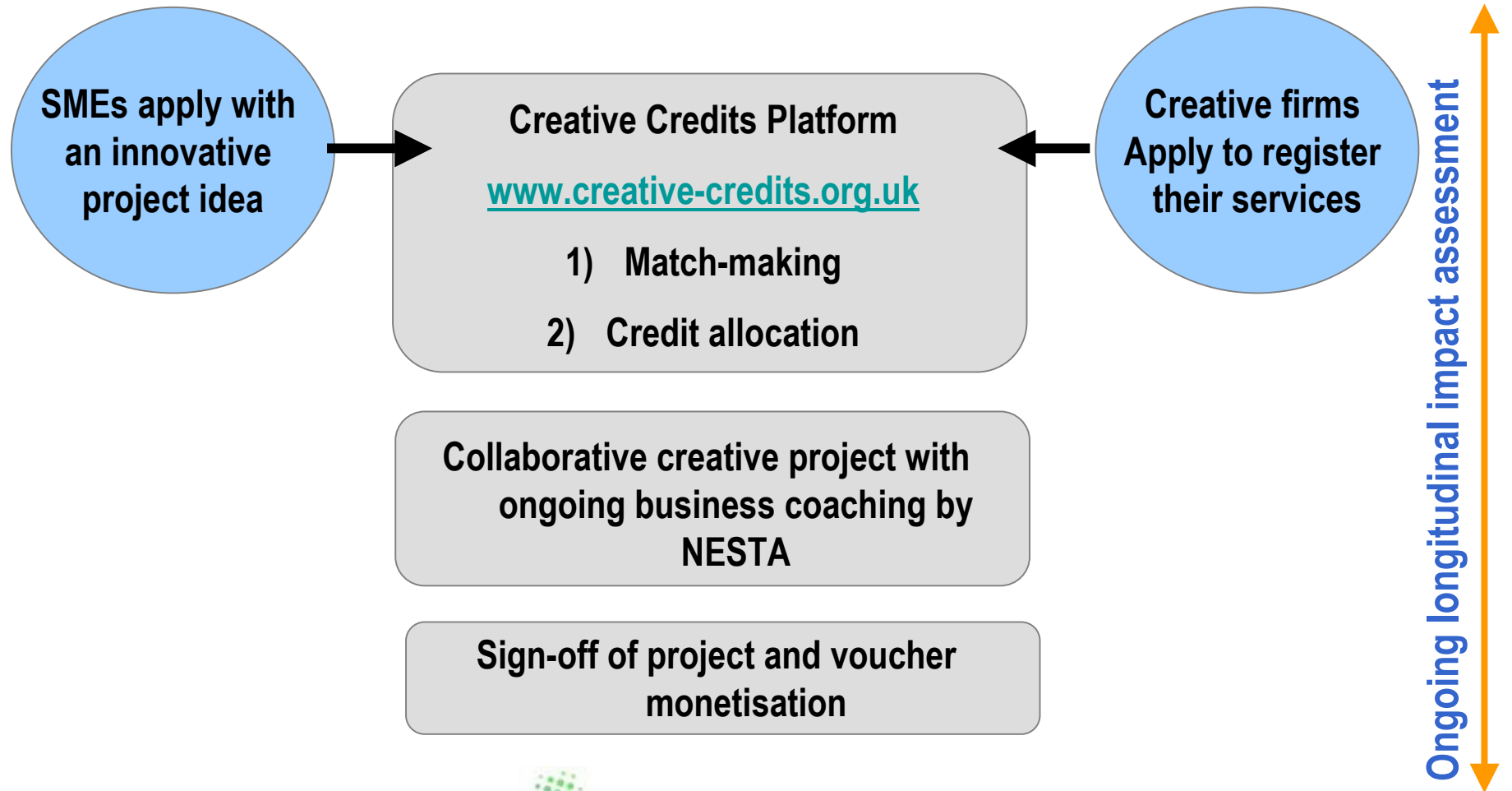
“The EICI aims to establish itself as the leading European network to promote and defend regional and local interests in European creative industries’ and innovation policy.

It actively influences EU strategies and funding on behalf of its members and thereby contributes to more creativity, competitiveness and innovation in the EICI regions and cities.”

“CREATIVE CREDITS” - AN INNOVATION VOUCHER SYSTEM IN PRACTICE

- Developed by KEA for NESTA in the UK (National Endowment for Science, Technology and the Arts)
- To test how the idea of innovation vouchers - small financial incentives to stimulate cross-sector collaborations - can be applied to creative services
- Based on the idea that public intervention should simply “nudged” companies to collaborative innovation - no heavy top-down intervention is required.

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