

October 2024

Position Paper by the Innovation by Creative Economy (ICE) Germany e.V.

## **Recognising and promoting the creative economy as a driver of innovation**

To policy-makers in the fields of innovation, SMEs, entrepreneurship and regional development

### *Who we are*

Innovation by Creative Economy (ICE-Germany) is a non-profit organisation that promotes research and innovation in the creative industries. We network all areas of the cultural and creative industries throughout Germany to utilise the joint innovation potential for a sustainable economy and society and to support the 'triple transformation' - green, digital and sustainable. As lead partner in the European consortium EIT Culture & Creativity, we are part of the European Institute of Innovation and Technology (EIT) and connect our members with stakeholders across Europe. We promote innovation from the idea phase to market maturity, utilising state-of-the-art digital tools. Our aim is to put people at the centre and integrate aesthetic, ethical, social and sustainable aspects.

### *Our gap analysis*

European research funding and innovation support programs have so far primarily concentrated on scientific excellence and tackling social challenges. However, only a few programs take a holistic approach that includes the cultural and creative sectors and industries (CCSI). To successfully manage the necessary sustainable and human-centred transformation, it is essential to involve the cultural and creative industries. This requires the development of tools that unlock the potential of CCSI to support innovators in other sectors, as well as the active engagement of CCSI in European research and innovation partnerships.

### *Our key calls for action*

- A multidisciplinary and holistic reorientation of European funding programs, with a stronger focus on the cultural and creative industries.
- The development of accompanying research using new measurement concepts and indicators that reflect the needs of a systemic and holistic approach.
- Creation of tools that facilitate interdisciplinary collaboration between business, science, and the cultural and creative industries.
- Expansion of the current understanding of science and innovation to include the potential of the cultural and creative industries in shaping the future.
- Through these demands, ICE-Germany aims to strengthen the cultural and creative industries as a central driver of innovation in Europe and solidify their role in building a sustainable future.

