



European Institute of  
Innovation & Technology

# EIT STRATEGIC SYNERGIES AND COMPLEMENTARITIES

**Dr. Márton Herczeg**  
Head of EIT Strategy and Impact Unit



A body of the European Union



# EIT STRATEGY 2021 – 2027: OVERARCHING PRIORITIES

1. **Impact of the EIT Community and the Knowledge Triangle Integration Model** - 2 new KICs in 2022 and 2026 (EIT Culture & Creativity, EIT Water)
2. **Innovation capacity of the higher education sector** - target: around 750 higher education institutions; 3% of the EIT budget 2021-2023 (approx. 90 mil EUR)
3. **Regional outreach of the EIT to address regional disparities** - 10-15% of the EIT grants

# HORIZON EUROPE 2021-2027

## Pillar 1

Excellent Science

European Research Council

Marie Skłodowska-Curie  
Actions

Research Infrastructures

## Pillar 2

Global Challenges and  
European Industrial  
Competitiveness

Clusters

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bioeconomy, Natural Resources, Agriculture and Environment

Joint Research Centre

## Pillar 3

Innovative Europe

European Innovation Council

European innovation  
ecosystems

European Institute of  
Innovation  
and Technology

## Widening Participation and Strengthening the European Research Area

Widening participation and spreading excellence

Reforming and Enhancing the European R&I system

# ONGOING COLLABORATIONS

## MoU with the Joint Research Centre (JRC, 2016)

- Regional development, education and skills, knowledge management

## Collaboration Agreement with the Intellectual Property Office (EUIPO, 2020)

- Knowledge of intellectual property of SMEs

## Collaborations with EIC, EIF and EIB

- Access to Finance

Collaboration with the European Patent Office (EPO), COST | European Cooperation in Science and Technology

## Synergetic Initiatives at EIT KIC level

- European Battery Alliance
- Policy Advisory Boards
- European Raw Materials Alliance
- Cooperation with DG Research and Innovation
- Links to Missions

# FORGING SYNERGIES: HORIZON EUROPE

## Horizon Europe

EIC

Marie Skłodowska-Curie Actions

Missions



- Joint EIC-EIT Working Group, including EIC Advisory Board + EIT Governing Board members
- EIC **Letter of Intent** with first wave of EIT KICs (Dec 2020)
- EIC Ecosystems and Financial Instruments

# EIC & EIT COOPERATION

- Memorandum of Understanding signed on 8 January 2021

## Key priorities going forward:

- FastTrack mechanism to the EIC Accelerator put in place
- Pilot cooperation (CSA) with four KICs ongoing

## Agreed next steps:

- Better alignment of EIC and EIT work programmes for 2022 and 2023
- Develop joint communication materials for start ups/ SMEs and policy paper for Commission hierarchy and external stakeholders

# JOINT EIT – EIC SUPPORTED COMPANIES (EIC JUNE CUT-OFF)

## EIT Health

SquareMind  
ROKA FURADADA SL  
Qubit Pharmaceuticals  
PROVERUM MEDICAL  
GANYMED ROBOTICS  
FOLLOWHEALTH SL  
AVeta Medical  
MicroSure BV  
CRANNMED LTD  
SENSIUS B.V.  
AENITIS TECHNOLOGIES

## EIT Food

Orbisk  
Orbem  
Arborea Bio Foods  
Kaffe Bueno

## EIT Climate-KIC

Plant-e  
Arborea  
Bound4 Blue

## EIT Digital

Oledcomm

## EIT InnoEnergy

Hardt Hyperloop

- ✓ 20 out of 65 successful companies in the most recent EIC Accelerator call have been supported by EIT KICs
- ✓ EIC support can help scale up EIT Community innovations

# FORGING SYNERGIES: HORIZON EUROPE

## Horizon Europe

EIC

Marie Skłodowska-Curie Actions

Missions

- EIT Community as **provider of entrepreneurship and innovation skills** in research network
- Horizon Europe Missions of interest: **Cancer, Adaptation to Climate Change, Climate Neutral and Smart Cities, and Soil Health and Food**

# FORGING SYNERGIES: OTHER PROGRAMMES

## Other EU Policies/Programmes

Cohesion Policy (ERDF/ESF)



InvestEU

Digital Europe Programme

Erasmus+

- Joint Workshop as first discussion between **EIT, JRC, EIT KICs** with ESIF Managing Authorities from EIT RIS eligible countries
- Potential for **more systematic cooperation** with complementary priorities

# FORGING SYNERGIES: OTHER PROGRAMMES

## Other EU Policies/Programmes

Cohesion Policy (ERDF/ESF)

InvestEU

Digital Europe Programme

Erasmus+



- Joint cooperation with EIF under **InvestEU/Next Generation EU**
- EIT-EIF **Memorandum of Understanding**
- **EIF Investors Day** involving EIT-KIC supported ventures

# FORGING SYNERGIES: OTHER PROGRAMMES

## Other EU Policies/Programmes

Cohesion Policy (ERDF/ESF)

InvestEU

Digital Europe Programme

Erasmus+



- EIT co-location centres in **Digital Transformation**
- Sharing of DEP capacity and infrastructure
- Access/increase EIT Higher Education opportunities and networks, innovative practices
- European Universities Initiative

## INCREASING IMPACT: EIT KICS LEADING KEY INITIATIVES

- Horizon Europe Cities Mission – *EIT Climate-KIC*
- NetZeroCities Project of Horizon Europe Cities Mission – *EIT Climate-KIC*
- European Raw Materials Alliance – *EIT RawMaterials*
- European Battery Alliance (EBA) – *EIT InnoEnergy*
- EBA 250 Academy supported by REACT EU – *EIT InnoEnergy*
- European Clean Hydrogen Alliance – *EIT InnoEnergy*
- Venture Center of Excellence (VCoE) for SMEs – *EIT Health*
- EIT Community New European Bauhaus Initiative – *Cross-KIC Collaboration*





European Institute of  
Innovation & Technology

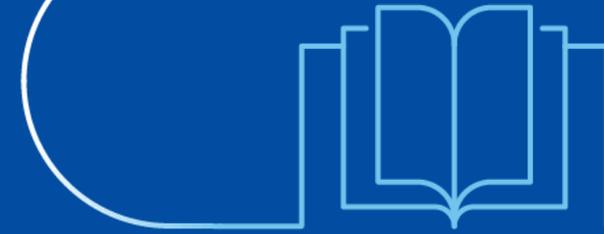
# GLOBAL OUTREACH

**Katerina Sereti**

Head of Section, Stakeholder Relations  
EIT



A body of the European Union



# EIT AS A GLOBAL PLAYER

The EIT has the vision to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges and create growth and skilled jobs.

## Why?

Contribute to Europe's competitiveness and reinforce the international attractiveness of the European economy and its innovation capacity.



# FRAMEWORK: EU GLOBAL APPROACH ON R&I

- Horizon Europe Strategic Plan 2021-2024 – February 2021
- Horizon Europe Regulation – 12 May 2021
- EC Communication on Global Approach for R&I – 18 May 2021
- Council Conclusions on Global Approach to R&I - 28 September 2021

## COUNCIL CONCLUSIONS – REFERENCE TO EIT

- Calls the EC to *further utilise EIT KICs potential* (among other instruments) to enhancing the Union's attractiveness to research talent and its role in international R&I cooperation;
- Stresses the *international potential of EIT KICs* (among other instruments) to advance synergies together with MS & EC regarding the international R&I cooperation dimensions of European Research Area – European Education Area – European Higher Education Area.

# 3<sup>RD</sup> COUNTRY ELIGIBILITY

General Rule: EIT eligibility rules = Horizon Europe eligibility rules

## Participation Eligibility (Article 22 of HE Regulation):

- Any legal entity, regardless of its place of establishment and including legal entities from non-associated third countries or international organisations, may participate in actions under the Programme.

## Funding Eligibility (Article 23 of HE Regulation):

- Legal entities if they are established in a Member State or an associated country;
- Legal entities established in a non-associated third country shall bear the cost of their participation, unless if coming from low to middle income countries (special provisions);
- Affiliated entities are eligible for funding in an action if they are established in a Member State, an associated country or in a third country.

# EIT COMMUNITY GLOBAL OUTREACH ACTIVITIES



# EIT GLOBAL OUTREACH PROGRAMME (CROSS-KIC)

## MISSION

To provide the bridge *to connect* and the shop window *to showcase* Europe's innovation ecosystem with innovation hot spots worldwide, supporting *European leadership* and enhancing its *impact in addressing* key global societal challenges.

## OBJECTIVES

- Act as a bridge linking the innovation ecosystem of Europe with that of the selected outreach locations to attract partner organisations and students from all over the world and reinforce EU's attractiveness and competitiveness;
- Strengthen the EIT Community brand globally, by positioning EIT's Knowledge Triangle Integration (KTI) signature model at international level and by forging synergies with other innovation leaders;
- Contribute to enhancing Europe's leadership in addressing the world's major societal challenges.

# EIT GLOBAL OUTREACH PROGRAMME (CROSS-KIC) 2022

## Participating KICs & locations

### ONGOING:

- Israel, Tel Aviv
- US, Silicon Valley

### \*UPCOMING:

- UK, London (consolidated offices since Nov 2020)
- 4<sup>th</sup> location (\*feasibility study ongoing)

EIT KICs	GO Programme	EIT Hub Israel	EIT Hub Silicon Valley	*UK	*4 <sup>th</sup> location
EIT Climate-KIC	Lead			Co-lead	
EIT Digital			Lead	Co-lead	
EIT Food					
EIT Health		Lead			
EIT InnoEnergy					
EIT Manufacturing					
EIT RawMaterials					
EIT Urban Mobility					

# GO PROGRAMME ACTIVITIES - KEY CHARACTERISTICS

- Reflecting EIT's innovation model:  
Innovation – Entrepreneurship – Education –  
Ecosystem Development
- Addressing needs based on identified gaps;  
utilizing EIT's expertise
- Complementing EU Member States' activities
- Synergising with other EU programmes
- Contributing to the Financial Sustainability of  
the Hubs and participating KICs



# EIT Hub Israel

An outreach location of the European Institute of Innovation and Technology (EIT)

The hub creates synergies between the EIT community and the Israeli innovation ecosystem to support the growth of innovative start ups and increase the number of EU-Israel and Cross KIC collaborative projects.



[IVC Ecosystem Presentaion 2/2021](#) | [European Union](#) | [Startup Nation Central Finder \(2021\)](#) | [Real GDP per Capita \(2020\)](#) | [GDP - European Union \(2020\)](#)



Israeli entrepreneurship training for **European Researchers**

- Training
- Commercialization



Innovation ecosystem development training for **European Ecosystem Managers**

- Soft Landing
- Matchmaking
- Community



Globalization support and market penetration bootcamp for advanced **European and Israeli Startups**

- Startup Support
- Matchmaking



Technology scouting and open innovation for **European Corporates**

- Technology Scouting
- Matchmaking
- Soft Landing



Horizon Europe consortium building for **European and Israeli Innovators**

- Matchmaking
- Innovation Projects



Full immersion into the Israeli ecosystem for **European Diplomats based in Israel**

- Training
- Soft Landing



# Cultural and creative sectors: EU policies and funding

United in Innovation, EIT\_KIC-CCSIs conference,  
7 Dec. 2021

*Barbara Stacher*

*Cultural Policies, European Commission, DG EAC*

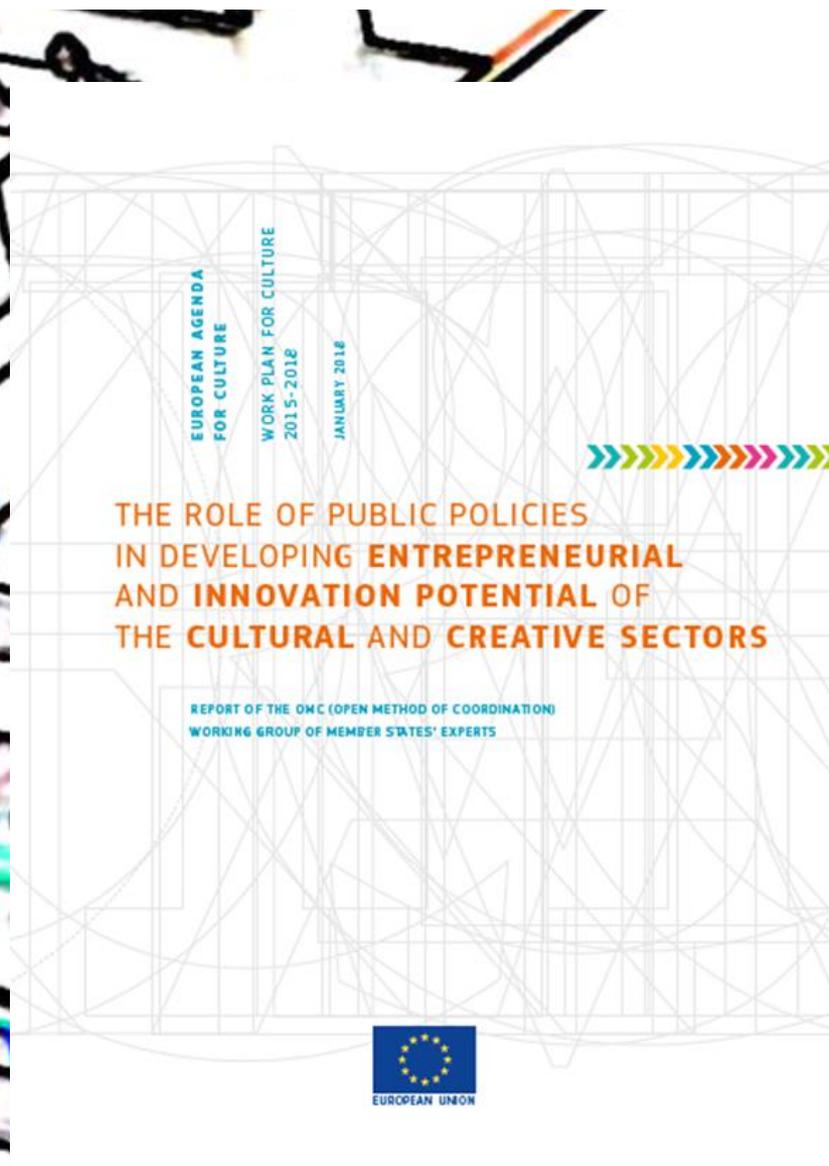
# EU Policy support: cultural and creative sectors



## EU POLICIES

- Supporting cultural and creative **ecosystems**, skills development (**EU Pact for skills** for CCIs, FLIP, Charter and INCREAS projects), innovation,...
- **Working conditions** for artists and cultural & creative professionals, freedom of artistic creation
- **Copyright** – fair remuneration of artists
- **Evidence-based** policies (work with EUROSTAT, Measuring CCSI study,...)

# OMC Report "Public Policies for Innovation and Entrepreneurship in CCS"





Finance  
Learning  
Innovation  
Patenting



EUROPEAN UNION

28-29 JANUARY 2020

CCS ECOSYSTEMS

# FLIPPING THE ODDS

Financing, Innovation, Entrepreneurship and wider Ecosystem support  
for Cultural and Creative Sectors

CONFERENCE CONCLUSIONS

**Stocktaking  
on CCS  
Access to  
Finance and  
Innovation/  
entrepreneu  
rship**

[http://creativeflip.creativehubs.net/FINAL\\_EAC\\_19\\_213\\_CCis-2019-Brochure.pdf](http://creativeflip.creativehubs.net/FINAL_EAC_19_213_CCis-2019-Brochure.pdf)

UNITED  
FOR A  
NEW  
FUTURE

Online  
conference 26  
June 2020



CREATIVES  
UNITE

 Contribute

# Artists & Creatives Community Covid-19 Resource Platform

A platform by the cultural & creative sectors for the cultural & creative sectors

<https://creativesunite.eu/>

*Contribute, browse by sector or activity*



## Funding:

# Creative Europe - Culture strand

- Promote **cross-border circulation** of operators and works
- Increase **cultural participation** and **social inclusion**
- **Generate jobs and growth** within the cultural and creative sectors
- Strengthen **European identity and values**
- Contribute to international relations through **cultural diplomacy**

## **What's new** – *calls upcoming Q1 2022*

- New **individual cross-border mobility scheme**
- More support for promotion of European culture **beyond the EU**
- **Sectorial approach** for specific sectors



# *How to find funding ? – the **CulturEU*** *webtool and guidebook*

<https://ec.europa.eu/culture/discover-funding-opportunities-for-the-cultural-and-creative-sectors>

More here: [https://ec.europa.eu/commission/presscorner/detail/en/IP\\_21\\_6292](https://ec.europa.eu/commission/presscorner/detail/en/IP_21_6292)

## **CulturEU Funding Guide**

EU Funding Opportunities for the Cultural and Creative Sectors 2021-2027.

[Go to the funding guide](#)

***Thank you!***

**[barbara.stacher@ec.europa.eu](mailto:barbara.stacher@ec.europa.eu)**

**<https://ec.europa.eu/culture/sectors/cultural-and-creative-sectors>**



**CREATIVE EUROPE**

**MEDIA & CROSS-SECTORAL**

**2021 - 2027**



**European  
Commission**

# CREATIVE EUROPE STRUCTURE



# CREATIVE EUROPE PROGRAMME LOGIC

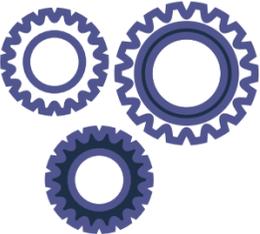
THE  ADDED VALUE:

## SCALE AND CHARACTER OF ACTIVITIES

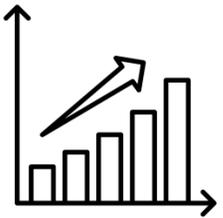
COLLABORATING  
& increasing support to  
NETWORKS



broadening geographic  
PARTICIPATION



INNOVATING



SCALING-UP

## CROSS-CUTTING ASPECTS



diversity,  
inclusion &  
gender balance



greening/  
sustainability



full respect for  
editorial and creative  
independence

# MEDIA CLUSTERS



## CONTENT

European co-development  
European slate development  
European mini-slate  
development  
TV & online content  
Video Games



## BUSINESS

Talent and skills  
Markets & networking  
European film distribution  
European film sales  
Innovative tools & business models  
MEDIA stands  
360°  
Automatic distribution



## AUDIENCES

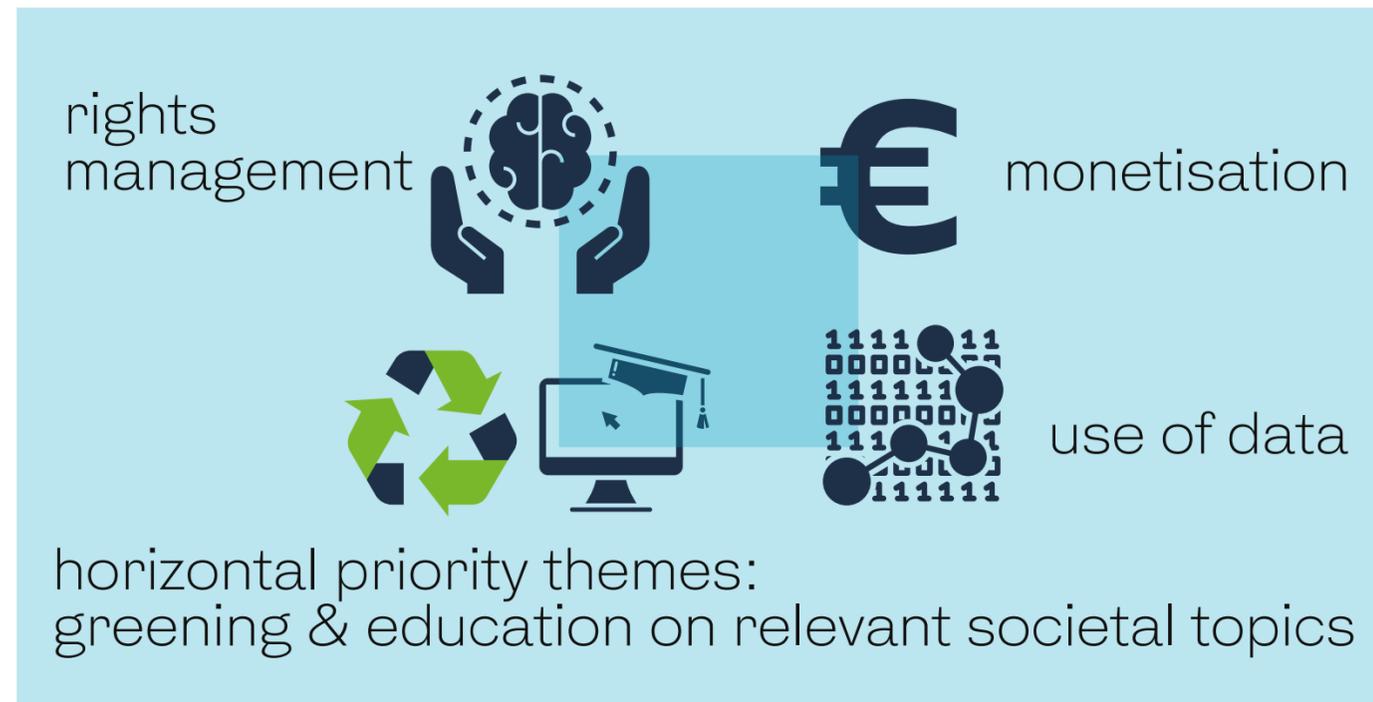
Network of European Cinemas  
European festivals  
Networks of European VOD operators  
Films on the Move  
Subtitling of cultural content  
Audience Development &  
Film Education

P O L I C Y      S U P P O R T

# CROSS SECTORAL: CREATIVE INNOVATION LABS

*to respond to the common challenges and opportunities brought about by the digital transition across the cultural and creative sectors*

## TOPICS:



 innovative digital solutions

easily replicable

with market take-up potential

open to start-ups and scale-ups

experiment with data, VR & AR...

...to develop new content, business models, skills, promote  
diversity, inclusion and sustainability  
& boost audience engagement

# CULTURAL AND CREATIVE SECTORS ARE A POLICY OBJECTIVE UNDER SME DEBT PRODUCT

## CCS GF continues under InvestEU SME WINDOW



**22** agreements with banks currently in operations under CCS GF will continue until 2023 and benefit from the guarantee of previous Creative Europe:

**= 2.3 billion €**

of additional finance for CCS



New agreements will be guaranteed under Invest EU



 Size:

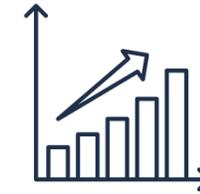
$\geq 5\%$  of SME debt window budget (TBD)



of the shelf product (continuation of CCS GF), available after the signature of Guarantee Agreement with the EIF (or other implementing partners)

# MEDIA INVEST

## for the audiovisual sector



### how?

## INTERVENTION

Boosting investment in the audiovisual industry via:

- a dedicated **equity investment platform** to foster European audio-visual productions and distribution strategies, and
- developing an **investment pipeline** through capacity building for investors and investment readiness for companies

### why?

## PURPOSE

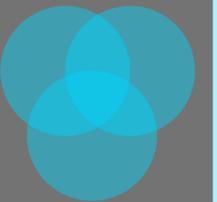
- Support independent EU audiovisual production and distribution companies:
  - to create quality works and scale up to international markets
  - to become more autonomous and exploit the IP of the content they produce
  - foster EU's creative autonomy

what?

## TARGET IMPACT



- Target to leverage investments of **400 M €** over **7 years**
- Deriving resources from **Creative Europe MEDIA & InvestEU**, and, under conditions combining resources with the **Recovery and Resilience Facility** through the Next Generation EU
- Increase the financial knowledge of the audiovisual ecosystem (companies & investors)



# The European Innovation Council (EIC): *Backing visionary entrepreneurs*

*Synergies with the European Institute of Innovation  
and Technology (EIT)*

Federico Esu | Legal and Policy Adviser  
unit D-01 'EIC Board, Strategy and EA Feedback to Policy', EISMEA.

'United in Innovation' Seminar  
7 December 2021

European  
Innovation  
Council



# European Innovation Council (EIC)



## Europe's most ambitious innovation initiative

- **Budget of €10.1 billion** (2021-27)
- Mission to **identify, develop and scaleup high risk innovations**, with particular focus on disruptive, deep-tech and market creating
- **Independent Board of innovators and President** to set strategy, oversee implementation
- **“One stop shop” for implementation (Agency + EIC Fund)**
- **More agile, flexible funding**
- **EIC “Programme Managers”** to develop visions for breakthroughs and steer portfolios
- **Fast track access** for Horizon grant holders (i.e. EIT and its KICs, ERC, etc.) and certified national schemes
- **EIC Forum** with innovation ecosystem actors
- Complemented by **European Institute of Innovation & Technology (EIT)**  
and **Innovation Ecosystems** actions in “Innovative Europe” pillar of Horizon Europe

# EIC main instruments and characteristics



## Pathfinder

- **Early stage research** on breakthrough technologies
- Grants up to €3/4 million
- Successor of FET (Open & Proactive)

## Transition

- **Technology maturation** from proof of concept to validation
- **Business & market readiness**
- Grants up to €2.5 million

## Accelerator

- **Development & scale up** of deep-tech/ disruptive innovations by startups/ SMEs
- Blended finance (grants up to €2.5 million; equity investment up to €15 million)
- Successor of SME instrument

- Focus on **breakthrough, market-creating, deep-tech**
- **Mainly bottom-up**, complemented by targeted funding on strategic technologies/ challenges
- Steered by **EIC Board** of leading innovators (entrepreneurs, investors, researchers, ecosystem)
- **Business Acceleration Services** (coaches/ mentors, corporates, investors, ecosystem)
- **Pro-active management** (roadmaps, reviews, re-orientations, etc.) with EIC Programme Managers
- **Fast Track access** to Accelerator for results from EIC Pathfinder, EIT and its KICs, ERC, Eurostars



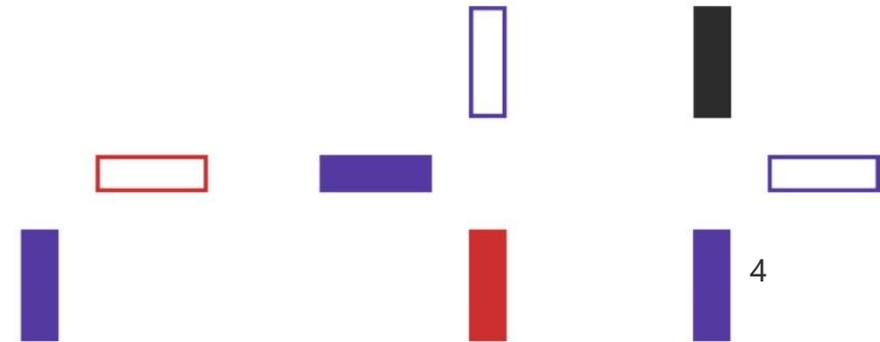
## Memorandum of Understanding (MoU) between EIT and EIC signed on 8 January 2021

- **Rationale**

- Clear need to **joint forces** within Horizon Europe third pillar "Innovative Europe"
- Request from the Commissioner for demonstrating **unity of action**
- Many **potential synergies** to be exploited at operational level

- **Joint Working Group between EIC and EIT Boards leading to MoU**

- Clear **strategic guidance**
- **Excellent cooperation** between respective drafting teams



# EIC Coordination and Support Actions (CSAs)



## Agreement about 4 CSAs to be funded from the EIC pilot

- **Purpose**

- Join EIC-EIT work to provide to innovation through pilot projects **comprehensive and integrated support**

- **4 (out of 8) EIT KICs volunteering for operational cooperation**

- In the "Green Deal" area: with EIT **InnoEnergy KIC** (EUR 1 million) and EIT **Climate KIC** (EUR 1 million) – 01/07/2021 - 30/06/2022
- In the "Health" area, with EIT **Health KIC** (EUR 1 million) – 05/07/2021 - 04/07/2022
- In the "Digital Age" area: with EIT **Digital KIC** (EUR 1 million) – about to sign the GA



## Novelty under Horizon Europe – Annex 4 of the EIC Work Programme

- **Meetings and exchanges** with EIT KICs over the past months to discuss the implementation
- **Guidance document** prepared by EISMEA to support eligible bodies in implementing the scheme, e.g.:
  - Implementation of project reviews and criteria to be assessed
  - Use of experts evaluators
  - Estimated maximum number of Fast Track applicants per KIC
  - Monitoring and review process
- Interested KICs to submit **their implementation plans** in line with abovementioned guidance
- **First use of the Fast Track scheme** by some KICs for October cut-off for the EIC Accelerator
- Exchanges with the KICs to continue in view of **next cut-offs for the EIC Accelerator in 2022**

# State-of-play EIC-EIT cooperation (1)

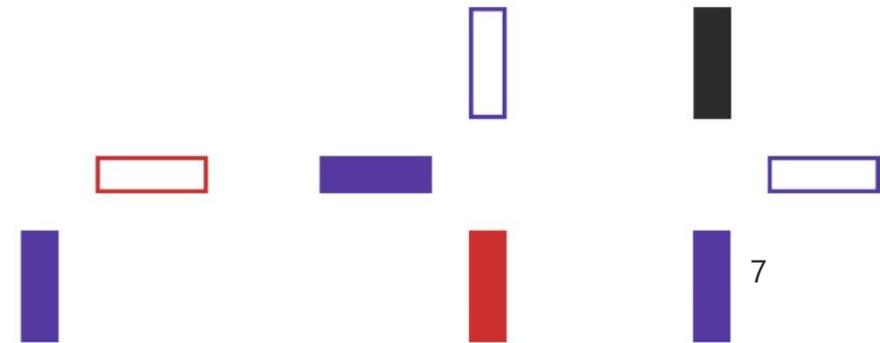


- **Objective**

- Translate good intention of cooperation into actual synergies

- **Context**

- **Director-level meeting** – 14 July 2021
- **EIT KIC Forum** discussion – 3 September 2021
- **EIT-EIC operational workshop** – 13 October 2021 (54 participants: 26 from EISMEA, 27 from the EIT Community (EIT: 13; KICs: 14) and one observer from DG EAC)
- **EIC-EIT Forum** discussion – 10 November 2021

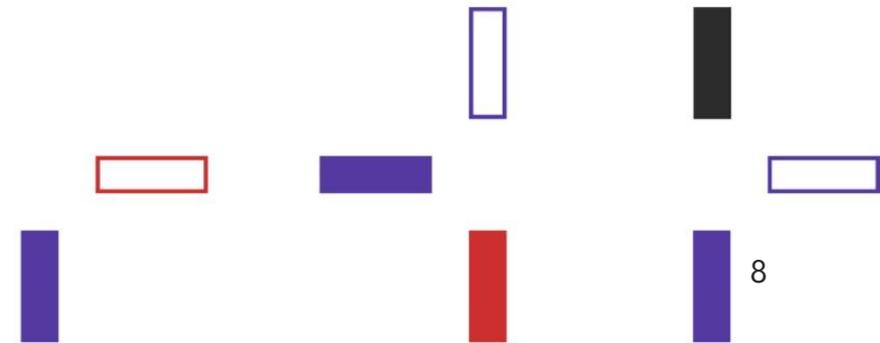


# State-of-play EIC-EIT cooperation (2)



- **Key priorities**

- Establish **principles on how to cooperate** on startup support (n. of companies selected for EIC Accelerator were previously supported by EIT KICs)
- Comprehensively **linking 'Business Acceleration Services'** of EIC and EIT
- Going **beyond the Fast Track** and structurally linking other activities (Pathfinder, Women Entrepreneurship, ERC cooperation, EIC Forum, events, communications, ecosystems, etc.)
- Further plans for **follow up CSAs between EIC and KICs**
- Establish a **framework for data sharing**

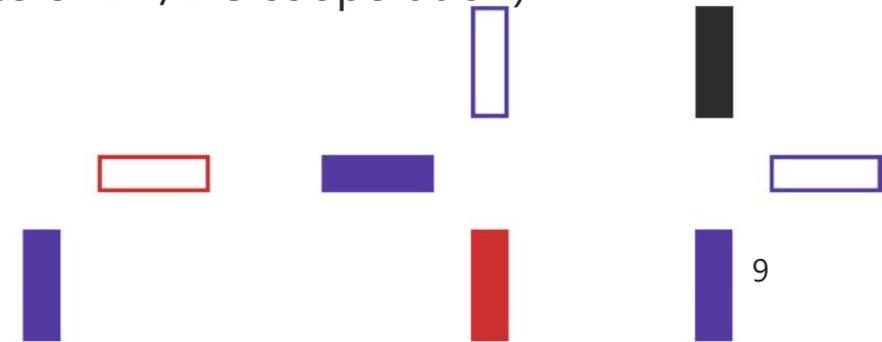


# State-of-play EIC-EIT cooperation (3)



- **Agreed next steps**

- Better alignment of **EIC and EIT work programmes for 2022**
- Operational workshops and Forum discussion
- Develop **joint communication materials** for start ups/ SMEs and policy paper for Commission hierarchy and external stakeholders
- EISMEA to attend Forum with KICs and **high-level meetings** once new EIC Board / Chair is appointed
- Develop **roadmap for implementation of joint EIC/EIT activities in 2022** with timelines (monitoring and reporting tool to the established governing structures of EIT/EIC cooperation)



# EIC – examples of support for CCSI innovators and entrepreneurs

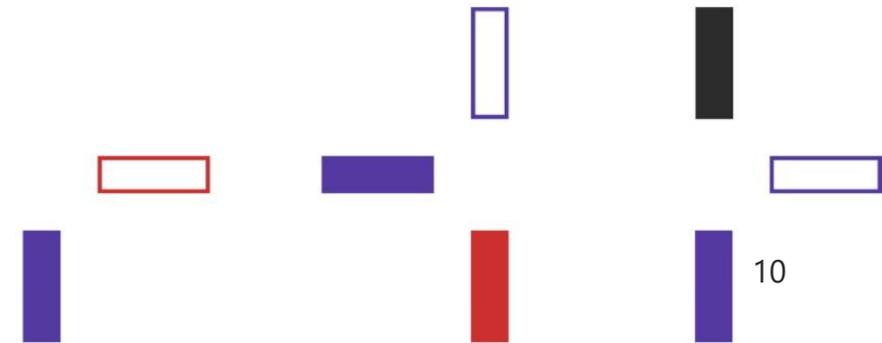


- **Expressive Text to Speed (TTS) (by VOISEED Srl) – Italy**

- Create virtual human-like voices, emotionally resonant
- Ground-breaking ETTS platform, driven by proprietary deep learning algorithms, to create virtual human-like voices, emotionally resonant, through a cost-efficient and time-saving process
- Offers *Voice as a Service* so that entertainment, e-learning and advertising companies will be enabled to generate and dub virtual voices into any target language, keeping the required prosody

- **Tactonom by (Inventivio) – Germany**

- Interactive output technology that enables blind people to access any digital information without help of others
- Software platform automatically transforms the information on the computer screen into Braille letters (alphabet for the blind) and tactile graphics
- Improve blind Europeans engagement in education, employment, mobility and participation in society.





# Thank you!

Federico Esu

Email: [federico.esu@ec.europa.eu](mailto:federico.esu@ec.europa.eu)

[www.eic.ec.europa.eu](http://www.eic.ec.europa.eu)

@EUeic

© European Union, 2021

Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

All images © European Union, unless otherwise stated. Image sources: ©Tom Merton/Caia Image, #315243588; ©REDPIXEL, #220695664; ©Halfpoint, #180578699; ©bnenin #213968072; ©MyMicrostock/Stocksy, #3094437622021. Source: Stock.Adobe.com. Icons © Flaticon – all rights reserved.

