

ICT work programme 2016-2017

ICT 21 – CALL 3

**Support technology transfer
to
the creative industries**

Why ?

To increase the competitiveness of the European creative industries

SMEs represent 85% of all actors in the creative industry sector, but they often face difficulties in adopting state of the art ICT technologies

=> stimulating ICT innovation in SMEs,

+ fostering exchanges between the creative industries SMEs and providers of innovative ICT solutions.

What ?

Actions should support creative industries SMEs in leveraging emerging ICT technologies for the development of innovative products, tools, applications and services with high commercial potential.

(No further guideline)

How ?

Proposals should ensure that creative industries SMEs are participants in the consortium and take on **a driving role in the action**, i.e. leading the innovation activities and liaising with end-users, ensuring that the work responds to a clear market demand.

The **draft business plan** provided should demonstrate that the solutions are cost-effective, market-ready and targeted at existing markets with a potential for cross-border extension.

Proposals should make clear if the action would lead to **impacts** at European or international level and explain how the achievement of those impacts would be **measured**.

Support technology transfer to the creative industries

Action: Innovation Actions

Project duration: expected 12<-> 18 month

Project funding: expected 0.5 <> 1 Mio €

Total budget: 14 Mio € (Indicative)

Opening: 20 October 2015 (Indicative)

Deadline: 12 April 2016 at 17.00 Brussels time (Indicative)

Thank you!

How to keep in touch:

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