



# CreatINNES

Strategic Partnership for Innovation and Business Skills  
Development in the Cultural and Creative Industries Sector

[www.creatinnes.eu](http://www.creatinnes.eu)

The Creative and Cultural Industries (CCI) are acknowledged as a source of copious innovation and a key driver for economic growth, increasing the competitiveness of the European economy, especially in specific sectors such as tourism, cultural heritage, and design. Despite its overall economic significance, the field of CCI has faced unique challenges due its distinctive fragmentation and, in some sectors, the preponderance of small businesses or freelancers. The unique needs stemming from the unique challenges include:

- 1 ...the need for new models of cross-sectoral collaboration and "out-of-the-sector" thinking to overcome the size-related barriers confronting the typical SME/freelancer CCI entities,
- 2 ...the need for acquiring business skills and practical knowledge necessary for succeeding commercially, and
- 3 ...access to finance for scaling up operations and production.



## Create and Innovate

CreatINNES is a European project funded by the ERASMUS+ funding scheme 2018-2021. Behind CreatINNES, we are six European organizations from Bulgaria, France, Germany, Hungary, and North Macedonia, joined together in a strategic partnership, and dedicated to providing effective solutions to the educational and business needs of the Creative and Cultural Industries.



We bring together creativity and business, exploiting the mutually reinforcing impact of the two to boost innovation and the growth of the economy, especially in European regions.



We provide support for CCI startups and freelancers via innovative training programs based on knowledge co-creation and cross-sectoral collaboration.



We believe, on the one hand, in creativity as a shield against ordinariness and an essential component of long-term commercial advantage, and, on the other hand, in business competence as indispensable for turning creativity into innovation.



## Our activities

CreatINNES relies on a methodical and focused approach to creating new training programs for the Creative and Cultural Industries based on the in-depth analysis of the segments' needs and the extensive experience of the project team.



Identifying the skills gaps in the CCI in entrepreneurship, business acumen, and creative thinking.



Developing two multilingual training programs for enabling CCI entities and innovative startups to identify and seize opportunities for growth and access to finance: “Entrepreneurship for CCI freelancers and startups”, “Creative thinking for Innovation”.



Building the CreatINNES Academy – a digital platform for blended learning and open online courses for educators, students, freelancers, and entrepreneurs active in the CCI and digital sectors.



Devising a blended learning methodology for the CreatINNES Academy, encompassing blended learning, co-creation of knowledge, and creative labs tested in joint actions in different countries.



Organizing multiplier events for the promotion and economic exploitation of the European cultural heritage and activities through joint actions by CCI, digital, and audio-visual sector startups and interested individuals.





## **CreatINNES Team**

Our team is made up of a potent mixture of partners with extensive experience in education and trainings, blended learning, creativity and culture, entrepreneurship, business development, financing, innovation management, regional development, and tourism:

### **INI-Novation GmbH**

Germany (coordinator)

[www.ini-novation.com](http://www.ini-novation.com)

### **BIC INNOBRIDGE**

Bulgaria

[www.innobridge.org](http://www.innobridge.org)

### **MEDF Skopje**

North Macedonia

[www.mrfp.mk](http://www.mrfp.mk)

### **Budakov Films EOOD**

Bulgaria

[www.adacademy.eu](http://www.adacademy.eu)

### **Teleberry Kft**

Hungary

[www.teleberry.com](http://www.teleberry.com)

### **Alanam**

France

[www.alanam.fr](http://www.alanam.fr)

## Clear focus

It is our pleasure to share our experiences and expertise with you. We are looking forward to responding to your interest in our initiative, and we kindly invite you to participate in our activities and provide valuable feedback to us.

Our target groups include CCI freelancers; start-ups working in the cultural, creative, audio-visual, and digital sectors; entities developing solutions based on cultural heritage and tourism business opportunities; regional multipliers; members of our partnership networks; and the stakeholders of the latter.

## Join CreatINNES!

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[www.facebook.com/creatinnes](http://www.facebook.com/creatinnes)



[#creatinnes](https://twitter.com/creatinnes)

Let us together boost the creative and cultural industries in our respective regions and create win-win situations for mutual benefits.



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