

**PRESENTS**

the global event for creative entrepreneurship

## 2/3 NOVEMBER 2016 - NAMUR, BELGIUM





## THE GLOBAL EVENT FOR CREATIVE ENTREPRENEURSHIP

**b.creative** is the launch event of Creative Tracks, a EU project aimed at connecting young professionals worldwide to encourage cross-cultural collaborations and foster creative entrepreneurship. The project has already identified 1,200 networks of culture and creative entrepreneurs throughout the world.

**b.creative** is a global event which emphasises the relevance of all forms of innovation mixing artistic creativity, cultural competences and entrepreneurial skills to foster social and economic innovation.

**b.creative** will gather a large number of creative SMEs from all over the world.

**b.creative** participants are entrepreneurs with different skills and competences (artists, technologists, makers, engineers), funders and policy makers coming from more than 30 countries.



## ENCOURAGING INNOVATION AND ENTREPRENEURSHIP

The culture and creative industries are a bridge between the arts, culture, business and technology. Creative entrepreneurship is at the nexus between technological and non-technological forms of innovation.

Innovation is multi-faced and so is creative entrepreneurship.

**b.creative** takes a comprehensive approach in proposing topics and formats which cover a wide range of aspects from the ecosystem to adapted funding.

Innovation and the knowledge economy are on top of the global policy agenda of the United Nations, the European Union and the G20.

To innovate, Europe must nurture home-grown talent but also welcome all possible ideas, entrepreneurial know-how and capital, whatever their origin and whatever their affiliation. This why **b.creative** will gather creative and business leaders from all over the world to nurture innovation that shapes the world of tomorrow.



## INNOVATION FOR WHAT?

Innovation is recognised as intrinsic to the achievement of the **UN Global Goals** (which include tackling poverty, health and well-being, education, decent work and economic growth, innovation, sustainable cities and communities climate action), just as it is essential to the ten priorities of the current **European Commission mandate** (including jobs growth and investment, climate, a stronger global actor, democratic change). Innovation should help to embody a 'Europe that empowers' focusing on connectivity, solidarity, investment and jobs that was called for during the 2016 State of the Union.

The EU dedicates €9,841.52 M to Research and Innovation but non-technological innovation is seldom acknowledged. 'Innovation is more than science and technology. Social, demand- and needs-driven innovation matter more than ever. Organisational, service and business models are innovative, too.' (EPSC Strategic Note 'Opportunity now: Europe's mission to innovate', 2016)

► **Panel 'Creativity: making innovation meaningful?'**



## CULTURAL DIVERSITY AND CREATIVITY ARE MOTORS OF ECONOMIC AND SOCIAL INNOVATION

Creative industries account for 4.4% of the EU's GDP and 3.8% of EU employment. Culture is a central element in the new economy driven by creativity, innovation and access to knowledge to:

- give technological innovation a more human perspective
- engage thanks to imagination
- adopt and implement more user-centred approaches meeting societal demands for new forms of exchanges

Creative content is pivotal in fostering the experience economy, spreading technological innovations.

Creative skills bring new ideas, products and services as well as new business and organisational models which are needed to face the socioeconomic challenges of our times.

► **b.creative challenge for young creative entrepreneurs**



## INNOVATION POLICIES: THE RIGHT CONDITIONS

b.creative activities will focus on the framework conditions fostering innovation through the arts and creative entrepreneurship:

Cross-sectorial collaborations and facilitation of crossovers

- ▶ Workshop 1 - Stimulating cross-disciplinary innovation

A favourable environment

- ▶ Workshop 4 - Creative ecosystems

Networking programmes

- ▶ Speed networking sessions

Sizing the potential of culture and creative entrepreneurship, unlocking resources to support creative innovation:

More than 70 regions in Europe have included creative industries in their Research and Innovation Strategies for Smart Specialisation.

- ▶ Closing session on 'Creative policy making'



## CREATIVE ENTREPRENEURSHIP

Research and Innovation, SMEs and improving the business environment are the focus of the €33.5 bn European Fund for Strategic Investments.

**b.creative** sizes the challenges faced by creative enterprises which are mainly SMEs, diverse and fragmented, operating on volatile markets with higher risk ratio. To achieve their growth and innovation potential they need specific support to **access to finance** (capital shortage, valuation of intangible assets and IPR)

- ▶ Conversation 'Funding Creative entrepreneurship – the global vision'
- ▶ Panel 'Triggering investment in creative entrepreneurship'

to **go international** (fragmentation along language barriers)

- ▶ Workshop 2 - Making the most of international networking
- ▶ Workshop 3 - Branding and Marketing

to **access information on funding opportunities** for culture & creative industries

- ▶ Presentation of the Creative Tracks online networking platform

**b.creative** meets experts' recommendations and recent policy tools such as the Financial Guarantee Facility of the European Commission.



## CULTURE DIPLOMACY

Culture and creative sectors are important sectors promoted as part of the EU's development cooperation.

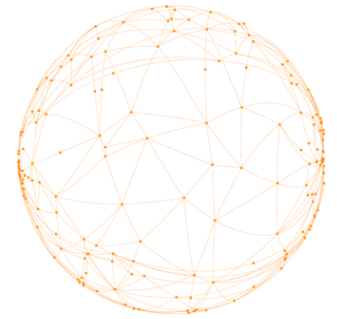
Creative Tracks is supported in the context of the EU's new strategy for international cultural relations promoting culture as an engine for sustainable social and economic development, culture and intercultural dialogue for peaceful intercommunity relations.

The recently launched Communication 'Towards an EU strategy for international cultural relations' (2016) follows the paths set out in the Preparatory Action for Culture in the External relations of the EU (2014).





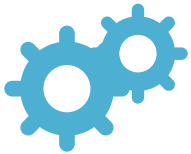
## b.creative HIGHLIGHTS



23 speakers



2 networking sessions



4 workshops



1 networks fair



5 debates



1 online platform



2 challenges



## PARTNERS

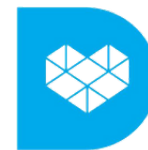
Creative Tracks benefits from the partnership of 7 European organisations and the involvement of around 1,200 networks supporting the creative industries throughout the world.



Co-funded by the  
European Union



b.creative is supported by Wallonie-Bruxelles International and the Shenzhen Design Week powered by Shenzhen Design City Promotion Association.



SHENZHEN  
DESIGN  
WEEK  
深圳设计周

[WWW.BCREATIVETRACKS.COM](http://WWW.BCREATIVETRACKS.COM)





## CONTACTS

For press information, registration and interview requests please contact:

Clémentine Daubeuf

KEA European Affairs

rue du Trône 51, 1050 Brussels

cdaubeuf@keanet.eu / +32 2 289 26 00



Join the event on Facebook



@creative\_tracks #bcreative