

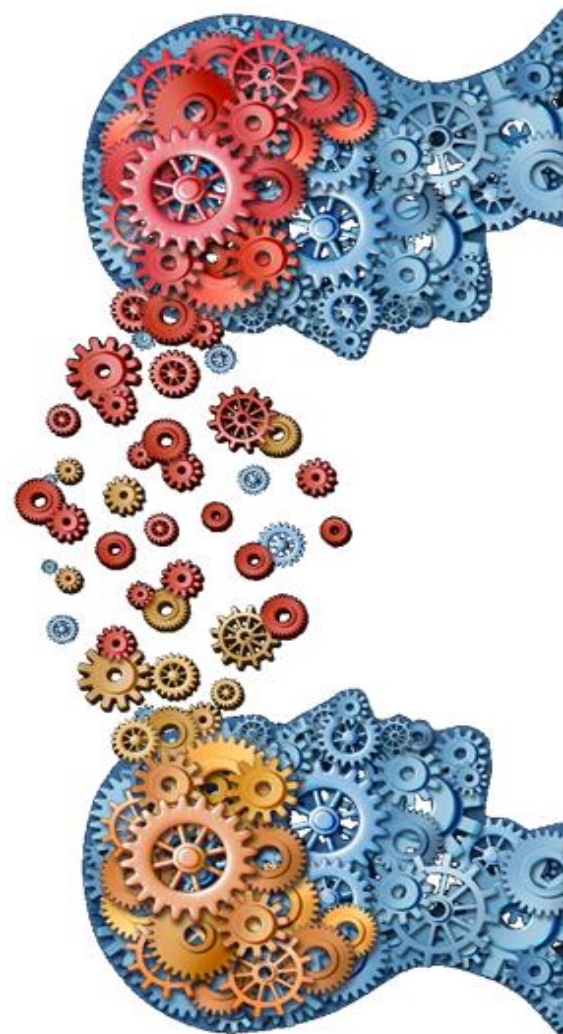
# Enterprise Europe Network

## Cultural & Creative Industries Sector Group

Our motto:

Connecting SMEs in the  
Cultural & Creative Industries  
Sector

3<sup>rd</sup> Newsletter  
June 2024



## Message from the chair

Céu Filipe



Europe is known as a **creative powerhouse**, with the cultural and creative industries making a significant contribution to the European economy. The sector continues to **grow and to gain significant strengths in various areas**, from specialist talent, to creative workforce and a steady flow of graduates, to games producers, arts, crafts, museums, technology and research and development.

Summing up, Europe is a global driving force for innovation in the cultural and creative industries and this is the main reason why the Sector Group Cultural and Creative Industries is committed to **boost the growth of culture and creativity**.

And how can our Sector Group contribute to have this **positive impact on creative ecosystem development**?

Among countless other strategies, we **pursue transformational initiatives**, promoting events that inspire change, creating new opportunities that were not available before and giving visibility to our talented customers.

We are **collaborating with stakeholders in the cultural and creative sector and beyond** to maximise economic and social impact through partnerships, research and knowledge sharing and other business practices.

Equally important, we are **looking at social value**, encouraging non-profit enterprises, cultural institutions, arts values establishments to be part of the Enterprise Europe Network to be a support at the doorstep of our communities, supporting zero-kilometer strategies or content creation and production suitable to local players (after all, who else produces better content about a place than the locals?), among other examples.

Europe's creative industries are **wide-ranging and a cornerstone**, not only of its culture but increasingly of its economy, with a huge potential to work closely with other sectors.

As such, creative businesses cut across many sectors and are a **focal point for creativity**.

Our Sector Group has the challenging role of nurturing talent and creating a **European community of cultural and creative storytellers** to spread the word about what our talented ecosystem already does and can do.

These are the very reasons why we publish another newsletter, as we like to keep tabs on what each member creatively delivers and to bring visibility to past and upcoming initiatives, partnering opportunities, funding programmes, success stories and information that is relevant to the CCIs.

The Sector Group Cultural and Creative Industries is proud to present to you the latest issue of its newsletter and hope you will **enjoy reading it!**

## First Things First – Updates and News

### Updates from the DG GROW on Cultural and Creative Industries In CCI SG Meeting in Krakow

On May 24, **Andréa Rodríguez Pérez** from the Directorate General for **Internal Market Industry Entrepreneurship and SMEs** (DG GROW) provided an insightful update on the state and **progress of the Cultural and Creative Industries (CCIs) ecosystem**. This presentation delved into various aspects of the EU Industrial Strategy. Rodríguez Pérez outlined DG GROW's mission, the challenges and transitions within the CCIs, and various initiatives and projects supporting the sector.



The Cultural and Creative Industries encompass a **broad spectrum of sub-sectors**, whose diversity highlights the vastness and richness of the CCIs ecosystem.

DG GROW's mission is to **foster and support entrepreneurship, networking, and skills for competitive and sustainable growth and innovation within the cultural and creative industries**. Their efforts also aim to promote the economic spillovers of these industries across the EU economy. To achieve this, DG GROW has initiated several key projects and support mechanisms. The **Enterprise Europe Network** (EEN) serves as a platform to support business innovation and growth across Europe.

Additionally, the **Cluster Collaboration Platform** and **EuroClusters** projects encourage collaboration among various industry clusters, enhancing the interconnectedness of the ecosystem. Financial support is provided through Access to Finance (Invest EU), while the **WORTH Partnership Project** acts as an incubator for designers and creative SMEs to test and develop innovative business ideas.

A large-scale skills partnership, part of the **EU Pact for Skills**, focuses on upskilling the workforce within the cultural and creative industries. Another initiative, the **Erasmus for Young Entrepreneurs Programme**, facilitates new entrepreneurs gaining valuable experience abroad. Additionally, intellectual property rights support is crucial in protecting and managing intellectual property effectively within the sector.

The **European Monitor of Industrial Ecosystems** plays a significant role in analyzing various industrial sectors, including the cultural and creative industries. It focuses on the uptake of green and digital technologies, investments and funding, skill development, and sustainable competitiveness.

The findings from the Monitor reveal that the **environmental impact of CCIs is around 1-3% of all industries**. There is an increasing interest in clean technologies such as renewable energy sources, eco-friendly materials, and digital technologies for virtual events. Sustainable production methods, particularly in the audiovisual sector, and 3D technology for cultural heritage preservation are also gaining traction.

Despite growing investments, significant challenges remain in funding the green transition, with around 51% of surveyed participants having increased their green investments in the past five years.

The **digital transition within the CCIs has been profound**, with between 4-36% of professionals possessing advanced digital skills. The video games and architecture sectors are the most digitally skilled domains. The impact of digital transformation spans all elements of the CCIs' value chain, leading to high activity among tech startups within CCIs, particularly in news media, design, and video games sectors. The increased use of AI and big data is evident in material selection, production automation, and new service delivery.

Among the support and development projects, the **WORTH Partnership Project** stands out. This EU incubator supports designers and creative SMEs in developing innovative business ideas. Key upcoming events include an exhibition at Milan Design Week in April 2024 and mentoring for approved projects starting in June 2024.

A significant regulatory update is the **new regulation on geographical indication protection for craft and industrial goods**, set to be enforced from December 2025. This regulation will protect craft and industrial goods across the EU, provided they meet specific criteria related to their geographical origin and production processes.

DG GROW continues to play a crucial role in supporting and developing the cultural and creative industries within the EU. Their initiatives, focusing on entrepreneurship, green and digital transitions, and intellectual property rights, are paving the way for sustainable and innovative growth in this diverse and dynamic sector. For more information, interested parties can visit DG GROW's website and other related links provided in the presentation.

In conclusion, **DG GROW's ongoing efforts and initiatives are essential in nurturing the cultural and creative industries' ecosystem**, ensuring its sustainable growth and innovation while addressing the challenges posed by green and digital transitions.

The presentation of Andréa Rodríguez Pérez is available in the [SG meeting presentations](#).

## Krakow in the spotlight for the first semester SG CCI meeting

The **CCI SG first semester meeting** in Krakow, Poland from 20<sup>th</sup> to 22<sup>nd</sup> May 2024. Hosted by the **Krakow Chamber of Commerce and Industry** and supported by SMEs Executive Agency (EISMEA), and DG GROW, the 3-day initiative brought together Network partners operating across cultural and creative industries to share relevant knowledge, hear from industry representatives and stakeholders, as well as to get the latest updates affecting the sector.

The second day of the Sector Group meeting included worthwhile visits to the Digital Dragons Exhibition at the Krakow Technology Park and the Stained-Glass Museum, where SG partners took invaluable insights on digital and crafts trends.

The third day was dedicated to a decentralized training on Intellectual Property Rights in the international growth of SMEs, delivered by fully trained intellectual property professionals.



The training enable the SG members to develop a detailed understanding of all aspects of IP and its relationship with business, culture and the economy.

The session addressed a range of IP topics including types of intellectual property and benefits of legal protection, territoriality of intellectual property rights, international protection systems, barriers to trade, copyright and related rights, from trademarks to patents, designs and trade secrets.

Use this link to access the [SG meeting presentations](#).

The Partnership Profiles presented and discussed at the SGCCI meeting are available [here](#).



The SG thanks the Krakow Chamber of Commerce and Industry for being such a wonderful host and looks forward to attending the **next SGCCI meeting** in **Ljubljana, Slovenia**, from **20<sup>th</sup> to 22<sup>nd</sup> November!**

## Must-read publications

### The evidence on the role of the arts in improving health and well-being



The Health Evidence Network Synthesis Report synthesizes the global evidence (over 3000 studies) about the **role of the arts in improving health and well-being** in a European context.

The report suggests that the beneficial impact of arts could be furthered through:

- acknowledging and acting on the growing evidence base;
- promoting arts engagement at the individual, local and national levels;
- and supporting cross-sectoral collaboration.

Download the Health Evidence Network Synthesis Report [here](#).



**Fondazione Symbola**, an Italian network for cultural and creative heritage, did an interesting research about the **Italian Design Economy in 2024**. Faced with the climate crisis and high levels of social and territorial inequality, the scale of what we need to plan – and redesign – is enormous.



**How will we decarbonize homes, offices and public spaces** which are responsible for 45% of energy consumption and 18% of CO2 emissions?

**How will we redesign healthcare systems** to support the 4.4 million dependent elderly people expected in just under six years, in **2030**?

**How will we improve physical and digital connectivity and living standards** in urban, mountain and rural areas of the country?

**What will we do to make artificial intelligence a tool that accelerates the well-being of all** and not just a few?

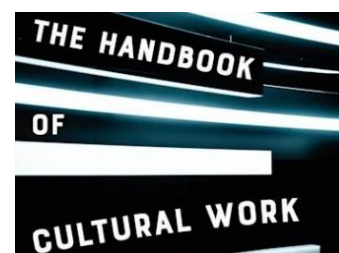
These questions pose enormous design challenges that question our entire design community. **EEN**

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**The Handbook of Cultural Work** (ed. Christos Carras) brings together **leading experts, practitioners, and theorists** from across Europe to discuss the increasingly **interdisciplinary nature of cultural work**. In other words, how cultural work interacts with education, research, health, and addresses contemporary issues such as the climate emergency, sustainable development, discrimination, and inclusivity.

The handbook serves as **essential reading** for students of arts and cultural management, management in other creative industries, and curation. It focuses specifically on the **European Union (EU)**. This choice recognises the diverse **conditions that influence cultural and creative sectors work**, which intersect with various social, political, and economic aspects.

The open access initiative was funded by the **Onassis Foundation**, Greece. **Download The Handbook of Cultural Work** [here](#).



## Recent Achievements

Startups make Money & Money makes Startups!

**Startup Money  
2024**

**What about an event where money marks the spot?** In May 2024, Czechia organized a newly established annual event for angel investors, venture capital investors (VCs), and startups seeking investment (pre-seed and seed). With an audience of 150 and speakers from both local and international VCs, experienced angel investors, and successful startups, the conference was a significant gathering.

One of the segments was dedicated to the **game industry** in Czechia and its potential for investors. Two prominent guests represented the industry on stage: Marek Rabas, CEO and founder of Madfinger Games, an indie studio from Brno, and Miloš Jeřábek, co-founder and executive producer of the Finnish studio Redhill Games. Both speakers brought a wealth of entrepreneurial and investment experience, having raised funds from Czech, Finnish, and global investors and funds. A significant part of the conversation focused on the specifics of **game development startups** compared to other tech startups and how investors can enter this particular market.



Also worth mentioning, the successes of the **KUMST – the Creative HUB in Brno supporting people from creative industries** who create for others as well:

- **Kikiriki Games** - member of our gaming incubator Gamebaze released inclusive quizz game "Brave Brain" friendly for both seeing and visually impaired players. <https://www.thebravebrain.com/>
- **Chybik+Kristof** - Brno based architecture studio, currently in our SME incubation consultations, has opened it's first non-EU branch in London: <https://nla.london/members/chybikkristof>, also they presented they works at European Design Days in Brussels.
- Record label **Mike Roft** situated in our creative hub KUMST received prestigious Czech Music Award Anděl 2023 for works of their rapper/singer member Calin.
- Our member in consultations and creative hub KUMST **Denisa Strmiskova Studio** received main price in the Czech Interior Award 23.

**Net4Society**, the **international network of National Contact Points (NCPs)** for Cluster 2 in Horizon Europe, continues to **support researchers in submitting successful proposals by improving consulting quality and integrating Social Sciences and Humanities (SSH) disciplines**. Our goals include **enhancing NCP services across Europe**, simplifying access to Cluster 2 calls, and raising proposal quality. We also focus on attracting new stakeholders, especially from countries with lower success rates in Horizon 2020.

Stay connected via our social networks and the Cluster 2 Community Platform for partner searches and proposal writing support. For more information, visit [www.net4society.eu](http://www.net4society.eu) or contact us at [contact@net4society.eu](mailto:contact@net4society.eu).

## Latest Features

The latest features across the Cultural and Creative Industries sector.

### Intellectual property as a vital part of the creative economy

The creative industries cover everything from the media, publishing and the arts to fashion, advertising, communication and design. The **creative economy is already one of the world's fastest growing** and, according to Deloitte, the creative industries could grow by as much as 40% by 2030, adding more than 8 million jobs to the world's economy.

Regardless of how the various creative industries develop, the ideas, creations, content and technology at the heart of creative **businesses must be protected from misuse by competitors**.

At a time when technology has opened new opportunities for the creative economy (digitalization, 3D printing, artificial intelligence, augmented and virtual reality, blockchain, cloud computing, drones, and the Internet of Things) it becomes more and more important to **raise awareness on Intellectual Property for Creative Industries in the digital environment**, as these new technologies present fresh challenges in how to protect the rights of creators while allowing the evolution of digital tools.

Therefore, it would be important to shape a new EU regulatory framework encouraging and protecting digital creations. Until then, it is important to revisit the EU's [Directive on Copyright in the Digital Single Market](#).



### Impact Investing in the Cultural and Creative Sectors

Newcastle University published the **report *Impact Investing in the Cultural and Creative Sectors*** that identifies a growing movement of investing for impact in the cultural and creative sectors globally, emerging at the precise moment that the sector urgently needs to examine new funding models.

As the arts and culture sector is a critical part of the creative industries ecosystem, the report is particularly relevant, as it explores the current state of and potential for this emerging funding source for the creative and cultural sectors. The team behind the report are keen for the cultural and creative sectors to move from the wings towards centre stage within the theatre of impact investing.

Show more: [Impact Investing in the Cultural and Creative Sectors - Insights from an emerging field](#)



## Business Angels Europe

**Business Angels Europe (BAE)** is the European Confederation of Angel Investing, established in 2012, covering 20 of the most leading and active Angel groups and networks across Europe.



On behalf of the EIT Culture & Creativity, BAE circulated in 2023 for the first time an investment survey about cultural & creative sectors and industries to some 10,000 investors. According to Bernd Fesel, CEO EIT Culture & Creativity., this investment survey is the start to develop a sound empirical base about the European Investment Landscape in the cultural and creative sectors and industries (CCSI), missing so far in Europe. EIT Culture & Creativity aims to regularly update this fact base, widen its empirical base and its scope, increase transparency and strengthen foresight in the investment arena for CCSI.

The findings from 97 completed responses received to the online survey and 15 one-to-one detailed video interviews are available [here](#).



**Sustainability for All** is a cycle of seminars that aimed bringing together academics, companies and policymakers to highlight the **importance of joining forces between innovation, sustainability and responsible production to meet jointly the sustainability challenges** and promote key areas that touch upon sustainability, including **environmental conservation and socio-economic development**, standing for a commitment to the economic viability and sustainability of European businesses. The first of these initiatives took place in Porto – Portugal, in May 2024, hosted by AEP, Chamber of Commerce and Industry, as a member of Enterprise Europe Network.

**‘The impact of eco-design and the digital product passport on the lives of companies and the environment’** was the theme of an initiative that brought together Government Institutions, Research Centers, Industry, Business Associations and Chambers of Commerce and Industry to discuss the **legal and economic landscape surrounding eco-design and digital product passports** and how legislators can and **should encourage industries to drive positive environmental change**.

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## Future Calls

On this page you will find calls for funding in the cultural and **creative sectors**.

### EAC/P01/2023

Deadline 16 Oct 2024  
23:59 CEST

Call for applications for the 2030 European Capital of Culture title for cities in EFTA/EEA countries, in candidate countries and in potential candidates for EU membership May 2024.

**Opportunity details** [here](#)

### EAC/A03/2021

Deadline 30 Sep 2027

Call for expressions of interest to establish a pool of experts to the Panel for the European Capital of Culture Action.

**Opportunity details** [here](#)

### CREA-LS CREA Lump Sum Grants

10 Sept 2024

Call for applications to provide funds to audiovisual production companies to develop work with high creative value and cultural diversity and wide cross-border exploitation potential.

**Opportunity details** [here](#)

### CREA-MEDIA-2024-FILMOVE

Deadline 18 Jul 2024

Call for expressions of interest to encourage and support the wider distribution of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution of non- national European films.

**Opportunity details** [here](#)

*Take advantage of these current calls and programs to boost your creative endeavours, secure funding, and explore new avenues for growth and innovation in the cultural and creative industries.*

## Upcoming Events

### Business, Creativity, Culture at Brokerage Events

#### [5G to 6G for CitiVerse](#)

**18 June – 5 July 2024 | Italy**

This event will be focused on showcase and promote the debate among Public Authorities, Research and Industry on concrete advancements in the application of 5 to 6G emerging technologies solutions for urban innovation towards the upcoming European paradigm of “CitiVerse”.



AI, IoT, Blockchain and XR:  
the drivers for urban innovation in  
Future Cities & Communities

#### [Innovat&Match 2024](#)

**26 – 27 June | Online**

This online matchmaking event is focused on 9 topics, from cultural and creative industries to building and construction, digital transformation, energy and sustainable development, tourism, urban economy, mechatronics and motoristics, health and wellbeing and agrifood.



#### [B2B Torino Sport & Fashion Match 2024](#)

**29 June – 1 July | Torino, Italy**

The international event of matchmaking addressed to textile| fashion | creative and sportswear industries that facilitates the creation of international partnerships between companies | retailers | distributors| buyers | investors| industrial experts and stakeholder amid the textile ecosystem.



#### [EUREKA Eurostars 7th call Matchmaking Sustainability - Virtual Marketplace](#)

**12 July - 12 September 2024 | Online**

This is a virtual marketplace to search and profile project opportunities as well as facilitate introductions between companies in the framework of the Eurostars 7<sup>th</sup> call that invites consortia to apply high quality R&D projects within all technology fields.



#### [Nordic Innovation Fair 2024](#)

**18 September | Copenhagen, Denmark**

Researchers and spin-outs from Sweden, Norway, Finland, Iceland, and Denmark will present their inventions with the aim of finding business opportunities for: licensing, co-development, research collaboration, funding and/or investment. This year's categories are Digital Solutions, Quantum Technologies, Medtech & Diagnostics, Biotech & Pharma, Greentech & Food.



### 100th Anniversary of the Lithuanian Song Celebration

**2024 June 29 - July 6 | Vilnius, Lithuania**

A century of binding tradition – join Vilnius at the 100<sup>th</sup> Anniversary of the Lithuanian Song Celebration. “May the Green Forest Grow” – codes the goal to Lithuanian community, outlines our duty to acknowledge the Who and Why planted the green forest a century ago, as well as our obligation to grow it for the future generations to benefit from its shade. The Celebration week will feature the Dance Day, the Ensembles Evening, the Folklore Day, the Song Day and plenty of other events.



### BLON Animation and video game festival

**2024 September 12-15 | Klaipėda, Lithuania**

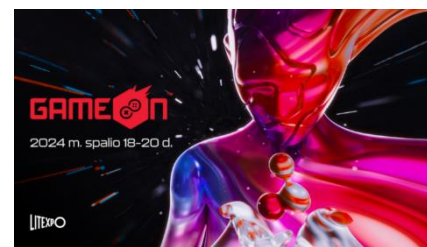
The event is held in Klaipėda, Lithuanian port at the Baltic Sea, and invites to see the latest animated films from the Nordics, the Baltic countries and the whole world, discover the latest video games and get to know their creators, hear about the animation and game projects currently being developed and get new ideas for creative projects in the organized seminars and meetings.



### GAMEON 2024

**2024 October 18 - 20 | Vilnius, Lithuania**

The 7<sup>th</sup> edition is set to be bolder than ever this year – aiming to completely erase the boundaries between virtual and physical realities. GameOn combines the biggest Baltic B2C games expo, a conference, and high-quality B2B events for entertainment industries.



### DECO DAYS 2024

**2024 Sempember 12-15 | Cluj-Napoca, Romania**

Deco Days promises a new and exciting experience in the world of interior design lovers. The 9<sup>th</sup> edition of the event will be a meeting point for designers, related companies, architects and the beauty-loving public.



### TRANSYLVANIA FASHION FESTIVAL

**2024 Sempember 6-8 | Cluj-Napoca, Romania**

Transylvania Fashion Festival plays an important role in the awards cycle dedicated to excellency in fashion in the past 28 years and is designed to boost the designers presence on the extensive European stage through the united contribution of the European Fashion Council partners.

Designers can register until 15<sup>th</sup> July 2024, with 15-20 pieces *per* designer [here](#).



## [IMPACT – Development of innovative business ideas for SMEs in the Furniture & Lighting industry](#)

**2024 October 16 | Padova, Italy**

The Open Call for Travel Vouchers is designed to support the participation of SMEs operating in the lighting and furniture sector and tech-savvy SMEs in the SILEO Hack Day event entitled “IMPACT – Development of innovative business ideas for SMEs in the Furniture & Lighting industry”. SILEO Open Call for Hack Day Travel Vouchers until 28<sup>th</sup> June 2024 [here](#).



## Upcoming Events

### New talent at Conferences, Summits, Festivals and Fairs

#### [Venice Biennale - International Art Exhibition](#)

20 April – 24 November | Italy

#### [International Conference on Creative Industry](#)

20 – 21 June | Austria

#### [Lithuanian Song Celebration – 100th Anniversary](#)

29 June – 6 July | Lithuania

#### [FIA - International Crafts Fair](#)

29 June – 7 July | Portugal

#### [QSP Summit](#)

2 – 4 July | Portugal

#### [International Conference on Textiles and Fashion](#)

4 – 5 July | Czechia

#### [International Conference on Music in Society](#)

4 – 5 July | Czechia

#### [International Conference on Film Studies](#)

4 – 5 July | Czechia

#### [Curtas Vila Do Conde International Film Festival](#)

4 – 5 July | Portugal

#### [Gamescom for Business](#)

21 – 25 August | Germany

#### [Contextile 2024 – Contemporary Textile Art Biennial](#)

7 September – 15 December | Portugal

#### [Creative Skills Week 2024](#)

16 – 20 September | The Netherlands



Brno, Czechia will host the **Velvet Innovation conference** on 14<sup>th</sup> November 2024. This year's theme **Ambition (Un)locked** invites leaders and innovators to dive into the potential of ambition without constraints while considering strategies that ensure future sustainability and resilience and our SG partner JIC will do their best to bring together people from companies, public and research institutions, universities, NGOs, and the creative industry to inspire and connect people dedicated to innovation without demolition. Register at [bit.ly/VIConference2024](https://bit.ly/VIConference2024)!

### Net4Society Events:

- Pre-Brokerage Events: Organized in conjunction with major Cluster 2 calls to facilitate partnerships and proposal development.
- Awareness Raising Events: Promoting SSH integration and presenting opportunities for stakeholders in Horizon Europe.
- Brokerage Events: Held annually prior to the Cluster 2 Work Programme publication, with additional events supported by EEN throughout the year.

### Creativity Meets Clusters in Bari next November



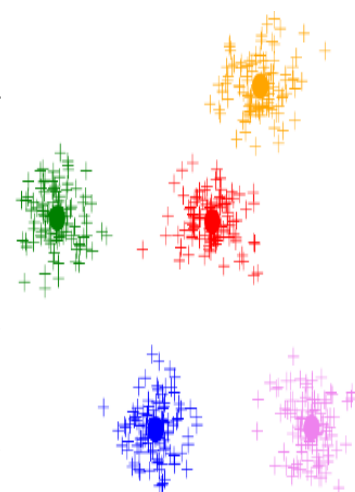
"Creativity Meets Clusters" is the **international matchmaking event for the cultural and creative enterprises** organized by the Consortium of the Arts Teatro Pubblico Pugliese and Puglia Creativa, with the collaboration of Unioncamere Puglia\ Enterprise Europe Network and the patronage of SIAE.

The second edition of this important event will be held in **Bari**, Puglia (Italy) from **19-20 November 2024**.

### Objectives of the second edition

Making clusters leaders in defining new visions and strategies for the **growth of the European and international cultural and creative ecosystem**. How? Activating dynamics of bottom-up construction of policies for the sector turning the event into an opportunity for new projects and new business opportunities for companies.

**EEN Contact: Unioncamere Puglia** | Angela (Chicca) Maralfa [chicca.maralfa@ba.camcom.it](mailto:chicca.maralfa@ba.camcom.it)



## Success Stories



### The power of client testimonials and success stories showing the power of the cultural and creative industries.

#### A creative and ecological story we should all aspire

**MINERAL Organic Crafts®** is a registered trademark that **manually produces ecological air fresheners**, affirming itself in the "slow decor" and "passive diffusion" segments.

The base of the pieces is ceramic powder (it is a high-quality plaster constituted by the mineral gypsum), to which is added a floral essence, mineral pigments, preserved natural flowers and packaging.

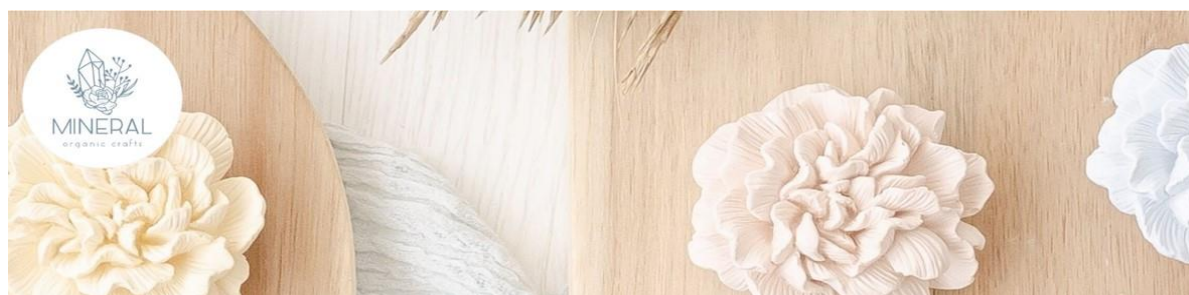
The project emerged in 2020, as the result of the forced pause by the covid-19 pandemic, at the hands of artisan Cláudia Gomes, a communication consultant and event organizer, who was joined by her husband, Paulo Santos, chemist and project manager in the industrial area. Initially, the goal was to create souvenirs for small celebrations, but Cláudia soon realized that they could extend the product range and create home/car diffusers and, more recently, equally fragrant floral arrangements.

Each air freshener is **handmade**, in small scale, **avoiding waste of resources**. Attention to detail and quality is present in the entire production process. The "perfuming" is done manually, piece by piece, ensuring total coverage and an excellent power of diffusion of the fragrance, for an effective aromatization of spaces.

The brand promotes the energetic cleaning of environments, as their chemical formulation is the same as the famous Selenite crystal, known for its subtle energy.

Products have small imperfections, making each piece unique and irreplicable.

"Diving into the essence" is the slogan chosen by the brand because of the consumer's travel through the olfactory notes of the essence used to perfume the air fresheners (created by the greatest perfumers in the world), and, above all, the "dive" of pure contemplation of art and creativity associated with manual work and full of soul.



Click [here](#) to read the whole success story!

## Let's get that film rolling! – Creating large skill partnership

Mr. Zoltán Deák, a Hungarian expat, lived in Australia and worked as a film producer. In 2015 he moved back to Hungary and started to work for a **local film production SME** near Pécs (South Hungary). He was looking for new production opportunities and partnerships, and therefore contacted our office.



The EEN office of Pécs is hosted by the local CCI and is a member of the only **Creative Industry Cluster** of the country. As members of the EEN Creative Industry Sector group, we promote all the services and partnering events of the Creative community. One of them was the **B2B about product placement in films** during the Udine Far East Film Festival in 2018 – co-organised by (CISG member) EEN office of Udine. Zoltán registered for the B2B, participated at the conference about product placement and had several business partnering discussions. Later he **created a film production company** and asked our help again to reunite all the stakeholders and possible **cooperation partners for the first film to be shot entirely in Pécs**. We used the opportunity of the Design Pécs event – organised each year to emphasise the presence of the creative industries in the region.

For the "**Green Path to the Red Carpet**" - Film Roundtable - DesignPécs2022, we invited all those interested in getting involved at any point in the local film production process and two UK distribution companies joined the discussion online. We agreed that it was very important for a (re)start-up industry to meet the sustainability requirements of the times at all levels, so we organised the workshop around the following themes: "How would the revitalization of the film industry contribute to a renewed, dynamic, green and vibrant image of Pécs? How would it help local entrepreneurs, hotels and restaurants? How can sustainability trends/requirements be implemented in the film industry in Pécs? What would be the positive impact of this sudden awareness on international tourism in the region?"

Here's the big announcement: since the roundtable Zoltán has **founded another company** with the participation of a UK investor specialising in post-production and has **produced his first film**, shot with wide participation from local businesses - a Christmas Rom-Com, in English for world distribution. The selling of the films rights is in progress, in the meantime development has started for the next film.

Results: **cooperation of 40+ local creative industry SMEs**, raising income for HORECA sector during and after the filming, enhancing the **visibility of Pécs for the tourism sector**, therefore attracting investors, foreign students, and talent to come and settle here.

## Kabak Company's Journey to Sustainable Development Through Carbon Footprint Calculation

Since its inception in 2013, Kabak Company has established itself in the **textile industry**, primarily producing socks and an array of accessories such as belts, hats, scarves, and pins. With a presence in major city shopping streets and an online platform, Kabak has been on a noteworthy journey toward **sustainable development**, aligning its operations with **environmental consciousness**.

A significant catalyst in Kabak's sustainability journey has been its collaboration with the Enterprise Europe Network (EEN) at Łukasiewicz-WIT. Since 2021, **EEN has played a crucial role in supporting Kabak's development and internationalization**. With the help of a dedicated sustainability advisor, Kabak undertook a thorough **needs assessment** and developed an evolving **action plan focused on reducing its carbon footprint**.



Initially, Kabak attempted to calculate its carbon footprint independently but quickly recognized the limitations of their internal methods. Seeking accuracy and actionable insights, the company turned to EEN for assistance. The comprehensive assessment, conducted from May 2023 to January 2024, focused on Scope 1 and Scope 2 emissions - direct emissions from owned sources and indirect emissions from the generation of purchased energy, respectively. The results of this rigorous analysis were eye-opening. The report not only highlighted areas requiring immediate attention but also provided a set of recommendations to drive meaningful change. This initiative proved instrumental in **reshaping Kabak's business strategy**, aligning it with **global sustainability standards**.

Armed with a detailed carbon footprint report, Kabak made significant adjustments to its operations. One of the key actionable insights was the realization that high-emission products were also costlier to produce. This understanding led to a strategic pivot towards **more environmentally friendly products**, which positively impacted the company's profit margins. Changes were not limited to product lines alone. Kabak refined its supplier questionnaires, incorporating new queries about emissions. Additionally, the company relocated its warehouse and optimized delivery routes, reducing the carbon footprint associated with logistics—a recommendation from the carbon footprint report.

Kabak's proactive approach to sustainability has yielded multiple benefits. By better understanding and managing its emissions, the company has enhanced its **competitiveness** in a market increasingly sensitive to environmental impact. Moreover, these efforts have bolstered Kabak's **brand image**, positioning it as a forward-thinking, responsible company committed to **sustainable development**.

As businesses worldwide grapple with the realities of climate change, Kabak's experience serves as a compelling example of how strategic sustainability initiatives can drive growth, improve margins, and enhance brand reputation. Through continuous efforts and a clear commitment to sustainability, Kabak is not just adapting to the evolving market landscape but is also setting a standard for others in the industry to follow.

## Business Profiles – Let's get visible



– READ ABOUT CCI BUSINESS PROFILES –

#polyurethane foams #non-wovens #🇵🇹 #business offer

[#BOPT20240529011](#) #Portugal

#natural dying #upcycling #sustainable clothes #🇬🇷 # [BOGR20240521013](#)

#Greece

#technology #intelligent transportation #🇵🇹 # [BOPT20240523008](#)

#Portugal

#art #sculpture #indoor and outdoor spaces #design # science and  
innovation#🇷🇴 # [BORO20240530003](#) #Romania

#textile #footwear #fashion brands #apparel #bags #materials #🇵🇹 #

[BOPT20230906012](#) #Portugal

# art-based lamps #co-design #natural-based materials #smart production  
techniques #🇷🇴 # [BRRO20240605021](#) #Romania

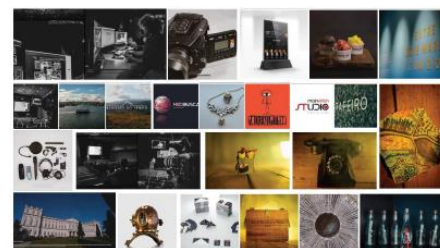
#100% recycled #PVC #modular flooring #distributors #🇵🇹 #

[BOPT20230818010](#) #Portugal

## Other relevant business opportunities

With the collaboration of the Sector Group Cultural and Creative Industries, the **Women Entrepreneurship Thematic Group (WETG)** published the **3 Minute Pitch E-Catalogue** with high-level cooperation profiles to support and empowers women, promoting woman entrepreneurship and the Network's business and innovation support activities:

Portuguese company specialized in audiovisual and multimedia tools for promotional, institutional and commercial media is open to establish commercial agreements with companies and institutions in any business area. They provide high quality creative audiovisual works in video, photo and design. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))



Serbian company specialized in **signage for both internal/external usage**, and for **industrial marking with high precision tools**, according to ISO standardization. They are interested in market expansion and gaining new clients in the HORECA industry, retail industry, production facilities, as well as other companies seeking production services in signage, industrial marking and promotional branding. For further information, please contact Sanja Popovic Pantic ([sanjab.pantic@pupin.rs](mailto:sanjab.pantic@pupin.rs))

Portuguese company dedicated to **branding and packaging design for wine and spirits**, is currently expanding its international presence and seeking producers that need product development and glass bottle design. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))



Portuguese clothing brand only uses **textile waste to create timeless pieces in limited editions**, signed by different designers and made by experienced, senior sewers, to deliver quality, exclusivity and sustainability to consumers, with a positive social and environmental impact. The brand is looking for joint projects. For further information, please contact Céu Filipe ([ceu.filipe@aeportugal.pt](mailto:ceu.filipe@aeportugal.pt))

Serbian company provides a procurement online platform which delivers added value and efficiency in procurement to wholesalers, restaurants, cafes and brands in the food and beverage industry. to scale the company at domestic and global levels, the company is looking for partners to join them. Next steps also involve raising investments for development of the new version (v2) of the software. For further information, please contact Sanja Popovic Pantic ([sanjap.pantic@pupin.rs](mailto:sanjap.pantic@pupin.rs))



Portuguese **Luxury designer** proposes a **contemporary vision of traditional Portuguese craftsmanship**, through the sale of clothing and accessories with a focus on the international market and developed in collaboration with artisans throughout the country. The company is currently looking for investment for HR and also for distribution partners in several markets. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))

Portuguese company invests in Innovation and Research, prioritizing endogenous products and enhancing Circular Economy, Blue Economy and Upcycling. Their main focus is to guide its customers through the parameters of sustainable management, gathering several business sectors, from eco-construction to ecoarchitecture, eco-products, textile eco-design, collection and evaluation of inert waste from various Regions. The brand is currently looking for business partnerships. For further information, please contact Céu Filipe ([ceu.filipe@aeportugal.pt](mailto:ceu.filipe@aeportugal.pt))



Croatian online platform for promotion, networking and job ads in the film and TV industry. Their goal is to have all the production companies and professionals listed in one place, and to have a network of professionals and clients where they can search for the right person to implement a project or for a job in the creative audio-visual industry. The brand is currently looking for business partnerships. For further information, please contact Emilija Stručić ([emilija.strucic@techpark.hr](mailto:emilija.strucic@techpark.hr))

Portuguese company offers **innovative and versatile bags for a dynamic use**. The design is unique and gives the user options to transform the bag in size or shape according to carrying needs or different moments of the day. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))

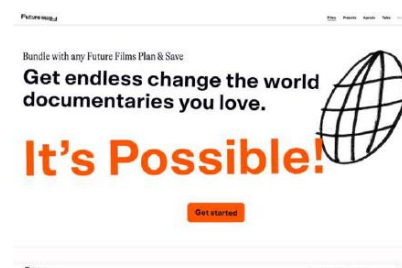


Portuguese sustainable fashion design brand converts used umbrellas into raincoats and accessories. The company is currently looking for distribution partners in several markets, as well as circular fashion partners to develop new circular projects. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))



Serbian company offering a solution for enhancing the online reputation of hospitality establishments provides a system that enables customers to swiftly submit reviews and an application designed for monitoring facility reviews and employee reputations. They are looking to partner with international hospitality establishments (hotels, providers of accommodation, restaurants, cafes, and all entities in need of reviewing). For further information, please contact Sanja Popovic Pantic ([sanjap.pantic@pupin.rs](mailto:sanjap.pantic@pupin.rs))

Portuguese audiovisual company is developing a streaming platform that aims at building a community of fans of films about sustainability and social justice focused on a positive view of the future. They are looking for partnership with film festivals, film directors, producers, and NGOs or institutions that develop games, educational, sustainable and social projects in Europe willing to place their content on the platform for free. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))



Portuguese **brand of textile accessories combines social innovation with environmental innovation and pedagogy actions** to change current consumption habits. The brand is now seeking market penetration by forming partnerships with distributors and retailers in Europe. They are also available to provide bespoke services. For further information, please contact Céu Filipe ([ceu.filipe@aeportugal.pt](mailto:ceu.filipe@aeportugal.pt))



Portuguese sustainable fashion brand creates clothing designs for sustainability and circularity through clothing line that is, not only 100% local, but also respects the know-how of the region (wool) while creating an eco-friendlier alternative (recycled wool). The brand is currently looking for business partnerships, namely distribution partners. For further information, please contact Ágata Sequeira ([agata.sequeira@iapmei.pt](mailto:agata.sequeira@iapmei.pt))



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## Past events worth mentioning

### Innovation and creativity in action at the basis of the workshop "Future for businesses - the necessary change or to break the stereotype"

The workshop "**Future for businesses - the necessary change or to break the stereotype**", organized by Enterprise Europe Network - Ruse at the Business Support Center for SMEs, was held on May 23<sup>rd</sup> in Ruse, **Bulgaria**.

The leading experts in the fields of futures thinking and the creative method "Serious Games ® with LEGO®" - Hristina Kasparian from the Bulgarian Industrial Chamber and Tsvetelina Teneva from the Business Institute - helped participants understand what **literacy for the future** is, how to accept and manage the inevitable change, involving new knowledge, skills and attitudes.



We all live in interesting and dynamic times, where **technology, politics and society** are developing at breakneck speed. New realities require new skills and this workshop challenged companies to realize that they must be flexible and adapt quickly to changing conditions.

The participants looked at the signals FOR the future that ARE or WERE around them skilfully guided by Hristina Kasparian who seriously made them think, and then even more seriously they played with LEGO under the expert guidance of Tsvetelina Teneva to discover what their strengths as individuals and as businesses are so they can create the future they want for themselves and their business and not live the future others have created for them.

### Digital4Ruse Conference 2024: Digital Opportunities for Businesses returns for the third time in a row to showcase how digital innovation and creativity can shape the strategies for successful businesses

In April 2024, for a second year in a row, BSC SME - Ruse and Enterprise Europe Network - Ruse were partners and co-organizers of the **Digital4Ruse Conference 2024: Digital opportunities for business** that aims to create an atmosphere where participants can find new partners and business opportunities.



In the special panel discussion "**Online services for business internationalization**", Enterprise Europe Network - Ruse presented the unique free services that the network provides to SMEs. This year, the program of the event presented various formats - from panel discussions and presentations to the innovative "hot seat" format, where speakers were asked direct questions and had to provide specific solutions.

Current topics, such as **European funding for digital transformations**, **successful strategies for entering international markets** and the development of **effective digital marketing strategies**, where creativity is at the core of its success, were discussed.

The Digital4Ruse Conference 2024 was attended by over 150 participants representing various businesses in the region.

## NALB FORUM IN NEW YORK HIGHLIGHTED CREATIVE INDUSTRIES

On March 3-10, Vilnius Chamber of Commerce, Industry and Crafts, in cooperation with Enterprise Europe Network partners in the USA - European American Chamber of Commerce NY (EACCNY), organized a **business mission to New York**. The 5<sup>th</sup> North American-Lithuanian Business Forum becomes a tradition fostered by #teamLithuania, and each year receives more and more attention and feedback from authorities, and especially from business representatives. 300 participants attended the 2024 NALB forum, endless discussions followed, and many new connections were established!



The main emphasis this year was on technology, innovation, artificial intelligence, cyber security, transatlantic cooperation and **creative industries**.



"It's a wonderful feeling that so many kindred spirits live on both sides of the Atlantic. Concentration of positive energy and new ideas at the several-day NALB 2024 Forum! New York spoke Lithuanian! From Toronto to Los Angeles, from New York to Vilnius, we nurture each other and build bridges for future generations. I'm glad that the creative documentary the MUSE moved the hearts of New Yorkers and Lithuanians. It was great to share the emotion of the film here across the Atlantic! Thank you for a very warm welcome!" – said Živilė Gallego, **Fralita Films** Manager and **MŪZA (2024) the film** Producer.

## NATIONAL CREATIVE BUSINESS CUP'24 | LITHUANIA

On April 12<sup>th</sup> Change Makers'ON together with the international CBNET Creative Business Network and Vilnius Chamber of Commerce, Industry and Crafts invited Lithuanian creative industries and culture startups to pitch their creative ideas at the national competition "**Creative Business CUP 2024**" and win a unique opportunity to present their business to

worldwide investors in Denmark in June! The Lithuanian winner was announced Elicėjus, a self-directed math learning platform to help pupils and teachers. Nevertheless, other presented #startups ideas have lots of potential in future!



## Let's get visible on social media

We are what you share! Here are the SGCCI social media thumbs up with valuable, informative content to our followers and other visual contents that help us promote our message:



3 Minute Pitch E-Catalogue

<https://heyzine.com/flip-book/9919716fa5.html>



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Velvet Innovation Conference

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<https://bit.ly/VConference2024> Media Kit

*We hope you find this newsletter informative and inspiring. Don't miss out on the upcoming events, success stories, and partnering opportunities in the CCI SG. Stay connected with the Enterprise Europe Network to unlock the full potential of your business in this dynamic sector. For more information and to stay updated on the latest news, events, and opportunities, visit our website or reach out to us directly. We look forward to supporting your journey in the Cultural & Creative Industries.*