

Creative Europe cross-sectoral Innovation Lab call

CREA-CROSS-2021-INNOVLAB

Deadline : 5th of Octobre 2021



Transnational pitching session 2nd of September 2021

Cofinancé par
l'Union européenne



Europe
Créative
MEDIA

Relais Culture Europe
Creative Europe Desk France

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Det Danske Filminstitut
Creative Europe MEDIA Desk Denmark

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Creative Europe Desk Belgium

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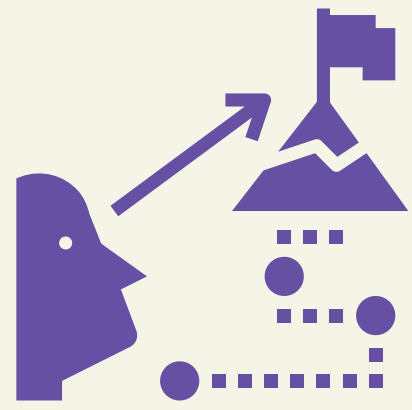


Transnational cooperation between the Creative Europe Desks of 17 countries



This transnational pitching session is proposed by the Creative Europe Desk France in cooperation with the Creative Europe Desks Austria, Bulgaria, Croatia, Denmark, Estonia, Flanders, Germany, Hungary, Ireland, Italy, Malta, Poland, Portugal, Romania, Spain, Ukraine, Wallonia-Brussels

Creative Europe
□ cross-sectoral
Innovation Lab
Call 2021



Innovation Lab - objectives

**cooperation
between
different
cultural and
creative sectors**

**competitiveness,
business
models, use of
data, knowledge
transfer**

**visibility,
availability,
diversity of
European content,
audiences in the
digital age**

**to design and test innovative digital solutions
(tools, models, methodologies) with a potential long-term
impact on multiple cultural, audiovisual and creative sectors**



Innovation Lab - priorities

1 or 2 priorities

**innovative education tools using
creativity and creative sectors
to tackle relevant societal topics
such as disinformation**

and/or

**greening across the
creative and cultural
sectors**



**more sustainable and more environmentally-respectful industry
gender balance, inclusion, diversity and representativeness**



Innovation Lab - call deadline

Tuesday, 5th of October 2021 (17:00 - Brussels time)

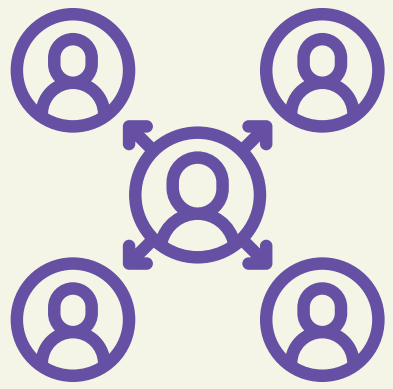


Innovation Lab - eligibility

Number of legal entities	3 minimum
Number of different countries	2 Creative Europe countries min.
EU cofinancing	60% max.
Project duration	24 mois max.

Call budget: 6 320 000 Euros

Expected results: January 2022 - Grant agreement signature: February 2022



Innovation Lab - eligible applicants

The consortium must present a **diverse range of expertise across several cultural and creative sectors, including audiovisual.**

A wide range of organisations are invited to participate, including public and private entities and international organisations.

Natural persons are not eligible (exception: self-employed persons)



Projects can focus in particular on:

- **Rights' management and monetisation**, including transparency and fair remuneration;
- **Data collection and analysis**, with particular emphasis on prediction for content creation and audience development;
- **Greening of the value chain** across the creative and cultural sectors, including actions that contribute to the European Bauhaus project;
- **Innovative educational tools** and content using creativity and creative sectors to tackle societal issues such as misinformation, fake news etc.



Ressources & recommendations

We invite all applicants to check carefully the call objectives, its eligibility and award criteria.

All informations concerning the Innovation Lab call are available on the Funding & Tenders portal on this webpage.

The European Education and Culture Executive Agency proposed an online presentation specifically dedicated to this call: <https://vimeo.com/577226043>

The presentation of the EACEA is downloadable on this link.

Transnational pitching session for Creative Innovation Labs

8 pitches

10 min. / pitch

		Project name	Organisation	Pitcher person
#1	Austria	<i>Escape Fake 2.0</i>	Polycular	Irina Paraschivoiu
#2	Estonia	<i>PIKNIK</i>	Davai Laama	Madis Ligema
#3	France	<i>Creative Room European Alliance (CREA)</i>	Panodyssey	Alexandre Leforestier
#4	Germany	<i>Silversaltz Institute</i>	Documentary Campus	Donata von Perfall & Mark Atkin
#5	Hungary	<i>Oktopus</i>	Inspired Selection	Bálint Csonka
#6	Ireland	<i>TuneRelease</i>	TuneRelease	Luke Rynne Cullen
#7	Poland	<i>Memory of Europe in Digital Area</i>	European Solidarity Centre	Anna Maria Mydlarska
#8	Ukraine	<i>GWARA LAB</i>	Gwara Media	Serhii Prokopenko

Q&A in the chat box

GO

DEVELOP
CREATE
LLABORATE
OPERATE
PRODUCE
FUND

SELECTED PROJECTS TO PITCH

1. **Escape Fake 2.0** - Austria
2. **PIKNIK** - Estonia
3. **CREATIVE ROOM EUROPEAN ALLIANCE** - France
4. **SILVERSALTZ INSTITUTE** - GERMANY
5. **OKTOPUS** - Hungary
6. **TUNERELASE** - Ireland
7. **MEMORY OF EUROPE IN DIGITAL AREA** - POLAND
8. **GWARA LAB** - Ukraine

ESCAPE FAKE 2.0

Austria

With Escape Fake 2.0, we are building on a successful pilot to expand an augmented reality escape room game, playable in workshops or at home, to educate young people about misinformation.

Players interact with a reverse reality hacker, solve mysteries to fight disinformation and fix the future. We aim to strengthen the role of our tool in educating young people, reach a European audience and encourage the use of augmented reality escape rooms in media literacy and content production:

- Further develop our application with up-to-date topics (infodemic) and technology development for play in remote/hybrid settings (multiplayer, markerless tracking).
- Transfer knowledge on the use of immersive technology for raising awareness on media literacy.

ESCAPE FAKE 2.0

Austria



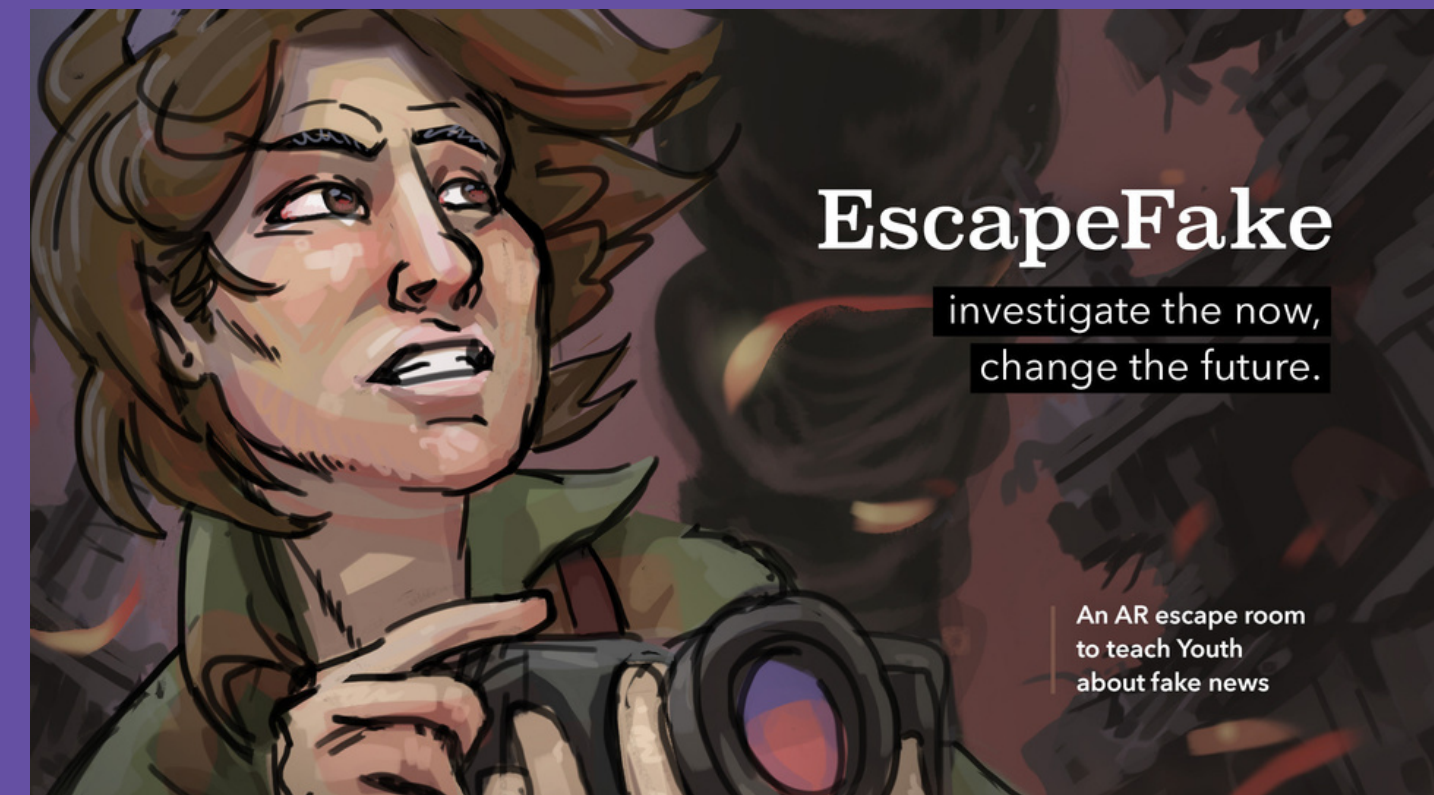
Irina Paraschivoiu

irina.paraschivoiu@polycular.com

<https://escapefake.org/>

Looking for

Partner organisations from the creative, educational and business sectors to further develop meaningful experiences and reach European audiences.



PIKNIK is a curated community-based digital media production and publishing company. Our mission is to produce and publish intriguing, fast-paced, author-driven short documentaries, tv-series and visual photo reportages from the eastern border of the EU.

We achieve this by building a community of strong and independent filmmakers and photographers around the eastern border of the EU. By empowering young creators and focusing on life and livelihood of now and here, we aim to create understanding and coherence in the society.

The platform aims to profit from selling successful documentary-series and variable audio-visual content for different (local and EU-central) media publishing houses.

Our edgy, thrilling and thorough stories are the enemy of fake news, greenwash and other similar corporate and partisan hacks.

PIKNIK

Estonia



Madis Ligema

madis.ligema@gmail.com

 **Looking for partners:**
Media organisations / Creative /
Film-makers / photographers



CREATIVE ROOM EUROPEAN ALLIANCE

France

The Creative Room European Alliance (CREA) project aims to offer a European alternative in the sector of web publishing platforms, called Panodyyssey. We intend to federate European actors in order to offer a digital solution in line with European standards and to facilitate cross-border cooperation between authors and content creators.

The CREA project has multiple objectives: creating new opportunities for the cultural and creative sectors, designing innovative tools for content creation, access, distribution, and promotion across cultural and creative sectors, redesigning structures and practices to guarantee the protection of users and their rights, especially intellectual property rights and fair pay, ...

In order to achieve these goals, the CREA project will focus on developing the Panodyyssey Platform and its web services, including the Smart Contract IP. It will be designed to protect creators' content and industrialize collaborations between journalists, authors and independent creators.

The CREA project addresses a plurality of European actors and industry leaders with converging interests, for a cross-sectoral collaboration.

CREATIVE ROOM EUROPEAN ALLIANCE

France

panodyssey



Alexandre Leforestier

a.leforestier@panodyssey.com

 **Looking for**

Partners working in the audiovisual field and the research field.

Europe
Creative

Creative Room
European Alliance



SILVERSALTZ INSTITUTE

Germany

In order to counteract campaigns of disinformation there is a need to improve the content, accessibility, and delivery of scientific communications and seed them across popular cultural platforms in accessible formats. By bringing scientists together with producers of arts, entertainment and new media to explore innovative and accessible ways to express science, we will improve the impact of quality scientific research on policy makers and the public.

The Silbersalz Institute is a project development programme to design, develop and prototype content through sessions, mentoring, workshops and funding pitches. The programme empowers teams with tools and methodologies to bring scientific research into the public domain via audio visual and interactive cultural platforms.

Alongside this is a public programme of online Masterclasses aimed at content creators or anyone interested in exploring AV and interactive culture creation. The Masterclasses are available for free taking viewers through the process of developing content through market analysis, funding and launch. This is designed to introduce the fundamentals of content creation and inspire viewers in the potential of more effective science communication content.

SILVERSALTZ INSTITUTE

Germany



Donata von Perfall

d.perfall@documentary-campus.com



Mark Atkin

mark.atkin@xolabs.co.uk

Looking for

Research or Cultural centres to join and lead on expertise in science research and dissemination.
partners with experience in content creation across factual film, television, games and/or interactive and immersive content.
partners with expertise in communicating scientific issues.



OKTOPUS

Hungary

The “Oktopus” music education platform helps music teachers to teach online classes. They can use many useful e-tools in the program. Oktopus has communication functions like video and chat panels. With e-board module the users can draw and write real time, and use the music notation tools for making music sheets. The platform has e-learning modules like music theory, and music history courses. We will create a module for online practising. The students can play with a Philharmonic Orchestra from their home. They can add instruments or just play with one of the instrumental group in the orchestra. We can integrate individual libraries of music universities to the main library. Finally users can find thousands of music theory concepts and sheet musics in one professional platform.

Click on [this link](#) and check our short introduction video.

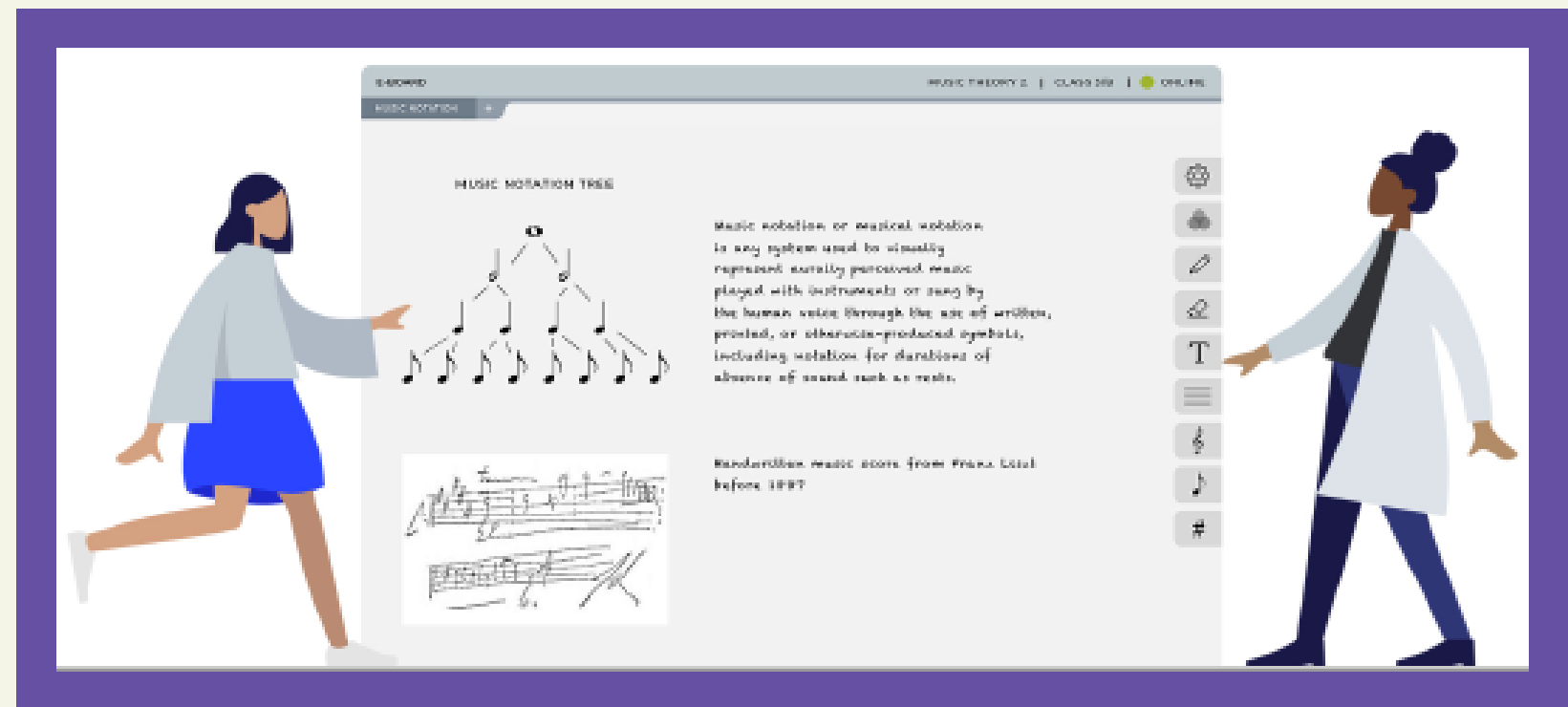
OKTOPUS

Hungary



Bálint Csonka

balint@inspiredselection.hu



**Looking
for partners**

TUNERELEASE

Ireland

TuneRelease provides a contacts management, pitching software and in-depth data analytic tools for promoting song releases with the vision to increase the accessibility, affordability and transparency of the music industry for artists. Our technology has empowered over 300 musicians to land placements in RTÉ, Spin1038, BBC and many more.

It provides a robust and scalable tool that ensures artists can independently build their contacts lists, access an extensive directory and begin to understand how tastemakers engage with their releases. It will be providing an enterprise solution for PR agencies, management companies & labels to white label the technology & generate custom reports for their clients & rosters to increase transparency & streamline their workflow with automation & data insights.

TUNERELEASE

Ireland



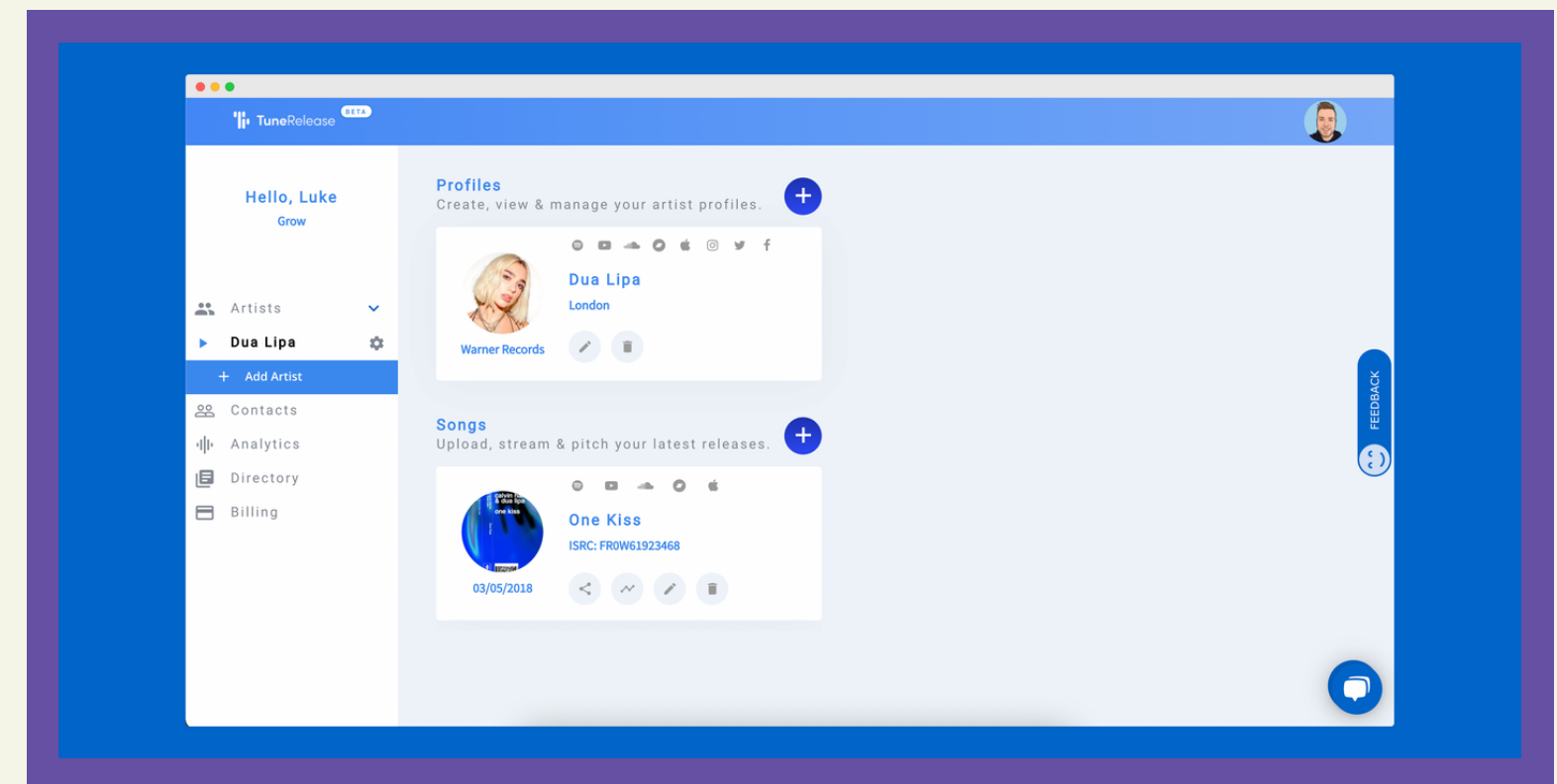
Luke Rynne Cullen

luke@tunerelease.com

<https://www.tunerelease.com/>

 **Looking for**

Radio Monitoring Analytics (WARM,
Radio Monitor), Press Media Coverage
Tracking (Aylien, Newswhip)



MEMORY OF EUROPE IN DIGITAL AREA

Poland

The project is intended to enable the international audience to get access to the film content of crucial cultural value in both national original languages and in English. The archive footage and oral/visual history interviews stored in various EU countries are not accessible because of the fact that we lack modern innovative tools to make them accessible. In Poland we need to develop a system of repositories intended for museums and cultural institution that would preserve and simultaneously make the content accessible to the public. The same is true for the Hungarian or German institutions with whom we are already collaborating on a smaller scale projects. Modern IT infrastruktura as well as exchange platforms are needed to make the exchange of content possible and secure open society style intellectual and cultural ideas exchange based on the archive content related to the democratic transition of the 1980ties that started with August 1980 Agreements signed in Gdansk.

MEMORY OF EUROPE IN DIGITAL AREA

Poland



european
solidarity
centre



Anna Maria Mydlarska

a.mydlarska@ecs.gda.pl

 **Looking for**

IT industry experts and a couple of
Polish and German cultural institutions



We are a media platform and our task is to develop the creative ecosystem of Kharkiv and Ukraine.

Our mission is to create quality content about cultural and creative industries and increase the quality of leisure for our readers. We tell stories from the city where some of the best Ukrainian designers and artists, game studios and IT specialists, creatives, and marketers work, and we want to promote their achievements in Ukraine and abroad. By developing creative industries, we develop our city and the innovation of our country. In this way, we will be able to bring Ukraine out of the third world into the first in our lifetime.

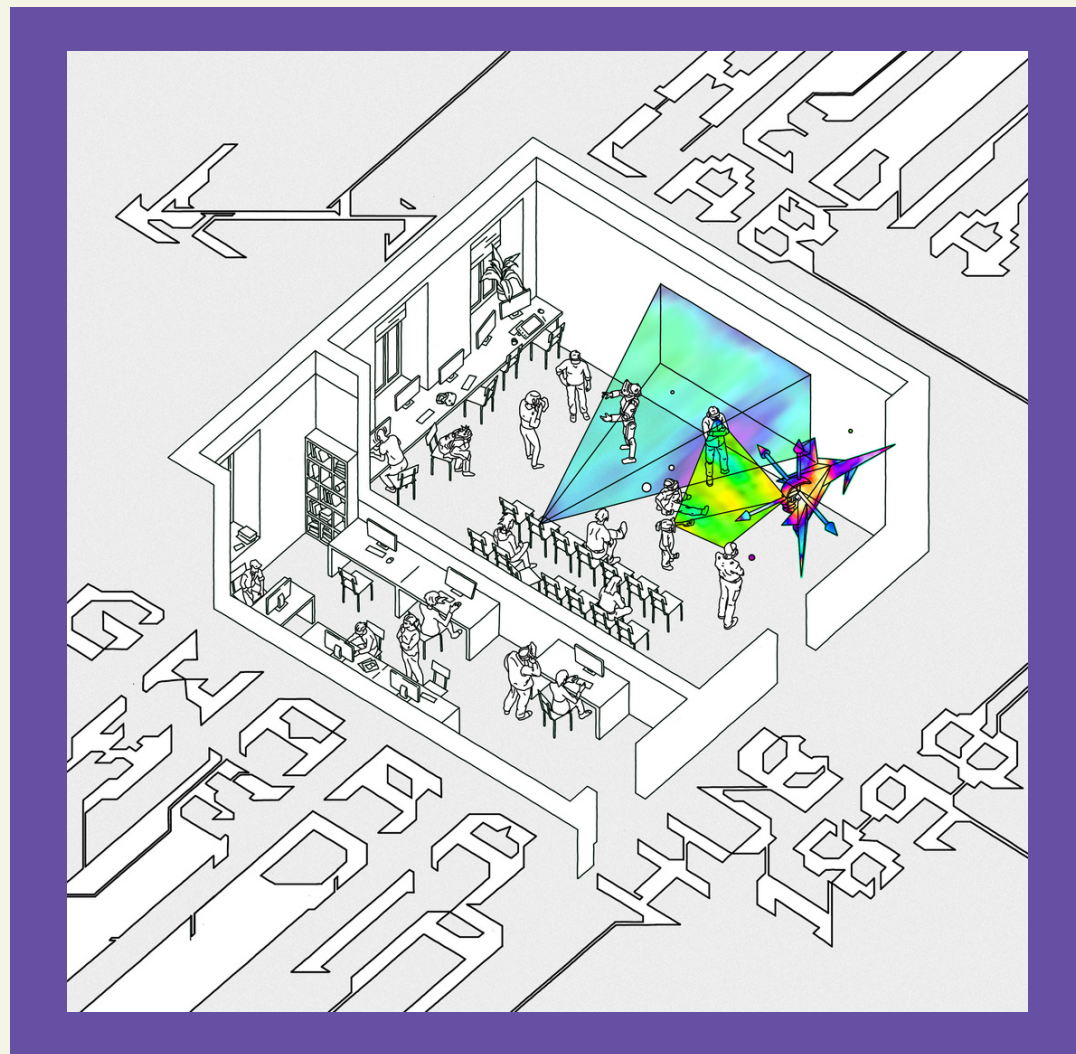
We do care how the new economy, urban planning, alternative education, and contemporary art develop in Ukraine and who are the engines that drive this process.

News media outlets have press centers. Our media platform works with another format – media laboratory. We also call it GWARA CO-LAB, because unusual processes take place here: CO-DEVELOP - CO-CREATE - CO-LLABORATE - CO-OPERATE - CO-PRODUCE

This is an open public space where we form a community of media artists, designers, artists, cultural managers, marketers, VJs, creators who want to create their own multimedia project. They need access to coworking, access to equipment, access to mentoring and networking. This space is multifunctional, because:

- Gwara Media team uses it to create their own audio, video, and design content
- Anyone can get resident status and work next to us or even with us
- It is used by our volunteers from the volunteering program (70 volunteers).
- We meet the demand of media professionals in a multidisciplinary format to create their own projects and develop media innovations . At the same time, we are solving our own problem – the infrastructure for content production and the personnel and creative input for its production.

GWARA LAB



Ukraine



Serhii Prokopenko

lab@gwaramedia.com

<https://www.instagram.com/gwaralab>

<https://gwaramedia.com/en>

<https://lab.gwaramedia.com>

 **Looking for**

Production studio, interactive
installation studios, media think tanks
for collaboration for our project

**OTHER PROJECTS
LOOKING FOR
PARTNERS**

CULTURE IMPACT

France

Culture Impact is a transition movement towards more sustainable and responsible cultural activities. Designed as an urban laboratory for ecological transition at the service of culture, the Culture Impact program aims to rethink innovations in the cultural sector with a view to reducing the ecological footprint. Culture Impact will support young innovative companies that would like to meet the cultural transition needs by experimenting with innovative and responsible solutions for the ecological transition of cultural institutions in Europe.

Organisation: **CENTQUATRE-PARIS incubator**

Contact: **Efrén Hernandez Martin**

E-mail: **e.hernandez-martin@104.fr**

 **Looking for**

Cultural institutions interested in
ecological transition

EDUCATIONAL GAME

Germany

- Development of an educational webbased gamification project about the negative consequences of cryptocurrencies for the environment
- to raise awareness in a playful way in regards to the environmental challenges of cryptocurrencies
- (B2C) private users of all genders, age from 12 to 50 who are interested in sustainability, environmental protection, value chain of cryptocurrency & CO2 compensation
- game will be webbased as well as available in different languages therefore accessible to all European countries

Organisation: **bbw University
of Applied Science
& Prof. Dr. Malte Behrmann**

Contact: **Christian Grosser**

E-mail: **info@bbw-startups.de**



Looking for 2 partners:

1. One that provides us with the relevant quantitative & qualitative data in regards to the negative extent on ecological side effects of crypto currency, CO2 compensation, etc.
2. A creative partner for the UX/UI design, in general for the appealing design of the game

CO-CREATIVE LANDSCAPES

Germany

The project “Co-Creative Landscapes” (working title) experiments with embedding creativity in urban landscapes and other habitats. It supports collaboration and exchange of creative professionals from the audiovisual sector and from arts and culture - together with other experts relevant to its focus. Onsite creative productions enable focusing on the multispecies-reality of territories, directly addressing the urgent issues of climate and biodiversity.

Small mobile and modular media platforms (f.e. on tricycles with technology equipment) serve as infrastructures, enabling a fine-grained landscape penetration. The shared infrastructures travel to the European cities and/or along the Nature Monument of <https://www.europeangreenbelt.org>

By this sharing of technical infrastructure and expertise, the project’s explorations and outcomes serve as sustainable models relevant also to cultural organisations in general (f.e. small, decentral ones), addressing all 3 dimensions of sustainability.

Organisation: **Hybrid Space Lab**

Contact: **Elizabeth Sikiaridi**

E-mail: **office@hybridspacelab.net**

Looking for

Partners from the creative sector and arts and culture – and especially from the audiovisual sector - from different European countries.

THEATR XR

Germany

TheatrXR (pronounced: theatrickster) is an interactive, virtual stage for live performances with hand-animated digital puppets. This unique virtual stage is a model project, integrating puppetry, film and gaming. It's cross-genre-tools open truly new aesthetic scopes for artists. Being live and interactive, TheatrXR will find use in education, arts and research.

TheatrXR will be an app that runs on a wide variety of devices, delivering pristine picture and sound but needing less bandwidth than a streaming movie. Up to 100 individuals or groups can actively take part in an interactive experience at the same time.

Imagine the possibilities if films were to become gaming and theatre. With every new project expanding TheatrXR's capabilities. Our pilot-project is an adventure-fantasy series for teenagers on climate-change. For the future, we expect a range of fundamentally diverse projects, and we invite creative people and researchers to enrich TheatrXR with their work and ideas.

Organisation: **TheatrXR (gUG in foundation)**

Contact: **Alexis Krüger**
E-mail: **krueger@theatr.xr.de**



Looking for Institutions to realize concrete TheatrXR-Projects: cultural institutions (e.g., contemporary art projects, interactive visitor experiences, augmented performances), educational institutions (e.g., interactive classes)

THE PEOPLE'S TRANSITION

Ireland

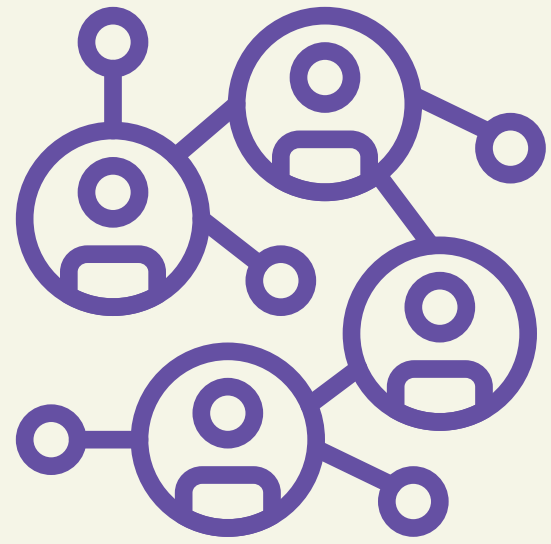
Our climate action process 'The People's Transition' uses a bottom up approach to involve communities in a just transition to a carbon neutral economy. As a think tank, all our work aims to influence policy and through Creative Europe we want to enhance and increase the availability of our message to a wider audience using artistic and cultural cooperation.

Organisation: **TASC**

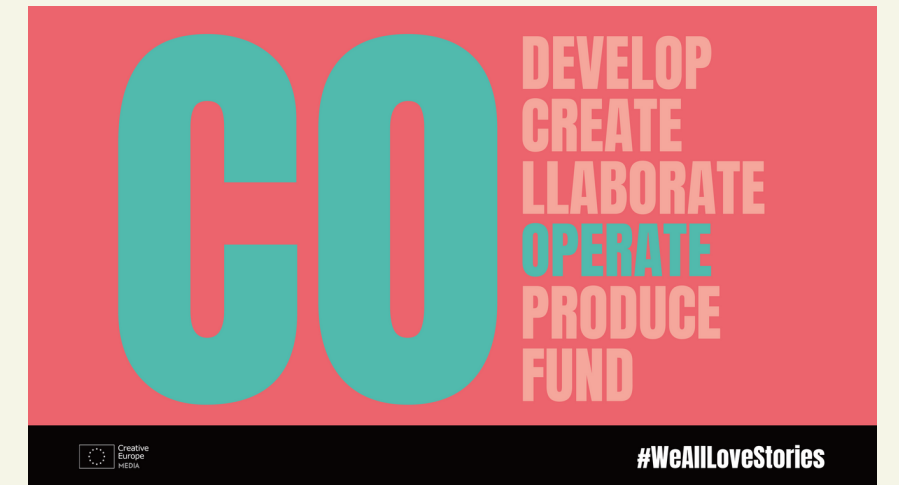
Contact: **Louisa MacKenzie**

E-mail: **lmackenzie@tasc.ie**

 **Looking for partners**



Creative Europe Desks Networks



Your **Creative Europe Desks** in your country are at your disposal to reply your questions, for help and assistance during the preparation of your application until its submission.

<https://ec.europa.eu/culture/resources/creative-europe-desks>

Thank you
Good partner search
& Take care!

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l'Union européenne



Europe
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