

cre8tv.eu

Unveiling Creativity for Innovation in Europe
a Seventh Framework research project

www.cre8tv.eu



The CRE8TV.EU project and Project Consortium

A three year project funded by SSH in FP7
started in February 2013 - Ends January 2016

Led by the University of Manchester (Pr. Bruce Tether)
... with 10 other Partner Institutes from 8 countries

Copenhagen Business School; Technical University of Munich;
ZEW (Centre for European Economic Research); Corvinus University of
Budapest;
National Technical University of Athens; University of Brighton;
Università Commerciale Luigi Bocconi; University of Gothenburg;
Politecnico di Milano (Polytechnic of Milan); Eindhoven University of
Technology;

Motivations and Objectives

An economic perspective on

The Creative and Cultural Industries: *amongst the most dynamic, but perhaps least well understood activities...*

Aims of the Cre8tv.eu

What the Creative and Cultural industries are?

How creativity and design contribute to innovation?

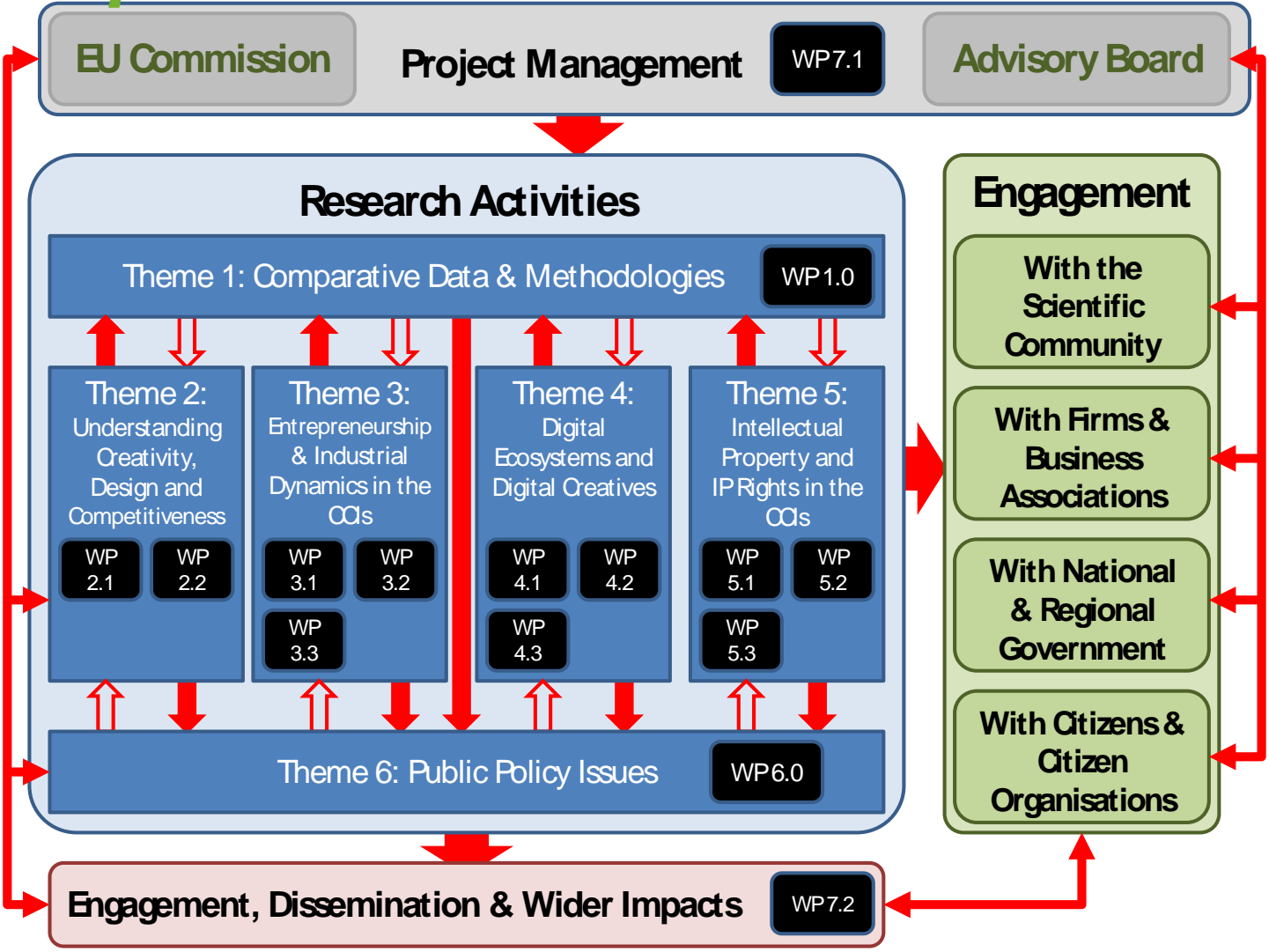
Entrepreneurs in CCIs...

Industrial dynamics in digital ecosystems...

Role of Intellectual property protection?

A review and reflection on the policy issues arising.

The project components and interdependencies



Overall,

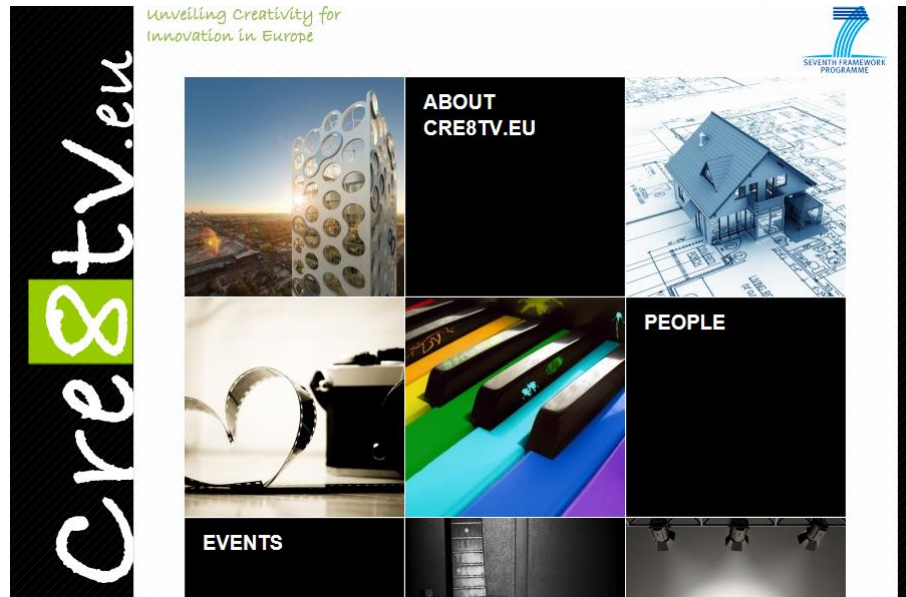
Creativity – and the associated production of intangibles - is vital for **Europe's future economic success.**

Research and innovation policies have historically favoured science and the production of new technologies. **This should be complemented by a focus on creative activities.**

The CRE8TV.EU project is intended to help policymakers...while managing expectations...

Project Website and Contacts

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Mickael.Benaim@mbs.ac.uk

Bruce.Tether@mbs.ac.uk