Metaheritage Webinar #5: Exploring EIT Culture & Creativity Support for European SMEs



The MetaHeritage Webinar Series continues with its fifth session, focusing on the **opportunities** offered by EIT Culture & Creativity for European SMEs and organisations working across **cultural heritage**, **tourism**, and the **creative industries**. MetaHeritage aims to strengthen collaboration between cultural heritage, technology, tourism, and business ecosystems by supporting knowledge exchange and interregional cooperation across Europe.

The webinar will introduce participants to the programmes, funding instruments, and support structures developed by EIT Culture & Creativity **to strengthen innovation, entrepreneurship, and business creation within Europe's cultural and creative sectors.**

As part of the broader MetaHeritage Webinar Series: Unlocking EU Networks for Cultural Heritage, Tourism and Digital Innovation, the session continues the project's effort to connect stakeholders with European ecosystems, funding opportunities, and innovation networks relevant to heritage-driven digital transformation.

Participants will gain insights into:

Business creation and **acceleration opportunities** for **SMEs**
European innovation ecosystems for **culture and creativity**
Support programmes for **scaling ideas** and **international collaboration**
Funding pathways linked to **heritage innovation** and **digital transformation**
How cultural heritage organisations and SMEs can **engage with European support structures**

The webinar is open to SMEs, clusters, cultural institutions, researchers, startups, public authorities, and all organisations interested in innovation in cultural heritage and tourism.

More information and registration at this link.