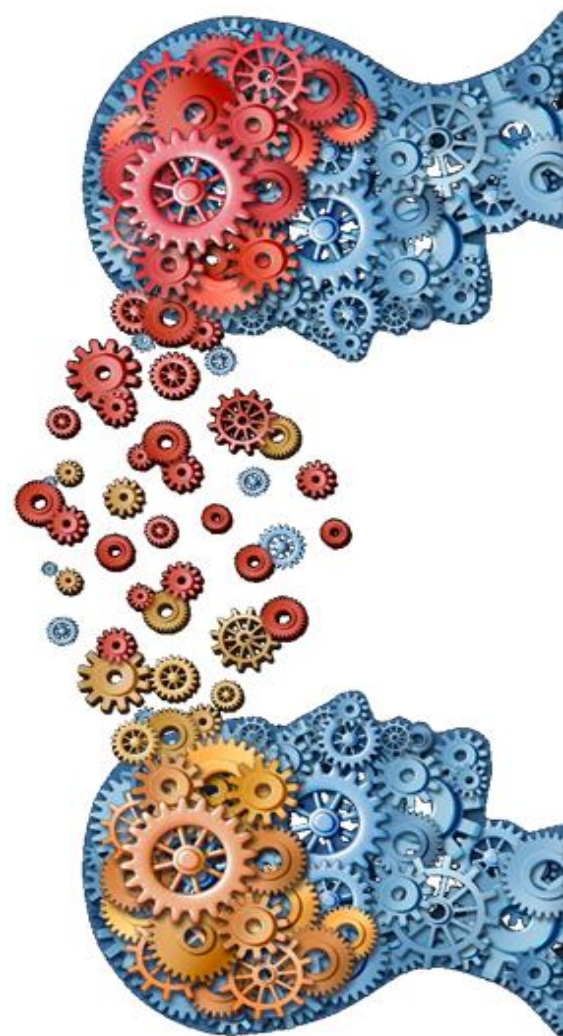


# Enterprise Europe Network

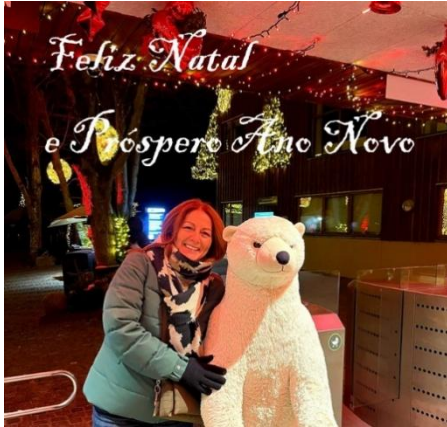
Cultural & Creative Industries  
Group of Experts  
Newsletter

Cultural and Creative Industries:  
A Sector at the Heart of  
Transformation

December 2025



## Season's Greetings from the Chair



As we embrace the spirit of Christmas, may your days be filled with warmth, kindness and inspiration.

Here's to a New Year overflowing with exciting ideas, shared successes, and new adventures waiting to unfold!

May 2026 be another wonderful chapter of creativity, collaboration and achievement within our Cultural and Creative Industries family.

Warm festive wishes to you all!

Portugal - Céu Filipe

and joyful Christmas wishes from the rest of CCI crew!



Lithuania - Deimante



Sweden - Heli



France - Maryline



Germany – Sabrina



Bulgaria – Iliana



Hungary - Enikő



Romania – Ioana



Denmark – Lærke



Spain – Nuria



Germany - Ekaterina

## First Things First – Updates and News

### Creative Europe 2026: A Strategic Boost for Europe's Cultural and Creative Industries

The Creative Europe 2026 Work Programme represents one of the European Union's most important instruments for supporting the cultural and creative industries. With an overall budget of €2.44 billion for 2021–2027 and an estimated allocation of around €380 million for 2026, the programme clearly positions culture and creativity as strategic economic and industrial sectors.

The programme is structured around three strands – Culture, MEDIA and Cross-sectoral – and driven by strong horizontal priorities: the digital and green transitions, gender equality, social inclusion and cultural diversity. These priorities are not theoretical: they directly influence project evaluation and access to funding.

#### **A stronger industrial focus, especially in MEDIA**

One of the most relevant developments in 2026 is the evolution of the MEDIA strand, with higher co-financing rates of up to 80% for start-ups and SMEs. This significantly reduces the financial risks associated with innovation and market expansion.

The programme also shows a clear shift towards video games and immersive content, including virtual and augmented reality. At the same time, it continues to support film distribution, innovative sales models and audience development through cinemas, festivals, VOD platforms, subtitling and awareness campaigns.

#### **Culture and Cross-sectoral strands**

The Culture strand allocates around €60 million to European Cooperation Projects in 2026 and further strengthens key initiatives such as Culture Moves Europe, Perform Europe, European Heritage Label and European Spaces of Culture.

The Cross-sectoral strand reinforces support for journalism, media pluralism and innovation, through actions such as Creative Innovation Lab and media literacy.

#### **Access to finance and the role of Enterprise Europe Network**

Access to finance is further strengthened through the Cultural and Creative Sectors Guarantee Facility and Invest EU, enabling companies to mobilise private investment and scale up their activities.

In this framework, the Enterprise Europe Network (EEN) plays a strategic role as a bridge between creative companies, financial institutions and European guarantee schemes, supporting SMEs in turning creative projects into bankable business cases.

Take a look at [2026 Annual Work Programme for the implementation of the Creative Europe Programme](#) and [Access to Finance Overview](#).

Creative Europe is not only a cultural funding programme. It is increasingly a European industrial policy tool that supports growth, innovation and internationalisation of the creative sectors – and a strategic opportunity for organisations working at the intersection of business, finance and European programmes.

## Open and upcoming calls and funding opportunities

EU opens registration for craft and industrial product names under new Geographical Indication Scheme

[https://ec.europa.eu/commission/presscorner/api/files/document/print/en/IP\\_25\\_2831\\_EN.pdf](https://ec.europa.eu/commission/presscorner/api/files/document/print/en/IP_25_2831_EN.pdf)

Culture & Health

<https://www.cultureandhealth.eu/calls/pre-announcement-european-call-for-projects-2025-2026/>

Cascade funding calls

[TIDAL ArtS Residency Call](#)

NEB include creative aspect into urban regeneration

[https://new-european-bauhaus.europa.eu/funding/new-european-bauhaus-facility\\_en](https://new-european-bauhaus.europa.eu/funding/new-european-bauhaus-facility_en)

## Creative Europe open calls 2026

**Circulation of European Literary Works** (Culture – literary translation & distribution) – Deadline: 29 Jan 2026

<https://culture.ec.europa.eu/calls/circulation-of-european-literary-works-4>

**Innovative Tools and Business Models** (MEDIA – innovation & financing models for audiovisual sector) – Deadline: 15 Jan 2026

[https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-innovbusmod/call-fiche\\_crea-media-2026-innovbusmod\\_en.pdf](https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-innovbusmod/call-fiche_crea-media-2026-innovbusmod_en.pdf)

**Journalism Partnerships – Collaborations** (Cross-sector – media collaboration & new business models) – Deadline: 4 Feb 2026

<https://digital-strategy.ec.europa.eu/en/funding/call-proposals-journalism-partnerships-collaborations-2026>

**Video Games & Immersive Content Development** (MEDIA – development of games and immersive experiences) – Deadline: 11 Feb 2026

[https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-devvgim/call-fiche\\_crea-media-2026-devvgim\\_en.pdf](https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-devvgim/call-fiche_crea-media-2026-devvgim_en.pdf)

**European Co-development** (MEDIA – support for co-development of audiovisual works between European companies) – Deadline: 25 Feb 2026

[https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-codev/call-fiche\\_crea-media-2026-codev\\_en.pdf](https://www.europacreativa-media.it/documenti/allegati/bandi/2025/crea-media-2026-codev/call-fiche_crea-media-2026-codev_en.pdf)

**International distribution of European films, promoting their circulation beyond their countries of origin and strengthening the global reach of European cinema** – Deadlines: 16/03/2026 | 16/07/2026

[CREA-MEDIA-2026-FILMOVE | Films on the Move](#)

## Significant Updates Reshaping Cultural & Creative Industries

Enterprise Europe Network Group of Experts for Cultural & Creative Industries in action across Europe



MOSAIC: Enhancing Artistic Crafts through Innovation, Training and Internationalisation



### The contribution of CNA Emilia-Romagna to the European project shaping the skills of the future

In today's Europe, where sustainability, creativity and cultural heritage are key drivers of growth, the artistic crafts sector represents a vital bridge between tradition and innovation. Within this context, *MOSAIC – Mastering job-Oriented Skills in Arts & Crafts thanks to Inclusive Centers of Vocational Excellence* was launched under the Erasmus+ programme. The project aims to strengthen professional skills, foster innovation and promote transnational collaboration across the *Arts & Crafts* sector. Thanks to the involvement of Unioncamere Emilia-Romagna, a partner in the MOSAIC project, CNA Emilia-Romagna was able to contribute its long-standing experience in the ceramic industry — a sector that not only represents one of the region's most distinctive artistic and economic traditions but is also fully recognised as **part of the cultural and creative industries**.

### Training, skills and innovation

MOSAIC's main objective is to create Centers of Vocational Excellence capable of connecting education, business, culture and technological innovation. The project promotes the upskilling and reskilling of artisans through **innovative training methods and the integration of digital tools** in the learning process. At the same time, it seeks to strengthen cooperation between schools, universities and enterprises, encouraging the exchange of good practices and experiences across Europe. The project covers a wide range of sectors – from traditional craftsmanship to jewellery, woodwork, ceramics and design – united by a shared vision: to combine tradition, innovation and sustainability, while preserving the cultural and creative dimension of craftsmanship.

### CNA Emilia-Romagna's experience

As part of the MOSAIC initiative, CNA Emilia-Romagna hosted the event “*Skills and Innovation for the Artisans of the Future: New Ideas, Solutions and Tools*” on 24 September 2025 in Bologna. The meeting brought together

artisans, ceramic artists, trainers, institutions and international partners, creating a fruitful exchange of ideas on training, skills transmission and sustainable innovation in the crafts sector.

**During the week, the international MOSAIC delegation visited some of the main centers of craftsmanship and ceramic research in Emilia-Romagna.** The participants also explored innovative regional projects such as **AvantCRAFT**, which connects craftsmanship, design and technology, and discussed the opportunities provided by the **Enterprise Europe Network (EEN)** for international cooperation and market access.

#### **Tradition and the future: a delicate balance**

The ceramic and crafts sector in Emilia-Romagna faces a dual challenge: preserving the value of manual skills while embracing digital and sustainable transitions. In this framework, projects like MOSAIC play a crucial role. They make artisan professions more attractive for younger generations by offering modern, European-level training pathways and strengthen the competitiveness of SMEs by supporting their internationalisation and exchange of knowledge. As highlighted during the Bologna event, **innovation is not only about introducing new technologies but also about changing the way artisans think, design and communicate their craft in today's interconnected world.** It is a cultural process that redefines the relationship between creativity, production and identity.

#### **Towards a European network of craft excellence**

MOSAIC demonstrates how cooperation between institutions, training providers and enterprises can generate tangible impact. It provides new educational methodologies, partnership models and territorial development strategies that can be replicated across Europe.

**CNA Emilia-Romagna** continues to promote a sustainable future for the crafts sector — one where tradition meets innovation and local know-how engages in dialogue with international perspectives.

#### **Find out more:**

 [mosaiceuproject.eu](https://mosaiceuproject.eu)

 [CNA Emilia-Romagna – MOSAIC Project](#)

 [AvantCRAFT |](#)



## **BULGARIA**

### **Enterprise Europe Network services were presented to businesses and experts at the Digital4Shumen Conference**

Once again, the Business Support Center for SMEs- Ruse and Enterprise Europe Network- Ruse have successfully partnered with Internet Media Group and Digital4 Network to support the development of innovation and digitalization, this time, in the region of Shumen.

On September 27<sup>th</sup> 2025 the BSC SMEs- Ruse was in the constantly renewing city of Shumen, where it presented the services of the Enterprise Europe Network.

With a strong commitment to the development of the city, young people, innovations and digitalization, the city hosted the Digital4Shumen Conference for the second time, which brought together over 100 business representatives from the region, prominent experts and young entrepreneurs.

This year's edition had a cause to support the development of young people by purchasing AI products for training high school students in the city.

As one of the main partners of the event, Enterprise Europe Network- Ruse attracted the attention of many participants with the opportunities that the network offers for developing their business internationally, finding new partners for boosting their innovative projects and entering foreign markets, as well as the targeted activities of the network for the creative industries and tourism sectors.

Other topics covered during the conference included: challenges and opportunities for a tripartite partnership (business – education – local government); digital marketing mix for business- importance of customer experience, online reputation, trends in digital marketing; influencer marketing and business opportunities- the power of social networks that predisposes businesses to be successful in them; the future of sustainable business- cybersecurity and strategic thinking; user generated content marketing and business opportunities- why UGC creators are the best advertisers right now and how businesses can harness their potential; how online businesses turn difficult customers into their most loyal followers; and the era of artificial intelligence- from fake images to new professions.

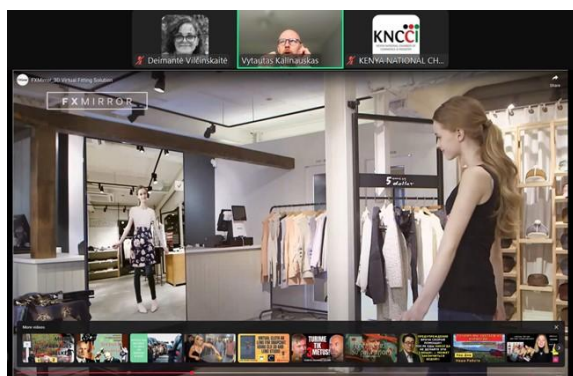


LITHUANIA

Enterprise Europe Network and CCI SG presented to Kenya National Chamber of Commerce and Industry

Vilnius Chamber of Commerce, Industry and Crafts, together with its partners—Kenya National Chamber of Commerce and Industry (KNCCI)—is implementing the joint project *Skills for Women & Youth in Kenya*, funded by the Lithuanian Development Cooperation and Humanitarian Aid Fund.

The first phase of the project was successfully completed by as many as 478 women-and youth-led SMEs.



The number exceeded the initial project expectations several times over, as participants actively engaged in the virtual training sessions held between April and June of 2025.

“The insights into AR technologies and e-commerce helped me understand how to create a more engaging customer experience. I was particularly intrigued by the potential of augmented reality (AR) to allow customers to virtually ‘try on’ clothing, thereby reducing return rates and increasing customer engagement. I now feel ready to open my fashion business to a wider global market,” said Kanyan business owner Teresia Waikuru Njora, operating in fashion and design sector.

In September–October this year, as part of the project activities, six virtual training sessions were delivered, bringing together 128 KNCCI staff members from 30 regions across Kenya. The training programme covered four

key themes: digital marketing, e-commerce, export development, and international partner search. It was designed for KNCCI specialists who consult local SMEs on business development and growth.

The training topics were selected based on the results on surveys conducted in 2024 and reflected the most pressing needs of Kenyan SMEs. Participants explored digital marketing strategies, SEO, and the use of social media and Google tools for business growth. They also examined e-commerce solutions, including the application of AR/VR technologies and data-driven advertising management. The export-focused sessions addressed market analysis methods, international partner search, and principles for building cooperation networks.



During the training, KNCCI staff were introduced to the Enterprise Europe Network (EEN) and its benefits for SMEs seeking international partners. Swedish EEN partners shared their practical experience, while representatives of the European Commission presented the Open Call for new International Network Partners (INP).

“This was an outstanding example of efficient resource optimization by all parties—from the INP identification survey to the well-planned event with a recommended organization and the invitation of EISMEA representatives to present the Enterprise Europe Network and the

open call for international partners. A true best-practice case,” stated Christos Skouras (EISMEA, DG GROW) and Sara Machiels, EEN Project Officer and Baltic States Coordinator.

“I was delighted to have the opportunity to present the Swedish Enterprise Europe Network consortium and the Creative and Cultural Industries sector group to the Kenyan Chamber. We shared Sweden’s experience in working with SME clients and supporting their growth and international expansion through partnerships and advisory services,” commented Heli Mirjami Blomberg, International Cooperation Advisor at Almi Mitt.



**More about the project results:**

[Skills for Women & Youth in Kenya: 478 women-and youth-led Kenyan SMEs participated in online training](#)

[Strengthening Women’s and Youth Skills in Kenya: Virtual Training for KNCCI Staff](#)

[Enterprise Europe Network presented to the staff of Kenya National Chamber of Commerce and Industry- EEN- Lietuva](#)

 **PORTUGAL**



Participation of the SG Chair as a speaker at the **EIT Culture & Creativity Conference** in Porto, Portugal (6-7 November 2025) in the breakout sessions *Rethinking Competitiveness in the CCI Context*. The session brought together entrepreneurs, researchers, and institutional representatives to reflect on new collaborative models that are driving the Cultural and Creative Industries ecosystem.

Watch the event highlights here:

[EIT Conference Beyond Competitiveness: Partner Conference 2025](#)

## Porto/Post/Doc 2025 – Film & Industry Connections (20-29 November 2025)

At this year's *Porto/Post/Doc* festival, creativity met industry in a vibrant space where cinema, innovation, and entrepreneurship converged. The Enterprise Europe Network actively engaged with professionals from across Europe, fostering new collaborations and supporting cross-sector networking opportunities. Combining thought with action, *Porto/Post/Doc* presents itself as a space to debate current social issues and seeks, through cinema, to find new ways of thinking and envisioning the world, starting with the local – the city, the country and neighboring regions.



## Culturgal (November 2025)

As a partner of the Enterprise Europe Network, AEP – Portuguese Business Association supported and attended Culturgal 2025, the largest cultural industries fair in Galicia and, through a dedicated stand, showcased innovative projects and creative talent across design, visual arts, media, music, and heritage, and fostered cross-border partnerships with Spanish stakeholders. The event served as a platform for networking and B2B meetings between companies and cultural institutions, stimulating Iberian cooperation and internationalisation.

## Future Game Conference – Braga Media Arts (December 2025)

Organised by Braga Media Arts in collaboration with the Institut Français in Portugal, Future Game explored video games as cultural infrastructures and creative laboratories. Featuring a keynote by Vincent Moulinet, a debate with Portuguese and French artists and designers, and an open Arcade Room, the event highlighted video games as a growing artistic and technological field shaping Europe's creative future.



## Brno Hosted Three Days of Business Meets Creativity! Design & Business Days!

On **September 19-21**, Brno came alive with creative energy. The **Design & Business Days** event featured a three-day program combining business discussions, hands-on workshops, open studios, networking, and a curated market with local design. The event was open to creative entrepreneurs, companies, and anyone interested in discovering new brands, designers, and ideas.

This conference also marked the **fifth anniversary** of the creative space – KUMST – opening.



Highlights from programme included a discussion with industry experts focused on what decision-makers look for when selecting products for curated design stores and markets- **How to Get Your Brand into Design Stores**. Topics included the importance of storytelling, presentation, pricing, and more. **Panel with Designers Lexová & Smetana** - prominent Czech designers, shared insights on how visual communication can shape brands and society. **Profil nábytek**, a strong Czech brand, discussed how design has helped build trust and a clear identity.

#### Other Highlights:

- Consultation open hours with **Hanka Šudáková** and **Natália Vencovská** from JIC
- Open door consultations with architect **Kateřina Zbranková Špidlová**
- Workshops at **FabLab**, gaming showcase at **GAMEBAZE**, open studios, music by **Fungus Collective**, food by **Bango Brno**, and a fall plant market by **Kvítek v bytě**
- Over the weekend, KUMST transformed into a market featuring Czech brands under the **lemarket** banner

#### Velvet Innovation Conference 2025: Dare Beyond Limits

The fifth edition of the Velvet Innovation Conference took place on 13 November 2025 at Hotel Passage in Brno, bringing together 602 attendees and speakers from 17 countries. Under the headline *DARE BEYOND LIMITS*, the conference once again highlighted Brno as a place where innovation, design, technology, and entrepreneurship intersect.

This year's event featured 4 stages, 42 speakers, 15 program sessions, and an energetic Startup Showcase at which 15 early-stage companies pitched their ideas to an international audience of investors, innovators, and ecosystem leaders.

The program included a dedicated block on creative industries, composed of two panels.

Panel „The Power of Creative Industries“ was hosted by David Severa from KUMST – business in design support centre. Caroline Parkinson from The University of Edinburgh who leads strategy for the engagement with the Creative Industries at the Edinburgh Futures Institute answered his questions and introduced the use cases of the Institute's activities.

Second panel „When Creativity Means Business“ provided the audience with the discussion of four successful creatives from different segments – panelists David Karásek (mmcité – high quality street furniture, public spaces creator), Matěj Mira (TERAHYPE-mobile game development studio), Michal Křištof (CHYBIK+KRIŠTOF architects) and Julie Žil Vostálová, visual artist and designer.

Together, they illustrated the potential of the creative economy—as a resilient, export-ready, and innovation-driven sector.



## Upcoming CCI relevant Events

### Business, Creativity, Culture at Brokerage Events







**Creativity meets business: CIMix returns to Vienna from 27 to 29 January 2026!**

Organised by ADVANTAGE AUSTRIA in cooperation with [Kreativwirtschaft Austria](#), [FV Film- und Musikwirtschaft](#), and [Enterprise Europe Network Austria](#), the event connects creative minds, entrepreneurs, and industry experts from around the world.


The goal is to share ideas, learn from each other, and build new partnerships.

**CIMix 2026 | The Transformation Edition** focuses on how creativity drives transformation across sectors.

#### What to expect:

-  Inspiring Keynotes & Panels
-  Hands-on Workshops & Masterclasses
-  Best-Practice-Showcases
-  B2B-Matchmaking & Networking Sessions

**Onsite: 27-28. Jan 2026 | Online: 29. Jan 2026**

 Learn more and register at: <https://bit.ly/47BUJYm>



**Green Hydrogen 2026**  
Huelva Spain 4-13 February 2026

Advancing collaboration and innovation in green hydrogen technologies.

<https://www.b2match.com/e/h2v2026>

### ISE Open Innovation Challenges 2026

3- 17 February | Barcelona, Spain

Integrated Systems Europe (ISE) Open Innovation Challenge (OIC) 2026 is a B2B international matchmaking event with large companies, SMEs and public entities (challenge owners) looking for new technologies and solution providers (tech providers). ISE 2026 OIC is organized by [ACCIÓ](#), a department of the Catalan Government's Ministry of Enterprise and Labour, in collaboration with the **Enterprise Europe Network**, the largest business support network worldwide.

The 30-minute meetings between the challenge owners and tech providers can be held physically at the ISE Congress venue, online or both:

**Onsite meetings** at the [ISE Congress](#) venue in Barcelona on **Feb 3-5** | **Online meetings** will be held from Feb 10-12

More information and registration: <https://www.b2match.com/e/ise-2026-open-innovation-challenge>



Ministry of Culture and Science  
of the State of  
North Rhine-Westphalia




**SUCCESSFUL R&I IN EUROPE 2026**  
**13<sup>th</sup> EUROPEAN NETWORKING EVENT**

19 – 20 February 2026  
VAN DER VALK AIRPORTHOTEL  
DÜSSELDORF – GERMANY

<https://horizont.zenit.de/Successful2026/>

PHOTO: COURTESY, BUNDESPREMIER




**SustainableSolutionsMatch**  
16-27 March 2026

enterprise europe network



Up2Circ



## Successful R & I in Europe 2026

**February 19.- 20, 2026 | Dusseldorf, Germany**

For the thirteenth time, the conference invites researchers and entrepreneurs from North Rhine-Westphalia and regions in Europe and beyond to find new research and innovation (R&I) partners for Horizon Europe projects.

Participants are invited to become involved in established and new technology networks between researchers, entrepreneurs and multipliers.

**The networking event is structured in parallel workshops focussing on eight topics:**

- Cluster 1: Health
- Cluster 2: Creative Industries
- Cluster 3: Civil Security for Society
- Cluster 4: Digital Technologies
- Cluster 4: Industrial Technologies
- Cluster 5: Energy
- Cluster 5: Mobility
- Cluster 6: Food, Bioeconomy, Natural Ressources, Agriculture and Environment

The event addresses in particular universities and research institutes as well as companies, especially small and medium-sized enterprises. Participants are invited to become involved in established and new technology networks between researchers, entrepreneurs and multipliers related to Horizon Europe.

**Giving a short presentation of a project idea or finding a partner by talking to other decision-makers opens doors for new research and innovation projects within Horizon Europe.**

## SustainableSolutionsMatch – 16 & 27 March 2026

Connecting businesses to accelerate sustainable industrial transformation.

<https://www.b2match.com/e/sustainablesolutionsmatch2026>

## Business Mission from Biarritz to Porto, March 2026

Exploring sustainability through recycling, upcycling and creativity in business and research.



**Lithuanian business mission to the 7th North American Lithuanian Business Forum 2026** is scheduled to take place in **Los Angeles** from **April 27 to 29, 2026**.

The North American and Lithuanian business communities will be brought together on the West Coast for a powerful week of connections and collaboration! Highlighting the following business sectors:

- Defense & Space
- ICT
- Agritech & Food/Beverages
- **Creative Industries**

#NALBF #NALBF26 #EENUSA #EENLithuania

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



### VILNIUS BOOK FAIR

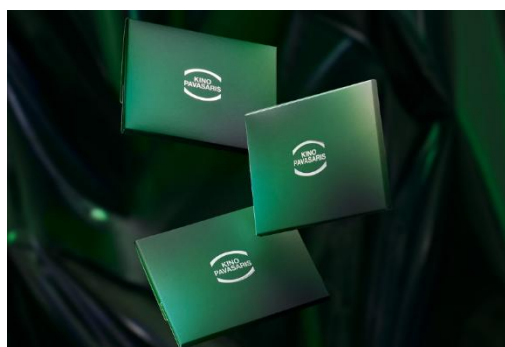
**February 26 – March 1, 2026 | Vilnius, Lithuania**

We invite you to the **26th Vilnius Book Fair** – the largest book fair in the Baltic States and one of the brightest and most anticipated cultural events in Lithuania. This year’s theme is **“The word in search of human”**, inviting everyone to discover a living dialogue of literature, music, and togetherness.

This celebration of reading and literary culture brings visitors from all over Lithuania together for author meetings, book launches, discussions, concerts, exhibitions, creative workshops, and other cultural activities. Around 300 publishers and other cultural organizations from Lithuania and abroad participate in the fair, hosting over 300 events and concerts, and attracting more than 55,000 visitors over four days.

### KINO PAVASRIS | CINENA SPRING

**March 9- 22 2026 | Vilnius, Lithuania**



Bold, vibrant, and brimming with great cinema – this has been the hallmark of the Vilnius City Film Festival, KINO PAVASARIS, since 1995.

As one of Lithuania’s most anticipated cultural events, the festival presents over 100 carefully curated auteur films across a variety of programs.

The lively celebration of cinema and events attracts not only thousands of viewers but also dozens of international guests, including juries awarding the competitive sections. During the festival, the industry event **Meeting Point – Vilnius** also takes place, bringing together hundreds of film professionals in the Lithuanian capital.

The **31st anniversary edition of KINO PAVASARIS** will be held in March next year!

## Pitching session promoted by the SG CCI alongside the Sustainable Solutions Match 2026, on 19<sup>th</sup> March

AGENDA Pitching sessions						
MONDAY March 16	TUESDAY March 17	WEDNESDAY March 18	THURSDAY March 19	FRIDAY March 20	MONDAY March 23	TUESDAY March 24
10:00 - 12:30						
<b>OPENING SESSION</b>						
How AI reduces emissions in traffic management	From waste to wealth: sustainable conversion in lakes & healthcare	Digital solutions for textile sustainability	Decarbonising energy-intensive industries using energy efficiency solutions (Hydrogen)	Smart waste collection: using IoT and AI for waste management optimisation	Engineering change in business: sustainability and social impact through purchase	
From space to earth: satellite-based monitoring and space data services for a sustainable and secure planet	Rebuilding resilient materials: bio-inspired for post-cold, infrastructure recovery	Innovative pathways to reduce fibre and anthropogenic dispersion from the textile life cycle	Start-up & scale-ups providing sustainable water solutions for the agricultural and energy sector	Decarbonising industry with low-carbon materials		
Nature-based solutions that reduce biodiversity and carbon emissions in European cities	Innovators to overcome the most start-up: success pitching session	Knowledge for the maritime industry: design, sustainability, systems and living at sea	Sustainable packaging solutions for retail entrepreneurs	Smart grids and smart energy solutions for new solutions in European industries	Digital Product Passport (DPP) in the food industry	
Climate smart farming: AI, sensors and satellite data for resilient and sustainable crop management	Shaking up the conventional cancer: innovative solutions to watch out for	Innovative solutions for preventing and restoring soil health	14:30 - 15:30	Innovating with purpose: AI, circular design and smart solutions from the creative industry	Powering the future: circular solutions for energy storage	

Title: Innovating with Purpose: AI, Circular Design and Smart Solutions from the Creative Industries

Focus: At the intersection of culture & creativity, technology and environmental innovation, this session brings forward transformative projects from the creative industries. Featured solutions include AI-based marketing, smart-building and city systems, upcycled fashion design and zero-emission mobility. Each innovation will show how purpose-led creativity contributes to social impact, environmental responsibility, and the green transition.

**VILNIUS PINK SOUP FEST 2026: join us to celebrate summer**

**Save the dates May 29-31, 2026!**

The most beautiful love story in the world? No, it's not Romeo and Juliet – it's Lithuanians' love for šaltibarščiai (cold beet soup) | [What is a pink soup \(šaltibarščiai\)?](#) | [Go Vilnius](#)



Pink, refreshing, creamy... It's not just a soup – it's a lifestyle! We invite you to open the summer season at the Vilnius cold beet soup festival: [VILNIUS PINK SOUP FEST 2026](#).

[VILNIUS PINK SOUP FEST](#) attracts tens of thousands of participants every year, reaches millions through media channels, and offers exceptional visibility opportunities for brands. It is expected over **100,000 curious visitors** and the program is full of fun – from cold pink soup tastings, iconic pink soup parade to original contests that have already become the festival's signature highlights.

Join us and let **Vilnius turn pink!**

## CCI SG meeting: Igniting Culture & Creativity in Ankara!

The meeting of the Sector Group Cultural & Creative Industries of the Enterprise Europe Network, hosted at the inspiring [Orta Doğu Teknik Üniversitesi / Middle East Technical University](#) - METU Design Factory in Ankara, bringing fresh energy, ideas and perspectives to our continuously evolving network.

This gathering carried a special significance in the new 2025–2028 EEN work programme, introduced by [European Innovation Council and SMEs Executive Agency \(EISMEA\)](#) alongside key EU policy updates from DG GROW, and enriched by strategic insights from @EIT Culture & Creativity.

Across two days, we delved into topics shaping the future of the CCIs:

- ◆ EU policy updates and [#funding](#) opportunities;
- ◆ Collaboration opportunities presented by [EIT Culture & Creativity](#);
- ◆ Working on design, sustainability, emerging technologies, communication, and access to finance;
- ◆ Meetings with local stakeholders, innovators and creatives across film, gaming and innovation ecosystems.

These discussions reinforced our shared mission: to empower SMEs and elevate the creative economy through [#collaboration](#), [#innovation](#) and [#impact](#).

- Let's continue to [#create](#), [#connect](#) and [#transform](#) together.
- Next stop: Barcelona — 3 & 4 February 2026.



## Our Sector Group in action | Relevant connections

EEN Annual Conference in Aalborg and CCI



The 2025 Enterprise Europe Network Annual Conference, held in Aalborg, Denmark, brought together partners from every corner of Europe who came together to exchange experiences, ignite new synergies, and chart the next chapter for the Network’s mission, empowering SMEs to embrace green, digital and global growth.

With its innovative format and cross-sector focus, the event reaffirmed the Network’s role as the world’s largest support structure for businesses with international growth ambitions.

## Business Profiles – Let's get visible

**TOPT20250319008** - Portuguese sustainable/circular solution provider is looking for development partners on circular composites for sustainable applications.

**BOPT20251027018** - European industrial manufacturer offers integrated bicycle and component production services for brands and retailers.

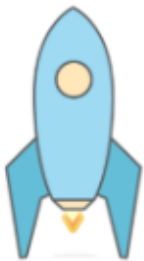
**BOPT20251013014** - Portuguese manufacturer specialized in stainless steel furniture and equipment for professional and industrial sectors seeks European partners for manufacturing agreements.

**BOFR20250409006** - A mobile game French studio seeks educational and cultural partners to use its mobile game in schools, library, museums to offer new types of workshops to develop children creativity.

**BOFR20251028015** - A French company offering innovative interactive & immersive sports animation is seeking leisure centers and entertainment agencies for business partnerships.

**BOHU20251126019** - Hungarian electronics manufacturer with extensive development capacity offers a tamper-proof electronic dice and seeks partners for distribution, commercial representation and product acquisition.

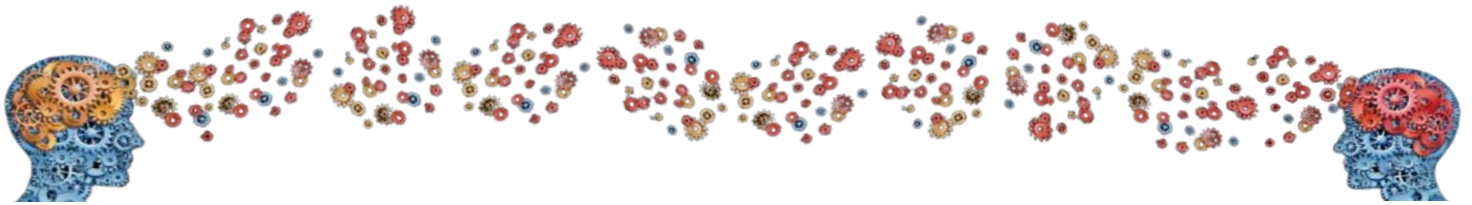
**BOGB20251106006** - The UK's most affordable EV Charging SME. International expansion in key markets: Housing Developers, Electrical Wholesale/Contractors, Vehicle Manufacturers, Fleets and Energy Providers. Commercial agreements sought in France/Germany/Spain/Italy/Ireland.



**Much more cooperation opportunities are available on the Enterprise Europe Network!**

Find them here: [Partnering Opportunities](#)

# Success stories



Success stories highlight the potential for collaboration and innovation in the CCI Sector. Stay tuned for more inspiring stories and opportunities to elevate business to new heights, reshaping creative ecosystems.

## re.store®: Portuguese brand turning textile waste into social inclusion wins European recognition

When sustainability meets social innovation, powerful change happens. Portuguese brand re.store® – founded by entrepreneur Sílvia Correia – is proving just that. By transforming textile offcuts into new, high-quality products, while creating fair employment for vulnerable communities, the award-winning business is redefining circular fashion with a purpose.

With the support of AEP – Portuguese Business Association and partner of the Enterprise Europe Network – re.store® has not only saved over 9 tonnes of textile waste from landfill but also channelled more than €66,000 into social partnerships.

Encouraged by AEP, the brand applied for the National Prize for Responsible and Inclusive Entrepreneurship 2025 under the European Enterprise Promotion Awards, achieving an outstanding first place.

Representing Portugal in Copenhagen, Sílvia Correia celebrated the participation as a collective achievement that proves sustainability and inclusion can drive both business growth and social progress.

AEP’s team, proud of re.store®’s journey, highlights it as a model of how small enterprises can turn local innovation into European visibility. By empowering people, reducing waste and creating economic value responsibly, re.store® continues to inspire a new generation of entrepreneurs across Europe.



From idea to business – straight from the office at KUMST, the creative hub in Brno, Czechia. Plastic Guys turn waste into design and ideas into reality.



#### 🚩 How and when did the idea for the Plastic Guys project come about?

The idea came about while we were studying architecture, when we realized the enormous potential of unused plastic waste. Our goal was to create a product that combines sustainability, aesthetics, and practicality. We began experimenting with plastic recycling, and after two years of research and testing, we developed a technology that enables the production of high-quality designer boards.



#### 🚩 So what makes your idea unique?

We use plastic waste to create durable and visually appealing boards that can be used in interiors, furniture, and architecture. This year at Designblok, we also launched a new brand called Off Space—seating furniture, coffee tables, and lighting fixtures that showcase the many possibilities of our boards.

[What it looked like at Designblok](#)

#### 🚩 How did KUMST help you during development?

KUMST was a key factor for us. It provided us with space and connected us with other innovators. Thanks to its support, we were able to test our first prototypes, get feedback, and build a network of contacts that helped us grow faster.

#### 🚩 What moment in your business was a turning point for you, and in what way?



It was definitely the completion of our first major contract for a prominent architectural partner, when we saw that our product not only had potential, but also real demand. This was followed by obtaining a hygiene certificate and carbon footprint certification, which opened the door to new projects and allowed us to reach a more demanding clientele. The last and most significant milestone so far was the conclusion of an investment.

⇒ 26.11.2025 in KUMST we discussed why sales is an integral part of development and how to think about the customer from the very first prototype. Main know how was brought by JIC expert [Lukáš Maňásek](#) from IDEA StatiCa who told us how to deal with the sales strategically. Further discussion was held also with [Ondřej Venclík](#) from Plastic guys.

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.