



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Tourism, Emerging and Creative Industries

Brussels, 26 October 2018

To whom it may concern,

Subject: Impulse paper on the role of cultural and creative sectors in innovating European industry

Dear Sir, Madam,

The European Commission Directorate General for Internal Market, Industry, Entrepreneurship & SMEs (DG GROW) has selected KEA European Affairs to carry out an impulse paper on the role of cultural and creative sectors (CCS) in innovating European industry.

The main objective of the impulse paper is to provide an overview of the main issues of the creative economy in relation to the new [Industrial Policy Strategy](#) whose aim is to bring together all horizontal and sector-specific initiatives into a comprehensive industrial strategy.

Besides, the strategy stresses the importance of integrating creativity, design, and non-technological innovations with cutting-edge technology to generate new products, new industrial value chains and revitalise traditional industries.

The impulse paper shall focus on how CCS contribute to triggering innovation in the wider economy, especially in relation to the most advanced technological/digital trends and the social impact of these technologies.

The research will last until January 2019 and includes among other things, an online survey addressed to representatives of the CCS, intermediary organisations and policy makers.

In 2019, the DG GROW will organise the first two workshops to kick-start a regular dialogue with CCS stakeholders. We would like to underline the importance of this impulse paper for future activities of DG GROW, notably to feed into the workshops and provide a basis for the stakeholders' discussion.

We would hence be grateful if you could offer the team in charge of the impulse paper all the necessary assistance for the execution of this project, in particular considering the short timeframe available.

Yours faithfully,

Anna Athanasopoulou
Head of Unit
e-signed