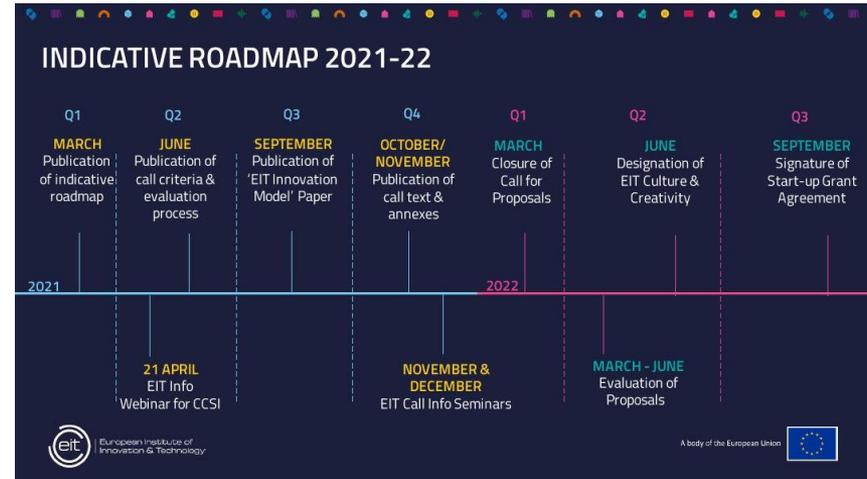


An opportunity scenario for Norway

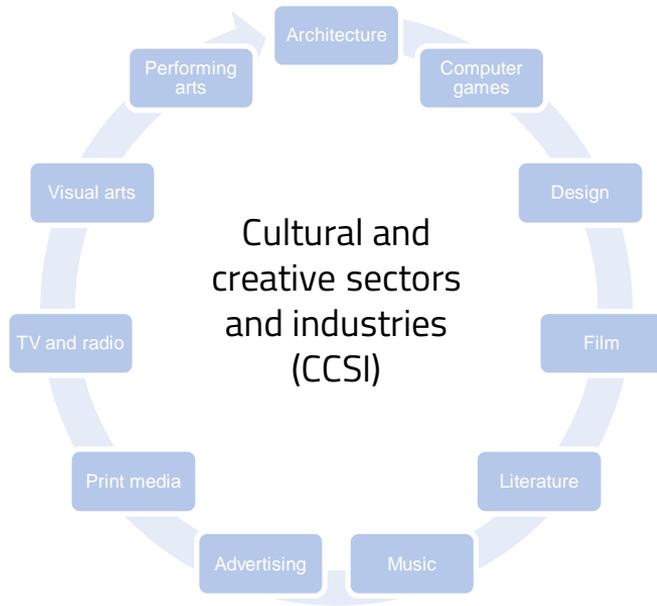
Prof. Florian Scheider - Trondheim Academy of Fine Art. Faculty of Architecture and Design, NTNU
Massimo Busuoli – Head of NTNU Brussels office

What has happened so far?

- Call published in October 2021
- Deadline for applications in March 2022
- Two, maybe three consortia submitting a proposal



What makes the Norwegian CCSI ecosystem unique?



Norway offers ideal conditions

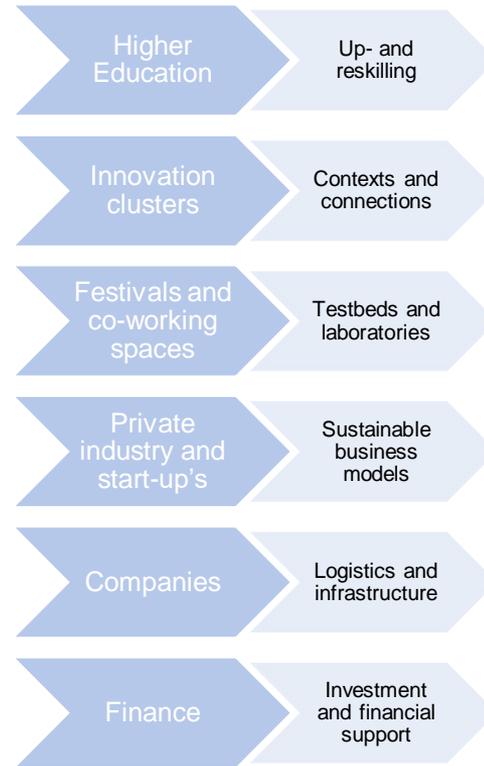
- High degree of social cohesiveness
- Direct contacts between different stakeholders
- Short decision-making paths
- Small distances to audiences and customers.

Real-world laboratory of societal imagination

- Bringing people together who would otherwise not meet
- Initiating and testing approaches that would not be possible anywhere else
- Applying and scaling R&I solutions on national, regional, and international levels

Scope of an alliance across the CCSI ecosystem

- Overcoming the fragmentation of the sector
- Exploring the potential of new models of creative and artistic entrepreneurship
- Investigating various capacities to contribute to the missions and respond to complex societal challenges



What are the challenges?

Internally

How can we develop and finance creative businesses that are economically sustainable and focused on maximum societal impact?

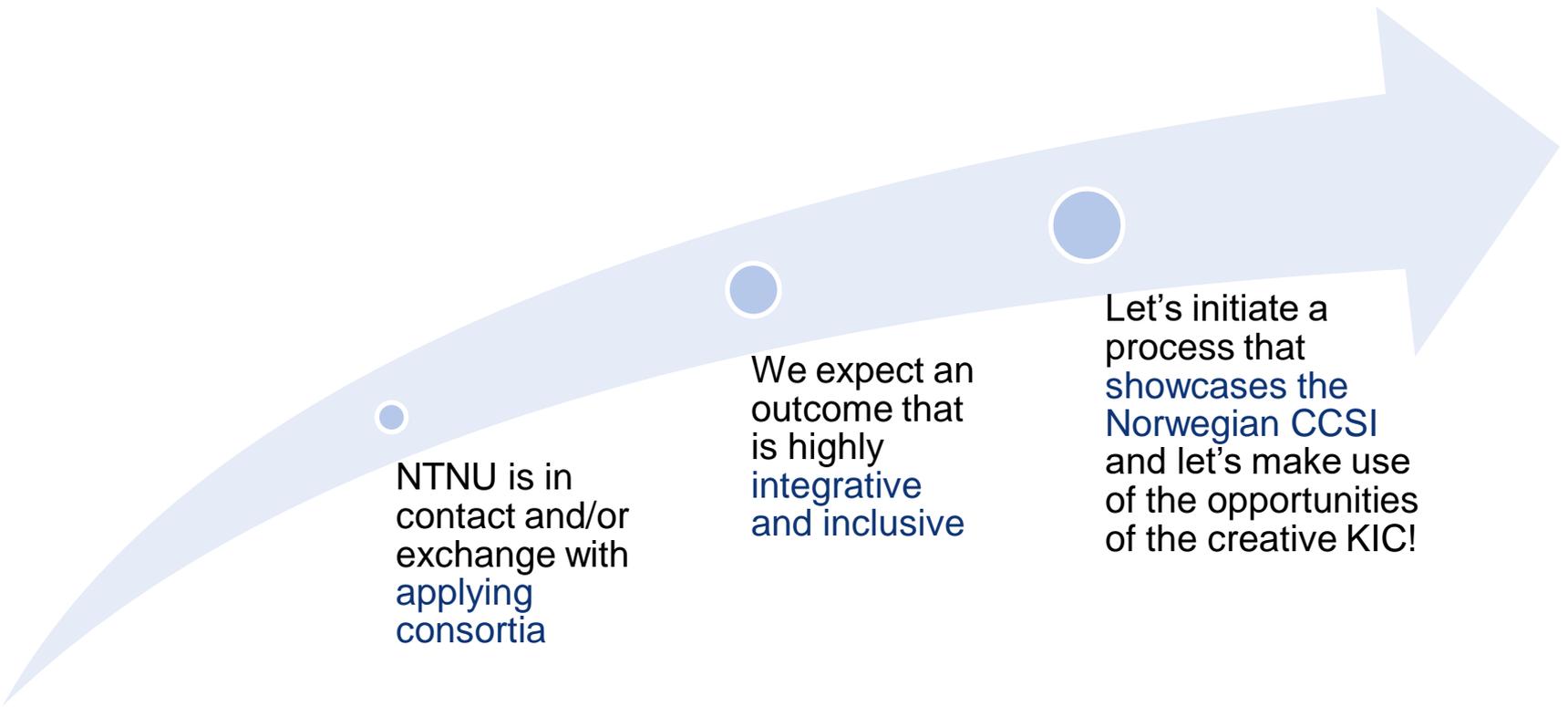
Integratedly

How can the sector continuously explore the innovation potentials opening at the multiple intersections of art, technology, science, and culture?

Systemically

How can the cultural and creative sectors contribute to the Green Deal based on the principles of the New European Bauhaus?

Current status

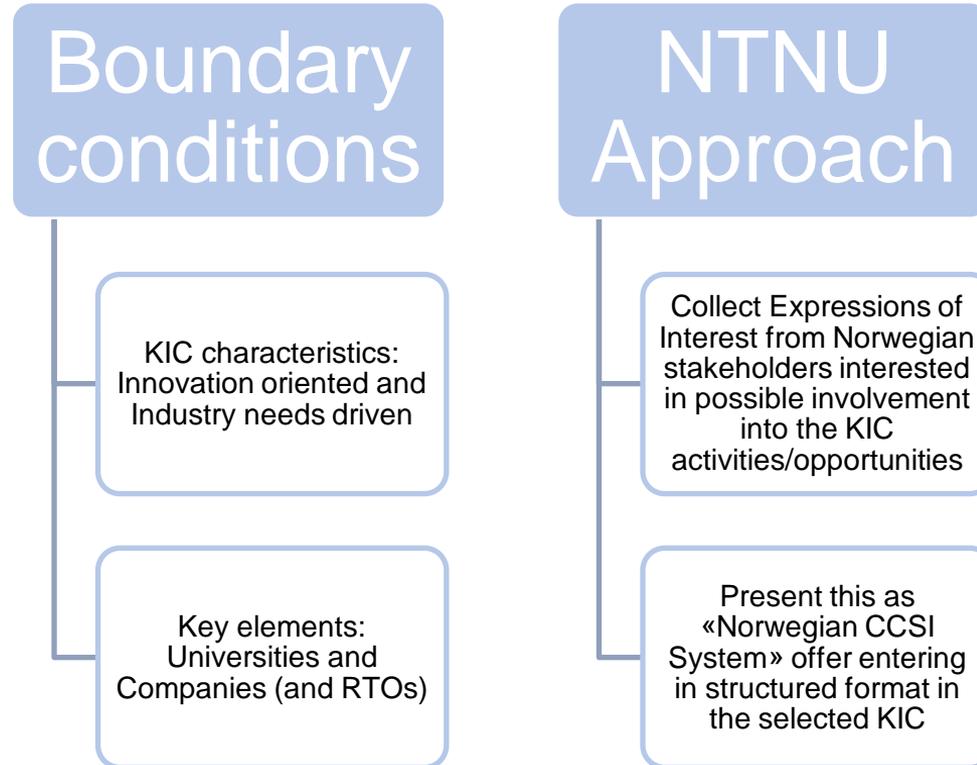


NTNU is in contact and/or exchange with applying consortia

We expect an outcome that is highly **integrative and inclusive**

Let's initiate a process that **showcases the Norwegian CCSI** and let's make use of the opportunities of the creative KIC!

NTNU's strategic approach



How to declare your interest?

We ask for an EOI from interested parties

Should you agree to be part of this:

- Non-Binding both economically or in terms of in-kind resources
- Allowing NTNU to add your logo to the list of players composing the «Norwegian CCSI System»

- Send a EOI letter signed by an authorised representative to florian.schneider@ntnu.no

Collected EOIs will reinforce the participation weight that Norway could have in the KIC

Expression of Interest (EOI) Text

EOI to become partner of the Norwegian KIC CCSI Initiative

I, <Name, Surname, Role> in my quality of authorised representative of <name of the entity> declare our interest and willingness to participate in the activities related to the future KIC CCSI which will prove to be of relevance for our <company, university, other...>.

I then agree to be included among the partners of the NTNU KIC CCSI Initiative authorising NTNU to use our logo to promote the initiative in order to properly present the «Norwegian Offer» for a system of national Players that can be mobilized in the future KIC CCSI initiatives.

I understand that we will be kept informed and possibly engaged in future initiatives that can derive from a possible participation in the future EIT CCSI KIC.

This Expression of Interest do not represent any binding commitment from our side leaving us the freedom to leave the initiative in any moment prior a simple communication to its coordinator.