**Innovation building blocks designed to support cultural & creative industries**

| Building block | Definition and examples |
|---|---|
| **Sustainable competitiveness** | Business models and growth & resilience strategies:<br>• Environment for new business models<br>• Innovation culture and cross-sectoral mindsets<br>• Support for IPR, distribution, internationalisation and scaling |
| **Regulation & governance** | Regulatory frameworks and governance models:<br>• Policy experimentation and foresight oriented policy making<br>• Directionality, vision & coordination of ecosystems (incl. multi-level & multi-actor coordination for co-creation & co-design of strategy)<br>• Enabling conditions (e.g. legal certainty, trust, incentives for collaboration) |
| **Social dimension** | Embedding inclusion, justice, and participation:<br>• Social implication of transition (e.g. digitalisation impacting access to services)<br>• Human-centricity of innovation & ethical development<br>• Involvement of end-users<br>• Connection to Just Transition (e.g. circularity, energy use, sustainable production, green digital infrastructure) |
| **R&I, techniques & technological solutions** | Tools, methods, and technologies:<br>• Interdisciplinary & transdisciplinary methods<br>• "Hackability" of technologies and processes<br>• Valorisation and uptake of R&I results<br>• Pipelines designed around trust and governance principle to support sharing & collaboration |
| **Infrastructures** | Physical, digital or social infrastructures:<br>• Intermediary organisations and ecosystem-building functions<br>• Multi-dimensional objectives: balancing cultural, social, and economic goals.<br>• Long-term stewardship, trust-building, knowledge retention and ecosystem learning beyond individual projects<br>• Combining physical services with service provision (advisory, financial support) |
| **Skills** | Skills, knowledge, and attitudes:<br>• Ecosystem learning<br>• Futuring & speculative methods<br>• Cross-sectoral skill building & sharing<br>• Recognition for diversity of skills |
| **Investment & funding** | Funding, financing, and procurement processes:<br>• Funding beyond short-term projects and rigid structures<br>• Frameworks that invite risk taking<br>• Access for small actors<br>• Relational funding models<br>• Support for ecosystem building and maintenance |