



**Creatively  
Sustainable –  
Europe's  
Competitive Edge**

**Rasmus Wiinstedt  
De Moraes Tscherning**

# Agenda

---

1. Help!
2. Competitiveness
3. Ceramics
4. Creatively Sustainable

# Creative Business Network

---

1. Bring creative solutions to life
2. BRIGHT / Creative Business Cup
3. Numerous EU projects, currently:
  - EPIC-WE on **cultural game jams with youth/gamification of cultural heritage**
  - TRICREATES on **entrepreneurship programs for creatives in higher education institutions**
  - ST3ER on **sustainable tourism**,  
<https://mycreativenetworks.com/topics/40394/page/st3er>
  - EKIP on **open innovation**  
<https://mycreativenetworks.com/topics/40393/feed>
  - IN4SFS, on **expanding investment ecosystems**,
  - TRSP – Transatlantic Rising Stars Program on **“soft” diplomacy**



# Anne Black (Denmark)

---



# Deafmetal (Finland)



# Beat the Storm (Latvia)



# Green City Solutions (Germany)



# Lapee (Denmark)



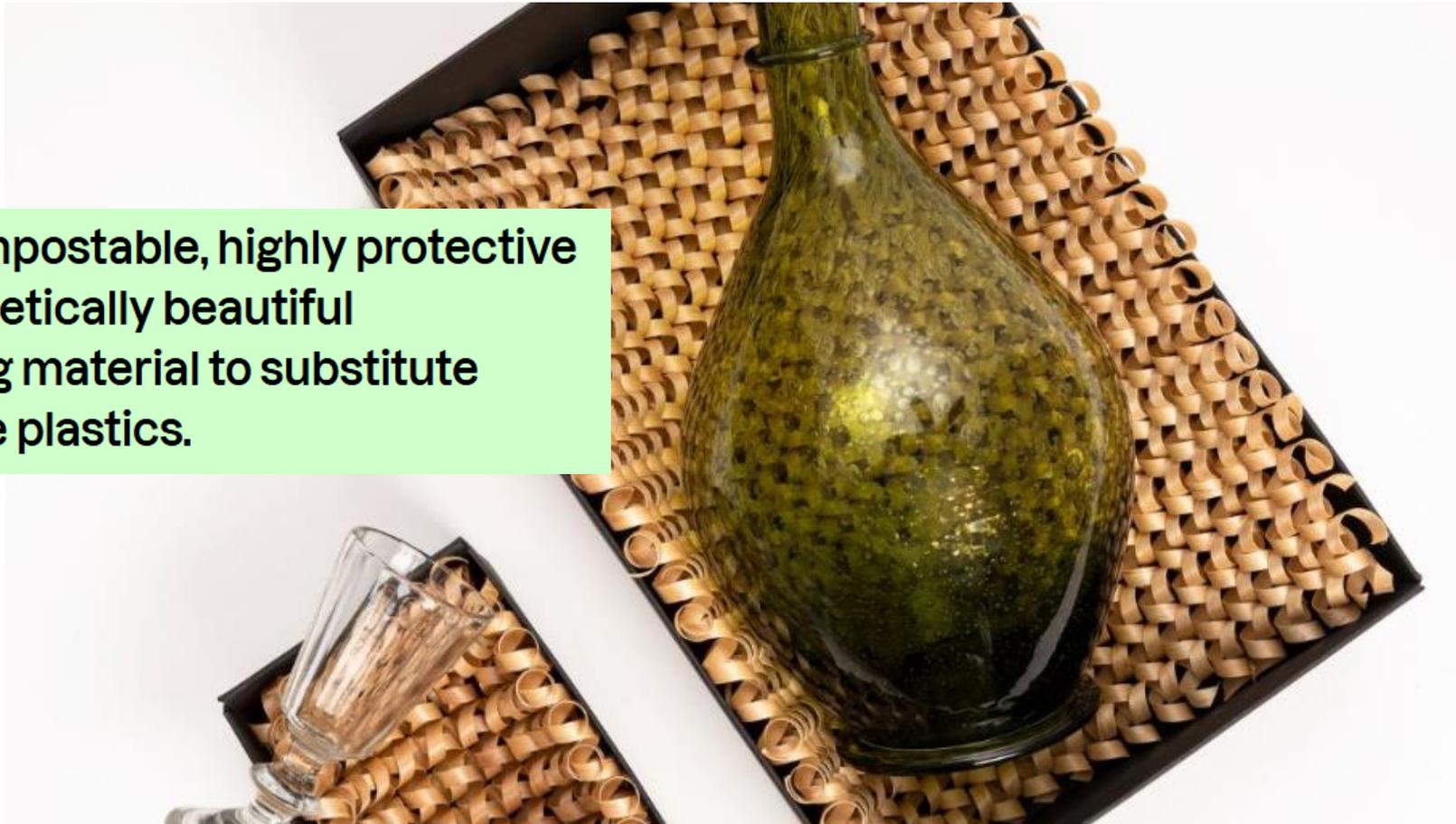
# Professor Why (Poland)



# Raiku (Estonia)

---

100% compostable, highly protective and aesthetically beautiful packaging material to substitute single-use plastics.



# Speaking of LMVH and the high-end CCIs

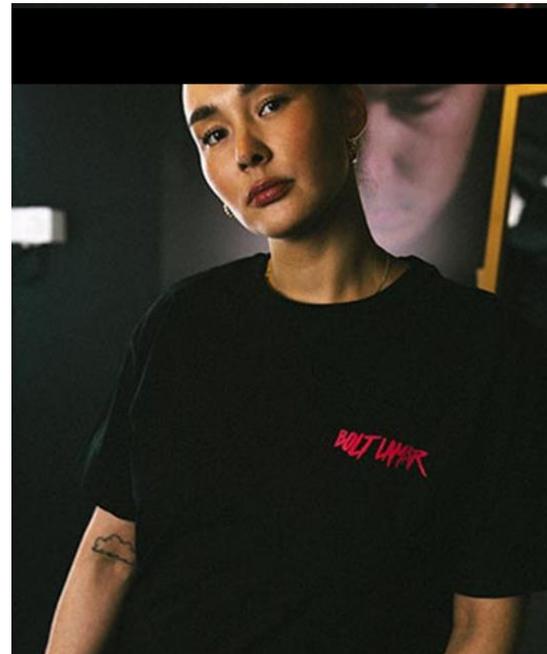
- European high-end cultural and creative brands accounted for over 70% of the world's market in 2024
- High-end cultural and creative industries employ over 2 million people in Europe, with 160,000 new jobs created since 2019
- 11.5% of the EU's total exports originate from the high-end cultural and creative sector
- 5% of the EU GDP comes from the high-end cultural and creative sector
- A key driver of growth and jobs in Europe and **an ambassador of European values worldwide.**

# Mattie's Success (Botswana)

---



# Bolt Lamar (Greenland) & Sika Sok (Lebanon)



# What can we do for the Creatives?

---

... and ultimately for the World?

# LapaDuu (Estonia)





# Thank you!

---

