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| **THEME** | H2020-ICT-2016-2017 | **PILLAR:** | Industrial Leadership |
| **ACTION TYPE / BUDGET** | RIA: Research and Innovation action. Recommended budget: 2-4 mil Euro | | |
| **TOPIC** | ICT-20-2017: Tools for smart digital content in the creative industries | | |
| **ACRONYM / TITLE** | **ACRONYM: Working Title** | | |
| **SPECIFIC CHALLENGE**  *(Copied from  Work Programme)* | *High quality content is the main source of revenue for the Creative Industries and also instrumental for their competitiveness in a large, international market. The challenge is to maximise the potential for re-use and re-purposing of all types of digital content, for instance, by directly conceiving and creating content usable in different contexts and technical environments; improving its granularity; increasing its ability to dynamically adapt to the users; generating more realistic digital models; embedding semantic knowledge; and other approaches to make content "smarter" thanks to new and emerging technologies.* | | |
| **SCOPE**  *(Copied from  Work Programme)* | *Actions under this topic will explore novel ways of digital content production and management in the creative industries such as advertising, architecture, performing and visual arts, craft, design, fashion, films, music, press, publishing, radio, TV and video games. Proposals should clearly specify which sector(s) of the Creative Industries are being addressed and demonstrate a significant progress beyond the current state of the art in digital content production and management. They should focus on technologies for the production of new content or for the enhancement and (re-)use of already existing digital content of any type, but the production or acquisition of the content itself is not to be financed through these actions.*  *Consortia should include representatives from the targeted Creative Industries with a leading role in the design of solutions and their validation in real-life environments. Combining research and innovation activities, the actions are expected to achieve results between technologies validated in lab conditions and technologies demonstrated in industrially relevant environments. Proposers should pay attention to cost effectiveness and efficiency increase through the use of ICT in the creative industries and provide corresponding progress indicators and measurable objectives.*  *The Commission considers that proposals requesting a contribution from the EU of between EUR 2 and 4 million for a period between 24 and 36 months would allow this specific challenge to be addressed appropriately. This does not preclude the submission and selection of proposals with a different budget or duration.* | | |
| **EXPECTED IMPACT**  *(Copied from  Work Programme)* | *It is expected that the set of funded actions will:*   * *Increase the potential for re-purposing and re-use of digital content in order to diversify the market and improve the return on investment for producers;* * *Provide significantly improved technologies for digital content production and management in the creative industries;* * *Reduce the costs for the production of enhanced digital content for the creative industries, with the support of leading edge ICT.*   *Proposals should provide concrete individual impact statements guided by the expectations above, including clear qualitative and quantitative objectives and success indicators.* | | |
| **PROBLEM:** | // Explain the problem that you seek to address. It should be specific and comply with the challenge and scope of the call. You cannot work on a problem that is not a priority of EC. | | |
| **APPROACH / Structure of work** | // Try to explain as clearly as possible how you propose to solve the problem. What is your approach, for example by providing the first work package break-down. | | |
| **OBJECTIVES / RESULTS** | // Write your scientific and technological objectives. What will be the result of the project? Try to define indicators as a measure of success. | | |
| **VALIDATION/ EVALUATION** | // How are you going to validate your results and solutions. Who is going to test them and how? | | |
| **DURATION** | xx Months | | |
| **CONTACT** | // Who is coordinating the proposal preparation. It doesn’t have to be the coordinator but the person responsible for coordinating this phase, collecting information and submitting the proposal. | | |

//Prepare a table of partner profiles that you would need for this proposal. At a later stage, one you have found suitable partners you prepare a different list that will become part of your workplan.

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| **PARTNERS TABLE** | | | | |
| **No** | **Workpackage** | **COUNTRY** | **TYPE** *(examples)* | **ROLE** *(examples)* |
| 1 | <name of the WP> |  | Research centre | Image & Video analysis, social media monitoring |
| 2 | <name of the WP> |  | Industry | System development |
| 3 | <name of the WP> |  | Industry | Telecom provider |
| 4 | <name of the WP> |  | User organisation | END USER (1st responder) |
| 5 | <name of the WP> |  | User | END USER (call centres) |
| 6 | <name of the WP> |  | User | END USER |
| 7 | <name of the WP> |  | SME | Commercialisation |

PARTICIPANT PORTAL LINK: <https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ict-20-2017.html>