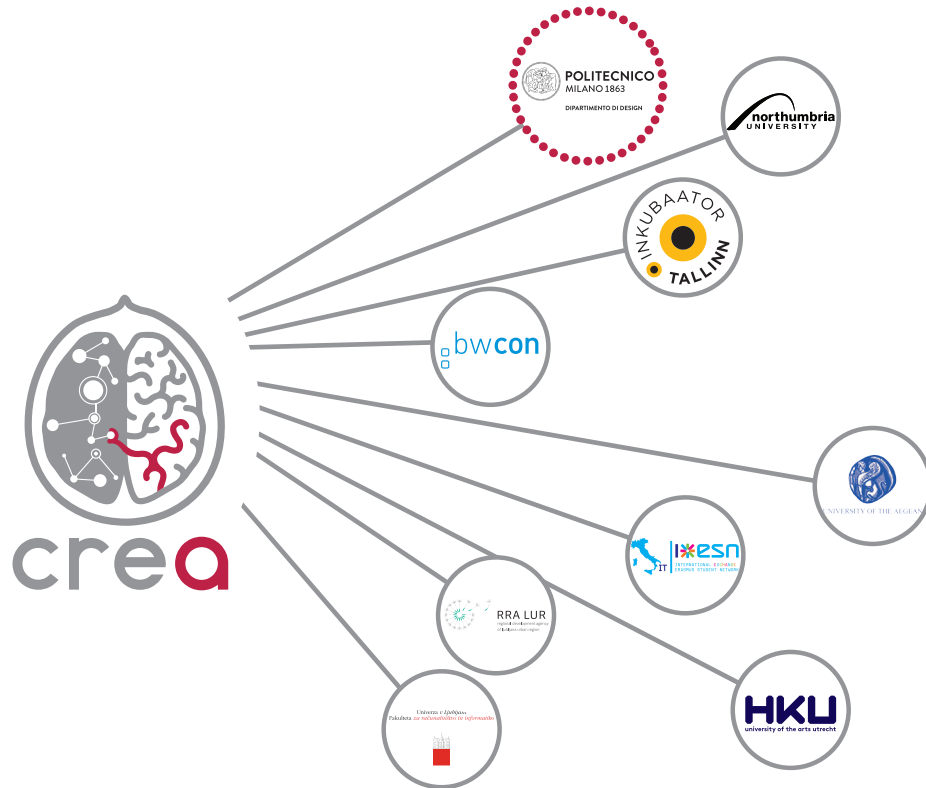


Politecnico di Milano - Design Department
(supported by Fondazione Politecnico)
is the lead partner of the CREA project
that involves a network of 9 institutions
from 8 European countries



ESN Italy Erasmus Student Network - Italy
BWCON Innovation Cluster for ICT and Media of Baden
Württemberg - Germany
University of the Aegean - Greece
University of Northumbria at Newcastle - UK
HKU - University of the Arts, Utrecht - Netherlands
**Regional Development Agency of the Ljubljana
Urban Region and University of Ljubljana** - Slovenia
Tallinn Business Incubator - Estonia



crea
summer academy

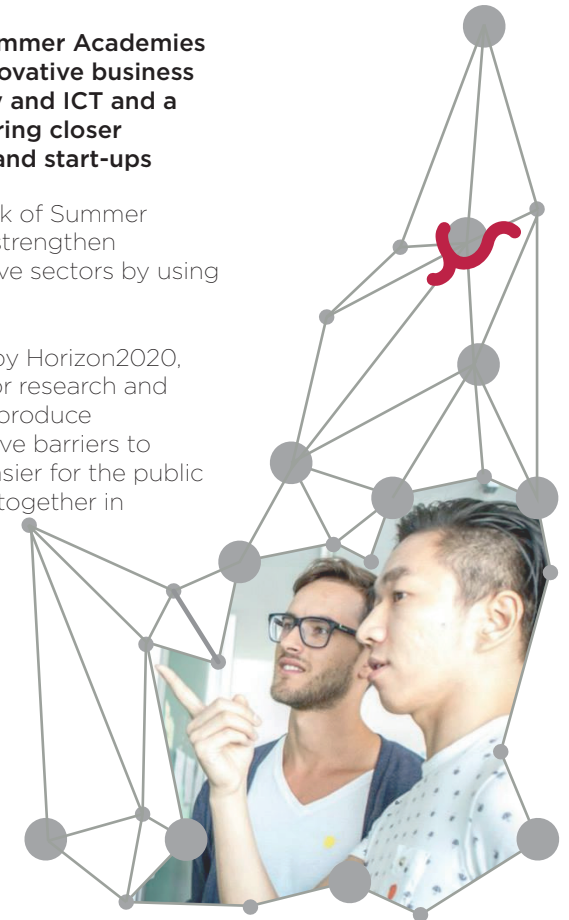
**Creativity & ICT
for new
entrepreneurship**

www.creasummeracademy.eu
creacademy-design@polimi.it
#CREA16 #SEsummer16

**A European Network of Summer Academies
for the development of innovative business
ideas focused on Creativity and ICT and a
Business Idea Contest to bring closer
investors, business angels and start-ups**

CREA is a European Network of Summer
Academies with the aim to strengthen
entrepreneurship in innovative sectors by using
ICT and creativity as levers.

CREA is a project financed by Horizon2020,
the European Programme for research and
innovation, with the goal to produce
world-class science, to remove barriers to
innovation and to make it easier for the public
and private sectors to work together in
delivering innovation.



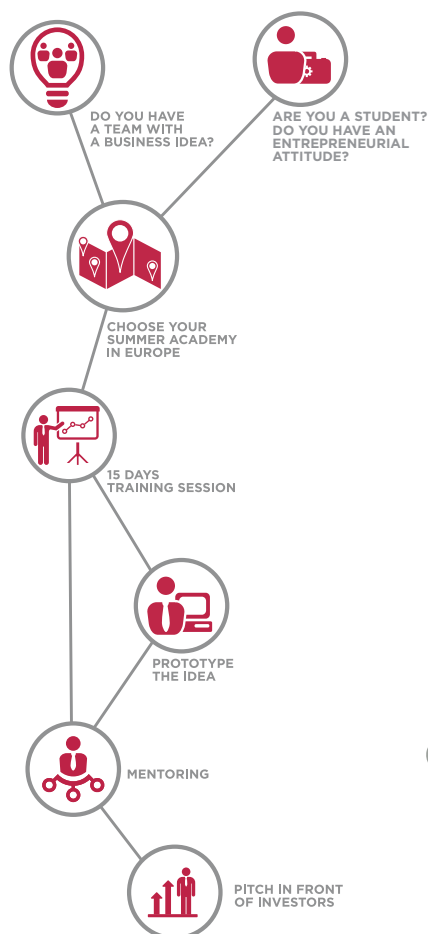
This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 644988.

Objective of the project

The main objective of the project is to create a European Model of Summer Academies with a strong focus on ICT and Creativity as competitive leverages for the birth of new innovative business start-ups. The goal is therefore to make youngsters and students aware of these topics and to encourage the development of new business ideas by promoting cross-fertilization between Creativity and ICT. The project aims to develop dedicated training services and mentoring and to promote the creation of a European wide Network of universities, incubators and development agencies for long-term collaboration and continuous dialogue with investors and business angels.

FOCUS AND TOPICS OF THE SUMMER ACADEMIES

The Summer Academies will be focused on the cross-fertilization between Creativity and ICT. Technology represents a means and a vehicle that allows the creative approach to innovation to find creation spaces for new business and new products and services.



CREA first year of activity

CREA communication reached **300.000 students** with different channels, from the direct communication to the social.

Using f6s online platform CREA collected **318 applications**, from **43 nationalities**, **23 different countries of studies** and **68 universities**.

134 participants has been selected, divided in the 6 European summer academies and **33 final business ideas**.

Through the training, prototyping and mentoring sessions **11 ideas has been selected to pitch @ ICT 2015**

