

# KP7-ICT : kansen voor de creatieve industrie?

Ramon Rentmeester  
EG-Liaison

SenterNovem is een agentschap van



Ministerie van Economische Zaken

# KP7 in vogelvlucht

- Europees kaderprogramma voor onderzoek en **technologie**ontwikkeling
- €53 miljard voor 7 jaar
- blok 'Samenwerking'
  - **ICT**
    - Werkprogramma 2007-2008



# ICT Werkprogramma

7 onderwerpen:

		Socio-economic goals			
		4. Digital libraries and content	5. ICT for health	6. ICT for mobility & sustainable growth	7. ICT for independent living and inclusion
Industry/Tech needs	1. Network and service infrastructures				
	2. Cognitive systems, interaction, robotics				
	3. Components, systems, engineering				

# Onderwerpen 2007-2008

## 1.5 Networked media (call 1)

- Verwachte resultaten:  
End-to-end systems ... that enable i) ... creation, storage/handling/search, management and rendering of media; ii) new creative forms of ... media such as 3D
- Verwachte impact:  
Widespread adoption of new digital media consumption and production patterns.



# WORLDSCREEN

(projectvoorbeeld)

Optimised **digital cinema** workflows for movie presentation from acquisition to end user exhibition based on layered **compression technologies**

10 partners, waaronder:

**Fraunhofer**  
Institut  
Nachrichtentechnik  
Heinrich-Hertz-Institut



**EG-LIAISON**

# Onderwerpen 2007-2008

## 4.2 Intelligent Content and Semantics

- Verwachte resultaten:
  - a) Advanced authoring environments for the creation of novel forms of interactive and expressive content...
- Verwachte impact:

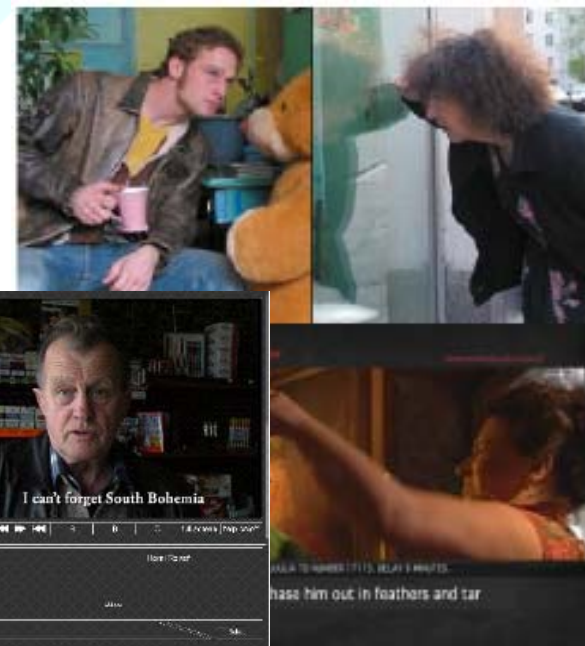
Creators will be able to design more participative and communicative forms of content.

SEVENTH FRAMEWORK  
PROGRAMME

# NM2 - New Media for a New Millennium

(projectvoorbeeld)

NM2 is about new media genres... and will create **new production tools for the media industry** that will allow the easy production of non-linear broadband media...



12 partners, waaronder: British Telecom, Sony Netservices, Cambridge University Moving Image Studio, **TNO**

# Onderwerpen 2007-2008

Verder ook:

- 2.1 Cognitive systems, Interaction, Robotics  
(o.a. human-machine interaction)
- 4.1 Digital Libraries (cultureel erfgoed)  
Technology- enhanced learning
- 7.1 ICT and Ageing  
(o.a. domotica / ambient intelligence)

# Hoe werkt het?

- Tweejaarlijks ICT werkprogramma
- Per jaar 1 a 2 indienrondes (calls)
  - Call 3 opent in december (cognitive systemen, digital libraries, intelligent content)
- Consortium
  - => Idee
  - => Projectvoorstel
  - => Evaluatie / selectie
  - => Aan de slag!



# Projectvormen

	<b>Duur</b>	<b>Subsidie</b>	<b>Partners</b>
<b>R&amp;D projecten</b>			
- Small/medium (STREP)	1,5–3 jaar	1-4 m€	6-15
- Large (IP)	3-5 jaar	4-25 m€	10-20
<b>Network of Excellence (NoE)</b>	4-5 jaar	4-10 m€	6-12
<b>CSA's</b>			
- Coordination Action	1,5–3 jaar	0,5-2 m€	13-25
- Support Action	0,5-2,5 jaar	0,03-3 m€	1-15

\* *Getallen zijn praktijkgemiddelden*

# EU financiering

- Research & technological activities: **50%**  
But: Public bodies, secondary and higher education, Research organisation (non-profit), SMEs **75%**
- Demonstration activities: **50%**
- Coordination and support actions: **100%**
- Management activities: **100%**

# EG-Liaison

- Voor (gratis) informatie en advies
- Contact:

**SenterNovem / EG-Liaison**

Juliana v Stolberglaan 3

2509 AC Den Haag

070 – 37 35 250

[ist@egl.nl](mailto:ist@egl.nl) of [r.rentmeester@egl.nl](mailto:r.rentmeester@egl.nl)

[www.egl.nl](http://www.egl.nl)