

# Innovation Agency's ArtTech Hub

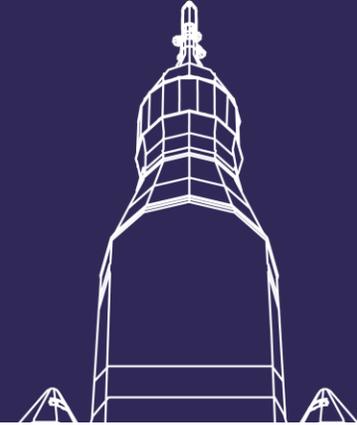
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Head of ArtTech Hub





## MISSION

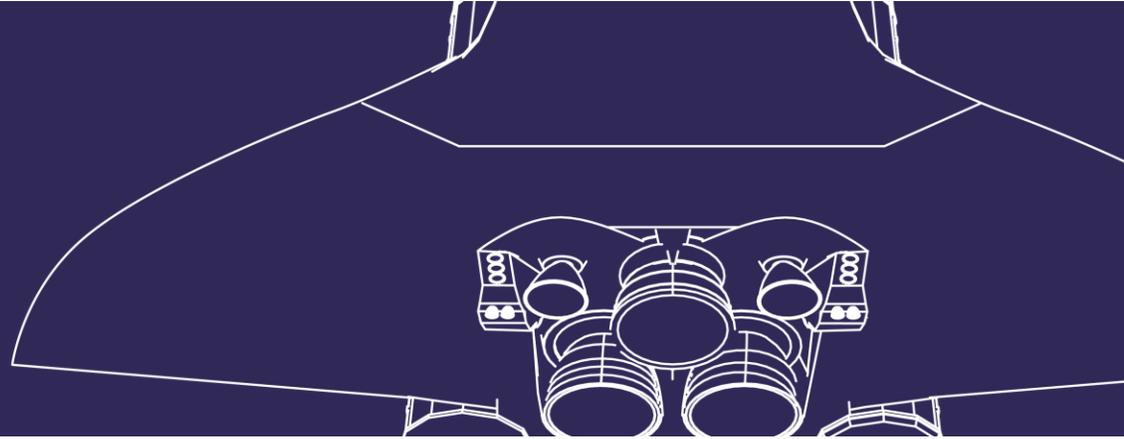
Growing a globally competitive business



- **FOR CLIENTS:** to provide one-stop-shop professional services
- **FOR THE FOUNDER:** to operate in a transparent, efficient and effective manner
- **FOR THE PUBLIC:** to contribute to the growth of economic prosperity in Lithuania
- **FOR THE CO-CREATORS OF SERVICES:** to mobilise for common action
- **FOR EACH OTHER:** to be a proactive, learning team



# STRATEGIC GOALS



- 1. Development** of the innovation ecosystem
- 2. Increase** of business productivity
- 3. Export transformation**
- 4. Provision** of customer-focused professional services
- 5. Growth** into a progressive next-generation organisation



# Content

1

**Why is it important?**

2

Directions and goals

# Problem



A cohesive service system tailored to the sector is lacking



A lack of competencies and capabilities to effectively develop and leverage the potential of the cultural and creative industries (CCI), particularly in relation to market knowledge, export development, implementation of innovations and business solutions, and networking.



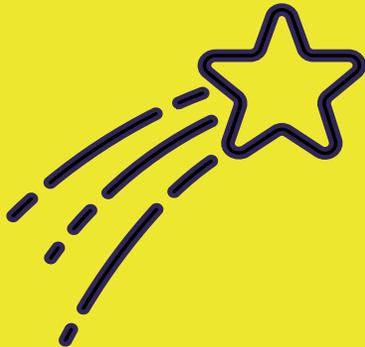
The potential of the cultural and creative industries (CCI) to contribute to a high value-added economy and innovative services, as well as to enhance international competitiveness, remains underutilized.



Although the sector's contribution to overall GDP is increasing, it is still not fully recognized as an economic driver.



# The potential of the sector in Lithuania



- In **2024**, nearly 3,700 companies operated in the CCI sector, with 35% of them active in the field of advertising agencies.
- Companies in the CCI sector account for approximately **3%** of all businesses in the country.
- More than **22,000** individuals operate independently in the sector. According to official statistics, nearly 53,000 people are employed in this sector, representing around 4% of the country's total workforce.



# Vision

To increase the sector's competitiveness and unlock its potential to build a high value-added economy



# Mision

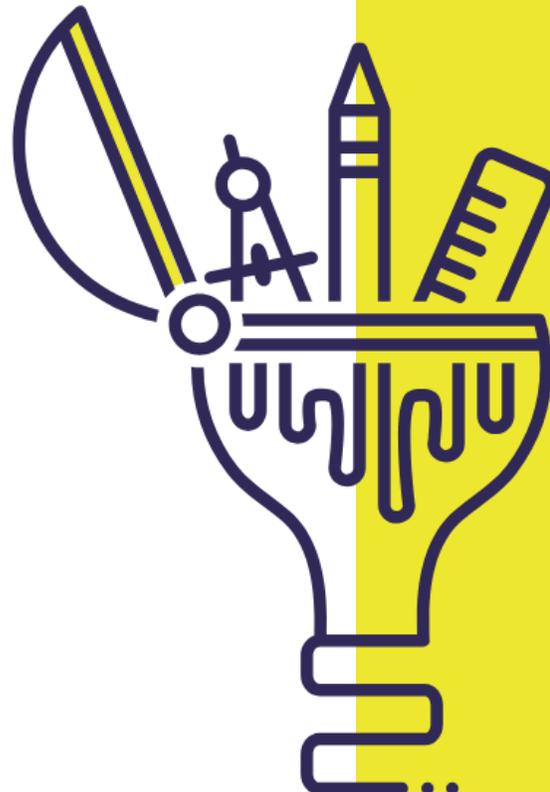
Foster the establishment and development of CCI sector businesses through services aimed at enhancing entrepreneurship, innovation, and international outreach





## Who is the target audience?

Individuals and legal entities operating in the field of culture and creative industries.





# Sectors and subsectors



- **Design** (includes furniture and clothing production and sales, jewelry making, etc.)
- **Crafts** (includes processing of glass, wood, stone, textiles)
- **Advertising agencies**
- **Publishing**
- **Information technologies** (includes video game development, digital and virtual content creation, new media)
- **Visual arts**
- **Film production and distribution**
- **Radio broadcasting and content distribution**
- **Architecture**
- **Creative services** (includes activities of museums, galleries, photography, tour organization, cultural education)
- **Music creation and distribution**
- **Performing arts**



# Content

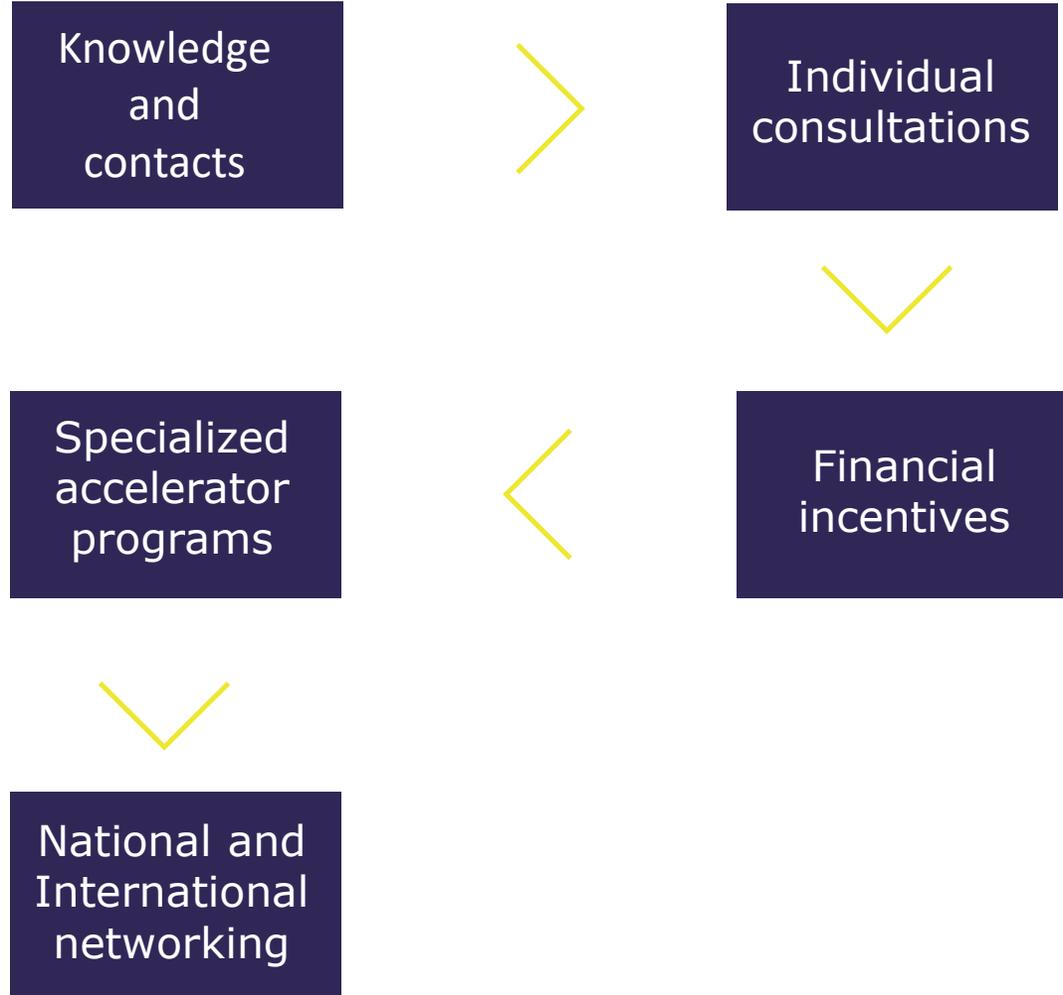
1

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**Directions and goals**

# ArtTech Hub's strategic directions



- Individual consultations for creators and companies
- Representation of the ecosystem at national and international levels
- Access to business and academic contacts (matchmaking)
- Knowledge gathering and dissemination about the sector
- Participation of companies in international events
- Search for funding instruments
- Development of (pre-)acceleration programs in Lithuania



# Till the end of 2027: CCI accelerator (financed by EU)



**Pre-accelerator:** business value assessment; financial planning; sales; digitalization; social impact evaluation (among others);



**Export accelerator:** export promotion strategies; dissemination; market analysis (among others);



**E-commerce accelerator:** e-store content audit; Search Engine Optimization (SEO) audit; e-marketing strategies (among others);

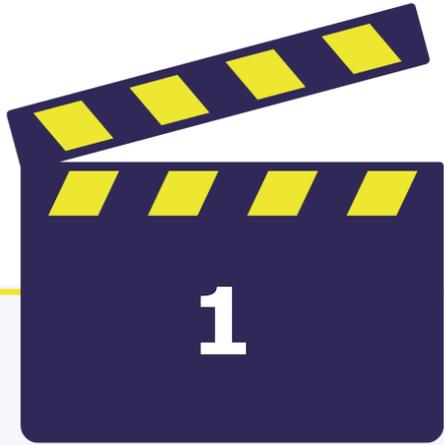


**Circular Accelerator:** circular economy solutions, sustainability strategies (among others);



**ArtTech Accelerator:** digitization of CCI products; development of innovative services and/or products; commercialization of creativity; intellectual property in creative processes (among others)

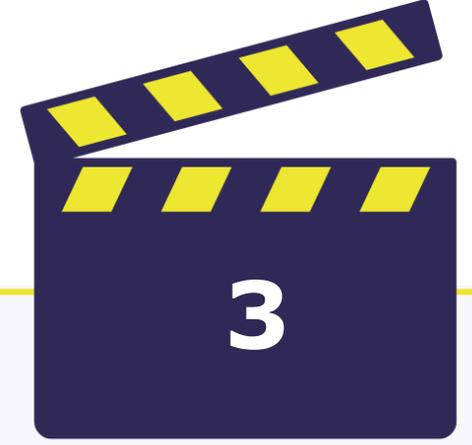
# Goals for 2025



Increase knowledge about the sector and enhance its visibility



Provide thematical consultations



Foster valuable partnerships



[www.innovationagency.lt](http://www.innovationagency.lt)

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