

**Beaz supports policies to foster the growth of CCI (Cultural and Creative Industries) through creative projects that have an impact in turnover and employment.**

BEAZ mission consists in fostering the growth of the business of Biscay in terms of economic activity and employment

Since 2011 when strategy Bizkaia Creativa was outlined to boost CCI growth, BEAZ has developed services and initiatives to CCI.

Aid Programmes

BIZKAIA CREATIVA: non-refundable aid. Sectors: Industrial Design, Videogames, Audiovisual and Fashion.

PRESTAEGIN: free training program.

Services

MENTORING

ACCELERATION

LINK WITH INTERNATIONAL NODES: collaboration agreements Cambridge Innovation Center, Massachusetts Institute of Technology.

AIDS MAPPING meetings to cofinance of innovative projects

REPORTS FOR TECHNOLOGICAL INNOVATION QUALIFICATION tax reduction

PAE (Point for On-line constitution)

EVENTS

Network of Incubators

DESIGN KABI coworking space

KBI DIGITAL advanced accelerator

Other types of support

BIDC Creativity Council. BEAZ is in charge of the General Secretariat. Objectives: international visibility and presence of the CCI. Promotes The Dweek : several events in connection with the CCI.

BILBAO BIZKAIA FILM COMMISSION: collaboration between the County Council of Biscay and the City Council of Bilbao. Objectives: boost the audiovisual sector in Biscay, attraction of film productions, advertising spots recordings, etc

PLAY STATION TALENTS: collaboration between BEAZ and Sony Interactive

Entertainment. Objective: foster local talent in the videogames sector through support to new ventures in the sector on an annual basis.

## Resources needed

To CCI, BEAZ destines 4 people and a budget of €589,454.96 for the development of specific activities.

Besides, BEAZ manages 750,000€ assigned to the Bizkaia Creativa aid program of the Department for Economic Development of Biscay's County Council.

## Evidence of success

### Aid program

BIZKAIA CREATIVA 141 projects. Forecast 58.3M€, 486 jobs

PRESTAEGIN 38% ICC Services

MENTORING 21% ICC, 14% digital content

ACCELERATION 29% ICC

AIDS MAPPING 6% ICC, 75% digital content

REPORTS FOR TECH INNOVATION 2% ICC, 11% digital content

EEN 18% CCI, 9% digital content

PAE 20% CCI

EVENTS 40% CCI

### Other

BIDC 200 agents, 43 events, 10 sectors, 75 speakers, 13.000 participants, score 8.4/10

BB FILM COMMISSION 182 productions, 117 shot in Biscay

PS TALENTS 4 teams

## Difficulties encountered

### Our challenges

Open Innovation : link referents companies with start-ups

A kick to multi-sectorality as a source of new business opportunities and competitive advantages.

Identify and fostering drive force projects via cooperation with CCI agents of the value chain, talent attraction, financing

## Potential for learning or transfer

BEAZ is a good example of agent that has the capacity of binding all the entrepreneurship and innovation ecosystem in Biscay by way of its contribution to outlining and consolidating

more and higher quality innovation projects.

Likewise, BEAZ has a linking and dynamizing role for different stakeholders: universities, technological centers, public institutions, public innovation agencies, sectorial associations, clusters...of the entrepreneurship and innovation ecosystem

BEAZ is member of CCI Sector Group of the EEN network that helps businesses innovate and grow on an international scale.

And all this, bearing in mind BEAZ mission which is to foster growth of the economic activity and the generation of quality employment in Biscay through the promotion of new business innovative activities and through the improvement of the competitiveness of the existing companies in Biscay by way of giving support to their growing, innovation and internationalization challenges.

**Main institution**

BEAZ S.A.U

**Location**

País Vasco, Spain (España)

**Start Date**

January 2011

**End Date**

Ongoing

[Further information](#)