



Open call for proposals: Skills-based CPD courses

Call reference number:

26-EDU-CPD-012-2

EIT Culture & Creativity

Cologne | 20 July 2026

<https://eit-culture-creativity.eu/>

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Document History

Version 1.0 (2026)

Changelog

Version	Date	Changes
1.0	20/07/2026	Initial version.
2.0	11/09/2026	Updated the application submission deadline to 30 October 2026 at 17:00 CET and the related evaluation and implementation timeline.
3.0	13/10/2026	Updated the “Sanctions & Jurisdiction Screening” checkbox in the Application Form, Part A (Annex II).
4.0	20/10/2026	Removing “Measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary” from Section 2.2.1.

Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
AVM	Audio-visual media
BP	Business Plan
CCSI	Cultural and Creative Sectors and Industries
CPD	Continuous Professional Development
EdTech	Educational Technology
EIT	European Institute of Innovation and Technology
EIT KPIs	Key Performance Indicators defined by the EIT
EIT SIA	EIT Strategic Innovation Agenda
EKT	Extended Knowledge Triangle
ESR	Evaluation Summary Report
EU	European Union
FSM	Financial Sustainability Mechanism
FSTP	Financial support to third parties
GEDI	Gender Equality, Diversity and Inclusion
HEIs	Higher Education Institutions
HE MGA	Horizon Europe Model Grant Agreement
ILOs	Intended Learning Outcomes
IP	Intellectual Property
KAVA	KIC-added value activity
KIC	Knowledge and Innovation Community
KIC SA	KIC Strategic Agenda
KTI	Knowledge Triangle Integration
NEB	New European Bauhaus
NGOs	Non-Governmental Organisations
OLAF / EPPO	European Anti-Fraud Office / European Public Prosecutor's Office
PA	Partnership Agreement
PIC	Participant Identification Code
PMO	Project Management Office
PRA	Subgrant agreement – Project agreement
RIS	Regional Innovation Scheme
SMEs	Small and Medium-sized Enterprises
SOs	Strategic Objectives
TEU	Treaty on the European Union
TFEU	Treaty on the Functioning of the EU

VET	Vocational Education and Training
VR	Virtual Reality
XR	Extended Reality (Umbrella term covering AR, VR, mixed reality and other technologies providing immersive experiences.

Definitions

Associated partners	Associated partners are organisations contributing to the project activities without receiving EIT Culture & Creativity financial support and without being counted towards the minimum consortium composition requirements. Their role must be clearly justified in the proposal and limited to specific support activities, such as providing expertise, access to networks, facilities, pilot environments, stakeholder groups or dissemination channels. A company branch office or a KIC partner is not automatically considered an associated partner; this depends on the role assigned to the organisation in the proposal.
Continuous Professional Development (CPD)	Continuous professional development (CPD) Structured learning activities aimed at enhancing the knowledge, skills, and competencies of professionals in the Cultural and Creative Sectors and Industries (CCSI). CPD courses supported by EIT Culture & Creativity focus on addressing skill gaps and fostering innovation in areas such as sustainability, digital technologies, and entrepreneurship.
Cultural and Creative Sectors and Industries	Cultural and Creative Sectors and Industries (CCSI) are based on cultural values, creativity, skills, and talent with the potential to generate innovation, wealth, and jobs through social and economic value creation, particularly from intellectual property. Sectors include architecture, archives, artistic crafts, audio-visual (film, TV, software, video games, multimedia, recorded music), cultural heritage, design, high-end industries and fashion, festivals, live music, performing arts, publishing, radio, visual arts, and advertising. (Source: European Parliament (2016/2072(INI))
Deliverable	Deliverables are tangible or intangible goods or service produced during the project implementation phase. They track the progress made towards a project's objectives and may take the form of a report, document, software product, course, event or any other building block of a project. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.
EIT	The European Institute of Innovation and Technology (EIT) is an EU body established in 2008 to strengthen Europe's innovation capacity. It is part of Horizon Europe, the EU's Framework Programme for Research and Innovation, and funds EIT Culture & Creativity (www.eit.europa.eu).
EIT KPI	The set of Key Performance Indicators (KPIs) defined by the EIT that reflect the EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project meets the objectives of the EIT.

EIT Innovation (RIS)	Regional Scheme	The EIT Regional Innovation Scheme (EIT RIS), launched in 2014, helps innovators from eligible countries access EIT activities, creates links among regional innovation actors, and offers tailor-made programmes to support moderate and emerging innovating countries, as well as the EU's Outermost Regions, in building their innovation capacity. List of eligible countries: https://www.eit.europa.eu/activities/eit-regional-innovation-scheme-ris-closing-innovation-divide-europe
Horizon Model Agreement	Europe Grant	The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and the terms and conditions applicable to the implementation of the EIT grant.
Knowledge Integration	Triangle	The EIT is established to complement existing Union and national policies and initiatives by fostering the integration of the knowledge triangle – higher education, research and innovation, and business creation – across the Union.
Standstill period		A mandatory waiting period following the communication of award decisions, during which no contracts are signed and applicants are not permitted to publicly announce the outcome – even if they have already received written notification. It gives unsuccessful applicants the opportunity to submit an appeal before any funding agreements are finalised.
Extended Knowledge Triangle		In addition to the Knowledge Triangle Integration (KTI), EIT Culture & Creativity promotes Extended Knowledge Triangle collaboration, which includes public institutions, policymakers, and civil society stakeholders, to foster long-term systemic impact and alignment with regional development goals.

Overview of key information on the call

Call reference number	26-EDU-CPD-012-2
Purpose of the call	To support the rapid development and delivery of skills-based Continuing Professional Development (CPD) courses, designed to react swiftly to urgent market shifts and strengthen professional capacity within the Audio-visual media (AVM) sector across the strategic strands of intellectual property, artificial intelligence, and digital storytelling.
Call opening and deadline for applications	Call publication / opening: 20/07/2026 Deadline for applications: 30/10/2026, 17:00 CET
Evaluation and implementation timeline (indicative)	• Evaluation of proposals: November - December 2026 • Communication of results to applicants: Mid-December 2026 • Standstill period: up to 30 calendar days, as agreed with EIT, counted from the day after dispatch of the communication of results • Publication of results: January 2027 • Signature of the subgrant agreement – Project agreement: January - February 2027 (subject to expiry of the applicable stand-still period, completion of procedural and contracting checks, and, where applicable, legal entity validation by the EIT Onboarding Service) • Tentative start of the projects (according to date defined on the subgrant agreement – Project agreement): January – February 2027 • Tentative end of the projects: December 2027 – January 2028
Maximum EIT funding allocated to this call	The maximum EIT funding allocated to this call is up to EUR 600 000 allocated as follows: • Up to EUR 75 000 per funded project The indicative number of accepted projects is up to 8 projects.
Funding model	The funding model for this call is the actual costs model . Such model reimburses real expenses backed by detailed financial records (e.g., timesheets, invoices).
Reimbursement rate	EIT Culture & Creativity financial support may reimburse up to 75% of the total eligible project costs of each project participant. The remaining costs must be covered by the applicant or consortium members through own resources or other eligible non-EU sources. Costs already funded by other EU programmes or sources cannot be reimbursed, in order to avoid double funding.
Who can apply	This call is open to legal entities established in EU Member States and Horizon Europe Associated Countries.

	Proposals may be submitted by both single applicants and consortia. Where consortia are allowed, they must include a minimum of 2 and a maximum of 3 independent legal entities, established in at least two eligible countries. Eligible applicants must meet the specific eligibility requirements set out in the call guidelines, as follows: • Mono-beneficiary option: Open only to HEIs, VET institutions, or accredited professional training providers. • Multi-beneficiaries (consortium) option: Up to three participants from at least two eligible countries. Must include: ○ Project Coordinator from the Education sector (HEI, VET, or accredited professional training providers). ○ Up to two more entities among the following eligible ones: HEIs, VET institutions, Industry partners, accredited professional training providers, Non-profits/Associations (NGOs, Foundations), and Research/Media/Cultural institutions
List of call documents	• Call guidelines • Application form, as available on the submission platform • Budget plan and EIT Culture & Creativity funding template • Eligibility of Expenditure guidelines • Subgrant agreement – Project agreement (note: the template is subject to change) • Declaration of Honour template • EIT Culture & Creativity Guidelines for Project Monitoring and Controlling
List of reference documents (with links)	• EIT Culture & Creativity Strategic Agenda 2024-2027 • List of participating countries in Horizon Europe • EIT Culture & Creativity Code of Conduct • EIT Impact Framework (2022-2027) with codes
List of documents to be submitted	• Application form as available on the submission platform. • Budget plan and EIT Culture & Creativity funding template in excel format using the EIT Culture & Creativity funding template provided. • Gantt chart with project timeline and work packages in PDF format (Example from European Commission).
Link to the PIC registration and submission portal	• Step 1: Register your organisation in the EU Funding & tender opportunities portal to obtain the nine-digit Participant Identification Code (PIC number). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click here) whether your organisation is already registered.

	For individuals, teams, or ventures not yet incorporated as legal entities, a PIC number may not be required at application stage, unless otherwise specified in the call guidelines. • Step 2: Link to the submission platform of the call. The application form will be available from 20 July 2026 to 30 October 2026 at 17:00 CET.
Topics to be addressed	Applicants must select one of three thematic strands: • Strand A - Audio-visual media (Intellectual Property) focuses on advanced rights management and AI-mediated licensing; • Strand B - Audio-visual media (Artificial Intelligence) targets the operational scaling of AI tools and content verification; • Strand C - Storytelling for digital media focuses on narrative design for immersive, interactive, and algorithm-driven digital platforms. All strands emphasise regulatory compliance and preserving European creative agency.
KPIs to be addressed	For details, please see Section 2.3.4. Mandatory KPIs: • EITHE08.1 – Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. <u>Only participants, who successfully finished the programme, will be counted.</u> For this KPI, <u>only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable</u> (minimum target: 600 successful participants per course). • EITHE08.2 – Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery with citizenship in EIT RIS countries. (minimum target: at least 30% of documented EITHE08.1 participants). <i>Please note: 50 participant spots must be made available free of charge within the project's duration for beneficiaries of EIT Culture & Creativity's Innovation and/or Business Creation programmes.</i>
Contact point Q&A	Applicants may submit their inquiries via the official EIT Culture & Creativity Contact Form. This form can be used for all questions related to call content, technical aspects, thematic focus, administrative, financial, or procedural matters. The relevant team will review and respond accordingly to provide clear and aligned guidance throughout the application process.

	Questions submitted by applicants during the submission period will be anonymised, reviewed, and – where appropriate – published on the call page under the FAQ section. The FAQ section will be updated throughout the call period to ensure equal access to information for all applicants.
Further information to interested applicants	Interested applicants are invited to attend an online information session related to this call on 30 July 2026 at 10:00-11:30 CEST (Berlin time). Registration is required through the following form: Registration form The Teams meeting link will be shared with registered participants after registration. This information session will focus on the call content, topics, and requirements, and on general procedures, such as the submission and evaluation process. The information session will be recorded and made available on the EIT Culture & Creativity website. Applicants are encouraged to check the call webpage regularly for update.

1. Introduction

1.1. Information on the EIT

European Institute of Innovation and Technology

The European Institute of Innovation and Technology (EIT) is a **European Union body** with a legal personality and a wide legal capacity accorded to legal persons under national law. The EIT was created in 2008 by the European Union (EU) to enhance Europe's global competitiveness by fostering collaboration between businesses, research institutions, and higher education organisations.

The EIT is governed by [Regulation \(EU\) 2021/695](#) (EIT Regulation), which aligns the EIT's mission with the EU's priorities and the objectives of Horizon Europe on evolving research, innovation, economic growth, job creation, global competitiveness, sustainable growth, higher education and entrepreneurship, by means of the Knowledge and Innovation Communities (KICs), which address specific societal challenges and are established and supported by the EIT.

The [EIT Strategic Innovation Agenda \(SIA\) 2021-2027](#) is aligned with Horizon Europe and lays down the priority fields and the strategy of the EIT for future initiatives, capacity to generate the best innovation added-value, objectives, key actions, mode of operation, expected results, impact, as well as an estimate of the resources needed for the duration of Horizon Europe.

Horizon Europe Regulation

The [Horizon Europe Regulation \(EU\) 2021/695](#) foresees that the EIT takes part in the implementation of the Horizon Europe Programme in accordance with its strategic objectives for the period 2021 to 2027, as laid down in the Strategic Innovation Agenda of the EIT, and taking into account the strategic planning of Horizon Europe.

EIT and Knowledge and Innovation Community (KIC) relations

The EIT Regulation defines KICs as large-scale Institutionalised European Partnerships of higher education institutions, research organisations, companies and other stakeholders in the innovation process in the form of a strategic network, regardless of its legal form, based on joint mid- to long-term innovation planning to meet the EIT's challenges and contribute to attaining the objectives established.

According to the EIT Regulation, and without prejudice to the partnership agreements and grant agreements between the EIT and each KIC, the KICs have substantial autonomy to establish their internal organisation and composition, as well as their agenda and working methods, provided that they result in progress towards achieving the objectives of the EIT and the KICs, taking into account the strategic planning of Horizon Europe and the strategic direction of the EIT set out in the SIA and by the Governing Board.

Contractual framework between the EIT and the KICs

The long-term relations between the EIT and each KIC are based on a **seven-year Partnership Agreement (PA)**¹ laying down the general terms and conditions under which the KIC operates as an Institutionalised European Partnership. Subject to positive performance, interim review and outcome of comprehensive assessment of the KIC, the PA can be extended for another period of a maximum of seven years.

The Partnership Agreement between the EIT and EIT Culture & Creativity entered into force on 1 January 2024 (PA reference: PA2024/EIT/EIT CC).

The **Grant Agreement (GA)**² is the contractual instrument laying down the provisions concerning the implementation of the KIC activities (KIC Business Plan, Cross-KIC activities, etc.) through grants, on an annual or multi-annual basis of up to three years with the KICs. Business plans describe the main objectives and expected results and actions taken by the KICs.

The Grant Agreement between the EIT and EIT Culture & Creativity for the 2026-2028 period entered into force on 6 May 2026 (Grant Agreement No.: GA-101264271).

Contractual framework between the KIC and the subgrantees

In line with Annex 5 of the Grant Agreement, selected applicants will be offered Subgrant agreement – Project agreements governing the implementation of the awarded projects or prizes.

1.2. Information on EIT Culture & Creativity

EIT Culture & Creativity is the institutional partnership dedicated to strengthening the European Cultural and Creative Sectors and Industries (CCSI), enabling them to become more sustainable, resilient, and globally competitive.

Launched in 2023 by the European Institute of Innovation and Technology (EIT), a body of the European Union, we provide access to funding, knowledge, and tailored support. As part of Europe's largest innovation ecosystem, we connect research, industry, academia, and cultural institutions to drive systemic innovation.

Our initial focus spans five key sectors: architecture, gaming, fashion, cultural heritage, and audio-visual and media. Across these domains, we support innovators end-to-end – from idea to market – scaling solutions, translating innovation into impact, and redefining entrepreneurship in the CCSI.

We are active in over 30 countries, with headquarters in Cologne and Regional Hubs in Amsterdam, Barcelona, Bologna, Helsinki, Košice, and Vienna. Together, we are building a pan-European ecosystem that transcends silos, sectors, and geographies.

We believe that culture and creativity are not luxuries, but critical infrastructure for resilience, renewal, and sustainable economic growth. Whether you are an innovator, company, university, research center,

¹ Model Partnership Agreement: [Partnership Agreement](#)

² Horizon Europe Model Grant Agreement: [general-mga_horizon-euratom_en.pdf](#)

cultural institution, investor, policymaker, civic leader, or learner, we invite you to join us in shaping desirable futures for Europe.

1.2.1. MISSION AND VISION

Vision

To position the CCSI as a central driver of Europe's economic, societal, and environmental transformation.

Mission

To drive sustainable and responsible growth within and beyond the CCSI through innovation, education, business creation, and societal transformation.

Impact goals

Working towards this mission, EIT Culture & Creativity will pursue three overarching impact goals for the EU CCSI:

- Create and safeguard jobs in a resilient European CCSI ecosystem that can scale, innovate, and compete in global markets.
- Strengthen resilience within and through the EU CCSI by reducing environmental impact, supporting inclusive growth, and increasing social cohesion.
- Accelerate the transition towards sustainable, responsible, and competitive economic growth across the EU CCSI

Challenges

EIT Culture & Creativity has identified three core challenges limiting the ability of the CCSI to remain globally competitive, resilient, and impactful:

- **Skills gaps for future job markets** – insufficient alignment between education, training, and the rapidly evolving needs of the CCSI workforce.
- **Limited innovation implementation capacity** – strong creative potential exists, but it is not consistently translated into scalable, market-ready solutions.
- **Weak venture creation, scaling, and value capture** – insufficient support for building and growing companies, coupled with underdeveloped monetisation of intellectual property and revenue generation

1.2.2. STRATEGIC OBJECTIVES

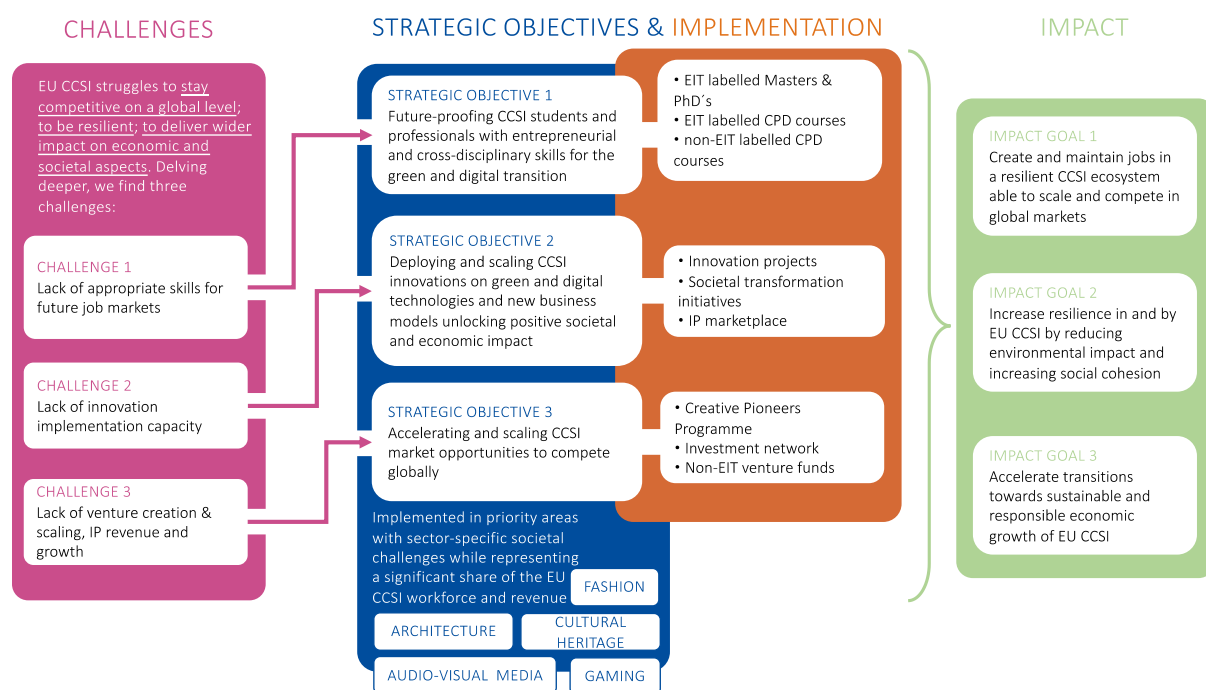
To achieve our mission, EIT Culture & Creativity will focus on the following strategic objectives (SOs):

- **Future-proofing CCSI students:** Equip CCSI students with entrepreneurial and cross-disciplinary skills necessary for the green and digital transitions. This includes addressing emerging

technologies, environmental challenges, market disruptions, globalisation, and talent shortages. Please note that this call has students as the main general target group.

- Deploying and scaling CCSI innovations: Support collaborative innovations that have significant commercial potential and societal benefits, focusing on green and digital technologies and new business models.
- Accelerating and scaling CCSI market opportunities: Provide business support to create and scale ventures, enabling them to compete globally and access necessary capital, markets, and audiences.

These strategic objectives are designed to create and maintain jobs, enhance resilience, and accelerate sustainable economic growth within the EU's CCSI.



This graphic illustrates the relationship between our challenges, strategic objectives, and impact goals, highlighting how each proposal can contribute to the overarching mission and vision of EIT Culture & Creativity.

1.2.3. PRIORITY AREAS

EIT Culture & Creativity's Strategic Agenda 2024-2027 covers five priority areas – Architecture, Audio-Visual Media, Cultural Heritage, Fashion, and Gaming – all of which are described in the table below. Each represents a significant share of the EU CCSI workforce and revenue and faces unique challenges requiring targeted intervention. In line with the Business Plan 2026-2028, the 2026 calls concentrate their funding scope on three of these areas: Architecture, Audio-Visual Media, and Fashion. Cultural Heritage and Gaming remain strategic priorities of EIT Culture & Creativity and are included here for full context; they are planned for expanded call coverage from 2027 onwards as set out in the Business Plan.

Priority area	Objective	Key challenges (non-exhaustive list)
Architecture	- Foster circular innovation with a social dimension, focusing on new bio-based materials and technologies. - Affordable climate adaptation, enhancing liveability and cohesion in urban environments.	- Growing demand for reusing and renovating existing buildings over new constructions. - Limited entrepreneurial skills among architects and lack of capacity to use architecture to promote social cohesion. - SMEs and freelancers in architecture struggle to scale and find appropriate economic models.
Audio-visual media	Promote responsible and trustworthy use of technology, including generative AI, audience data collection.	- Limited capacity to implement and commercialise new technologies. - New business models based on disruptive technologies. - Issues with data ownership and privacy. - Stagnant revenues and limited investment capabilities.
Cultural Heritage	- Integrate emerging technologies and new business models for commercialising scalable products and services. - Preserve cultural heritage, increase societal impact towards social cohesion.	- Disappearing traditional knowledge and craft skills. - Limited skills for emerging technologies and entrepreneurship. - Financial bottlenecks making it difficult to monetise and find new revenue streams from cultural heritage.
Fashion	- Drive circular innovations, new textile processing, recycling technologies, and supply chain innovations. - Promote circular business models and circular design.	- High reliance on raw material consumption and environmentally damaging production processes. - Significant waste generation leading to environmental degradation and social issues. - SMEs and new ventures face difficulty competing with global industry players and scaling up.
Gaming	- Foster innovation with disruptive technologies focused on digital ethics and cross-sectoral collaboration. - Enhance the societal impact of the gaming sector.	- Access to funding - Access to talent and strict industry-specific curricula. - Barriers from global platforms restricting market access and choice of distribution channels. - Difficult for EU gaming companies to maintain and grow market share against dominant American and Asian players.

1.2.4. MISSION OF THE PROGRAMMATIC PILLARS

Education

The Education area equips learners with the skills and entrepreneurial mindsets needed to lead the green, digital and social transitions. By integrating creativity, technology, sustainability and business expertise, it fosters cross-disciplinary innovation across and beyond Europe's Cultural and Creative Sectors and Industries (CCSI). Through practice-based learning, industry collaboration and forward-looking curricula, Education strengthens capacity for inclusive, responsible and future-oriented growth.

Innovation

The Innovation area bridges groundbreaking ideas and commercial viability through a structured, impact-driven pipeline. It advances high-potential, close-to-market projects (TRL 7-9) from validation to deployment and commercialisation through rigorous selection, milestone-based funding, and robust business models – accelerating their path to scalable impact. By mobilising cross-sector expertise and strategic investment, Innovation strengthens Europe's cultural ecosystems and enhances global competitiveness. It delivers measurable economic, societal, and financial impact for the CCSI by connecting projects to international markets, investors, and EIT business creation pathways – ensuring long-term growth and value creation.

Business Creation

The Business Creation area supports entrepreneurs and ventures in building, scaling, and internationalising sustainable, competitive businesses, while unlocking access to public and private finance. Through incubation, acceleration, and post-acceleration support, it guides companies from product development and IP strategy to market entry and expansion. With a strong focus on robust business models, investor readiness, and global positioning, Business Creation ensures that creative innovation translates into scalable ventures – driving economic resilience, long-term value creation, and measurable impact across Europe.

Transformation & New European Bauhaus (NEB), including RIS

The Transformation & NEB area drives systemic change through cultural practices and creative approaches (artistic and design methodologies), with a focus on priority areas including sustainable fashion and textiles, design, architecture, and the transformation of the lived environment. It explores new models of collaboration, governance and societal engagement, turning experimental ideas into practical, scalable initiatives. Rooted in inclusion, sustainability and shared responsibility, Transformation strengthens social cohesion and resilience, fostering place-based innovation and shaping a more sustainable, beautiful and inclusive European future.

2. Description of the subject matter of the call

2.1. Call for skills-based Continuous Professional Development courses

This call supports specialised skills-based Continuous Professional Development (CPD) courses for the Audio-visual media (AVM) sector. These shorter, focused courses are expected to have an immediate impact on participants' careers by improving their professional skills, opening new job opportunities, and sparking innovation projects within their organisations.

This call invites proposals within the strategic strands of intellectual property, artificial intelligence, and digital storytelling. These courses must be granular, outcome-oriented, and primarily designed for asynchronous online delivery in English to accommodate the schedules of working professionals.

Proposals are required to demonstrate a practice-oriented pedagogical approach that encourages critical reflection on technological ethics and digital sovereignty. Applicants must define specific, measurable learning outcomes and outline a proportionate assessment strategy, to evidence the practical application of new skills in a professional context.

This call aligns with the EIT Culture & Creativity Strategic Agenda 2024-2027 and directly addresses:

- Challenge 1: Lack of appropriate skills for future job markets

Proposals submitted to this call must support the EIT Culture & Creativity vision and mission and directly contribute to tackling our challenges, impact goals, strategic objectives (SOs) and priority areas (see Section 1.2).

EIT Culture & Creativity acts in compliance with Horizon Europe Model Grant Agreement (HE MGA) regulations and ensures that the principles of transparency, non-discrimination, sound financial management and no conflict of interest (including having procedures agreed with the granting authority regarding links with recipients) are ensured throughout the selection, evaluation and implementation of the sub granted activities.

Proposals need to demonstrate how the proposal will not just align with but will also actively contribute to the EIT Culture & Creativity Strategic Agenda 2024-2027.

2.1.1. PURPOSE OF THIS CALL

This call invites proposals for the development and delivery of skills-based Continuing Professional Development (CPD) courses that strengthen professional capacity across three strategic strands:

- Audio-Visual Media (IP, Rights & Content Exploitation)
- Audio-Visual Media (AI in Content Development, Production & Distribution)
- Storytelling for Digital, Interactive and Cross-Media Formats

Proposals must demonstrate how they will contribute to at least two of the following objectives:

- **Equip professionals with advanced skills across the audiovisual value chain**, from content development and production to distribution, marketing, and audience engagement,
- **Strengthen rights management and exploitation capacity**, enabling professionals to maximise the commercial and cross-border potential of European audiovisual works,
- **Foster innovation in content creation and business models**, including cross-media formats, immersive storytelling, and platform-driven distribution strategies,
- **Support entrepreneurial and business development skills** for freelancers, SMEs, and independent producers operating in a rapidly evolving market environment,
- **Enhance understanding of platform ecosystems and digital market dynamics**, including data-driven distribution and audience development strategies,
- **Develop applied competencies in AI-driven workflows**, enabling professionals to integrate emerging technologies into content creation, production pipelines, and distribution strategies.

What are skills-based CPD courses?

In the context of this call, skills-based CPD courses are defined as reactive learning solutions that are:

- Granular and focused: They target specific competencies rather than a broad field of study.
- Asynchronous by design: Built for the working professional, these courses are primarily hosted online and accessible 24/7, allowing learners to upskill without pausing their careers.
- Rapidly and continuously deployed: Training content can be developed and launched within weeks and either stay available continuously, or allow for easy deployment of multiple iterations, to address urgent industry skills needs.
- Outcome-oriented: The success of these courses is measured by the learner's ability to immediately apply the learning.

2.1.2. SCOPE OF ACTIVITIES UNDER THIS CALL

The primary objective of this call is to strengthen the professional competencies of individuals across the European Cultural and Creative Sectors and Industries (CCSI) through high-quality, practice-oriented Continuing Professional Development (CPD).

Applicants are invited to propose training courses under one of three thematic strands, each addressing structural shifts in the audiovisual and digital media landscape:

- **Strand A – Intellectual Property, Rights Management & Content Exploitation**

Focuses on equipping professionals with the capabilities to manage rights and maximise value from audiovisual works in increasingly platform-driven and AI-mediated environments. This includes licensing, contract negotiation, and multi-territory exploitation strategies.

- **Strand B – Artificial Intelligence in Audiovisual Production and Workflows**

Addresses the integration of AI across the audiovisual value chain, including development, production, post-production, and distribution. Training should cover AI-enabled workflows, automation, synthetic media (e.g. deepfakes), and compliance with European regulatory frameworks, ensuring responsible and competitive adoption.

- **Strand C – Storytelling for Digital, Interactive and Cross-Media Environments**

Explores advanced narrative design for immersive, interactive, and transmedia formats, with a focus on maintaining narrative coherence and audience engagement across platform-based and algorithm-driven distribution environments.

2.1.3. SPECIFIC REQUIREMENTS

2.1.3.1 Thematic requirements

Applicants are invited to submit a proposal under one of the following thematic strands, addressing key structural and technological shifts in the European audiovisual and digital media landscape.

Strand A: Audio-Visual Media (Intellectual Property, Rights & Exploitation)

- Europe's audiovisual sector faces persistent structural challenges in retaining control over rights exploitation and downstream revenues, particularly in negotiations with global streaming platforms and user-generated content ecosystems. Increasingly, value capture depends not only on ownership, but on the ability to structure rights, negotiate data access, and design licensing strategies for multi-format, cross-border, and AI-mediated reuse.
- This strand focuses on developing advanced, operational competencies in IP strategy and rights exploitation within platform-driven and data-intensive environments.
- Proposals should address skills development in one or more of the following areas:
Rights management in AI-mediated production environments, including training data traceability, derivative rights, and safeguards against unauthorised reuse,
- Advanced licensing and exploitation strategies, including multi-territory licensing, windowing, platform exclusivity, and hybrid formats (e.g. interactive works, virtual production assets, synthetic performers),
- IP valuation and revenue optimisation, including catalogue exploitation, secondary rights markets, and data-informed monetisation models,
- Contract negotiation in platform ecosystems, with emphasis on data access, algorithmic visibility, revenue transparency, and audit mechanisms,
- Attribution, authorship, and moral rights protection in fragmented, algorithmically mediated environments, including AI-assisted creation contexts,
- Collective rights management and cross-border enforcement, including EU-level harmonisation frameworks and evolving governance mechanisms.

- Particular attention should be given to European regulatory developments affecting IP governance, and to embedding rights awareness across the full content lifecycle (development to distribution).
- Proposals are encouraged to include case-based learning, drawing on real-world contracts, platform agreements, and rights disputes, as well as simulation exercises reflecting current market asymmetries.

Strand B: Audio-Visual Media (Artificial Intelligence & Production Workflows)

- Artificial intelligence is transforming the audiovisual value chain—from development and production to distribution, recommendation, and audience analytics. However, adoption remains uneven, and often lacks integration into scalable production and business processes.
- At the same time, AI introduces risks related to trust, authenticity, and regulatory compliance, particularly in journalism, documentary, and public-interest media.
- This strand focuses on applied, scalable skills for integrating AI into audiovisual workflows while ensuring compliance, accountability, and creative control.
- Proposals should address skills development in one or more of the following areas:
AI-enabled production workflows, including virtual production, generative pre-visualisation, automated asset creation, and multimodal integration (video, audio, text, 3D),
- Operational integration of AI tools into production pipelines, post-production environments, and collaborative systems (e.g. cloud-based infrastructures),
- Content provenance and verification, including watermarking, content credentials, and alignment with emerging European standards for media authenticity,
- Deepfake detection and synthetic media literacy, with applications in both creative production and verification contexts,
- AI-supported localisation and accessibility, including subtitling, dubbing, voice synthesis, and cross-cultural adaptation,
- Rights-compliant AI workflows, ensuring traceability, licensing compliance, and alignment with EU frameworks (including the AI Act),
- Data governance and platform dynamics, including the role of training data, metadata, and recommendation systems in shaping visibility and monetisation.
- Programmes should also incorporate critical perspectives on AI, including limitations, bias, and over-reliance, enabling professionals to exercise informed judgment—particularly in culturally sensitive or editorial contexts.

Strand C: Storytelling for Digital, Interactive and Cross-Media Environments

- Storytelling remains central to Europe's cultural and economic value creation. However, it is increasingly shaped by platform logics, algorithmic curation, participatory cultures, and immersive technologies, challenging linear formats and traditional authorship models.
- This strand focuses on developing advanced narrative competencies for a convergent media environment where storytelling operates across formats, platforms, and audience roles.

- Proposals should address skills development in one or more of the following areas:
- Narrative design for immersive environments, including virtual reality (VR), augmented reality (AR), mixed reality (XR), and spatial computing,
- Transmedia and cross-platform storytelling, ensuring narrative coherence across streaming platforms, social media, games, and interactive environments,
- Audience-responsive and data-informed storytelling, using analytics and audience insights while preserving creative integrity,
- Human–AI co-creation in storytelling, including generative tools for ideation, scripting, and world-building, alongside critical evaluation,
- Storytelling in algorithm-driven environments, including how recommendation systems influence format, pacing, and narrative structures,
- Cultural heritage and European narratives in digital contexts, including innovative reinterpretation of archives, identity, and memory,
- Ethics of storytelling in hybrid media environments, including authenticity, representation, and responsible use of AI-generated content.
- Particular emphasis should be placed on preserving narrative agency and authorial voice in technologically mediated environments. While digital tools expand creative possibilities, they may also standardise outputs; training should therefore equip practitioners to sustain distinct cultural expression and diversity.

2.1.3.2 Learner Target Groups

Proposals must explicitly map their intended learners against their chosen thematic Strand and designate a **primary learner target group** for the proposed training course. This primary group represents the core beneficiaries of the learning activity (the key demographic in need of the proposed upskilling or reskilling).

Target groups must be clearly categorized into one or more of the following segments:

- Established **working professionals** seeking to upskill or adapt to market and technological shifts (e.g., industry experts, entrepreneurs, freelancers).
- **New entrants** entering the audiovisual and creative sectors workforce (e.g., school leavers, higher education graduates, VET certificate holders).
- Other **individual learners** seeking to reskill or transition into audiovisual professions (e.g., artists, cultural managers, public sector stakeholders).

While multi-disciplinary cohorts are permitted, applicants should provide an estimated percentage breakdown of their expected learner intake (e.g. 70% working professionals, 30% CCSI artists) to demonstrate project focus and viability. Proposals are also encouraged to support EIT Culture & Creativity's objective of achieving 40% women in education.

2.1.3.3 Delivery requirements

All supported courses must be:

- Designed for working professionals, ensuring relevance to industry practice and immediate applicability,

- Flexible and accessible, with a baseline requirement of fully online delivery,
- Predominantly asynchronous, complemented where relevant by live elements (e.g. mentoring sessions, workshops, expert talks),
- Modular in structure, enabling flexible participation and scalability,
- Delivered primarily in English, to ensure accessibility across European markets.

2.1.3.4 Pedagogical requirements

To ensure high-quality learning provision and strong professional relevance, all supported courses must demonstrate a robust, practice-oriented pedagogical design aligned with the needs of working professionals in the audio-visual and digital storytelling sectors.

Proposals must address the following requirements:

- Flexible and Accessible Delivery Formats

Courses must be delivered in a format compatible with the constraints of working professionals, with fully online and predominantly asynchronous delivery as the baseline. Proposals may include complementary synchronous elements (e.g. live workshops, mentoring sessions) where these demonstrably enhance learning outcomes. Clear modular structures, manageable workload distribution, and transparent progression pathways are required.

- Language

English is expected to be the primary language for course content development and delivery. Where the target audience includes learners from RIS countries, translations can be considered and the motivation will be assessed during the evaluation phase. However, English is expected to remain the primary language for content delivery.

- Advanced and Fit-for-Purpose Digital Learning Environments

Proposals must demonstrate the use of appropriate digital learning infrastructures that support interactive, applied, and scalable learning. The choice of technology must be pedagogically justified and proportionate to learning objectives.

- Learning Methodologies Aligned with the Intended Learning Outcomes (ILOs)

The ILOs (see next section) must be closely reflected in the learning methodologies applied. Instructional Designers are responsible for selecting approaches that best serve the course objectives. Methodologies should be interactive, inclusive, and support experimentation, creativity, and collaboration.

- Structured Reflective and Critical Practice

Courses must integrate mechanisms for critical reflection on the use of digital technologies, particularly AI. This includes fostering learners' capacity to assess limitations, biases, ethical implications, and risks associated with technological deployment in professional contexts.

Reflection should be embedded through guided exercises, peer exchange, or critical review of outputs.

- Learner Target Group Alignment

The course design must align directly with the needs of the primary learner target group (see section 2.1.3.2 above) and any additional target group identified in the proposal. Applicants must demonstrate a cohesive pedagogical approach, ensuring that the course structure avoids inconsistencies between learner targets and the applied learning frameworks.

2.1.4. EXPECTED OUTCOMES AND IMPACT

Intended Learning Outcomes (ILOs)

Applicants are expected to define three clear ILOs for the proposed training course. ILOs are typically structured using action verbs, which may be reflected in the assessment approach to demonstrate the learner's ability to apply the intended competences in practice.

ILOs are expected to be:

- Specific: clearly state the knowledge, skills or competencies to be acquired by the learner.
Measurable: structured to facilitate the assessment.
- Achievable: considering the target audience profile, their previous knowledge, skills and competencies.
- Relevant: for the thematic focus of this call; contributes to closing call-relevant skills gaps in the CCSI and to supporting competitiveness of the European CCSI.
- Time-bound: ILOs are expected to be achieved by the end of the course, with their achievement measured through documented assessment.

Assessment of ILOs

Proposals must demonstrate how these outcomes are embedded within the course design, and how their achievement will be evidenced through assessment. Proposals must describe the assessment method, which can be defined as best fitting the course and defined ILOs. Assessment should prioritise applied competencies, including the ability to transfer learning into professional contexts. Where appropriate, assessment formats may include portfolios, project deliverables, or applied case analyses rather than purely theoretical evaluation.

Proposals should indicate how these outcomes are reflected in the course design and how their achievement may be evidenced through appropriate assessment approaches. Assessment approaches should be proportionate to the course format and intended outcomes. Where relevant, assessment may prioritise applied competencies and the ability to transfer learning into professional contexts. Indicative formats may include portfolios, project deliverables, or applied case analyses.

2.2. Main requirements for applicants

This call is open to legal entities established in countries that are eligible under Horizon Europe. This also applies to any affiliated entities involved in the proposal, unless the specific call or topic explicitly provides otherwise.

Skills-based CPD courses can be implemented either by a single beneficiary or by a consortium of up to three members from at least two eligible countries, as outlined below:

- **Mono-beneficiary:** Only HEIs, VET institutions or accredited professional training providers are eligible to apply independently for skills-based CPD courses.
- **Multi-beneficiary consortium (up to three members):** A consortium application must include:
 - One entity from the education sector (HEI or VET institution, or accredited professional training providers) who serves as the Project Coordinator.
 - Up to two more entities among the following eligible ones: HEIs, VET institutions, Industry partners, accredited professional training providers, Non-profits/Associations (NGOs, Foundations), and Research/Media/Cultural institutions.

While multi-partner consortia are highly encouraged to foster cross-border and cross-sectoral collaboration, this call explicitly allows mono-beneficiary applications to ensure that the programme remains accessible to highly specialised organisations, industry leaders, or accredited niche training providers who possess the localised expertise, infrastructure, and agility required to deliver immediate, high-impact upskilling.

2.2.1. SPECIAL REQUIREMENTS

- **Eligibility of Associated Countries** – Countries in the process of associating with Horizon Europe must have completed their association agreement by the launch date of this call to be considered eligible. Only entities from countries officially associated at the time of publication of this call will be eligible for funding. Any association agreements finalised after the call's publication date will not apply retroactively to this call. For reference, see paragraph “Third countries associated to Horizon Europe” in the List of participating countries in Horizon Europe. Please note: European Institute of Innovation and Technology (EIT) is situated in Pillar III. Countries eligible for funding under this call must be associated to pillar III.
- **Legal entities established in Russia, Belarus, or in non-government controlled territories of Ukraine** — Given the illegal invasion of Ukraine by Russia and the involvement of Belarus, there is currently no appropriate context allowing the implementation of the actions foreseen in this programme with legal entities established in Russia, Belarus, or in non-government controlled territories of Ukraine. Therefore, even where such entities are not subject to EU restrictive measures, such legal entities are not eligible to participate in any capacity. This includes participation as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or

recipients of financial support to third parties (if any). Exceptions may be granted on a case-by-case basis for justified reasons.

With specific regard to measures addressed to Russia, following the adoption of the Council Regulation (EU) 2024/1745 of 24 June 2024³ (amending Council Regulation (EU) No 833/2014 of 31 July 2014) concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, legal entities established outside Russia but whose proprietary rights are directly or indirectly owned for more than 50% by a legal person, entity or body established in Russia are also not eligible to participate in any capacity.

2.2.2. SUPPORTING THE KNOWLEDGE TRIANGLE INTEGRATION (KTI)

EIT Culture & Creativity applies the Knowledge Triangle Integration (KTI) model to ensure meaningful collaboration across education, research, and business. The Knowledge Triangle approach ensures that supported projects are not only academically rigorous, but also closely aligned with industry and societal needs, preparing graduates to navigate and lead the green, digital, and social transitions of the CCSI.

In addition, EIT Culture & Creativity promotes **Extended Knowledge Triangle (EKT)** collaboration, which includes public institutions, policymakers, and civil society stakeholders, to foster long-term systemic impact and alignment with regional development goals.

2.2.3. INTEGRATION OF RIS APPLICANTS

EIT Culture & Creativity encourages the participation of organisations from countries with moderate or emerging innovation scores, as defined by the European Innovation Scoreboard. These countries are part of the [Regional Innovation Scheme \(RIS\)](#), and applicants from these regions are referred to as "RIS applicants".

Encouragement for participation of RIS applicants

EIT Culture & Creativity is committed to expanding the innovation and education ecosystem by fostering collaboration with RIS countries and regions.

Proposals are encouraged to meaningfully engage with RIS members and allocate a portion of their activities and budget to addressing challenges and opportunities specific to these regions. While there is no mandatory requirement for a minimum budgetary allocation, proposals that demonstrate strong engagement with RIS countries will be positively evaluated during the assessment process.

Accordingly, proposals can enhance their alignment with EIT Culture & Creativity's RIS objectives by:

- Including members from RIS-eligible countries and regions in their consortium.

³ following the adoption of Council Regulation (EU) 2024/1745 of 24 June 2024 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine.

- Highlighting activities specifically designed to address regional challenges or opportunities in RIS areas.
- Identifying measurable outcomes or contributions to innovation, capacity-building, and societal impact in RIS regions.

Any entity from a RIS country can apply as a RIS applicant during the initial application process. The goal of integrating RIS applicants is to expand the innovation ecosystem by connecting local RIS members to the broader European innovation landscape. This ensures that regions with moderate or emerging innovation performance are well-represented and can contribute to the overall success of the programme.

Reimbursement rate

RIS applicants are subject to the same reimbursement rate as all other applicants. Costs funded by other EU programmes or sources are not eligible as reimbursement to avoid double funding.

2.3. Main requirements for project implementation

2.3.1. PROJECT DURATION

The total project duration is **12 months** and must include all phases of the project. The total project duration must align with these specifications to ensure that all deliverables and KPIs are met within the timeframe: starting from January – February 2027 and ending no later than January 2028.

Selected applicants will be expected to deploy the funded training course by Month 5, with at least a **second iteration** of the course expected to be concluded by Month 9 unless the course is fully asynchronous and available continuously online from first deployment. In their proposals, applicants are expected to outline a deployment strategy to demonstrate how their course will reach the mandatory minimum participant KPIs for EITHE08.1 and EITHE08.2. (See Section 2 for KPI details.)

Please also see Section 2.3.5 about fast-tracking.

2.3.2. PROJECT IMPLEMENTATION, MONITORING AND REPORTING

Selected projects will be managed in line with the established project implementation and monitoring procedures, ensuring effective execution, compliance, and alignment with EIT requirements, including any updates that may apply. Project coordinators are responsible for implementing the approved work plan and ensuring timely delivery of deliverables, milestones and KPI targets, while EIT Culture & Creativity will monitor progress and provide guidance and support throughout implementation. The project coordinator must submit interim and final performance and cost reports in line with the timeline defined in the call/topic (Section 3.3), and participate in interim and final reviews where applicable. Any significant changes (e.g., consortium changes and major budget reallocations) require prior formal approval from EIT Culture & Creativity. In case of underperformance or non-compliance, EIT Culture & Creativity may apply

corrective measures, including adjustments to the financial support in accordance with the Subgrant agreement – Project agreement.

Financially supported entities may be required to carry out a formal ex-post impact assessment for each supported activity, including activities implemented by third parties where applicable, within five years after completion of the activity.

EIT Culture & Creativity is committed to **gender equality, diversity and inclusion (GEDI)**. Applicants must demonstrate how GEDI considerations are meaningfully embedded throughout the design, development and implementation of project outputs, using an **intersectional perspective** where relevant. Projects must comply with the principles set out in **Annex 5 (Specific Rules, Values) of the Horizon Europe Model Grant Agreement** and the [EIT Gender Equality Policy and Action Plan 2025-2027](#).

2.3.3. DELIVERABLES

Mandatory deliverables

Each project proposal must include the following mandatory deliverables:

Deliverable	Description	KPI the deliverable contributes to
D01	Data Management Plan	EITHE08.1, EITHE08.2
D02	Course structure and curriculum: A clear outline of the course structure, including but not limited to course objectives, course curriculum, learning milestones, a visualised pathway for learner journeys, description of assessment method(s) and how these document ILO achievements.	EITHE08.1, EITHE08.2
D03	Course Materials: a copy of all preparatory materials developed for the course (e.g. reading lists, video content, PPTs, platform setup).	EITHE08.1, EITHE08.2
D04	Dissemination, communication, and marketing plan: including clear communication and outreach activities foreseen during and after implementation of the project, as well as a marketing plan that describes the promotional actions to support financial sustainability of the course during and after implementation of the project. Compliance with HE Guidance and visibility rules set in MGA Article 17 is required.	EITHE08.1, EITHE08.2
D05	Course documentation: Comprehensive course package, including a final learner report, as well as the final course content (e.g. presentations, videos, reading materials) and e-learning activities (e.g. SCORMS, quizzes) needed for course	EITHE08.1, EITHE08.2

	delivery, enabling EIT Culture & Creativity to replicate or adapt the course as needed.	
D06	Post-funding financial sustainability plan: outlining how the course will continue to be deployed and scaled after the end of the funding period and for the duration of 5 years. Including the target market, pricing strategy, revenue streams, and planned measures to attract and retain learners. The plan should demonstrate a realistic pathway to market uptake and long-term viability.	EITHE08.1, EITHE08.2

Any additional deliverable specified by applicants in their proposal will also be mandatory during implementation, if selected.

2.3.4. KEY PERFORMANCE INDICATORS (KPIs)

To be eligible, all submitted proposals must address the KPIs listed below and indicate the expected minimum target value for each selected KPI⁴.

50 participant spots must be made available free of charge within the project's duration for beneficiaries of EIT Culture & Creativity's Innovation and/or Business Creation Programmes.

Mandatory KPIs

KPI Code	KPI description	Minimum target expected
EITHE08.1	Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. <u>Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.</u>	600
EITHE08.2	Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery <u>with citizenship in EIT RIS countries.</u>	At least 30% of EITHE08.1

⁴ [EIT Impact Framework \(2022-2027\) with codes.pdf](#)

2.3.5. FAST-TRACKING OF PROJECTS (OPTIONAL)

EIT Culture & Creativity may, at its sole discretion, decide to activate a fast-track mechanism for a limited number of projects selected under this call in order to explore opportunities for scaling, replication, continuation, further development or other forms of follow-up support. Any such support may be financial and/or non-financial (including in-kind support), subject to the availability of budget, internal approvals and, where applicable, alignment with or approval by EIT.

The inclusion of this provision in these Call Guidelines does not create any entitlement, legitimate expectation or right for applicants or selected projects to receive additional support, to be assessed for fast-tracking, or to participate in any subsequent procedure. Fast-tracking is entirely optional and may only be activated where EIT Culture & Creativity considers such a mechanism appropriate, feasible and aligned with its strategic, operational, financial and portfolio objectives.

If EIT Culture & Creativity decides to activate a fast-track mechanism, it will define and communicate, at the relevant time, the applicable scope, eligibility conditions, assessment methodology, decision-making process, type of support, implementation arrangements and any applicable contractual or financial conditions.

Where applicable, any assessment may take into account factors such as project implementation progress, achievement of milestones, deliverables and KPIs, review outcomes, scalability, portfolio contribution, sustainability prospects and/or any other considerations determined by EIT Culture & Creativity for the purposes of the specific fast-track exercise.

Any fast-track mechanism will be implemented in accordance with the principles of transparency, equal treatment, sound financial management and conflict-of-interest management. Any additional support, if awarded, will be subject to a separate decision and formalised through an appropriate contractual arrangement, which may include an amendment, a new agreement or another applicable legal instrument.

3. Financial aspects of the call

3.1. KIC funding

The total maximum EIT Culture & Creativity financial support available for this call is **EUR 600 000 from the Business Plan 2026-2028**, conditional and subject to formal approval by the EIT.

Scope of activities	Maximum KIC funding (EUR)	Indicative number of projects to be funded	Max. EIT funding per project (EUR)
Skills-based CPD Courses	600,000	8	75 000

The funding model for this call is the **actual costs model**. Such model reimburses real expenses backed by detailed financial records (e.g., timesheets, invoices)

3.2. EIT funding and double funding restriction

In order to avoid double funding and conflicts of interest, applicants must ensure that the activities, costs, outputs and results proposed under this call are not already funded, or planned to be funded, through any other EIT-funded instrument, including grant agreements, Memoranda of Understanding (MoU), Cross-KIC (X-KIC) activities, the Higher Education Initiative (HEI), or any other EIT-funded activity. Legal entities receiving EIT funding through other instruments may participate in this call only where they can demonstrate that there is no overlap in the funded activities, costs, outputs or results, and that their participation does not create a conflict of interest or unfair advantage.

Other EIT Knowledge and Innovation Communities (KICs), including their legal entities acting in their capacity as KICs, may not participate as beneficiaries or receive financial support under this call.

3.3. Reimbursement rate

EIT Culture & Creativity financial support may reimburse up to **75% of the total eligible project costs of each project participant**. The remaining share of the total eligible project costs must be covered by the applicant or consortium members through own resources or other eligible sources, in accordance with the applicable funding and double-funding rules.

Costs already funded by other EU programmes or other EU sources cannot be reimbursed by EIT Culture & Creativity, in order to **avoid double funding**.

3.4. Payment arrangements

Entities receiving financial support from EIT Culture & Creativity for the implementation of the selected projects will become subgrantees under the Grant Agreement between EIT Culture & Creativity and EIT.

Necessary arrangements are put in place to ensure eligibility of costs and compliance under the Grant Agreement between the EIT and EIT Culture & Creativity. All validated entities will have to proceed with the signing of the Subgrant agreement – Project agreement, before any financial support can be provided.

EIT Culture & Creativity will provide financial support according to the payment schedule below. Interim and final payments may follow an annual schedule, subject to the availability of funds from the Granting Authority (EIT), the applicable financial framework, reporting obligations agreed upon in the Subgrant Agreement – Project Agreement, and the results of any Certificate on the Financial Statements (CFS) and other verification procedures required by EIT Culture & Creativity and/or the Granting Authority. The date of entry into force shall be the date on which all beneficiaries have successfully completed the validation process and the Subgrant Agreement – Project Agreement has been signed by all Parties.

Reporting					Payments			
Reporting Periods			Type	Deadline	Type	Payment Ceiling	Reimbursement rate The reimbursement rate shall apply equally to all beneficiaries participating in the project.	Deadline
RP N.	Month from	Month to						
-	-	-	-	-	Initial prefinancing	40% of the maximum grant amount awarded during the Business Plan 2026–2028	75%	30 days from entry into force/10 days before starting date – whichever is the latest
1	January 2027	December 2027	Periodic report	60 days after end of reporting period	Interim / final payment, as applicable	Cumulative payments up to 100% of the EIT Culture & Creativity contribution corresponding to the eligible costs reported and accepted for the reporting	75%	90 days from receiving periodic report

						period, subject to the applicable reimbursement rate and not exceeding the maximum grant amount awarded during the Business Plan 2026–2028		
2	January 2028	December 2028	Periodic report	60 days after end of reporting period	Final payment	Balance payment up to a maximum of 100% of the grant amount awarded during the Business Plan 2026–2028	75%	90 days from receiving periodic report

EIT Culture & Creativity shall be under no obligation to distribute EIT funding as financial support to the entities selected unless the cost eligibility rules of Article 6 of the Grant Agreement (as transposed in the Subgrant agreement – Project agreement) are complied with, always subject to final confirmation by EIT.

EIT Culture & Creativity may withhold or suspend payments if the FSM Agreement is not signed within the required deadline or if the consortium does not comply with the applicable financial sustainability obligations.

3.5. Financial sustainability requirements

EIT Culture & Creativity aims to achieve financial independence from European Union funding as part of its long-term strategic vision. For this Skills-Based Continuous Professional Development Courses Call, a Financial Sustainability Mechanism (FSM) is established to generate revenue through income-sharing from courses. All financially supported education projects are expected to contribute to EIT Culture & Creativity's financial sustainability by implementing revenue-sharing agreements tailored to participant fees and market segments.

3.5.1. REVENUE-SHARING FROM COURSE PARTICIPATION FEES

The Financial Sustainability Mechanism (FSM) for this education call is based on a revenue-sharing model, where EIT Culture & Creativity will receive 25% of the revenue generated by the skills-based CPD course funded through this call. The FSM will apply from the first deployment of the course, i.e. starting from the funded project period, and for a minimum of five years post-funding. This approach ensures a consistent

income stream while supporting the expansion of EIT Culture & Creativity's educational impact within the CCSI.

The revenue-sharing model will apply for as long as the course generates revenues (minimum five years). This revenue-sharing model is designed to ensure financial sustainability, providing EIT Culture & Creativity with a proportional share of income that scales with course enrolment and market demand.

3.5.2. SUSTAINABILITY OF FINANCIALLY SUPPORTED COURSES

To ensure long-term delivery and financial sustainability, all financially supported courses must commit to the following obligations:

- **Continuation for a minimum of five years post-funding:** Financially supported projects are required to continue delivering their courses for at least five years after the conclusion of EIT Culture & Creativity financial support. This ensures the long-term availability of high-value educational offerings that contribute to EIT Culture & Creativity's education portfolio. This commitment will be formalised during the Project Agreement (PRA) preparation phase, ensuring clear timelines and conditions for course continuation. The EIT Culture & Creativity financial support provided by EIT Culture & Creativity is intended to cover the initial setup of the course, including – among other things – content development and platform integration towards pilot delivery. Beyond this, it is the responsibility of the financially supported entities to ensure the continuation of the course through the financial sustainability plan submitted as part of their proposal (and updated with the final mandatory project deliverable).
- **Alignment with EIT Culture & Creativity's education portfolio:** Courses must be integrated into EIT Culture & Creativity's permanent education portfolio, ensuring consistency, alignment with strategic goals, and accessibility for future learners.
- **Financial sustainability plan:** Applicants must submit a detailed sustainability plan, including:
 - a. A clear business model outlining how the course will generate revenue (e.g. participant fees, or partnerships) and providing revenue projections from 2027 onwards.
 - b. Target audience analysis and expected enrolment numbers during project duration.
 - c. A description of how the course aligns with market needs and scales during the post-funding period to ensure lasting relevance.
- **Revenue-sharing and licensing agreements:** All courses must adhere to the 25% revenue-sharing model and include provisions for licensing agreements if third-party organisations are involved in course delivery.

3.5.3. IMPACT ON FINANCIAL SUSTAINABILITY GOALS

Each financially supported project is expected to contribute to EIT Culture & Creativity's annual revenue targets, based on course fees and the number of enrolled participants. By aligning educational content with

industry needs and providing value-added training for diverse market segments, this call supports EIT Culture & Creativity's goal of achieving long-term financial sustainability. Additionally, the five-year continuation requirement ensures that the financially supported courses have a lasting impact, strengthening EIT Culture & Creativity's education portfolio and generating consistent financial contributions. All financially supported entities will be required to report on course completion rates, revenue generated, and alignment with the FSM throughout the duration of their projects, thereby ensuring accountability and measurable contributions to EIT Culture & Creativity's financial resilience.

3.5.4. FINANCIAL SUSTAINABILITY PROCESS

1. Proposal submission: All proposals must clearly outline a strategy and estimate calculation for revenue sharing, following the 25% revenue-sharing model. Proposals must also detail a financial sustainability plan that ensures the continuation of the course for at least five years post-funding. Proposals should specify the target participant groups and expected course fees, demonstrating the potential for sustained income generation aligned with EIT Culture & Creativity's financial sustainability goals.

2. Financial review and agreement finalisation: Selected projects will undergo a financial review to ensure feasibility and market readiness. During this stage, revenue-sharing conditions will be formalised, ensuring all parties understand and agree to the revenue-sharing arrangement before the project commences.

3. Project implementation and monitoring: EIT Culture & Creativity will monitor the financial contributions generated over the project lifecycle. Projects implementing the revenue-sharing model will provide updates and submit contributions on agreed timelines, ensuring ongoing alignment with financial sustainability goals.

4. Post-implementation monitoring: EIT Culture & Creativity will track the continuation of courses and financial contributions generated post-funding to ensure adherence to the agreed financial sustainability plan. For a minimum of five years following the EIT Culture & Creativity financial support period, financially supported entities may be required to report on the status of their courses, including:

- participant numbers, following the reporting requirements outlined in the EIT Impact Framework for KPIs EITHE08.1 and EITHE08.2
- revenue generated
- alignment with the financial sustainability objectives.

By establishing this FSM, EIT Culture & Creativity ensures that all financially supported education projects contribute to its financial sustainability, enabling EIT Culture & Creativity to reinvest in future educational and innovative initiatives.

3.6. Cost eligibility

For details on which project budget costs are eligible, please see Article 6 of the EIT-KIC Grant Agreement and the document “Eligibility of Expenditures” available on the call website.

4. Call criteria

Following the deadline for submission, the admissibility, eligibility, exclusion and selection criteria checks will be performed for each proposal in line with the following criteria.

Proposals failing to meet one or more criteria will receive an official communication from EIT Culture & Creativity, informing the applicant of the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

4.1. Admissibility

- **Deadline:** The application is submitted before the call deadline (see Overview). Any proposals submitted after the deadline will be inadmissible.
- **Submission format:** The application is submitted using the forms provided inside the electronic submission system (see Overview), including all mandatory templates.
- **Completeness:** The application is complete and contains all required sections, mandatory annexes and supporting documents as specified in the call/topic conditions and in the electronic submission system. The **financial section** is completed using the EIT Culture & Creativity funding template provided (where applicable). A **plan for exploitation and dissemination of results** is included in the application form, covering communication activities, unless explicitly stated otherwise in the specific call/topic conditions.
- **Language:** The application and all mandatory annexes and supporting documents are written entirely in English.
- **Accessibility:** The application is readable, accessible and printable.
- **Character limit:** The application respects the maximum character limits defined for each section of the application form. If any section exceeds the specified character limit, the application will not be admissible.

Only proposals satisfying all the admissibility criteria shall pass on to the eligibility criteria assessment stage.

4.2. Eligibility

Following the admissibility check, only proposals meeting all eligibility conditions below (and any additional call/topic-specific conditions) will be considered for evaluation:

- **Applicant type:** The proposal is submitted by **legal entities / consortia of legal entities**, as specified in the call/topic conditions. Other EIT Knowledge and Innovation Communities (KICs), including their legal entities acting in their capacity as KICs, may not participate as beneficiaries or receive financial support under this call.

- **Registration (PIC):** Where applicants are legal entities, they may be required to be registered in the [EU Funding & tender opportunities portal](#) and have a nine-digit Participant Identification Code (PIC number).
- **Legal status & eligibility:** The applicant(s) are legal entity(ies) and comply with the applicable Horizon Europe eligibility rules (including not being subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)⁵ as well as Article 75 TFEU⁶).
- **Country eligibility:** The applicant(s) (and any affiliated entities, where applicable) are established in an eligible country under Horizon Europe, unless the call/topic explicitly provides otherwise (e.g., for essential participation). Entities established in countries that are not automatically eligible for Horizon Europe funding may participate or receive support only where this is explicitly allowed under the call/topic conditions and the applicable Horizon Europe rules.
- **Associated partners:** Associated partners are permitted only in exceptional and duly justified cases. Their participation must demonstrate a clear added value for the implementation of the project activities and must be explicitly justified in the proposal. Associated partners participate without receiving EIT Culture & Creativity financial support and do not count towards the minimum consortium composition requirements.
EIT Culture & Creativity reserves the right to reject or request the removal of associated partners whose participation is not considered necessary or proportionate to the objectives and implementation of the project.
- **Consortium structure:** Unless otherwise specified in the call/topic conditions, the proposal is submitted either by
 - a single legal entity (mono-beneficiary).
 - or by a multi-beneficiary consortium. EIT Culture & Creativity encourages a clear EU dimension and Knowledge Triangle Integration, which is typically best achieved through multi-beneficiary consortia.

Where a minimum consortium composition is required, the proposal meets the composition explicitly defined in the call/topic conditions. As a default reference (unless otherwise specified), multi-beneficiary proposals include at least two independent legal entities established in at least two different eligible countries.

Mono-beneficiary proposals may be allowed where explicitly foreseen in the call/topic conditions.

- **Additional EU restrictions:** Applicants, affiliated entities, associated partners and any other relevant participants must not be subject to EU restrictive measures, exclusion situations or other

⁵ Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#)

⁶ Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#)

restrictions that prevent their participation or the award of EU funding under the applicable Horizon Europe and EU financial rules. Additional country-, entity- or security-related restrictions may apply, as set out in the call/topic conditions and the applicable legal framework.

- **Reimbursement rate:** The proposal must comply with the maximum reimbursement rate defined in the call/topic conditions. EIT Culture & Creativity financial support may reimburse up to 75% of the total eligible project costs. The remaining share of the total eligible project costs must be covered by the applicant(s) through own resources or other eligible sources, in accordance with the applicable funding and double-funding rules.
- **KPIs & targets:** The proposal addresses the mandatory KPIs defined in the call and meet the minimum targets within the required timeframe.

4.3. Exclusion criteria

Applicants will be excluded from participation in the call and from funding if they are subject to EU administrative sanctions or fall under any exclusion grounds set out in Article 138(1) of the EU Financial Regulation. This includes situations such as:

- Insolvency, bankruptcy, or similar legal proceedings;
- Breach of social security or tax obligations;
- Grave professional misconduct;
- Fraud, corruption, criminal activity, terrorism-related crimes, child labour or human trafficking;
- Serious non-compliance with obligations under previous EU contracts or grants;
- EU law irregularities within the meaning of Article 1(2) of Regulation No 2988/9534;
- Creating entities to circumvent fiscal, social or other legal obligations;
- Misrepresentation or failure to provide required information;
- Conflict of interest or unfair advantage in the award procedure.

As evidence, the applicants (i.e. the project coordinator and all the proposed project participants participating in the applicant consortium) will have to submit a **declaration of honour on exclusion criteria and absence of conflict of interest**. Failure to provide adequate documentation may result in the exclusion of the applicants concerned.

Successful applicants will undergo legal entity validation process of the **EIT Onboarding Service (a shared service led by EIT Urban Mobility KIC)**, including possible checks in the Early Detection and Exclusion System (EDES) of the European Commission.

4.4. Selection criteria

4.4.1. FINANCIAL CAPACITY CRITERIA

Applicants must have stable and sufficient financial resources to successfully implement the proposed activities and cover the share of the project costs not reimbursed by EIT Culture & Creativity.

By submitting an application, applicants declare that they have the financial capacity required to implement the proposal, including where they participate in several projects or activities in parallel. This declaration will be included in the application form and/or in the Declaration of Honour submitted as part of the application package.

In line with Horizon Europe practice, the financial capacity check will normally be carried out for the coordinator where the requested EIT Culture & Creativity financial support is equal to or higher than **EUR 500,000**, except for public bodies, international organisations and low-value grants where the individual requested amount does not exceed **EUR 60,000**.

EIT Culture & Creativity may also verify the financial capacity of the coordinator or any other applicant, including affiliated entities where applicable, whenever there are grounds to doubt their financial capacity, regardless of the requested funding amount. If the financial capacity is structurally guaranteed by another legal entity, the financial capacity of that legal entity may also be verified.

Where requested by EIT Culture & Creativity, applicants must provide the documents needed to verify their financial capacity, which may include, among others:

- profit and loss accounts;
- balance sheets;
- business plans;
- audit reports or certified accounts for the last closed financial year;
- information on dependency on EU funding;
- information on deficit, revenue or financial performance in previous years;
- any other document reasonably required to assess financial capacity.

Successful applicants may also be required to go through the financial capacity check process of the EIT Community Onboarding Service or any other verification process designated by EIT Culture & Creativity.

If the financial capacity of an applicant is considered not satisfactory, EIT Culture & Creativity may request additional information and/or apply appropriate measures, including:

- payment of pre-financing in instalments;
- reduction or removal of pre-financing;
- additional monitoring and reporting requirements;
- requirement for a financial guarantee or equivalent assurance, where applicable;
- requirement for the applicant to be replaced, where possible;

- rejection of the proposal or termination of the contracting process, where the issue cannot be resolved.

Failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the agreement and/or recovery of funds, where applicable.

4.4.2. OPERATIONAL CAPACITY CRITERIA

Applicants must have the necessary experience, know-how, qualifications, staff, organisational capacity and operational resources to successfully implement the proposed activities and fulfil their role in the project.

By submitting an application, applicants declare that they have the operational capacity required to implement the proposal, including where they participate in several projects or activities in parallel. This declaration will be included in the application form and/or in the Declaration of Honour submitted as part of the application package.

The operational capacity assessment may take into account whether the applicant(s) have the appropriate resources, experience and internal arrangements to deliver the proposed work plan within the expected timeframe, budget and quality requirements. This may include the ability to manage the project, coordinate the proposed activities, allocate sufficient staff, provide the necessary technical or thematic input, manage risks, and comply with the reporting, monitoring and contractual obligations of the call.

Where requested by EIT Culture & Creativity, applicants must provide evidence to demonstrate their operational capacity, which may include, among others:

- description of the applicant's relevant experience and role in the proposal;
- information on the proposed team and allocation of responsibilities;
- profiles, qualifications and experience of the team members involved;
- information on staffing, technical resources and organisational arrangements;
- references to previous or ongoing activities of comparable nature, where relevant;
- list of other ongoing projects or commitments, where relevant;
- any other document reasonably required to assess operational capacity.

If the operational capacity of an applicant is considered not satisfactory, EIT Culture & Creativity may request additional information and/or apply appropriate measures, including additional monitoring, adjustment of the applicant's role, replacement of the applicant where possible, rejection of the proposal or termination of the contracting process.

Failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the agreement and/or recovery of funds, where applicable.

4.5. Award criteria

Eligible proposals will be assessed by **three independent external expert evaluators** through an external quality evaluation against the **mandatory Horizon Europe award criteria: (a) Excellence, (b) Impact, and (c) Quality and efficiency of the implementation**. The following EIT-specific criteria, as applicable to this call: **(d) KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration** and **(e) EU dimension** will be assessed either during the external quality evaluation or during the portfolio selection.

For this call, the EIT-specific criteria are integrated into the evaluation model as follows:

Criterion	Assessment stage	Maximum score	Threshold
(d) KIC portfolio strategic fit, financial sustainability principles and Knowledge Triangle Integration	Portfolio selection	30	22
(e) EU dimension	External quality evaluation	5	3

During the evaluation, the combined weight of the Horizon Europe criteria **(a), (b) and (c)** will be higher than the combined weight of the EIT-specific criteria **(d) and (e)**. Where internal evaluators and/or the Selection Committee allocate scores, their combined scores will not exceed **40%** of the total score.

Gender mainstreaming and the integration of the gender dimension will be assessed under criteria **(a) Excellence** (unless specified otherwise in the call/topic), in line with the EIT Gender Equality Policy and Action Plan 2025-2027 and the EIT-specific provisions of HE MGA Annex 5.

4.5.1. EXTERNAL QUALITY EVALUATION: SCORING, WEIGHTING AND THRESHOLDS

Each eligible proposal will be independently assessed against the award criteria set out below. Criteria may be broken down into sub-criteria as specified in the call/topic text.

For each criterion, the call/topic text will define: (i) the **maximum score**, (ii) the **minimum threshold** (if applicable), and (iii) any **weighting**. **Each criterion threshold must be met individually**, and proposals must also reach an **overall minimum score** to proceed to the next stage (e.g., portfolio selection), as defined in the call/topic text.

Unless the call/topic text places the EIT-specific criteria under a separate portfolio selection stage, the external quality evaluation will cover both the Horizon Europe award criteria and the EIT-specific criteria applicable to the call, namely EU dimension as specified below.

Standard scoring framework:

- Excellence (**20 points** – threshold: **12 points**)

- Impact (20 points – threshold: 12 points)
- Quality and efficiency of the implementation (30 points – threshold: 18 points)
- EU dimension (5 points – threshold: 3 points)

Overall threshold: proposals must reach at least 50 / 75 points in total.

Evaluators assign scores based on the sub-criteria and indicators defined in the call/topic text and provide a written justification for each criterion score. Only proposals meeting all applicable thresholds (per criterion and overall) will progress.

Scoring scale

Score	Description	Explanation
1	Very Poor	Irrelevant or inadequate in relation to the call requirements.
2	Poor	Lacks quality and presents significant weaknesses.
3	Fair	Adequate overall, but some aspects are unclear or insufficiently developed.
4	Good	Adequate and well-explained, with minor shortcomings.
5	Excellent	Outstanding in clarity, coherence, and alignment with the call's objectives.

4.5.2. EXTERNAL QUALITY EVALUATION: AWARD CRITERIA, SUB-CRITERIA AND MAXIMUM SCORES

The call/topic text will specify the sub-criteria, guiding questions and maximum scores under each applicable criterion.

Excellence Clarity and pertinence of objectives, ambition, soundness of underlying concepts and assumptions	Maximum score
Sub-criteria 1: Gender mainstreaming and 40% women objective Gender mainstreaming and integration of gender dimension into innovation and education content. Describes how the course will strive to contribute to EIT Culture & Creativity's objective of 40% women in education.	5 points
Sub-criteria 2: Relevance and ambition of goals and outputs Relevance of goals and expected outputs to this call, and to the selected strand in particular (well-defined and realistic ambition).	5 points
Sub-criteria 3: Innovation in course design and pedagogy Demonstrated innovation in course design, including unique content, advanced digital tools, cross-disciplinary approaches, or novel pedagogical techniques.	5 points
Sub-criteria 4: Strategic alignment with CCSI green and digital transition	5 points

Describes clear, coherent objectives that directly address EIT Culture & Creativity's strategic objective to future-proof European CCSI students and professionals with entrepreneurial and cross-disciplinary skills for the green and digital transition.	
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Impact Potential long-term value and the measures taken to achieve it, credibility of projections	Maximum score
Sub-criteria 1: Measurable KPIs Describes measurable and realistic KPIs.	5 points
Sub-criteria 2: Skills gap contribution and credibility of projections Shows credible pathways to deliver the expected results and how the project will contribute to closing urgent skills gaps or emerging industry needs in Audio-visual Media and digital storytelling through a focused and flexible design that supports rapid upskilling or reskilling.	5 points
Sub-criteria 3: Dissemination, exploitation and communication Quality of planned measures for dissemination, exploitation, and communication of results.	5 points
Sub-criteria 4: Sustainability and transferability beyond project lifetime Defines how results will be exploited and how sustainability and transferability of results beyond the project lifetime will be ensured.	5 points

Quality and efficiency of the implementation Feasibility of proposed results, soundness of proposed work plan structure and resources	Maximum score
Sub-criteria 1: Work plan effectiveness Demonstrated effectiveness of the work plan, including the timing, budget, and appropriateness of the effort assigned to actions and participants.	5 points
Sub-criteria 2: Budget soundness and revenue feasibility Soundness of financial sustainability plan and feasibility of learner engagement and revenue forecasts.	5 points
Sub-criteria 3: Course structure Course structure, content, delivery methods, and duration are clearly defined, and the 12-months implementation period clearly outlines a continuous deployment strategy from Month 5 or the structured deployment of two iterations (with two cohorts of learners) between Month 5 and Month 9.	5 points

Sub-criteria 4: Deployment strategy and KPI feasibility The deployment strategy is clearly described and demonstrates the feasibility of achieving project KPIs.	5 points
Sub-criteria 5: Consortium capacity and complementarity of expertise <u>In case of mono-beneficiary proposals:</u> Capacity of the applicant to ensure the necessary expertise and resources for effective project implementation. <u>In case of multi-beneficiary proposals:</u> Capacity and role of each participant, and how well the consortium as a whole is complementary and brings together the necessary expertise.	5 points
Sub-criteria 6: Risk identification and mitigation Identification of potential risks and the soundness of the proposed mitigation strategies.	5 points

EU dimension	Maximum score
Coherence with European values and potential of European impact Demonstrates a clear EU dimension through impact and scope of the course, including strategies for scaling the course deployment to increased geographical coverage post-funding, as well as through coherence with European values and priorities (e.g. the European Skills Agenda, the Pact for Skills, and the Triple Transition).	5 points

4.5.3. PORTFOLIO SELECTION: SCORING, WEIGHTING AND THRESHOLDS

Where portfolio selection is applied as a separate assessment stage, each eligible proposal passing the external quality evaluation will be assessed by the Selection Committee Members against the weighted portfolio selection criteria defined below.

For calls where KIC portfolio strategic fit and/or EU dimension are assessed under portfolio selection, these criteria will be assessed in this section and will not be scored under Section 4.5.1 and 4.5.2. This avoids double scoring of the same criterion.

Each eligible proposal passing to the portfolio selection (see Section 5) will be independently assessed by the Selection Committee Members against one criteria:

- KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration **(30 points – threshold: 22)**

Each criterion must be passed individually.

Overall threshold: Proposals must reach at least **22/30** points in total.

Where portfolio selection involves scoring by internal evaluators and/or the Selection Committee, the combined score allocated by internal evaluators and the Selection Committee will not exceed 40% of the total score.

The final ranking is calculated by summing the score from the quality evaluation and the score from the portfolio selection. Projects will be funded in strict ranking order until the budget is exhausted.

Proposals meeting all thresholds but not selected due to budget limits will be placed on a reserve list, valid for up to one year.

4.5.4. PORTFOLIO SELECTION: AWARD CRITERIA, SUB-CRITERIA AND MAXIMUM SCORES

KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration	Maximum score
Sub-criteria 1: EIT Culture & Creativity Education Portfolio alignment Complements EIT Culture & Creativity's existing and planned portfolio of educational initiatives.	5 points
Sub-criteria 2: Synergy with EIT Culture & Creativity's Strategic Agenda Describes synergies with the EIT Culture & Creativity Strategic Agenda.	5 points
Sub-criteria 3: Knowledge Triangle Integration (KTI) Applies the Knowledge Triangle Integration (KTI) model to ensure course's relevance, innovation, and long-term impact.	5 points
Sub-criteria 4: Realistic financial model Outlines a realistic financial model through revenue sharing or fee structures.	5 points
Sub-criteria 5: Revenue sustainability Describes how the financial model ensures sustainability of the course for at least five years beyond the EIT Culture & Creativity financial support period.	5 points
Sub-criteria 6: Lasting partnerships and revenue streams Identifies opportunities for building lasting partnerships or revenue streams beyond the project lifecycle.	5 points

4.5.5. THRESHOLDS, RANKING AND AWARDING IN A NUTSHELL

Proposals must meet **all required thresholds** at each stage of the evaluation process to be considered for financial support:

- **During the external quality evaluation**, each evaluation category has an individual threshold. Proposals failing to meet the threshold in any one category will not proceed to the portfolio selection stage.
- In addition, proposals must reach a **minimum total score of 50 out of 75** in the quality evaluation to be considered for portfolio selection.
- **During the internal portfolio selection**, proposals must meet the **minimum total score of 22 out of 30** to be included in the final ranking for funding.

The final maximum score is 105 points, composed of 75 points from the external quality evaluation and 30 points from the portfolio selection.

Financial support will be awarded in strict descending order of final scores (quality evaluation + portfolio selection), until the total available call budget is exhausted.

Proposals that meet all thresholds but are not selected due to budget limitations will be placed on a **reserve list**, valid for up to one year.

5. Evaluation procedure

5.1. Admissibility and eligibility, exclusion and selection stages

After the submission deadline, EIT Culture & Creativity conducts a structured, multi-step verification and evaluation process to ensure full compliance with the admissibility, eligibility, exclusion, and selection criteria.

1. Admissibility and eligibility check

EIT Culture & Creativity PMO performs an initial screening to verify compliance with formal admissibility and eligibility requirements as defined in Section 4. Proposals failing to meet these criteria are rejected at this stage, and applicants are formally notified of the outcome and the reasons for rejection.

2. External quality evaluation

Proposals passing the admissibility and eligibility check proceed to an external quality evaluation by independent expert evaluators. Each eligible proposal will be independently assessed by three external expert evaluator(s) against the award criteria defined in Section 4, including the Horizon Europe award criteria and, unless assessed under a separate portfolio selection stage, the EIT-specific criteria applicable to this call.

3. Internal portfolio selection

Where portfolio selection is applied as a separate assessment stage, proposals passing the external quality evaluation will be reviewed by the EIT Culture & Creativity Selection Committee against the portfolio selection criteria defined in Section 4.5.3 and 4.5.4.

The portfolio selection stage may include the assessment of KIC portfolio strategic fit, financial sustainability principles/FSM, Knowledge Triangle Integration, EU dimension, portfolio balance and/or other strategic criteria, provided that these criteria are clearly defined in the call and do not duplicate the same assessment already carried out during the external quality evaluation.

Proposals passing the quality evaluation will be reviewed by the EIT Culture & Creativity Selection Committee, composed of:

- Education Director,
- Two additional Thematic Area Directors (or their representatives),
- One representative of the Education Thematic Area, with experience in the call topic,
- One external observer (to attend the portfolio selection meeting).

4. Final ranking list

The final ranking is calculated by summing the score from the quality evaluation and the score from the portfolio selection. Projects will be funded in strict ranking order until the budget is exhausted.

Proposals meeting all thresholds but not selected due to budget limits will be placed on a reserve list, valid for up to one year, see Section 5.2.2.

5.2. Evaluation of proposals

All eligible proposals are evaluated by three independent external experts, selected on the basis of their expertise in the subject matter of the call. External experts evaluate proposals against the defined award criteria and provide scores and written justifications. The requirements set out in Horizon Europe practice on expert selection, conduct, impartiality, and confidentiality are fully applied.

Based on the evaluation results, proposals are ranked according to their total scores, and the selection is made strictly following this ranking, subject to the available budget.

5.2.1. ASSESSMENT METHODOLOGY

Each proposal is evaluated against the award criteria in Section 4 using a numerical scoring system with defined maximum scores and minimum thresholds. Only proposals meeting all thresholds and the overall minimum score are eligible for funding. Final rankings are based on total scores, with ties resolved using the rules in Section 5.2.3.

5.2.2. RESULTS OF THE EVALUATION: AWARD, RESERVE LIST, REJECTION

Following completion of the evaluation procedure, EIT Culture & Creativity will establish a proposed final ranking and proposed award list based on the results of the external quality evaluation and, where applicable, the portfolio selection stage.

The proposed final ranking and proposed award list remain provisional and subject to completion of the applicable internal governance and procedural steps, including, where applicable, completion of the call report review process and confirmation that the evaluation procedure has been concluded and the results may be communicated to applicants.

Proposals may be identified for funding in strict descending order of ranking, subject to the availability of the allocated budget, compliance with all call requirements, completion of the applicable procedural checks and the conditions set out in these Call Guidelines.

Proposals that meet all applicable thresholds but cannot be funded due to budget limitations may be placed on a reserve list, in ranked order. The reserve list may be used to award funding to additional proposals in case selected projects withdraw, fail to complete contractual requirements, or if additional budget becomes available. The reserve list is valid for up to one year from the date of the award decision, unless otherwise specified in the call.

Proposals that do not meet the applicable admissibility, eligibility, exclusion, selection or evaluation requirements, or that fail to meet the minimum thresholds defined in the call, will be rejected.

Any notification indicating that a proposal has been identified as selected for funding does not constitute an award decision, contractual commitment or entitlement to receive financial support. Funding remains conditional upon: (i) expiry of the applicable stand-still period; (ii) completion of any appeal or evaluation review process; (iii) successful completion of validation and contracting requirements; (iv) continued availability of the allocated budget; and (v) signature of the Subgrant agreement – Project agreement.

The final ranking, funding line, reserve list and rejection decisions may be revised only to the extent necessary as a result of: (a) an appeal or evaluation review outcome; (b) correction of a manifest procedural or clerical error; (c) withdrawal or ineligibility of a selected applicant; (d) failure to complete contracting requirements; or (e) changes to the available call budget occurring before signature of the Subgrant agreement – Project agreement. Any such revision will be made in accordance with the published call conditions and the principles of equal treatment and transparency and will be communicated to the applicants concerned.

5.2.3. TIE-BREAKING RULES

In the event of tied scores, proposals will be prioritised in the following order:

- Proposals with a higher expected contribution to the mandatory KPIs and targets of the call;
- Proposals demonstrating stronger value for money, including a lower EIT Culture & Creativity reimbursement percentage in relation to the total project costs;
- Proposals with a higher score under the Excellence criterion.

5.3. Communication of evaluation results to applicants

Following completion of the evaluation and selection procedure, and once EIT has completed its review of the call report and confirmed that the results may be communicated, EIT Culture & Creativity will inform all applicants of the evaluation results in writing.

The project coordinator will receive a formal notification by email from EIT Culture & Creativity at pmo@eit-culture-creativity.eu, indicating whether the proposal has been selected for funding, placed on the reserve list, or rejected. This notification will include the relevant assessment and score and, where applicable, the Evaluation Summary Report (ESR) and/or other relevant evaluation information in accordance with the evaluation model described in this call.

This communication constitutes the official outcome notification of the evaluation process and will be sent to the email address provided by the project coordinator. The applicable stand-still period will start on the day following the dispatch of this communication.

The notification of results does not create an unconditional entitlement to EIT Culture & Creativity financial support. Any proposal indicated as selected for funding remains subject to the expiry of the applicable stand-still period, the outcome of any appeal or evaluation review procedure, the successful completion of the Subgrant agreement – Project agreement preparation process, and the availability of the allocated call budget. No financial support shall be considered granted until the Subgrant agreement – Project agreement has been duly signed by all required parties.

If an applicant requests further clarification regarding the evaluation result, they may contact EIT Culture & Creativity by email.

Selected proposals may be invited to the Subgrant agreement – Project agreement preparation and onboarding stage. However, no Subgrant agreement – Project agreement will be signed before the end of the applicable stand-still period and completion of the procedural and contracting checks required before signature.

5.4. Standstill period

Following the final award decision and the written communication of results to applicants, EIT Culture & Creativity will apply the standstill period applicable to this call, counted from the day after the dispatch of the communication of results.

The standard standstill period is 30 calendar days, unless a shorter period has been agreed with EIT as part of the applicable approval or procedural review of the call. During this period, applicants are not permitted to publicly announce the outcome – even if they have already received written notification.

During the standstill period, applicants may submit an appeal in accordance with the appeal procedure described in Annex I of these call guidelines. EIT Culture & Creativity may suspend or adjust the contracting process for proposals whose funding position may be affected by an appeal or evaluation review.

Where an appeal or evaluation review results in a correction, full or partial re-evaluation, or revised ranking, EIT Culture & Creativity may update the list of selected proposals, the reserve list and/or the list of rejected proposals accordingly, before any Subgrant agreement – Project agreement is signed.

No Subgrant agreement – Project agreement will be signed before the end of the applicable stand-still period and completion of the procedural and contracting checks required before signature.

5.5. Publication of selected proposals and annual publication of recipients of funds

EIT Culture & Creativity may publish the list of selected proposals once the applicable procedural checks have been completed and the results may be communicated. The publication may include the name of the selected recipient(s), the country of establishment, the amount of EIT funding committed, and the subject

of the grant or contract, taking into account confidentiality, security and personal data protection requirements.

5.6. Appeal process

EIT Culture & Creativity will address requests for review concerning the procedural aspects of the evaluation process, in line with the Appeal Process set out in **Annex I** of these Call Guidelines.

Complaints shall be addressed to EIT Culture & Creativity at pmo@eit-culture-creativity.eu **within 7 calendar days** from the date of dispatch of the communication of the evaluation results.

Annex I provides full details on:

- who may appeal and on what grounds;
- the submission process and timeline;
- the internal appeal review mechanism and decision procedure.

Appeals that do not meet the specified criteria or are submitted after the deadline will not be considered.

6. Legal aspects, other terms and conditions

6.1. Acceptance of the call conditions

EIT Culture & Creativity reserves the right to make reasonable amendments and additions to the call conditions. Amendments and additions to the call conditions shall be valid only before the submission deadline, and if made available to all potential applicants at the same time on the call page of the [EIT Culture & Creativity website](#).

EIT Culture & Creativity may declare the call unsuccessful in case no applications are received, if the applications do not meet the admissibility, eligibility, exclusion and selection criteria, or if none of the applications reach the thresholds laid down in this call text.

By submitting the application form, the applicant agrees to the present call conditions. Applicants agree that they have no legal entitlement to funding. Submission of an application does not establish any entitlement to receive financial support from EIT Culture & Creativity.

6.2. Cancellation of the call

EIT Culture & Creativity reserves the right to cancel the call at any time before the signature of the Subgrant agreement – Project agreement(s) without the obligation to compensate applicants, in particular where its objectives can no longer be met, provided that the applicants are informed in a transparent manner in writing as follows:

- if the cancellation takes place before that award: on the call page of the [EIT Culture & Creativity website](#),
- if the cancellation takes place following the communication of the results to the applicants, during the standstill period, or any time before the signature of the Subgrant agreement – Project agreement: in writing directly to the selected applicants.

6.3. Data protection

EIT Culture & Creativity ensures that any processing of personal data shall be performed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR). Personal data submitted in the context of this procedure will be processed to the extent necessary for the administration, evaluation, and follow-up of the call. As a data subject, you have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object, and the right not to be subject to a decision based solely on automated processing. If you have a question about personal data processing or want to exercise your data subject rights, you can contact dpo@eit-culture-creativity.eu.

The collected personal data will be used solely for the evaluation of the applications and the conduct of the call process.

Personal data will be deleted 5 years after the announcement of the results of the call in case of unsuccessful applications and 7 years for successful applicants.

By submitting your application to this call, applicants acknowledge that their personal data will be processed by EIT Culture & Creativity for the purposes of the management, evaluation, monitoring and administration of the call and any resulting financial support, in accordance with the applicable data protection rules.

For more information on the processing of your personal data, please consult the privacy statement of EIT Culture & Creativity at [EIT CC Code of Conduct](#).

6.4. Confidentiality

EIT Culture & Creativity undertakes to use any confidential information shared by the applicants solely for the purposes of the evaluation process.

Confidential information shall mean data and/or information (in any form) that is proprietary to, or possessed by, the applicants and not generally known to the public, or that has not yet been revealed whether in tangible or intangible form, that is identified as confidential in writing or when disclosed orally.

Confidential information included in the application form must be expressly labelled by the applicant as such in the form. As regards confidential information expressly labelled as such in the call process, EIT Culture & Creativity undertakes to (i) not disclose them in any way and any form, without the prior written authorization of the applicant; and (ii) not to use them for purposes other than those strictly necessary for participation in the call.

Confidential information may be shared among EIT Culture & Creativity and its subsidiaries (e.g. KIC Co-Location Centres) solely for the purposes of the call process. EIT Culture & Creativity undertakes to impose this confidentiality obligation on its employees and the employees of its subsidiaries and its collaborators, as well as on independent experts and all subjects who, by virtue of participating in the conduct of the call, including as members of the Evaluation Committee, may have access to such confidential data and information.

The applicants agree that data and information regarding the selected projects' implementation (e.g. success stories) not labelled as confidential may be disclosed in connection with the activities of EIT Culture & Creativity.

6.5. Avoidance of conflict of interest

EIT Culture & Creativity is committed to ensure the avoidance of conflict of interest (regarding all actors) and comply with the principles of transparency, non-discrimination and sound financial management.

Measures to avoid potential Conflict of Interest or unequal treatment of applicants are ensured including through appropriate conflict of interest declaration and assessment process, established written communication channels and independent and fair complaints/redress procedures.

In case an applicant becomes aware of a potential conflict of interest affecting the conduct of the call process, it shall notify the EIT Culture & Creativity of the conflict of interest without any delay.

6.6. Ethics and values

The proposal must comply with:

- ethical principles (including the highest standards of research integrity) and
- applicable EU, international and national law, including the Charter of Fundamental Rights of the European Union and the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Supplementary Protocols.

No financial support/EIT funding can be granted, within or outside the EU, for activities that are prohibited in all Member States. No financial support/EIT funding can be granted in a Member State for an activity which is forbidden in that Member State.

Please refer to the Subgrant agreement – Project agreement for further requirements.

6.7. Intellectual property rights

To ensure alignment with EIT Culture & Creativity's goals for financial sustainability and the long-term availability of financially supported courses, the following IP requirements will apply:

6.7.1. OWNERSHIP OF IP

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, applicants affirm that they hold ownership or have legally secured the right to use all elements of the innovative product or service included in their application.

Applicants agree to indemnify and hold harmless EIT Culture & Creativity and/or any assignee or affiliate from any third-party allegations or claims of intellectual property rights infringement by the product or service of applicants. Applicants shall have the right to further develop, use and license their intellectual property rights for creating, making, marketing, and distributing products, services, and technology. Applicants agree to respect the IPR (Intellectual Property Rights) Rules (Article 16) of the [General Model Grant Agreement](#) and Article 10 of the Subgrant agreement – Project agreement (Common Subgrant Agreement Model).

6.7.2. LICENSING TO EIT CULTURE & CREATIVITY

All financially supported entities must grant EIT Culture & Creativity a non-exclusive, royalty-free licence to use, distribute, and promote the course for a minimum of five years after the EIT Culture & Creativity financial support period. This ensures the integration of financially supported courses into EIT Culture & Creativity's education portfolio while respecting the ownership rights of the project members.

6.7.3. COURSE AVAILABILITY

The licensing arrangement guarantees that EIT Culture & Creativity can continue to offer the course to a wider audience and promote it through its network and partners. This enhances the course's reach and visibility across Europe while contributing to the KIC's sustainability goals.

6.7.4. REPORTING AND COMPLIANCE

Applicants must clearly outline how IP ownership and licensing will be managed in their financial sustainability plan, ensuring compliance with EIT Culture & Creativity's requirements.

6.8. Withdrawal of the funding – Recovery of undue amounts

EIT Culture & Creativity may withdraw the funding after its award and recover all payments made in line with the provisions of the Subgrant agreement – Project agreement, including in the following cases:

- in case the applicant committed substantial errors, irregularities or fraud;
- in case the applicant committed serious breach of obligations under the Subgrant agreement – Project agreement or during its award (including non-compliance with the call conditions, submission of false information, failure to provide required information, etc.)
- it is established that the awarded applicants were not eligible or should have been excluded.

6.9. Checks, reviews, audits and investigations

EIT Culture & Creativity retains the right to initiate checks, reviews and audit on an applicant that has been awarded funding, in order to verify compliance with the requirements of the call conditions and of the legal and contractual framework referred to above.

EIT Culture & Creativity may request any information and data from applicants that have been awarded funding for 5 years after completion for these purposes, as well as in relation to monitoring by the EIT.

In accordance with the Grant Agreement between the EIT and the KIC as well as the Subgrant agreement – Project agreement, the EIT and/or the Commission, the European Anti-Fraud Office (OLAF), the European Public Prosecutor's Office (EPPO) and the Court of Auditors may carry out checks, reviews, audits and investigations in relation to the call and the implementation of the projects.

6.10. Applicable law

The present call is governed by the applicable European Union legal framework (i.e. in particular the [EIT Regulation](#)⁷, the [EU Financial Regulation](#)⁸, the [Horizon Europe Regulation](#)⁹), supplemented if necessary by the national law of Belgium.

Applicants acknowledge that the present call is implemented within the framework of the Partnership Agreement and Grant Agreement concluded between the EIT and EIT Culture & Creativity, and that the applicable provisions of those agreements may be reflected in the Subgrant Agreement.

6.11. Settlement of disputes

All disputes arising out of or in connection with this Agreement, which cannot be solved amicably, shall be finally settled before the courts of Brussels.

6.12. Other

All applicants selected for funding will be required to sign a **Declaration of Honour** in the format provided under the **Subgrant agreement – Project agreement**. By signing the Declaration of Honour, applicants confirm that they are not in any of the exclusion situations and that all information provided is accurate and complete.

Participation in EIT Culture & Creativity calls takes place **entirely at the applicants' own cost and risk**. Any activities undertaken by applicants to start the implementation of a project **before the Subgrant agreement – Project agreement is signed** are carried out at their own cost and risk. EIT Culture & Creativity shall not be held liable for any actions or costs incurred prior to the signature of the Subgrant agreement – Project agreement.

EIT Culture & Creativity does **not undertake any commitment** regarding the provision of financial support until the European Institute of Innovation and Technology (EIT) has confirmed the eligibility of the selected projects and the **Subgrant agreement – Project agreement has been duly signed**. All financial support is subject to the **cost eligibility rules** laid down in the Subgrant agreement – Project agreement and to the **final confirmation of cost eligibility by the EIT**.

Entities that have never been part of projects financially supported by EIT Culture & Creativity and that do not yet have a **validated Participant Identification Code (PIC)** will be subject to a **PIC validation process**. This process is managed through the EIT Community Onboarding Service in cooperation with the European Commission's Research Executive Agency (REA), and successful validation is a precondition for the signature of the Subgrant agreement – Project agreement.

⁷ Regulation (EU) 2021/819

⁸ Regulation (EU, Euratom) 2024/2509

⁹ Regulation (EU) 2021/695

Annex I – Appeal process

EIT Culture & Creativity will address requests for review concerning the procedural aspects of the evaluation process, in accordance with the appeal procedure described in this Annex.

Complaints shall be addressed to pmo@eit-culture-creativity.eu within 7 calendar days from the date of communication of the results of the evaluation.

1. Right to appeal

Only the project coordinator of a submitted proposal is entitled to file an appeal.

2. Grounds for appeal

Only the procedural aspects of an evaluation may be the subject of a request for an evaluation review. The evaluation of the merits of a proposal shall not be subject to appeal.

Appeals may be lodged only where the applicant considers that the applicable evaluation procedure was not correctly applied to its proposal, including procedural errors, technical or administrative errors, or manifest factual errors that may have materially affected the evaluation outcome.

3. Appeal submission procedure

The appeal must be submitted via email to pmo@eit-culture-creativity.eu within 7 calendar days of receiving the official evaluation result notification. Late submissions will not be considered.

The appeal must include the following mandatory information:

- Name and address of the organisation of the project coordinator;
- Name, position, and contact details of the person submitting the appeal;
- Reference number and acronym of the proposal;
- Clearly stated grounds for appeal, as defined in Section 2;
- Any relevant supporting documents.

EIT Culture & Creativity will acknowledge receipt of the appeal in writing. Appeals submitted without the required information or based on ineligible grounds will be rejected.

4. Grounds for automatic rejection

An appeal will be automatically rejected if:

- It is submitted after the deadline;

- It is based on grounds not listed in Section 2;
- It does not include all mandatory information listed in Section 3.

In such cases, EIT Culture & Creativity will notify the project coordinator within **15 calendar days** of receiving the appeal and inform the relevant Thematic Area.

5. Internal appeal evaluation process

EIT Culture & Creativity will coordinate the appeal process and conduct a technical examination of the appeal, assessing whether it falls within the admissible grounds and compiling the relevant documentation. This is forwarded to the Appeal Panel for review.

The Appeal Panel does not re-evaluate proposals. Its role is to assess the validity of the appeal, ensuring that procedures were correctly followed and no factual errors occurred that could have materially affected the evaluation outcome.

6. Composition and function of the Appeal Panel

The Appeal Panel shall be composed of two voting members appointed by the CEO of EIT Culture & Creativity:

- the COO of EIT Culture & Creativity, provided they were not involved in the evaluation or selection of the proposal concerned;
- one Legal Counsel or legal representative of EIT Culture & Creativity, provided they were not involved in the evaluation or selection of the proposal concerned.

The Appeal Panel shall be chaired by the COO of EIT Culture & Creativity, unless the COO is unavailable or has a conflict of interest, in which case the CEO may appoint another impartial chair.

The CEO may appoint additional voting or non-voting members where needed, taking into account the nature of the appeal, the need for additional procedural, legal, technical or thematic expertise, or the need to avoid a conflict of interest or deadlock.

All Appeal Panel members must be free from any conflict of interest and must not have been involved in the evaluation or selection of the proposal concerned. If a conflict arises, the member will not participate in the review and the CEO may appoint a replacement.

7. Appeal Panel process

The Appeal Panel will review the appeal and the relevant documentation to assess whether the appeal falls within the admissible grounds defined in this Annex and whether the identified issue may have materially affected the evaluation outcome.

The Appeal Panel will issue an internal opinion and recommendation to EIT Culture & Creativity. Based on this opinion and recommendation, EIT Culture & Creativity may confirm the initial evaluation or decide on a full or partial re-evaluation, primarily by evaluators who were not involved in the previous evaluation.

The outcome of the appeal will be communicated to the project coordinator in writing. Internal reports and deliberations will not be shared with applicants.

8. Timeline and outcome notification

The project coordinator will receive a formal reply to the appeal within **15 calendar days from the expiry of the appeal submission deadline**, provided that the appeal is admissible and contains all mandatory information required under Section 3.

If this timeline cannot be met due to exceptional circumstances, EIT Culture & Creativity will inform the project coordinator accordingly.

All appeal-related communication will be conducted exclusively with the project coordinator, not with other project participants.

8. Non-suspensive effect of appeals

The submission of an appeal does not suspend, interrupt, or otherwise affect the evaluation, selection, or contracting process in respect of proposals not subject to that appeal. This approach is consistent with standard Horizon Europe review practice.

9. Finality of the appeal process

Based on the opinion and recommendation of the Appeal Panel, EIT Culture & Creativity will take the final decision on the appeal and notify the project coordinator in writing. The decision of EIT Culture & Creativity is final within the framework of this internal appeal procedure described in this Annex. No further appeals will be accepted on the same grounds for the same proposal. This is without prejudice to any external legal remedies that may be available under applicable law.

Annex II – Online application form

Thank you for your interest in our calls. We look forward to reviewing your application. Ready to begin?
Click **“Start my application.”**

Submission is via the online platform only.

Before starting, please make sure to read the **call guidelines** and all related documents.

A few things to note

- Please fill out all sections in English – incomplete applications can't be considered.
- Use templates where provided, e.g. budget file template.

Saving your draft application

- You can save a draft of your application, but please make sure to save the link! As admins, we don't have access and unfortunately can't recover it.
- After submission, you'll still be able to edit your application, again, just keep that link safe too.

PART A

PROJECT INFORMATION

- Proposal title
Enter the full title of your proposal.
- Proposal acronym
*Enter a short acronym. It will be used as the project identifier throughout the process.
For example: "GREENLAB" for a project titled "Green Solutions for Urban Laboratories".*
- Call strand
Select the call strand under which you are submitting your proposal. This helps us match your application with the right evaluators.
 - Strand A – Intellectual Property, Rights Management & Content Exploitation
 - Strand B – Artificial Intelligence in Audiovisual Production and Workflows
 - Strand C – Storytelling for Digital, Interactive and Cross-Media Environments
- Project duration
 - Project start date: *January - February 2027 (subject to PRA signature)*
 - Project end date: *December 2027 – January 2028 (12 months from start).*

PROJECT COORDINATOR – APPLICANT ORGANISATION INFORMATION

- Project coordinator – Legal name
Enter the full legal name of the organisation exactly as registered.

- Project coordinator – Short name
Enter the short name or commonly used name of the organisation. If not applicable, please write “Not applicable”.
- Project coordinator – Type of entity
Please choose the type of entity of the organisation. For guidance:
Higher education institution (HEI): *A university or equivalent body providing tertiary education, recognised by the relevant national authorities.*
Vocational Education and Training (VET) institution: *A public or private institution or centre formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body delivering formal or non-formal education designed to equip learners with the job-specific or transversal skills, knowledge, and competences required by the labour market, encompassing initial training and continuing adult upskilling.*
Accredited professional training provider: *Any public or private training entity formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body to deliver structured Continuing Professional Development (CPD) and lifelong learning programmes.*
 - Higher education institution (HEI)
 - Vocational Education and Training (VET) institution
 - Accredited professional training provider
 - ☐ If you selected “Accredited professional training provider” above. By ticking this box, I confirm that a Certificate of Accreditation is available upon request.
- Project coordinator – Country
- Project coordinator – Country code
*Enter the two-letter country code corresponding to the country of legal establishment. For more information, see [Country codes - Statistics Explained - Eurostat](#).
For example: ES, DE, FR, IT.*
- Project coordinator – City
- Project coordinator – Postal code
- Project coordinator – Street
- Project coordinator – Street number
- Project coordinator – PO Box, if applicable
If not applicable, please write “Not applicable”. A Post Office Box (PO Box) is a lockable mailbox located at a post office, used as an alternative delivery address.
- Project coordinator –CEDEX, if applicable
If not applicable, please write “Not applicable”. CEDEX (Courrier d'Entreprise à Distribution Exceptionnelle) is a French postal designation used by organisations receiving large mail volumes.
- Project coordinator – PIC number

Enter the 9-digit Participant Identification Code (PIC). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.

- Project coordinator – Legal entity VAT number
Enter the organisation's VAT number. If your organisation is not VAT-registered, enter "Not applicable".
- Project coordinator – Legal entity registration number
Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.
- Project coordinator – NACE code
Enter the organisation's NACE code, corresponding to the organisation's main economic activity. For more information, see https://ec.europa.eu/competition/mergers/cases/index/nace_all.html.
- Project coordinator – NUTS code
Enter the organisation's NUTS code. For more information, see [Overview - NUTS - Nomenclature of territorial units for statistics - Eurostat](#). If you do not know the NUTS code, please provide the full address and EIT Culture & Creativity may verify the code during the administrative checks.
- Project coordinator – RIS country
Indicate whether the applicant is established in an EIT RIS-eligible country. For more information, see <https://eit-ris.eu/about-eit-community/>.
 - Yes
 - No
 - To be verified
- Project coordinator – Latitude
Enter the latitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the lat will appear at the top of the menu. If not known, please write "To be verified".
- Project coordinator – Longitude
Enter the longitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the long will appear at the top of the menu. If not known, please write "To be verified".

PROJECT COORDINATOR - SINGLE POINT OF CONTACT (SPOC)

- Project coordinator – First name of SPOC
- Project coordinator – Last name of SPOC
- Project coordinator – Title or salutation of SPOC
Select the title and/or salutation.
 - Ms
 - Mr
 - Mx
 - Dr
 - Prof

- Prefer not to say
- Other. If you have selected “Other”, please specify.
- Project coordinator – Gender of SPOC
This information is for statistical and reporting purposes only.
 - Female
 - Male
 - Non-binary
 - Prefer not to say
- Project coordinator – Email address of SPOC
This email will be used for all official notifications including the evaluation result.
- Project coordinator – Telephone number of SPOC
- Project coordinator – Position / Job title of SPOC

PROJECT COORDINATOR – LEGAL REPRESENTATIVE OF THE ORGANISATION (LRO)

The Legal Representative / Legal Responsible Officer should be the person authorised to legally represent the applicant organisation or to coordinate the signature of the relevant contractual documents.

- Project coordinator – First name of LRO
- Project coordinator – Last name of LRO
- Project coordinator – Title or salutation of LRO
Select the title and/or salutation.
 - Ms
 - Mr
 - Mx
 - Dr
 - Prof
 - Prefer not to say
 - Other. If you have selected “Other”, please specify.
- Project coordinator – Position / Job title of LRO
- Project coordinator – Email address of LRO
- Project coordinator – Confirmation of LRO
I confirm that the LRO identified above is authorised to represent the applicant organisation or to coordinate the signature of the relevant contractual documents.
 - Yes
 - No
 - To be confirmed during grant preparation

CONSORTIUM INFORMATION

- Are you applying as mono-beneficiary or a consortium?
 - Mono-beneficiary
 - Consortium of 2 project participants
 - Consortium of 3 project participants

PROJECT PARTICIPANT 2 – APPLICANT ORGANISATION INFORMATION

- Project participant 2 – Legal name
- Project participant 2 – Short name
Enter the short name or commonly used name of the organisation. If not applicable, please write "Not applicable".
- Project participant 2 – Type of entity
Please choose the type of entity of the organisation. For guidance:
 - Startup:** A young, innovative enterprise (typically up to 5 years) developing scalable, technology-driven business models.
 - Scaleup:** A high-growth enterprise with proven product-market fit, typically with annualised growth of at least 20% over three years.
 - SME:** As per EU definition an enterprise with fewer than 250 employees and either ≤€50M turnover or ≤€43M balance sheet.
 - Large company:** An enterprise exceeding the SME thresholds.
 - Higher education institution:** A university or equivalent body providing tertiary education, recognised by the relevant national authorities.
 - Research organisation:** An entity whose primary goal is to conduct fundamental or applied research, irrespective of legal status or funding source.
 - Non-profit organisation:** A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.
 - Association:** A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.
 - Vocational Education and Training (VET) institution:** A public or private institution or centre formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body delivering formal or non-formal education designed to equip learners with the job-specific or transversal skills, knowledge, and competences required by the labour market, encompassing initial training and continuing adult upskilling.
 - Accredited professional training provider:** Any public or private training entity formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body to deliver structured Continuing Professional Development (CPD) and lifelong learning programmes.
 - Media organisation:** Any public, private, or non-profit legal entity engaged in the creation, production, distribution, or rights management of media content. This broadly encompasses audio-visual sectors (film, TV, radio, music), digital and interactive media, streaming platforms, publishing, advertising, video games, and software development. It includes organisations utilising artificial intelligence, extended reality (XR), and advanced workflows for content delivery and exploitation.
 - Cultural organisation:** Any public, private, or non-profit legal entity dedicated to the development, preservation, or dissemination of cultural heritage, creativity, and artistic expression. This broadly covers museums, archives, libraries, performing arts, festivals, visual arts, design, fashion,

architecture, and craft sectors. It includes NGOs, foundations, and institutions leveraging digital tools or managing intellectual property to drive social and economic value.

- Startup
- Scaleup
- SME
- Large company
- Higher education institution (HEI)
- Research organisation
- Non-profit organisation
- Association
- Vocational Education and Training (VET) institution
- Accredited professional training provider
- Media organisation
- Cultural organisation
- ☐ If you selected “Accredited professional training provider” above. By ticking this box, I confirm that a Certificate of Accreditation is available upon request.
- ☐ If you selected “SME” above. By ticking this box, I confirm that the organisation complies with the EU definition of an SME as indicated above.
- Project participant 2 – Country
- Project participant 2 – Country code
Enter the two-letter country code corresponding to the country of legal establishment. For more information, see [Country codes - Statistics Explained - Eurostat](#).
- Project participant 2 – City
- Project participant 2 – Postal code
- Project participant 2 – Street
- Project participant 2 – Street number
- Project participant 2 – PO Box, if applicable
If not applicable, please write “Not applicable”. A Post Office Box (PO Box) is a lockable mailbox located at a post office, used as an alternative delivery address.
- Project participant 2 – CEDEX, if applicable
If not applicable, please write “Not applicable”. CEDEX (Courrier d'Entreprise à Distribution Exceptionnelle) is a French postal designation used by organisations receiving large mail volumes.
- Project participant 2 – PIC number
Enter the 9-digit Participant Identification Code (PIC). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.
- Project participant 2 – Legal entity VAT number
Enter the organisation's VAT number. If your organisation is not VAT-registered, enter “Not applicable”.

- Project participant 2 – Legal entity registration number
Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.
- Project participant 2 – NACE code
Enter the organisation's NACE code, corresponding to the organisation's main economic activity. For more information, see https://ec.europa.eu/competition/mergers/cases/index/nace_all.html.
- Project participant 2 – NUTS code
Enter the organisation's NUTS code. For more information, see [Overview - NUTS - Nomenclature of territorial units for statistics - Eurostat](#). If you do not know the NUTS code, please provide the full address and EIT Culture & Creativity may verify the code during the administrative checks.
- Project participant 2 – RIS country
Indicate whether the applicant is established in an EIT RIS-eligible country. For more information, see <https://eit-ris.eu/about-eit-community/>.
 - Yes
 - No
 - To be verified
- Project participant 2 – Latitude
Enter the latitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the latitude (lat) will appear at the top of the menu. If not known, please write "To be verified".
- Project participant 2 – Longitude
Enter the longitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the longitude (long) will appear at the top of the menu. If not known, please write "To be verified".
- ☐ By ticking this box, I confirm that project participant 2 is independent of the project coordinator: neither party exercises direct or indirect control over the other.

PROJECT PARTICIPANT 2 - SINGLE POINT OF CONTACT (SPOC)

- Project participant 2 – First name of SPOC
- Project participant 2 – Last name of SPOC
- Project participant 2 – Title or salutation of SPOC
Select the title and/or salutation.
 - Ms
 - Mr
 - Mx
 - Dr
 - Prof
 - Prefer not to say
 - Other. If you have selected "Other", please specify.
- Project participant 2 – Gender of SPOC

This information is for statistical and reporting purposes only.

- Female
- Male
- Non-binary
- Prefer not to say
- Project participant 2 – Email address of SPOC
- Project participant 2 – Telephone number of SPOC
- Project participant 2 – Position / Job title of SPOC

PROJECT PARTICIPANT 2 – LEGAL REPRESENTATIVE OF THE ORGANISATION (LRO)

The Legal Representative / Legal Responsible Officer should be the person authorised to legally represent the applicant organisation or to coordinate the signature of the relevant contractual documents.

- Project participant 2 – First name of LRO
- Project participant 2 – Last name of LRO
- Project participant 2 – Title or salutation of LRO

Select the title and/or salutation.

- Ms
- Mr
- Mx
- Dr
- Prof
- Prefer not to say
- Other. If you have selected “Other”, please specify.
- Project participant 2 – Position / Job title of LRO
- Project participant 2 – Email address of LRO
- Project participant 2 – Confirmation of LRO

I confirm that the LRO identified above is authorised to represent the applicant organisation or to coordinate the signature of the relevant contractual documents.

- Yes
- No
- To be confirmed during grant preparation

PROJECT PARTICIPANT 3 – APPLICANT ORGANISATION INFORMATION

- Project participant 3 – Legal name
- Project participant 3 – Short name

Enter the short name or commonly used name of the organisation. If not applicable, please write “Not applicable”.

- Project participant 3 – Type of entity

Please choose the type of entity of the organisation. For guidance:

Startup: *A young, innovative enterprise (typically up to 5 years) developing scalable, technology-driven business models.*

Scaleup: A high-growth enterprise with proven product-market fit, typically with annualised growth of at least 20% over three years.

SME: As per EU definition an enterprise with fewer than 250 employees and either ≤€50M turnover or ≤€43M balance sheet.

Large company: An enterprise exceeding the SME thresholds.

Higher education institution: A university or equivalent body providing tertiary education, recognised by the relevant national authorities.

Research organisation: An entity whose primary goal is to conduct fundamental or applied research, irrespective of legal status or funding source.

Non-profit organisation: A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.

Association: A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.

Vocational Education and Training (VET) institution: A public or private institution or centre formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body delivering formal or non-formal education designed to equip learners with the job-specific or transversal skills, knowledge, and competences required by the labour market, encompassing initial training and continuing adult upskilling.

Accredited professional training provider: Any public or private training entity formally recognised, certified, or registered by a competent national authority, professional association, or industry-standard body to deliver structured Continuing Professional Development (CPD) and lifelong learning programmes.

Media organisation: Any public, private, or non-profit legal entity engaged in the creation, production, distribution, or rights management of media content. This broadly encompasses audio-visual sectors (film, TV, radio, music), digital and interactive media, streaming platforms, publishing, advertising, video games, and software development. It includes organisations utilising artificial intelligence, extended reality (XR), and advanced workflows for content delivery and exploitation.

Cultural organisation: Any public, private, or non-profit legal entity dedicated to the development, preservation, or dissemination of cultural heritage, creativity, and artistic expression. This broadly covers museums, archives, libraries, performing arts, festivals, visual arts, design, fashion, architecture, and craft sectors. It includes NGOs, foundations, and institutions leveraging digital tools or managing intellectual property to drive social and economic value.

- Startup
- Scaleup
- SME
- Large company
- Higher education institution (HEI)
- Research organisation
- Non-profit organisation

- Association
- Vocational Education and Training (VET) institution
- Accredited professional training provider
- Media organisation
- Cultural organisation
- ☐ If you selected “Accredited professional training provider” above. By ticking this box, I confirm that a Certificate of Accreditation is available upon request.
- ☐ If you selected “SME” above. By ticking this box, I confirm that the organisation complies with the EU definition of an SME as indicated above.
- Project participant 3 – Country
- Project participant 3 – Country code
Enter the two-letter country code corresponding to the country of legal establishment. For more information, see [Country codes - Statistics Explained - Eurostat](#).
- Project participant 3 – City
- Project participant 3 – Postal code
- Project participant 3 – Street
- Project participant 3 – Street number
- Project participant 3 – PO Box, if applicable
If not applicable, please write “Not applicable”. A Post Office Box (PO Box) is a lockable mailbox located at a post office, used as an alternative delivery address.
- Project participant 3 – CEDEX, if applicable
If not applicable, please write “Not applicable”. CEDEX (Courrier d'Entreprise à Distribution Exceptionnelle) is a French postal designation used by organisations receiving large mail volumes.
- Project participant 3 – PIC number
Enter the 9-digit Participant Identification Code (PIC). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.
- Project participant 3 – Legal entity VAT number
Enter the organisation's VAT number. If your organisation is not VAT-registered, enter “Not applicable”.
- Project participant 3 – Legal entity registration number
Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.
- Project participant 3 – NACE code
Enter the organisation's NACE code, corresponding to the organisation's main economic activity. For more information, see https://ec.europa.eu/competition/mergers/cases/index/nace_all.html.
- Project participant 3 – NUTS code

Enter the organisation's NUTS code. For more information, see [Overview - NUTS - Nomenclature of territorial units for statistics - Eurostat](#). If you do not know the NUTS code, please provide the full address and EIT Culture & Creativity may verify the code during the administrative checks.

- Project participant 3 – RIS country

Indicate whether the applicant is established in an EIT RIS-eligible country. For more information, see <https://eit-ris.eu/about-eit-community/>.

- Yes
- No
- To be verified

- Project participant 3 – Latitude

Enter the latitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the lat will appear at the top of the menu. If not known, please write "To be verified".

- Project participant 3 – Longitude

Enter the longitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the long will appear at the top of the menu. If not known, please write "To be verified".

- ☐ By ticking this box, I confirm that project participant 3 is independent of the project coordinator: neither party exercises direct or indirect control over the other.

PROJECT PARTICIPANT 3 - SINGLE POINT OF CONTACT (SPOC)

- Project participant 3 – First name of SPOC
- Project participant 3 – Last name of SPOC
- Project participant 3 – Title or salutation of SPOC

Select the title and/or salutation.

- Ms
- Mr
- Mx
- Dr
- Prof
- Prefer not to say
- Other. If you have selected "Other", please specify.

- Project participant 3 – Gender of SPOC

This information is for statistical and reporting purposes only.

- Female
- Male
- Non-binary
- Prefer not to say

- Project participant 3 – Email address of SPOC
- Project participant 3 – Telephone number of SPOC

- Project participant 3 – Position / Job title of SPOC

PROJECT PARTICIPANT 3 – LEGAL REPRESENTATIVE OF THE ORGANISATION (LRO)

The Legal Representative / Legal Responsible Officer should be the person authorised to legally represent the applicant organisation or to coordinate the signature of the relevant contractual documents.

- Project participant 3 – First name of LRO
- Project participant 3 – Last name of LRO
- Project participant 3 – Title or salutation of LRO

Select the title and/or salutation.

- Ms
 - Mr
 - Mx
 - Dr
 - Prof
 - Prefer not to say
 - Other. If you have selected “Other”, please specify.
 - Project participant 3 – Position / Job title of LRO
 - Project participant 3 – Email address of LRO
 - Project participant 3 – Confirmation of LRO
- I confirm that the LRO identified above is authorised to represent the applicant organisation or to coordinate the signature of the relevant contractual documents.*
- Yes
 - No
 - To be confirmed during grant preparation

MANDATORY DOCUMENT UPLOADS

- **Budget file**

*Upload the completed budget file **in excel format**. The financial section is completed using the EIT Culture & Creativity funding template provided.*

File name: Budget_Project acronym.xlsx

- **Gantt chart with project timeline and work packages**

*Upload the Gantt chart with project timeline and work packages **in PDF format**. You can see the [example from European Commission](#).*

File name: GANTT_Project acronym

SANCTIONS & JURISDICTION SCREENING

- ☐ By ticking this box, I confirm that the applicant (s), its shareholders, UBOs and controlling persons are not subject to EU restrictive measures, directly or indirectly, that would prevent participation in or receipt of funding under this call, and that the applicant does not fall under any country, ownership or control restriction set out in the Call Guidelines and the applicable EU restrictive measures.

LEGAL & DISPUTE HISTORY

- ☐ By ticking this box, I confirm that the company has not been involved in, and is not aware of, any legal, regulatory, arbitration, criminal, civil, or other dispute proceedings, investigations, or material claims.

LEGAL DECLARATIONS

- ☐ By ticking this box, I am authorised to submit this application on behalf of the applicant(s).
- ☐ By ticking this box, I confirm that the applicant(s) have read and accept the rules and conditions of the call.
- ☐ By ticking this box, I confirm that the applicant(s) will not receive double funding for the same activities.

FINANCIAL CAPACITY

☐ By ticking this box, I confirm that the applicant(s) have the financial capacity required to implement the proposal.

- I declare that the applicant(s), including all consortium members, individual applicants or team members where applicable, have stable and sufficient financial resources to implement the proposed activities and to cover the share of project costs not reimbursed by EIT Culture & Creativity.
- The applicant(s) acknowledge that EIT Culture & Creativity may request information or supporting documents to verify financial capacity, including financial statements, business plans, audit reports, information on dependency on EU funding, previous financial performance or any other document reasonably required for this assessment.
- The applicant(s) understand that failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the contracting process or agreement, and/or recovery of funds, where applicable.

OPERATIONAL CAPACITY

☐ By ticking this box, I confirm that the applicant(s) have the operational capacity required to implement the proposal.

- I declare that the applicant(s), including all consortium members, individual applicants or team members where applicable, have the necessary experience, know-how, qualifications, staff, organisational capacity and operational resources to carry out the proposed activities, fulfil their role in the project, and comply with the reporting, monitoring and contractual obligations of the call.
- The applicant(s) acknowledge that EIT Culture & Creativity may request information or supporting documents to verify operational capacity, including team profiles, allocation of responsibilities, staffing information, technical resources, relevant experience, ongoing commitments or any other document reasonably required for this assessment.
- The applicant(s) understand that failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of

the award decision, termination of the contracting process or agreement, and/or recovery of funds, where applicable.

PART B – TECHNICAL PROPOSAL

Part B is the technical part of your application. Together with the mandatory annexes (if applicable), it is assessed by independent external evaluators and the internal Portfolio Selection Committee (if applicable) against the award criteria outlined in the call guidelines.

The information provided in part B must be consistent with part A. Keep your answers focused and evidence-based. Evaluators respond favourably to clarity and credibility, not length.

PROPOSAL ABSTRACT (up to 2,000 characters)

Summarise the skills gap in the audio-visual media sector and the industry demand your proposal is addressing, your proposed training course, its primary learning objectives and its learner KPIs. Include: Key deployment milestones and financial sustainability readiness at project end.

Write for a non-specialist reader. Avoid jargon.

EXCELLENCE (CRITERION A)

A1 Relevance, ambition, and objectives (up to 2,000 characters)

Describe the overarching goal of your proposal, outline your specific objectives and explain the relevance of these objectives to your selected strand. Describe the specific urgent skills need(s) and professional capacity being strengthened through your proposal and why this is relevant to the audio-visual media sector. Demonstrate how the course contributes to at least two of the six objectives listed in the respective section of the call guidelines.

A2 Course design (up to 2,000 characters)

Describe the innovative features of your training course and clearly explain how the course will meet the pedagogical requirements outlined in the call guidelines, including how your course design and delivery model directly align with your target learners' specific needs.

A3 Gender mainstreaming (up to 2,000 characters)

Describe how the training course will integrate the gender dimension into innovation and education content. Detail the specific strategy to achieve 40% female participation in your student cohorts.

IMPACT (CRITERION B)

B1 Intended Learning Outcomes (ILOs) and assessment method (up to 2,000 characters)

Define three specific, measurable, and achievable ILOs for the proposed training course, using action verbs. Describe how these outcomes are embedded within the course design, and how their achievement will be evidenced through assessment. Describe the envisaged assessment method.

B2 KPIs

- EITHE08.1 – Number of successful participants (minimum target: 600)

State your target number for each mandatory KPI:

- **EITHE08.2** – Number of successful participants with citizenship in EIT RIS countries. (minimum target: at least 30% of EITHE08.1)

State your target number for each mandatory KPI:

- **Explanation – EITHE8.2 (up to 2,000 characters)**

Explain how you will ensure the min. 30% target for EITHE08.2 is achieved and describe any additional specific, measurable outputs of the project that may be needed to achieve these objectives.

B3 Skills gap contribution and lasting impact (up to 2,000 characters)

Clearly demonstrate how your project will achieve its KPIs and intended impact. Explain how the developed training course will support rapid upskilling or reskilling to close the urgent skills gaps identified in the proposal.

B4 Dissemination and communication (up to 2,000 characters)

Describe your primary target group and how you will reach it. Describe your intended communication channels and outline the dissemination plan you will put in place to support course deployment and learner outreach. If applicable, describe promotional offers you intend to put in place.

B5 Transferability and result exploitation (up to 2,000 characters)

Explain your learner scale-up strategy for the post-funding period and how you will ensure that the course content will remain relevant for up to 5 years following the end of the funded period. Describe how the course can be scaled to increase geographical coverage post-funding.

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (CRITERION C)

C1 Course development work plan (up to 2,000 characters)

Describe the development steps of the course structure, as well as the envisaged content and materials. Explain the delivery method.

C2 Course deployment plan (up to 2,000 characters)

Outline how the training course will be deployed from Month 5 and how at least a second iteration of the course will be launched and concluded by Month 9, unless the course is fully asynchronous and available continuously online from first deployment.

C3 Learner Target Group & Cohort Composition (up to 2,000 characters)

Clearly describe your primary learner target group, and any additional target groups if applicable, and why this/these group(s) is/are in need of the training course proposed. If you are targeting a multi-disciplinary learner cohort, describe its composition and how you ensure project focus and viability across the different target groups.

C4 Learner intake (up to 2,000 characters)

Detail the timing and process for learner intake for the training course, and how this will be monitored to reach the envisaged KPIs. Include any relevant communication and dissemination actions that will be in place to support learner intake. In case of a fully asynchronous course, describe how continuous learner intake after course launch will be achieved and monitored.

C5 Project workplan (up to 2,000 characters)

Describe the practical execution of your project over the funding period, including its timeline of core activities, key milestones, and mandatory deliverables (Call Section 2.3.3). If you plan to list any additional deliverables, these have to be listed with the respective due date.

C6 Project workplan logic (up to 2,000 characters)

Explain the strategic logic of your work plan. Map out how your proposed activities will lead to your intended outputs.

C7 Beneficiary/Consortium description (up to 2,000 characters)

In case of mono-beneficiary proposals: Describe the capacity, expertise, and resources of the applicant that will ensure the efficient implementation of this proposal.

In case of multi-beneficiary proposals: Describe the capacity, expertise and role of each participant, the complementarity of the consortium, and the logic in the distribution of the work.

C8 Pricing and immediate deployment (up to 2,000 characters)

Explain how your pricing model was determined based on the target group's purchasing power and industry standards and provide a realistic forecast of learner enrolment numbers from Month 5 to the end of the project. In alignment with your deployment strategy, explain how the course is designed for payment from the first iteration.

Note: The project's revenue model must consider that, as per the call guidelines, 50 participant spots must be made available free of charge within the project's duration for beneficiaries of EIT Culture & Creativity's Innovation and/or Business Creation programmes.

C9 Post-funding financial sustainability plan (up to 2,000 characters)

Describe how an actionable post-funding financial sustainability plan will be developed that is compliant with the description of the Deliverable in the call guidelines.

C10 Risks and mitigation measures (up to 2,000 characters)

Please address the following points:

- *Identify the top 3-5 risks to project delivery (technical, commercial, regulatory, consortium).*
- *For each risk, provide: likelihood (High/Medium/Low), potential impact (High/Medium/Low), and mitigation measure.*
- *Describe contingency plans if key milestones are missed.*

EU DIMENSION (CRITERION E)

E1 EU dimension, values & geographical reach (up to 2,000 characters)

Please address the following points:

- *Describe the European dimension of the training course, including in which European territories the training course will be initially deployed, and how it is intended to scale to wider geographical coverage.*
- *Explain how the project is aligned with relevant European values and priorities, for example with the European Skills Agenda, or the Pact for Skills, and how it contributes to the Triple Transition.*

PORTFOLIO SELECTION INFORMATION

This section will be used only for the portfolio selection stage and will not be scored by the external evaluators.

D1 Strategic fit and Knowledge Triangle Integration (up to 2,000 characters)

Demonstrate how your proposed training course contributes to the EIT Culture & Creativity ecosystem by addressing the following:

- *How does your course complement the EIT Culture & Creativity education portfolio?*
- *Explain how the project's objectives will directly address EIT Culture & Creativity's strategic objective to future-proof European CCSI students and professionals with entrepreneurial and cross-disciplinary skills for the green and digital transitions.*
- *Explain how the course leverages the Knowledge Triangle Integration (KTI) model to link education, business, and research to spark innovation and ensure relevance for the audio-visual media sector.*

D2 Financial model and revenue sustainability (up to 2,000 characters)

Outline your revenue generation strategy and your financial outlook assumptions starting from the first deployment of the course, during the funded project period, and for a minimum of five years post-funding. This outlook includes the coverage of ongoing costs (e.g. hosting, content updates, marketing, etc.) and a yearly revenue estimation that considers the 25% revenue sharing with EIT Culture & Creativity.

D3 Partnerships and alternative revenues (up to 2,000 characters)

Describe your strategy for building additional partnerships and/or alternative revenue streams that can support the training course's financial sustainability and ensure it can maintain sector relevance.

ETHICS, REGULATORY AND COMPLIANCE CONSIDERATIONS**F1 Ethics, regulatory and compliance aspects (up to 2,000 characters)**

Describe any ethics, legal, regulatory or compliance aspects that may affect the proposal.

Please address:

- *Whether the proposal involves personal data, human participants, vulnerable groups, AI systems, sensitive content, cultural heritage, environmental impacts or other ethics-related aspects.*
- *Any permits, licences, certifications, approvals or authorisations required.*
- *Any data protection, consumer protection, employment, procurement, state aid or sector-specific requirements.*
- *How these aspects will be managed.*

If this section is not applicable, explain why.

SUBMISSION CONFIRMATION

- Name of person submitting
- Name of organisation of person submitting

- Position / Job title of person submitting
- Confirmation of completeness and accuracy
 - ☐ By ticking this box, I confirm that all information provided in Part B is true, complete, accurate and consistent with Part A and all mandatory annexes.
- Confirmation of readiness for evaluation
 - ☐ By ticking this box, I confirm that the proposal is ready for evaluation and that all required sections and supporting documents have been completed and submitted.