EIT Culture & Creativity

Co-funded by the European Union

Open call for proposals Innovation Projects 2026

Frequently Asked Questions

EIT Culture & Creativity

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

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Document History

Version 4.0 (2026)

Changelog

Version	Date	Changes
1.0	12/10/2026	Initial version
2.0	20/10/2026	New questions 1.12, 2.27 and 2.28 added; Question 1.6 updated.
3.0	23/10/2026	New question 3.6 added. Questions 1.6, 2.16, 3.2 and 6.2 updated. Questions renumbered from question 2.17 onwards and from question 8.7 onwards.
4.0	29/10/2026	New question 4.5 and 7.12 added.

1. General questions

Question 1.1 Does my product or service fall within one of the priority areas (Architecture, Audio-Visual Media, Fashion)?

The call guidelines do not give an exhaustive list of activities within each priority area. The topics addressed are listed in the Overview and in Section 2.1 of the call guidelines. EIT Culture & Creativity cannot pre-assess individual projects. Relevance to the priority area is assessed by the independent evaluators, so applicants should explain clearly in their application how the project addresses these topics.

Question 1.2 Is music, or software serving the music sector, covered by the Audio-Visual Media priority area?

The call guidelines do not explicitly refer to music. The Audio-Visual Media topics listed in the Overview include responsible generative AI tools for content creation, new business models for digital monetisation, GDPR-compliant audience analytics, digital identity and sovereignty technologies, and IP protection tools for the AI era. Relevance to the priority area is assessed by the independent evaluators.

Question 1.3 Are the co-creation, financing, implementation and operation of active learning environments within the scope of the call?

The call supports close-to-market innovations at TRL 7 in Architecture, Audio-Visual Media or Fashion, with the aim of bringing them to TRL 9 and market deployment. Active learning environments are not among the listed topics, and the financing and operation of facilities as such is not described as an activity under the call (call guidelines, Overview and Section 2.1).

Question 1.4 Can a project that adapts existing content or intellectual property into audio-visual formats, such as film or series, be submitted under Audio-Visual Media?

The call supports close-to-market innovations entering at TRL 7 and progressing to TRL 9. The Audio-Visual Media topics listed in the Overview and in Section 2.1.4 of the call guidelines include responsible generative AI tools for content creation, new business models for digital monetisation, GDPR-compliant audience analytics, digital identity and sovereignty technologies, and IP protection tools for the AI era (non-exhaustive list). Relevance to the priority area is assessed by the independent evaluators, so applicants should explain clearly in their application how the project addresses these topics. EIT Culture & Creativity cannot advise on how to frame a proposal.

Question 1.5 Are further calls planned for 2027, for example for other sectors?

We cannot yet share information on calls planned for 2027. Any future calls will be announced on our website, https://eit-culture-creativity.eu.

Question 1.6 Which sectors does the call cover? Are other sectors, such as books or gaming, eligible?

This call covers three priority areas only: Architecture, Audio-Visual Media and Fashion. Other sectors, including gaming and cultural heritage, are not covered. Applicants must operate within or in direct service of one of these three areas, and the proposal must address one of them. Where a technology can also be applied in other sectors, the proposal must address one of the three priority areas; relevance is assessed by the independent evaluators.

Question 1.7 Fashion: does the innovation have to address circularity or digitalisation directly? Are accessories covered?

In Fashion, the call supports innovations accelerating circularity, digitalisation and competitiveness. Supported projects focus on circular textile technologies, digital product passports, AI-assisted design tools, circular business models (rental, resale, repair) and sustainable supply chain solutions. Accessories are not excluded. All proposals must demonstrate a credible commercialisation pathway.

Question 1.8 Architecture: which topics are covered?

In Architecture, the call supports bio-based and innovative building materials, circular design for disassembly, affordable climate adaptation retrofits, urban social cohesion tools and standardisation platforms for SMEs. Relevance to the priority area is assessed by the independent evaluators.

Question 1.9 Audio-Visual Media: what does the priority area cover?

For Audio-Visual Media, the call, addresses responsible generative AI tools for content creation, new business models for digital monetisation, GDPR-compliant audience analytics, digital identity and sovereignty technologies, and IP protection tools for the AI era. The call supports innovations that enhance competitiveness while ensuring responsible and trustworthy technologies. Relevance to the priority area is assessed by the independent evaluators.

Question 1.10 Which commercialisation and investor relations activities are supported?

During the Project Implementation phase, supported activities include business model refinement and commercialisation, market entry and scaling activities, refine distribution and sales channels, and participation in EIT ecosystem activities such as Demo Days and the Innovation Forum. Work package 4 covers market preparation, exploitation and investment readiness.

Question 1.11 Can a proposal that is not selected be resubmitted to a future call?

Resubmission is not restricted under this call; any future call is governed by its own conditions. We cannot yet share information on calls planned for 2027. Any future calls will be announced on our website.

Question 1.12 If a project relates to more than one priority area, which one should be selected?

Each proposal must address one priority area, selected by the applicant in the application form. This selection is used to match the proposal with suitable evaluators. EIT Culture & Creativity cannot advise on

the choice of priority area or on how to frame a proposal. Relevance is assessed by the independent evaluators.

2. Admissibility & eligibility rules

Question 2.1 Can a sole proprietorship, sole trader or self-employed person apply as the stage 1 applicant?

Proposals for stage 1 may be submitted by a single legal entity (startup, scale-up, SME or larger company) operating within or in direct service of one of the call's priority areas.

- A one-person company with its own legal personality and its own PIC may apply at stage 1, provided the call conditions are met.
- Natural persons cannot be validated by the EIT Onboarding Service.

Eligibility is checked for all proposals after the submission deadline. If selected, the applicant must successfully complete the legal entity and PIC validation before a Subgrant Agreement – Project Agreement can be signed.

Question 2.2 Which registration documents are required for PIC validation?

The call guidelines do not list these documents. They are requested during the validation process by the EIT Onboarding Service. We recommend checking your organisation's registration status on the EU Funding & Tenders Portal before applying.

Question 2.3 Can a non-profit organisation or foundation that carries out economic activities apply as stage 1 applicant and project coordinator?

Stage 1 applicants may be a startup, scale-up, SME or larger company, and act as project coordinator at stage 2. The call refers to the EU definition for SMEs. A research organisation, university, or cultural institution acting alone is not eligible as stage 1 applicant. Eligibility is checked for all proposals after the submission deadline.

Question 2.4 Can a newly established company apply? And is there a maximum age for applicant organisations?

No minimum or maximum age set for applicants. All participants must meet the requirements for applicants (call guidelines, Section 2.2) and the call criteria, including financial and operational capacity.

Question 2.5 What does operating "in direct service of" a priority area mean? Can a company that serves the sector, without being a sector company itself, apply?

Stage 1 applicants must operate within or in direct service of one of the call's priority areas. The call guidelines do not define this further. Eligibility is checked after the submission deadline, and relevance to the priority area is assessed by the independent evaluators.

Question 2.6 Must the stage 1 applicant own the core intellectual property of the innovation?

The stage 1 applicant must have a clear ownership or licensing position with respect to the core intellectual property being developed.

Question 2.7 Who can act as commercialisation partner at stage 2?

The commercialisation partner may be a startup, scale-up, SME, larger company, business support organisation, accelerator, industry association or another entity with a clear and evidenced commercial mandate. The partner must bring demonstrable capacity in market deployment, commercial scaling and revenue generation. Research organisations, universities and cultural institutions may take this role only where they demonstrate a specific and direct contribution to the commercialisation pathway. A foundation or non-profit organisation may take this role provided it has a clear and evidenced commercial mandate. A further organisation supporting the project may join as optional project participant 3.

Question 2.8 Can NGOs or non-profit organisations apply?

The stage 1 applicant must be a single legal entity that is a startup, scaleup, SME or larger company and operates within or in direct service of one of the three priority areas. A research organisation, university or cultural institution acting alone is not eligible for this role. At stage 2, other types of organisation may join the consortium as commercialisation partner or third project participant where they meet the respective requirements.

Question 2.9 Is a specific legal form required, for example can a cooperative apply?

The stage 1 applicant must be a legal entity (a startup, scaleup, SME or larger company) that operates within or in direct service of one of the three priority areas. At stage 2, the commercialisation partner may be a startup, scale-up, SME, larger company, business support organisation, accelerator, industry association or another entity with a clear and evidenced commercial mandate. Research organisations, universities and cultural institutions may take this role only where they demonstrate a specific and direct contribution to the commercialisation pathway.

Question 2.10 Can an organisation that is not entered in the commercial register apply, and what should be entered as "Legal entity registration number"?

Stage 1 is open to a single legal entity that meets the requirements for applicants and the eligibility criteria. Successful applicants undergo legal entity validation by the EIT Onboarding Service. The "Legal entity registration number" is the number under which the organisation is entered in the commercial register. Please note that the project coordinator at stage 2 must be the stage 1 applicant.

Question 2.11 Can the stage 1 applicant be replaced by a new legal entity, or change its legal status, before stage 2?

The project coordinator at stage 2 must be the stage 1 applicant, i.e. the same legal entity that submitted the stage 1 proposal.

Question 2.12 Which countries are eligible? Is eligibility limited to RIS countries?

No, eligibility is not limited to RIS countries. The applicant must be a legal entity established in an eligible country: an EU Member State (including outermost regions), a linked Overseas Country or Territory, a country associated to Horizon Europe, or one of certain low- and middle-income countries. For associated countries, the association must have been in force at the launch of the call and must cover Pillar III of Horizon Europe. All EU Member States are eligible. The participation of organisations from RIS countries is encouraged, but not mandatory. Please refer to the call guidelines, Overview, for the full list.

Question 2.13 Are organisations established outside the EU eligible?

Outside the EU, legal entities established in a linked Overseas Country or Territory, in a country associated to Horizon Europe or in one of certain low- and middle-income countries are eligible. For associated countries, the association must have been in force at the launch of the call and must cover Pillar III of Horizon Europe. Please see the list of participating countries in Horizon Europe, a reference document of this call. Legal entities established in other countries are eligible for funding only where EIT considers their participation essential for implementing the action.

Question 2.14 Does eligibility depend on where the organisation is registered, or on where the founders are based or the project is carried out?

Eligibility is determined by the country in which the applicant legal entity is established. Please note that the project coordinator at stage 2 must be the same legal entity that submitted the stage 1 proposal.

Question 2.15 Do all consortium members have to be established in an eligible country? Do they have to come from RIS countries, or from different countries?

To receive funding, all project participants must be established in an eligible country. Entities not eligible for funding may participate as associated partners without financial support; they do not count towards the minimum number of project participants and cannot replace the project coordinator or the commercialisation partner. Please note that at stage 2, the EU dimension criterion also considers the composition of the consortium, and the budget assigned to RIS countries is considered in the evaluation. However, the establishment in a RIS country, or participants of RIS countries are not mandatory. Also, it is not mandatory that consortium partners are based in different countries.

Question 2.16 Is a specific NACE code or professional registration required, and can a company from another sector apply?

The NACE code is requested in the application form, but no specific code or professional registration (for example as an architectural firm) is prescribed. Eligibility is checked after the submission deadline, and relevance to the priority area is assessed by the independent evaluators. The NACE code alone does not determine whether an applicant operates within or in direct service of a priority area.

Question 2.17 How do you define “Business support organisation” and “Accelerator”?

A Business support organisation helps businesses develop, grow and access markets. Examples include but are not limited to innovation agencies, business development centres, industry associations, and organisations providing commercialisation or internationalisation services.

Question 2.18 Can a linked or affiliated company be a consortium member?

The stage 2 consortium must consist of independent legal entities. In the stage 2 application form, each project participant confirms that it is independent of the project coordinator, i.e. that neither party exercises direct or indirect control over the other.

Question 2.19 Can a university or research organisation join the consortium?

Yes, provided its contribution is primarily focused on commercialisation activities. Limited research may be permitted where it directly enables progression from TRL 7 to TRL 9, but it must remain a minor, enabling component.

Question 2.20 Can an organisation apply at stage 1 and also join another applicant's stage 2 consortium?

Each stage 1 proposal is submitted by a single legal entity and assessed on its own. No restriction is set on a stage 1 applicant, selected or not, also joining another stage 2 consortium as project participant. Consortium members must be independent legal entities and have the financial and operational capacity to implement each project in which they participate; the same activities and costs cannot be funded twice.

Question 2.21 What does "clear ownership of IP" mean? Is a licence sufficient, and are specific licence terms required?

The stage 1 applicant must have a clear ownership or licensing position with respect to the core intellectual property being developed. By submitting the application, applicants affirm that they hold ownership of, or have legally secured the right to use, all elements of the innovative product or service included in the application. No minimum duration, territory or exclusivity is specified.

Question 2.22 Can we apply if we already take part in other EIT or EIT Culture & Creativity activities?

Yes, you may apply, provided you meet the requirements for applicants and the call criteria. If you receive EIT funding through other instruments, you may participate only where you can demonstrate that there is no overlap in the funded activities, costs, outputs or results, and that your participation does not create a conflict of interest or unfair advantage (Section 3.2). Applicants must also have the financial capacity to implement the proposal, including where they participate in several projects or activities in parallel.

Question 2.23 Can we apply if we receive, or are applying for, funding from another EU programme?

Yes, provided there is no double funding. Costs already funded by other EU programmes or other EU sources cannot be reimbursed by EIT Culture & Creativity and cannot be counted as co-funding. In the application form, applicants confirm that they will not receive double funding for the same activities.

Question 2.24 How is operational capacity assessed? Does the full team have to be in place at stage 1?

By submitting the application, applicants declare that they have the operational capacity required to implement the proposal, including the necessary staff. At stage 1, the team and its capacity are described in the application form (section C4). Where requested, evidence may include information on the team and allocation of responsibilities, profiles and qualifications of team members, staffing and technical resources, references to comparable activities and a list of other ongoing commitments.

Question 2.25 Does the PIC have to be validated at the time of the stage 1 submission?

A registered nine-digit PIC is sufficient for the stage 1 submission. Entities without a validated PIC will go through a PIC validation process, and successful validation is a precondition for signature of the Subgrant agreement – Project agreement.

Question 2.26 Can a project idea under evaluation in, or not selected in, another call be submitted to this call?

Yes. Each call is governed by its own conditions, and each proposal is assessed on its own. In line with Horizon Europe rules, the same costs and activities cannot be funded twice, and there must be no overlap in activities, costs, outputs or results (call guidelines, Section 3.2).

Question 2.27 Can companies with common ownership submit separate stage 1 proposals?

Each stage 1 proposal is submitted by a single legal entity and assessed on its own. In line with Horizon Europe rules, the same activities and costs cannot be funded twice. At stage 2, consortium members must be independent of the project coordinator (Q2.19). Eligibility, exclusion criteria and conflicts of interest are checked after the submission deadline.

3. Application process

Question 3.1 Is there a limit on the number of stage 1 applications per applicant (PIC)?

The call guidelines do not set a maximum number of stage 1 applications per applicant. Each proposal is evaluated separately and must meet all call conditions on its own. The applicant must have the financial and operational capacity to implement all proposals in parallel (Section 4.4), and the same activities cannot be funded twice (call guidelines, Section 3.2).

Question 3.2 Must the commercialisation partner already be identified at stage 1? Should letters of intent be mentioned?

At stage 1, a single applicant applies. Although naming a partner already identified is optional in the application form, applicants are strongly encouraged to identify and engage a prospective commercialisation partner during stage 1, as stage 2 requires a consortium of two to three entities (call guidelines, Section 2.2). Letters of intent are not required at stage 1.

Question 3.3 What is the stage 1 deadline, and will the answers to questions be published?

The stage 1 deadline is 30 October 2026, 17:00 Berlin time. Questions received during the submission period are anonymised, reviewed and, where appropriate, published in the FAQ document on the call page.

Question 3.4 What has to be submitted at stage 1? Do any documents have to be signed?

At stage 1, only the application form on the submission platform is submitted; the required declarations are made in the form. The form is reproduced in Annex II.1 of the call guidelines.

Question 3.5 Can the same applicant submit more than one stage 1 proposal, including in different priority areas?

Yes, you may submit more than one stage 1 proposal. Each proposal must address one priority area. Please note that applicants must have the financial and operational capacity to implement each proposal, including where they participate in several projects or activities in parallel.

Question 3.6 How should the “Legal & dispute history” declaration be completed?

Applicants are responsible for the accuracy and completeness of the declarations made in the application form. EIT Culture & Creativity cannot advise on individual declarations. Legal, regulatory or compliance aspects that may affect the proposal can be described in section F1 of the application form.

4. Application tool

Question 4.1 I cannot upload my prototype or supporting documents in the stage 1 application. What should I do?

At stage 1, the application consists of the application form on the submission platform only (call guidelines, Overview, "List of documents to be submitted"). A prototype does not need to be uploaded. Please describe your TRL 7 evidence in Section A1 of the form. If you experience a technical problem, please contact us via the Contact Form, stating the field affected and the error message.

Question 4.2 Are there templates for the proposal, or is the format free?

The proposal is submitted through the online application form on the submission platform, which has defined sections and character limits. At stage 2, templates are also provided (e.g. for the budget plan) which need to be used in order to be eligible.

Question 4.3 Which character limit applies to section C5 (indicative budget and value for money)?

The limit for section C5 is 2,000 characters, as stated in the heading of the section.

Question 4.4 Can a product demo, a video or a link be added at stage 1?

At stage 1, only the online application form is submitted; no additional uploads are foreseen. Evaluators are under no obligation to access, read or consider any information included in hyperlinks or in any other external sources referred to in the application form. Evidence of TRL 7 is to be described in the application form (section A1), by providing concrete evidence such as pilot results, demonstrator data, field test outcomes, etc.

Question 4.5 Can an application be edited or corrected after submission?

After submission, applications can still be edited via the submission link until the stage 1 deadline. Please keep the link safe, as EIT Culture & Creativity has no access to it and cannot recover it. Applications cannot be amended by EIT Culture & Creativity on behalf of applicants, and information sent by email does not form part of the application. Proposals are assessed on the basis of the application as submitted at the deadline.

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5. Evaluation process

Question 5.1 Are applicants with a longer track record preferred?

Proposals are assessed by independent external experts against the published award criteria.

Question 5.2 Is TRL 7 interpreted differently depending on the technology or sector?

The same definition applies to all proposals: TRL 7 means a system prototype demonstrated in an operational environment. Proposals are assessed by independent external experts selected on the basis of their expertise.

Question 5.3 For solutions built on existing technologies, what counts as sufficient innovation?

No specific threshold is set. Under the Excellence criterion, evaluators assess the extent to which the proposed work is ambitious and goes beyond the state of the art. In section A2 of the application form, applicants explain what makes the innovation new or different from existing solutions.

Question 5.4 How is a proposal matched to a topic and to evaluators?

The applicant selects the priority area in the application form; this is used to match the application with suitable evaluators.

Question 5.5 Does a larger or more international consortium improve the score?

At stage 2, the consortium must consist of two to three independent legal entities: the project coordinator, a commercialisation partner and, optionally, a third participant. The EU dimension is assessed on the composition of the consortium as well as on market impact and scalability across multiple European markets.

6. TRL

Question 6.1 Can a project that still needs substantial research and development be funded?

This call funds close-to-market innovations at TRL 7 progressing to TRL 9. Research is permitted only as a minor, enabling component where it directly enables progression from TRL 7 to TRL 9.

Question 6.2 Does every component have to be at TRL 7? What if the underlying technology is proven but the new product or integration does not exist yet?

The innovation proposed must be at TRL 7 at the time of the stage 1 application and progress to TRL 9 during the project. TRL 7 means a system prototype demonstrated in an operational environment. Maturity is assessed in the stage 1 evaluation on the basis of the evidence provided in the application form. If, for instance, the product consists of an integration of several parts, each part must be at a (minimum) TRL of 7, and the integrated system must have been demonstrated in an operational environment.

Question 6.3 Can a product that is already on the market apply? Is prior revenue required?

This call targets innovations entering at TRL 7 and progressing to TRL 9 and full market deployment during the project; the innovation proposed must be at TRL 7 at the time of the stage 1 application. Prior sales revenue is not required.

Question 6.4 What evidence is expected to demonstrate TRL 7?

TRL 7 means a system prototype demonstrated in an operational environment. TRL 7 status is to be confirmed in section A1 of the stage 1 application form with concrete evidence, such as pilot results, demonstrator data or field test outcomes. At stage 1, only the application form is submitted.

Question 6.5 Must TRL 7 be achieved by the stage 1 submission deadline, or can TRL 7 be reached later?

The call targets innovations entering at TRL 7, and the application form asks applicants to confirm their current TRL with evidence. The call guidelines do not provide for TRL 7 to be reached after submission. Proposals that do not demonstrate sufficient readiness at stage 1 will not proceed (call guidelines, Section 2.1.3).

Question 6.6 Can a service or method, as opposed to a technology, be at TRL 7?

The call defines TRL as the maturity of a technology or innovation (call guidelines, Definitions). Applicants are asked to confirm TRL 7 with concrete evidence in the application form (section A1). Whether the evidence is sufficient is assessed by the independent evaluators.

Question 6.7 Can previous use of the innovation in real professional or commercial projects count as TRL 7 evidence?

Applicants may present the evidence they consider relevant in the application form (section A1). Whether the evidence presented, including previous application in professional projects, is sufficient is assessed by the independent evaluators.

7. Budget & Financial sustainability

Question 7.1 How can the remaining 30% of the eligible project costs be covered? Can national public funding be used? What commitment is required?

Each project participant's reimbursement rate is 70% of its eligible costs. The remaining share must be covered through own resources or other eligible sources, such as private investment or non-EU public funding; costs funded by other EU programmes cannot be counted as co-funding. By submitting the application, applicants declare that they have stable and sufficient financial resources to cover this share.

Question 7.2 Is the funding EUR 600,000 or EUR 900,000?

The two figures refer to different things. EUR 600,000 is the total budget for the stage 2 preparatory phase, in which up to 30 selected stage 1 applicants each receive a fixed lump sum of EUR 20,000. EUR 900,000 is the maximum EIT funding per project in the Project Implementation phase, for up to 11 projects selected following stage 2.

Question 7.3 Is the EUR 20,000 lump sum recovered if a project passes stage 1 but is not selected at stage 2?

The EUR 20,000 lump sum supports the preparation of the Business Development Plan during stage 2 preparatory phase. Recovery of all or part of it may only apply where the mandatory stage 2 documents are not submitted or in the cases set out in Section 6.8 of the call guidelines.

Question 7.4 Is proof of co-financing or financial capacity required at stage 1?

No proof is submitted within the stage 1 application. At stage 1, applicants declare in the application form that they have stable and sufficient financial resources to implement the proposed activities and to cover the share of project costs not reimbursed. EIT Culture & Creativity may request documents to verify financial capacity.

Question 7.5 How is financial capacity checked, in particular for young companies or companies backed by a parent?

The financial capacity check is normally carried out for the coordinator where the requested EIT Culture & Creativity support is EUR 500,000 or more, and may be carried out whenever there are grounds to doubt financial capacity. Documents are provided where requested and may include profit and loss accounts, balance sheets, business plans and audit reports. Where financial capacity is structurally guaranteed by another legal entity, the financial capacity of that entity may also be verified. Where financial capacity is considered not satisfactory, measures may include payment of pre-financing in instalments, reduction or removal of pre-financing, or the requirement for a financial guarantee (call guidelines, Section 4.4.1).

Question 7.6 How are the subcontracting limits calculated, and how are costs such as freelancers, seconded staff or external reporting support classified?

Subcontracting costs are limited to 30% of the total costs at participant level and 15% of the total costs at project level. For the classification and eligibility of costs: please refer to Section 3.6 of the call guidelines and the Eligibility of Expenditure guidelines available on the call website.

Question 7.7 What are the terms of the Revenue Sharing Agreement, and where can the details be found?

The key terms of the Revenue Sharing Agreement (RSA) are set out in Section 3.5 of the call guidelines: between 3.5% and 5% of qualifying revenues are returned to EIT Culture & Creativity over a term of 48 to 60 months, with payments calculated quarterly. Terms are negotiated based on the risk associated to the project. The RSA template will be available among the call documents from mid-October 2026. The RSA is signed only by projects selected for funding following stage 2.

Question 7.8 Does the Financial Sustainability Mechanism involve equity, options or a SAFE?

The Financial Sustainability Mechanism for this call is the Revenue Sharing Agreement (RSA): between 3.5% and 5% of qualifying revenues are returned to EIT Culture & Creativity over a term of 48 to 60 months.

Question 7.9 Who signs the Revenue Sharing Agreement? Can it be an entity other than the project coordinator?

The Revenue Sharing Agreement (RSA) is signed by the legal entity identified in the stage 2 application and approved by EIT Culture & Creativity as the entity expected to commercialise the project results and generate the relevant qualifying revenues. This entity does not necessarily have to be the project coordinator. EIT Culture & Creativity may request additional information before confirming the proposed signing entity.

Question 7.10 How are qualifying revenues defined?

Qualifying revenues are the revenues from commercialisation of the funded product or service (including licensing, subscriptions, customisation and related professional services), excluding VAT, grants, loans, equity proceeds and intra-group transfers. The specific terms for each project are agreed with EIT Culture & Creativity in the Revenue Sharing Agreement.

Question 7.11 Where does the revenue share go?

The revenue share is returned to EIT Culture & Creativity. It supports the long-term financial sustainability of EIT Culture & Creativity, enabling reinvestment in ecosystem-related activities.

Question 7.12 Can the financial capacity declaration be made if co-financing will only be secured later?

By submitting the application, applicants declare that they 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. Applicants are responsible for the accuracy of their declarations. EIT Culture & Creativity may request documents to verify financial capacity at any time (call guidelines, Section 4.4.1).

8. Other

Question 8.1 Will the selected projects be published, and where?

EIT Culture & Creativity publishes the selected projects on its website, news page, as in previous calls. Publication typically includes the project title, sector, participating organisations and a short project description.

Question 8.2 Can EIT Culture & Creativity put interested organisations in touch with applicants or selected projects?

Information shared by applicants is treated as confidential. We are therefore not in a position to share contact details or to put organisations in touch with applicants.

Question 8.3 What counts towards the mandatory KPI EITHE01.1 (intellectual property rights) if no patent is planned?

EITHE01.1 covers the number of innovative products, processes and methods and IPR applications resulting from the funded activities. For the detailed definition and the evidence required, please refer to the EIT Impact Framework (2022-2027), a reference document of this call.

Question 8.4 How are sales counted for KPI EITHE02.4?

EITHE02.4 counts innovations launched on the market during the project or within 3 years after completion, with documented sales revenue of at least EUR 10,000. For the detailed definition and the evidence required, please refer to the EIT Impact Framework (2022-2027), a reference document of this call.

Question 8.5 What happens if targets are missed after the project ends?

Projects are subject to continuous monitoring, including post-project follow-up. In case of underperformance or non-compliance, EIT Culture & Creativity may apply corrective measures in accordance with the Subgrant agreement – Project agreement.

Question 8.6 What happens to our intellectual property? Can results be licensed or transferred?

Applicants retain full and exclusive ownership of their prior information and intellectual property rights, and have the right to further develop, use and license them. The applicable rules are set out in Article 16 of the Horizon Europe Model Grant Agreement and Article 10 of the Subgrant agreement – Project agreement (call guidelines, Section 6.7).

Question 8.7 How is a "woman-led" venture defined?

A venture is considered woman-led if a woman holds a majority ownership stake or a senior leadership role (CEO/Founder). The applicant indicates this in the application form.

Question 8.8 Can one person work for two organisations in two different EIT-funded projects?

This is not excluded. Each organisation must have the operational capacity to implement its project, and the same activities and costs cannot be funded twice.

Question 8.9 Are there consequences if a selected stage 1 applicant does not sign the Project Agreement?

Stage 2 preparatory phase starts once the Subgrant agreement – Project agreement is signed, and no financial support is provided before signature. Where a selected applicant withdraws, the reserve list may be used. No consequences for future calls are set out in the call conditions.