



INFO SESSION **INNOVATION PROJECTS CALL**

7 OCTOBER 2026



MATIAS SCHUSTER

PROGRAMME &
INNOVATION MANAGER



FABIO PEGORIN

INNOVATION MANAGER

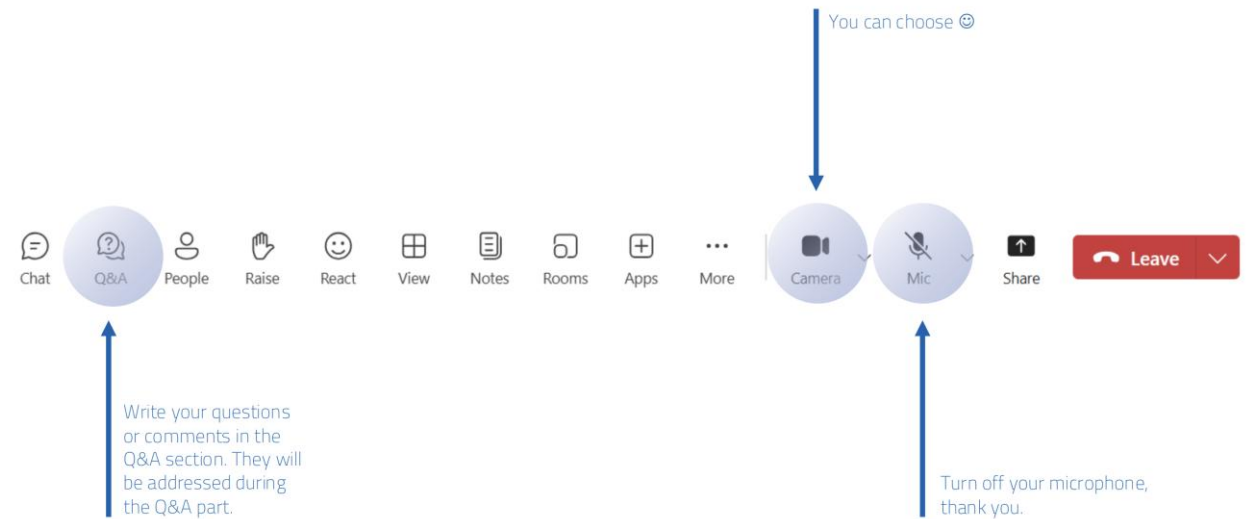


KRISTIN KROPIDLOWSKI

SENIOR PMO
MANAGER

WEBINAR RULES

1. THIS SESSION IS RECORDED
2. Q&A SECTION FOR QUESTIONS
3. Q&A AT THE END



INFO SESSION AGENDA

1. US AND OUR MISSION
2. THE CALL FUNDAMENTALS
3. ARE YOU A FIT?
4. FINANCIAL SUSTAINABILITY
5. APPLICATION PROCESS
6. SUPPORT
7. EVALUATION PROCESS
8. HOW TO APPLY
9. Q&A



EIT CULTURE & CREATIVITY

IMAGINING DESIRABLE FUTURES

WHO WE ARE

A European institutional partnership dedicated to making Europe's cultural and creative sectors and industries more sustainable, resilient, and competitive.

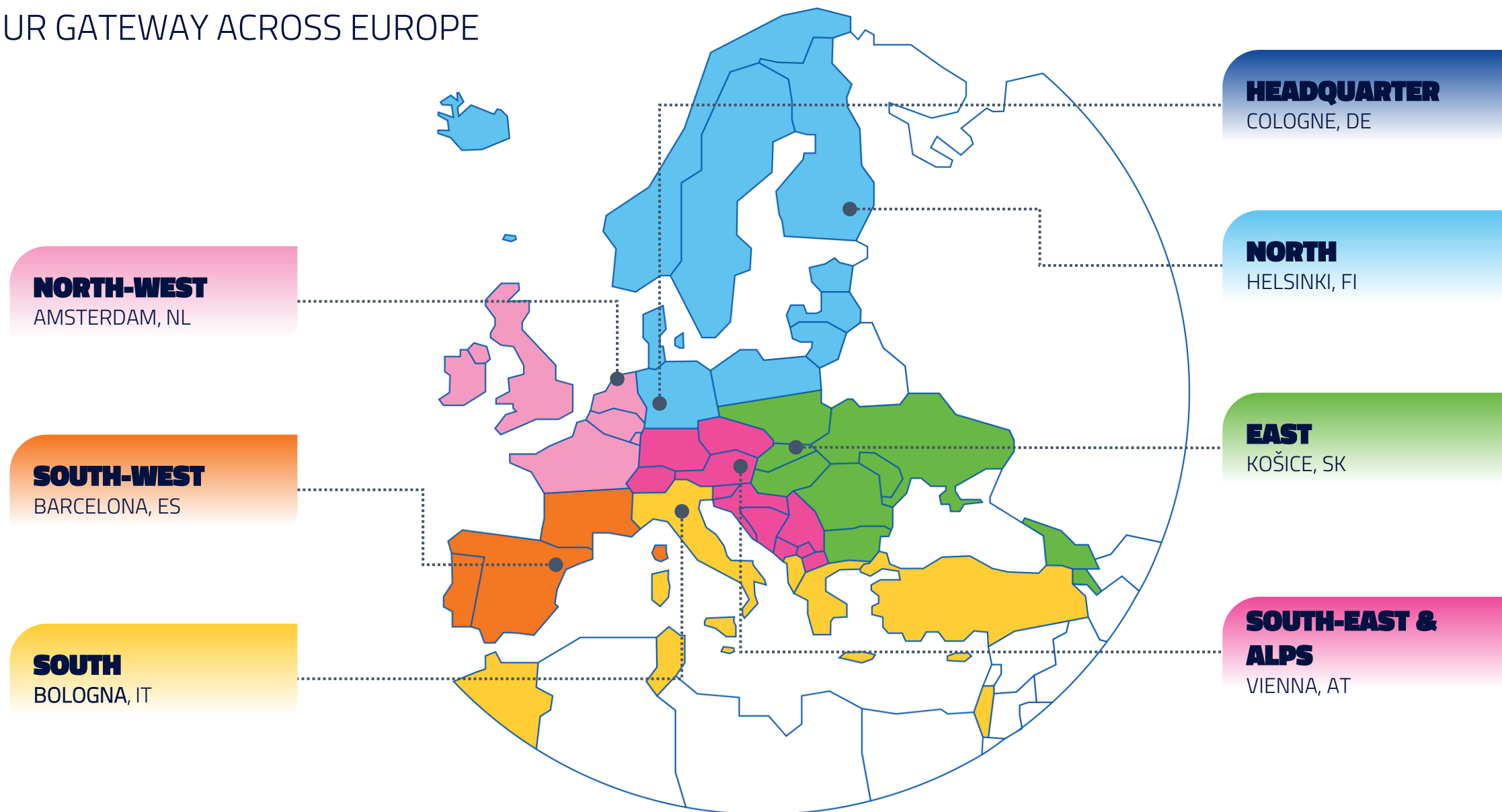
OUR ROOTS

Founded in 2023 by the European Institute of Innovation and Technology (EIT), we are one of the nine Knowledge and Innovation Communities (KICs). We support Europe's cultural and creative innovation ecosystems and industries. We aim to help them thrive, becoming a competitive, prosperous, and resilient economic force.



REGIONAL HUBS

OUR GATEWAY ACROSS EUROPE



OUR PRIORITY AREAS

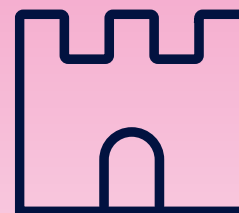


FASHION

Moving towards sustainable production and consumption in line with EU circular economy standards.

ARCHITECTURE

Using innovative tech and circular, fair practices to maintain, renovate, or rebuild architectural sites and buildings to meet net-zero goals.



CULTURAL HERITAGE

Adapting heritage sites to climate change and enhancing social cohesion.

AUDIO-VISUAL & MEDIA

Promoting responsible technologies from EU companies to protect consumers and reduce environmental impact.



GAMING

Supporting EU SMEs in adopting AI, no-code tools, user-generated content while promoting digital ethics.

OPEN CALL

INNOVATION PROJECTS

Supporting high-impact,
close-to-market projects towards
commercial readiness.

OUR GOAL

The Innovation area at EIT Culture & Creativity bridges the gap between groundbreaking ideas and commercial viability, transforming creative concepts into market-ready innovations. We support advancing promising prototypes from Technology Readiness Level (TRL) 7 (validated under certain conditions) to TRL 9 (market launch), driving transformative solutions for Europe's Cultural and Creative Sectors and Industries (CCSI).

CALL OVERVIEW

TARGET SECTORS
2026 ONLY



FASHION



ARCHITECTURE



AUDIO-VISUAL MEDIA

TARGET BENEFICIARIES

Early-stage ventures, scale ups, and SMEs with creative tech solutions at TRL 7, with real scalable market impact.

CALL STRUCTURE
2-STAGE PROCESS

STAGE 1 – CONCEPT

- Concept proposal application
- Single applicant
- Deadline for stage 1 short proposal application: 30 Oct 2026

STAGE 2 – PREPARATION

- 30 projects selected
- Business development plan supported
- Consortium
- Duration: 6 weeks (tentative)
- Deadline for stage 2 full proposal application: 15 Mar 2027

IMPLEMENTATION

- 11 projects selected
- FSM signature
- Scaling and market deployment
- Duration: 18 months
- Start: 01 Jul 2027 (tentative)

BUDGET

STAGE 1
GRANTED APPLICATIONS

UP TO **20K** **EUR**
PER PROJECT
LUMP SUM AS SUPPORT FOR
BUSINESS DEVELOPMENT
PLAN

STAGE 2
GRANTED APPLICATIONS

UP TO **900K** **EUR**
PER PROJECT
LUMP SUM
UP TO 70% COSTS

WHAT IS AN INNOVATION?

NEW PRODUCT

NEW SERVICE

NEW BUSINESS MODEL



WHAT WE ARE LOOKING FOR

ELIGIBLE ACTIVITIES

- 01 PROGRESS FROM PROTOTYPE VALIDATION (TRL 7) TO FULL MARKET DEPLOYMENT**
- 02 REFINE BUSINESS MODEL AND COMMERCIALISATION**
- 03 MARKET ENTRY AND SCALING ACTIVITIES**
- 04 CREATE AND REFINE DISTRIBUTION AND SALES CHANNELS**
- 05 LAUNCH ACTIVITIES FOR NEW PRODUCT/SERVICES/BUSINESS MODELS**

NON-ELIGIBLE ACTIVITIES

- 01 PROJECTS LACKING SUBSTANTIAL INNOVATION**
- 02 EXPANSION OF EXISTING PRODUCTS/SERVICES WITHOUT SIGNIFICANT TECHNOLOGIES/FEATURES**
- 03 FOCUS ONLY ON MARKETING OR SALES WITHOUT SIGNIFICANT PRODUCT INNOVATION**
- 04 REPLICATE EXISTING SOLUTIONS WITHOUT SIGNIFICANT INNOVATION**
- 05 PROJECTS WITHOUT INTERNATIONAL MARKET POTENTIAL**

INDUSTRIES THIS CALL FOCUS



FASHION

Moving towards sustainable production and consumption in line with EU circular economy standards.

EXAMPLES (non-exhaustive):

- Circular textile technologies,
- Traceability and supply-chain transparency platforms such as digital product passports,
- Circular business models,
- Bio-based and sustainable materials,
- Waste-reduction technologies,
- Digital solutions supporting sustainable fashion ecosystems and more,
- Sustainable supply chain solutions,
- AI-assisted design tools



ARCHITECTURE

Using innovative tech to increase adoption of low-carbon and circular building practices, improve urban liveability and scale business models for SMEs.

EXAMPLES (non-exhaustive):

- Circular construction materials, such as bio-based and innovative materials,
- Affordable climate adaptation retrofits,
- Social inclusive design and cohesion tools,
- Circular design for disassembly,
- Digital twins for sustainable buildings,
- Community-led urban planning solutions,
- Standardisation platforms supporting SMEs



AUDIO-VISUAL MEDIA

Promoting competitiveness while ensuring responsible and trustworthy technologies to protect consumers and reduce environmental impact.

EXAMPLES (non-exhaustive):

- Ethical and responsible generative AI tools for content creation,
- GDPR compliant audience analytics and engagement platforms,
- Rights management and licensing solutions for the AI era,
- Innovative business models for digital monetisation,
- Immersive storytelling technologies,
- Digital identity and sovereignty technologies

THE CALL FINANCIALS AT A GLANCE

STAGE 2

600,000 EUR

TOTAL FINANCIAL SUPPORT

IMPLEMENTATION

9,900,000 EUR

TOTAL FINANCIAL SUPPORT

STAGE 1 GRANTED APPLICATIONS

20K EUR

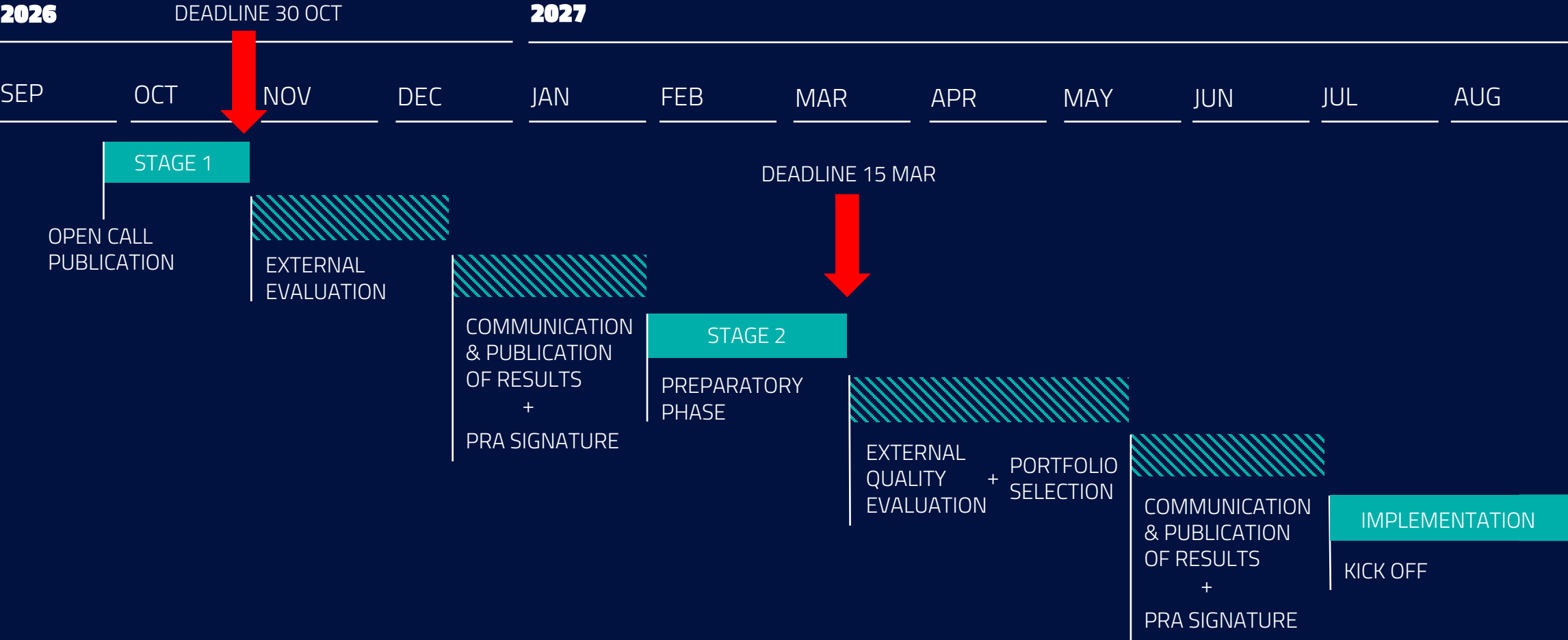
- Projects funded: 30
- Lump sum
- Prefinancing payment (100%)

STAGE 2 GRANTED APPLICATIONS

900K EUR

- Projects funded: 11
- Lump sum
- Prefinancing payment (up to 25%), interim payment (up to 70% cumulative), final payment (up to 100% cumulative)
- Reimbursement rate of 70% for each project member (of their eligible costs)

THE CALL TIMELINE





ARE YOU A FIT?

STAGE 1

SINGLE LEGAL ENTITY

- Must have technical capacity to move the innovation from TRL 7 to TRL 9 (within project duration)
- Clear ownership of IP
- Capacity to be the project coordinator
- Accepted for this role: Start ups, SMEs, scale up or larger entity
- Not accepted for this role: RTO, University or Cultural institution

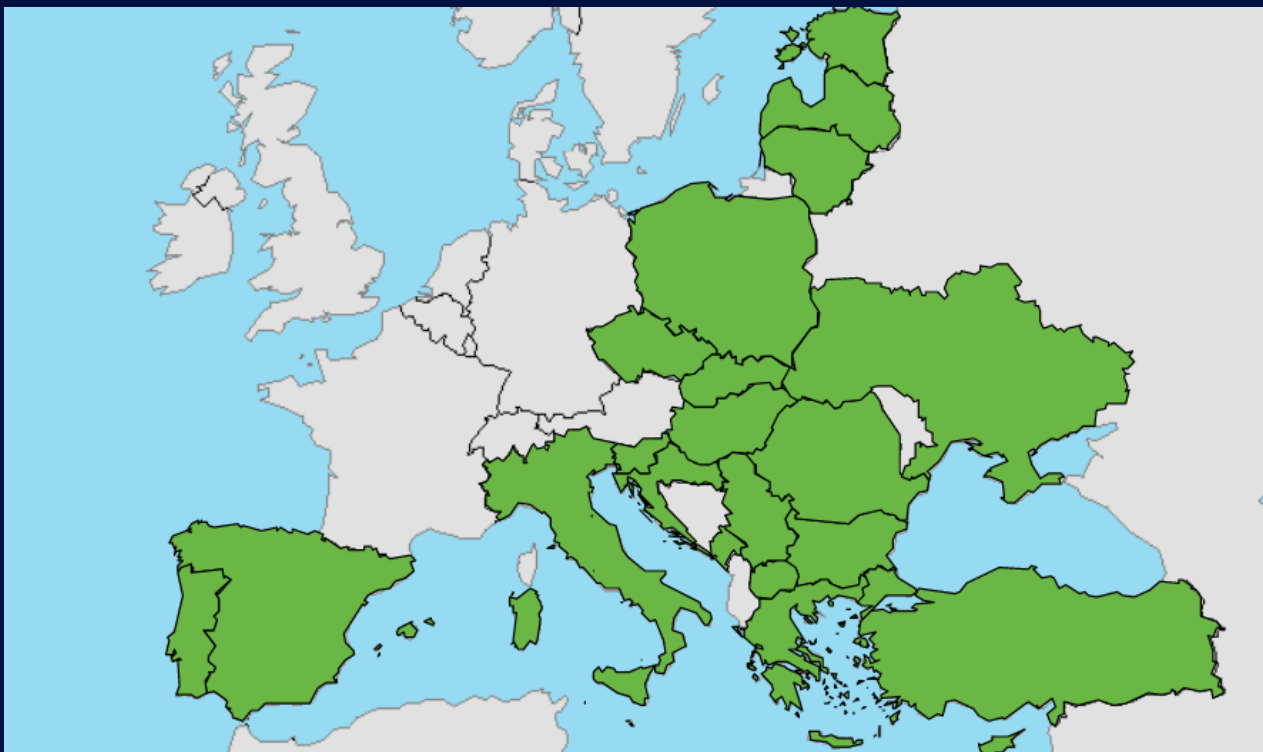
STAGE 2

CONSORTIA 2-3 PARTNERS

- Partner 1: Project coordinator (stage 1 applicant)
- Partner 2: Commercialisation partner
 - Supporting market access, distribution, licensing, investor relations, etc.
 - Start ups, SMEs, scale up, larger company, business support org, accelerator, industry association, etc.
- Partner 3 (optional): Any additional organisation.

WHAT IS RIS (REGIONAL INNOVATION SCHEME)?

The EIT launched the EIT Regional Innovation Scheme (EIT RIS) in 2014 as its main tool for reducing Europe's regional innovation disparities. It helps innovators from eligible countries and territories gain place-based access to EIT activities, foster connections among regional innovation actors, and provides bespoke programmes to support moderate and emerging innovator countries, as well as the EU's Outermost Regions, in building their innovation capacity.



THE INNOVATION CALL ENCOURAGES INTEGRATION OF RIS APPLICANTS (BUT NOT MANDATORY)

COUNTRIES ELIGIBLE:

EU Member States: Bulgaria, Croatia, Czechia, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia;

Horizon Europe Associated Countries: Albania, Bosnia and Herzegovina, Israel, Montenegro, North Macedonia, Serbia, Türkiye, Ukraine;

Outermost Regions: Guadeloupe (France), French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).

OTHER IMPORTANT INFORMATION

ELEGIBILITY BASELINE

Entities must be:

- Established in Horizon Europe – EU Member States (including outermost regions), linked Overseas Countries and Territories, Horizon Europe Associated Countries, or certain low- and middle-income countries – unless otherwise specified in the call guidelines
- Operating in fashion, audio-visual media or architecture
- Committed to grow in Europe.
- Cost eligibility: Subcontracting costs cannot exceed 30% of total cost per project participant (and 15% of total project costs)

TERMS

Program participation requires signing with EIT Culture & Creativity:

- Subgrant Agreement – Project Agreement (PRA)
- Declaration of Honour
- FSM (Revenue Sharing Agreement).

REQUIREMENTS

- Project implementation is subject to a mid-term milestone review.
- Signature of the FSM before the start of the project.
- Mandatory participation (minimum 3 international travels, EIT events, etc)
- Attend at least 1 ecosystem engagement event (EIT ecosystem, investor days, etc).

FOR MORE INFORMATION

CHECK THE CALL WEBSITE & GUIDELINES

01 WORK PLAN STRUCTURE AND MANDATORY DELIVERABLES

02 MANDATORY KPIs

03 EIT CULTURE & CREATIVITY FUNDING, REIMBURSEMENT RATE AND DOUBLE FUNDING RESTRICTION

04 EVALUATION PROCEDURE AND SELECTION CRITERIA

05 LIST OF DOCUMENTS TO BE SUBMITTED AND TEMPLATES



CALL WEBSITE



CALL GUIDELINES



FINANCIAL SUSTAINABILITY

What is Financial Sustainability?

For EIT Culture & Creativity, it is about creating a long-term revenue stream from the commercial success of funded innovations.



What does it mean in practice?

Financial Sustainability is a test of the company's financial health. Not just an EIT Culture & Creativity objective



The EIT CC perspective

- The objective is to ensure that funded innovations can create economic value after public support.
- Successful commercialisation can generate qualifying revenues that contribute to the KIC's long-term sustainability.
- The mechanism is designed to support a reinvestment cycle into future activities.



What applicants should demonstrate

- A clear commercial route from the funded innovation to the market.
- A revenue model that can realistically monetise the innovation.
- A credible basis for estimating future revenues.
- A clear link between the funded results and the revenues expected from their commercialisation.

Why should applicants care about the financial sustainability section?

It connects the commercial success of the funded project with EIT Culture & Creativity's own sustainability model.



It is part of the funding model

- Stage 2 projects are required to commit to a Financial Sustainability Mechanism.
- For this call, the default mechanism is a Revenue Sharing Agreement (RSA).
- The RSA is linked to revenues from commercialisation of the funded product or service.



It changes how the business case should be presented

- The forecast should not be an isolated financial spreadsheet.
- It should show why the innovation can generate revenues and how those revenues arise.
- The evidence supporting the forecast matters as much as the headline numbers.
- The commercial structure should make future qualifying revenues easy to identify.

What does it take for an attractive financial sustainability section?

The evidence. Don't start with the forecast. Start with the evidence.

1



HISTORICAL REVENUE

Previous sales ▪ Customers ▪ Volumes ▪ Growth trajectory

2



CONFIRMED DEMAND

Signed contracts ▪ Purchase orders ▪ Existing customers ▪ Commercial pilots

3



COMMERCIAL PIPELINE

Qualified prospects ▪ Partners ▪ Channels ▪ Conversion assumptions

4



SCALING POTENTIAL

New markets ▪ Customer segments ▪ Distribution ▪ Replicable delivery model

5

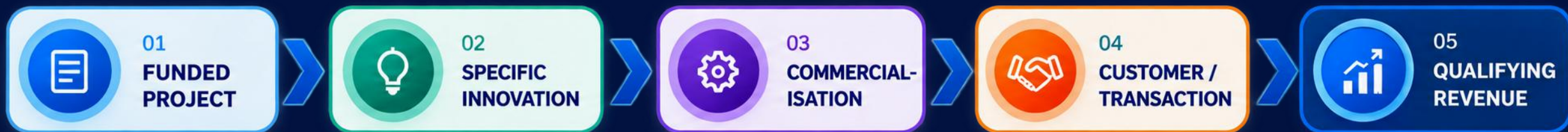


REVENUE FORECAST

A bottom-up forecast built from the evidence above

What makes revenues projection credible?

The commercial case should make it possible to identify and verify revenues linked to the funded innovation.



WHAT?

What exactly is being commercialised?



WHO?

Which entity will commercialise it and generate the revenues?



HOW MUCH?

What revenues are expected and what evidence supports them?



HOW TO TRACE?

How will project-related revenues be identified and substantiated over time?

What does 'traceable revenue' mean?

The aim is to make the future revenue-sharing calculation straightforward to substantiate.



Define the commercial perimeter



● **Identify the specific product, service or innovation** resulting from the funded project.



● **Explain which revenue streams** arise from its commercialisation.



● **Where the innovation is bundled** with other products or services, explain the basis for allocating revenue.



● **Identify the legal entity** expected to commercialise the project results.



Create an audit-friendly trail



● **Connect the project result** to the commercial offer and then to customer transactions.



● **Maintain customer-level revenue information** and supporting documentation.



● **Separate project-related revenues** from unrelated business lines.



● **Use consistent definitions and reporting logic** throughout the RSA term.

NOW – alarming factors

Overnight miracles might exist – not with revenues



01

The overnight miracle doesn't exist

Little or no revenue today, followed by several millions immediately after the project.



02

Exponential growth without evidence

Very high year-on-year growth based on assumptions, without confirmed orders, customers or pipeline.



03

No customers, orders or pipeline

Large projected revenues despite no paying customers, purchase orders, contracts or qualified pipeline.



04

Revenues before market readiness

Significant sales forecast while the product is not yet on the market, ignoring validation, certification, production ramp-up or market entry time.



05

“1% of the market” forecasting

Top-down numbers instead of a bottom-up forecast based on real customers, volumes, price and timing.



06

Scaling with no scaling engine

Revenue multiplies without a clear explanation of markets, channels, production capacity or delivery model.



07

Company revenue ≠ project revenue

Forecast shows overall company turnover, without clearly identifying what revenues derive from the funded innovation.



08

Assumptions you can't trace

Key assumptions on pricing, volumes, conversion rates, timing or revenue allocation are missing, unclear or impossible to verify.



**FSM IS A REQUIREMENT TO JOIN OUR INNOVATION PROGRAMME.
MAKE SURE TO ALIGN WITH YOUR SHAREHOLDERS
AND SIGN THE AGREEMENT ON TIME.**



INFO SESSION **INNOVATION PROJECTS CALL**

7 OCTOBER 2026

INFO SESSION AGENDA

- ~~1. US AND OUR MISSION~~
- ~~2. THE CALL FUNDAMENTALS~~
- ~~3. ARE YOU A FIT?~~
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5. APPLICATION PROCESS
6. SUPPORT
7. EVALUATION PROCESS
8. HOW TO APPLY – HANDS ON
DEMONSTRATION
9. Q&A

BEFORE WE CONTINUE

Type in the chat your sector in one word:

- Architecture
- Audio-visual media
- Fashion



1. Application Process

APPLICATION PROCESS

What we do ▾

Your opportunities ▲

Our community ▾

What's new

About us ▾

REGIONAL HUBS

DIGITAL HUB

CONTACT

JOIN US

YOUR OPPORTUNITIES

DISCOVER MORE ▶

▶ Calls & funding

▶ Request for proposals

▶ Expression of interest

EUROPE

providing resources, and building bridges, we enable responsible growth and lasting impact.

DISCOVER MORE ABOUT US ▶

INNOVATION

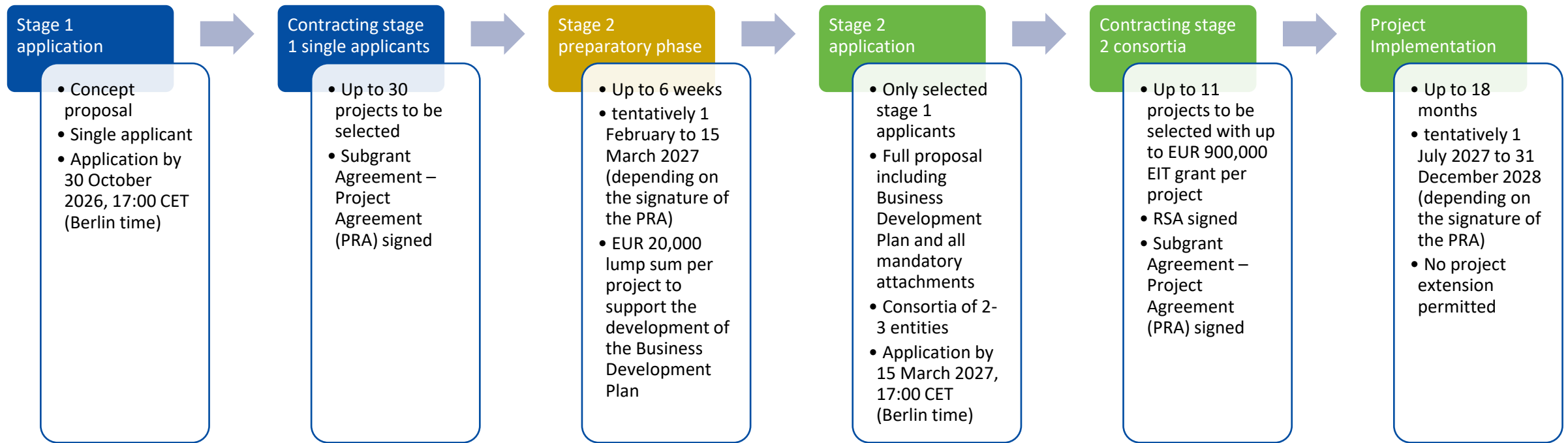
INNOVATION PROJECTS

Apply by 30 October
2026

September 25, 2026 ▶ October 30, 2026



TWO STAGE APPLICATION PROCESS



APPLICATION PROCESS

Call for Innovation Projects 2026

TIMELINE – stage 1

- Application deadline: 30 October 2026, 17:00 CET (Berlin time)
- Evaluation of proposals: November – December 2026
- Communication of results to applicants: Mid-December 2026
- Publication of results: Mid-June 2027
- Signature of the Project agreement: January 2027
- Tentative start of the projects: 01/02/2027
- Tentative end of the projects: 15/03/2027

TIMELINE – stage 2

- **Only selected stage 1 applicants can apply to stage 2**
- Application deadline: 15 March 2027, 17:00 CET (Berlin time)
- Evaluation of proposals: March – May 2026
- Communication of results to applicants: Mid-May 2027
- Publication of results: Mid-June 2027
- Signature of the Project agreement: June 2027
- Tentative start of the projects: 01/07/2027
- Tentative end of the projects: 31/12/2028

APPLICATION PROCESS

Call for Innovation Projects 2026

KEY DOCUMENTS – stage 1

- Call guidelines
- Application form
- List of reference documents

APPLY TO CALL

KEY DOCUMENTS – stage 2

- Call guidelines
- Application form
- Budget plan and EIT Culture & Creativity funding template
- Eligibility of expenditure
- Business Model Canvas
- GANTT chart with project timeline and work packages
- Pitch deck template (stage 2 hearing only)
- Due diligence documents required for signing the RSA
- List of reference documents

APPLICATION PROCESS

Read the **call guidelines** and make sure you meet all required criteria

Fill in the **online application form** including all required information



EIT Culture & Creativity: Call for Innovation projects (stage 1) - application form

PART A – Project identification and applicant information

PROJECT INFORMATION

Proposal title *

Enter the full title of your proposal.

Proposal acronym *

Enter a short acronym. This will be used as the project identifier throughout the process.

For example: "GREENLAB" for a project titled "Green Solutions for Urban Laboratories".

Priority area *

Select the priority area under which you are submitting your proposal. This helps us match your application with the right evaluators.

APPLICATION PROCESS

Include **all required documents** in the requested format (stage 2 only)

Prepare all info **in advance** and avoid last minute submissions

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
Maximum file size: 500 MB



[Choose a file to upload](#) or drag and drop here

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 chart_Project acronym
Maximum file size: 500 MB



[Choose a file to upload](#) or drag and drop here

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 the 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 *

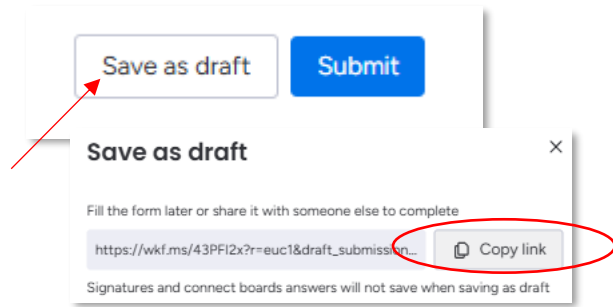
Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.

APPLICATION PROCESS

What's next?

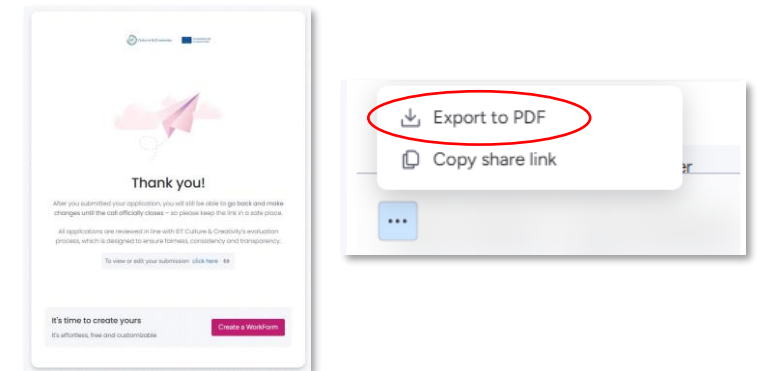
Proposal not ready yet?

Save the progress and **keep the link**



Proposal submitted?

View and **export to PDF** to save your copy



New idea?

Even with already submitted proposal, you can submit a new one



2. Support

SUPPORT

Information session

Presentations

Q&A

Recording



Contact form

Content

Technical issues

Financial questions

Procedural questions



FAQ repository

Updated frequently on
EIT Culture & Creativity
website



3. Evaluation Process



EVALUATION PROCESS

Admissibility and Eligibility Check

by EIT Culture & Creativity PMO



Quality Evaluation

by independent External Experts



Portfolio Selection

by EIT Culture & Creativity Selection Committee



Final Ranking

summing quality evaluation and if applicable portfolio selection scores



Communication of results to applicants

via email to the project coordinator



ADMISSIBILITY CHECK

Conducted by EIT Culture & Creativity PMO who verifies:

- **Deadline** – The proposal must be submitted by the specified deadline
- **Submission format** – The proposal must be submitted through the designated application platform, including all mandatory templates (e.g. the budget template provided in excel format)
- **Completeness** – The proposal must include all required documents and completed form sections
- **Language** – The project proposal and all its attachments must be 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

ELIGIBILITY CHECK (1/2)

Conducted by EIT Culture & Creativity PMO who verifies:

Applicant registration (PIC) – Project coordinator and all consortium participants must be registered in the EU Funding & Tenders Portal and hold a valid Participant Identification Code (PIC)

Applicant eligibility – All applicants must be independent legal entities established in EU Member States (including outermost regions), linked Overseas Countries and Territories, Horizon Europe Associated Countries, or certain low-and middle-income countries, complying with the applicable Horizon Europe eligibility rules (including not being subject to EU restrictive measures)

Consortium composition – Proposals need to be submitted by:

- **Mono-beneficiary in stage 1:** startup, a scale-up, an SME, or a larger company operating within or in direct service of one of the three EIT Culture & Creativity's priority areas of the call: Architecture, Audio-Visual Media or Fashion. Stage 1 applicant will act as project coordinator in the consortium and must:
 - demonstrate the technical capacity to bring the project from TRL 7 to TRL 9 within the planned project duration of 18 months;
 - have a clear ownership or licensing position with respect to the core intellectual property being developed; and
 - be capable of assuming primary accountability for project delivery, financial management, and reporting to EIT Culture & Creativity.
- **Multi-beneficiaries (consortium) in stage 2:** Up to 3 participants, including:
 - Project coordinator = stage 1 applicant
 - Commercialisation partner = entity with a clear and evidenced commercial mandate (e.g. startup, scaleup, SME, larger company, business support organisation, accelerator, industry association). Research organisations, universities and cultural institutions qualify only if they contribute directly to commercialisation, not to research or technical development)
 - Additional entity supporting the project

ELIGIBILITY CHECK (2/2)

Reimbursement rate - The proposal must comply with the maximum reimbursement rate (up to 70% of the total eligible project costs used to establish the lump-sum amount). 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:

- **Mandatory KPIs:**

- EITHE01.1 – Intellectual property rights (minimum: 1)
- EITHE02.1 – Innovation launched on the market (minimum: 1)
- EITHE02.4 – Innovations launched on the market with sales revenue of at least EUR 10,000 (minimum: 1) (if applicable)

- **Optional KPIs:**

- EITHE04.1 – Startups created (minimum: 1)
- EITHE04.4 – Startups created with financial transactions of at least EUR 10,000 (minimum: 1) (if applicable)

EXCLUSION AND SELECTION CRITERIA

By submitting a proposal, applicants declare that they:

- are not subject to EU administrative sanctions or fall under **any exclusion grounds** (e.g. bankruptcy, fraud, corruption, criminal activity, EU law irregularities, conflict of interest etc.)
- have the **financial capacity** required to successfully implement the proposed activities and cover the share of the project costs not reimbursed by EIT Culture & Creativity
- have the necessary **operational capacity** in terms of experience, know-how, qualifications, staff and operational resources to successfully implement the proposed activities and fulfil their role in the project.

EIT Culture & Creativity may request additional information/evidence to verify compliance with these criteria and/or apply appropriate measures. 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.

Successful applicants will undergo **legal entity validation process** of the EIT Onboarding Service, including possible checks in the Early Detection and Exclusion System (EDES) of the European Commission.

QUALITY EVALUATION

The **External Expert Evaluators** assess the proposals individually and independently based on the following scoring scheme:

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.

EIT Culture & Creativity ensures that all evaluators are carefully selected, impartial, and free from any conflict of interest.

QUALITY EVALUATION

STAGE 1

Conducted by **independent External Expert Evaluators** (EEEs) against **4 award criteria**:

- Excellence (**10 points** – threshold: **8 points**)
- Impact (**5 points** – threshold: **4 points**)
- Quality and efficiency of the implementation (**10 points** – threshold: **8 points**)
- EU dimension (**5 points** – threshold: **3 points**)

Overall threshold: proposals must reach at least **23 / 30** points in total.

Only proposals meeting all applicable thresholds (per criterion and overall) will progress.

Each criterion may be composed of several sub-criteria. Evaluators assign scores based on the sub-criteria and indicators defined in the call and provide a written justification for each criterion score.

QUALITY EVALUATION

STAGE 1

Maximum score:
10 points

Threshold:
8 points

Excellence	Maximum score
Ambition, novelty and methodological soundness of the proposed research and innovation approach	
Sub-criterion 1: Ambition and clarity of objectives Clarity and pertinence of the project's objectives, and the extent to which the proposed work is ambitious, and goes beyond the state-of-the-art.	5 points
Sub-criterion 2: Methodological soundness and gender dimension Soundness of the proposed methodology, including the underlying concepts, models, assumptions, and appropriate consideration of the gender dimension.	5 points

QUALITY EVALUATION

STAGE 1

Maximum score:
5 points

Threshold:
4 points

Impact	Maximum score
Credibility of expected outcomes and quality of work programme Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, including early commercialisation thinking: target customers, value proposition, business model and IP strategy.	5 points

QUALITY EVALUATION

STAGE 1

Maximum score:
10 points

Threshold:
8 points

Quality and efficiency of the implementation	Maximum score
Soundness of the work plan, consortium capacity, and budget justification	
Sub-criterion 1: Work plan and risk management Quality and effectiveness of the work plan, assessment of risks, and appropriateness of the effort assigned to work packages, and the resources overall.	5 points
Sub-criterion 2: Budget justification and value for money Alignment of the total budget with the project ambition. The project presents a good value for money.	5 points

QUALITY EVALUATION

STAGE 1

Maximum score:
5 points

Threshold:
3 points

EU dimension	Maximum score
Cross-border reach and market impact across European markets	
The proposal demonstrates a clear EU dimension, in terms of its market impact and scalability across multiple European markets, targeting various stakeholders across Europe.	5 points

QUALITY EVALUATION

STAGE 2

Conducted by **independent External Expert Evaluators** (EEEs) against **4 award criteria**:

- Excellence (**20 points** – threshold: **16 points**)
- Impact (**30 points** – threshold: **24 points**)
- Quality and efficiency of the implementation (**30 points** – threshold: **24 points**)
- EU dimension (**10 points** – threshold: **6 points**)

Overall threshold: proposals must reach at least **70 / 90** points in total.

Only proposals meeting all applicable thresholds (per criterion and overall) will progress to the portfolio selection phase.

Each criterion might be composed of several sub-criteria. Evaluators assign scores based on the sub-criteria and indicators defined in the call and provide a written justification for each criterion score.

QUALITY EVALUATION

STAGE 2

Maximum score:
20 points

Threshold:
16 points

Excellence	Maximum score
Ambition, novelty and methodological soundness of the proposed research and innovation approach	
Sub-criterion 1: Ambition and clarity of objectives Clarity and pertinence of the project's objectives, and the extent to which the proposed work is ambitious, and goes beyond the state-of-the-art.	5 points x 2
Sub-criterion 2: Methodological soundness and gender dimension Soundness of the proposed methodology, including the underlying concepts, models, assumptions, interdisciplinary approaches, appropriate consideration of the gender dimension in research and innovation content, and the quality of open science practices.	5 points x 2

QUALITY EVALUATION

STAGE 2

Maximum score:
30 points

Threshold:
24 points

Impact Credibility of expected outcomes and quality of dissemination, exploitation and communication measures	Maximum score
Sub-criterion 1: Credibility of expected outcomes Credibility of the pathways to achieve the expected outcomes and impacts specified in the work programme, including the identification and validation of target groups, users and stakeholders, and their planned involvement in the project.	5 points x 2
Sub-criterion 2: Quality of dissemination and exploitation measures Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the dissemination and exploitation plan, including communication activities.	5 points
Sub-criterion 3: Viability of the Business Development Plan Credibility, completeness and viability of the Business Development Plan (includes market research, commercialisation strategy, business model, etc).	5 points x 3

QUALITY EVALUATION

STAGE 2

Maximum score:
30 points

Threshold:
24 points

Quality and efficiency of the implementation Soundness of the work plan, consortium capacity, and budget justification including RIS country allocation	Maximum score
Sub-criterion 1: Work plan and risk management Quality and effectiveness of the work plan, assessment of risks, and appropriateness of the effort assigned to work packages, and the resources overall.	5 points x 2
Sub-criterion 2: Consortium (team) capacity and expertise Capacity and role of each participant, and extent to which the consortium as a whole brings together the necessary expertise.	5 points
Sub-criterion 3: Budget justification and value for money Clarity and justification of the budget; distribution of budget between members is appropriate given their roles and responsibilities in the project. The project presents a good value for money. The budget assigned to RIS countries is significant.	5 points x 3

QUALITY EVALUATION

STAGE 2

Maximum score:
10 points

Threshold:
6 points

EU dimension	Maximum score
Cross-border reach and scalability of the proposal's consortium and market impact across European markets	
The proposal demonstrates a clear EU dimension, not just in the consortium composition, but also in its market impact and scalability across multiple European markets, targeting various stakeholders across Europe.	5 points x 2

PORTFOLIO SELECTION

For stage 1: No portfolio selection

Proposals that pass the external quality evaluation in stage 2 will undergo a portfolio selection assessment conducted by the **EIT Culture & Creativity Selection Committee**, composed by:

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

Each proposal will be awarded **up to 40 additional points based on 3 qualitative portfolio criteria:**

- KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration **(15 points – threshold: 9)**
- Quality and credibility of the hearing **(15 points – threshold: 9)**
- Impact and commercial scalability **(10 points – threshold: 6)**

PORTFOLIO SELECTION

Maximum score:
15 points

Threshold:
9 points

KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration	Maximum score
Sub-criterion 1: Portfolio complementarity and synergies The proposal complements the existing and planned portfolio of EIT Culture & Creativity projects, addressing gaps or creating synergies.	5 points
Sub-criterion 2: Contribution to financial sustainability The proposal demonstrates a credible revenue generation pathway supporting the mandatory Revenue Sharing Agreement (RSA) and EIT Culture & Creativity's financial sustainability objectives.	5 points
Sub-criterion 3: Portfolio diversification and Knowledge Triangle Integration The proposal diversifies the KIC's portfolio, filling thematic or regional gaps (particularly in underrepresented areas), fostering collaboration across education, research, and business	5 points

PORTFOLIO SELECTION

Maximum score:
15 points

Threshold:
9 points

Quality and credibility of the hearing	Maximum score
Assessment of the quality and credibility of the proposal as presented and defended during the hearing	
Sub-criterion 1: Quality of the project presentation Quality and credibility of the project presentation during the hearing.	5 points
Sub-criterion 2: Clarity of responses to committee questions Clarity and relevance of the responses to questions raised by the Portfolio Selection Committee during the hearing.	5 points
Sub-criterion 3: Communication effectiveness and adaptability Effectivity with which the team communicates their vision and plan during the hearing, including their ability to integrate feedback and address challenges in real-time.	5 points

PORTFOLIO SELECTION

Maximum score:
10 points

Threshold:
6 points

Impact and commercial scalability	Maximum score
Novelty, CCSI adoption potential and financial scalability of the proposal within 2-3 years	
Sub-criterion 1: Novelty and market disruption potential The proposal introduces novel approaches, disrupts existing markets, or addresses unmet needs in the Cultural and Creative Sectors and Industries (CCSI).	5 points
Sub-criterion 2: Stakeholder uptake and revenue pathway The proposal shows credible uptake by relevant stakeholders and a viable revenue/investment pathway within 2-3 years.	5 points

FINAL RANKING

STAGE 1

The final score of each proposal is calculated as the **sum of:**

- **The external quality evaluation score (max. 30 points)**

Funding will be awarded in strict order of ranking, **until the available 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.

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 from women-led ventures, in support of the 35% portfolio target (Business Plan 2026-2028).

FINAL RANKING

STAGE 2

The final score of each proposal is calculated as the **sum of:**

- **The external quality evaluation score (max. 90 points)**
- **The portfolio selection score (max. 40 points)**

Funding will be awarded in strict order of ranking, **until the available 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.

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 from women-led ventures, in support of the 35% portfolio target (Business Plan 2026-2028).

COMMUNICATION OF RESULTS TO APPLICANTS

EIT Culture & Creativity will communicate the results of the evaluation process to all applicants.

Each project coordinator will receive a **formal notification by email**, informing them whether their proposal has been selected for funding, placed on the reserve list, or rejected. This email will include the relevant assessment and, where applicable, the **Evaluation Summary Report** as an attachment.

This communication will serve as the official outcome notification and **will be sent to the email address of the project coordinator**.

Any appeal must be submitted via email to pmo@eit-culture-creativity.eu within 7 calendar days of receiving the official evaluation result notification and according to the instructions provided in Annex I to the Call Guidelines. Late submissions will not be considered.

KEY TAKEAWAYS

Ensure strategic fit & alignment with EIT Culture & Creativity priorities.

Check and comply with all Admissibility and Eligibility requirements.

Ensure your proposal is clear, concise and addresses all required KPIs.

Prepare all information and documents in advance and avoid last minute submissions.



START YOUR
PROPOSAL
TODAY



4. Hands-on Demonstration





5. Question & Answers

THANK YOU

Website

www.eit-culture-creativity.eu



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