Co-funded by the European Union

Open call for proposals

Innovation projects

Call reference number:

26-INN-MAI-011-X

EIT Culture & Creativity

Cologne| 9 November 2026

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

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Document History

Version 3.0 (2026)

Changelog

Version	Date	Changes
1.0	25/09/2026	Initial version
2.0	21/10/2026	Updated the "Sanctions & Jurisdiction Screening" checkbox in the Application Form, Part A (Annex II) Removed "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.
3.0	09/11/2026	Updated Annex I – Appeal process

Abbreviations

EIT	European Institute of Innovation and Technology
EIT KPIs	Set of Key Performance Indicators (KPIs) defined by the EIT
EIT SIA	EIT Strategic Innovation Agenda
FSTP	Financial support to third parties
HE MGA	Horizon Europe Model Grant Agreement
KAVA	KIC-added value activity
KIC	Knowledge and Innovation Community
KIC SA	KIC Strategic Agenda
NEB	New European Bauhaus
PA	Partnership Agreement
PMO	Project Management Office
PRA	Subgrant agreement – Project agreement
RIS	Regional Innovation Scheme
RSA	Revenue Sharing Agreement
TRL	Technology Readiness Level

Definitions

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 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.
Financial Sustainability Mechanism (FSM)	A mandatory financial instrument applicable to projects selected for funding following stage 2, designed to ensure that EIT-funded innovations contribute to the long-term financial sustainability of EIT Culture & Creativity. Applicants must commit to a Revenue Sharing Agreement (RSA).
Horizon Europe Model Grant Agreement	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 Triangle Integration	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.
Technology Readiness Level (TRL)	A scale from 1 to 9 used by the European Commission to measure the maturity of a technology or innovation. TRL 7 indicates a system prototype demonstrated in an operational environment; TRL 8 indicates the system is complete and qualified; TRL 9 indicates the actual system proven in an operational environment. This call targets innovations entering at TRL 7 and progressing to TRL 9.

Overview of key information on the call

Call reference number	26-INN-MAI-011-X
Purpose of the call	This call invites proposals for high-impact, close-to-market innovations, to receive support in accelerating progression from TRL 7 to full market deployment across the architecture, audio-visual media and fashion sectors.
Call opening and deadline for applications	**Call publication / opening:** 25/09/2026 **Deadline for applications:** • Stage 1: 30/10/2026, 17:00 CET (Berlin time) • Stage 2: 15/03/2027, 17:00 CET (Berlin time)
Evaluation and implementation timeline (indicative)	<u>Stage 1</u> • Evaluation of proposals: from November - December 2026 • Communication of results to applicants: Mid-December 2026 • Standstill period: 30 calendar days, as agreed with EIT, counted from the day after dispatch of the communication of results • Publication of results: Mid-January 2027 • Signature of the Subgrant agreement – Project agreement: January 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): 01/02/2027 • Tentative end of the projects: 15/03/2027 <u>Stage 2</u> • Evaluation of proposals: from March to May 2027 • Communication of results to applicants: Mid-May 2027 • Standstill period: 30 calendar days, as agreed with EIT, counted from the day after dispatch of the communication of results • Publication of results: Mid-June 2027 • Signature of the subgrant agreement – Project agreement: July 2027 (subject to expiry of the applicable stand-still period, completion of procedural and contracting checks, signature of the Financial Sustainability Mechanism 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): 01/07/2027 • Tentative end of the projects: 31/12/2028

Maximum EIT funding allocated to this call	The maximum EIT funding allocated to this call is up to EUR 600,000 in stage 2 preparatory phase and up to EUR 9,900,000 in Project Implementation phase allocated as follows: • Selected stage 1 applicants receive EUR 20,000 as lump sum per project, with up to 30 projects to be selected • Selected stage 2 applicants receive up to EUR 900,000 per project, with up to 11 projects to be selected
Funding model	The stage 2 preparatory support is provided as a fixed lump sum of EUR 20,000. The Project Implementation phase is funded through a project-based lump sum established on the basis of the approved project budget and allocated across the relevant work packages and project participants. Payments during the Project Implementation phase are linked to the satisfactory completion and acceptance of the relevant work packages, as further described in Section 3.
Reimbursement rate	While applicants selected following stage 1 receive EUR 20,000 during the Stage 2 preparatory phase in the form of a fixed lump sum, EIT Culture & Creativity financial support for the Project Implementation phase may cover up to 70% of the total eligible project costs. The remaining costs must be covered by the consortium members through own resources or other eligible non-EU sources. In consortium projects, each project participant's reimbursement rate is set at 70% of their respective eligible costs. 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 an eligible country under 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. Third countries associated to Horizon Europe must already be formally associated by the launch time of the calls. Eligible applicants may include SMEs, startups, scaleups, large companies, provided that they meet the specific eligibility requirements set out in the call guidelines. Research organisations, universities, or cultural institutions are eligible as project participants in the consortium provided their contribution is primarily focused on commercialisation activities. While limited research may be permitted where it directly enables progression from TRL 7 to TRL 9, the programme funds near-market projects and research must remain a minor, enabling component. Proposals may be submitted by single applicants in stage 1 and consortia in stage 2. The consortia in stage 2 must include a minimum of two and a maximum of three independent legal entities. The two mandatory members of the consortium are the stage 1 applicant as

	project coordinator and a commercialisation partner as project participant 2. Project participant 3 is optional and can be an additional organisation supporting the project.
List of call documents	• Call guidelines • Application forms, as available on the submission platform • Budget plan and EIT funding request template (stage 2 only) • 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 • Business Model Canvas (stage 2 only) • Pitch deck template (stage 2 hearing only) • Revenue Sharing Agreement (RSA) template (available mid-October 2026)
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	Stage 1
	• Application form as available on the submission platform
	Stage 2
	• 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)
	• Business Development Plan (you may use the Business Model Canvas as a checklist or summary)
	• Due diligence documents required from the legal entity proposed as the RSA signing entity. If official documents are not available in English, applicants must provide their own translation and confirm its accuracy.
	  ○ Financial statements (income statement, balance sheet, cash flow) – historical and projected till 2030
	  ○ Cap table showing ownership structure
	  ○ Certificate of Incorporation and bylaws
	  ○ Organisational chart
	  ○ Shareholder agreements (only if applicable)
	  ○ IP assignments and ownership documentation (only if applicable)

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. • **Step 2:** Links to the submission platform of the call: https://wkf.ms/4ohKxeg (stage 1). The application form will be available from **25/09/2026 to 30/10/2026, 17:00 CET (Berlin time)** for stage 1. The stage 2 application form will be made available to applicants selected following stage 1 and will remain open until **15/03/2027, 17:00 CET (Berlin time)**.
Topics to be addressed	The call for innovation projects 2026 targets close-to-market innovations (TRL 7-9) across one of the following EIT Culture & Creativity's priority areas: • **Fashion**: 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. • **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. • **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. All topics must demonstrate a credible commercialisation pathway, contribute to EIT Culture & Creativity's KPIs (marketed innovations, IP rights generated), and align with EU green, digital, and social transition priorities.
KPIs to be addressed	For details, please see Section 2.4.4. **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)
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. The Q&A 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 Wednesday, 07/10/2026, 10:00-12:00 CEST (Berlin time). Registration is required via the following form: Registration form. The Teams link will be shared upon registration. The session will cover the call content, topics, requirements, and submission and evaluation procedures. The session will be recorded and published on the EIT Culture & Creativity website. Applicants are encouraged to check the call webpage regularly for updates.

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 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 centre,

[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

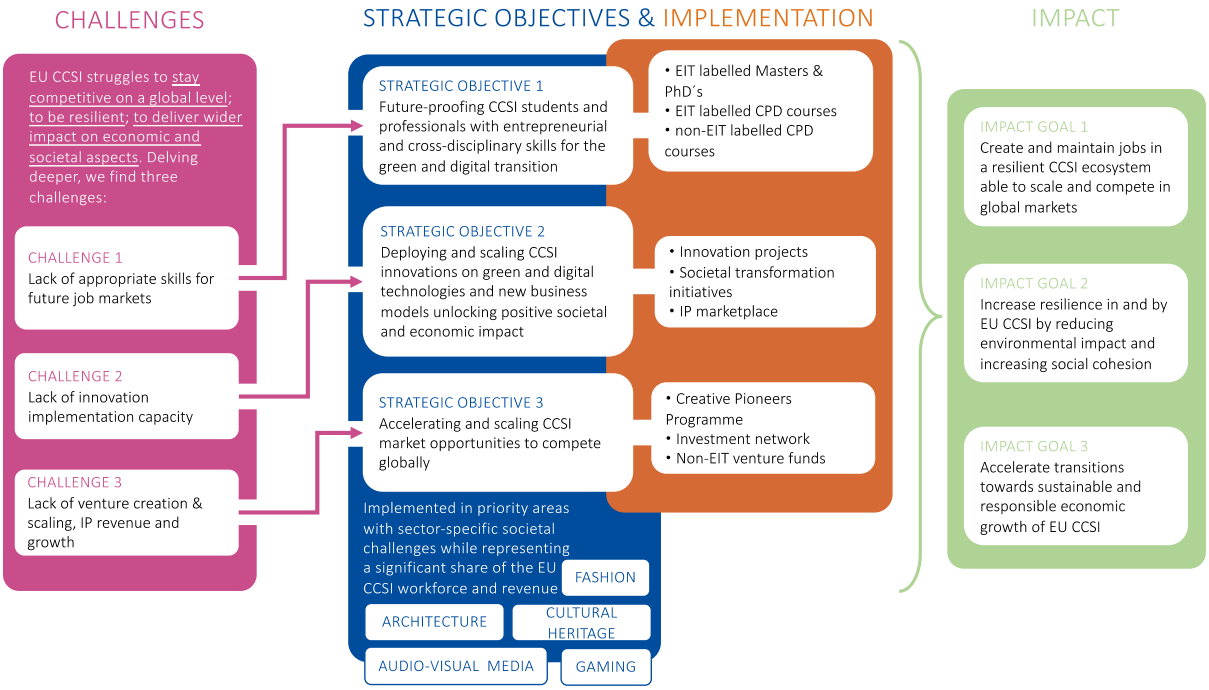
1.2.2. STRATEGIC OBJECTIVES

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.

- 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 innovation projects

This call supports high-impact, close-to-market innovations at Technology Readiness Level (TRL) 7, enabling their progression to TRL 9 and full market deployment.

A two-stage application process is applied to de-risk investment and ensure quality, maturity and scalability, followed by a project implementation phase for the proposals selected for funding.

Stage 1: Concept validation

Applicants (mono-beneficiaries) submit a short proposal. Stage 1 focuses on:

- Initial validation of the innovation concept,
- Assessment of maturity (TRL 7),
- Preliminary market, IP and regulatory considerations.

Stage 2: Preparatory phase – Feasibility & commercialisation planning

Only selected stage 1 applicants may proceed to stage 2. During this preparatory phase, selected applicants receive a fixed lump-sum support of EUR 20,000 to develop a Business Development Plan, including market validation, IP and regulatory mapping, and a commercialisation strategy.

This support is intended exclusively for the preparation of the Business Development Plan. At the end of stage 2, applicants must submit the Business Development Plan together with the full project proposal for the project implementation phase.

Project implementation phase: Demonstration, deployment and scaling

Only full project proposals positively assessed and selected following stage 2 may enter the project implementation phase. Selected projects may receive up to EUR 900,000 over a maximum period of 18 months, focusing on market entry, scaling and revenue generation.

Financial sustainability is embedded through a Revenue Sharing mechanism, ensuring long-term value creation and reinvestment capacity.

All projects must comply with EIT Innovation principles, including:

- Measurable KPIs,
- Integration of gender equality and diversity (GEDI),
- Robust governance and accountability mechanisms.

Selected projects will be supported in their scaling journey through:

- International outreach and market access activities,
- Participation in Demo Days and the Innovation Forum,

- Access to EIT Culture & Creativity trainings.

This call for proposals aligns with the EIT Culture & Creativity Strategic Agenda 2024-2027. 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 addresses structural challenges within the European Cultural and Creative Sectors and Industries (CCSI), including:

- Limited innovation implementation capacity,
- Insufficient venture creation and scaling,
- Underdeveloped IP exploitation and business models.

These challenges affect all priority sectors: Fashion, Architecture, Cultural Heritage, Audio-Visual Media, and Gaming, and are intensified by rapid technological developments, particularly artificial intelligence.

The call targets innovations capable of progressing from TRL 7 to TRL 9, ensuring real-world deployment, commercialisation, and scalable market impact.

Call contributes directly to strategic objective SO2 (deployment and scaling of CCSI innovations) and to key EIT KPIs, including:

- Number of marketed innovations,
- IP assets generated,
- Revenue creation.

The call is aligned with EU policy priorities, including the Competitiveness Compass and the AI Continent Action Plan[3], reinforcing EIT Culture & Creativity's role as a policy-relevant innovation actor.

Beyond funding, the call serves as a strategic instrument to accelerate the contribution of CCSI to Europe's green, digital, and social transitions, while supporting the long-term financial sustainability of the KIC.

[3] For more information, please see: AI continent - European Commission.

2.1.2. SCOPE OF ACTIVITIES UNDER THIS CALL

The call supports activities across the full innovation journey, structured in two sequential stages:

Stage 1: Concept

- Submission of short concept application

Stage 2: Preparatory phase – Feasibility & commercialisation planning

- Development of a Business Development Plan, including among others:
  - Market research and competitive analysis,
  - IP and regulatory mapping,
  - TRL validation and pathway definition,
  - Stakeholder engagement.
- Full proposal for the project implementation phase.

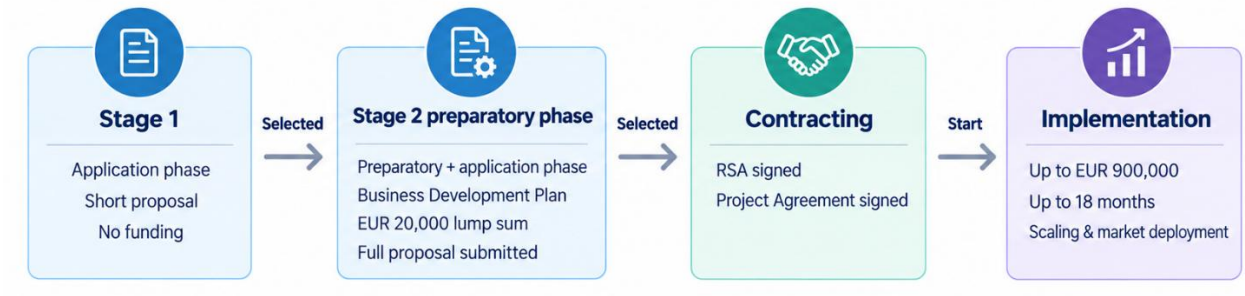
A fixed lump-sum support of EUR 20,000 will be provided upfront to support the development of the Business Development Plan. This support is intended exclusively for the preparation of the Business Development Plan and does not cover the preparation of the full proposal. At the end of stage 2, applicants must submit both the Business Development Plan and the full proposal for the project implementation phase.

Project implementation phase: Deployment and scaling of funded projects

- Consortium-based project execution,
- Technical development to TRL 9,
- Business model refinement and commercialisation,
- Market entry and scaling activities,
- Participation in EIT ecosystem activities (e.g. Demo Days, Innovation Forum).

Projects are subject to continuous monitoring, including milestone reviews and post-project follow-up, ensuring accountability and measurable impact.

Following the Knowledge Triangle approach, this call promotes synergies across Innovation, Education, Business Creation and Transformation.



2.1.3. SPECIFIC REQUIREMENTS

Projects must demonstrate a credible, evidence-based pathway from TRL 7 to TRL 9, including:

- IP strategy and mapping,
- Regulatory and compliance analysis,
- Market viability and commercialisation plan.

Projects failing to demonstrate sufficient readiness at stage 1 will not proceed.

Projects in the Project Implementation phase are subject to a mid-term milestone review. Failure to meet agreed milestones may result in termination or reduction of funding.

Financial sustainability requirement

All projects selected for funding following stage 2 must sign a Revenue Sharing Agreement (RSA) as Financial Sustainability Mechanism (FSM).

This ensures that funded innovations contribute to the long-term sustainability of EIT Culture & Creativity.

Mandatory participation and budget requirements

Applicants must include:

- International travel: Minimum 3 trips per year for 2 project participants
- Additional travel aligned with project activities and EIT events

Ecosystem Engagement

All consortia must ensure participation of at least one representative per year in an ecosystem engagement event.

These activities include:

- Market access and investor engagement,
- Integration into the EIT ecosystem,
- Strengthening of entrepreneurial capabilities.

Participation must be reflected in the project plan and budget.

2.1.4. EXPECTED OUTCOMES AND IMPACT

The call is expected to generate measurable outcomes and systemic impact across the following EIT Culture & Creativity priority areas, contributing to:

- Job creation and maintenance in a resilient CCSI ecosystem,
- Increased resilience, including reduced environmental impact and stronger social cohesion,
- Sustainable and responsible economic growth.

Fashion

The European fashion sector, composed of 99.8% SMEs, remains largely dependent on a linear production model, generating significant environmental and economic inefficiencies.

This call supports innovations accelerating circularity, digitalisation, and competitiveness.

Expected impact:

- Increased adoption of circular practices,
- Reduction in environmental footprint,
- Creation of sustainable jobs across regions (including RIS countries – see Section 2.2.3)

Architecture

Architecture plays a key role in addressing the climate transition, urban resilience, and social cohesion, but lacks scalable innovation deployment.

This call supports innovations in:

- Circular construction,
- Climate adaptation,
- Socially inclusive design.

Expected impact:

- Increased adoption of low-carbon and circular building practices,
- Improved urban liveability,
- Scalable business models for SMEs.

Audio-Visual Media

The Audio-Visual Media sector is economically strong but structurally challenged by platform dominance, IP value leakage, and rapid AI-driven transformation.

This call supports innovations that enhance competitiveness while ensuring responsible and trustworthy technologies.

Expected impact:

- Increased deployment of responsible AI solutions,
- Stronger IP monetisation for European creators,
- Improved competitiveness of European Audio-Visual Media SMEs.

2.2. Main requirements for applicants

Participation in and eligibility for funding under this call follow the applicable Horizon Europe rules, as further detailed in Section 4.2. Legal entities established in countries eligible for Horizon Europe funding may receive financial support subject to the specific conditions of this call. Legal entities not eligible for

funding may participate where permitted under the applicable Horizon Europe rules and the conditions of this call.

This call is open to single applicants (mono-beneficiary) in stage 1 and consortia (multi-beneficiary) in stage 2. The full funding of up to EUR 900,000 per project available under stage 2 is exclusively reserved for multi-beneficiary consortia, reflecting EIT Culture & Creativity's strategic commitment to Knowledge Triangle Integration and its recognition that close-to-market innovation in the CCSIs requires the active collaboration of complementary organisations across the value chain.

Mono-beneficiary eligibility (stage 1)

At stage 1, a single legal entity submits its application independently, provided it meets the general eligibility criteria defined for this call. Stage 1 applicants may be a startup, a scale-up, an SME, or a larger company, provided it operates within or in direct service of one of the three EIT Culture & Creativity's priority areas of this call: Architecture, Audio-Visual Media or Fashion (see Section 2.1.4). A research organisation, university, or cultural institution acting alone is not eligible for this role; this reflects the call's explicit orientation towards commercial outcomes and market deployment.

The **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.

The stage 1 phase is designed as a preparatory and analytical stage rather than a full innovation project. Organisations submitting as mono-beneficiaries during stage 1 are nonetheless strongly encouraged to already identify and engage a prospective commercialisation partner during this phase, as the transition to stage 2 will require the formation of a two-to-three entity consortium.

Multi-beneficiary consortium requirements (stage 2)

For stage 2, all selected stage 1 applicants must submit a full project application, including the Business Development Plan as part of a multi-beneficiary consortium composed of a minimum of two and maximum three independent legal entities.

- **Project participant 1** is the **project coordinator** and must be the stage 1 applicant.
- **Project participant 2** is a **commercialisation partner**, responsible for bringing additional capacity in areas such as market access, distribution, licensing, investor relations, or other commercially relevant functions. This requirement is not merely procedural – it is intended to ensure that funded projects benefit from a genuine division of labour between those who develop the innovation and those who are positioned to bring it to market, a combination that EIT Culture & Creativity has identified as critical to overcoming the CCSI's historically poor record of translating innovation

potential into commercial success. The commercialisation partner plays a structurally distinct but equally important role within the consortium. Its primary function is to bring demonstrable capacity in areas directly related to market deployment, commercial scaling, and revenue generation. This may include expertise in distribution, licensing, investor relations, retail or platform access, business development, IP commercialisation, or sector-specific market knowledge. The commercialisation partner may be a startup, scaleup, SME, larger company, a business support organisation, an accelerator, an industry association, or another entity with a clear and evidenced commercial mandate. A research organisation, university, or cultural institution may participate as commercialisation partners only where they can demonstrate a specific and direct contribution to the commercialisation pathway of the project, rather than to its research or technical development dimension.

- **Project participant 3 (optional)** can be additional organisation supporting the project.

Associated partners, where included, do not receive EIT Culture & Creativity financial support and do not replace the mandatory project coordinator or commercialisation partner. They do not count towards the minimum number of funded project participants required under this call.

2.2.1. SPECIAL REQUIREMENTS

- **Country eligibility and Associated Countries** – Eligibility for participation and funding under this call follows the applicable Horizon Europe rules, as further detailed in Section 4.2. Applicants eligible for funding may be established in EU Member States, including their outermost regions; Overseas Countries and Territories (OCTs) linked to Member States; countries associated to Horizon Europe; and certain low- and middle-income countries. Legal entities established in other countries may be eligible for funding where their participation is considered essential for implementing the action by EIT. Entities not eligible for funding may participate as associated partners, where permitted under the call conditions.

  For countries in the process of associating with Horizon Europe, the association agreement must be in force by the launch date of this call in order for entities established in that country to benefit from the status of an Associated Country under this call. Any association finalised after the publication date will not apply retroactively. As the EIT is implemented under Pillar III of Horizon Europe, any association relied upon for eligibility under this call must cover 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 2024[4] (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.

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.
- Highlighting activities specifically designed to address regional challenges or opportunities in RIS areas.

[4] 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.

- 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 already funded by other EU programmes or other EU sources cannot be reimbursed by EIT Culture & Creativity to avoid double funding.

2.3. Two-stage process structure

Projects funded under this call will follow a two-stage application and implementation process, designed to ensure quality, readiness, and efficient allocation of funding.

Stage 1

Stage 1 application focuses on:

- Initial validation of the innovation concept,
- Assessment of maturity (TRL 7),
- Preliminary market, IP, and regulatory considerations.

Stage 2

Following the stage 1 evaluation and selection process, successful applicants from stage 1 will enter **stage 2.** The purpose of stage 2 is to support the preparation of a **Business Development Plan**, enabling applicants to further develop their project concept, refine the business case and, where needed, secure external support for the preparation of the Business Development Plan. Each selected stage 1 applicant shall receive a **fixed lump-sum support of EUR 20,000**, paid as **100% pre-financing** upon signature of the Subgrant agreement – Project agreement.[5]

Stage 2 duration is 6 weeks, running from 1 February to 15 March 2027. Stage 2 starts once the Subgrant Agreement (Project Agreement) is signed, subject to the standstill period, contracting checks and legal entity validation by the EIT Onboarding Service. Any delay may shorten stage 2, as the end date of 15 March 2027 remains unchanged.

[5] The submission of the Business Plan and the full project proposal at the end of stage 2 are mandatory. Where these documents are not submitted, EIT Culture & Creativity reserves the right to take appropriate measures, including the recovery of all or part of the preparatory support, in accordance with the Subgrant agreement – Project agreement.

At the end of stage 2, all selected stage 1 applicants are expected to submit their **full project application** including:

- the completed Business Development Plan
- the additional documents listed under the paragraph "List of documents to be submitted" in the Overview.

Following the evaluation and selection process of the full project applications submitted at stage 2, only proposals that are positively assessed and selected for funding will proceed to the Project Implementation phase.

2.4. Main requirements for project implementation

2.4.1. PROJECT DURATION

The Project Implementation phase has a duration of 18 months, starting on 1 July 2027 and ending no later than 31 December 2028. No extension beyond 31 December 2028 is permitted.

During this phase, projects are expected to:

- Achieve TRL 9 and market deployment,
- Deliver agreed milestones, KPIs, and impact targets,
- Participate in EIT Culture & Creativity ecosystem activities and reporting processes.

Please also see Section 2.4.5 about fast-tracking.

2.4.2. PROJECT IMPLEMENTATION, MONITORING AND REPORTING

Projects selected for funding following Stage 2 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 the timely delivery of work packages, deliverables, milestones and KPI targets, while EIT Culture & Creativity will monitor progress and provide guidance and support throughout implementation. The project coordinator must submit periodic and final performance reports in line with the timeline defined in this call and provide the evidence required to demonstrate the satisfactory completion of the relevant work packages, deliverables, milestones and KPIs. Projects shall participate in periodic and final reviews where applicable. Any significant changes, including consortium changes and major changes affecting the approved work plan or allocation of the lump sum, 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.

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.

2.4.3. WORK PACKAGES AND DELIVERABLES

Mandatory work packages and deliverables

Each project proposal submitted at the end of stage 2 must include the following mandatory work packages and deliverables:

- WP1 – Project set-up and solution specification
- WP2 – Development and prototyping
- WP3 – Validation and pilot implementation
- WP4 – Market preparation, exploitation and investment readiness
- WP5 – Communication, dissemination and project closure

Work package	Deliverable	Description	Due date
WP1	D1.1	Project implementation plan	Month 1
WP1	D1.2	Solution specification and requirements report	Month 3
WP1	D1.3	User and stakeholder validation report	Month 6
WP2	D2.1	Prototype / Minimum Viable Product (MVP) / Demonstrator	Month 6
WP2	D2.2	Technical development report	Month 8
WP2	D2.3	Integration and testing plan	Month 9
WP3	D3.1	Pilot implementation report	Month 13
WP3	D3.2	Validation and performance report	Month 15
WP3	D3.3	Updated solution based on pilot results	Month 16
WP4	D4.1	Commercialisation and exploitation plan	Month 12
WP4	D4.2	Investment readiness / scale-up roadmap	Month 16
WP5	D5.1	Communication and dissemination package	Month 9
WP5	D5.2	Final impact and lessons learned report	Month 18

Optional work packages and deliverables

Besides the previous mandatory deliverables, other deliverables that may be useful to correctly track the performance of the project activities may be included.

Lump-sum funding

Where lump-sum funding is applied under this call, all mandatory deliverables must be clearly reflected in the work plan and assigned to one or more work packages. Any optional deliverables included in the proposal should also be linked to the relevant work package(s). Payments linked to lump-sum funding will be based on the completion and acceptance of the relevant work package(s), not on the standalone submission of individual deliverables.

2.4.4. 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 KPI[6].

Mandatory KPIs

KPI Code	KPI description	Minimum target expected
EITHE01.1	**Intellectual property rights** Number of innovative products, processes and methods & IPR applications resulting from KIC activities	1
EITHE02.1	**Innovations launched on the market** Description: Number of innovations introduced on the market during the project duration or within 3 years after completion. Innovations include new or significantly improved products (goods or services) sold.	1
EITHE02.4	**Innovations launched on the market with sales revenue of at least EUR 10,000** Description: Number of innovations introduced on the market during the project duration or within 3 years after completion with a sales revenue of at least 10 000 EUR documented.	1 (if applicable)

Optional KPIs

KPI Code	KPI description	Minimum target expected
EITHE04.1	**Startups created** Description: Number of startups established in year N as a result of / based on the output(s) of KAVA(s), or startups created for the purpose of an innovation project (but not later than three years after completion of KAVA)	1

[6] *EIT Impact Framework (2022-2027) with codes.pdf*

EITHE04.4	**Startups created with financial transactions of at least EUR 10,000** Description: Number of startups established in year N as a result of / based on the output(s) of KAVA(s), or startups created for the purpose of an innovation project (but not later than three years after completion of KAVA) having financial transactions of at least EUR 10,000 for services/products sold to customers	1 (if applicable)

2.4.5. 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 10,500,000 from the Business Plan 2026-2028,** conditional and subject to formal approval by the EIT.

Scope of activities	Maximum KIC funding	Indicative number of projects to be funded	Max. EIT funding per project
Stage 2 preparatory phase	EUR 600,000	30	EUR 20,000
Project Implementation phase	EUR 9,900,000	11	EUR 900,000

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

For the Project Implementation phase, EIT Culture & Creativity financial support may cover 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 or consortium members through own resources or other eligible sources, in accordance with the applicable funding and double-funding rules.

In consortium projects, each project participant's reimbursement rate is set at 70% of their respective eligible costs.

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.

Stage 1

No financial support is provided at stage 1. Stage 1 consists solely of the submission of an initial short proposal.

Stage 2

Applicants selected at stage 1 are invited to enter the stage 2 preparatory phase. Selected projects shall receive a **fixed lump-sum support of EUR 20,000**, paid as **100% pre-financing** upon signature of the relevant Subgrant agreement – Project Agreement governing the preparatory phase.

This support is intended exclusively to facilitate the preparation of the Business Development Plan as part of the stage 2 project application.

At the end of the stage 2 preparatory phase, applicants must submit the following:

- the full proposal application for the project implementation phase;
- the Business Development Plan;
- the detailed budget table, including estimated costs per cost category, per project participant and per work package, clearly indicating the lump-sum shares allocated to each work package and to each project participant;
- and any additional documents listed under the paragraph “List of documents to be submitted” in the Overview of this document.

The submission of these documents is mandatory. In case documents are not submitted, EIT Culture & Creativity reserves the right to take appropriate measures, including the recovery of all or part of the preparatory support, in accordance with the Project agreement.

The invitation to enter stage 2 and the award of the preparatory support do not constitute a commitment on the part of EIT Culture & Creativity to award funding for the project implementation phase.

Project Implementation phase

All proposals selected for funding following their stage 2 full project application are subject to a separate Subgrant agreement – Project agreement governing the project implementation phase. Each selected project may receive a grant of up to EUR 900,000 to support the project implementation phase of up to 18 months.

EIT Culture & Creativity will provide financial support according to the payment schedule set out below. Interim and final payments are subject to the availability of funds from the Granting Authority (EIT), the applicable financial framework, compliance with the reporting obligations established in the Subgrant agreement – Project agreement, and the satisfactory completion and acceptance of the relevant work packages. The date of entry into force shall be the date on which all project participants have successfully completed the required validation process and the Subgrant agreement – Project agreement has been signed by all Parties.

Under the lump-sum approach, payments are not based on the declaration or verification of actual costs incurred, but on the satisfactory completion and acceptance of the agreed work packages and outputs for the relevant reporting period, as defined in the Subgrant agreement – Project agreement. Where a work package is only partially completed, or where the corresponding outputs are incomplete and the deviation is not duly justified, EIT Culture & Creativity may reduce the corresponding payment in proportion to the level of completion achieved, in accordance with the Subgrant agreement – Project agreement.

Reporting					Payments		
Reporting periods			Type	Deadline	Payment type	Payment ceiling	Reimbursement rate The reimbursement rate shall apply equally to all beneficiaries participating in the project.
RP N.	Month from	Month to					
–	–	–	–	–	Initial pre-financing	25% of the maximum lump-sum grant amount awarded during the Business Plan 2026-2028	*EIT Culture & Creativity financial support may cover up to 70% of the total eligible project costs used to establish the approved lump-sum grant amount. The remaining share must be covered by the project participants through own resources or other eligible sources. This reimbursement rate applies equally to all project participants and is separate from the payment ceilings
1	July 2027	December 2027	Periodic report	60 days after end of reporting period	Interim payment	Cumulative payments up to 70% of the maximum lump-sum grant amount awarded during the Business Plan 2026-2028	
2	January 2028	December 2028	Final report	60 days after end of reporting period	Final payment	Balance payment up to a maximum of 100% of the lump-sum	

						grant amount awarded during the Business Plan 2026-2028	indicated in this table.

Payment deadlines (indicative):

- **Initial pre-financing:** 30 days from entry into force / 10 days before starting date – whichever is the latest.
- **Interim payment:** 90 days from approval of the periodic report.
- **Final payment:** 90 days from approval of the final 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

Mandatory Commitment to an FSM

Projects selected for funding following stage 2 are required to sign a Revenue Sharing Agreement (RSA) **as Financial Sustainability Mechanism (FSM)** offered by EIT Culture & Creativity. This constitutes a mandatory condition of funding and reflects EIT Culture & Creativity's objective of ensuring that funded innovations contribute to the long-term financial sustainability of the KIC, enabling the reinvestment of resources in future activities and reducing long-term dependence on public funding (see Section 3.1).

The specific FSM terms applicable to each project shall be agreed with EIT Culture & Creativity and signed prior to the Subgrant agreement – Project agreement, to which it shall be attached as an annex in accordance with the terms set out therein.

Revenue Sharing Agreement (RSA): Key features, as established by EIT Culture & Creativity's practice include:

- Beneficiary commits to returning between 3.5% and 5% of qualifying revenues to EIT Culture & Creativity;
- Term: 48 to 60 months;
- Qualifying revenues = net income 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,

- Payments are calculated quarterly and reported via a Calculation Statement detailing customer-level revenues and adjustments; EIT Culture & Creativity then invoices, payable within 30 days.

RSA signing entity

The RSA shall be 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. The RSA signing entity does not necessarily have to be the project coordinator. EIT Culture & Creativity may request additional information or documentation before confirming the proposed signing entity.

Strategic purpose

The FSM requirement is framed as a structural element of EIT Culture & Creativity's Theory of Change: funded projects are expected not merely to reach the market but to contribute to the financial self-sufficiency of the KIC itself, creating a reinvestment cycle that reduces long-term dependence on Horizon Europe public grants. This is expressly described as a strategic objective of the call alongside the green, digital, and social transitions (see Section 3.1).

3.6. Cost eligibility

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

Subcontracting costs are limited to a maximum of 30% of the total costs at participant level and 15% of the total costs at project level.

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 in stage 1 and consortia of legal entities in stage 2**, as specified in the call/topic conditions (see Section 2.2).
  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)[7] as well as Article 75 TFEU[8]).
- **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.
    - In accordance with the Horizon Europe Work Programme 2025[9], in order to be **eligible for funding**, the **applicant must be established in one of the eligible countries**, i.e.:
        - the Member States of the European Union, including their outermost regions;
        - the Overseas Countries and Territories (OCTs) linked to the Member States[10];
        - countries associated to Horizon Europe[11];
        - certain low- and middle-income countries[12].
    - Legal entities, which are established in countries not listed above will be eligible for funding if their participation is considered essential for implementing the action by the EIT.
- **Affiliated entities** – Affiliated entities are eligible for funding if they are established in one of the countries listed above, or in a country identified in the call.
- **Associated partners (as per Horizon Europe Programme definition)** – Entities not eligible for funding (and therefore not able to participate as beneficiaries) may participate as associated partners.
- **Consortium structure:** The proposal is submitted by
    - a single legal entity (mono-beneficiary) in stage 1.

[7] 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

[8] 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

[9] https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2025/wp-14-general-annexes_horizon-2025_en.pdf

[10] Entities from Overseas Countries and Territories (OCT) are eligible for funding under the same conditions as entities from the Member States to which the OCT in question is linked. See the Horizon Europe Programme Guide on the portal for a complete list of OCTs.

[11] Please see the Horizon Europe Programme Guide on the Funding and Tenders Portal for up-to-date information on the current list of and the position for Associated Countries: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf

[12] See the Horizon Europe Programme Guide on the Funding and Tenders Portal for a complete list of these countries.

- a multi-beneficiary consortium in stage 2. EIT Culture & Creativity encourages a clear EU dimension and Knowledge Triangle Integration, which is typically best achieved through multi-beneficiary consortia. The proposal meets the composition explicitly defined in the call/topic conditions. Only projects successfully selected under stage 1 are eligible to apply to stage 2. Direct applications to stage 2 are not permitted.

For further information see Section 2.2.

- **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 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 70% 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 through an external quality evaluation by independent external expert evaluators against the mandatory Horizon Europe award criteria: (a) Excellence, (b) Impact, and (c) Quality and efficiency of the implementation.

For stage 1, each eligible proposal will be independently assessed by two independent external expert evaluators, each assessing all applicable stage 1 award criteria.

For stage 2, each eligible full proposal will be assessed by four independent external expert evaluators: two technical/thematic experts and two business/financial experts. The experts will assess the criteria and sub-criteria allocated to their respective areas of expertise, as specified in Section 4.5.2.

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	15	9
(e) EU dimension	External quality evaluation	5 (stage 1) 10 (stage 2)	3 6

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.

The external expert composition differs between the two evaluation stages. At stage 1, two external experts independently assess all applicable criteria. At Stage 2, four external experts are involved: two technical/thematic experts and two business/financial experts, with the assessment responsibilities allocated as specified in Section 4.5.2.

Stage 1 scoring framework:

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

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

Stage 2 scoring framework:

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

Overall threshold: proposals must reach at least 70 / 90 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.

Each expert first carries out an independent assessment and records individual scores and written comments. Following the individual assessments, a consensus meeting is held, chaired by a rapporteur. For each sub-criterion, the experts assigned to that assessment area agree the final consensus score and consolidated justification. The agreed consensus score is then multiplied by the weighting factor indicated in the relevant table. The resulting consensus scores form the basis of the Evaluation Summary Report.

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.

Stage 1

At stage 1, applicants submit a short concept proposal. The assessment focuses on the overall relevance, quality and potential of the concept as presented in a concise format. At this stage, no portfolio selection applies and no hearing is foreseen.

Each stage 1 proposal is independently assessed by two external expert evaluators, each of whom assesses all stage 1 award criteria and provides scores and written justifications.

Excellence Ambition, novelty and methodological soundness of the proposed research and innovation approach	**Maximum score**
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

Impact Credibility of expected outcomes and quality of work programme	**Maximum score**
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 and efficiency of the implementation Soundness of the work plan, consortium capacity, and budget justification	**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
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

EU dimension **Cross-border reach and market impact across European markets**	**Maximum score**
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

Stage 2

At **stage 2**, applicants submit a **full proposal**, including the Business Development Plan and the full project design for the implementation phase. The assessment is therefore more detailed and considers the maturity, credibility, implementation readiness and strategic value of the proposed project in greater depth.

Stage 2 proposals are first assessed through the **external quality evaluation** set out below. Only those proposals that meet all applicable thresholds may proceed to the **internal portfolio selection** described in Section 4.5.3.

Each stage 2 proposal is assessed by four independent external expert evaluators, selected according to their respective areas of expertise:

- Two technical/thematic experts assess the Excellence criterion, the technical and implementation-related aspects of Impact and Quality and efficiency of the implementation, and the EU dimension criterion.
- Two business/financial experts assess the viability of the Business Development Plan and the budget justification and value for money.

All four experts have access to the full proposal but score only the criteria and sub-criteria assigned to their respective assessment area. The technical/thematic experts assess the sub-criterion Excellence, the technical and implementation-related sub-criteria under Impact and Quality and efficiency of the implementation, and EU dimension, accounting for a combined maximum of 60 points out of the total 90 points. The business/financial experts assess the viability of the Business Development Plan and the budget justification and value for money, accounting for a combined maximum of 30 points.

Excellence Ambition, novelty and methodological soundness of the proposed research and innovation approach	Maximum score
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

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 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

EU dimension Cross-border reach and scalability of the proposal's consortium and market impact across European markets	Maximum score
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

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 three weighted 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**)

Each criterion must be passed individually.

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-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	5 points

KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration	Maximum score
The proposal diversifies the KIC's portfolio, filling thematic or regional gaps (particularly in underrepresented areas), fostering collaboration across education, research, and business	

Quality and credibility of the hearing Assessment of the quality and credibility of the proposal as presented and defended during the hearing	Maximum score
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

Impact and commercial scalability Novelty, CCSI adoption potential and financial scalability of the proposal within 2-3 years	Maximum score
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

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.

Stage 1

- **During the external quality evaluation**, each evaluation category has an individual threshold. Proposals failing to meet the threshold in any one category will not be considered for selection to the stage 2 preparatory phase.

- In addition, proposals must reach a minimum total score of 23 out of 30 in the quality evaluation to be considered for selection to the Stage 2 preparatory phase.

Financial support will be awarded in strict descending order of final scores, 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.

Stage 2

- **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 70 out of 90 in the quality evaluation to be considered for portfolio selection.
- **During the internal portfolio selection**, proposals must meet the minimum threshold of 24 points out of 40 to be included in the final ranking for funding.

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.

At stage 1, each eligible proposal will be independently assessed by two independent external expert evaluators against all applicable stage 1 award criteria. At stage 2, each eligible full proposal will be assessed by four independent external expert evaluators: two technical/thematic experts and two business/financial experts, in accordance with the allocation of assessment responsibilities defined in Section 4.5.2.

3. Internal portfolio selection (only stage 2)

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, 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:

- Director of the Innovation area;
- Two additional Thematic Area Directors or their representatives;
- One representative of the Innovation area with expertise in the call topic;
- One external observer from EIT in the portfolio selection meeting (optional)

4. Hearing as part of the portfolio selection (only stage 2)

Proposals passing to the portfolio selection stage will be invited to a hearing as part of the internal portfolio selection process. During this phase, applicants will pitch their proposals to the EIT Culture & Creativity Selection Committee. Hearings will be held online via Microsoft Teams and recorded exclusively for internal use. Each proposal may be represented by a maximum of two consortium representatives, typically a senior representative from the lead applicant's entity and one other key team member from the consortium.

- Applicants will deliver a 10-minute pitch presenting their proposal and its expected impact, followed by a 20-minute question-and-answer session.
- During the hearing, proposals will be assessed based on the criteria outlined in Section 4.5.4.
- The pitch template to be used during the hearing is part of the call documents. Further instructions on how to prepare for the hearing will be provided to shortlisted stage 2 applicants when invited.

5. 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

Eligible proposals are evaluated by independent external experts selected on the basis of their expertise in relation to the assessment tasks assigned to them. Stage 1 proposals are independently assessed by two external experts, each assessing all applicable stage 1 criteria. Stage 2 proposals are assessed by four external experts: two technical/thematic experts and two business/financial experts, who assess the criteria and sub-criteria assigned to their respective areas of expertise. External experts provide scores and written justifications for their assessments. The requirements set out in Horizon Europe practice on expert selection, conduct, impartiality, confidentiality and conflict of interest 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.

Following the individual assessments, the expert evaluators participate in a consensus meeting chaired by a rapporteur to agree the final scores and consolidated evaluation comments.

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

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 decisions taken during the admissibility and eligibility check, as well as the procedural aspects of the proposal evaluation process, in accordance with the Appeal Process set out in **Annex I** of these Call Guidelines.

Appeals must be submitted through the official Appeal Submission Form within **7 calendar days** from the date of the official communication of the decision being appealed.

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.

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Legal aspects, other terms and conditions

5.7. 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 EIT Culture & Creativity.

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.

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

5.9. 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 Culture & Creativity Code of Conduct.

5.10. 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.

5.11. 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.

5.12. 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.

5.13. Intellectual property rights

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).

5.14. 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.

5.15. 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.

5.16. Applicable law

The present call is governed by the applicable European Union legal framework (i.e. in particular the EIT Regulation[13], the EU Financial Regulation[14], the Horizon Europe Regulation[15]), 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.

5.17. 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.

5.18. 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

[13] Regulation (EU) 2021/819
[14] Regulation (EU, Euratom) 2024/2509
[15] Regulation (EU) 2021/695

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**. The estimated costs used to establish the lump-sum amount must comply with the applicable eligibility rules. Financial support and payments remain subject to the applicable lump-sum, contractual and Grant Agreement conditions and, where required, confirmation by 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.

Annex I – Appeal process

EIT Culture & Creativity will address requests for review concerning decisions taken during the admissibility and eligibility check and the procedural aspects of the evaluation of proposals submitted under this Call, in accordance with the procedure described in this Annex.

Appeals must be submitted by the Project Coordinator, or a duly authorised representative, through the official Appeal Submission Form within **7 calendar days** from the date of the official communication of the decision being appealed.

The appeal process does not constitute a new evaluation of the merits of a proposal or an opportunity to amend or complete the original application.

1. Right to appeal

Only the Project Coordinator of a submitted proposal is entitled to file an appeal, either directly or through a duly authorised representative.

An appeal may concern a decision taken during the admissibility and eligibility check or a decision communicated following the proposal evaluation process.

2. Grounds for appeal

Appeals may be lodged only where the Project Coordinator considers that the applicable admissibility, eligibility or evaluation procedures were not correctly applied to its proposal.

Admissible grounds are limited to:

- Procedural errors in the application of the published Call requirements or evaluation procedures;
- Technical or administrative errors affecting the processing or assessment of the proposal;
- Manifest factual errors that may have materially affected the decision.

An appeal must identify the alleged error and explain how it may have affected the outcome.

Disagreement with the technical judgement of evaluators, the assessment of the proposal's merits or the scores awarded does not, in itself, constitute valid grounds for appeal.

Appeals cannot be used to submit new or modified proposal content or to remedy missing mandatory documentation after the submission deadline.

3. Appeal submission procedure

The appeal must be submitted exclusively through the official Appeal Submission Form within **7 calendar days** from the date of the official communication of the decision being appealed.

The Project Coordinator must complete all mandatory fields and provide the information required under this Section.

EIT Culture & Creativity will acknowledge receipt of the appeal in writing, using the contact details provided in the form.

The appeal must include the following mandatory information:

- Full legal name and address of the Project Coordinator's organisation;
- Name, position and contact details of the person submitting the appeal, including the official contact email address of the Project Coordinator;
- Proposal reference number, title and acronym;
- Identification of the decision being appealed (admissibility and eligibility check or evaluation outcome) and its notification date;
- Clearly stated grounds for appeal, as defined in Section 2, including an explanation of the alleged error and how it may have affected the outcome.

Where relevant, the Project Coordinator may provide supporting documentation to substantiate the grounds of appeal. Such documentation must relate to the original application and may not introduce new, additional or modified proposal content.

Where the appeal is submitted by an authorised representative, the representative must confirm their authorisation to act on behalf of the Project Coordinator.

4. Grounds for automatic rejection

An appeal will be rejected without substantive examination if:

- It is submitted after the deadline;
- It is not submitted by the Project Coordinator or a duly authorised representative;
- It is based on grounds not covered by Section 2;
- It does not contain the mandatory information specified 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 examine each appeal to verify compliance with the submission requirements and assess whether the grounds raised fall within those defined in Section 2.

Admissible appeals will be referred to the Appeal Panel, together with the relevant documentation, for an independent review.

The Appeal Panel will assess whether the applicable procedures were correctly followed and whether any procedural, technical, administrative or manifest factual errors may have materially affected the decision.

The Appeal Panel does not re-evaluate the merits of the proposal.

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 admissibility and eligibility check, 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.

The composition of the appeal panel can be changed at any time by appointment of Management team.

7. Appeal Panel process

The Appeal Panel will review the appeal, the technical examination prepared by PMO and the relevant documentation to determine whether the alleged error falls within the admissible grounds defined in this Annex and whether it may have materially affected the outcome.

The Appeal Panel does not re-evaluate the merits of the proposal.

The Panel shall document its findings and issue a reasoned internal opinion and recommendation using a standardised review form.

Depending on the findings, the Appeal Panel may recommend:

- Confirming the original decision where no grounds for upholding the appeal have been established;
- Correcting an identified procedural, administrative or factual error and, where appropriate, allowing the proposal to continue in the relevant stage of the selection process;
- Conducting a full or partial re-evaluation of the proposal, primarily by evaluators who were not involved in the original evaluation.

Based on the Panel's opinion and recommendation, EIT Culture & Creativity will take the final decision on the appeal.

The final outcome of the appeal, together with the main reasons supporting the decision, will be communicated in writing to the Project Coordinator by EIT Culture & Creativity through its dedicated redress email address (redress@eit-culture-creativity.eu). Internal reports and Appeal Panel deliberations will not be shared with applicants.

A favourable appeal decision does not automatically imply the selection or funding of the proposal.

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 formal communications concerning the outcome of an appeal will be sent from redress@eit-culture-creativity.eu to the Project Coordinator's official contact email address provided in the Appeal Submission Form.

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.1 – Online application form (stage 1)

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
- 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".
- Priority area
  Select the priority area under which you are submitting your proposal. This helps us match your application with the right evaluators.
    - Architecture
    - Audio-visual media
    - Fashion

PROJECT COORDINATOR – APPLICANT ORGANISATION INFORMATION

- Project coordinator – Legal name
  Enter the full legal name 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
  Eligible applicants for stage 1 may include ***SMEs, startups, scaleups, large companies****, provided that they meet the specific eligibility requirements set out in the call guidelines.*
  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.*
  Public body: *A national, regional, or local authority, or a body governed by public law under EU rules.*
  Non-profit organisation: *A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.*
  Foundation: *A non-profit legal entity managing assets or funds dedicated to a specific public benefit or charitable purpose.*
  Association: *A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.*
  - Startup
  - Scaleup
  - SME
  - Large company
  - Higher education institution
  - Research organisation
  - Public body
  - Non-profit organisation
  - Foundation
  - Association
  - Other. If you have selected “Other”, please specify.
  - ☐ 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.

  Important: *Please carefully read the call guidelines regarding eligible applicants for this call.*
- 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. Lead applicant – First name of contact person
- 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".
- Is the project coordinator woman-led?
  A venture is considered woman-led if a woman holds a majority ownership stake or a senior leadership role (CEO/Founder).
  - Yes
  - No

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

BUDGET INFORMATION

This section is indicative only. You are not committing to these figures at stage 1 application.
Please ensure that all amounts entered in this section:

- *are entered in EUR only*
- *are entered as numbers only*
- *do not include commas*
- *do not include currency symbols*
- *do not include spaces*
- *Correct format examples: 800000, 850000*

- Approximate EIT Culture & Creativity funding in stage 2
  Enter the EIT Culture & Creativity funding you are requesting as indicative figure. (Funding possible: Up to EUR 900 000 per project. You may request a different amount.). Enter numerical values only.
- Approximate total project budget in stage 2
  Enter your total project budget as indicative figure (EIT contribution + own co-funding like own funds, private investment, or non-EU public funding). Please note: Costs funded by other EU programmes cannot be counted as co-funding (no double funding is allowed). Enter numerical values only.
  Important: *EIT Culture & Creativity financial support may reimburse up to 70% 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.

SANCTIONS & JURISDICTION SCREENING

- ☐ By ticking this box, I confirm that the applicant, 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.
Remember: Stage 1 proposals are short-concept proposal. Detailed business plans and full work plans are required only for the stage 2 application.

PROPOSAL ABSTRACT (up to 2,000 characters)

Summarise in plain language: the problem you solve, what your innovation does, its current TRL (must be TRL 7), your target market, and the expected commercial outcome. Write for a non-specialist reader. Avoid jargon.

EXCELLENCE (CRITERION A)

A1 Innovation concept and objectives (up to 2,000 characters)

Please address the following points:

- *What specific problem do your target customers face? What market opportunity does this create? Use data or evidence where possible.*
- *Describe your innovation: what it is, how it works.*
- *Confirm TRL 7 status with concrete evidence: pilot results, demonstrator data, field test outcomes.*

- *State the project objectives. Are they SMART (Specific, Measurable, Achievable, Relevant, Time-bound)?*

A2 State-of-the-art (up to 2,000 characters)

Please address the following points:

- *What makes your innovation new or different from existing solutions?*
- *Who are the main competing or substitute solutions available today? In what specific way does your approach go beyond the state-of-the-art?*

A3 Methodological soundness and gender dimension (up to 2,000 characters)

Please address the following points:

- *Describe the methodology you will use to progress the innovation from TRL 7 towards TRL 9. Distinguish between activities focused on technical development and those focused on commercial viability.*
- *What are the key assumptions and models underlying your approach? How have they been tested or validated?*
- *Gender dimension: Does your innovation serve all genders equally? Have gender-specific needs, biases, or access barriers been considered in the design or testing of the solution? If genuinely not applicable, briefly explain why.*

IMPACT (CRITERION B)

B1 Expected outcomes and work programme logic (up to 2,000 characters)

Please address the following points:

- *What specific, measurable outcomes will the project produce?*
- *How do these outcomes contribute to EIT Culture & Creativity's strategic objectives (SO2: deploying and scaling CCSI innovations)?*

B2 Early commercialisation thinking (up to 2,000 characters)

Please address the following points:

- *Who are your target customers or users, and what is the unique value you offer them?*
- *What is your business model and commercialisation path?*
- *What is the strategy for the management of intellectual property (foreseen protection measures, current IP assets)?*

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (CRITERION C)

C1 Work plan - Overall work plan structure (up to 2,000 characters)

Describe the overall logic and sequencing of the work plan across the mandatory work packages. Explain the work package logic. In the fields below you can provide a short description of the five mandatory work packages required at stage 2.

C2.1 WP 1 – Project set-up and solution specification (up to 2,000 characters)

At stage 1, you are not required to provide full work package details. Provide a short description of the WP to show your overall project structure is sound.

C2.2 WP2 – Development and prototyping (up to 2,000 characters)

At stage 1, you are not required to provide full work package details. Provide a short description of the WP to show your overall project structure is sound.

C2.3 WP3 – Validation and pilot implementation (up to 2,000 characters)

At stage 1, you are not required to provide full work package details. Provide a short description of the WP to show your overall project structure is sound.

C2.4 WP4 – Market preparation, exploitation and investment readiness (up to 2,000 characters)

At stage 1, you are not required to provide full work package details. Provide a short description of the WP to show your overall project structure is sound.

C2.5 WP5 – Communication, dissemination and project closure (up to 2,000 characters)

At stage 1, you are not required to provide full work package details. Provide a short description of each WP to show your overall project structure is sound.

C3 Risks and mitigation measures (up to 2,000 characters)

Identify the main risks that may affect implementation or impact.

- *For each main risk, indicate:*
- *Risk description.*
- *Risk type.*
- *Likelihood: low, medium or high (L/M/H).*
- *Impact: low, medium or high (L/M/H).*
- *Mitigation measure.*

C4 Team capacity and governance (up to 2,000 characters)

Please address the following points:

- *Introduce the key team members: names, roles, and relevant experience in the CCSI.*

- *Highlight track record in taking innovations to market.*
- *If the stage 2 commercialisation partner has already been identified, introduce them here (optional at stage 1).*

C5 Indicative budget and value for money (up to 2,000 characters).

Briefly justify the indicative total project budget and requested EIT Culture & Creativity contribution and explain why the proposed funding level is proportionate to the expected results.

EU DIMENSION (CRITERION E)

E1 European market reach and scalability (up to 2,000 characters)

Explain why the proposal is relevant beyond one local, regional or national context. Please address the following points:

- *The European challenge, opportunity, market or sectoral need addressed.*
- *The countries, regions or European contexts targeted.*
- *How the proposal can be transferred, replicated or scaled across Europe.*
- *Which stakeholders, users or ecosystems may benefit at European level.*

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.

Annex II.2 – Online application form (stage 2)

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.

Important: Only applicants selected at stage 1 may apply at stage 2. Direct applications are not permitted. Stage 2 requires a consortium of 2-3 independent legal entities. The stage 1 applicant must lead the consortium.

PART A

PROJECT INFORMATION

- Proposal title
  Enter the full title. Must be the same as your stage 1 application, unless refined.
- Proposal acronym
  Enter a short acronym. Must be the same as your stage 1 application, unless refined. It will be used as the project identifier throughout the process.
  For example: "GREENLAB" for a project titled "Green Solutions for Urban Laboratories".
- Project reference number
  Enter the reference number assigned to your stage 1 project.
- Priority area
  Select the priority area under which you are submitting your proposal. Must be the same as your stage 1 application. This helps us match your application with the right evaluators.
  - Architecture
  - Audio-visual media
  - Fashion

- Project duration
  - Project start: *1 July 2027 (subject to FSM and PRA signature)*
  - Project end: *31 December 2028 (18 months from project start).*

  Please note: The project start and end are indicative, and subject to the signature of the Financial Sustainability Mechanism agreement and Subgrant agreement - Project agreement signature.

PROJECT COORDINATOR – APPLICANT ORGANISATION INFORMATION

- Project coordinator – Legal name
  Enter the full legal name 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:
  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.*
  Public body: *A national, regional, or local authority, or a body governed by public law under EU rules.*
  Non-profit organisation: *A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.*
  Foundation: *A non-profit legal entity managing assets or funds dedicated to a specific public benefit or charitable purpose.*
  Association: *A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.*
  - Startup
  - Scaleup
  - SME
  - Large company
  - Higher education institution
  - Research organisation
  - Public body

- Non-profit organisation
- Foundation
- Association
- Other. If you have selected "Other", please specify.
- ☐ 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.

Important: *Please carefully read the call guidelines regarding eligible applicants for this call.*

- 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. Lead applicant – First name of contact person
- 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".
- Is the project coordinator woman-led?
  A venture is considered woman-led if a woman holds a majority ownership stake or a senior leadership role (CEO/Founder).
  - Yes
  - No

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

- How many project participants does your consortium have?
  - Consortium of 2 project participants
  - Consortium of 3 project participants

Note: The sections below (Applicant organisation information, SPOC, and LRO) must be completed individually by each project participant (2-3). Each project participant should only fill in the section corresponding to their assigned number in the online application form.

PROJECT PARTICIPANT [2, 3] – APPLICANT ORGANISATION INFORMATION

This section is to be filled by each project participant.

- Project participant [2, 3] – Legal name

Enter the full legal name of the organisation exactly as registered.

- Project participant [2, 3] – Short name
  Enter the short name or commonly used name of the organisation. If not applicable, please write "Not applicable".
- Project participant [2, 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.*
  Public body: *A national, regional, or local authority, or a body governed by public law under EU rules.*
  Non-profit organisation: *A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.*
  Foundation: *A non-profit legal entity managing assets or funds dedicated to a specific public benefit or charitable purpose.*
  Association: *A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.*
  - Startup
  - Scaleup
  - SME
  - Large company
  - Higher education institution
  - Research organisation
  - Public body
  - Non-profit organisation
  - Foundation
  - Association
  - Other. If you have selected "Other", please specify.
  - ☐ 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.

  Important: *Please carefully read the call guidelines regarding eligible applicants for this call.*
- Project participant [2, 3] – Country

- Project participant [2, 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 [2, 3] – City
- Project participant [2, 3] – Postal code
- Project participant [2, 3] – Street
- Project participant [2, 3] – Street number
- Project participant [2, 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 [2, 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 [2, 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 [2, 3] – Legal entity VAT number
  Enter the organisation's VAT number. If your organisation is not VAT-registered, enter "Not applicable".
- Project participant [2, 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 [2, 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 [2, 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 [2, 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 [2, 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 latitude (lat) will appear at the top of the menu. If not known, please write "To be verified".

- Project participant [2, 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 longitude (long) will appear at the top of the menu. If not known, please write "To be verified".
- Is project participant [2, 3] woman-led?
  A venture is considered woman-led if a woman holds a majority ownership stake or a senior leadership role (CEO/Founder).
  - Yes
  - No

☐ By ticking this box, I confirm that project participant [2, 3] is independent of the project coordinator: neither party exercises direct or indirect control over the other.

PROJECT PARTICIPANT [2, 3] - SINGLE POINT OF CONTACT (SPOC)

- Project participant [2, 3] – First name of SPOC
- Project participant [2, 3] – Last name of SPOC
- Project participant [2, 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 [2, 3] – Gender of SPOC
  This information is for statistical and reporting purposes only.
  - Female
  - Male
  - Non-binary
  - Prefer not to say
- Project participant [2, 3] – Email address of SPOC
- Project participant [2, 3] – Telephone number of SPOC
- Project participant [2, 3] – Position / Job title of SPOC

PROJECT PARTICIPANT [2, 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 [2, 3] – First name of LRO
- Project participant [2, 3] – Last name of LRO
- Project participant [2, 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 [2, 3] – Position / Job title of LRO
- Project participant [2, 3] – Email address of LRO
- Project participant [2, 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 reference number.xlsx
  Maximum file size: 500 MB
- 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 reference number
  Maximum file size: 500 MB
- BUSINESS PLAN
  Upload the Business Development Plan.
  Remember: *EIT Culture & Creativity financial support may reimburse up to 70% 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.*

File name: BP_ project reference number
Maximum file size: 500 MB

MANDATORY DOCUMENTS UPLOAD FOR DUE DILIGENCE CHECK

Required only for the entity that will sign the Financial Sustainability Mechanism (FSM).

- Financial statements
  - *Income statement, balance sheet, cash flow — historical and projected to 2030.*
  - *File name: Financial statements_Project reference number*
  - *Maximum file size: 500 MB*
- Cap table
  - Document showing current ownership structure.
  - *File name: Cap table_Project reference number*
  - *Maximum file size: 500 MB*
- Certificate of incorporation and bylaws
  - File name: Certificate incorporation_*Project reference number*
  - *Maximum file size: 500 MB*
- Shareholder agreements (if applicable)
  - File name: Shareholder_*Project reference number*
  - *Maximum file size: 500 MB*
- IP assignments and ownership documentation (if applicable)
  - File name: IP_*Project reference number*
  - *Maximum file size: 500 MB*
- Organisational chart
  - File name: Org chart_*Project reference number*
  - *Maximum file size: 500 MB*

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, it is assessed by independent external evaluators and the internal Portfolio Selection Committee 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)

Provide a short summary of the proposal, including:

- *The challenge, need or opportunity addressed.*
- *The proposed solution, activity, programme, service or intervention.*
- *The Technology Readiness Level entry level (must be TRL 7).*
- *The target groups, users, beneficiaries or markets.*
- *The expected outcomes and results, including key commercialisation milestones and investment readiness at project end.*
- *The expected contribution to EIT Culture & Creativity's objectives.*

Write for a non-specialist reader. Avoid jargon.

EXCELLENCE (CRITERION A)

A1 Objectives and relevance (up to 2,000 characters)

Provide a short summary of the proposal, including:

- *The challenge, need or opportunity addressed.*
- *The proposed solution, activity, programme, service or intervention.*
- *The Technology Readiness Level entry level (must be TRL 7)*
- *The main objectives.*
- *The target groups, users, beneficiaries or markets.*
- *The expected outcomes and results, including key commercialisation milestones and investment readiness at project end.*
- *The expected contribution to EIT Culture & Creativity's objectives.*

Write for a non-specialist reader. Avoid jargon.

A2 Challenge & market opportunity (up to 2,000 characters)

Please address the following points:

- *Describe the specific problem your target customers face. Use data or evidence.*
- *Explain the market opportunity and why it is relevant to the EIT Culture & Creativity's priority area.*
- *The expected improvement, added value or change generated by the proposal.*

A3 Proposed innovation (up to 2,000 characters)

Please address the following points:

- *Describe what your innovation is and how it works.*
- *Provide evidence of TRL 7 status: pilot outcomes, test results, demonstrator performance data.*
- *What risk or uncertainty does TRL 7-9 progression need to resolve?*

A4 State-of-the-art (up to 2,000 characters)

Please address the following points:

- *Identify the main competing or substitute solutions available today.*
- *Explain concretely how your innovation is different, better, or more scalable.*
- *Explain in what specific way the project goes beyond the state-of-the-art.*

A5 Development methodology and quality of design (up to 2,000 characters)

Please address the following points:

- *Describe the methodology for progressing from TRL 7 to TRL 9.*
- *Distinguish activities addressing technical feasibility from those addressing economic/commercial viability.*
- *Explain the underlying assumptions and models, and how they have been validated.*
- *Describe any interdisciplinary approaches used in the project design.*

A6 Gender dimension and inclusiveness (up to 2,000 characters)

Explain how gender mainstreaming, inclusiveness and equal access have been considered in the proposal. Please address:

- *Whether the proposal considers the needs, behaviours or barriers of people of different genders.*
- *How the proposal avoids bias, exclusion or unequal access.*
- *If the gender dimension is not relevant, explain why.*

A7 Open science, data and knowledge sharing, where applicable (up to 2,000 characters)

Describe how data, knowledge, methods, tools, publications or other results will be managed and shared, where applicable. Please address:

- *What type of data, knowledge or results will be generated.*
- *Whether any results will be made available or reused.*
- *Any confidentiality, intellectual property, ethics or data protection limitations.*

If this section is not applicable, explain why.

IMPACT (CRITERION B)

B1 Expected outcomes and KPIs (up to 2,000 characters)

Describe the expected outcomes of the proposal and how they relate to the KPIs defined in the call guidelines. Please address:

- *The main outcomes expected during the project. Relate your outcomes to EIT Culture & Creativity's impact goals: job creation, resilience, sustainable growth*
- *When the KPI targets are expected to be achieved.*
- *Which activities or deliverables will contribute to each KPI.*
- *What evidence will be provided to verify achievement.*

B2.1 Mandatory KPI targets

- EITHE01.1 — Intellectual property rights (minimum: 1)
  State your target values for this mandatory KPI.
- EITHE02.1 — Innovations launched on the market (minimum: 1)
  State your target values for this mandatory KPI.
- EITHE02.4 — Innovations launched on the market with sales revenue of at least EUR 10,000 (minimum: 1) (if applicable)
  State your target values for this mandatory KPI. If you do not plan to target this KPI, enter 0.

B2.2 Optional KPI targets

- EITHE04.1 Start-ups created (optional)
  State your target values for this mandatory KPI.
- EITHE04.4 Start-ups created with financial transactions of at least EUR 10,000 (optional)
  State your target values for this mandatory KPI

B3 Requirements and potential barriers (up to 2,000 characters)

Identify any requirements or barriers outside the project scope that may affect impact achievement.

B4 Impact pathway (up to 2,000 characters)

Explain how the proposed activities will lead to the expected outputs, outcomes and impact. Please address:

- *Explain how the activities across your five work packages lead to the outcomes and KPI targets above.*
- *Which work packages are most critical for market readiness, and what evidence or milestone will confirm each outcome?*
- *What is the logical chain from technical development (WP2-WP3) through market preparation (WP4) to revenue generation?*
- *How progress towards impact will be monitored.*

B5 Target groups and stakeholder engagement (up to 2,000 characters)

Describe the target groups, users, beneficiaries, customers or stakeholders addressed by the proposal. Please address:

- *Who the proposal is intended to reach or benefit.*
- *What their needs are.*

- *How these needs have been identified or validated.*
- *How they will be involved during the project.*

B6 Communication, dissemination and exploitation (up to 2,000 characters)

Describe how the project will communicate, disseminate and exploit its results. Please address:

- *The main communication and dissemination audiences.*
- *The channels, events, networks or platforms to be used.*
- *The main results to be disseminated or exploited.*
- *How results will be used, adopted, commercialised, continued or scaled after the project.*
- *The main barriers to uptake or sustainability and how they will be addressed.*

B7 Intellectual property and access rights, where applicable (up to 2,000 characters)

Describe the intellectual property and ownership arrangements relevant to the proposal. Please address:

- *Any background IP, data, tools, content, methods or assets used.*
- *Any new results or IP expected from the project.*
- *Ownership and access rights between project participants.*
- *Any third-party rights, licences or restrictions.*

If this section is not applicable, explain why.

B8.1 Business Development Plan summary – Market Opportunity (up to 2,000 characters)

- *Summarise the key elements of your Business Development Plan (the full document is uploaded separately). Please address:*
- *Market analysis: total addressable market, target segment, competitive positioning*
- *Value proposition and unique selling point for target customers*

B8.2 Business Development Plan – Go to Market (up to 2,000 characters)

- *Summarise the key elements of your Business Development Plan (the full document is uploaded separately). Please address:*
- *Revenue model and pricing strategy*
- *Commercialisation plan: channels, partnerships, market entry approach*
- *Financial projections to 2030 and key assumptions*

QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (CRITERION C)

C1 Work plan - Overall work plan structure (up to 2,000 characters)

Describe the overall work plan and the proposed work packages. Please address:

- *The main phases of the project.*
- *The work packages included in the proposal.*
- *How the work packages are connected.*

- *How the work plan supports the expected outcomes and KPIs.*
- *How the Gantt chart reflects the work plan (the GANTT chart is included separately).*

C2.1 WP 1 – Project set-up and solution specification (up to 2,000 characters)

Provide for this work package: title, lead project participant, contributing project participants, start and end month, main tasks, deliverables and expected outputs.

C2.2 WP2 – Development and prototyping (up to 2,000 characters)

Provide for this work package: title, lead project participant, contributing project participants, start and end month, main tasks, deliverables and expected outputs.

C2.3 WP3 – Validation and pilot implementation (up to 2,000 characters)

Provide for this work package: title, lead project participant, contributing project participants, start and end month, main tasks, deliverables and expected outputs.

C2.4 WP4 – Market preparation, exploitation and investment readiness (up to 2,000 characters)

Provide for this work package: title, lead project participant, contributing project participants, start and end month, main tasks, deliverables and expected outputs.

C2.5 WP5 – Communication, dissemination and project closure (up to 2,000 characters)

Provide for this work package: title, lead project participant, contributing project participants, start and end month, main tasks, deliverables and expected outputs.

C3 Milestones (up to 2,000 characters)

- *List and briefly describe the milestones of the project. Please address:*
- *The main milestones, due month and verification source.*
- *How milestones will demonstrate progress.*

C4 Budget logic and value for money (up to 2,000 characters)

- *Explain the budget logic of the proposal. Please address:*
- *How the budget is distributed across project participants and work packages.*
- *Why the budget is appropriate for the planned activities.*
- *How the budget supports the expected outputs, outcomes and KPIs.*
- *How the information is consistent with the budget file.*
- *Describe the share of budget allocated to RIS-eligible consortium members and explain how this allocation is appropriate.*

C5 Consortium capacity (up to 2,000 characters)

- *Describe the capacity of the consortium. Please address:*
- *The role and contribution of each project participant.*
- *The expertise, experience, infrastructure or networks each project participant brings. For the project coordinator include experience in bringing innovations to market in the CCSI. For the commercialisation partner include expertise in market deployment, scaling, or revenue generation.*
- *How the project participants complement each other.*

C5.1 Biographies: project coordinator (up to 2,000 characters)

You may submit up to 3 short biographies for key personnel involved in the project. Focus on relevant experience and the individual's role in the project.

C5.2 Biographies: project participant 2 (up to 2,000 characters)

You may submit up to 3 short biographies for key personnel involved in the project. Focus on relevant experience and the individual's role in the project.

C5.3 Biographies: project participant 3 (up to 2,000 characters)

You may submit up to 3 short biographies for key personnel involved in the project. Focus on relevant experience and the individual's role in the project.

C6 Consortium governance (up to 2,000 characters)

- *Describe how the project will be managed. Please address:*
- *The project governance and decision-making structure.*
- *How coordination, reporting, financial management and quality control will be ensured.*

C7 Risks and mitigation (up to 2,000 characters)

- *Identify the main risks that may affect implementation or impact. For each main risk, indicate:*
- *Risk description.*
- *Risk type.*
- *Likelihood: low, medium or high (L/M/H).*
- *Impact: low, medium or high (L/M/H).*
- *Mitigation measure.*
- *Responsible project participant.*

EU DIMENSION (CRITERION E)

E1 EU added value and cross-border relevance (up to 2,000 characters)

Explain why the proposal is relevant beyond one local, regional or national context. Please address:

- *How does the geographic and organisational composition of your consortium itself reflect a genuine EU dimension — not just where you plan to sell?*

- *In which specific EU markets will the innovation be commercialised or deployed, and what is your market entry strategy for each?*
- *How will the project generate impact for stakeholders across multiple EU countries — beyond project participants' home markets?*
- *What is your scalability roadmap across Europe beyond the 18-month project duration?*
- *How will you engage with diverse European stakeholders (industry players, public institutions, end users) across different national contexts?*

PORTFOLIO SELECTION INFORMATION (CRITERION D)

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

Explain why the proposal should be part of the EIT Culture & Creativity portfolio. Please address:

- *How the proposal fits with the call objectives, EIT Culture & Creativity priorities and Strategic Agenda.*
- *How the proposal contributes to portfolio balance, complementarity, synergies or gap-filling.*
- *How the proposal connects education, innovation, research, entrepreneurship, business creation or market uptake.*

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

Explain how the proposal will generate revenues, contribute to EIT Culture & Creativity's financial sustainability through the mandatory Revenue Sharing Agreement (RSA), and achieve long-term commercial scalability. Please address:

- *The legal entity proposed to sign the RSA and its role in the commercialisation of the project results.*
- *The expected route to market and generation of qualifying revenues, including relevant revenue streams such as product or service sales, licensing, subscriptions or other commercial exploitation.*
- *The expected commercial scalability and revenue potential of the innovation.*
- *The main assumptions, dependencies or barriers that may affect revenue generation and scaling.*

ETHICS, REGULATORY AND COMPLIANCE CONSIDERATIONS (SECTION F)

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.