EIT Culture & Creativity
First Calls for Proposals 2023

Creatives without borders

Innovation without limits

eit Culture & Creativity

Funded by the European Union

First Calls for Proposals 2023

Version 4.0 (June 19, 2023)

History of Changes

Chapter	Date	Changes
Focus on high impact areas – Audio-Visual	April 21, 2023	Addition of more detail on the definition of audio-visual.
Call Calendar and Milestones	April 21, 2023	Change of dates regarding the 'Completion of the evaluation of EoIs and communication of results to all EoI applicants' & the 'Call closing for two step applications'.
Annex 2: KPIs and KPI guidance	May 5, 2023	Removed KPI EITHE06.2-EITRIS from Call 4 as it is not applicable.
Call Calendar and Milestones	June 19, 2023	Extension of deadline regarding the 'Call closing for two step applications' & the "Communication of results to all applicants'.

Table of contents

This Call may be subject to corrections, modifications and clarifications. Applicants are encouraged to regularly check the Call pages of the EIT Culture & Creativity website for updates.

Abbreviations, Definitions & Glossary of Terms

AP: Action Programmes are the operational level activities designed to execute the Strategic Objectives of EIT Culture & Creativity and deliver outcomes and KPIs by supporting specific projects through open calls. These projects are targeted on KPIs that EIT Culture & Creativity have agreed with the EIT.

BSO: Business Support Organisations are intermediaries that support the CCSI either indirectly through framing markets and setting agendas, or directly through programmes like mentoring, coaching, incubation etc. Examples of BSOs are university organisations, incubators, accelerators, and hubs as well as sector specific support organisations and regional chambers of commerce targeting founders, startups, and scaleups in the CCSI.

CCSI: Cultural and Creative Sectors and Industries (CCSI) are those that 'are based on cultural values, cultural diversity, individual and/or collective creativity, skills and talent with the potential to generate innovation, wealth and jobs through the creation of social and economic value, in particular from intellectual property; they include the following sectors relying on cultural and creative inputs: architecture, archives and libraries, artistic crafts, audio-visual (including film, television, software and video games, and multimedia and recorded music), cultural heritage, design, creativity-driven high-end industries and fashion, festivals, live music, performing arts, books and publishing (newspapers and magazines), radio and visual arts, and advertising' (Source: European Parliament (2016/2072(INI)).

CLC: Co-Location Centres are the operational units that bring together groups of people, regional and local clusters and nodes of excellence. A Co-Location Centre (CLC) is a physical hub, that promotes links between and active collaboration among Knowledge Triangle actors. These Innovation Hubs build on the existing labs, offices or campuses of some of the KIC's core partners, which serve as clusters for a particular region. There they bring together people and teams from across the Knowledge Triangle for ideation, projects and other initiatives.

Continuing Professional Development (CPD): CPD (or life-long learning) is the concept behind professionals maintaining and evolving their skills, knowledge, experience and understanding. CPD develops in a cycle of which six key stages are part: Planning, Action, Review, Application, Transparency and Reflection.

EIT: The European Institute of Innovation and Technology (EIT) is an EU body created by the European Union in 2008 to strengthen Europe's ability to innovate. The EIT is an integral part of Horizon Europe[1] the EU's Framework Programme for Research and Innovation and is the funding institution of EIT Culture & Creativity, see www.eit.europa.eu.[2]

---

[1]https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en
[2] https://eit.europa.eu/

EIT Culture & Creativity: EIT Culture & Creativity was designated in summer 2022 by the EIT and will be further described in the following chapters and on www.eit-culture-creativity.eu.[3]

KIC: Knowledge Innovation Communities are large-scale European Partnerships addressing specific global challenges and strengthen the innovation ecosystems around them. They do this by fostering the integration of education, research and innovation of the highest standards, thereby creating environments conducive to innovation, and by promoting and supporting a new generation of entrepreneurs and stimulating the creation of innovative companies in close synergy and complementarity with the EIC.

EIT Knowledge Triangle Model: The Knowledge Triangle Model[4] encompasses organisations and stakeholders from education, research and business to stimulate and create innovation. EIT Culture & Creativity extends this triangle to include organisations from the public sector and civil society for innovation on all levels, in all areas of life (technical, non-technological, social and artistic innovation).

KPIs: Key Performance Indicators as defined by the EIT and EIT Culture & Creativity, see Annex 2.

RIS: Regional Innovation Scheme of the EIT to boost the innovation performance of countries with moderate or modest innovation scores as defined by the European Innovation Scoreboard. For more information on RIS, please see here.[5]

SMEs and micro enterprises: Small and medium-sized enterprises (SMEs) are defined in the EU recommendation 2003/361. The main factors determining whether an enterprise is an SME are
- staff headcount
- either turnover or balance sheet total

Enterprise category	Headcount	Turnover OR	Balance sheet total
Medium	<250	≤€ 50 million	≤€ 43 million
Small	<50	≤€ 10 million	≤€ 10 million
Micro	<10	≤€ 2 million	≤€ 2 million

Scaleups: The Organisation for Economic Co-operation and Development (OECD) defines scaleups those companies that have been growing over three consecutive financial years at an annual rate above 20% in terms of turnover or number of employees.

SO: Strategic Objective of the EIT Culture & Creativity. Five (5) SOs make up the conceptual framework of EIT Culture & Creativity as the main pillars.

---

[3] https://eit-culture-creativity.eu/
[4] https://eit.europa.eu/sites/default/files/eit_innovation_model.pdf
[5] https://eit.europa.eu/our-activities/eit-regional-innovation-scheme

Social innovation: Social innovation is about new ideas that work to address pressing unmet needs. They are innovations that are both social in their ends and in their means. Social innovations are new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. (This is European Social Innovation, 2010 https://ec.europa.eu/docsroom/documents/19042/attachments/1/translations/en/renditions/native).[6]

Triple Transition: A term used by EIT Culture & Creativity which builds on the European ambition of the Twin Transition, meaning to drive and design the green and digital transformations in Europe. For EIT Culture & Creativity a third area of social transformation is included, further driving and enhancing the two elements of the Twin Transition.

---

[6] https://ec.europa.eu/docsroom/documents/19042/attachments/1/translations/en/renditions/native

Introduction

EIT Culture & Creativity

As the ninth Knowledge & Innovation Community (KIC), EIT Culture & Creativity has been designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) to address the global challenges Europe faces. By integrating CCSI into Europe's largest innovation network of the EIT Communities, their potential as agents and drivers of economical, ecological, and societal changes for a better Europe is leveraged and fully unleashed. EIT Culture & Creativity will

- empower and connect creatives and innovators across Europe and contribute to a more resilient, more sustainable, and transformational sector.

- unlock value from a multitude of stakeholders through integration into the Extended Knowledge Triangle (KT) of the EIT and cross-fertilization of the full diversity of all types of players in the CCSI.

- strengthen artistic driven innovation as an indispensable part of the European Innovation Ecosystem.

- reinforce the appreciation and anchoring of European values, and identities.

- harness the unique position of the CCSI to instigate change of minds and behaviours to facilitate Europe's green, digital and social transformations – the **Triple Transitions**.

EIT Culture & Creativity brings together 50 partners from 20 countries across Europe to create a sustainable ecosystem for European Cultural and Creative Sectors and Industries. Leveraging the sectors' diversity as a European way of innovation, the KIC will turn diversity into a strategy to strengthen CCSI's innovation transfer capabilities, simultaneously creating possibilities to become more competitive and attractive globally. Driving systemic changes, across and within key sectors, EIT Culture & Creativity focuses on CCSI's role as an enabler of delivery to cornerstone EU objectives set out in the plans for the green, digital and social transitions.

EIT Culture & Creativity is currently in the process of setting up its operations. In addition to the KIC's headquarters in Cologne, Germany, the KIC is building six subsidiaries, so-called Co-Location Centres (CLCs), ensuring pan-European coverage and accessibility for innovators and creatives. The CLCs will be located in:

- **CLC Northwest**: Amsterdam, The Netherlands
- **CLC North**: Helsinki, Finland
- **CLC South**: Bologna, Italy
- **CLC Southwest**: Barcelona, Spain
- **CLC Southeast** Europe & Alps: Vienna, Austria
- **CLC East**: Kosice, Slovakia

Innovations for the better of Europe: CCSI specific challenges to overcome

Europe needs the CCSI as one of the key drivers of a novel innovation models that will help the EU to prosper in times of disruption and transformation. While the CCSI have the potential to facilitate this transformation, they are equally affected by global and other specific challenges that have so far hindered the CCSI to take up and fulfil the role of change agent for Europe. EIT Culture & Creativity has identified these key challenges for innovation within and beyond CCSI which are described below. These will be addressed in open Calls during the KIC's lifetime.

Supporting innovation in and by CCSI through open, challenge-based and mission-driven Calls, EIT Culture & Creativity will lay the foundations to unleash the transformative potential of culture and creativity across all sectors and the wider society, to drive the Triple Transitions – the digital, green and social transformations and thus position the CCSI as the source of a liveable and sustainable future.

Challenge 1: Low entrepreneurial, tech and cross-cutting skills limits innovation, growth and competitiveness

Despite the high level and quality of creative talent present within the CCSI in Europe, many professionals in the sector lack a structured access to research and emerging technologies and skills that are outside of their specific field. These skills include crucial entrepreneurial and cross-cutting competencies such as digital and financial management. This lack of skills results in EU CCSI creatives being less able to keep up with competitors around the globe that innovate and scale better.

Challenge 2: Untapped innovation potential because of limited access to - and collaboration with - tech, customers and partners

Globalisation, digitisation and technological innovation have profoundly changed the way in which CCSI stakeholders produce and distribute their work and relate to their partners, customers, and audiences. Where certain global competitors have been quicker to adapt and innovate towards these altered market expectations and behaviour, and where forerunners within the EU have shown the possibilities of innovating following these trends, a large number of European players still struggle to do so. Furthermore, this challenge is impacting beyond the borders of CCSI into adjacent markets and sectors particularly against the backdrop of climate crisis, digitisation, and social change. New approaches like co-design, co-creation and collaboration using technologies are, already, in place but are not being used by design and by default.

Challenge 3: Limited venture creation and growth due to fragmented and insufficiently innovative CCSI and inadequate outreach to capital and customer markets

With CCSI being mainly composed of micro and small entities, in combination with the dichotomy between intrinsically motivated cultural and business-minded activities in CCSI markets, the characteristics of the organisations and entrepreneurs in CCSI in these specific market conditions have resulted in many organisations struggling to find capital. Outside of the high market concentration in the UK, Germany and

France, access to finance is still one of the main challenges for actors in the CCSI. Equally importantly, limited coordination and cooperation within the fragmented finance ecosystem, whether geographical or sectoral, causes CCSI players to lack scale, miss innovative opportunities to develop new products and services or enhance their market readiness and therefore resulting in limited access to new markets while simultaneously limiting access to investors to unleash and explore the fruitful and scalable potential of CCSI.

Challenge 4: Diminishing EU identification, values, and cohesion

Present and rising societal challenges in Europe are often related to the lack of connection between parts of society and different territories. Building on European values, there is a need for more inclusive, culture-led societal innovations. Our heritage and European identities provide common ground for European cohesion. Striving for an industrial, urban, and rural regeneration and transformation with people at the core, ensuring accessible community participation that mobilises ALL the human power will not only drive prosperity but also help to overcome the relative exclusion of women, immigrants, low-income groups, lower education level groups, longer term unemployed people and others.

Challenge 5: Rare overarching systemic approaches and insufficient knowledge, cooperation, and policy engagement towards systemic changes

Persistent silos in the organisations of the CCSI and lack of coordinated (policy) support structures have a negative impact on the innovation and business creation capabilities of the individual players. The current level of integration of creative clusters and innovation hubs within existing networks is highly insufficient. Limited knowledge gathering and collaborations within the CCSI as well as cross-sectoral are common within and between research, industry, public sector and third sector organisations. This leads to duplication of development efforts and limited sharing of results and best practices. At the same time, the important role of CCSI within specific regions and cities to support their social and economic development is, currently, not reflected in existing innovation practice and innovation networks.

Vision, Mission, and Synergies

EIT Culture & Creativity's **vision** is to create a sustainable ecosystem for European Cultural and Creative Sectors and Industries, world-class in learning, connecting, and collaborating, and to accelerate ecosystem-centred innovations and grow fair businesses, reaching hearts and minds of global audiences with experiences, products, and services to shape resilient futures.

The KIC's **mission** is to overcome global challenges Europe faces to make the Green, Digital and Social Europe a reality. It will inspire and facilitate cross-fertilization of players in novel encounters and collaborations — culture to communities, creatives to capital, small and large entrepreneurs to markets, imagination to technology, innovators to audiences and policymakers leveraging innovations — for sovereign people and resilient entrepreneurs.

The KIC is an **Open Innovation Ecosystem** for cross-pollination and co-creation of its stakeholders across sectors, disciplines, and policies to innovate the CCSI to become a game changer for the Triple Transitions. The KIC is open to individuals such as artists and students as well as all types of organisations. Thresholds to membership are deliberately kept low in order to support building a vital and viable community.

Leveraging **synergies with existing European structures and initiatives** is a key priority of EIT Culture & Creativity, especially with the Green Deal, the Circular Economy Agenda, the New European Innovation Agenda and the Deep Tech Talent Initiative, the European Skills Agenda and PactforSkills, the NetZeroCities Mission, New European Agenda for Culture, European Capitals of Culture, the New European Bauhaus and the Media Audio-visual Action Plan. Furthermore, EIT Culture & Creativity will seek to develop synergies with other KICs and initiatives like the EIT Jumpstarter or Regional Innovation Scheme. Applicants across all Calls are expected to cooperate and synergize with these and other initiatives of relevance to the agenda of the European Commission and European Parliament.

EIT Culture & Creativity's first Call for activities

With its first Calls, EIT Culture & Creativity invites proposals for activities to be part of its Business Plan in 2024-2025. All activities in the Business Plan are structured along a framework of five Strategic Objectives (SOs) and will be operationalised through ten Action Programmes (APs), tightly linked to the challenges described above. The activities supported through the APs are the basis of EIT Culture & Creativity's portfolio.

While the Business Plan sets the concrete actions, EIT Culture & Creativity's Strategic Agenda 2024-2027 will describe the long-term action plan to achieve its ambitions goals and impacts, defining focus areas, identifying key markets with the highest potential to accelerate Europe's green, digital, and social transformations. These core principles of the strategic directions are incorporated in the Calls and give focus and direction to all expected innovations: activities supported by the KIC will be

- within the SO framework
- mainly targeting the high impact areas, while
- contributing to the Triple Transitions.

Strategic Objectives and Action Programmes

SO 1: Education – *futureproofing the skills of students and professionals in CCSI*. The goal of SO 1 is to create and deploy interdisciplinary education programmes for futureproofing the skillsets of students and professionals in the creative and cultural industries in addition to cross-fertilising other sectors with creativity and design as transversals skills.

SO 2: Innovation - *scaling value from Europe's CCSI intellectual property and potential by collaboration across domains in hybrid realities*. Projects in SO 2 will translate Europe's leading knowledge, technologies and

innovations into products, services and experiences leveraging collaborations across domains by creative stakeholders, researchers, innovators and entrepreneurs, while driving the green, digital and social transformations of and with CCSI.

SO 3: Creation - *creating and scaling business and social ventures with CCSI and increasing access to global markets and audiences*. Activities in SO 3 will co-create private and public value by working to connect startups with the market, and implementing innovative solutions that open new opportunities for diverse creative players, paving the way for sustainable ecosystem growth and consolidation.

SO 4: Society - *imagining and implementing novel, inclusive ways through CCSI players to strengthen European values and communities*. SO 4 will unleash the potential of cultural and creative industries for social innovation. By fostering values-based cultural entrepreneurship, we will increase social cohesion, the well-being of communities, sustainability and anchor EU values in cities, regions and rural areas across Europe.

SO 5: Systems - *initiating and improving CCSI frameworks to make the green, digital and social transformations for a resilient Europe working for people*. Activities in SO 5 will consolidate a Europe-wide Innovation Ecosystem leveraging the data and deep insights required for evidence-based decision- and policymaking that will unleash the full potential of CCSI to improve their own competitiveness and contribute to Europe's Triple Transition.

Each Strategic Objective implements two Action Programmes (APs) as outlined in Figure 1.

Figure 1: Strategic Objectives and their Action Programmes

For this first Call for Proposals in 2023, the KIC's start-up year, EIT Culture & Creativity is calling for activities in the following Action Programmes:

- AP1: Talent Scaler
- AP2: Skills Fitter
- AP3: Breakthrough Lab
- AP5: Venture Factory
- AP8: Community Catalyser

Focus on high impact areas

For the first Calls, EIT Culture & Creativity has identified the following high impact markets amongst the CCSI with the greatest acceleration potential for the Triple Transition. Applicants should focus on these markets while proposing their activities.

Architecture. Over 45% of residential buildings in the EU were built before 1969 and over 75% before 1990[7]. There is an urgent need to renovate and rethink buildings, public spaces, and urban landscapes so that they are more efficient and liveable. Architecture can balance cultural, social, economic, environmental, and technical knowledge to contribute to this massive effort in a way that is beneficial for people and the planet. Innovation in architecture is driving change in the built environment, with new technologies and practices shaping the way we design, construct, use, and preserve buildings. We are looking for proposals that harness this power of innovation in architecture, for example in sustainable design or smart buildings, or through the use of 3D printing technology etc. to contribute to our goal of Triple Transition.

Audio-visual. Audio-visual includes production, recording and distribution of motion picture, video and music, Radio and TV broadcasting, publishing of computer/video games and computer programming activities (Source: EIF, KEA, EU Commission Study 2022). The audio-visual and gaming market is by far the largest CCSI market in Europe encompassing the development, distribution and promotion of films, TV series, documentaries, video games and immersive content[8]. Fierce global competition requires innovative solutions, including business models, for the European audio-visual industry to ensure their audience have better access to better content. Moreover, there is no reliable or comprehensive data on the audio-visual industry's carbon footprint[9], and yet the industry is expected to reach climate-neutrality by 2050. Innovation in media, audio-visual, and gaming industries has the potential to transform the way we create and consume media, as well as address some of the challenges facing these industries. EIT Culture & Creativity is looking for proposals exploring the use of new technologies such as virtual and augmented reality, artificial intelligence, Blockchain technology, or interactive content innovations and opening up new opportunities, helping to create new forms of media and storytelling, promote fair remuneration for creatives as well as better distribution and equal access to information and content, and helping drive economic growth and job creation in these fields. By embracing these new technologies and approaches, a more vibrant and sustainable media landscape for the future can be built.

Cultural heritage. Cultural heritage enriches people's lives and has a critical role in building Europe's social capital. Yet, climate change is threatening all forms of cultural heritage, tangible and intangible[10]. Preservation of cultural heritage remains an urgent task, as it is repositioned as a critical resource for economic growth,

---

[7] European Construction Sector Observatory

[8] Creative Europe

[9] Greening the European Audiovisual Industry https://digital-strategy.ec.europa.eu/en/library/greening-european-audiovisual-industry

[10] Strengthening cultural heritage resilience for climate change (2022) OMC report cultural heritage. https://op.europa.eu/en/publication-detail/-/publication/4bfcf605-2741-11ed-8fa0-01aa75ed71a1/language-en

quality of life and social cohesion. Cultural heritage, innovation, and climate change are interconnected in several ways. For instance, cultural heritage can play a key role in preserving local knowledge and practices related to sustainable living, which can be applied in the context of climate change. Cultural heritage can also play a role in helping communities adapt to the impacts of climate change but also provide community cohesion by using traditional knowledge of local ecosystems. It can also be a driver of conscious tourism, which can support local economies and promote social cohesion, environmental sustainability but also all kind of values. By drawing on traditional knowledge and practices, and by innovating in the use of technology and materials, we can create a more sustainable and resilient future for both people and the planet. EIT Culture & Creativity is looking for proposals that focus on some of these or other similar solutions.

Design of products, processes, and services. Up to 80% of the environmental impact of products is determined at the design phase[11]. The European Single Market provides a unique opportunity for streamlining environmental protection and sustainability criteria, including principles of circularity, durability and reparability, in product design, and throughout the value chain and full lifecycle. By using creative thinking and innovative approaches, designers can create solutions that are both effective and sustainable, helping to build a better future for all. EIT Culture & Creativity is looking for proposals that address these challenges and use approaches such as 'sustainable product design' with minimal environmental impacts. This can be achieved by using recycled materials, reducing energy consumption, increasing product lifecycles. Alternative approaches such as 'design for circular economy' to create products and systems that promote a circular economy, where waste is minimized and materials are reused or 'design for resilience' in the face of climate change and natural disasters can also be used. At the same time, new solutions can be implemented by design and through 'social design', products and systems can be created that address social issues.

Fashion and textile. About 5.8 million tonnes of textiles are discarded every year in the EU; amounting to approximately 11 Kg per inhabitant per year[12]. EIT Culture & Creativity is committed to supporting the EU's Strategy for Sustainable and Circular Textiles by mobilising designers, producers, retailers, advertisers and citizens in re-defining fashion to accelerate the change in consumption and production patterns. Innovation in fashion and textile can help drive sustainability in the fashion industry. By using new materials, new production methods and new technologies, the industry can reduce its environmental impact, promote social responsibility, and create new opportunities for sustainable growth. EIT Culture & Creativity is looking for proposals exploring approaches involving 'Upcycling and recycling,' 'sustainable materials' - using recycled and biodegradable materials as well as alternatives to traditional animal-based materials, 'Digital or 3D printing' allowing for on-demand production, which can help reduce waste and overproduction in the fashion industry, or 'transparency and traceability' in the fashion supply chain, but also innovative solutions to change behaviour in consumer patterns to fight fast fashion can be proposed.

---

[11] New Circular Economy Action plan
[12] EU Strategy for Sustainable and Circular Textiles

Contribution to the Triple Transition

Committed to support innovation activities with high impact along the lines of the Triple Transition (called transition areas), EIT Culture & Creativity will support projects and activities that can clearly explain their effects in and on at least two of these three areas:

Transition area 1: GREEN

The climate emergency calls for urgent and radical changes in all economic activities to achieve a climate-neutral society by 2050. This means it is necessary to decisively invest in innovations that contribute to progress towards 'no-waste' or `carbon-net zero´ production and consumption patterns. Transition area 1 targets innovations in any CCSI subsector resulting in exploitable new sustainable materials, designs, products, services, processes, and business models that demonstrate substantial reduction of environmental footprint of its value chain.

Transition area 2: DIGITAL

Digital transformation enables new opportunities for citizens to learn, entertain, work, and experience life in a globalized world. Cultural and creative stakeholders have a tradition of bringing new perspectives, new utilizations, and early adoption to new technologies, so these digital opportunities become more human and planet compatible. Transition area 2 targets innovations that build on emerging technologies to develop driven products, services, processes, or business models that improve European CCSI competitiveness in global markets while observing social and environmental responsibility.

Transition area 3: SOCIAL

CCSI can shape Europe's future. Amid war, energy crises, threats to democratic values and political radicalisation, CCSI can help foster social and cultural cohesion, strengthen a sense of belonging, and support behavioural change towards the green and digital transitions. Transition area 3 seeks innovations that have a clear human-centred or social-centred approach, are adapted to cultural particularities, reinforce values of empathy, openness, diversity, and promote human rights, freedom of expression, safety of identities and social inclusion.

General conditions

The following general conditions apply to all Calls for proposals for activities to be integrated in the Business Plan 2024-2025. Each Call description may include additional specifications.

Knowledge Triangle Integration

The EIT pioneered the integration of the Knowledge Triangle (KT) which encompasses the higher education, business, and research dimensions. The Knowledge Triangle was devised as a unique instrument for KICs to address societal challenges and contributing to competitiveness of their respective sectors. Building on this model, EIT Culture & Creativity has developed the Extended Knowledge Triangle to fit to the CCSI specifics by including nonprofit institutions, civil society and public authorities to leverage their potential.

The integration of all stakeholders in the Extended Knowledge Triangle creates an added value for each stakeholder as well as for the whole ecosystem. The integration maximizes direct and indirect benefits from the CCSI ecosystem by this cross-fertilizing approach throughout the whole value chain – between larger and smaller organisations, commercial and non-profit, public and private and finally across sectors realizing novel encounters and thus creates new partnerships and values.

All applications shall clearly describe how the proposal integrates stakeholders and aspects from different sides the Knowledge Triangle in an effective and meaningful way, and where applicable, from public authorities and civil society.

Key Performance Indicators (KPIs)

For each Call, there are *mandatory* KPIs which applicants must address as part of their application. In addition, Calls indicate *optional* KPIs where consortia are encouraged to select at least one from the list indicated. Applicants must clearly set quantifiable targets for all the mandatory KPIs (minimum targets required), and the relevant optional KPIs (no minimum targets required). Proposals that fail to include targets for mandatory KPIs will be deemed ineligible. A full list of these KPIs along with required targets for mandatory KPIs and supporting documents can be found in Annex 2: KPIs and KPI guidance.

Regional Innovation Scheme (RIS)

Under the EIT RIS Scheme and Framework 2022-2027[13] EIT Culture & Creativity supports building innovation capacities in countries and regions eligible[14] by focusing on integrating new partners from geographical areas where KIC engagement remains limited.

---

[13] https://eit.europa.eu/our-activities/eit-regional-innovation-scheme

[14] Countries eligible to take part in the EIT RIS (2021-2024): **EU Member States:** Bulgaria, Croatia, Czechia, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia; **Horizon Europe Associated Countries:** Montenegro, North Macedonia, Serbia, Türkiye, Ukraine; **Outermost Regions:** Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain)

For the Calls in this document leading to activities to be included as part of the 2024/2025 Business Plan, partners from RIS regions are especially encouraged to participate in activities that support increased innovation capacity, increase investment in startups and SMEs, and improve integration of the extended Knowledge Triangle in their regions.

Communication and dissemination

All applicants are expected to present a sound communication and dissemination plan. The communication plan shall outline the communication actions that will be undertaken to increase the awareness, visibility, and knowledge of the project, and ensure transparency and accountability of public funding, thereby preserving and increasing public interest. Successful applicants will be provided with the EIT Culture & Creativity brand guidance and requirements for communication. Communication plans shall provide coherent, effective, and proportionate targeted information to multiple audiences, including the media and the public.

The dissemination plans shall include specific and active measures to ensure other stakeholders can learn, benefit or advance from the project results. These measures may include publication of results in scientific or sectorial magazines or conferences, and of reports, deliverables, and datasets in open science repositories. Applicants shall clearly identify specific results that cannot be disseminated to ensure IP protection and market competitiveness (e.g., patent, industrial secret).

Applicants are encouraged to explore creative or artistic communication and dissemination formats and assets provided they are appropriate for reaching target audiences and provide good value for money.

EIT Culture & Creativity is leading **'The Next Renaissance'**[15] movement uniting thought leaders from across the globe to share and explore ways of making Europe's green, digital and social transitions a success. Applicants are encouraged to explore and propose synergies with The Next Renaissance narratives.

EIT label for Master's and doctoral programmes and other education activities

All education programmes financed by EIT Culture & Creativity, in particular degree programmes, must fit within the EIT Label Quality Framework, and all programmes shall apply for the EIT Label within two years of initiating the programme. It is fundamental that the proposed programmes or curricula follow the "KIC added value" elements of the EIT Label, as well as the EIT Overarching Learning Outcomes (see EIT)[16]. Thus, the programmes must focus on five key elements:

1. EIT Overarching Learning Objectives
2. Strong and robust entrepreneurial education
3. Integrated, innovative 'learning by doing' criteria
4. Mobility

---

[15] www.thenextrenaissance.eu
[16] https://eit.europa.eu/our-activities/education/eit-learning-outcomes

5. Outreach and access policy

For further information, please see the EIT's information on the [EIT Label](#)[17], and the [EIT Labelling handbook](#)[18] for Master's and doctoral programmes and the [EIT labelling handbook for non-degree training and EIT Competence Certification Model](#).[19]

Financial Sustainability Mechanisms (FSMs)

Financial sustainability is an integral part of the KIC model. Financial Sustainability Mechanisms (FSMs) are mechanisms agreed with the funded applicants which allows EIT Culture & Creativity to receive financial returns from the funded activity. These returns can be in various forms ranging from fee-based revenue and success fees to equity and profit-sharing arrangements (See Annex 1 for further details on some possible examples of FSMs).

EIT Culture & Creativity is looking to ensure Financial Sustainability Mechanisms are built into the majority of programmes. Applicants are encouraged to include the most appropriate FSM as part of their applications. Further guidance on desired forms of financial return mechanisms is outlined under each Call. Applicants may outline other / additional appropriate FSM as part of their proposals, provided they fulfil the financial return requirements sufficiently. Please note that EIT Culture & Creativity reserves the right to negotiate adjustments and additions to the FSM proposed by the applicants.

Membership of EIT Culture & Creativity

All organisations that are part of successful consortia will be expected to become members of EIT Culture & Creativity and to contribute an annual membership fee for the duration of the funded activity.

Intellectual Property (IP) governance

The main rules and principles regarding the rights and obligations on the Results and Background IP are defined in the [Partnership Agreement](#)[20] (PA) and the [Model Grant Agreement](#)[21] on Intellectual property (IP) governance. Consortia are free to establish any internal IP agreements that are appropriate and suitable for effective exploitation and/or commercialisation of the results of the KIC-funded activities. The following general principles apply:

- **Ownership of background IP:** Background ownership remains unaffected. Participants shall disclose to consortium partners whether their background IP carries any specific limitations and/or conditions for exploitation (e.g., requirement to acquire third party licences).

---

[17] https://eit.europa.eu/our-activities/education/eit-label

[18] https://eit.europa.eu/sites/default/files/eit_label_handbook_degree_programmes_-_final.pdf

[19] https://eit.europa.eu/sites/default/files/eit_label_nondegree_handbook.pdf

[20] https://eit.europa.eu/sites/default/files/eit_kic_partnership_agreement_v1.0_final_14-03-2021.pdf

[21] https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf

- **Ownership of foreground IP:** Results of KIC supported projects are owned by the participant that generates them. Results may be jointly owned by two or more participants generating them.
- **Intellectual Property from third parties:** A participant that relies on IP generated by third parties has full responsibility in ensuring appropriate assignment and recognition of the third party's IP rights, including appropriate licences or transfers for use and exploitation of results. Examples of third-party IP may include, among others, user generated content, previous works by artists or creatives, or open-source software or data.
- **Exploitation rights:** if after participants' reasonable efforts, no exploitation of the results takes place within four (4) years after the end of the project, the participants shall endeavour to find interested parties to whom transfer or licence the results for exploitation.

As per the MGA Art. 16.2, the granting authority does not obtain ownership of the results[22] produced under the action. Nonetheless, EIT Culture & Creativity may be granted licenses for commercial exploitation of IP and results that are owned by a participant. Such licenses are subject to separate agreements and shall be granted to EIT Culture & Creativity under fair and reasonable conditions and as a contribution to the KIC's financial sustainability. EIT Culture & Creativity may request non-exclusive rights to use results for dissemination, education, and supervision purposes.

Ownership and Exploitation

All applications, unless explicitly stated otherwise in the Call conditions, shall include sound exploitation plans for the results of their activities. Applications should clearly demonstrate a potential for revenue and/or impact generation from their results. Where appropriate, applications should identify which entity (or entities) will be responsible for the commercialisation or exploitation, and consortia should demonstrate the organisation's suitability for this role. Initial IPR plans between consortium partners, as well as access and exploitation rights, should substantiate the revenue and/or impact potential (see IP governance above). Furthermore, exploitation plans should clearly identify the appropriate Financial Sustainability Measures (FSMs) that will be embedded in the proposition.

Diversity, equality and inclusion

EIT Culture & Creativity is committed to equality of opportunity and addressing under-representation in the innovation ecosystems, and to encouraging behavioural change in project leaders. Activities supported by the KIC must conform with highest standards of equality, diversity and inclusion. Diversity applies to several human dimensions such as sex and gender, sexual orientation, racial or ethnic origin, religion or belief, and/or disability.

---

[22] 'Results' means any tangible or intangible effect of the action, such as data, knowhow or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

Financial sustainability

To enable the KIC to gradually become financially independent from EIT funding, EIT Culture & Creativity has developed a Financial Sustainability (FS) plan based on a mix of different mechanisms (see Annex 1).

Each proposal is expected to present a plan to contribute to the KIC's financial sustainability, outline the expected revenue forecast and specify if the expected revenue is to be generated with or without further funding.

Applications and Application Process

EIT Culture & Creativity is calling for activities to be included in the forthcoming Business Plan 2024-25. There are separate Calls for each of the Strategic Objectives and Action Programmes which have their own structure, targets and KPIs.

Who can apply?

EIT Culture & Creativity's Calls are open to all legal entities from EU and associated countries eligible for Horizon Europe[23]. Any type of organisation can apply for Horizon Europe funding as long as they have the operational and financial capacity to carry out the tasks that they propose.

Organisations from non-associated countries may also request to participate in the activities, providing that they can demonstrate self-financing from their own funds or state funds. If participation is approved, entities from these countries will need to report on project activity and demonstrate financial or in-kind contribution to EIT Culture & Creativity in final reports. EIT Culture & Creativity encourages the participation of artistic, creative, cultural and design entities, including micro-, small- or medium sized-enterprises in consortia applying for these Calls for proposals.

An applicant does not have to be a partner of EIT Culture & Creativity to apply for funding but will be required to join the partnership and actively contribute to the community if the application is successful. Details on membership levels and benefits for different types of organisations will be published later in 2023.

EIT Culture & Creativity reserves the right to perform checks before the signature of the Grant Agreement to ensure the applicant is not in any of the situations linked to one of the exclusion grounds listed in the declaration of honour, e.g. bankruptcy or similar, breach of social security or tax obligations, or any other of the situations described in Grant Agreement Art. 32.3.1, literals (e) to (l)[24].

---

[23]https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

[24] https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf

Role and Responsibilities of the Lead Applicant

The Lead Applicant is the entity that will be the central contact point between the consortium (made up of maximum 10 participants) and EIT Culture & Creativity. The Lead Applicant of a selected proposal will take overall responsibility for the proper implementation of the project and, in particular, will be responsible for:

- Monitoring and controlling the project's work plan and ensuring the project is implemented properly

- Communicating changes from the project's work plan to EIT Culture & Creativity

- Arranging meetings with the project's stakeholders

- Implementing quality procedures for the project implementation and reporting (deliverables, KPIs and outputs)

- Gathering, monitoring, and consolidating financial and technical content for project reporting

- Meeting all legal, financial, and administrative requirements for proper project implementation (legal agreements, project amendments, etc.)

- Communicating to EIT Culture & Creativity the commercial partner identified by the consortium.

In these Calls for proposals, any member of the consortium can be the Lead Applicant providing they fulfil the criteria outlined in the specific Call texts. For more details on project management, please refer to the guidelines provided in the supporting document "Project Management Guidance".

Applicant's registration process

Before submitting a proposal, all applicants (Lead Applicants and other participants) must register on the EU Participant Portal. For more details on the registration process, please refer to the instructions provided in the supporting document "PIC Registration Guidance".

Types of application

The Calls are characterized by either a one-step or a two-step application process:

One-step application (Calls 1, 3 and 4)

In one-step application processes, consortia must prepare and submit a 'Full Proposal' (FP) before the Call deadline expires. Applicants are advised to download and fill in the relevant Call Application Form, found on the EIT Culture & Creativity website (under each Call), initially offline and then apply online by copying the respective information into the application system. Proposals will be evaluated by external experts using the evaluation criteria outlined for each specific call in Annex 3.

Two-step application (Calls 2 and 5)

In two-step application processes, consortia will initially submit an 'Expression of Interest' (EoI). Following an assessment by external evaluators, the highest ranked proposals will be invited to submit a full proposal,

details of which will be provided to the successful consortia. As with the one-step application, applicants are strongly advised to download and fill in the relevant Application Form, found on the EIT Culture & Creativity website (under each Call), initially offline and then apply online by copying the respective information into the application system. The deadlines of these application processes may be found in the Call Calendar.

Video pitches

EIT Culture & Creativity is using video pitches for all Calls. Consortia must include a short video pitch as part of their application. This is considered a formal requirement to complement the written application and will be considered an eligibility criteria.

Whilst the pitch may take a form that the applicant deems appropriate, EIT Culture & Creativity suggests the consortia at least partly focus on the specific need(s) and target group(s) the applications is addressing as well highlighting the features of the proposal that make it unique and innovative.

The following restrictions apply to the video pitches:

- Must be no longer than 3 minutes

- Must be uploaded to the submission system before the closing date / time for submissions of proposals

- Must be in English

- Must be in MPEG-2 or MPEG-4 format

EIT Culture & Creativity recommends using the standard YouTube resolution: 16:9 aspect ratio; Frame rates at 24, 25 or 30 per second; minimum resolution of 1280x720; Audio bitrate: 128 kbps or better.

Proposal submission

All Applicants must submit their proposals via the Call Application System. The application system will be available by the latest April 17, 2023. Applicants are strongly advised to first fill in the forms (application and budget) offline (download the relevant forms for each Call from the website) and then apply by copying/uploading the information online. The application forms can be found on the EIT Culture & Creativity website (under each Call section). The proposal application process will be discussed in more detail during the EIT Culture & Creativity Infoday.

Call Calendar and Milestones

Milestone	Date	
	One Step Applications (Call 1, Call 3 and Call 4)	Two step applications (Call 2 and Call 5)
Call Opening	April 3, 2023	
Call Application System opening	April 17, 2023	
EIT Culture & Creativity Infoday	April 25, 2023 (10.00 - 13.00 CET)	
Call Closing for One Step Applications	May 31, 2023 (4pm CET): Deadline for submitting **Full Proposal (FP)**	May 31, 2023 (4pm CET): Deadline for submitting **Expression of Interest (EoI)**
Completion of the evaluation of EoIs and Communication of results to all EoI applicants. Successful applicants are expected to pass on to the second phase and submit a 'Full Proposal'.	N/A	June 30, 2023
Call Closing for Two Step Applications	N/A	August 21, 2023 (12pm CET): Deadline for submitting **Full Proposal (FP)**
Communication of results to all applicants (maximum 10 working days after final decision)	Early October 2023	
Administrative preparation for projects selected/granted and Project Agreements signed	October – December 2023	
Final information regarding budget for 2024 will be communicated by EIT to the KIC.	End of November 2023	
Granted projects are launched	January 2024 onwards	

Note that some timings are dependent on information being communicated to EIT Culture & Creativity by EIT.

Support on proposal preparation

EIT Culture & Creativity values the proposal preparation phase highly. To this end, it aims at providing support to all potential applicants through supporting documentation (including a 'FAQs' section), the 'EIT Culture & Creativity Infoday' and the KIC's Call contact point.

FAQs

A "Frequently Asked Questions" section will be published and updated (when / if necessary) on EIT Culture & Creativity's website. Applicants are advised to regularly check the website for any updates.

EIT Culture & Creativity Infoday

To help applicants with the preparation and submission of their proposals, EIT Culture & Creativity will carry out an Infoday following the Call publication to ensure open, free, and fair access to the wider community (please refer to the Call Calendar).

Contact point

In addition to the above, all applicants may contact EIT Culture & Creativity at calls@eit-culture-creativity.eu to resolve any concerns or doubts on general / technical procedures and Call content.

Call details and conditions

Overview of Calls

Strategic Objective 1, Education - Make students and professionals future-proofed

Call 1: New curricula within existing Master's and new Master's for CCSI offering hybrid learning on future skills and new technologies, societal transformation, ethical entrepreneurship, and creativity.

Call 2: New lifelong learning courses, renewing and refreshing the skills of those active in CCSI with action-based and challenge-based learning methodologies and cross-disciplinary training formats.

Strategic Objective 2, Innovation - Create cross-domain opportunities

Call 3: Support innovations close to customers or audiences with high impact on the green, digital and social transition, with a focus on Architecture, Audio-visual, Cultural Heritage, Design and Fashion.

Strategic Objective 3, Creation – Build and scale strong ventures for impact and growth

Call 4: Strengthen and innovate existing and/ or establish innovative incubation and accelerator programmes tailored for the diversity of CCSIs´ specific profit and non-profit business models.

Strategic Objective 4, Society - Regenerate Values and Social Cohesion

Call 5: Scale social innovation on the reuse of spaces to solve local challenges and contribute to social cohesion through CCSIs-driven pilots in three countries.

Strategic Objective 1: Education

In 2020, Europe was home to 2.3 million students studying Bachelor's or Master's degrees in arts and humanities, journalism and information, and architecture together with an additional 2.9 million studying equivalent business and administration, and ICT courses[25]. In 2019, EU 27 produced nearly 1.4 million graduates in these areas[26] to join the workforce. EIT Culture & Creativity's goal is to upskill and empower the next generation of students and professionals in CCSI and beyond. Our programmes will teach the skills in a holistic way required to drive bold innovations addressing Europe's global challenges.

Call 1: Talent Scaler (AP1)

Challenge & Call objectives

Creative professionals are of crucial importance to society for their ability, among other things, to reframe complex challenges, create stronger and more cohesive communities, and apply critical thinking in our multifaceted society. Through the development of EIT labelled Master's programmes financed through this Call, students will be given the tools and skills necessary to advance and future proof the European CCSI. Each programme should be based on the integration of the three sides of the Knowledge Triangle: education, research, and business/innovation. Accordingly, they should have a strong focus on creativity, innovation, and entrepreneurship and build on a set of specific quality criteria and overarching learning outcomes.

In the spirit of the New European Bauhaus[27] vision, these programmes will empower a new generation of socially conscious graduates with the skills and experience to foster societal transformation and economic development through creative thinking, cultural means and the arts. Education inspired by the New European Bauhaus is intended to support creativity and transdisciplinary by supporting the bridge between science and technology, art and culture, leveraging green and digital challenges toward better living, and addressing complex societal problems through co-creation. The Master's programmes will be cross-sectoral and transdisciplinary in nature, will enable students to connect across borders and across cultures, tackle urgent socio-cultural challenges and develop skills for the future. By doing so, they will contribute to changing the landscape of the CCSI by connecting and bridging different sub-sectors and stimulating innovations at the intersections.

Desired activities

Under Call #1, EIT Culture & Creativity will support the following activities:

---

[25] EU-27 (from 2020) Pupils and students enrolled by education level, sex and field of education [EDUC_UOE_ENRA03__custom_4843052]

[26] EU 27 (from 2020) Graduates by education level, programme orientation, sex and field of education [EDUC_UOE_GRAD02__custom_4842862]

[27] https://new-european-bauhaus.europa.eu/index_en

Strand 1: Enhancement of existing Master's programmes

New curricula (i.e., a sequence of courses, education activities, etc. leading to a degree in a programme) developed within existing Master's programmes by developing and implementing new, relevant modules, i.e., activities that confer ECTS credits. The proposed additional modules could also be delivered for example through blended learning, hybrid summer/winter schools, MOOCs, etc.

The new modules should focus on building capacity and transversal skills of students in the following areas:

- Future skills and new technologies
- Societal transformation and sustainability through CCSI
- Ethical and sustainable entrepreneurship in CCSI
- Creativity as skill for innovation.

Enrolling for the first students should be initiated during the autumn of 2024. The first students should graduate from the programmes in 2026.

Strand 2: New Master's programmes

New Master's programmes linking sustainability, aesthetics and inclusiveness inspired by the New European Bauhaus values, with innovation, business and entrepreneurship capacity. The programmes promote hybrid learning experience (blended mode, curricular placements, education outside the classroom opportunities, etc.)

EIT Culture & Creativity is looking to support new Master's programmes that build capacity and transversal skills of students in one or more of the following areas:

- Creative practices and new technologies
- Societal transformation and sustainability through design and the arts
- Ethical and sustainable entrepreneurship in the arts, digital and design

Enrolling for the first students should be initiated during the autumn of 2025. The first students should graduate from the program in 2027.

For both strands, the resulting Master's programmes must be two years and 120 ECTS in length and must include study periods in two countries. The programmes must comply with the pertinent national accreditation boards so that the awarded diplomas are legally recognized across Europe. Ideally, dual degrees (i.e. from two academic institutions) should be awarded to students if possible. Master's programmes eligible for this Call

must be classified under ISCED fields of education[28] related to EIT Culture & Creativity. Consortia will be expected to work towards applying for the EIT label within two years of initiating the programme. All courses must satisfy requirements as outlined in the [EIT Labelling handbook for Master's and doctoral programmes](#).

Each application should provide a clear plan to expand student intake in future years. Applicants must address their medium- and long-term business plans, including national and international public funding, private sponsorship, and/or plans for further grant applications. Thus, consortia should show how the Master's programme will be supported as EIT financing is reduced.

Successful applications will be eligible for multiannual funding. Funding beyond an initial period will be conditional on positive mid-term reviews, where milestone achievements, delivery of relevant KPIs, sufficient students being enrolled, and progress towards accreditation (including being able to award legally recognized diplomas) will be evaluated.

Student fees, bursaries and scholarships

EIT Culture & Creativity will, together with winning consortia, set appropriate and competitive student fees for the Master's programmes. Students will be able to apply for bursaries, scholarships and travel grants to offset some of the costs of participation in the programmes. These will be made available by the KIC and coordinated centrally.

Expected outcomes

Through the activities financed in Call 1, EIT Culture & Creativity expects to build a portfolio of Master's programmes that:

- Build talent capacities in CCSI specific professional activities with key transversal aspects including business management and entrepreneurship, ethics, sustainability, socio-cultural transformation, and novel business models and management structures.
- Explore emerging technologies and tech-supported practices (e.g. AI-enhanced creativity, regenerative and circular design, blockchain-based business models, community-supported participatory design) with a critical outlook on their desirable and undesirable socio-cultural effects.
- Engage with a broad variety of public and private stakeholders, including large industries, SMEs, the public sector, as well as research institutes and civil society (e.g., local communities, informal collectives and interest groups).

---

[28] Master's programmes shall be classified under the following ISCED fields of education and training: 02 Arts and humanities; 03 Social sciences, journalism and information; 041 Business and administration; 06 information and Communication Technologies (ICTs); 0722 Materials (glass, paper, plastic and wood); 0723 Textiles (clothes, footwear and leather); 0731 Architecture and town planning. (http://uis.unesco.org/sites/default/files/documents/isced-fields-of-education-and-training-2013-en.pdf)

Call 1 specific conditions

Conditions	Call 1: Talent Scaler (AP1)	
	Strand 1: New modules within existing Master's programmes	Strand 2: New Master's programmes
Type of application	For this Call, a one-step process is being used. Applicants will submit a 'Full Proposal' including a video pitch which will be evaluated according to the evaluation criteria and weightings as outlined in Annex 3.	
Anticipated number of projects to be funded	3	1
Estimated total EIT budget for this Call in 2024	€1,400,000	
Maximum grant per project	€300,000 per year, for three years (2024-2026)	€500,000 per year, for four years (2024-2027)
Co-funding	Consortia can apply for full financing. However, co-funding is encouraged.	
Special conditions for consortium composition	The activity must be coordinated by a Higher Education Institution. Consortia must consist of at least two Higher Education Institutions (HEIs) and at least two non-academic institutions. The consortia's partners must be from at least two different EU or associated countries, with at least one from a RIS eligible country.	
Financial sustainability mechanism (FSM)	The preferred model is revenue sharing, but consortia may suggest other approaches, for example where legal restrictions in some countries mean that revenue sharing is not possible. For the period of full financial support, EIT Culture & Creativity should get a 100% revenue share or equivalent. Following this period, revenues can be shared between the KIC and the partners in the consortium. The exact balance of revenue share between the parties in this period will be negotiated and agreed with the consortium partners at a later date.	
Mandatory KPI	EITHE07.01: No of graduates from EIT-labelled programmes *A minimum target of 25 students graduating in the first iteration of the programmes is required.* For more information on the reporting of this KPI and the required supporting documents, please, refer to Annex 2.	
Optional KPIs	• EITHE07.2-EITRIS: EIT RIS Graduates from EIT-labelled MSc and PhD programmes	

	• EITHE09.1: Students enrolled in EIT-labelled programmes *There are no minimum required targets for these KPIs.* For more information on the reporting of these optional KPIs and the required supporting documents, please, refer to Annex 2.
Evaluation criteria and weightings	Excellence 16% Implementation 20% Impact 24% Strategic fit, knowledge triangle integration & sustainability 20% Portfolio 20% For detailed information on the evaluation criteria, please see Annex 3.
EIT Culture & Creativity's access rights	Consortia should ensure that EIT Culture & Creativity can receive a royalty-free non-exclusive license to any training materials, videos and reports, that are developed as part of the programmes.

Call 2: Skills Fitter (AP2)

Challenge

European CCSI talent, while highly talented and skilled, often lack structured access to crucial entrepreneurial and cross-cutting competencies such as business and financial management, use of emerging technologies for improving their competitiveness, and ethical, sustainable and business models. This limits the ability of CCSI professionals and practitioners to remain globally competitive and resilient in times of crises. It also hinders their ability to actively contribute to Europe's Triple Transitions. The overall objective of this Call is to support the development and delivery new lifelong learning courses, renewing and refreshing the skills of professionals and practitioners active in CCSI fields.

Desired activities

EIT Culture & Creativity will support consortia that design and implement a Continuing Professional Development (CPD) course consisting of approximately 4 independent modules, for a total of around 30 hours. Courses shall clearly fit within the ISCED fields of education[29] related to EIT Culture & Creativity, and shall build participant's capacity and skills in at least one the following thematic areas:

---

[29] Master's programmes shall be classified under the following ISCED fields of education and training: 02 Arts and humanities; 03 Social sciences, journalism and information; 041 Business and administration; 06 information and Communication Technologies (ICTs); 0722 Materials (glass, paper, plastic and wood); 0723 Textiles (clothes, footwear and leather) 0731 Architecture and town planning. (http://uis.unesco.org/sites/default/files/documents/isced-fields-of-education-and-training-2013-en.pdf)

1. **Digital:** use of digital tools such as digital marketing and social media, digital content and distribution, e-commerce, emerging web technologies like blockchain based authentication, virtual exhibitions and curation to improve competitiveness within the CCSI sectors.

2. **Data driven methods and practice:** use of data analytics in areas such as audience development and relationship building, data for creating, measuring and articulating value and impact, and data-based decision making and developing new business models for improving internal processes and decision-making in CCSI.

3. **Business skills**: develop business-oriented skills for CCSI avenues and enterprises. Examples include areas such as strategic planning, financial management, project management, fundraising and social entrepreneurship, alternative and ethical business models.

4. **Sustainable development and prosperity**: develop skills that support the creation of strategies and practices for sustainable development relevant for CCSI. For example, contribution towards UN SDGs; sustainable practices in events and cultural space management; equality, diversity and inclusion strategies in curation, production, and recruitment; creative and cultural practices for social change and civic participation.

5. **Design-based thinking / Creative thinking**: develop intrapreneurship skills that unlock creativity and develop innovative ideas and solutions within the workplace.

The courses should:

●   Be based on 'learning by doing', action-based and challenge-based learning methodologies that will facilitate collaborative working to develop skills, knowledge and ideas that can be applied to participants' professional activities.

●   Be delivered in a range of formats including online, hybrid, physical and immersive learning experiences, and should offer real life case studies of innovation and alternative approaches drawing on experiences from Europe and across the globe, including the Global South[30].

●   Cater to accommodate diverse learning needs and a range of professional backgrounds within the CCSI, including mid-career workforce from private and public organisations, and recent graduates.

●   Be accessible for participants with special educational needs or disabilities, inclusive, championing (gender) equality in their content and delivery. Special communication and dissemination measures to boost student enrolment from RIS countries should be considered.

●   Be delivered in English to foster international participation unless a module (or whole course) is aimed at covering a particular geographical area (e.g. a RIS country or region). However, delivery in a language other than English would need to be justified in the proposal.

---

[30] Global South is a term generally used to identify countries in the regions of Latin America, Africa, Asia and Oceania.

Additionally, each consortium must capture the student learning experience to support monitoring and evaluation.

Projects will be funded for an initial two-year period. During 2024 course curricula should be developed, and marketing activities and recruitment will take place. Where relevant, modules should be tested with potential user groups. Full delivery of the courses must begin in 2025 at the latest and it is expected that each course will result in 120 graduates in the first year of delivery. Funding for 2025 will be conditional on a mid-term review where the successful completion of all planning and marketing activities and other milestones will be evaluated. During 2025, successful consortia will be able to apply for additional financial support to continue activities in 2026 and 2027. However, funding from EIT Culture & Creativity will be reduced as the courses are expected to move towards becoming financially self-sustaining.

All courses must satisfy requirements as outlined in the EIT Label Handbook for Quality system for non-degree education and training and EIT Competence Certification Model. Given this, winning consortia will be required to ensure that their courses are ready to begin the process of EIT labelling by the beginning of 2025.

Expected outcomes

With Call 2, EIT Culture & Creativity expects to begin building a portfolio of CPD courses that:

- Foster and strengthen entrepreneurial skills and practice and empower CCSI professionals and practitioners to drive bold innovations that boosts CCSI competitiveness and contributes to Europe's triple transition.
- Reskill, upskill and develop key behaviours to boost capacity in innovation, employability and business success rates in emerging, mid-level and established cultural and creative professionals.
- Cultivate the application of creative practices and methodologies (e.g., creative thinking / design thinking) in creative and cultural professionals and graduates and in other non CCSI sectors.
- Support innovation and experimentation, creative practices and methodologies, and challenge-based and cross-disciplinary learning methods aimed at emboldening new generations of cultural and creative leaders.

Call 2 specific conditions

Conditions	Call 2: Skills Fitter (AP2)
Type of application	For this Call, a two-step process is being used. Applicants will first submit an 'Expression of Interest' (EOI) including a video pitch which will be evaluated using the criteria outlined in Annex 3. Only the top-ranked EoI proposals will be invited to submit a full proposal for further evaluation.
Anticipated number of projects to be funded	5 (one course per each of the thematic areas listed above)

Estimated total EIT budget for this Call in 2024	€1,250,000
Maximum grant per project	€250,000 per year, for two years (2024 -2025)
Co-funding	Consortia can apply for full financing in 2024 and 2025. However, co-funding is encouraged.
Special conditions for consortium composition	Applications should be led by an academic institution or VET provider (private, non-profit or public sector). Consortia must consist of at least three independent organisations from three different EU or associated countries. At least one partner must be from a RIS region, and consortia must include at least one business partner with industry experience.
Financial sustainability mechanism (FSM)	The preferred model is revenue sharing, but consortia may suggest other approaches, for example where legal restrictions in some countries mean that revenue sharing is not possible. For the period of full financial support, EIT Culture & Creativity should get a 100% revenue share or equivalent. Following this period, revenues can be shared between the KIC and the partners in the consortia. The exact balance of revenue split between the parties in this period will be negotiated with the consortium partners at a later date.
Mandatory KPIs	EITHE07.01: No of graduates from EIT-labelled programmes *A minimum target of 120 graduates after the second year is required.* For more information on the reporting of this KPI and the required supporting documents, please, refer to Annex 2 of this document.
Optional KPIs	EITHE08.1: Participants in non-labelled education and training. *There is no minimum required target.* For more information on the reporting of these optional KPIs and the required supporting documents, please, refer to Annex 2.
Evaluation criteria and weightings	Proposals can receive a maximum of 80 points, distributed as follows: Excellence 25 points Implementation 20 points Impact 15 points Strategic fit, knowledge triangle integration & sustainability 20 points For detailed information on the evaluation criteria, please see Annex 3.

EIT Culture & Creativity's access rights	Consortia should ensure that EIT Culture & Creativity can receive a royalty-free non-exclusive license to any training materials, videos and reports, that are developed as part of the programmes.

Strategic Objective 2: Innovation

The goal of SO 2 is to support innovations that build creative solutions to tackle the major challenges facing the CCSI as well as global challenges addressed by CCSI. Existing business models and value chains have a need to evolve, and EIT Culture & Creativity aims to nurture projects that develop disruptive products and services that can be used in the CCSI and beyond.

Call 3: Breakthrough Lab (AP3)

Challenge

Globalisation, digitisation, technological innovation, and sustainability aspects have profoundly changed the way in which CCSI stakeholders produce and distribute their work and relate to their partners, customers, and audiences. European CCSI are lagging behind in adapting to changing conditions, market expectations and consumers behaviour. The lack of experimental spaces to explore, test and take-up innovations coming from research organisations, academia but also CCSI players themselves is slowing Europe's CCSI capacity to compete in global markets. This is particularly critical in subsectors such as audio-visual and videogames, fashion and textile, architecture, design, and cultural heritage. The innovation gaps also affect their capacity to build synergies with other sectors (such as tourism, manufacturing and mobility) to quickly scale CCSI-driven solutions to other markets.

Desired activities

Projects supported as part of the Breakthrough Lab will be 'close to market' and will lead to income-generating innovations within 24 months from the start of the project. Through this first Call for innovation projects, EIT Culture & Creativity is aiming to support the following types of activities:

- **Architecture**: innovative and scalable **designs or products** that can be implemented in new or renovated **buildings and/or public spaces** that will effectively contribute to climate-neutrality, while improving environmental protection and quality of life of inhabitants. Applicants are expected to demonstrate durability, reusability, reparability, and long-term cost-effectiveness of the solution.
- **Audio-visual:** development and testing of **innovative products or processes, services or systems** for audio-visual sectors (including, film, TV, videogames, immersive experiences). For example, applications can demonstrate the use of emerging technologies in areas such as the automatization of non-creative effort-intensive tasks; reduction of energy consumption without performance

compromise; new models in the Metaverse; new models for IP monetization for fair remuneration of creatives as well as innovative distribution of contents.

- **Cultural heritage:** developing and testing **innovative products and business models** that contribute to the preservation and dissemination of European cultural heritage, tangible or intangible, and that provide revenue streams or new forms of value generation that ensure the financial sustainability of the heritage site or activity. Applicants are expected to demonstrate feasibility of market uptake.

- **Design:** development and testing of **innovative products, processes, services and models** that significantly improve existing solutions by developing novel criteria and approaches, in terms of ecological aspects, e.g. environmental protection but also providing future oriented proposals for social and economic sustainability and prosperity. These innovations could propose direct application in other sectors, and should address specific sector needs related to, *inter alia:* waste management; reuse and/or disposal of equipment or materials, the adaption, application and usage of new skills as well as novel design methods for community driven innovations. Solutions shall demonstrate economic and social acceptability advantages.

- **Fashion and textile:** use of digital technologies and/or new materials to create **new no-waste or net-zero products, processes, services or business models** for the fashion and textile industry. Applicants are expected to consider life-cycle assessment and circularity principles throughout the value chain and contribute to promoting effective change in fashion production and consumption patterns.

- **'Wild card':** To encourage unexpected innovations, EIT Culture & Creativity reserves the right to support 1-2 projects that do not fit into any of the focus areas identified above. Proposals for the wild-card track will be submitted and evaluated in the same way as other innovation proposals.

Proposed activities should result in an innovation (product, service, process, or innovative business model) that has the potential to be financially viable and generate revenue. Each project must have a clear commercial objective and strategy, and a viable plan to commercialise the results in at least three national markets in Europe. Thus, proposals must present a clear, viable plan to deliver innovations that are launched onto the first market within 24 months from the start of the project. The exploitation partner should be clearly identified as part of the application and have appropriate profile for the role.

Applicants should demonstrate the maturity of the proposition and provide, if applicable, information on prototypes and tests validating the feasibility assumptions. Early involvement of end-users, customers and early adopters is strongly recommended.

Projects will have a maximum of 1 year duration. All activities financed by EIT Culture & Creativity must be complete by the end of 2024.

Expected outcomes

With Call 3, EIT Culture & Creativity expects to build a portfolio of innovative projects that:

- are close to market and have the potential to improve the competitiveness and reach of European CCSI in internal and global markets in architecture, cultural heritage, design, fashion and textile, and audiovisual.
- activate the innovation potential of the CCSI, together with other stakeholders in the Knowledge Triangle, to build on existing assets for developing ready-to-market products, services, processes, and business models with breakthrough potential while reducing environmental footprints and tending to principles of social transition.

Call 3 specific conditions

Conditions	Call 3: Breakthrough Lab (AP3)
Type of application	For this Call, a one-step process is being used. Applicants will submit a 'Full Proposal' including a video pitch which will be evaluated according to the evaluation criteria and weightings as outlined in Annex 3.
Anticipated number of projects to be funded	10
Estimated total EIT grant for this Call	€5,000,000
Maximum grant per project	€500,000 (one year project)
Co-funding	Consortia must provide a *minimum* of 30% co-funding
Special conditions for consortium composition	Consortia must include partners from at least two different EU or associated countries. At least one partner must be from the CCSI, and consortia must include at least one SME (including micro-enterprises).
Financial sustainability mechanism (FSM)	Applicants must propose a Financial Sustainability Mechanism (FSM) that will provide a return on EIT Culture & Creativity's investment in the project. Consortia must choose one of the following (or a combination of both): ● Revenue share, success fee, or product and service fees ● Equity share in start-ups created and/or SMEs involved
Mandatory KPI	EITHE02.4: Innovations launched on the market (sales revenue ≥ 10K€) *A minimum target of one innovation is required.* For more information on the reporting of this KPI and the required supporting documents, please, refer to Annex 2.
Optional KPIs	EITHE01.1: Number of innovative products, processes and methods & Intellectual Property Rights (IPR) applications resulting from KIC activities. *There is no minimum required target.*

	For more information on the reporting of this optional KPI and the required supporting documents, please, refer to Annex 2.
Evaluation criteria and weightings	Excellence 20% Implementation 20% Impact 20% Strategic fit, knowledge triangle integration & sustainability 20% Portfolio 20% For detailed information on the evaluation criteria, please see Annex 3.

Strategic Objective 3: Creation

Through the activities in SO 3, EIT Culture & Creativity aims to support the creation and growth of sustainable CCSI businesses that share EIT Culture & Creativity's vision of the future. The success of CCSI relies on the success of small and medium size businesses who make up the majority of this sector. Supporting the creation and growth of such businesses will not only supercharge the innovation and growth potential of CCSI but will also make a crucial contribution to Europe's social and ecological values. This requires rethinking how public investment connects with innovative business leaders to generate meaningful change in our communities, create jobs and growth and be a driving force of the green, social and digital transformations. Through the activities in SO 3, EIT Culture & Creativity will create incubation and acceleration services that support SMEs that have a robust value proposition and scaling potential.

Call 4: Venture Factory (AP5)

Challenge

Creative and cultural businesses often focus their resources towards creative talent and thus the technical and entrepreneurial skills needed to successfully commercialise their proposition are frequently lacking. Furthermore, whilst the rate of founding ventures in CCSI is among the highest across all sectors, their growth and impact potential is limited due to fragmented markets and a lack of focus on the business beyond a single product or production. Creative businesses are often not optimising the potential within their business and accessing tools to enable their own development and financial resilience – be this through lack of exposure to the skills needed to plan effectively, or a lack of access to bespoke business model or planning support relevant to the sector. Without targeted support through access to skills and development opportunities, access to finance, and to the networks which create and enable opportunities, the pipeline of innovative entrepreneurs which CCSI needs to retain its competitive edge will be reduced. To address these challenges, scalable business-savvy ventures both for profit and non-profit are needed. However, many of the existing acceleration and incubation programmes supporting startups and scaleups from other sectors do not cater to the specific needs of CCSI businesses.

Desired activities

EIT Culture & Creativity will support the development and delivery of fit-for-purpose incubation and / or accelerator programmes for CCSI businesses. Driven by market actors and their needs, these programmes will be supervised and guided by the KIC's Business Creation team who will work closely with all successful consortia in order to coordinate the KIC's overall offering and to ensure excellence, synergies and shared learnings between individual programmes. Together, the programmes will be of high standard, fit for purpose for CCSI, and able to deliver impact, results and scalability the KIC is targeting in terms of growth of the sector and financial sustainability. Successful consortia will become part of the KIC's ecosystem and deliver the programmes as part of a collaboration with EIT Culture & Creativity.

Applicants are encouraged to focus their proposed programmes on areas where existing CCSI business support expertise is lacking or underdeveloped. The CCSI specific incubation and acceleration programmes shall:

- target founders and startups from CCSI;

- be focused on CCSI specific value and venture models, the core economics of the business model, revenue generation for profit and non-profit venture models, and support during the first stages of the startup, i.e., incubation and acceleration;

- cover topics such as business validation methodologies, market and customer understanding, financing, intellectual property in the CCSI, etc;

- cover activities including - but not limited to - training, expertise sharing, investment readiness, and bespoke workshops led by industry leaders and mentors;

- go beyond the state of the art, for example through cross-domain & -sector collaborations, industry cooperations or learning formats;

- attract investors and financing opportunities for the startups and scaleups being supported through the programmes;

- ensure that EIT Culture & Creativity has full access to the participating startups and scale-ups;

- ensure that the programmes are branded as EIT Culture & Creativity services.

In addition, consortia will be required to ensure that – where appropriate - EIT Culture & Creativity receives a share of equity in the businesses supported through the programmes as part of the Financial Suitability Mechanisms the KIC is looking to implement.

Consortia shall clearly identify their target groups (e.g., founders and startups within CCSI sub-sectors) and justify their selection in terms of CCSI needs, potential and demands in their own area of intervention and / or ecosystems. Applicants are encouraged to devise holistic programmes that can support a wide diversity of CCSI sub-sectors through meeting converging needs.

Applications may build on existing business support programmes to leverage experiences and expertise. The new programmes should have a wider outreach, communication capacity and establish synergies with other local funding programmes, while establishing the specific contribution and brand of the EIT approach. Cross-fertilization between experienced CCSI specific business support organisations with other recently created, and/or cross-sectoral cooperation with relevant non-CCSI business support programmes is encouraged.

Programmes should:

- Have a European dimension both in terms of the start-ups and companies they target and in terms of the markets that are addressed
- Provide support to the participants for at least 2 months
- Use regular face-to-face or digital meetings
- Contain at least 20 full days of training interspersed by off-line activities
- Target a minimum of 5 founders[31] / startups for the first iteration with the possibility to expand the programme in further cycles
- Be carried out in English in order to foster international collaboration and participation
- Be a strong enough concept to attract investors and to offer financing opportunities to the founders / startups supported
- Be fully in line with EIT Culture & Creativity branding

As content and geographical reach are considered as complementary aspects of a programme, EIT Culture & Creativity will support a total of four new incubation and / or acceleration programmes.

Programmes will be funded for an initial two-year period provided key milestones and deliverables are met. In this time, curricula should be developed, and a first batch of startups should have completed the programmes. Successful projects will be able to apply for additional financial support to continue activities in 2026 and 2027. However, EIT Culture & Creativity may look to reduce funding as the programme is expected to become financially self-sustaining and generate returns for EIT Culture & Creativity. Applicants are encouraged to include their medium- and long-term plans to attract additional financial support or generate revenue to continue the programme as EIT Culture & Creativity financing is reduced.

Specific activities in strand 2

Strand 2 is a specific Call for capacity-building in RIS regions where bespoke CCSI business creation and business support programmes are currently lacking. EIT Culture & Creativity is looking to support organisations seeking to develop these programmes in one or more RIS region, supporting founders / startups from these regions. Consortia should include at least one such business support organisation together with at least one organisation with a documented successful CCSI business creation and development track record.

---

[31] A founder is only eligible if a company is already started or if a company will be started during, or shortly after, completion of the programme.

Expected outcomes

Through the activities financed in Call 4, EIT Culture & Creativity expects to build a portfolio of scalable and replicable business support programmes that:

- Build capacity of business support organisations across Europe to cater for the specific needs of founders and startups in CCSI areas of activities, and can provide adequate support for these avenues, which may be profit or non-profit, to succeed in their respective markets.
- Address specific regional market and social challenges by enabling a quick rollout of CCSI specific business support services that fosters business competitiveness, as well as social entrepreneurship, and cross-sectoral innovations.
- Strengthen EIT Culture & Creativity's identity and brand for business creation and support activities in the European CCSI.

Each programme will support entrepreneurs and companies in developing a rapid go-to-market plan and ensure they are 'investor ready' with a clear picture of market demand, likely early adopters for take-up and international scalability into growing global markets.

Call 4 specific conditions

	Call 4: Venture Factory (AP5)	
	Strand 1: New CCSI Incubation & acceleration programmes	Strand 2: RIS Capacity building: new CCSI Incubation & coaching programmes
Type of application	For this Call, a one-step process is being used. Applicants will submit a 'Full Proposal' including a video pitch which will be evaluated according to the evaluation criteria and weightings as outlined in Annex 3.	
Estimated total EIT budget for this Call in 2024	€1,300,000	
Anticipated number of projects to be funded	3	1
Maximum grant per project	€325,000 per year for two years	€325,000 per year for two years
Co-funding	Consortium must provide a *minimum* of 20% co-funding	No co-funding is required for strand 2. However, co-funding is encouraged.
Special conditions for consortium composition	The consortia must be led by a business support organisation with relevant experience in incubating and supporting CCSI enterprises, and the	The consortia must be led by a business support organisation with relevant experience in incubating and supporting CCSI enterprises. The

	consortia must comprise of at least two independent business support organisations from two different EU or associated countries.	consortia must comprise of at least two independent business support organisations from two different EU or associated countries of which at least one must be based in a RIS country.
Financial sustainability mechanism (FSM)	The preferred model is through providing EIT Culture & Creativity with an equity stake in the enterprises supported. The target value of equity shares is 20% for new enterprises, but other values will be considered if the intrinsic value of the enterprises supported merits a different value.	
Mandatory KPI	EITHE03.1: Supported start-ups/scale-ups *A minimum target of 5 registered companies supported is required.* EITHE06.1: Investment attracted by KIC-supported start-ups and scale-ups *A minimum target of an average €50k/company is required.* For more information on the reporting of these KPIs and the required supporting documents, please, refer to Annex 2 of this document.	EITHE03.2-EITRIS: Supported start-ups/scale-ups registered in RIS *A minimum target of 5 registered companies supported is required.* EITHE06.1: Investment attracted by KIC-supported start-ups and scale-ups *A minimum target of an average €50k/company is required.* For more information on the reporting of these KPIs and the required supporting documents, please, refer to Annex 2 of this document.
Optional KPIs	EITHE04.4: Start-ups created EITHE08.1: No of participants in non-labelled education and training EITHE08.2-EITRIS: EIT RIS Participants in (non-degree) education and training *There are no minimum required targets for these KPIs* For more information on the reporting of these optional KPIs and the required supporting documents, please, refer to Annex 2 of this document.	
Evaluation criteria and weightings	Excellence 20% Implementation 20% Impact 20% Strategic fit, knowledge triangle integration & sustainability 20% Portfolio 20% For detailed information on the evaluation criteria, please see Annex 3.	
EIT Culture & Creativity's access rights	Consortia should ensure that EIT Culture & Creativity can receive a royalty-free non-exclusive license to any training materials, videos and reports, that are developed as part of the programmes.	

Strategic Objective 4: Society

SO 4 aims to strengthen CCSI as one of the main drivers of social innovations by enhancing the societal relevance of projects and communication through CCSI. EIT Culture & Creativity's activities will promote the impact of cultural identities and values to economy and society alike and will raise awareness of the benefits of cultural-led social initiatives and experiments for social cohesion. Re-generation of neighbourhoods, cities or regions driven by CCSI businesses, cultural spaces, creative areas, vibrant communities, and cultural collaborative initiatives will be present as viable sources of role models for social cohesion as much as for economic development. These change-makers deliver tangible and clear outcomes to monitor successes that will be presented as best practices in Europe and blueprints for innovations in social cohesions.

Call 5: Community Catalyser (AP8)

Challenge

There is a great richness in cultural diversity in Europe, expressed in the use of languages, unique traditions, cultural practices, and belief systems, often culminating in communities of practice. Historic social transformations have created a complex network of relationships between these cultural communities visible in Europe's current social make-up. Cultural heterogeneity, together with local social contexts, creates a dynamic of social fragmentation in communities. Consequently, communities disintegrate, cultures are not given equal opportunity, and individuals feel disenfranchised. This limits individual well-being, social opportunities, as well as Europe's Triple Transition.

Call 5 seeks to address the social fragmentation challenge by providing spaces for communities to cohesively create a future of Europe for all. Specifically, the activities will seek to strengthen the sense of belonging by fostering civic participation and encouraging social and cultural entrepreneurship through CCSI-driven social innovation. Social innovation results in products, services and models that address social needs while create social relationships and form new collaborations[32].

Desired activities

This Call aims to support networks of at least 3 organisations, in three different EU or associated countries, that join forces and use CCSI concepts, methods, or resources to generate social innovations (e.g., products, services or models) for addressing place-based challenges related to the Triple Transition.

Consortia are invited to propose activities that leverage creative and cultural approaches enabling local communities to develop and implement innovative solutions for shared or similar challenges. These approaches may build on any of the creative and cultural subsectors (e.g., audiovisual, videogames, performing arts, music, architecture, design, culture, heritage or the arts). All initiatives must lead to clear innovations with scalable and replicable potential that increase both the social and cultural cohesion in the communities,

---

[32] This is European Social Innovation (2010) https://ec.europa.eu/docsroom/documents/19042

as well as increasing a sense of belonging and empowerment. Activities shall also contribute to addressing local-based environmental challenges (for example through the recovery or reuse of spaces and quarters in urban or rural settings, circularity, waste reduction, recovery of urban or rural landscapes, etc.).

Consortia must clearly identify and characterize the challenges they are addressing, as well as the target groups to be involved. Similarly, applications should justify the selection of CCSI concepts, methods, and approaches to be used in terms of appropriateness for both the challenges and the target groups. Applicants are encouraged to seek collaborations with public and private organisations active in circular economy[33] or climate-neutrality[34] to build on on-going activities and maximize impact.

Consortia must demonstrate capacity to meaningfully engage participants from civil society. Adequate measures for lowering potential barriers for access (e.g., physical, technical, cognitive, sociocultural) are expected. Specific projects with refugees, disadvantaged groups or newcomers are encouraged. Applicants must design an impact monitoring strategy with quantifiable and qualitative results and data that can measure the long-term effects of CCSIs- led innovations, to facilitate the future replication and scale-up of new initiatives. Projects must be well-documented to enable blueprinting and inspire replication of social innovations in cities, regions, and/ or rural areas across Europe. Furthermore, consortia are required to devise financial sustainability strategies (such as sponsorships, agreements with private and public stakeholders, training or consultancy services) to ensure the continuity of the network beyond the funding period.

Projects will have a maximum duration of 1 year. All activities financed by EIT Culture & Creativity must be completed by the end of 2024.

Expected outcomes

Through the activities financed in Call 5, EIT Culture & Creativity expects to build a portfolio of innovations that:

- Generate innovative solutions to place-based challenges related to the Triple Transitions that can be scaled and replicated across different regions and communities in Europe.
- Contribute to community cohesion and sense of belonging by means of mobilising diverse groups of civil society stakeholders, including new-comers, in CCSI-driven social innovation.
- Strengthens the evidence base of long-term effects of CCSI- led social innovations, and their potential for securing continuity through financial self-sustainability and paving the way for further capacity building through future research, education, and training.

---

[33] For instance, European Circular Economy Stakeholder Platform https://circulareconomy.europa.eu/platform/en
[34] https://netzerocities.eu/

Call 5 specific conditions

Conditions	Call 5: Community Catalyser (AP8)
Type of application	For this Call, a two-step process is being used. Applicants will first submit an 'Expression of Interest' (EoI) including a video pitch. Only the top-ranked EoI proposals will be invited to submit a full proposal for further evaluation.
Estimated total EIT budget for this Call in 2024	€1,500,000
Anticipated number of projects to be funded	6
Maximum grant per project	€250,000 per project (one year)
Co-funding	Consortia must provide a *minimum* of 20% co-funding
Special conditions for consortium composition	Consortia must consist of at least three independent organisations from three different EU or associated countries, of which at least one must be a partner from a RIS region. At least one partner must be a civil society organisation and at least one partner must be an SME.
Financial sustainability mechanism (FSM)	Applicants must propose a Financial Sustainability Mechanism (FSM) that will provide a return on EIT Culture & Creativity's investment in the project. Consortia must choose one of the following (or a combination of both): ● Equity share in start-ups created and/or SMEs involved, ● Revenue share, success fee, or product and service fees
Mandatory KPI	EITHE02.4 (option A): Innovations launched on the market (sales revenue ≥ 10K€) - *A minimum target of one innovation is required, if chosen.* OR EITHE04.4 (option B): Start-ups created (financial transaction ≥ 10K€) - *A minimum target of one startup is required, if chosen.* One of the options outlined above MUST be selected. For more information on the reporting of these KPIs and the required supporting documents, please, refer to Annex 2.
Optional KPIs	EITHE08.1: Participants in non-labelled education and training EITHE08.2-EITRIS: EIT RIS Participants in (non-degree) education and training EITCC02: Policy initiatives and territorial strategies with CCSI facilitated by KIC *There are no minimum required targets for these KPIs.*

	For more information on the reporting of these optional KPIs and the required supporting documents, please, refer to Annex 2.
Evaluation criteria and weightings	Proposals can receive a maximum of 80 points, distributed as follows: Excellence 25 points Implementation 20 points Impact 15 points Strategic fit, knowledge triangle integration & sustainability 20 points For detailed information on the evaluation criteria, please see Annex 3.

Evaluations

Evaluation process

Following the closing of the Calls, EIT Culture & Creativity will proceed to check the eligibility and admissibility of each proposal and, for all eligible proposals, initiate the evaluation process.

Eligibility and admissibility check

A proposal will be eligible if the following conditions are met:

1. Completeness	The submitted proposal is completed, submitted in time via the Application System, in English with all its mandatory sections.
2. Consortium composition	The consortium shall be composed according to the 'Special conditions for consortium composition' defined under each Call specific conditions (see individual Call tables). The 'Project Management Guidance' supporting document should, also, be consulted.
3. Co-funding rate	Proposals shall meet the Call specific co-funding requirements as defined under each Call specific conditions (see individual Call tables).
4. KPIs addressed	All proposals must include the minimum required KPIs defined under each Call specific conditions (see individual Call tables and Annex 2).
5. Budget	The requested EIT grant for the proposal does not exceed the maximum for each proposal as outlined in the Call text.[35]

---

[35] Please note that the requested EIT grant includes all eligible indirect costs

Proposals containing one or more ineligible elements will receive an official communication from EIT Culture & Creativity setting out the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

In case of missing or incorrect information linked to co-funding, KPI and partner registration, applicants will be given five calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the proposals will proceed to the next step of the evaluation (see section below). If the applicants fail to respond or respond after the deadline, the proposals will remain ineligible and will not be further processed.

The Lead Applicant of any proposal deemed inadmissible / ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within seven calendar days of the official EIT Culture & Creativity notification of ineligibility (see section "Grounds for appeal and appeal procedure").

Evaluation of proposals

External evaluation

A quality assessment to evaluate the extent to which the applications fulfil the evaluation criteria (Excellence, Impact, Implementation, and Strategic Fit / Knowledge Triangle Integration / Sustainability) will be carried out by panels of three independent External Expert Evaluators (EEEs). Of these evaluators, one will be asked to take on the additional responsibility of acting as Rapporteur. Each evaluation criteria and sub-criteria will be assessed as outlined in the table below.

Score	Description
0	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1	Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.
2	Fair. The application broadly addresses the criterion, but there are significant weaknesses.
3	Good. The application addresses the criterion well, but a number of shortcomings are present.
4	Very good. The application addresses the criterion very well, but a small number of shortcomings are present.
5	Excellent. The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The three EEEs will develop an Individual Evaluation Report (IER) per each project proposal evaluated which will be collated by the Rapporteur of the panel. The Rapporteur will check the 3 IERs, integrate the comments into a first draft of the Evaluation Summary Report and will convene the consensus meeting. The consensus

meeting will aim to address divergence between IERs (if required) and to develop the final version of the Evaluation Summary Report with comprehensive side comments.

Once all the final ESRs for each Call have been completed, a ranking list of all project proposals for each call will be developed together with a Call Report, where all the processes and results will be explained and detailed. The EIT Culture & Creativity Call Coordinator will then communicate the results of the external evaluations for each call to the Call Selection Committee.

External Expert Evaluators (EEEs)

The External Expert Evaluators will be familiar with the relevant background documents (all Call-related documents and guidelines) and will attend the online briefing training provided by EIT Culture & Creativity. They will both qualitatively and quantitatively evaluate the assigned proposals according to the pre-defined evaluation criteria. The EEEs will appraise applications according to each specified criterion (and each related question) with a score accompanied by a clear qualitative statement in English, clearly justifying the given score as well as providing evaluation conclusions per criterion. If applicable, suggested recommendations / conditions may be included.

Portfolio Selection

The EIT Culture & Creativity Call Selection Committee is led by CEO and composed of members of the Senior Management Team including COO, CFO, CCO, together with the PMO Lead and is responsible for selecting the portfolio of activities. Only proposals receiving over 50 points (threshold) from the external evaluation will pass to the Selection Committee. The Selection Committee will evaluate portfolio factors for each proposal passing the threshold using the criteria outlined in Annex 3.2. The total weight of the Portfolio Selection process represents 20% of the total scoring that a proposal will receive. If proposals have the same scoring, additional consideration will be given to the level of co-funding.

The Selection Committee can review the pre-selected proposals, make recommendations to improve the proposal and issue a conditional offer. As part of this process, EIT Culture & Creativity may also issue additional conditions / recommendations that will be included in the conditional offer.

Communication of results to applicants

The Lead Applicants of all evaluated project proposals will receive an email notification with the evaluation results, after the portfolio selection process. The email notification will include the ESR of the project proposal, the results on the Portfolio selection evaluation (when applicable) and an evaluation letter.

If the project proposal is pre-selected, the evaluation results may include a set of recommendations / conditions. The communication will set up a defined and non-negotiable deadline to address to recommendations / conditions. Accordingly, the Lead Applicant of a pre-selected proposal under conditions will need to respond and update the proposal according to these recommendations / conditions within this timeframe. If the Lead Applicant fails to comply with the provided recommendations / conditions or does not

respond by the time allocated, the Selection Committee reserves the right to withdraw the conditional notification. In such a case, the next proposal on the portfolio ranking list will be contacted.

If the project proposal is rejected, no more communications to the applicant will be made from EIT Culture & Creativity.

Appeals & Complaint Procedure

Applicants may appeal the process for the selection of their own proposal(s). The only grounds for appeal are process errors, technical problems beyond the control of applicants (e.g. the technical failure of the electronic submission system) and human errors made by EIT Culture & Creativity staff or those acting on behalf of EIT Culture & Creativity. Please note that scores awarded in the course of the evaluation process do not constitute grounds for appeal.

Partners should send their appeals in writing to appeals@eit-culture-creativity.eu as soon as they identify an error, but no later than seven days after the error occurred. EIT Culture & Creativity will assess the claim and deliver a first response. If there are grounds for appeal, EIT Culture & Creativity staff will attempt to remedy the consequences (e.g. if a technical error for which EIT Culture & Creativity is responsible prevented the submission of a proposal, a late submission may still be accepted as eligible).

The EIT Culture & Creativity's Constituting Supervisory Board will be engaged if the applicant does not accept any remedial action to solve the problem, any decision to reject the appeal, or if there are grounds for appeal, but the problem cannot be immediately remedied without disrupting ongoing processes.

Financing and Reporting

Eligible costs, indirect costs and co-funding

EIT Culture & Creativity adheres to the Horizon Europe principles regarding eligible costs, indirect costs and co-funding. To be eligible, costs must be:

- actually incurred by the participant;
- clearly connected to the activity;
- incurred during the project period;
- identifiable, verifiable, and recorded as per participant's usual accounting practices;
- compliant to all applicable national laws and regulations and
- foreseen in the project budgets.

Eligible costs must fall in to one of the following categories:

a) Personnel costs (employees, natural persons under direct contract, seconded persons)

b) Subcontracting costs

c) Purchase Costs (Travel and subsistence, Equipment, Other goods, works and services)

d) Other cost categories (financial support to 3rd parties, internally invoiced goods and services, etc)

e) Indirect costs (25% of the eligible direct costs (categories a-d, except volunteer costs, subcontracting costs, financial support to third parties and exempted specific cost categories, if any).

For more details on eligible costs, please consult Article 6 of the General Model Grant Agreement.

Payment Structure

Following an initial partial prefinancing of activities, EIT Culture & Creativity will transfer funding in instalments with tranches of funding depending on the type of activity and the types of partner(s) involved. Consortia will be expected to report regularly on their projects, and funding will be released once eligible costs have been determined.

The FS mechanism of each selected proposal will be revised and further developed during the activity implementation and an appropriate agreement will be signed with EIT Culture & Creativity before the end of the project.

Monitoring and Reporting

EIT Culture & Creativity will monitor the status (performance, budget, and impact) of all supported projects through a Go / No-Go assessment ("project review"). This assessment enables the KIC to evaluate the risk of underperformance and / or underspending, and to provide support to projects by identifying issues and implementing mitigation measures. Ultimately, this allows EIT Culture & Creativity to reduce the grant or stop projects that are underperforming and redirect resources to other actions.

The frequency of Go / No-Go assessments will vary, depending on the duration of the activity. For example, for activities that are 12 months in duration, one assessment will be made at the mid-point of implementation (known as the "Mid-Term Review").

Before the Go / No-Go assessments, projects will have to submit a progress report, providing an overview of the project's implementation covering outputs, deliverables, KPIs, risks, costs, change requests and communication and dissemination activities.

In addition to the monitoring and reporting requirements mentioned above, the consortium needs to perform the regular annual activity performance and financial reporting at the end of the implementation year.

The supported projects are expected to demonstrate a formal ex-post impact assessment as to how the implementation will contribute to achievement of outcomes within the funding period and at least five years after the end of the activity, to follow the impact of the activity's outputs.

Finally, all granted projects will need to comply with the rules and procedures defined in the Horizon Europe Model Grant Agreement, with special attention to Article 16 (Intellectual Property Rights) and Article 17 (Communication, Dissemination and Visibility).

Annex 1: Financial Sustainability Mechanisms (FSMs)

A range of financial sustainability tools and mechanisms are necessary to support EIT Culture & Creativity partners and financed projects. All applicants are encouraged to propose the mechanism that is best suited to ensure the successful delivery of their funded activity and EIT Culture & Creativity's requirements for financial return. However, the following are some ways in which FSM can be included into funded activities:

1. Revenue Share:

In those funded activities where there is a possibility to generate revenues through the sale of products or services, then a revenue share mechanism can be used. This mechanism can be for the revenues generated in the short term or the long term. Via this mechanism a percentage of revenue, to be agreed with the applicant, is paid to EIT Culture & Creativity. A 'floor' and a 'cap' as well as the duration of the revenue share arrangement can be agreed in advance with the aim to not jeopardize the funded activity. Similarly, a minimum and maximum revenue level generated from the funded activity can be agreed for the revenue sharing mechanism to be triggered. Tuition fees generated from the educational projects is a good example of activities where revenue share can be a good mechanism for financial returns to EIT Culture & Creativity.

2. Services for Equity

In those funded activities where private/commercial entities are involved or are being created and where holding equity shares can be commercially beneficial to EIT Culture & Creativity, 'Services for Equity' mechanism can be used. This mechanism essentially means that in return for services provided (along with the grant), EIT Culture & Creativity will have a right to acquire shares. The detail around equity percentage, strike price, rights, types of shares, contractual and legal mechanism (e.g. SAFE) etc will be outlined and agreed upon on case-to-case basis.

3. IP ownership & exploitation

This refers to operations in which KIC LE is granted licenses to exploit commercially results that are owned by a participant. Such licenses are subject to separate agreements, and shall be granted to KIC LE under fair and reasonable conditions and as a contribution to the KIC LE's financial sustainability.

4. Lump sum success fee

In some cases, it may be possible to agree payment of a lump sum success fee during or at the end of a funded activity. The payment is in recognition of EIT Culture & Creativity's funding contribution to the commercial success of the activity. The amount and timing of payment for success fee will vary from case-to-case basis.

5. Revenue generated through sponsorship

Some projects may be able to generate sponsorship on activities funded by EIT Culture & Creativity. In cases where the activity is, fully, funded by EIT Culture & Creativity and/or partner contribution, then such sponsorship income may be used to contribute to FSM.

Annex 2: KPIs and KPI guidance

Please find below all the Key Performance Indicators for the respective Calls.

				Call 1: Talent Scaler (AP1)	
KPI Type	KPI Code	KPI Title	KPI Definition	Target	Supporting Documents
Mandatory	EITHE07.01	Graduates from EIT-labelled programmes	Sum of graduates from EIT labelled Master's, PhD programmes and other education activities awarded EIT Label in Year N.	A minimum target of 25 students graduating in the first iteration of the programmes is required.	Structured data: • Year of reporting • Identification number • Gender • Country of origin • Country of residence • Education programme/activity • Education programme type • Name of the HEI/education provider • Year of starting the studies under the EIT label • Year of completing the studies under the EIT label No supporting evidence is required.
Optional	EITHE07.2-EITRIS	EIT RIS Graduates from EIT-labelled MSc and PhD programmes	Number of graduates from EIT labelled Master and PhD programmes in year N with citizenship in EIT RIS countries.	There is no minimum required target.	Structured data: • Year of reporting • Identification number • Gender • Country of origin • Country of residence • Education programme/activity • Education programme type • Name of the HEI/education provider • Year of starting the studies under the EIT label

					• Year of completing the studies under the EIT label No supporting evidence is required.
Optional	EITHE09.1	Students enrolled in EIT-labelled programmes	Sum of students enrolled in EIT labelled Master's, EIT labelled PhD programmes, participants in EIT labelled Fellowship schemes and other education activities awarded EIT Label (in year N).	There is no minimum required target.	Structured data: • Year of reporting • Identification number • Gender • Country of origin • Country of residence • Education programme type • Education programme/activity and information whether the activity has been developed as part of the HEI CBI • Name of the HEI / education provider • Year of starting the studies under the EIT label No supporting evidence is required.

			Call 2: Skills Fitter (AP2)		
KPI Type	KPI Code	KPI Title	KPI Definition	Target	Supporting Documents
Mandatory	EITHE07.01	Graduates from EIT-labelled programmes	Sum of graduates from EIT labelled Master's, PhD programmes and other education activities awarded EIT Label in Year N.	A minimum target of 150 graduates after the second year is required.	Structured data: • Year of reporting • Identification number • Gender • Country of origin • Country of residence • Education programme/activity • Education programme type • Name of the HEI/education provider • Year of starting the studies under the EIT label • Year of completing the studies under the EIT label No supporting evidence is required.
Optional	EITHE07.2-EITRIS	EIT RIS Graduates from EIT-labelled MSc and PhD programmes	Number of graduates from EIT labelled Master and PhD programmes in year N with citizenship in EIT RIS countries.	There is no minimum required target.	Structured data: • Year of reporting • Identification number • Gender • Country of origin • Country of residence • Education programme/activity • Education programme type • Name of the HEI/education provider • Year of starting the studies under the EIT label • Year of completing the studies under the EIT label No supporting evidence is required.

Optional	EITHE08.1	Participants in non-labelled education and training	Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants who successfully finished the programme will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	There is no minimum required target.	Structured data: • Year of reporting • Title of course/training/education activity delivered • Type of the programme • Key learning outcomes, competencies and results of the programme • Number of participants enrolled in the reporting year (and breakdown of participants by country of origin) • Number of participants who successfully finished the course in the reporting year • Is the training/education delivered through the HEI CBI? No supporting evidence is required.

			Call 3: Breakthrough Lab (AP3)		
KPI Type	KPI Code	KPI Title	KPI Definition	Target	Supporting Documents
Mandatory	EITHE02.4	Innovations launched on the market (sales revenue ≥ 10K€)	Number of innovations introduced on the market during the activity duration or within 3 years after completion with a sales revenue of at least 10K€ documented. Innovations introduced on the market must be directly linked with the activity (as anticipated in the commercialization strategy) and reported in the year when they reached the first revenue (but not later than three years after completion of the activity). Markets to be defined per country.	A minimum target of one innovation is required.	Structured data: • Year of reporting • Name of the innovation • Type of innovation (e.g. new product, new service) • Market (country) • Country of origin of the company commercializing the innovation • Reference to a specific KIC activity • Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI? • Total revenue from the innovations launched on the market for the reported year in EUR. Supporting evidence: • Description of product or process with specified performance characteristics/ physical parameters/ functionalities demonstrating novelty (new or significant improvement) of the product/process • Declaration demonstrating link with a specific KIC activity (indication of the specific output of KIC activity(ies) and financial proof of the activity investment in the innovation development • Documented proof such as an invoice or an online sales record demonstrating that the purchases totaling to at least 10K€ has been made by a customer.

Optional	EITHE01.1	Intellectual property rights	Number of innovative products, processes and methods & Intellectual Property Rights (IPR) applications resulting from KIC activities	There is no minimum required target.	Structured data: • Year of reporting • Type of intellectual property right: patent; trademark; registered design; utility model; other • Application title • Application reference • Application date • IPR owner • Country of the IPR owner • Does the IPR owner take part in the HEI Capacity Building Initiative (HEI CBI) • IPR status: has the IPR protection been awarded • IPR Award reference if any • Technology Readiness Level • Reference to ACTIVITY/portfolio No supporting evidence is required.

			Call 4: Venture Factory (AP5)		
KPI Type	KPI Code	KPI Title	KPI Definition	Target	Supporting Documents
Mandatory	EITHE03.1 and EITHE03.2-EITRIS (RIS specific, mandatory for strand 2)	Supported start-ups/scale-ups	Number of start-ups and scale-ups supported by KICs for at least 2 months in year N, provided the KIC's services contribute to the company's growth (including potential growth). KIC should justify that the provided services contribute to the company's growth (including potential growth). Examples of such services are mentoring, consultancy on access to finance and markets, product / service marketing, legal advice, internationalization, matchmaking, etc. The services should be provided for a total period of at least two months. Start-ups and scale-ups will be reported by country of registration of the venture.	A minimum target of 5 registered companies supported.	Structured data: • Year of reporting • Company name • Company registration number • Company website • Country of registration • Gender of the CEO/owner • Reference to a specific KIC KAVA • Was the company supported through the HEI CBI? • Was the company supported through the a cross-KIC project? No supporting evidence is required.

Mandatory	EITHE06.1	Investment attracted by KIC-supported start-ups and scale-ups	Total EUR amount of private and public capital attracted within year N by supported start-up/scale-ups (per country) that have received KIC business creation services support of total duration of at least 2 months, within a maximum of 3 years following the last received KIC activity support activity.	An average €50k/company.	Structured data: • Year of reporting • Investment amount • Company name • Company registration number • Country of the company registration • Gender of the CEO • Year in which the last support was received • Was the company supported through the HEI CB Initiative? • Was the company created through a cross-KIC project Supporting evidence: Declaration of a start-up proving the amount, type of investment, source of income by type (public/private) and a link to a specific activity and support received and the year when last support was provided. In case the investment was attracted from public source, it should be specified (e.g. from EU Structural Funds). If possible, links to further evidence (e.g. website) should be included.
Optional	EITHE04.4	Start-ups created	Number of start-ups established in year N as a result / based on the output(s) of activity(ies), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after the completion of the Activity)	Minimum target of 5 companies per programme, if chosen.	Structured data: • Year of reporting • Company name • Company registration number • Company website • Country of the company registration • Gender of the company CEO/owner • Was the company created through the HEI CB Initiative? • Was the company created through a cross-KIC project?

			having financial transactions of at least 10000 EUR for services/products (result of the KIC Activity) sold to customers.		Supporting evidence: - Registration certificate of a start-up established in year N - Description of the start-up and its core business - Document such as an invoice or an online sales record - certifying financial transactions of at least 10 000 EUR for services/products (result of the KIC Activity) sold to a customer.
Optional	EITHE08.1	Participants in non-labelled education and training	Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which	There is no minimum required target.	Structured data: - Year of reporting - Title of course/training/education activity delivered - Type of the programme - Key learning outcomes, competencies and results of the programme - Number of participants enrolled in the reporting year (and breakdown of participants by country of origin) - Number of participants who successfully finished the course in the reporting year - Is the training/education delivered through the HEI CBI? No supporting evidence is required.

			carries out competency assessment method are applicable.		
Optional	EITHE08.2-EITRIS	EIT RIS Participants in (non-degree) education and training	Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery with citizenship in EIT RIS countries. Only participants who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	There is no minimum required target.	Structured data: • Year of reporting • Title of course/training/education activity delivered • Type of the programme • Key learning outcomes, competencies and results of the programme • Number of participants enrolled in the reporting year (and breakdown of participants by country of origin) • Number of participants who successfully finished the course in the reporting year • Is the training/education delivered through the HEI CBI? No supporting evidence is required.

Call 5: Community Catalyser (AP8)					
KPI Type (select only 1 Mandatory)	KPI Code	KPI Title	KPI Definition	Target	Supporting Documents
Mandatory (option A)	EITHEO2.4	Innovations launched on the market (sales revenue ≥ 10K€)	Number of innovations introduced on the market during the activity duration or within 3 years after completion with a sales revenue of at least 10K€ documented. Innovations introduced on the market must be directly linked with the activity (as anticipated in the commercialization strategy) and reported in the year when they reached the first revenue (but not later than three years after completion of the activity). Markets to be defined per country.	A minimum target of one innovation is required, if chosen.	Structured data: • Year of reporting • Name of the innovation • Type of innovation (e.g. new product, new service) • Market (country) • Country of origin of the company commercializing the innovation • Reference to a specific KIC activity • Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI? • Total revenue from the innovations launched on the market for the reported year in EUR. Supporting evidence: • Description of product or process with specified performance characteristics/ physical parameters/ functionalities demonstrating novelty (new or significant improvement) of the product/process. • Declaration demonstrating link with a specific KIC activity (indication of the specific output of KIC activity(ies)) and financial proof of the activity investment in the innovation development. • Documented proof such as an invoice or an online sales record demonstrating that the purchases

					totaling to at least 10K€ has been made by a customer.
Mandatory (option B)	EITHE04.4	Start-ups created (financial transaction ≥ 10K€)	Number of start-ups established in year N as a result / based on the output(s) of activity(ies), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after the completion of ACTIVITY) having financial transactions of at least 10K€ for services/products (result of the KIC ACTIVITY) sold to customers.	A minimum target of one startup is required, if chosen.	Structured data: • Year of reporting • Company name • Company registration number • Company website • Country of the Company registration • Gender of the Company CEO/owner • Company website • Was the Company created through the HEI CB Initiative? • Was the Company created through a cross-KIC project? Supporting evidence: • Registration certificate of a start-up established in year N • Description of the start-up and its core business • Document such as an invoice or an online sales record certifying financial transactions of at least 10 000 EUR for services/products (result of the KIC activity) sold to a customer.
Optional	EITHE08.1	Participants in non-labelled education and training	Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including	There is no minimum required target.	Structured data: • Year of reporting • Title of course/training/education activity delivered • Type of the programme • Key learning outcomes, competencies and results of the programme • Number of participants enrolled in the reporting year (and breakdown of participants by country of origin) • Number of participants who successfully finished the course in the reporting year

			data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.		• Is the training/education delivered through the HEI CBI? No supporting evidence is required.
Optional	EITHE08.2-EITRIS	EIT RIS Participants in (non-degree) education and training	Number of successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery with citizenship in EIT RIS countries. Only participants who successfully finished the programme will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and	There is no minimum required target level.	Structured data: • Year of reporting • Title of course/training/education activity delivered • Type of the programme • Key learning outcomes, competencies and results of the programme • Number of participants enrolled in the reporting year (and breakdown of participants by country of origin) • Number of participants who successfully finished the course in the reporting year • Is the training/education delivered through the HEI CBI? No supporting evidence is required.

Optional	EITCC02	Policy initiatives and territorial strategies with CCSI facilitated by KIC	which carries out competency assessment method are applicable. Number of policy initiatives, defined as any formalized policy activity, e.g. from internal or public working paper of administrations up to public motions in city or regional parliaments (even if not accepted or voted in favour). These policy initiatives must include and synergize at least two different policy areas relevant for CCSI, e.g. business, culture, urban planning, education or innovation support	There is no minimum required target.	Structured data: • Name and short description of the initiative • Lead/ responsible organisations name, website, registration number, country of registration, contact details (e-mail address) • List of names & countries/ regions/ communes of involved organisations • List of further attracted funding programmes & synergies • Reference to KIC activity

Annex 3: Evaluation

Annex 3.1: Evaluation Grids per Call

Call 1: Talent Scaler (AP1)		
CRITERION	MAXIMUM EVALUATION SCORE	TOTAL WEIGHTING
EXCELLENCE		
The elements of the proposal are coherent and logically linked.	5	4%
The proposal addresses a verified unmet need and/or unresolved issue.	5	4%
The education program proposed is innovative both in format and content, and demonstrates a competitive advantage over existing offers in the market.	5	4%
The project clearly addresses diversity issues in the format and content of the education programme proposed.	5	4%
Total evaluation	20	16%
IMPLEMENTATION		
The workplan, KPIs, outputs and deliverables are aligned to the proposal's objectives.	5	5%
The project plan is feasible, with relevant risks and risk mitigation measures identified.	5	2.5%
The proposal's plan for EIT labelling Plan is structured and viable.	5	2.5%
The project identifies management structures to guarantee an effective management of the proposal resources and applicants.	5	5%
The applicants have the right competences and diversity in accordance with the scope of the project and have clearly differentiated roles and responsibilities.	5	2.5%
The involvement of the applicants and the distribution of resources is logical and balanced.	5	2.5%
Total evaluation	30	20%

IMPACT		
The proposal's expected impacts are measurable and clearly defined.	5	4%
The project identifies measures to guarantee a significant 'up-skilling' of students with a strong focus on entrepreneurship.	5	4%
The project identifies measures to reach and attract students from across the EU.	5	4%
The project will represent good value for money for the EIT funding requested.	5	4%
The project defines measures to ensure the durability and transferability of project outcomes and the education programme has the potential to be repeated and scaled.	5	4%
The proposal presents a structured communication, dissemination and outreach plan which guarantees the communication of the project activities to different target audiences (MGA Art.17).	5	4%
Total evaluation	30	24%
STRATEGIC FIT, KNOWLEDGE TRIANGLE AND SUSTAINABILITY		
The project proposal is aligned with EIT Culture & Creativity's overall strategic objectives and goals as well as the specific Call objectives.	5	4%
The project leverages partners from multiple sides of the extended Knowledge Triangle in order to deliver the programme.	5	4%
The project proposal demonstrates a Pan-European dimension beyond the consortium composition in the implementation of activities and in the potential impact of the expected results.	5	4%
The project's results will contribute to the Triple Transition in Europe in the long term	5	4%
The project presents a clear strategy to contribute to the financial sustainability of the KIC.	5	4%
Total evaluation	25	20%

Call 2: Skills Fitter (AP2)		
CRITERION	MAXIMUM EVALUATION SCORE	TOTAL WEIGHTING
EXCELLENCE		
Excellence, experience and strength of the partners.	5	5
Clear identification of need for the programme proposed.	5	5
Excellence of approach and methodology.	5	5
Innovativeness of the envisaged education offering to programme participants, and ability of program to meet an unmet educational need.	5	10
Total evaluation	20	25
IMPLEMENTATION		
Feasibility of the proposed approach and ability of the programme to deliver on the objectives outlined in the Call.	5	10
Approach to reach and engage programme participants from across EU.	5	10
Total evaluation	10	20
IMPACT		
The programme will lead to a significant 'up-skilling' of participants in the programme.	5	10
Relevance and timeliness of deliverables.	5	5
Total evaluation	10	15

STRATEGIC FIT, KNOWLEDGE TRIANGLE AND SUSTAINABILITY		
Alignment with EIT Culture & Creativity's overall strategic objectives and goals as well as the specific Call objectives.	5	10
Approach to long-term financial sustainability of the activity / results of the activity.	5	5
Leverage of the Knowledge Triangle in order to deliver the activity.	5	5
Total evaluation	15	20

Call 3: Breakthrough Lab (AP3)		
CRITERION	MAXIMUM EVALUATION SCORE	TOTAL WEIGHTING
EXCELLENCE		
The aim and the objectives of the project are SMART and clearly related to the expected outcomes and results.	5	4%
The project outcomes and results have been specified in relation to the expected product innovations/service/ solution proposed.	5	4%
The project presents a unique selling proposition to the expected product/service/solution proposed.	5	4%
The project demonstrates its need and relevance for society, target group or market.	5	4%
The project represents a step forward regarding current state-of-the-art innovation.	5	4%
Total evaluation	25	20%
IMPLEMENTATION		
The workplan, KPIs, outputs and deliverables are aligned to the proposal's objectives.	5	4%
The project plan is feasible, with relevant risks and risk mitigation measures identified.	5	3%
The project presents a viable commercialization plan with the appropriate commercialization partner identified.	5	5%
The project identifies management structures to guarantee an effective management of the proposal resources and applicants.	5	3%
The applicants have the right competences and diversity in accordance with the scope of the project and have clearly differentiated roles and responsibilities.	5	5%
Total evaluation	25	20%

IMPACT		
The project's expected impacts are measurable and clearly defined.	5	2.5%
The project will have a significant impact on at least one of the high impact areas identified in the call	5	5%
The innovation (product/service/solution) proposed demonstrates significant impact and market penetration potential.	5	5%
The project will represent good value for money for the EIT funding requested.	5	5%
The project presents a structured communication, dissemination and outreach plan which guarantees the communication of the project activities to different target audiences (MGA Art.17).	5	2.5%
Total evaluation	25	20%
STRATEGIC FIT, KNOWLEDGE TRIANGLE AND SUSTAINABILITY		
The project proposal is aligned with EIT Culture & Creativity's overall strategic objectives and goals as well as the specific Call objectives.	5	4%
The project leverages partners from multiple sides of the extended Knowledge Triangle in order to deliver the activity.	5	4%
The project proposal demonstrates a Pan-European dimension beyond the consortium composition in the implementation of activities and in the potential impact of the expected results.	5	4%
The project's results will contribute to the Triple Transition in Europe	5	4%
The project presents a clear strategy to contribute to the financial sustainability of the KIC.	5	4%
Total evaluation	25	20%

Call 4: Venture Factory (AP5)		
CRITERION	MAXIMUM EVALUATION SCORE	TOTAL WEIGHTING
EXCELLENCE		
The elements of the proposal are coherent and logically linked.	5	4%
The proposed programme's delivery methodology is innovative and of high quality, addressing the key elements outlined in the Call	5	4%
The project presents a clear strategy to support the successful development of new start-up companies.	5	4%
The project demonstrates its need and relevance for the target group(s)	5	4%
The project clearly addresses diversity issues in the format and content of the programme proposed.	5	4%
Total evaluation	25	20%
IMPLEMENTATION		
The workplan, KPIs, outputs and deliverables are aligned to the proposal's objectives.	5	4%
The project plan is feasible, with relevant risks and risk mitigation measures identified.	5	4%
The project presents a viable plan to recruit relevant and sufficient entrepreneurs / startup companies to the programme from throughout EU (*or specifically RIS regions in strand 2*)	5	4%
The project partners have the relevant experience to deliver the proposed programme, are coherently balanced and have clearly differentiated roles and responsibilities. *NB for strand 2, particular attention will be paid to the RIS partners in the proposal.*	5	4%
The programme will address relevant regional market and social challenges	5	4%
Total evaluation	25	20%

IMPACT		
The project expected impacts are measurable and clearly defined.	5	4%
The entrepreneurship/start-up supporting programme proposed demonstrates significant impact and market potential.	5	4%
The project defines measures to ensure the durability and transferability of project outcomes and the project has the potential to be repeated and scaled	5	4%
The programme will represent good value for money for the EIT funding requested.	5	4%
The proposal presents a structured communication, dissemination and outreach plan which guarantees the communication of the project activities to different target audiences (MGA Art.17).	5	4%
Total evaluation	25	20%
STRATEGIC FIT, KNOWLEDGE TRIANGLE AND SUSTAINABILITY		
The project proposal is aligned with EIT Culture & Creativity's overall strategic objectives and goals as well as the specific Call objectives.	5	4%
The project leverages partners from multiple sides of the extended Knowledge Triangle in order to deliver the programme.	5	4%
The project proposal demonstrates a Pan-European dimension beyond the consortium composition in the implementation of activities and in the potential impact of the expected results.	5	4%
The project's results will contribute to the Triple Transition in Europe in the long term	5	4%
The project presents a clear strategy to contribute to the financial sustainability of the KIC.	5	4%
Total evaluation	25	20%

Call 5: Community Catalyser (AP8)		
CRITERION	Maximum evaluator score	Total weighting
EXCELLENCE		
Excellence, experience and strength of the partners.	5	10
Clear identification of needs the activity will address.	5	5
Quality and uniqueness of the project's approach and methodology.	5	10
Total evaluation	15	25
IMPLEMENTATION		
Feasibility of the proposed approach.	5	10
Ability of the programme to deliver on the objectives outlined in the Call.	5	5
Approach to engage civil society and reach the target groups.	5	5
Total evaluation	15	20
IMPACT		
Potential to lead to increased engagement of consumers / users / participants generating social value (tangible & intangible).	5	10
Relevance and timeliness of deliverables.	5	5
Total evaluation	10	15

STRATEGIC FIT, KNOWLEDGE TRIANGLE AND SUSTAINABILITY		
Alignment with EIT Culture & Creativity's overall strategic objectives and goals as well as the specific Call objectives.	5	10
Approach to long-term financial sustainability of the activity / results of the activity.	5	5
Leverage of the Knowledge Triangle in order to deliver the activity.	5	5
Total evaluation	15	20

Annex 3.2: Portfolio Selection

Assessment factor	Description of the assessment	Scoring methodology (examples)	Max score
BUSINESS INTELLIGENCE	Issues and concerns expressed by the expert evaluators or by the selection committee members within the following aspects: - Duplication of topic, proposal or activity either within the KIC or outside - Relevance of the partnership to EIT Culture & Creativity at strategic level - Novelty of the project proposal	**5**: no issues **4**: 1-2 minor issues **3**: more than 3 minor issues **2**: 1 serious issue **1**: 2-3 serious issues **0**: more than 4 serious issues	5 points
KPIs	Number of additional optional and/or mandatory KPIs included at the proposal beyond the minimum KPIs and targets established by the Call Manual.	**3**: Significant increase in the number targeted for mandatory KPIs. Inclusion of appropriate RIS KPIs where relevant **2**: Several optional KIC KPIs and / or moderate increase in the number targeted for mandatory KPIs. Inclusion of appropriate RIS KPIs where relevant **1**: one additional optional KIC-specific KPI. Inclusion of appropriate RIS KPIs where relevant **0**: only mandatory KPIs	3 points
PORTFOLIO FIT	Alignment of the proposal with the Strategic Objective's (SO's) overall goals and strategies. Complementarity with other proposals in terms of content, objectives, geographical spread etc within the SO and with other activities being included in the business plan.	**10**: Complementarity with multiple other proposals within the SO and with other activities to be included in the KIC's business plan. Fully in line with the SO's goals **8**: Complementarity with multiple other proposals within the SO and with other activities to be included in the KIC's business plan. Good alignment with SO's goals **6**: Complementarity with multiple activities within the Strategic Objective, or with more than one other KIC activity. Good alignment with SO's goals	10 points

		4: Alignment with one other proposal within the Strategic Objective or with one other activity, but limited complementarity with the SO's goals	
		2: No complementarity with any other proposal or activity, but alignment with the Strategic Objective's goals	
		0: No complementarity with any other proposal or activity, and no complementarity with the Strategic Objective's goals	
CO-FUNDING	Co-funding provided by the consortium to the activity <u>over and above</u> that which is required in the call text.	**2**: significant extra co-funding **1**: Moderate additional co-funding (e.g. for call #3, 40% total co-funding, i.e. 30% required co-funding plus an additional 10%) **0**: No additional co-funding	2 points

Annex 4: General rules for beneficiaries, affiliated entities and other participants

This following table summarises some general rules for Beneficiaries, Affiliated Entities and other participants with respect to Conflict of Interests, Confidentiality and security, Ethics and Values, Data Protection and Intellectual Property Rights (IPR).

Conflict of Interests	The beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflict of interests'). They must formally notify the granting authority without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.
Confidentiality and security	The parties must keep confidential any data, documents, or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action and for at least until the time-limit set out. The beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they: (a) need to know it in order to implement the Agreement and (b) are bound by an obligation of confidentiality. The granting authority may disclose sensitive information to its staff and to other EU institutions and bodies. It may moreover disclose sensitive information to third parties, if: (a) this is necessary to implement the Agreement or safeguard the EU financial interests and (b) the recipients of the information are bound by an obligation of confidentiality.
Ethics and Values	Ethics: The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles. Values: The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).
Data Protection	The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/6794*). They must ensure that personal data is: - processed lawfully, fairly and in a transparent manner in relation to the data subjects

	- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes - adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed accurate and, where necessary, kept up to date - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and - processed in a manner that ensures appropriate security of the data. ** 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, and repealing Directive 95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1)*
Intellectual Property Rights (IPR)	<u>Ownership of results:</u> The granting authority does not obtain ownership of the results produced under the action. 'Results' means any tangible or intangible effect of the action, such as data, knowhow, or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.