

EXPRESSION OF INTEREST
FOR EXPERIENCED SPEAKERS, TUTORS AND
FACILITATORS IN EDUCATION
FOR THE EIT'S CULTURE AND CREATIVITY
CONTINUING PROFESSIONAL DEVELOPMENT (CPD)
EXPERT'S POOL





Eol for Speakers, Tutors and Facilitators for CPD courses

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Introduction

The EIT Culture & Creativity (EIT CC) is announcing this Expression of Interest for experienced speakers, tutors, and facilitators to join our inaugural EIT Culture & Creativity Academy course. To advance entrepreneurship, competitiveness and excellence in Europe's Cultural & Creative Sectors & Industries (CCSI), we are seeking individuals with extensive expertise to support our educational and training initiatives. This Expression of Interest presents an opportunity for seasoned professionals to actively participate in shaping the future of entrepreneurship education and training within our diverse portfolio. We encourage all interested candidates to apply and become integral members of our dynamic European community.



1. EIT Culture & Creativity – background information

EIT Culture & Creativity is EIT's 9th Knowledge and Innovation Community. It was created for the Cultural and Creative Sector and Industries to address the global challenges Europe faces.

Our vision for the EIT Culture & Creativity (EIT CC) is to improve the competitiveness and resilience of the Cultural and Creative Sectors and Industries (CCSI) by fundamentally changing our collective understanding of entrepreneurship. We support the ecosystem of CCSI to convert short term initiatives into long term **partnerships with purpose**.

Six regional hubs (Co-Location Centres) are gateways for local and regional innovators to access European innovation opportunities. In this way, CCSI can contribute meaningfully to European environmental, digital and social transitions and become game changers for responsible growth and a resilient future.

Our mission is to foster interdisciplinary and cross-sector collaborations and facilitate new opportunities across Europe for all CCSI players in the Extended Knowledge Triangle – education, research, innovation, business/cultural institutions and NGOs. EIT CC works for small, medium and large organisations, commercial and non-profit alike, for single creators and international, interdisciplinary networks across all 15 sectors of CCSI.

Co-funded for up to 15 years by the EIT, we facilitate partnerships beyond traditional funding cycles. Promoting a new understanding of entrepreneurship, we nurture breakthroughs in innovation, bridge gaps towards implementation and turn innovation by cultural and creative players into societal impact.

EIT CC enables stakeholders in the CCSI to launch innovative higher education and lifelong learning training offers, as well as innovative products and services, especially in architecture, audio-visual media, cultural heritage, fashion, and gaming. Through support and co-financing programmes, tailored to market needs and societal challenges, we support organisations to better access private financing, to adopt emerging technologies and new business models, and to scale globally. We also incubate start-ups and support legacy companies when spinning off innovations into new companies. Education, research and business activities are embedded in frameworks and regulations, which is why EIT CC helps cities and regions to be innovative in relation to frameworks and regulations for the growth of CCSI.

EIT CC is not just another project funding body. We co-finance long term **partnerships with purpose** with a return on investment to create **innovation with impact**. To this end, we will also become a holding company for top European CCSI organisations, thereby strengthening the global competitiveness of European culture and creativity.

Our ultimate goal is to create a vibrant pan-European ecosystem that celebrates diversity, fosters creativity, and drives positive change, empowering cities and citizens to shape the future of culture and creativity. We aim to deliver impactful innovations that enrich lives, stimulate economic growth, and inspire positive social change. We have identified five priority areas to drive innovation and make a significant impact in the CCSI. To achieve this goal, we have identified five priority areas where we aim to drive innovation and make a significant impact in the cultural and creative sectors:



1.1. Impact Goals per Sector

Sector	Qualitative Impact Goal	Quantitative Impact Goal by 2030
Fashion	Increase circularity of the sector	2.50% increase of fashion companies in Europe producing 5% of their collections per year according to EU circularity standards and practices.
Architecture	Increase circularity of the sector while strengthening the social dimension	2.00% increase of EU architectural sites, interventions, and buildings maintained, renovated, or rebuilt making use of innovative technologies; 1.25% increase of EU architects applying circular and fair practices in alignment with the Monitoring, Evaluation and Learning Framework of the NetZeroCities mission and the New European Bauhaus.
Cultural Heritage	Strengthen EU’s social cohesion while preserving cultural heritage	5% increase of social cohesion (measured as defined by the United Nations Economic Commission for Europe) experienced by visitors, participants, and stakeholders to EU cultural heritage institutions and practices; 1.25% increase of EU cultural heritage sites, institutions, and artifacts preserved or adapted to climate changes.
Audio-visual Media	Elaborate and implement responsible and trustworthy principles and technologies	2.00% increase of products and services based on responsible and trustworthy technologies by AVM companies in EU.
Gaming	SMEs with adopted disruptive technologies and trends with focus on digital ethics	1.25% increase of EU SMEs in the gaming sector that adopt disruptive trends and technology such as AI, no-code platforms, third-party payment systems, user-generated content, and digital ethics.

2. Strategic Agenda 2024-2027 of the EIT Culture & Creativity

As part of our forward-looking strategy, EIT Culture & Creativity (EIT CC) is committed to fostering innovation and excellence in the Cultural and Creative Sectors and Industries (CCSI). Our strategic agenda for 2024-2027 includes the development of educational and training programmes that aim to build the skills and knowledge necessary for driving the CCSI forward. Central to this strategy is the EIT Culture & Creativity Academy, which will deliver cutting-edge entrepreneurship education and training to ensure participants are well-equipped to navigate and succeed in the evolving landscape of the CCSI.

A key component of this strategy is our Continuing Professional Development (CPD) courses. These courses are designed to provide ongoing education and training to professionals within the CCSI, ensuring they remain at the forefront of industry developments. Our targets for the period include registering approximately 3,780 students in EIT-Labelled CPD courses and 18,750 students in non-EIT-Labelled CPD courses.



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This emphasis on CPD courses reflects our commitment to lifelong learning and professional development within the CCSI. By providing high-quality, relevant training, we aim to enhance the skills and competencies of individuals, thereby contributing to the overall growth and resilience of the sector.

3. Developing Expertise for the Cultural and Creative Sectors

EIT Culture & Creativity's educational and training programmes are designed to support professionals, entrepreneurs, and organizations within the Cultural and Creative Sectors and Industries (CCSI). These programmes focus on fostering growth, innovation, and sustainable development by providing a comprehensive and structured curriculum that addresses the unique needs of the CCSI.

Our industry emphasis is on the five strategic areas of EIT Culture & Creativity: Fashion, Architecture, Cultural Heritage, Audiovisual Media, and Gaming. Additionally, we highlight technology-related innovations and transitions that reduce the environmental impact of CCSI, alongside a strong focus on growth orientation, market fit, and financial sustainability.

3.1. Continuing Professional Development (CPD) Courses

The CPD courses are intended to introduce participants to the EIT Culture & Creativity (EIT CC) and provide a context for its activities and ambitions. These courses offer a deeper understanding of the EIT ecosystem and its nine KICs, the distinct contribution and purpose of EIT CC, and the interaction of its three pillars (education, business development, innovation). The courses also explore the potential and scope of EIT CC's five priority areas (Architecture, Audiovisual Media, Cultural Heritage, Fashion & Textiles, Gaming) and cover the logistics and practicalities of applying to calls for funding, modeling credible financial sustainability, and applying for the EIT Label in awarded education/training projects. Synergies with Creative Skills Week and Pact for Skills will be explored.

Course graduates will have acquired valuable insights into the context and aims of the EIT CC in Education and Continuous Professional Development (CPD) and equivalent programmes in Business Creation and Innovation.

3.1.1. Courses general profile¹

3.1.1.1. Courses general structure

The Continuing Professional Development (CPD) courses are structured to provide a comprehensive and interactive learning experience. Each session is designed to maximize participant engagement and knowledge acquisition through the following components:

1. **Keynote Presentation (15 minutes):**

¹ Note: The structure and content of the courses are subject to change based on the evolving needs and priorities of the organization. The described course structure serves as a general guideline and may be expanded or modified to better serve the participants and objectives of EIT Culture & Creativity.



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- Delivered by industry experts, this segment provides in-depth knowledge on specific topics related to the Cultural and Creative Sectors and Industries (CCSI). The keynote sets the stage for the session by introducing key concepts, trends, and challenges relevant to the day's topic.

2. Panel Response (15 minutes):

- Following the keynote, a panel of experts and practitioners will discuss the presented ideas, offering diverse perspectives and insights. This segment encourages a deeper exploration of the keynote's themes and allows for critical reflection and dialogue among panel members.

3. Question & Answer (Q&A) Session (15 minutes):

- The final segment of each session is dedicated to participant interaction. Attendees are invited to ask questions and engage directly with the speakers and panel members, facilitating a dynamic exchange of ideas and clarifications on the topic.

3.1.1.2. Key Topics

The CPD courses cover a range of key topics that are key for understanding and engaging with the EIT Culture & Creativity (EIT CC) and its initiatives. These topics include:

Key Topic	Description
Understanding the EIT Ecosystem and EIT CC	An overview of the EIT's Knowledge and Innovation Communities (KICs), with a focus on the role and contributions of EIT Culture & Creativity.
Education and Lifelong Learning for CCSI	Exploring strategies and approaches for education and continuous professional development within the Cultural and Creative Sectors and Industries.
Business Development and Innovation Strategies	Insights into effective business development practices and innovation strategies tailored to the needs of the CCSI.
Sector-Specific Insights	In-depth analysis of the five priority areas of EIT CC: Architecture, Audiovisual Media, Cultural Heritage, Fashion & Textiles, and Gaming.
Applying to EIT CC Scheduled Calls	Practical guidance on how to apply for funding opportunities through EIT CC's scheduled calls, including understanding the criteria and process.
Financial Sustainability and EIT Label Application	Exploring models for financial sustainability and the process of applying for the prestigious EIT Label in awarded education/training projects.

3.1.1.3. Course Duration

The CPD courses are designed to be flexible and adaptable, running over a series of weekly sessions. Each session lasts 45 minutes, broken down into the three segments outlined above. The total duration of the course spans 13 weeks, excluding holidays, and comprises approx. 13 sessions in total.

The total course duration is approximately 9.75 hours of instructional time, offering participants a comprehensive yet manageable educational experience that fits into their professional schedules.

Note: The structure and content of the courses may be adjusted based on the needs and priorities of EIT Culture & Creativity.



4. Objective of the Expression of Interest

The objective of this Expression of Interest is to establish a pool of experienced speakers, tutors, and facilitators to provide expertise and insight for the EIT Culture & Creativity Academy's educational and training programmes. These experts will play a crucial role in our CPD courses and other educational initiatives by:

- **Delivering High-Quality Educational Content:** Providing in-depth knowledge and practical insights through lectures, workshops, and panel discussions, ensuring participants gain a comprehensive understanding of key topics within the CCSI.
- **Facilitating Skill Development and Professional Growth:** Assisting participants in developing essential skills for entrepreneurship, innovation, and business development within the cultural and creative sectors.
- **Enhancing Participant Engagement:** Creating interactive and engaging learning environments that encourage active participation, collaboration, and knowledge exchange among participants.
- **Supporting Application Processes:** Guiding participants through the logistics and practicalities of applying to EIT CC calls for funding, modeling credible financial sustainability, and applying for the EIT Label in awarded education/training projects.
- **Promoting Synergies and Collaborations:** Exploring synergies with initiatives such as Creative Skills Week and PactforSkills, and fostering interdisciplinary and cross-sector collaborations within the EIT CC ecosystem.

4.1. Scope of experts involved

4.1.1. Expertise and Background Required

The EIT Culture & Creativity (EIT CC) Academy seeks to build a diverse pool of speakers, tutors, and facilitators who possess deep insights and extensive experience in the Cultural and Creative Sectors and Industries (CCSI). These experts will contribute to our goal of fostering professional development, innovation, and entrepreneurship within the CCSI.

General Fields of Expertise

Applicants must demonstrate expertise in all of the following fields:

- **EIT Ecosystem:** Understanding of the EIT ecosystem, including the role of its nine Knowledge and Innovation Communities (KICs).
- **EIT Culture & Creativity (EIT CC):** Knowledge of EIT CC's mission, vision, and strategic priorities.
- **Education & Lifelong Learning for CCSI:** Experience in designing and delivering educational programmes and lifelong learning initiatives for the cultural and creative sectors.

Specialized topics of expertise

In addition to the mandatory general fields, applicants must demonstrate expertise in at least three of the following specialized topics. These areas provide depth and breadth to our training and mentorship offerings:

1. **Architecture:** Expertise in architectural innovation and sustainable practices.



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2. **Audiovisual Media:** Knowledge of trends, technologies, and business models in the audiovisual media sector.
3. **Cultural Heritage:** Experience in the preservation, management, and innovative use of cultural heritage.
4. **Fashion & Textiles:** Understanding of sustainable practices and business models in the fashion and textiles industry.
5. **Gaming:** Expertise in game design, development, and industry trends.
6. **Applying to EIT CC Scheduled Calls:** Practical experience with the application processes for EIT CC funding opportunities, including understanding the criteria and requirements for successful submissions.
7. **Financial Sustainability:** Knowledge of financial sustainability models, including how to calculate and achieve financial stability for projects and organizations within the CCSI.
8. **EIT Label:** Understanding of the EIT Label application process and timeline, including the criteria for achieving this prestigious certification.
9. **Experience-Sharing in Creative Industries:** Practical case studies and experiences in one or more creative industries' business environments within the strategic areas of intervention – Architecture, Audiovisual Media, Cultural Heritage, Fashion, and Gaming.
10. **Creative Entrepreneurial Mindset:** Experience in fostering a creative entrepreneurial mindset, self-management, and well-being.
11. **Digital Solutions:** Expertise in deep tech, AI, AR, VR, and other digital solutions relevant to the CCSI.
12. **Green Solutions and Sustainable Business Models:** Knowledge in sustainable consumption, ecological, cultural, financial, and social sustainability practices.
13. **Pitch Training:** Expertise in preparing and delivering effective pitches to investors and stakeholders.
14. **Growth Strategies:** Experience in developing and implementing growth strategies for businesses within the CCSI.
15. **Interdisciplinary Innovation:** Skills in developing cross-industry solutions and business models that leverage interdisciplinary approaches to innovation.
16. **Other Relevant Expertise:** Any additional expertise that can contribute to the growth and development of professionals and organizations within the CCSI.

4.2. The role of the speaker

4.2.1. Eligibility Criteria

Applicants for the role of speakers are required to comply with the following criteria to be included in the pool of experts:

- A minimum of 4 professional speaking engagements within the last 2 years at conferences or events within the Cultural and Creative Sectors and Industries (CCSI).



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- At least 4 years of professional experience within the CCSI, such as founding a company, serving as a university teacher, or working in a relevant field.
- Proven experience in at least two of the mandatory fields and three of the specialized fields identified in section 4.1.1.
- Proficiency in English (written and verbal).

4.2.2. Main Responsibilities

1. Preparation:

- Speakers will receive relevant background documents, including all programme-related materials and guidelines.
- Attend an online briefing with EIT C&C to ensure alignment with the session's goals and audience expectations.

2. Presentation Delivery:

- Develop and deliver a 15-minute presentation that introduces innovative perspectives on key topics.
- Engage the audience with thought-provoking content and encourage at least 15 minutes of interactive discussion.

3. Follow-Up:

- Provide a summary of the presentation and key discussion points for distribution and publication on the EIT CC website.
- Participate in feedback sessions with the EIT C&C team to review session outcomes and suggest improvements.

4.3. The role of the tutor

4.3.1. Eligibility Criteria

- An advanced university degree attested by a diploma.
- A minimum of 8 years of professional experience in business development, training, or mentorship within the CCSI.
- Proven experience in at least two of the mandatory fields and three of the specialized fields identified in section 4.1.1.
- Proficiency in English (written and verbal).

4.3.2. Main Responsibilities



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1. Preparation:

- Tutors will receive relevant course materials and guidelines, including participant profiles and session objectives.
- Attend an online briefing with EIT C&C to discuss the session content and expectations.

2. Training Delivery:

- Lead workshops or training sessions, typically lasting 2-4 hours, tailored to the needs of the participants.
- Facilitate interactive discussions, answer questions, and provide practical insights during sessions.

3. Follow-Up and Evaluation:

- Gather participant feedback to assess the effectiveness of the training.
- Submit a report summarizing key takeaways and recommendations for future sessions.
- Participate in periodic review meetings with the EIT C&C team.

4.4. The role of the facilitator

4.4.1. Eligibility Criteria

- A minimum of 5 years of professional experience in facilitating educational programmes, workshops, or group discussions within the CCSI or a related field.
- Experience in moderating panels, leading group activities, and ensuring productive interactions in a learning environment.
- Proficiency in English (written and verbal).

4.4.2. Main Responsibilities

1. Session Coordination:

- Facilitate the flow of each session, ensuring that discussions remain focused and productive.
- Moderate panels and group activities, encouraging participation and ensuring that learning objectives are met.

2. Participant Engagement:

- Guide participants through the session content, addressing questions and ensuring that all voices are heard.
- Provide support to both speakers and participants to maintain an engaging and collaborative environment.

3. Documentation and Reporting:

- Document key points and outcomes from each session.
- Prepare a summary report for the EIT C&C team, highlighting successes and areas for improvement.
- Participate in feedback and debrief sessions with the EIT C&C team to enhance future programme delivery.

1.1. How to become a registered speaker, tutor and facilitator

Fill in and submit the following online form:

- [Expression of interest – Speaker, Tutor and/or Facilitator](#)

4.4.3. Admissibility and eligibility check

After the deadline all applications received will be checked against the following admissibility and eligibility criteria:



For Speakers

Criteria	Details
Admissibility Criteria	
Submission of Application	Complete and accurate application form submitted in English and according to the requirements established in this document
Eligibility Criteria	
Professional experience	<ul style="list-style-type: none">• A minimum of 4 professional speaking engagements within the last 2 years at conferences or events within the Cultural and Creative Sectors and Industries (CCSI).• At least 4 years of professional experience within the CCSI, such as founding a company, serving as a university teacher, or working in a relevant field.
Mandatory and Specialized areas experience	Proven experience in at least two of the mandatory fields and three of the specialized fields identified in section 4.1.1.
Language Skills	Fluency in English (both written and verbal)

For Tutors

Criteria	Details
Admissibility Criteria	
Submission of Application	Complete and accurate application form submitted in English and according to the requirements established in this document
Eligibility Criteria	
Education	Advanced university degree attested by a diploma
Professional experience	Minimum of 8 years of professional experience in business development, training, or mentorship within the Cultural and Creative Sectors and Industries (CCSI).
Mandatory and Specialized areas experience	Proven experience in at least two of the mandatory areas and three of the specialized areas identified in section 4.1.1.
Language Skills	Fluency in English (both written and verbal)

For Facilitators

Criteria	Details
Admissibility Criteria	
Submission of Application	Complete and accurate application form submitted in English and according to the requirements established in this document
Eligibility Criteria	
Education	Advanced university degree attested by a diploma
Professional experience	<ul style="list-style-type: none">• A minimum of 5 years of professional experience in facilitating educational programmes, workshops, or group discussions within the CCSI or a related field.• Experience in moderating panels, leading group activities, and ensuring productive interactions in a learning environment.
Language Skills	Fluency in English (both written and verbal)

All applicants passing the admissibility and eligibility check will be included in the Expert Pool database.



4.4.4. Registration and Assignment Process

The registration will be valid for 36 months from the date of acceptance.

Please note that registration alone does not guarantee selection for an assignment. However, full registration is mandatory to be eligible for future selections. If you are selected for a specific assignment, EIT Culture & Creativity staff will contact you to confirm your suitability and availability.

Prior to any work assignment, Trainers and Mentors will be issued guidelines covering a description of the tasks, duration, location (remote/physical), remuneration rates, and reimbursement/payment methods. These guidelines will also include the Code of Conduct and the Conflict of Interest form, which must be reviewed and signed for each assignment.

Personal data will be processed in accordance with Regulation No. 2018/1725.

4.5. Payment for Participation

4.5.1. Speakers

Speakers will be compensated for their contributions to the EIT Culture & Creativity (EIT CC) Academy courses as follows:

- **45-Minute Session:**
 - €500.00 (excluding VAT) will be paid for each 45-minute session. This includes the preparation, delivery of the online lecture, participation in the panel discussion, Q&A with participants, and any necessary follow-up and feedback activities.

4.5.2. Tutors

Tutors will be compensated for their role in delivering educational content and guiding participants through the course materials:

- **45-Minute Session:**
 - €500.00 (excluding VAT) will be paid for each 45-minute session, covering preparation, delivery, participant engagement, and any follow-up required.

4.5.3. Facilitators



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Facilitators will be responsible for moderating the sessions, ensuring productive discussions, and maintaining the overall structure of the course. Compensation is structured as follows:

- **45-Minute Facilitation Session:**
 - €300.00 (excluding VAT) will be paid for each 45-minute session. This fee covers preparation, session moderation, participant engagement, and submission of a session summary report.

4.5.4. Payment Terms

EIT Culture & Creativity (EIT C&C) shall pay the Trainer or Mentor for their work, or part(s) thereof, within thirty (30) calendar days from the date of invoice acceptance. Invoices shall be paid electronically by EIT C&C to the banking institution/account number provided by the Trainer or Mentor.

EIT C&C reserves the right to refuse to provide financial contribution in case of non-performance or poor performance of the work and/or breach of any substantial obligations, including the obligation of confidentiality, and the no conflict of interest declaration. EIT C&C reserves the right to refuse to contribute for any report or other deliverable required by the appointment letter that is submitted beyond the date specified in the appointment letter. EIT C&C reserves the right to recover any payment made to a Trainer or Mentor who has breached the obligations arising from the declarations of confidentiality and no conflict of interest.

In the case of an on-site session, travel and other expenses are agreed separately in advance and will be reimbursed according to the terms specified in the agreement.

4.6. Award criteria

Candidates will be selected based on their CVs and online application forms submitted to the EIT CC. Applications will be reviewed in two rounds with the following cut-off dates: **the first cut-off date is 30th September 2024**, and the **second cut-off date is 30th November 2024**.

The earlier candidates apply, the greater their chances of being considered for participation in upcoming evaluation and selection processes. Selected candidates will be informed by October 2024 for the first cut-off and by December 2024 for the second cut-off, regarding their inclusion in the roster of experts. EIT C&C values diversity and welcomes applications from all suitably qualified candidates regardless of age, gender, race, disability, sexual orientation, religion, or ethnic background.

A declaration of impartiality and confidentiality will be issued for its signature at the same time to be signed with the service agreement.

EIT CC will assess candidate's profiles based on the following Application Form/s provided.

In the Application Form, candidate experts are requested to provide evidence of their skills, competences, and knowledge by providing concrete examples of previous relevant experiences.

In the event that an applicant is selected to be included in the pool of mentors and trainers for EIT C&C, it is important to clarify that such selection does not constitute employment with EIT C&C. Rather, the applicant becomes a potential external provider for the Knowledge and Innovation Community (KIC). Therefore, any public disclosure of affiliation



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with EIT C&C in media, professional circles, or social networks should reflect this status accordingly. It is essential to reiterate that external experts engaged by EIT C&C are not considered employees of the organization.

4.7. Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT Culture & Creativity GmbH or its subsidiaries. The said processing will allow us to manage the recruitment of the expressions of interest, selection of framework expert evaluators and rapporteurs, and more specifically:

- to enable you to submit your application and cv to apply for a specific call,
- to match your details with the potential assignments related with a specific call and to eventually contact you
- to retain your details and notify you about future opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.
- You can exercise your data protection rights, writing to [hiring@eit-culture-creativity.eu](mailto: hiring@eit-culture-creativity.eu)

You may find further information in the full GDPR Compliance privacy note for applicants available here: [GDPR Compliant Privacy Notice](#)