

EXPRESSION OF INTEREST FOR EXPERT EVALUATORS,
RAPPORTEURS, AND OBSERVERS FOR THE EIT'S
CULTURE AND CREATIVITY EXPERTS POOL
FOR CALL EVALUATIONS 2024-2025





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Introduction

The EIT Culture & Creativity (EIT C&C) is announcing this Expression of Interest for expert evaluators, rapporteurs, and observers to join our network. To advance entrepreneurship, competitiveness and excellence in Europe's Cultural & Creative Sectors & Industries (CCSI), we are seeking individuals with extensive expertise to support our initiatives. This Expression of Interest presents an opportunity for seasoned professionals to actively participate in the evaluation of future calls for proposals and monitoring of selected projects 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 and Creativity is the Institutional Partnership of the European Union dedicated to unlocking the innovation potential, strengthening entrepreneurship, and scaling international growth of the Cultural & Creative Sectors and Industries (CCSI). Our mission is to accelerate competitive and resilient entrepreneurship and build the first and only European community of innovators for the Cultural and Creative Sectors and Industries.

We foster collaborations across education, innovation, business, and cultural institutions, including small and large organizations, commercial and non-profit entities, individual creators, and international organizations. Funded by the European Institute of Innovation and Technology (EIT) for up to 15 years, we aim to empower innovation breakthroughs and bridge gaps towards implementation.

To launch innovative products and services, particularly in architecture, media, cultural heritage, fashion, and games, we support organizations in accessing private financing, adopting emerging technologies, and scaling globally. As a transformative investment partnership, we are developing a holding company for top CCSI organizations in Europe, strengthening the European culture and creativity sector in global competition.

Our goal is to generate a cumulative equity valuation of €17 million by 2027, holding shares in 35 to 45 companies. EIT Culture & Creativity provides equity in exchange for grants and innovation support services. Our programme for SMEs and scale-ups aims to turn project grants into ongoing entrepreneurial activities, accompanied by financial sustainability mechanisms to generate income beyond the grant period.

EIT Culture & Creativity programmes are designed to overcome the implementation gap (the so-called “valley of death”) that many, if not most, EU-funded projects encounter. By design of the EIT and European Commission, EIT CC offers to supplement other EU funding projects.

EIT Culture & Creativity programmes are designed to overcome the implementation gap commonly faced by EU-funded projects. We supplement other EU funding projects to support long-term activities and income generation from initial grant seed funding. At EIT Culture & Creativity, we prioritize the integration of education, research, and business to nurture entrepreneurial talent and unlock the full potential of the cultural and creative sectors. Through our network of Co-Location Centres (CLCs) and strategic partnerships with universities, research institutes, and industry leaders, we empower individuals and organizations to innovate and thrive in the rapidly evolving cultural landscape.

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:

**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. Scope of experts involved

2.1. Notification

The objective of this Expression of Interest is to establish a new pool of evaluators, rapporteurs, and external observers with an in-depth understanding of entrepreneurship and financial sustainability aligned with the EIT Strategic Agenda 2024-2027 and its corresponding Business Plan 2024-2025.

We would like to invite expert evaluators, rapporteurs and external observers who are researchers, consultants as well as artists or entrepreneurs or from any other profession as long as they fulfil the award criteria below.

Note: Applicants who participated in the previous Expression of Interest for experts in 2023 are required to reapply in this Expression of Interest, as it aims to refresh the pool of experts to align with the current requirements of expert profiles.

2.2. The role of expert evaluators



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EIT Culture & Creativity will select appropriate external expert evaluators to participate in the evaluation and selection process of the project and programme proposals received from the calls. The topics of proposals to be evaluated cover the following Thematic Areas: Education, Innovation, Business Creation, Transformation Initiatives, and RIS (Regional Innovation Scheme).

2.2.1. Eligibility Criteria

Applicants for the role of Expert Evaluators are required to comply with the following criteria to be included in the pool of experts.

- An advanced university degree attested by a diploma
- Minimum of 10 years of professional experience in academia, research and/or business
- Participation in evaluation of EU-funded programmes, preferably Horizon2020 and/or Horizon Europe
- Proven experience in at least one of the thematic areas and priority topics identified in section 2.2.3
- Fluency in English (written and verbal)

2.2.2. Main responsibilities

1. Preparation:

- Expert evaluators will receive relevant background documents, including all call-related documents and guidelines.
- Expert evaluators are invited to attend an online briefing with EIT C&C to ensure they are fully informed about the process and expectations, especially on checking commercialization and financial sustainability soundness and potential of applications

2. Evaluation Process:

- Proposals declared eligible and admissible will be evaluated by the expert evaluators based on predetermined evaluation criteria.
- Each expert evaluator will be assigned a defined number of proposals.
- Expert evaluators will prepare an Individual Evaluation Report (IER) for each proposal where:
 1. Each evaluation criteria (and each related question) must be scored, justified, and accompanied by a clear qualitative statement in English.
 2. No score will be accepted without adequate explanatory justification. If applicable, suggested recommendations/conditions should be included.

3. Consensus Meetings:

- When applicable, expert evaluators are expected to actively participate in consensus meetings, which can be remote (online) or on-site.
- During these meetings, evaluators will discuss their evaluation opinions and subsequent scoring with other evaluators, chaired by a rapporteur.
- In the consensus meetings the evaluators provide comments, react to comments of other evaluators, and substantiate their statements with sufficient details for better discussion based on the proposal.



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This structured approach ensures a thorough and transparent evaluation process, maintaining high standards and integrity throughout.

2.2.3. Expertise and background required by area

2.2.3.1. Business Creation

Applicants should have proven prior experience as entrepreneur or investor in any sector and fields. Additionally, they must meet at least two of the following requirements:

- Incubation, acceleration, and scaling support for European ventures from the CCSI
- Early-stage investments in European ventures from the CCSI
- Public funding instruments for European ventures from the CCSI
- Knowledge of start-up ecosystems and network with key stakeholders, such as venture builders, incubators, accelerators, corporates, science parks and universities, as well as organisations with the focus on the CCSI

Demonstrable background – professional and academic - in at least 1 of the following knowledge fields: Architecture, Audio-Visual Media, Cultural Heritage, Fashion, Gaming, Financial business management and public and private capital investments

2.2.3.2. Innovation

Applicants should have prior experience in an innovation or research department (private or public organisation) and/or be entrepreneurs who have successfully launched their own product or service on the market. Additionally, they must meet at least two of the following requirements:

- Research and Innovation management in European projects from the CCSI
- Expertise in innovation management principles specific to the cultural and creative industries.
- Ability to evaluate projects integrating multiple disciplines such as technology, design, business, and cultural heritage.
- Entrepreneurial mindset for assessing commercial potential and scalability of innovation projects.
- Strong communication skills for articulating evaluation findings and engaging with diverse stakeholders.

Demonstrable background – professional and academic - in at least 1 of the following knowledge fields: Architecture, Audio-Visual Media, Cultural Heritage, Fashion, Gaming, Financial business management and public and private capital investments

2.2.3.3. Education

Applicants should have prior experience as a teacher, professor, professional trainer, programme director, educational consultant, instructional designer, academic advisor, or educational administrator. Additionally, they must meet at least two of the following requirements:

- Professional/executive education
- Lifelong learning
- CCSI education and training



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- Online education
- Education provider management
- Student incubator activities

Demonstrable background – professional and academic - in at least 1 of the following knowledge fields: Architecture, Audio-Visual Media, Cultural Heritage, Fashion, Gaming, Financial business management and public and private capital investments

2.2.3.4. Financial Sustainability and Business Analysis

Applicants should have a strong understanding of the business sector, particularly differences between RIS and non-RIS countries, and experience launching a service or product as an entrepreneur or company director. Sector-specific knowledge relevant to the Cultural and Creative Sectors and Industries (CCSI) in different European regions and a proven track record in strategic business planning and execution in diverse market environments are also important.

Additionally, they must meet at least two of the following requirements:

- Financial sustainability assessment of project proposals
- Business plan evaluation and validation
- Revenue projection and financial forecasting
- Risk assessment and financial viability analysis
- Knowledge of funding mechanisms and investment strategies

2.3. The role of rapporteur

Together with the expert rapporteurs, the EIT Culture & Creativity will select appropriate external expert rapporteurs to participate in the evaluation and selection process of the project and programme proposals received from the calls, by coordinating the consensus meetings of each panel as well as developing the final ESR per each project proposal.

2.3.1. Eligibility Criteria

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

- An advanced university degree attested by a diploma
- Minimum 10 years of professional experience in academia, research and/or business
- Previous participation in evaluation of EU-funded programmes, preferably Horizon2020 and/or HE
- Previous participation in evaluations as rapporteur (or similar role)
- Fluency in English (written and verbal)

2.3.2. Main responsibilities

1. Preparation:

- Rapporteurs will receive relevant background documents, including all call-related documents and guidelines.
- Rapporteurs are invited to attend an online briefing with EIT C&C to ensure they are fully informed about the process and expectations.



2. Evaluation Process:

- Rapporteurs are responsible for synthesizing the Individual Evaluation Reports (IER) provided by the evaluators into a single Evaluation Summary Report (ESR).
- Rapporteurs create a list of pertinent open issues to resolve from the IER and discuss them with the external evaluators and the quality controller of their evaluation panel, during the consensus meeting.

3. Consensus Meetings:

- Rapporteurs attend the Consensus Meetings, which can be remote (online) or on-site.
- During these meetings, rapporteurs take detailed notes of the discussions and the final agreed scoring per each ESR.
- Rapporteurs ensure that the final scoring reflects the consensus reached during the meetings and prepare the final version of each ESR, incorporating all agreed-upon comments and scores, and submitting it to the Quality Controller of its evaluation panel.

Additional Responsibility for Rapporteurs

4. Selection Committee Support

After the external evaluation process (carried out by the independent evaluators and the rapporteurs), all proposals ranked at or above the threshold will be reviewed by the Selection Committee. The Selection Committee is a dedicated group of experts responsible for evaluating and selecting the most promising startups for the EIT Culture & Creativity Accelerator Program. Comprising leaders from various thematic areas, including Business Creation, Innovation, and senior management from EIT Culture & Creativity, the committee ensures a rigorous and fair assessment process. Their role includes reviewing applications, requesting further details or conditions especially on commercialization and financial sustainability and conducting pitch hearings to make final decisions on which projects or organisations will be admitted to the program, thereby ensuring alignment with strategic objectives and maximizing the impact of the accelerator.

Rapporteurs can also be tasked with attending Selection Committee meetings to take notes of the discussions, develop the Selection Committee Meeting minutes, and compile the strategic recommendations and/or conditions proposed by the Selection Committee members for each preselected project proposal. This role is essential in ensuring accurate documentation and communication of the committee's decisions and recommendations.

2.3.3. Expertise and background required

Rapporteurs are expected to possess a strong background in research, innovation, or business analysis and commitment to support financial sustainability and commercialization, with extensive experience in synthesizing and summarizing complex information. Unlike external evaluators, rapporteurs are not required to be experts in a specific area or CCSI sector but should have significant experience as rapporteurs or in similar roles. They should have a proven track record in coordinating and facilitating consensus among diverse expert groups. Familiarity with coordinating evaluation processes, particularly in the context of Horizon Europe or similar frameworks, is important. Rapporteurs should demonstrate excellent analytical, communication, and organizational skills, with the ability to clearly articulate and document evaluation outcomes. The ability to work under tight deadlines and ensure the accuracy and consistency of evaluation reports is crucial for this role.



2.4. The role of External Observer (EO)

2.4.1. Eligibility Criteria

Applicants for the role of External Observer are required to comply with the following criteria to be included in the pool of experts.

- An advanced university degree attested by a diploma
- Minimum 10 years of professional experience
- Proven knowledge in evaluation of EU-funded programmes
- Fluency in English (written)

2.4.2. Main responsibilities and expected background

The External Observer is an additional/optional role in the Evaluation process.

The external observer can be assigned to observe the whole evaluation process be it the work of a single Evaluation Panel or of different evaluation panels from the same call.

The external observer should be acquainted with all call documents, can read any finished IER, can participate at the Consensus meeting, can read any ESR and Call report, and can also participate at the selection committee during the portfolio selection.

The main role of the external observer is to ensure from an additional external source the compliance of the Evaluation process with the principles of impartiality, transparency, and objectivity. The external observer provides, suggestions for improvement to the EIT C&C.

2.5. How to become a registered expert

Fill in the following online forms depending on your applicant profile:

- [Expression of interest – Expert Evaluator](#)
- [Expression of interest Experts Rapporteur – EIT Culture & Creativity \(eit-culture-creativity.eu\)](#)
- [Expression of interest – External Observer](#)

One person can apply for different roles, but in this case this person is requested to submit for each profile for which he/she applies a separate form.

2.5.1. Admissibility and eligibility check

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



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Expert Evaluators

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 10 years of professional experience
EU Program Experience	Direct participation as an applicant in Horizon2020 and/or Horizon Europe programmes
Evaluator Experience	Experience as an evaluator for EU funding agencies, specially Horizon2020 and/or Horizon Europe programmes
Thematic Expertise	Experience in at least one of the thematic areas and priority topics identified in the call
Language Skills	Fluency in English (both written and verbal)

Expert Rapporteurs

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 10 years of professional experience
EU Program Experience	Direct participation as an applicant in Horizon2020 and/or Horizon Europe programmes
Rapporteur Experience	Experience as an evaluator and/or rapporteur for EU funding agencies, specially Horizon2020 and/or Horizon Europe programmes
Language Skills	Fluency in English (both written and verbal)

External Observers

Criteria	Details
Admissibility Criteria	
Submission of Application	Complete and accurate application form
Eligibility Criteria	
Education	Advanced university degree attested by a diploma
Professional experience	Minimum 10 years of professional experience
EU Program Experience	Direct participation as an applicant in Horizon2020 and/or Horizon Europe programmes
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.



2.5.2. 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, Expert Evaluators, Rapporteurs, and External Observers 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.

2.6. Payment for Participation

EIT Culture & Creativity will pay a service fee of:

- **Expert Evaluators:**
 - **€200.00** (excluding VAT) will be paid for each evaluated proposal under calls where the project proposals to be evaluated are **extensive in length**. Typically, a long proposal is considered to be 20 pages or more. This usually applies to project proposals from regular open calls, permanently open calls, among others.
 - **€100.00** (excluding VAT) will be paid for each evaluated proposal under calls where the project proposals to be evaluated are **short in length**. Typically a short proposal is considered to be less than 20 pages. This usually applies to project proposals from regular CLC calls, short calls, among others.

This fee includes the attendance to the training webinar, the work related to the development of the Individual Evaluation Reports (IER) and the attendance at the consensus meetings.

In case the Expert evaluators are requested to attend to a specific pitch deck assessment as part of the portfolio selection process, additional remuneration will be provided.

- **Expert Rapporteurs:**
 - **€200.00** (excluding VAT) for each Final Evaluation Summary Report (ESR) developed for proposals extensive in length;
 - **€100.00** (excluding VAT) for each Final Evaluation Summary Report (ESR) developed for proposals short in length;

This fee includes the training webinar, the work involved in developing the various versions of the SER and attendance at the consensus meetings.



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In case the Expert rapporteurs are requested to attend as rapporteurs of an specific selection committee, additional remuneration will be provided.

- **External Observer:**

- **€500** (excluding VAT) for each “regular call” observed. This includes the analysis of the call documents, participation as external observer in the whole evaluation and selection process from the IER till the final portfolio selection.
- **€250** (excluding VAT) for each “short call” observed. This includes the analysis of the call documents, participation as external observer in the whole evaluation and selection process from the IER till the final portfolio selection.

EIT C&C shall pay the Expert for their work, or part(s) thereof, within thirty (30) calendar days from the date of the invoice acceptance.

Invoices shall be paid electronically by EIT C&C to the banking institution/account number provided by Expert.

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 Expert who has breached the obligations arising from the declarations of confidentiality and no conflict of interest.

2.7. Award criteria

Candidates will be selected based on their CV and online forms provided in the annexes of this document. 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. Selected candidates will be informed by October 2024 for the first cut-off and by December 2024 for the second cut-off, in case of inclusion in the roster of experts. The earlier candidates apply, the higher the likelihood they will be considered for participation in upcoming evaluation and selection processes.

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 KIC 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 experts 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



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provider for the Knowledge and Innovation Community (KIC). Therefore, any public disclosure of affiliation 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.

2.8. 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](#)