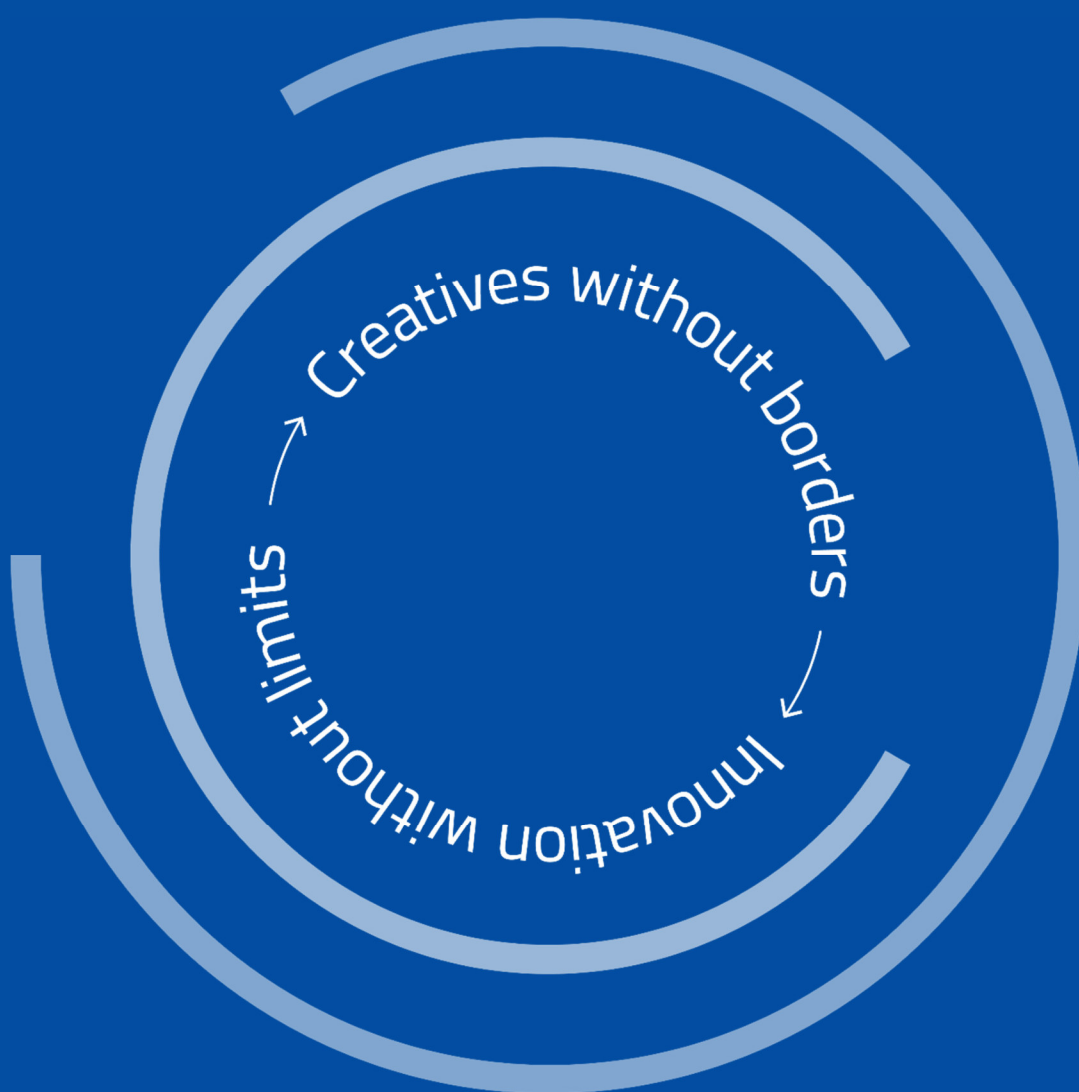


# Regular Open Calls

## FAQ

Call supporting document





# Regular Open Call

## FAQ

Version 4.0 (2025)

### History of Changes

| Version | Date       | Changes          |
|---------|------------|------------------|
| 4.0     | 15/04/2025 | Initial version. |



# TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>1. QUESTIONS FOR ALL CALLS .....</b>                   | <b>4</b>  |
| Q1. GENERAL QUESTIONS.....                                | 4         |
| Q2. ELIGIBILITY .....                                     | 5         |
| Q3. EVALUATION CRITERIA.....                              | 7         |
| Q4. BUDGET & FINANCIAL SUSTAINABILITY .....               | 7         |
| Q5. MONITORING & REPORTING.....                           | 9         |
| Q6. DEFINITIONS .....                                     | 11        |
| <b>2. QUESTIONS SPECIFIC TO THE EDUCATION CALL.....</b>   | <b>13</b> |
| Q7. COURSE DESIGN, FORMAT & DELIVERY.....                 | 13        |
| <b>3. QUESTIONS SPECIFIC TO THE INNOVATION CALLS.....</b> | <b>20</b> |
| Q8. INNOVATION PROJECT STRUCTURE & IMPLEMENTATION .....   | 20        |



# 1. QUESTIONS FOR ALL CALLS

## Q1. GENERAL QUESTIONS

### **Q1.1. Will the information sessions be recorded?**

Yes, all information sessions will be recorded and made available on the EIT Culture & Creativity website. Applicants are encouraged to check the call webpage regularly for update.

### **Q1.2. How can I confirm my proposal submission if I haven't received a confirmation email?**

If your proposal was successfully submitted, you should see a thank-you message on the screen. Additionally, a confirmation message will be sent via email.

### **Q1.3. Can an organisation submit multiple proposals or participate in multiple consortia, and are there any restrictions on the number of applications a single consortium can submit?**

There is no limit on the number of proposals an organisation can submit or on participation in multiple consortia. However, each submission must be distinct in terms of scope, objectives, and implementation.

### **Q1.4. Can a single applicant or consortium propose multiple CPD courses?**

Yes, multiple CPD courses can be proposed, but through different project proposals since they must be distinct in their learning objectives, target audiences, and methodologies. Each proposal must respond to an industry need after a market analysis. Proposals should ensure that resources and commitments are adequately justified.

### **Q1.5. What would be your estimation of how long it takes to prepare a strong application?**

It is not possible to reasonably estimate as the question involves too many variables such as the such as the readiness of the project idea, the formation of a complete consortium, and other contributing factors.

### **Q1.6. Are there any geographical distribution requirements for consortia?**

Yes, consortia must include at least two independent legal entities from different EU Member States or Horizon Europe-associated countries.

### **Q1.7. Should project partners be involved from the start, or can they be added later?**

Projects partners should be involved from the start and identified as such in the budget and Work Plans.

### **Q1.8. When is the application deadline, and are there any extensions possible?**

The application deadline for the short innovation call segment 1 (single applicants) is 11 March 2025, 17:00 CET.



The application deadline for the main innovation call and short innovation call segment 2 (consortia) is 11 April 2025, 17:00 CET.

The application deadline for the education call is 25 April 2025, 17:00 CET.

Extensions are not permitted. Late submissions will be inadmissible.

**Q1.9. Can I update my application after submission?**

You can save a draft, but after submission, applications cannot be modified. It is recommended that applicants carefully review their proposals before final submission.

**Q1.10. Can I get feedback on my application before submission?**

No, EIT Culture & Creativity does not provide individual feedback on draft applications before submission.

**Q1.11. The online application form specifies a maximum character limit for each question/topic (e.g. 1000 characters). However, in some cases, the answer box allows input beyond this limit (up to 2000 characters). Which character limit should applicants follow?**

Please match the character count specified in the description; the form does not allow adjustments and is automatically set at 2,000 characters.

**Q1.12. Do I have to become a member of EIT CC in order to apply for the funding?**

No, membership is not required to submit your proposal. If your project is selected for funding by the EIT CC, you may then choose from various membership options to become a member. Membership options are detailed in Call Guidelines document section 4.3 Membership.

**Q1.13. Are there any specific guidelines or templates we should follow when structuring the work package, what level of detail is expected in the WP descriptions?**

While the EIT CC calls don't not prescribe a specific template for structuring work packages, it's advisable to organise them to comprehensively cover all aspects of project implementation. Each work package should have clearly defined objectives, deliverables, timelines, and assigned responsibilities. The level of detail in WP descriptions should be sufficient to demonstrate a well-structured plan, ensuring evaluators can assess the feasibility and strategic alignment of your project.

## Q2. ELIGIBILITY

**Q2.1. Is my country eligible?**

Please see the [List of participating countries in Horizon Europe](#).



**Q2.2. Are VET providers accredited by regional or national authorities under EU-funded programs eligible to apply?**

Yes, they are eligible to present a proposal for a new project development. Partners will need confirm that the proposal is not double funded by another EU project.

**Q2.3. Can tertiary education institutions without an Erasmus Charter apply as an HEI?**

Yes, institutions that do not hold an Erasmus Charter can still apply, provided they are recognised Higher Education Institutions (HEIs) in their country and meet other eligibility criteria under Horizon Europe.

**Q2.4. Are there specific eligibility requirements for HEIs or VET providers?**

HEIs and VET providers must be officially recognised educational institutions in an EU Member State or Horizon Europe-associated country.

**Q2.5. Are startups without employees eligible to apply?**

Yes, startups without employees can apply. However, their ability to execute a project independently may be questioned during evaluation.

**Q2.6. Can public institutions (e.g., municipalities, NGOs, cultural institutions) participate in Education call?**

Yes, as a third optional member of consortia for EIT-Labelled CPD Courses. Partners will need confirm that the proposal is not double funded by another EU project.

**Q2.7. Can an organisation participate in both the Education and Innovation calls?**

Yes, organisations can apply for both the Education CPD Call and the Main/Short Innovation Calls, provided the proposals remain distinct in scope and objectives.

**Q2.8. Is it possible to onboard and/or change consortium partners after submitting the proposal?**

The consortium formation, characteristics and expertise are evaluated under EU dimension evaluation criteria, Quality and efficiency of implementation evaluation criteria, and Strategic portfolio fit. Therefore, consortium partners are not expected to change after the submission of the proposal.

**Q2.9. It is possible to apply with a project that has already been previously financed with a European call?**

Yes, it is possible to apply if your project builds upon a previously funded EU initiative, provided it introduces additional innovation and delivers new value to the market. EIT CC will not fund projects that are identical to those previously financed



**Q2.10. Can a non-profit foundation with an R&D department and some commercial services and activities apply?**

Yes, but only as part of a consortium, not as a sole lead applicant.

**Q2.11. For Main Innovation Projects, can a cluster be considered a business partner?**

A cluster can be considered a business partner if it plays a role in ensuring the marketability and financial sustainability of the project.

**Q2.12. In a short collaborative project, can both participating entities be SMEs?**

Yes, as long as they fulfil different roles.

**Q2.13. Can Moldova be included as a partner in consortium?**

Yes, Moldova is eligible to be a partner in EIT CC projects because it's a HE associated country: [list-3rd-country-participation-horizon-euratom\\_en.pdf](#)

## Q3. EVALUATION CRITERIA

**Q3.1. How should project impact be measured?**

Projects impact is measure based on Key Performance Indicators (KPIs) outlined in the call guidelines.

**Q3.2. Should impact focus on a specific region or Europe-wide?**

Projects should demonstrate both local and European relevance, ensuring scalability across multiple markets.

**Q3.3. What happens if projected revenue for 2026 is not met exactly?**

The key requirement is to demonstrate market viability and sustainability within the project timeframe. Risk monitoring, mitigation and contingency measures are aspects considered during an application evaluation, and in-line timely actions expected from selected projects. Revenue projections are not strictly binding, but the project must justify expected revenue figures and outline a credible financial sustainability plan to ensure future growth.

## Q4. BUDGET & FINANCIAL SUSTAINABILITY

**Q4.1. How should budgets be allocated?**

Budgets in an EIT CC proposal should be allocated strategically to ensure efficient use of resources, financial sustainability mechanism, while aligning with project goals. A well-balanced budget should reflect the project's priorities, demonstrate cost efficiency, and comply with EIT's financial guidelines and strategic objectives.



**Q4.2. Can in-kind contributions (e.g. staff time, facilities) be counted toward the 30% co-financing requirement?**

Yes, applicants can meet the 30% co-funding requirement using their own resources, including in-kind contributions, as long as these qualify as eligible costs and are part of the total project budget.

*Example of co-funding allocation*

If your total project budget is €100,000, the EIT contribution covers up to 70% (€70,000), and you must provide the remaining 30% (€30,000) as co-funding. This co-funding can be distributed across different eligible cost categories.

| Cost category  | Total cost (€) |
|--|----------------|
| Own personnel costs (e.g., hours worked by you or an employee) | 40,000         |
| Materials (fungible goods)                                     | 30,000         |
| Travel expenses  | 10,000         |
| Indirect costs (20% of direct costs)                           | 20,000         |
| Total costs of the project                                     | 100,000        |
| EIT CC financial support                                       | 70,000         |
| Co-funding EUR   | 30,000         |
| Co-funding %   | 30%            |

In this example, €30,000 of your personnel costs are allocated as co-funding, meaning your co-funding obligation is fully met without requiring external financial contributions.

**Q4.3. If selected, will EIT CC always fund 70%, or can it be lower?**

A minimum of 30% co-funding is required from applicants. Members in a consortium may have different individual co-funding rates as long as the total project co-funding meets or exceeds 30%. Projects can request less than 70% EIT CC funding if they secure additional funding from private or public sources. Please refer to Call Guidelines, section 5.7.2. Payment modalities.

**Q4.4. The call mentions that projects should be not-for-profit. How does this align with the financial sustainability mechanism?**

EU funding cannot generate a profit, meaning projects must reinvest earnings into sustainability mechanisms. The Financial Sustainability Mechanism (FSM) ensures that funded projects contribute back through:

- Revenue-sharing agreements (percentage of future revenues).
- Equity participation (EIT CC takes a small share in the funded company).
- Intellectual Property (IP) revenue-sharing

**Q4.5. How does the financial sustainability mechanism (FSM) work?**





FSM is a strategy implemented by a Knowledge and Innovation Community (KIC) to ensure its capacity to finance knowledge triangle activities independently of contributions from the EIT. This involves generating returns through various mechanisms, such as revenue sharing, equity stakes, or other financial instruments, which are reinvested into the KIC to support ongoing innovation and operations.

**Q4.6. Are projects expected to demonstrate a long-term impact beyond the funding period?**

Yes, all projects must:

- Demonstrate sustainability beyond the EIT funding period (e.g. through commercialisation, partnerships).
- Provide a three-year sustainability plan post-funding.
- Ensure ongoing contributions to EIT CC's financial sustainability goals through FSM models

**Q4.7. What types of costs are eligible and non-eligible under this funding?**

See document [Eligibility of Expenditure](#).

**Q4.8. Can an organisation apply if it has received EIT funding from another KIC?**

Yes, but the same project cannot receive double funding from multiple KICs. The project submitted must be different from the project already funded. The same activity cannot be funded twice.

**Q4.9. Can participant fees be considered as co-funding for CPD courses?**

In the context of EIT-funded Continuing Professional Development (CPD) courses, participant fees are considered income and are not included in the total project costs. Therefore, they cannot be used as co-funding. The EIT CC will fund 70% of the total project costs. Applicants are responsible for securing the remaining 30% through co-funding, which can include their own resources such as personnel expenses, in-kind contributions, and internal funds, provided these are eligible costs and included in the project's overall budget.

**Q4.10. Can the required 30% co-financing be demonstrated through personnel costs?**

Yes, provided these costs are not funded by another EU program.

## Q5. MONITORING & REPORTING

**Q5.1. What are the reporting or monitoring requirements for selected projects?**

All selected projects must comply with EIT CC's financial and progress reporting requirements. This includes submitting periodic progress updates, financial reports, and impact assessments based on pre-defined KPIs.

**Q5.2. What type of financial audits or verifications should we expect?**



EIT Culture & Creativity follows Horizon Europe financial rules and verification procedures, meaning that beneficiaries should expect the following types of financial audits and verifications:

- **Internal financial checks by EIT CC** – EIT Culture & Creativity will review the submitted financial reports, including cost documentation, co-funding contributions, and compliance with eligibility criteria before processing payments.
- **Certificate on Financial Statements (CFS)** – If the total EIT financial support received exceeds €430,000, beneficiaries must submit a CFS audit performed by an independent auditor to verify the costs claimed.
- **Ex-post audits by external auditors** – The European Commission, EIT, or an external audit body may conduct financial audits up to five years after the final payment to ensure compliance with Horizon Europe rules. These audits typically focus on eligibility of expenditure, proper cost documentation, and financial sustainability requirements.
- **Double funding verification** – Applicants must ensure that no costs funded by EIT CC are also covered by other EU grants (Horizon Europe, Erasmus+, Creative Europe, etc.), as this would constitute double funding, which is strictly prohibited.

To facilitate audits, beneficiaries must retain all financial records, invoices, payroll documents, and cost justifications for at least five years after the project's conclusion.

### Q5.3. What happens if a project does not meet its Key Performance Indicators (KPIs)?

The non-achievement of a mandatory KPI will result in a reduction of the total EIT financial support, in proportion to the number of KPIs and targets not met.

- If the project is successfully implemented but falls short on one KPI, the final payment will be reduced accordingly.
- If the applicant expects to achieve the KPI at a later stage, the final payment may be withheld until the KPI is met.

To avoid delays in funding or reductions, it is strongly recommended to set realistic KPIs and aim to meet them by the project's completion or immediately after.

### Q5.4. Can changes be made to project activities after funding approval?

Minor changes (e.g., small budget reallocations under 10%) do not require formal approval. Significant changes, such as: Budget reallocations above 10%, consortium member changes, major deviations in work plans must be formally approved by EIT CC.

### Q5.5. Are there penalties for not completing the project as planned?

If project's objectives and activities are not met as stated in the accepted proposal, EIT CC can reduce or withdraw its funding.

### Q5.6. How long after project completion must we continue reporting outcomes?

Financially supported projects must continue to report outcomes for up to three years post-project completion.



## Q6. DEFINITIONS

### Q6.1. What is the definition of a micro-enterprise, SME in this call?

- Micro-enterprise: Defined by EU recommendation 2003/361 based on staff headcount and either turnover or balance sheet total: <10 staff, ≤€2 million turnover or balance sheet.
- SME – Small and medium enterprise: Defined by EU recommendation 2003/361 based on staff headcount and either turnover or balance sheet total: Medium enterprise: <250 staff, ≤€50 million turnover or ≤€43 million balance sheet; Small enterprise: <50 staff, ≤€10 million turnover or balance sheet.

### Q6.2. What are the requirements for being classified as a microenterprise?

Micro enterprises are defined as enterprises which employ fewer than 10 persons and whose annual turnover or annual balance sheet total does not exceed 2 million euro. Please consult this report from the European Commission: [EUROPA – Enterprise – The new SME definition – User guide and model declaration](#).

### Q6.3. What is the definition of a VET provider, or research institution in this call?

The European Institute of Innovation and Technology (EIT) does not provide a specific definition for a Vocational Education and Training (VET) provider. However, within the European Union's educational framework, VET providers are generally recognized as institutions or organizations that deliver education and training programs aimed at equipping individuals with specific skills and knowledge tailored to particular professions or industries. These providers play a crucial role in fostering a skilled workforce, thereby enhancing innovation and competitiveness across Europe.

The EIT collaborates with various educational and training institutions, including VET providers, to bridge the gap between education, research, and industry. This collaboration aims to create dynamic cross-border partnerships that foster innovation and address societal challenges. Through its Knowledge and Innovation Communities (KICs), the EIT integrates the 'knowledge triangle'—education, research, and innovation—to develop innovative solutions and nurture entrepreneurial talent across Europe. ([Eit.europa.eu](http://eit.europa.eu))

While the EIT may not define VET providers explicitly, its collaborative efforts with educational institutions, including those offering vocational training, underscore the integral role these providers play in Europe's innovation ecosystem.

### Q6.4. Is there a European definition of Culture & Creative?

[Cultural and Creative Industries](#) defined by European Commission.

### Q6.5. How is defined the TRL level of a project?

The technology readiness level (TRL) of a project is a scale used to assess the maturity of a technology, from initial research to full commercial deployment. It ranges from TRL 1 (basic principles observed) to TRL 9 (actual system proven in operational environment). The TRL defined in the Horizon Europe portal: [trl-assessment-tool-guide-final.pdf](#)

### Q6.6. What is the definition of in-kind contributions ?

In Horizon Europe, an in-kind contribution refers to a non-cash contribution provided by third parties or project participants to support an action. These contributions can



take the form of personnel, equipment, infrastructure, goods, or services that have a monetary value but are not directly reimbursed by the EU grant. The definitions and guidelines regarding in-kind contributions in Horizon Europe are detailed in the program's official documents, such as the Annotated Model Grant Agreement (AMGA).

**Q6.7. What are RIS countries?**

RIS countries are outlined in the EIT RIS implementation framework document: [eit\\_ris\\_implementation\\_framework\\_2022-2027.docx .pdf](#)

**Q6.8. What is the definition of a research partner?**

The EIT CC eligibility criteria specify the need for a research or academic partner within the consortium but do not set detailed definitions or criteria for such entities. If an entity has a strong research and innovation component or established collaborations with academic institutions, it may qualify as a research or academic partner. It's advisable to provide clear documentation of the entity's research activities and affiliations in the application to substantiate its role.



## 2. QUESTIONS SPECIFIC TO THE EDUCATION CALL

### Q7. COURSE DESIGN, FORMAT & DELIVERY

#### Q7.1. Can courses or activities extend into 2026?

No, courses or project activities cannot extend into 2026. Only post-implementation tasks, such as reporting or final wrap-up, may continue for up to one month beyond 31 December 2025.

#### Q7.2. Will there be EIT funding available for project activities in 2026?

Currently, EIT funding is only guaranteed for 2025. The Grant Agreement for 2026 has not yet been signed, so funding beyond 2025 is not assured.

#### Q7.3. If I already submitted a proposal by first deadline April 11, can I revise my proposal to align with these timelines?

Yes, the extended deadline is now 25 April, allowing applicants time to review and revise their proposals if needed to ensure alignment with the eligibility requirements.

#### Q7.4. How do you define a CPD course? Does it have to be an accredited university course?

CPD courses are structured learning activities aimed at enhancing the knowledge, skills, and competencies of professionals in the Cultural and Creative Sectors and Industries (CCSI). CPD courses supported by EIT Culture & Creativity focus on addressing skill gaps and fostering innovation in areas such as sustainability, digital technologies, and entrepreneurship. Please refer to “Glossary of terms” section in the call guidelines.

The CPD courses don't have to be accredited university courses, instead CPD courses are differentiated between EIT-labelled and Non-EIT-labelled, where the first is expected to provide EIT Label certification to participants.

#### Q7.5. What is an EIT-labelled CPD course?

Please refer to call guidelines, section 5.1.3. Characteristics of the CPD courses

EIT-labelled courses are distinguished by their in-depth, comprehensive approach to professional development. These courses go beyond traditional skill-building by fostering a well-rounded learning experience that includes technical expertise, entrepreneurial competencies, and sustainable practices. The EIT Label is a quality seal awarded to courses that meet rigorous standards set by the EIT, ensuring high levels of excellence, relevance, and coherence across all EIT educational offerings. EIT-labelled courses are more extensive in duration and structure (taking 1-3 months to complete), aligning closely with strategic priorities such as the green and digital transitions, and are designed to have a lasting impact on learners' careers. Graduates of EIT-labelled CPD courses benefit from the recognition of the EIT Label, which signifies to employers a high standard of skills and readiness for cross-sectoral challenges.

#### Q7.6 How can a course obtain the EIT label?



First of all, a CPD course that targets to be EIT-labelled should submit an application in the correspondent form (<https://wkf.ms/3CEXziJ>). If the project is selected, they will be provided with an EIT CC Certification Model Guidelines, with detailed information on specific requirements coverage. These requirements include the coverage of the seven EIT Key Principles and at least three EIT overarching learning outcomes (OLOs). A CPD course obtains the EIT-Labelled once the coverage of all these requirements has been validated.

**Q7.7. What distinguishes an EIT-labelled CPD course from a non-labelled one?**

Please review the call guidelines, section 5.1.3. Characteristics of the CPD courses.

**Q7.8. Is the application for the EIT label a separate process, or is it included in this call?**

It is a separate process, applicable only to selected projects for EIT-Labelled CPD courses.

**Q7.9. What should be the workload and duration of a CPD course?**

Please review the call guidelines, section 5.1.3. Characteristics of the CPD courses. And consider the needs and availability of the specific audience of the CDP course, besides its Learning Outcomes. Proposal should respond to market analysis, including target market needs, preferences, pain points, preferences and decision-making factors. Where the total duration times for each type of course are explained. Remember that no programmes should be finished after December 2025.

**Q7.10. Can CPD courses be linked to an existing university (Bachelor's, Master's) programme or be used as electives?**

This will depend on the financial sustainability plan proposed for the specific CPD Course, keeping in mind that double-funding is not permitted.

**Q7.11. Can a CPD course be both an independent programme and an elective in an existing curriculum?**

Yes, as far as this approach is consistent with the scalability and financial sustainability of the CPD course, e.g., if added value proposed to customers is found to be fair and in-line with market analysis (including target market needs, preferences, pain points, preferences and decision-making factors).

Q1: What is the latest date by which project activities can be completed?

A1: All project activities must be completed by 31 December 2025. Any course or activity that finishes after this date will not count toward the 2025 KPIs.

**Q7.12. Could a course be taught within an HEI for its students (so, no payment)?**

Each CPD course is expected to be financially sustainable, estimated fees for participants are detailed in the call guidelines, under the section 5.7.5. Contribution to EIT CC's financial sustainability. Together with a sound justification, Business Model could include the sponsorship of these fees and not necessarily individual purchases by participants.



**Q7.13. Are there format requirements (online, hybrid, or in-person)?**

All courses must be delivered fully online and asynchronously, enabling learners to study and complete courses at their own convenience. Please, see the call guidelines, section 5.1.3. Characteristics of the CPD courses.

**Q7.14. How frequently should the courses be offered during the funding period and during the three years after funding?**

A course is expected to achieve the applicable KPIs no later than the end of 2025, and during the funding period specified in its application. In case a course duration is one week, and the Project expects execution in different dates and countries and/or at learners' pace during a longer period, then the total duration of this phase will be detailed in the application for a correct calculation of total project's duration (including all phases).

No specific frequency is required, it should respond to the specific CPD course scalability and financial sustainability plan.

**Q7.15. Do the courses have to be in English, or are other languages allowed?**

English is required as the primary language. Additionally, other languages are allowed. Please see the call guidelines, section 5.1.3. Characteristics of the CPD courses.

**Q7.16. What are the platform requirements for our developed CPD courses?**

You are not required to use a specific or dedicated online platform to host your CPD course. You may choose your own platform, as long as it supports fully online and asynchronous delivery to ensure flexibility and accessibility for learners. Additionally, your chosen platform must allow for effective tracking of participant engagement and course completion, as these are crucial for KPI reporting and post-funding monitoring. Please ensure that all other course requirements can also be met on your selected platform.

**Q7.17. Can we offer lower fees or discounts for professionals from economically disadvantaged regions?**

Yes, fee discounts for participants from economically disadvantaged regions (e.g., RIS countries) are allowed. These need to be foreseen as part of the Financial Sustainability plan and respect the revenue shares provisions stated in the call guidelines.

**Q7.18. What should we consider regarding memberships in the EIT CC community for CPD course providers?**

Please check section 4.3. Membership of the call guidelines.

**Q7.19. What is the expected revenue-sharing model for CPD courses after 2025?**

Please refer to the section 5.7.5. Contribution to EIT CC's financial sustainability – Revenue-sharing from course participation fees of the call guidelines.

**Q7.20. Can we charge different course fees for different participant groups?**



Yes, please refer to the estimated fees per participant under section 5.7.5. Contribution to EIT CC's financial sustainability, in the call guidelines.

**Q7.21. How will participant satisfaction (85% threshold) be measured and verified?**

Participants are expected to complete a survey by course completion, providing feedback about their experience during the training. Including aspects such as Course Content & Structure; Learning Materials & Resources; Platform Usability & Technical Experience; Engagement & Interactivity; Time & Pacing; Assessment & Feedback; Instructor Presence & Support; Overall Satisfaction & Improvement Suggestions. Results are expected to be measured quantitative and qualitatively for a minimum of 85% participants' satisfaction.

**Q7.22. What type of long-term financial backflow expectations does the KIC have when it comes to CPD modules? In other EIT projects, we have noticed that this is an important evaluation criteria and all projects need a business owner.**

Please refer to Call Guidelines, section 5.7.5. Contribution to EIT CC's financial sustainability. A business owner is not mandatory, but the inclusion of a business organisation is requested in the consortium for multi-beneficiary projects. Please notice that the aspects below will be subject of evaluation for both multi-beneficiary projects and mono-beneficiary projects:

- A realistic financial model is evaluated under Strategic fit evaluation criteria
- The applicant needs to demonstrate experience in commercialising educational products or services similar to this project within the CCSI or related sectors. Evaluated under Excellence evaluation criteria
- The proposal outlines a sustainable operational plan. Evaluated during Portfolio selection process

**Q7.23. Is it correct that the course will be 70% financed by EIT CC and 30% by the consortium, with no fees paid by the participants in 2025, thereafter the course will be sustained by fees paid by the participants?**

No, the 70% of the total eligible costs of the project proposed, including the course preparation, implementation and post implementation phases as stated in section 5.6. Project duration.

Also, the course must be financially sustainable from the moment it is launched, meaning participant fees must be in place from the start. EIT CC's financial support helps set up the course, but it does not mean the course can be offered for free in 2025. According to the Financial Sustainability Mechanism (FSM) outlined in the call guidelines, courses must generate revenue from participant fees from day one, following the revenue-sharing model with EIT CC. Additionally, the course must continue for at least three years post-funding, ensuring long-term sustainability through the business model proposed in the application.

**Q7.24. Does the consortium retain ownership of materials (for CPD courses) and IP created during the project?**

Yes, the consortium retains ownership of the intellectual property (IP) developed under the project, including course content, materials, and platforms. Please refer to Call Guidelines section 5.7.6. Intellectual property (IP) rights.

**Q7.25. Are there any restrictions on selling the course after the funding period?**

Yes, courses developed with EIT CC financial support are subject to a non-exclusive, royalty-free licence granted to EIT Culture & Creativity for a minimum of three years post-





funding. This allows EIT CC to distribute and promote the course while still respecting the ownership rights of the project members. Please refer to Call Guidelines section 5.7.6. Intellectual property (IP) rights.

**Q7.26. Can an organisation license course materials (from CPD courses) to third parties after the project?**

Yes, organisations can license their course materials to third parties after the funding period. However:

The licensing agreement must align with EIT CC's financial sustainability model and according to agreed FSM. The course must continue to be available to EIT CC for at least three years post-funding. Licensing agreements with third parties should not conflict with the revenue-sharing model agreed with EIT CC.

**Q7.27. Can course content (from CPD courses) be used for other educational purposes outside EIT CC?**

No, as it would threaten the scalability and financial sustainability of the CPD course.

**Q7.28. For CPD courses, how does IP protection align with the financial sustainability mechanism?**

EIT CC's Financial Sustainability Mechanism (FSM) ensures that projects contribute back to the ecosystem. The alignment includes:

- Revenue-sharing agreements: A portion of income from course enrolments is shared with EIT CC.
- Equity participation: If applicable, EIT CC may take a small stake in companies commercialising the IP.
- Licensing model: EIT CC retains a non-exclusive, royalty-free licence to use, distribute, and promote the funded courses for three years, ensuring their integration into EIT CC's educational offerings.

**Q7.29. As a business school in Spain we provide various classes from Master degrees to specialized courses, are we eligible to be a lead of the project as an educational partner for Education call for CPD courses?**

Please consult call guidelines section 4.2. Who can apply. The eligibility criteria for the EIT Culture & Creativity Education Call: Continuous Professional Development (CPD) Courses 2025 specify that proposals must be led by an educational partner, which can be either a Higher Education Institution (HEI) or a Vocational Education and Training (VET) provider. To determine if your business school qualifies as an HEI or VET provider under this call, it's essential to verify its official accreditation status in Spain. Accreditation typically signifies recognition by national education authorities, confirming that an institution meets specific educational standards. If your school holds accreditation as an HEI or VET provider in Spain, it would be eligible to lead a proposal for this call. If not, while it couldn't serve as the lead educational partner, the school could still participate in a consortium in other capacities, such as a business partner or a knowledge and innovation institution, depending on its specific qualifications and the consortium's structure.

**Q7.30. Our academy is eager to apply for the Culture & Creativity grant. We offer high-quality, open-access courses, aligning with this opportunity. While we generate some revenue from optional certification fees, our primary goal is accessibility. Could you clarify if this model meets the Financial Sustainability Mechanism (FSM) requirements?**

FSM applies to all courses co-funded by EIT CC, regardless of your broader portfolio. If you create labelled content, certification and payment are mandatory. Consortia could propose a model in which training fees are covered by



sponsors, remaining always aligned with your financial capacity and market analysis, besides avoiding double funding.#

**Q7.31. Could you clarify if the EIT CC intends to issue the open call for CPD courses on an annual basis according to a regular schedule, or if this open call is planned to be a one-time event?**

The CPD Courses Call 2025 is not a one-time initiative; rather, it is part of the ongoing implementation of the EIT Culture & Creativity Strategic Agenda 2024-2027. However, for the Calls 2025, all courses need to take place during 2025.

**Q7.32. Is it ok that the course we want to offer and apply for funding for has been started in 2025 but will not finish before 2026?**

The EIT CPD Call document specifies the typical project phases and duration, indicating that the total project durations must align with these phases to ensure that all deliverables and KPIs are met within the timeframe:

- For EIT-labelled CPD courses, the call guidelines state that each course must achieve at least 30 graduates by the end of 2025 (no later than 31st December 2025).
- Similarly, for non-EIT-labelled courses, a minimum number of successful participants must be achieved in 2025. These deadlines indicate that the funded activities should conclude within 2025 to meet the required KPIs.

While a course might commence activities in 2025, the expectation is that it will be fully implemented and concluded within that calendar year to align with the Business Plan 2024-2025 timeframe and the specific targets outlined in the call for 2025 CPD courses. A course extending into 2026 would not meet these requirements and could be deemed ineligible for funding under this specific call.

**Q7.33. How can I measure and justify participation in the courses from RIS regions?**

To accurately track participant numbers, particularly those from RIS regions, you need to collect and report detailed information for each individual who successfully completes your course. This includes their name, contact details, gender, and country of residence.

**Q7.34. The KPI requirements for EIT-labelled courses specify: minimum 30 graduates per course with 9 graduates from RIS countries. Does this mean that other "not RIS" graduates can be from other developed EU countries?**

Yes, the graduates who are not from RIS countries (up to 21, assuming the minimum targets are met) can be from other eligible countries, which would include developed EU countries that are either EU Member States or Horizon Europe-associated countries.

**Q35: What should we consider regarding KPI deadlines?**

All project KPIs must be met by 31 December 2025. Activities completed after this date will not be considered in KPI evaluations.

**Q7.36. From which year the revenue sharing model would start? From 2025 already (during project running year) or only after the project is concluded?**



Courses are expected to be offered for a fee from year 1. The revenues sharing model will respect the FSM and FS Plan of the project. As soon as revenues are generated, a share is expected. Keep in mind that evaluation criteria include: - The proposal demonstrates market demand for the course, with strategies to attract and retain participants across various CCSI markets; - The project budget reflects value for money, with clear allocation of resources, personnel, and projected costs, ensuring financial efficiency and alignment with project goals.

**Q7.37. We are planning to apply for EIT CC Education call. Since the university semester already starts in April, we would like to inquire if we can start in April or May - before July (the tentative project start outlined in the call guidelines)?**

Starting an EIT CC funded project before receiving official funding approval carries significant risks. According to the Proposal Guidelines, only organizations that have signed the official agreement with EIT CC are eligible to receive funding. Therefore, initiating a project without official selection and funding approval means that any incurred expenses may not be reimbursed if the proposal is not approved. It's advisable to wait for official confirmation before commencing project activities.

**Q7.38. How does EIT approach the certification of the course? Can we generate micro-credentials from the course within the framework of the project?**

CPD projects applying for the EIT-Label will need to validate their coverage of the applicable requirements to receive the EIT-Label. Content creators can generate additional Micro-credentials. Selected projects will receive further information at kick-off stage.



## 3. QUESTIONS SPECIFIC TO THE INNOVATION CALLS

### Q8. INNOVATION PROJECT STRUCTURE & IMPLEMENTATION

**Q8.1. What is the expected Technology Readiness Level (TRL) at the start and end of an innovation project?**

Innovation projects should start at a minimum TRL 6-7 (demonstration phase) and aim to reach TRL 9 (full market deployment). Projects should focus on accelerating market readiness and achieving commercial viability. (Section 5.5 – Technology Readiness Level).

**Q8.2. Can the project include the development of new business models as an output?**

Yes as long as the business model per se is innovative

**Q8.3. What are the expected KPIs for an innovation project?**

Please consult the call guidelines, section 5.7. Key performance indicators for the innovation call.

**Q8.4. How are innovation projects evaluated in terms of business viability and market impact?**

See the call guidelines, section 7.2. External quality evaluation of proposals.

**Q8.5. Are innovation projects required to be implemented entirely in 2025, or can they extend beyond that?**

Projects must be implemented within 12 months (starting July 2025).

**Q8.6. Is it mandatory for an innovation project to include a revenue-generation model?**

Yes.

**Q8.7. For main innovation projects, can the lead partner be from an academic institution? Or does it have to be a business partner?**

Lead partner have to be commercial or business entity.

**Q8.8. When developing software products, some highly disruptive new features can essentially transform an existing product into a new one. Could such game-changing features be the focus of a short project?**

Yes.



**Q8.9. Are single companies without employees considered SMEs for the purposes of this call?**

Yes, a single company can apply under segment 1 of the short innovation project call.

**Q8.10. Is it possible for the same organization to apply for a short project single beneficiary and a short project with two beneficiaries?**

Yes, the organisation can be a part of different project applications as long as they have different innovations.

**Q8.11. How many projects are expected to be funded in the segment one call?**

Please consult call guidelines document section 5.2. Segments. In Segment 1: Single Beneficiary Projects, up to 10 projects will receive financial support.

**Q8.12. Regarding shares, can you provide an estimate of the expected ROI? Specifically, do you aim to recover the investment (e.g., €59K for small innovation projects)?**

We aim for our equity investments to appreciate beyond the initial amount, such as the €59,000 allocated for small innovation projects. However, it's important to note that individual project returns can vary significantly.

**Q8.13. Will there be another call for projects in the coming months or later this year?**

EIT CC has not planned another call for innovation projects this year. However, this could potentially change towards the end of 2025, depending on budget developments.

**Q8.14. How much equity is expected to be received from Short Innovation Projects?**

EIT CC expects to receive equity in the organisation responsible for commercialisation. The target range is 5-10%, depending on the company's valuation.

**Q8.15. As a UK-based company, we do not have a VAT number, which is a required field in the application form. What alternative information can we provide instead?**

If you do not have a VAT number, you may provide a company registration number from the UK instead.

**Q8.16. We are a non-profit organization but we are authorized to have a commercial activity. Are we eligible for the innovation call?**

For the purpose of this call, non-profit status alone does not exclude an entity from being classified as a SME, provided that:

- The organization addresses market needs and generates revenue through commercial activities and proves background of commercial activities when describing its competencies in the project proposal.
- In order to apply for this call, you need to be registered on the EU Funding and Tenders Portal as a SME with a PIC (Participant Identification Code) number.



- A Financial Sustainability Mechanism (FSM) is clearly defined in the proposal.
- The entity ensures no double funding from other EU sources for the same activities.

If your organisation meets these conditions, it can be identified as a business partner in the application form. However, the final decision will be based on the specific justification provided in the proposal and the evaluation process

**Q8.17. Can self-employed individuals without a legal personality apply as well?**

Please consult call guidelines section 4.2. Who can apply. This Call for Short Innovation Projects is open to all **legal entities** established in EU Member States or Horizon Europe associated countries. If you don't have a legal form, you are not allowed to applied.

**Q8.18. Can short innovation projects ran beyond end of 2025?**

No, all short innovation projects must be completed by the end of December 2025.

**Q8.19 The call encourages to submit a demonstration video. What aspects should be reflected in the video?**

Please refer to Section 5.6 of the call guidelines on Technology Readiness Level (TRL). Selected projects must demonstrate their ability to reach TRL 9 within six months of project completion, with a strong focus on market adoption, scalability, and sustainability. You may include a video (maximum 2 minutes) showcasing the solution's key features and providing evidence of its current TRL. Please ensure the video is accessible via a public or password-protected link.

**Q8.20. We are interested in applying for the Short Innovation Call as a consortium. However, our project involves multiple businesses that are critical to its development. How can we proceed?**

If you want to apply for short innovation call segment 2, the consortium must include no more than 2 partners for this call. If there is a need for more entities in your consortium you should submit your project to the Main Innovation Call.

**Q8.21. Could you confirm that the Financial Sustainability Mechanism applies exclusively to the commercial partner of the project?**

Yes, the FSM applies only to the commercial partner, who will be the ones getting the revenues of the commercialization of the proposed solution.

**Q8.22. Is EIT CC ownership will be active or passive?**

EIT Culture & Creativity's ownership in a company, if applicable, would be passive rather than active. This means that while EIT CC may hold shares as part of its Financial Sustainability Mechanism (FSM), it would not engage in the operational, managerial, or strategic decision-making of the company. The primary goal of such an arrangement would be to ensure financial sustainability for reinvestment into the ecosystem rather than direct involvement in the company's activities.



**Q8.23. Use of prior research: We are currently working on a project that will conclude in June 2025—after the EIT CC application deadline but before the potential start of the project. Would any part of this project be eligible for retroactive inclusion in the EIT CC project work packages or activities?**

Incorporating prior research into your EIT CC project is allowed, provided that the activities funded by EIT CC are distinct and do not duplicate efforts already financed by other sources. Since your project concludes in June 2025, you can build upon its outcomes in your EIT CC proposal. However, the proposed work packages must clearly define new activities that extend beyond the scope of your current project. This ensures alignment with EIT CC's focus on advancing technologies from TRL 6 to TRL 9, driving them toward market readiness.

**Q8.24. Whether costs for in-house consultants are eligible as personnel costs (rather than as subcontracting expenditure, as also envisaged in Horizon Europe), provided they are properly justified, of course?**

When applying for the Main Innovation call of EIT Culture and Creativity, it's important to differentiate between personnel costs and subcontracting costs. In-house consultants, if employed by the organization and working under similar conditions as employees, could potentially be considered as personnel costs. However, the key consideration is the nature of their engagement:

1. In-house consultants: If consultants are integrated into your internal team (even if they are not full-time employees), and their role and contributions can be clearly justified as part of the project's personnel efforts, their costs may qualify as personnel costs. This typically applies when the consultants have a direct contract with the organization and are not hired on a temporary or external basis. Their costs should be properly justified in terms of their role, time commitment, and contribution to the project.
2. Subcontracting: If the in-house consultants are brought in under a short-term, external contract for specific services or expertise not provided by the regular internal team, those costs would likely fall under subcontracting expenses rather than personnel costs.

**Q8.25. We have applied for a grant for a short innovation project EIT Culture and creativity. Could the technology developed in a short innovation project (max. 60K) provide a basis for a larger innovation in Main Innovation Project (max (350K) ?**

Yes, a short innovation project (€60K) can serve as a proof of concept, validating feasibility, identifying risks, and attracting stakeholders. If successful, it provides a strong foundation for scaling, further development, and securing €350K in Main Innovation Project funding.

**Q8.26. I want to apply for the EIT Culture and Creativity Main Innovation Call. I am from a UK university and am looking for a European partner. Can you advise me on how to proceed?**

To find new partners for your project, it's important to first determine the type of partner entities you need. We invite you to join our community and become part of the EIT Culture & Creativity Digital Hub: <https://community.eit-culture-creativity.eu/signup>. Additionally, you can reach out to a geographically relevant CLC Hub, which can assist you in your search for potential partners.

**Q8.27. How much are businesses expected to contribute in revenue sharing, if equity is not relevant?**

Please kindly note that the preferred option is equity participation through the SAFE mechanism. If this option is not possible, alternatives like revenue sharing are considered. Revenue sharing will be based on the revenues obtained



from the sales of the product/s developed once they are in the market. The payback period as well as the % per year and potential ROI is to be negotiated and agreed if the project is selected. However, the project proposal should have a proposal on the FSM used as well as the specifics of this proposed FSM.

**Q8.28. How does the valuation of the company work? Would this impact the assessment of the project?**

Your company's valuation is considered during equity discussions but does not affect the assessment of your proposal. The application is evaluated based on proposal quality, strategic fit, and impact. Equity terms are discussed after funding selection, with the SAFE mechanism ensuring a fair, proportional stake aligned with your valuation and future funding. If the terms don't align with your interests, you can opt out, though this may affect participation. The equity is not an exchange for the EIT grant, and the percentage (5-10%) is a guideline, negotiable based on the company's value.

**Q8.29. My organisation is preparing an application for the EIT CC call and would like to involve as a project partner another legal entity belonging to the same industrial group. One entity would be acting as business partner, the other as the lead commercialisation partner. In standard Horizon Europe terms, one entity would be "affiliated" to the other, as both are connected by legal/capital links through parent companies. Is this allowed in the EIT CC call?**

In the EIT Culture & Creativity (EIT CC) call, having two entities from the same industrial group participate as consortium members is generally allowed, provided that the roles and responsibilities are clearly defined and distinct within the consortium and they are situated in two different countries. Since the two entities are affiliated under the same industrial group, you should explicitly clarify this in your application, detailing the legal and capital connections, and how the collaboration will work in practice. This will help ensure compliance with the EIT CC guidelines

**Notice:** If you cannot find the answer to your question here, please send us your query through the [Contact form](#).