

EXPRESSION OF INTEREST

EIT CULTURE & CREATIVITY INVESTMENT & SECTOR
EXPERTS FOR BUSINESS CREATION PROGRAMMES





TABLE OF CONTENTS

1. INTRODUCTION	4
2. EIT CULTURE & CREATIVITY – BACKGROUND INFORMATION	5
3. SCOPE OF EXTERNAL EXPERTS INVOLVED	7
3.1. NOTIFICATION	7
3.2. THE ROLE AND RESPONSIBILITIES OF EXPERT EVALUATORS	7
3.2.1. Eligibility Criteria	7
3.2.2. Role	8
3.2.3. Responsibilities	8
3.2.4. Expertise and Background Required by Area	8
4. HOW TO BECOME A REGISTERED EXPERT	10
4.1. ONLINE APPLICATION FORM	10
4.2. ADMISSIBILITY AND ELIGIBILITY CRITERIA	10
4.3. REGISTRATION AND ASSIGNMENT PROCESS	10
4.4. PAYMENT OF PARTICIPATION	11
4.5. AWARD CRITERIA	12
4.6. DATA PROTECTION DISCLAIMER	13



DOCUMENT HISTORY

Version 3.0 (2024)

Changelog

Version	Date	Changes	Author
1.0	10/06/2025	Initial version.	PMO & BC



1. INTRODUCTION

EIT Culture & Creativity invites expressions of interest from experienced professionals to join our pool of Investment and Sector Experts. These experts will support our Business Creation Programmes across incubation, acceleration, and investment-readiness stages. We are seeking individuals with deep expertise in investment and in strategic sectors: fashion, gaming, cultural heritage, architecture, and audiovisual media.



2. EIT CULTURE & CREATIVITY – BACKGROUND INFORMATION

EIT Culture & 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 programmes 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 Culture & Creativity 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 six Co-Location Centres (CLCs) across Europe 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. 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: fashion, gaming, architecture, cultural heritage and audiovisual media.



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.

3. SCOPE OF EXTERNAL EXPERTS INVOLVED

3.1. NOTIFICATION

The purpose of this Expression of Interest (Eol) is to establish a new pool of **Investment and Sector Experts** to support the Business Creation and Innovation activities of EIT Culture & Creativity, aligned with its Strategic Agenda 2024–2027 and Business Plan 2024–2025.

Selected experts may be engaged in one or more of the following roles:

- **External Expert Evaluators:** Assessing proposals submitted to EIT Culture & Creativity's calls, with a focus on business plans, pitch decks, financial models, and strategic fit.
- **Pitch Event Jurors and Panelists:** Participating in Demo Days and selection events to identify ventures for financial support or programme admission.
- **Sector and Investment Advisors:** Representing EIT Culture & Creativity in external investment-related activities, such as investment forums, advisory boards, and potentially in governance structures of supported ventures.
- **Mentors and Trainers:** Delivering capacity-building activities including training, coaching, and mentoring to start-ups and scale-ups in incubation, acceleration, and investment-readiness programmes.

Applications are invited from professionals with demonstrated experience in:

- Investment, venture capital, entrepreneurship, or innovation,
- Sector-specific domains: fashion, gaming, cultural heritage, architecture, and audiovisual media.

Eligible applicants include investors, entrepreneurs, consultants, and innovation professionals.

3.2. THE ROLE AND RESPONSIBILITIES OF EXPERT EVALUATORS

3.2.1. Eligibility Criteria

Applicants must meet the following minimum criteria to be considered:

- Minimum of a Master's degree in a relevant discipline or minimum of 10 years of relevant professional experience in investment, entrepreneurship, venture development, or sector-specific innovation preferably within the cultural and creative sectors.
- Documented experience in **assessment or selection processes**, including business plan assessments, startup competitions, or EU-funded programmes.
- Proven expertise in at least one EIT Culture & Creativity priority area: fashion, gaming, cultural heritage, architecture, or audiovisual media.
- Excellent command of English (written and oral).
- Strong analytical and communication skills; ability to work both independently and in consensus groups.



Prior experience as an **evaluator** in EU programmes (e.g., Horizon Europe, EIC Accelerator, EIT KICs) is desirable.

3.2.2. Role

Investment and Sector Experts will provide high-level input to ensure the selection, support, and strategic growth of ventures funded by EIT Culture & Creativity. Depending on the assignment, experts may:

- **Evaluate** the business, technical, and strategic merits of submitted proposals.
- **Participate as jurors** in pitch events and Demo Days.
- Provide sectoral insight and due diligence in **investment selection processes**.
- **Support the training and development of start-ups** via direct coaching or group sessions.

These experts act as trusted advisors and ambassadors of EIT Culture & Creativity, helping to ensure that supported ventures are well-positioned for growth, impact, and long-term sustainability.

3.2.3. Responsibilities

Evaluation and Selection

- Assess the commercial viability, innovation potential, and sector relevance of submitted/presented pitches, proposals, roadmaps or business plans.
- Score applications using EIT Culture & Creativity evaluation criteria and templates.
- Participate in consensus meetings (online or in-person) to align on final scores and recommendations.

Event Participation

- Serve as jurors or panelists during Demo Days, Pitching Events, or other public-facing selection activities.
- Contribute to the selection of ventures for financial awards, programme admission, or other forms of support.

Representation and Advisory

- Represent EIT Culture & Creativity at investment events or in sectoral forums.
- Participate in governance activities (e.g., advisory board roles or observer functions in supported ventures).

Training, Coaching, and Mentoring

- Deliver workshops, masterclasses, or one-on-one coaching sessions to ventures part of EIT Culture & Creativity Business Creation programmes.
- Provide strategic guidance on topics such as fundraising, go-to-market strategy, product development, and sector-specific innovation.

3.2.4. Expertise and Background Required by Area

Applicants should have a strong understanding of early-stage venture financing and startup ecosystems, particularly within the cultural and creative sectors. Relevant expertise includes:



Investment

- Experience in venture capital, angel investing, or public/private funding instruments targeting creative industries.
- Familiarity with investment readiness assessment, due diligence, and portfolio management.
- Knowledge of financial sustainability models and revenue generation strategies for startups in the cultural and creative sectors.

Fashion

- Experience in sustainable fashion, circular economy, or digital fashion innovation.
- Knowledge of fashion industry value chains, market trends, and investment dynamics.
- Background in launching or scaling fashion ventures or advising fashion startups.

Gaming

- Expertise in game development, publishing, monetization models, or gamification strategies.
- Familiarity with emerging technologies (e.g., AI, AR/VR, blockchain) in gaming.
- Experience mentoring or investing in gaming startups or studios.

Cultural Heritage

- Knowledge of heritage preservation, digital archiving, or cultural tourism.
- Experience with business models for cultural institutions or heritage-based ventures.
- Understanding of social impact and community engagement in heritage projects.

Architecture

- Experience in sustainable architecture, urban innovation, or design entrepreneurship.
- Familiarity with architectural technology, smart cities, or circular construction.
- Involvement in architectural ventures or advisory roles in design-led startups.

Audiovisual Media

- Background in film, television, digital content production, or media distribution.
- Understanding of IP rights, content monetization, and media innovation.
- Experience supporting or investing in media startups or creative studios.



4. HOW TO BECOME A REGISTERED EXPERT

4.1. ONLINE APPLICATION FORM

Please fill in the online form, where you can select the roles you wish to apply for: <https://wkf.ms/3FmpENk>

4.2. ADMISSIBILITY AND ELIGIBILITY CRITERIA

All submitted applications will be reviewed for **admissibility** and **eligibility** before inclusion in the expert pool. Only complete, compliant, and relevant applications will proceed to expert registration and potential assignment.

4.2.1. Admissibility Criteria (Applies to All Roles)

Criterion	Requirement
Language	The application form and all supporting documents must be submitted in English
Completeness	All mandatory fields in the application form must be completed, and required documentation (e.g., CV) uploaded
Role Identification	The role(s) applied for (e.g. Advisor, Mentor, Trainer) must be clearly selected in the application
One form per role	If applying for more than one role, a separate form must be submitted for each

4.2.2. Eligibility Criteria (Applies to All Roles)

Criterion	Minimum Requirement
Educational Qualification & Professional Experience	Minimum of a Master's degree in a relevant discipline or minimum of 10 years of relevant professional experience in investment, entrepreneurship, venture development, or sector-specific innovation
Sector-Specific Expertise	Demonstrated professional experience in at least one of the following sectors: fashion, gaming, architecture, audiovisual media, or cultural heritage
Language Proficiency	Fluency in English (written and spoken)
Relevant Role Experience	Documented prior experience relevant to the applied role (e.g., proposal evaluation, jury participation, training, mentoring, investment advisory, etc.)

4.3. REGISTRATION AND ASSIGNMENT PROCESS

Once approved, expert registration will remain valid for 36 months from the date of acceptance into the EIT Culture & Creativity expert pool.

Please note that **registration does not guarantee assignment**. However, only experts who are fully registered and eligible may be considered for future assignments. If selected for a specific task, EIT Culture & Creativity will contact you to confirm your **availability, suitability, and interest**.



For each assignment, selected experts will receive an **individual appointment letter** or contract including:

- Description of the assignment and expected deliverables,
- Timeline and duration of involvement,
- Modality (remote or in-person participation),
- Applicable service fees or remuneration scheme,
- Payment and invoicing instructions,
- Terms regarding confidentiality, data protection, and conflict of interest.

Experts may have to **sign a Declaration of Honour, a Confidentiality Agreement, and a Conflict of Interest Statement** prior to confirmation of any assignment.

All personal data will be processed in accordance with **Regulation (EU) 2018/1725** on data protection.

4.4. PAYMENT OF PARTICIPATION

EIT Culture & Creativity will remunerate contracted experts for services rendered based on the **specific nature and scope of each assignment**. The table below provides indicative remuneration levels for typical expert tasks. Final fees may vary depending on the complexity, scope, and duration of the activity.

Indicative Fee Ranges

Activity Type	Indicative Fee (Excl. VAT)
Evaluation of a proposal (e.g., business plan or pitch deck)	50€ - €150 per proposal
Half-day participation in Demo Day or Pitching Event	€500
Full-day participation in investment-related event or board	€900
Hourly rate for mentoring, coaching, or training	€250 per hour

These amounts are provided for reference purposes only and do not constitute a binding commitment. Actual fees will be confirmed in the individual appointment letter for each assignment.

Invoicing and Payment Terms

Experts must submit a valid invoice, in accordance with the instructions provided in the appointment letter, after completion of the assigned tasks.

EIT Culture & Creativity will aim to process payments **within 30 calendar days** of accepting both the invoice and the related deliverables. Payments will be made via bank transfer to the account specified by the expert.

Please note that payment timelines may vary depending on internal administrative processes or funding disbursements. EIT Culture & Creativity will make every effort to ensure timely processing of payments.

EIT Culture & Creativity reserves the right to:

- **Withhold or reduce payment** in case of non-performance, poor quality, or non-compliance with contractual obligations.



- **Reject deliverables** submitted beyond the agreed deadline.
- **Recover any payments** made if the expert is found to have breached the confidentiality or conflict of interest conditions set out in their appointment.

4.5. AWARD CRITERIA

Candidate experts will be selected based on the information provided in their CV and online application form. As part of the application, candidates must demonstrate their competencies and domain expertise through concrete examples of relevant past experience.

All applications submitted by the deadline will be reviewed after:

Deadline for applications: 24 June 2025 at 23:59:59 CEST

Notifications to selected candidates: no later than 30 June 2025

Early applications are strongly encouraged. Candidates who apply early may be prioritised for participation in upcoming evaluation, selection, and advisory processes.

EIT Culture & Creativity values diversity and inclusion. Applications from qualified candidates of all ages, genders, nationalities, ethnic backgrounds, sexual orientations, religions, and persons with disabilities are welcome.

Please note:

- All selected experts will be required to sign a **Declaration of Impartiality and Confidentiality** prior to any assignment.
- Selection to the expert pool **does not constitute employment** with EIT Culture & Creativity GmbH or its subsidiaries. Selected experts become **external service providers**, eligible for specific assignments via a service contract.
- Any public reference to this affiliation (e.g., in professional or online platforms) must accurately reflect this status, avoiding any representation of formal employment.



4.6. DATA PROTECTION DISCLAIMER

Your personal data will be processed in compliance with **Regulation (EU) 2018/1725** and managed with the utmost care by EIT Culture & Creativity GmbH or its designated subsidiaries. Data is collected and processed exclusively for the purpose of managing this Expression of Interest, including:

- Enabling submission and processing of your application and CV;
- Matching your profile with potential expert assignments;
- Contacting you about ongoing or future opportunities;
- Responding to your enquiries regarding the application or selection process.

You may exercise your data protection rights at any time by contacting: **hiring@eit-culture-creativity.eu**

Further details are available in the **GDPR Compliant Privacy Notice for Applicants**, which can be accessed here: **[GDPR Compliant Privacy Notice](#)**