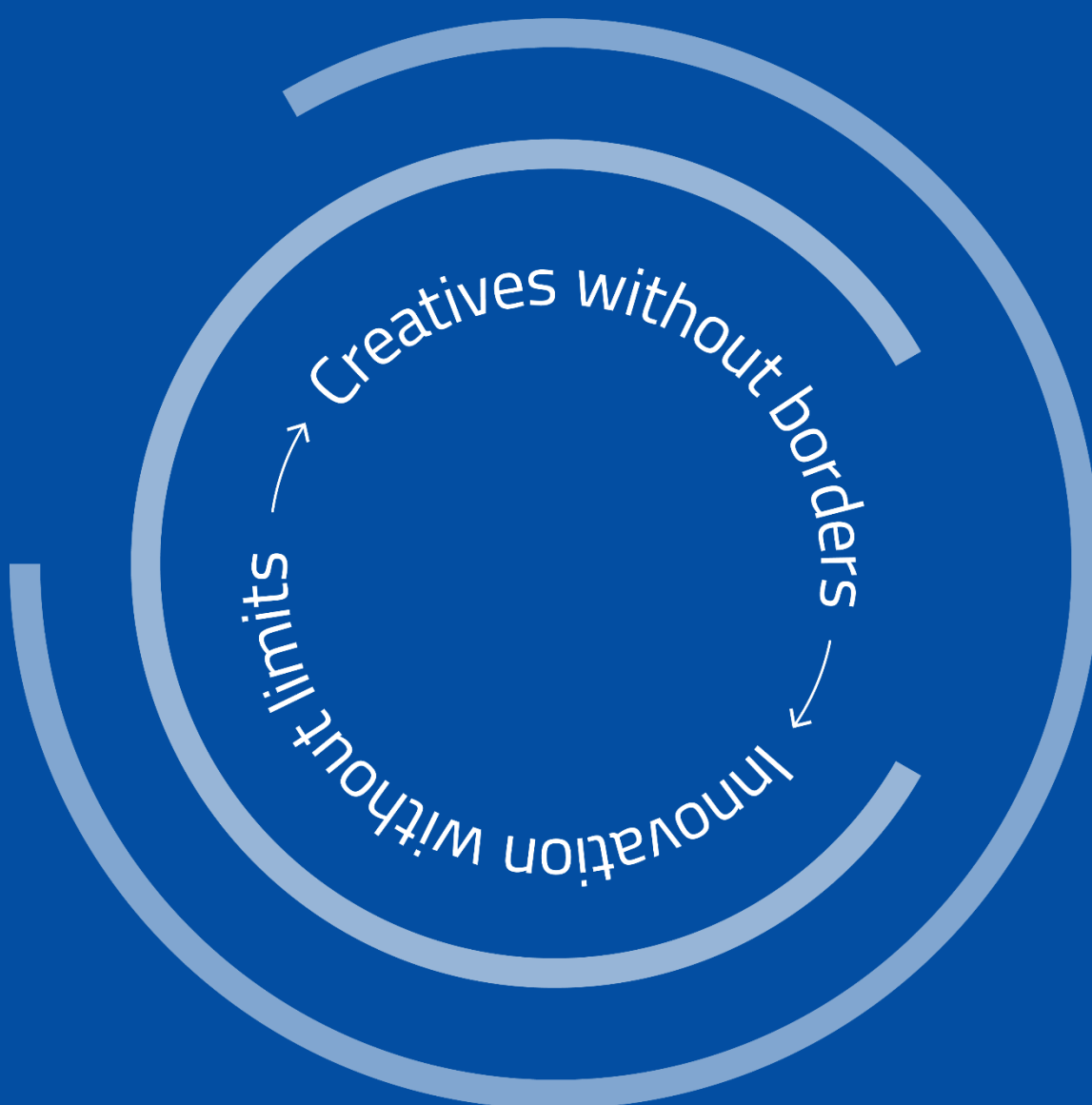


Regular Open Call

Master's & PhD Modules 2025

Call Guidelines





Master's & PhD Modules 2025

Version 2.0 (2025)

History of Changes

Version	Date	Changes
1.0	24/06/2025	Initial version.
2.0	22/07/2025	Portfolio Selection Committee composition (Chapter 7, page 34)

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



Table of Contents

1. INTRODUCTION	5
EIT Culture & Creativity	5
1.1. EIT CULTURE & CREATIVITY STRATEGIC FOCUS AND OBJECTIVES	5
Vision and mission	6
Impact goals	6
Challenges	6
Strategic objectives	6
EIT Culture & Creativity priority areas	7
1.2. MISSION OF THE EIT CULTURE & CREATIVITY EDUCATION THEMATIC AREA	8
2. CALL FOR MASTER'S & PHD MODULES 2025	10
3. CALL SUMMARY	11
4. REQUIREMENTS	16
4.1. SUPPORTING KNOWLEDGE TRIANGLE INNOVATION	16
4.2. WHO CAN APPLY	16
4.3. APPLICATION TYPES AND STRUCTURE	17
Temporary eligibility requirements for Hungarian universities	17
4.4. MEMBERSHIP	17
Membership options	18
4.5. INTEGRATION OF RIS APPLICANTS	18
Encouragement for participation of RIS applicants	18
Co-funding rate	19
4.6. GENDER AND DIVERSITY	19
5. SPECIFIC REQUIREMENTS	20
5.1. BACKGROUND AND OBJECTIVES	20
5.2. PRIORITY AREAS AND THEMATIC FOCUS	20
5.3. EXPECTED OUTCOMES AND IMPACT	22
5.4. KEY PERFORMANCE INDICATORS	22
Mandatory KPI	22
5.5. PROJECT DURATION	24
5.6. FINANCIAL ASPECTS	24
EIT Culture & Creativity financial support	24
Grant Structure and Course Allocation	24
Payment modalities	25
Co-funding rate	25
Eligibility of expenditure	26
Contribution to EIT Culture & Creativity's financial sustainability	26
Revenue-sharing from course participation fees	26
Sustainability of financially supported courses	26
Impact on financial sustainability goals	27
Financial sustainability process	27
Intellectual property (IP) rights	28
5.7. MONITORING	28
Specific monitoring requirements	29
Deliverables	30
5.8. LEGAL ASPECTS AND DOCUMENTATION	30



6. APPLICATION PREPARATION AND SUBMISSION	32
6.1. SUPPORT GIVEN TO APPLICANTS PREPARING A PROPOSAL	32
<i>Application guidelines</i>	32
<i>Call information session</i>	32
<i>Applicants contact points</i>	33
<i>FAQ</i>	33
<i>Proposal submission</i>	33
7. EVALUATION AND SELECTION PROCESS	34
7.1. ADMISSIBILITY AND ELIGIBILITY CHECK	35
<i>Admissibility criteria</i>	35
<i>Eligibility criteria</i>	35
Criteria	36
Description	36
7.2. EXTERNAL QUALITY EVALUATION OF PROPOSALS	36
<i>Scoring Scale</i>	37
Strategic fit evaluation criteria	37
EU dimension evaluation criteria	37
Excellence evaluation criteria	38
Impact evaluation criteria	38
Quality and efficiency of implementation evaluation criteria	38
<i>Total scoring from quality evaluation</i>	39
7.3. PORTFOLIO SELECTION	39
<i>Composition of the Selection Committee</i>	39
<i>Portfolio selection process</i>	39
7.4. FINAL RANKING AND AWARDING	40
7.5. TIE-BREAKING RULES	40
7.6. THRESHOLDS, RANKING, AND AWARDING OF FINANCIAL SUPPORT IN A NUTSHELL	40
8. FINAL RANKING AND SELECTION OF PROPOSALS	42
9. COMMUNICATION OF RESULTS TO APPLICANTS	43
10. APPEAL PROCEDURE	44
11. FAST TRACK PROVISIONS	45
ABBREVIATIONS	46
GLOSSARY OF TERMS	47
ANNEX I. ONLINE APPLICATION FORM	50
ANNEX II. APPEAL PROCEDURE	59
ANNEX III. GENERAL RULES FOR ALL STAKEHOLDERS WITH THE RESPECT TO THE COMPLIANCE	
PRINCIPLES	62



1. INTRODUCTION

EIT Culture & Creativity

As the ninth Knowledge & Innovation Community (KIC), EIT Culture & Creativity aims to fundamentally change the Cultural and Creative Sectors and Industries (CCSI) across Europe. Our mission is to nurture and empower a sustainable innovation ecosystem, bringing together education, research, business, and public organisations to address sector-specific societal and economic challenges. By fostering interdisciplinary and cross-sector collaboration, EIT Culture & Creativity seeks to unlock the innovative potential of the fragmented CCSI, contributing significantly to Europe's green, digital, and social transitions.

EIT Culture & Creativity focuses on five priority areas: Fashion, Architecture, Cultural Heritage, Audio-Visual Media, and Gaming. These sectors face unique challenges and collectively represent a substantial portion of the EU CCSI workforce and revenue. By strategically emphasising these areas while also welcoming participants from the broader spectrum of CCSI, we aim to create and maintain jobs, increase resilience, and accelerate sustainable and responsible economic growth.

Our Strategic Agenda 2024-2027 outlines our approach to transforming the CCSI, aiming for competitiveness, resilience, and sustainable economic growth. With 60 partners from 20 countries, EIT Culture & Creativity represents Europe's first knowledge and innovation community for the CCSI. This unique pan-European and cross-sectorial community is inclusive and open to all players, leveraging diversity as a strategy to enhance innovation and competitiveness globally.

Key strategic objectives:

- **Future-proofing CCSI students** with entrepreneurial and cross-disciplinary skills for the green and digital transitions.
- **Deploying and scaling CCSI innovations** on green and digital technologies and new business models, unlocking positive societal and economic impacts.
- **Accelerating and scaling CCSI market** opportunities to compete globally.

1.1. EIT CULTURE & CREATIVITY STRATEGIC FOCUS AND OBJECTIVES

Proposals submitted to this call must support the EIT Culture & Creativity vision and mission and directly contribute to tackling our challenges, impact goals, strategic objectives (SOs) and priority areas.

EIT Culture & Creativity acts in compliance with Horizon Europe Model Grant Agreement (HE MGA) Regulations and ensures that the principles of transparency, non-discrimination, sound financial management and no conflict of interest (including having procedures agreed with the granting authority regarding links with recipients) are ensured throughout the selection, evaluation and implementation of the sub granted activities.

Proposals need to demonstrate how the proposal will not just align with but will also actively contribute to



the EIT Culture & Creativity Strategic Agenda 2021-2027.

Vision and mission

Vision:

EIT Culture & Creativity envisions a transformative shift in the CCSI towards enhanced competitiveness, resilience, and sustainable economic growth.

Mission:

Our mission is to empower and nurture a sustainable innovation ecosystem that includes all actors of the knowledge triangle within the CCSI. EIT Culture & Creativity, along with its partners, addresses sector-specific challenges in education, innovation, and business creation. By fostering interdisciplinary and cross-sector collaboration, we aim to unlock the innovative potential of the fragmented CCSI ecosystem, thereby contributing to Europe's triple transition and accelerating competitive and resilient cultural and creative entrepreneurship.

Impact goals

Working towards this mission, EIT Culture & Creativity will pursue three overarching impact goals for the EU CCSI:

- Create and maintain jobs in a resilient CCSI ecosystem able to scale and compete in global markets.
- Increase resilience in and by EU CCSI by reducing environmental impact and increasing social cohesion.
- Accelerate transitions towards sustainable and responsible economic growth of EU CCSI.

Challenges

EIT Culture & Creativity has defined three challenges that affect the EU CCSI struggle to stay competitive on a global level, to be resilient, and to deliver wider economic and societal impact:

- Lack of appropriate skills for future job markets
- Lack of innovation implementation capacity
- Lack of venture creation & scaling, IP revenue, and growth

Strategic objectives

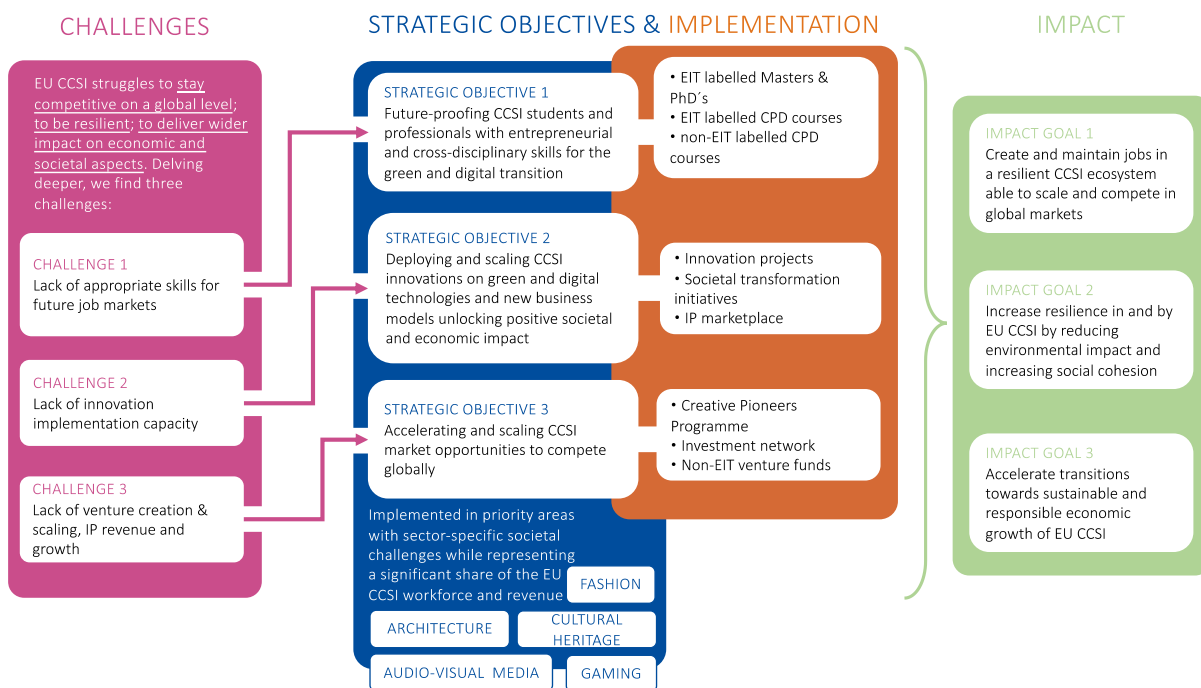
To achieve our mission, EIT Culture & Creativity will focus on the following strategic objectives:

- **Future-proofing CCSI students:** Equip CCSI students with entrepreneurial and cross-disciplinary skills necessary for the green and digital transitions. This includes addressing emerging technologies, environmental challenges, market disruptions, globalization, and talent shortages. Please notice that this call has students as main general target group.
- **Deploying and scaling CCSI innovations:** Support collaborative innovations that have significant commercial potential and societal benefits, focusing on green and digital technologies and new

business models.

- **Accelerating and scaling CCSI market opportunities:** Provide business support to create and scale ventures, enabling them to compete globally and access necessary capital, markets, and audiences.

These strategic objectives are designed to create and maintain jobs, enhance resilience, and accelerate sustainable economic growth within the EU's CCSI.



This graphic illustrates the relationship between our challenges, strategic objectives, and impact goals, highlighting how each proposal can contribute to the overarching mission and vision of EIT Culture & Creativity.

EIT Culture & Creativity priority areas

EIT Culture & Creativity focuses on five key priority areas, each with its unique challenges and intervention needs. These areas represent significant shares of the EU CCSI workforce and revenue, making them critical for targeted innovation and development efforts. Below are the descriptions and objectives for each priority area:

Priority area	Objective	Key challenges (non-exhaustive list)
Architecture	<ul style="list-style-type: none"> Foster circular innovation with a social dimension, focusing on new bio-based 	<ul style="list-style-type: none"> Growing demand for reusing and renovating existing buildings over new constructions. Limited entrepreneurial skills among architects



Priority area	Objective	Key challenges (non-exhaustive list)
	materials and technologies. <ul style="list-style-type: none"> Affordable climate adaptation, enhancing liveability and cohesion in urban environments. 	and lack of capacity to use architecture to promote social cohesion. <ul style="list-style-type: none"> SMEs and freelancers in architecture struggle to scale and find appropriate economic models.
Audio-Visual Media	<ul style="list-style-type: none"> Promote responsible and trustworthy use of technology, including generative AI, audience data collection. 	<ul style="list-style-type: none"> Limited capacity to implement and commercialise new technologies. New business models based on disruptive technologies. Issues with data ownership and privacy. Stagnant revenues and limited investment capabilities.
Cultural Heritage	<ul style="list-style-type: none"> Integrate emerging technologies and new business models for commercialising scalable products and services. Preserve cultural heritage, increase societal impact towards social cohesion. 	<ul style="list-style-type: none"> Disappearing traditional knowledge and craft skills. Limited skills for emerging technologies and entrepreneurship. Financial bottlenecks making it difficult to monetise and find new revenue streams from cultural heritage.
Fashion	<ul style="list-style-type: none"> Drive circular innovations, new textile processing, recycling technologies, and supply chain innovations. Promote circular business models and circular design. 	<ul style="list-style-type: none"> High reliance on raw material consumption and environmentally damaging production processes. Significant waste generation leading to environmental degradation and social issues. SMEs and new ventures face difficulty competing with global industry players and scaling up.
Gaming	<ul style="list-style-type: none"> Foster innovation with disruptive technologies focused on digital ethics and cross-sectoral collaboration. Enhance the societal impact of the gaming sector. 	<ul style="list-style-type: none"> Access to funding Access to talent and strict industry-specific curricula. Barriers from global platforms restricting market access and choice of distribution channels. Difficulty for EU gaming companies to maintain and grow market share against dominant American and Asian players.

1.2. MISSION OF THE EIT CULTURE & CREATIVITY EDUCATION THEMATIC AREA

EIT Culture & Creativity is committed to advancing lifelong learning, talent development, and sector-wide innovation across the CCSI. EIT Culture & Creativity Education Thematic Areas' mission is to empower students



and professionals within CCSI by facilitating the development of crucial competencies that will enable them to thrive in an evolving global market. Through degree programmes (such as Master's and PhD programmes) and non-degree offerings (such as Continuous Professional Development courses and vocational trainings), EIT Culture & Creativity Education Thematic Area (TA) will play a vital role, aiming to equip professionals and students with cross-disciplinary, entrepreneurial, and future-ready skills that respond to the demands of the digital and green transitions. From foundational education to executive and continuous professional development, the EIT Culture & Creativity Education Thematic Area seeks to address the knowledge and skill gaps that limit growth and resilience in CCSI while nurturing a thriving ecosystem for creative talents. EIT Culture & Creativity Education TA will collaborate with delivery partners across HE institutions, VET providers, research institutions, innovation and technology centres, cultural institutions, and industry stakeholders. These collaborative efforts are designed to support both individual career growth and sector-wide advancement, creating a strong, interconnected community for innovation and entrepreneurial growth.

Aligned with other European education and training initiatives (e.g. Erasmus+, EIT HEI Initiative), the EIT Culture & Creativity Education TA will forge synergies that maximise impact and funding potential. By supporting CCSI professionals in lifelong learning and skill-building, the EIT Culture & Creativity Education TA will foster a resilient talent pool ready to navigate the demands of the global market and to contribute significantly to Europe's economic and cultural ecosystem.



2. CALL FOR MASTER'S & PHD MODULES 2025

This call for proposals aligns with the strategic objectives outlined in the EIT Culture & Creativity Strategic Agenda 2024-2027.

This call specifically invites applications for the development and implementation of up to **six innovative Master's and/or PhD modules** to be integrated into existing academic programmes. All proposals must address one or more of the EIT Culture & Creativity priority areas: **Architecture, Audio-Visual Media, Cultural Heritage, Fashion, and Gaming**. Emphasis is placed on embedding entrepreneurship education and emerging technologies into the curricula.

By fostering a new generation of entrepreneurial and skilled graduates, EIT Culture & Creativity aims to accelerate the green, digital, and social transformations of Europe, contributing to a more competitive and resilient CCSI. All supported programmes are expected to apply for the **EIT Label**¹ for excellent educational programmes that focus on innovation, entrepreneurship, creativity, and leadership and are based on the knowledge triangle paradigm - the integration of business, education and research.

¹ A quality seal awarded by the European Institute of Innovation and Technology (EIT) that recognises Master and doctoral programmes that combine excellence in innovation, entrepreneurship, creativity, and leadership.



3. CALL SUMMARY

This is an open call launched under the cascade funding mechanism, providing financial support to third parties based on actual costs incurred. The selected projects will receive EIT Culture & Creativity funding through a sub-granting model, where financial contributions are allocated to consortium members as subgrants. The final eligible subgrant amount refunded will be determined based on the eligible costs incurred and reported at the end of the project, in accordance with applicable financial rules and verification procedures.

Section	Description of information to be provided
Key dates of the call	<ul style="list-style-type: none">• Call opening: 4 July 2025• Call closure: 30 September 2025 at 17:00 CET• Eligibility and admissibility check: October 2025• External evaluation of proposals: October 2025• Portfolio selection: November 2025• Communication of results to applicants: November 2025• Publication of results: December 2025 (1 month standstill period)• Projects start date: 1 January 2026
Scope and topics of the call	The EIT Culture & Creativity Master's & PhD Modules 2025 Call seeks proposals that focus on the development and implementation of up to six innovative Master's or PhD Modules . A particular emphasis is placed on integrating entrepreneurship education and emerging technologies within the curricula of degree education Master's or PhD programmes in Fashion, Architecture, Audio-Visual Media, Gaming, and Cultural Heritage .
Type of activities to be financially supported	This call aims to fund up to six Master's and/or PhD Modules .
Total estimated EIT Culture & Creativity financial support allocated to this call	<p>The total EIT Culture & Creativity financial support provided is €1.650.000, allocated as follows:</p> <ul style="list-style-type: none">• Six new Master's and/or PhD Modules: Up to €275,000 for each selected eligible project. The intention of this call is to fund one module for each EIT Culture & Creativity priority area, plus one transversal module in emerging technologies, subject to the quality of the proposals. If an area does not have an eligible proposal at the required quality level (passing minimum evaluation threshold), then the next highest evaluated proposal from another area will be taken under consideration for receiving the grant. <p>EIT Culture & Creativity financial support allocation will be distributed in three instalments:</p>



Section	Description of information to be provided
	<ul style="list-style-type: none"> • Beginning of the project: up to 20% as prefinancing. Once all required documents have been duly signed by all parties, and all necessary validations have been successfully completed. • Mid-way through the project: up to an additional 40% as interim payment. After revision and validation of the interim report. • Completion of the project: up to an additional 40% as final payment. After revision and validation of the final report.
Co-funding	<p>All proposals must have a minimum co-funding rate of 20% across the project. Members within a consortium may have different individual co-funding rates, if the overall co-funding for the entire project meets the required minimum of 20%. Costs funded by other EU programmes or sources are not eligible as co-funding to avoid double funding.</p>
Applicant requirements	<p>Proposals must be submitted by a consortium consisting of at least 3 independent legal entities from at least 2 different EU Member States or Horizon Europe-associated countries.</p> <p>The consortium must include:</p> <ul style="list-style-type: none"> • One Higher Education Institution (HEI) as the project lead, with the legal capacity to award Master's or PhD degrees. The HEI is responsible for the academic design, delivery, and accreditation of the proposed module, ensuring educational quality and alignment with skill needs across the CCSI. • At least one business member, such as a start-up, scale-up, micro-enterprise, SME, or large company active in the CCSI. Business members are expected to contribute to the market relevance, scalability, and long-term sustainability of the course. Their involvement should facilitate hands-on learning opportunities for students – for example, through internships, mentoring, innovation challenges, or collaborative project-based activities integrated into the curriculum. • A third member must be included to strengthen the learning and innovation impact of the project. This member may be another HEI (ideally adding international value to the student experience), a research or innovation centre, or a cultural institution with sectoral expertise. Additional eligible types of partners include public sector bodies, non-profit foundations, creative hubs or incubators, sectoral associations, or professional networks active in the CCSI. Their participation must clearly demonstrate added value in terms of entrepreneurial capacity building, cross-sectoral collaboration, and enhanced educational outcomes.
Project phases and duration	<p>The total project duration is maximum one year, and must include all phases of the project, including module preparation, module implementation, and post-module activities.</p> <p>Total project durations must align with these specifications to ensure that all</p>



Section	Description of information to be provided
	<p>deliverables and KPIs are met within the timeframe: <u>starting from 1 January 2026 and ending no later than 31 December 2026.</u></p> <p>Proposals for the development of a new Master's or PhD module will typically involve the following phases:</p> <ul style="list-style-type: none"> • Preparation (2 to 3 months; estimated dates: Jan-Mar 2026): Module Concept, Development and Design, including e.g. outlining of the core focus, learning objectives, and intended learning outcomes, structuring of learning materials and resources, teaching and learning methods, credit allocation, assessment strategies. • Module Launch and Pilot Delivery (3 to 4 months; estimated dates: Mar-June 2026), within an existing Master's or PhD Programme. • Evaluation and Improvement (1 to 2 months; estimated dates: Sept-Oct 2026), including e.g. participant and faculty feedback, module updates and enhancements. • Post-course (1 month; estimated date: Nov 2026): evaluation, reporting, financial wrap-up, sustainability planning. • Accreditation (if required for the integration of the new module into an existing Master's or PhD programme), including e.g. preparation and launch of specific procedures needed within the HEI, for the accrediting body, or other steps related to the national context and regulations.
KPIs to be addressed	<p>Mandatory KPIs:</p> <ul style="list-style-type: none"> • EITHE07.1 – Graduates from EIT-labelled programmes: Minimum 30 graduates per module, including detailed reporting on participant demographics and programme details. • EITHE07.2 – EIT RIS Graduates² from EIT-labelled programmes: Minimum 9 RIS graduates, with similar reporting requirements. • EITHE09.1 – Students enrolled in EIT-labelled programmes: At least 40 students enrolled per module, tracked and reported. • CCSI02 – Students/professionals with new entrepreneurial skills: Minimum 30 participants demonstrating new entrepreneurial skills, with supporting data and evidence provided in reporting.
Admissibility and eligibility criteria	<p>Admissibility criteria:</p> <ul style="list-style-type: none"> • The proposal is submitted before the specified deadline. • The proposal is written entirely in English. • The proposal is submitted through the designated application platform.

² A detailed list of EIT Regional Innovation Scheme (RIS) countries can be found on the [EIT website](#).



Section	Description of information to be provided
	<ul style="list-style-type: none"> The proposal includes all necessary accompanying documents (in English). The project duration is according to the expected duration stated in the call. Eligibility criteria: <ul style="list-style-type: none"> The lead applicant and all consortium members must be registered on the EU Funding and Tenders Portal with a PIC (Participant Identification Code) number. Applicants must comply with the call requirements. The proposal demonstrates a minimum co-funding rate of 20% across the project. The proposal addresses the mandatory KPIs.
Evaluation criteria	<ul style="list-style-type: none"> Strategic Fit: The proposal aligns with EIT Culture & Creativity's objectives, addresses call topics, and will contribute to relevant EIT Culture & Creativity KPIs. EU Dimension: The proposal demonstrates a strong EU dimension through consortium composition (multi-beneficiary) and/or module's impact and scope. Excellence: The proposal highlights the applicant's expertise in (entrepreneurship) education, innovation, and commercialisation, with clear learning outcomes and novel approaches. Impact: The proposal ensures measurable benefits for skills, employability, and sector relevance, includes a structured outreach plan, and addresses market potential, commercialisation, intellectual property, and financial sustainability beyond EIT Culture & Creativity's funding. Quality & Implementation: The proposal presents a structured work plan, clear member roles, strong management, risk mitigation measures, and a well-justified budget ensuring value for money.
Portfolio selection Criteria	<ul style="list-style-type: none"> Strategic portfolio fit: The proposal complements and diversifies EIT Culture & Creativity's existing portfolio by addressing gaps and creating synergies in underrepresented educational areas. Long-term educational impact: The proposal demonstrates strong potential for contributing to the long-term evolution of EIT Culture & Creativity's education portfolio through sustainability, scalability, market relevance, and lasting partnerships or revenue streams beyond the project lifecycle.
Link to the application form	<p>The application form will be available from 4 July 2025 to 30 September 2025 17:00 CET.</p> <p>Please make sure you have a Participant Identification Code (PIC), if not, register first on the EU Funding & Tender Portal (for guidance see link below under 'List of documents').</p>



Section	Description of information to be provided
	Please submit your applications here: Application Form .
List of documents	<p>Applicants must submit the following documents:</p> <ul style="list-style-type: none">• Online application form (see links above and template in Annex I)• Budget plan and EIT funding request as Excel file• Work plan and project timeline as Gantt chart. <p>Additional documents relevant to the call:</p> <ul style="list-style-type: none">• Call guidelines• Budget plan and EIT funding template• Eligibility of expenditures• Appeal procedure (Annex II)• PIC Registration Guidance• EIT Culture & Creativity Strategic Agenda 2024-2027• List of countries eligible under this call: Only EU Member States and countries officially associated to Horizon Europe are eligible for funding. For reference, see paragraph “Third countries associated to Horizon Europe” in the List of participating countries in Horizon Europe. Please note: European Institute of Innovation and Technology (EIT) is situated in Pillar III. Countries eligible for funding under this call must be associated to pillar III.• Horizon Europe Model Grant Agreement (HE MGA)• EU Financial Regulation (Article 61)• Charter of Fundamental Rights of the European Union• EIT Label Handbook for planning, labelling and reviewing degree programmes• Ethics: Self-assessment



4. REQUIREMENTS

4.1. SUPPORTING KNOWLEDGE TRIANGLE INNOVATION

For the Open Call for Master's/PhD Modules 2025, EIT Culture & Creativity applies the Knowledge Triangle Integration (KTI) model to ensure meaningful collaboration across education, research, and business. This model is central to the EIT Label and underpins all EIT education activities.

To ensure relevance, innovation, and long-term impact, proposals must bring together actors from the three corners of the Knowledge Triangle:

- **Higher Education Institutions (HEIs)** — leading the academic content and degree awarding.
- **Business sector entities** — contributing market insights, innovation relevance, and entrepreneurial training.
- **Research and/or cultural institutions** — providing technological, creative, or disciplinary depth.

The Knowledge Triangle approach ensures that supported projects are not only academically rigorous, but also closely aligned with industry and societal needs, preparing graduates to navigate and lead the green, digital, and social transitions of the CCSI.

In addition, EIT Culture & Creativity promotes **Extended Knowledge Triangle (EKT)** collaboration, which includes public institutions, policymakers, and civil society stakeholders, to foster long-term systemic impact and alignment with regional development goals.

4.2. WHO CAN APPLY

Proposals under this call should focus on the development of new Master's and/or PhD modules to be embedded in existing accredited degree programmes.

Projects must be implemented by a **consortium of at least three independent legal entities from at least two different EU Member States or Horizon Europe-associated countries**, comprising:

- **One Higher Education Institution (HEI)** as the project lead, with the legal capacity to award Master or PhD degrees. The HEI is responsible for the academic design, delivery, and accreditation of the proposed module(s), ensuring educational quality and alignment with skill needs across the CCSI.
- **At least one business member**, such as a start-up, scale-up, micro-enterprise, SME, or large company active in the CCSI. Business members are expected to contribute to the market relevance, scalability, and long-term sustainability of the module. Their involvement should facilitate hands-on learning opportunities for students — for example, through mentoring, innovation challenges, or collaborative project-based activities integrated into the curriculum.



- **A third member** must be included to strengthen the learning and innovation impact of the project. This member may be another HEI (ideally adding international value to the student experience), a research or innovation centre, or a cultural institution with sectoral expertise. Additional eligible types of partners include public sector bodies, non-profit foundations, creative hubs or incubators, sectoral associations, or professional networks active in the CCSI. Their participation must clearly demonstrate added value in terms of entrepreneurial capacity building, cross-sectoral collaboration, and enhanced educational outcomes.

4.3. APPLICATION TYPES AND STRUCTURE

Eligibility of Associated Countries

Countries in the process of associating with **Horizon Europe** must have completed their association agreement by the launch date of this call to be considered eligible. Only entities from countries officially associated at the time of publication of this call will be eligible for funding. Any association agreements finalised after the call's publication date will not apply retroactively to this call. For reference, see paragraph “**Third countries associated to Horizon Europe**” in the List of participating countries in Horizon Europe. Please note: **European Institute of Innovation and Technology (EIT) is situated in Pillar III**. Countries eligible for funding under this call must be associated to pillar III.

According to EU policies and measures, Russian entities will not be authorised to participate in any new grant under the EU Research and Innovation programmes.

Temporary eligibility requirements for Hungarian universities

Following the Council's Decision on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary that entered into force on 15 December 2022, special participation and EIT Culture & Creativity financial support restrictions may affect Hungarian public interest trusts and their linked universities participating in any EIT Culture & Creativity calls. For further information and the list of affected entities, please refer to the “Eligibility of Expenditure” on the website of the call. This call for proposals follows the main rules and principles established by EIT rules and EU general principles. All call processes respect the principles of openness, transparency, equal treatment and efficacy.

4.4. MEMBERSHIP

The implementation of financially supported education projects is a key activity within EIT Culture & Creativity. Beyond project implementation, being part of the EIT Culture & Creativity community provides additional opportunities for collaboration, networking, and strategic involvement aimed at driving impact and scaling innovation in the CCSI.

Once an application is selected for EIT Culture & Creativity financial support, the financially supported entities will automatically become members of the EIT Culture & Creativity community. As members, they will benefit from the support of the EIT Culture & Creativity's ecosystem. To continue their engagement after project



implementation, they will be required to choose one of the following membership categories:

Membership options

- **Community participant:** position yourself or your organisation in your region with specialised advice from our regional hub teams and connection with local networks. The cost ranges from €100 to €5,000 per year, depending on whether you apply as an individual or an organisation, and the size of your organisation.
- **Cooperation partner:** boost your organisation's opportunities for collaboration and engagement with Europe's cultural and creative ecosystem. Cooperation Partners benefit from personalised advice and tailored service roadmaps provided by our expert team. Membership fees range from €5,000 to €20,000 per year, based on your organisation's size.
- **Core partner:** Core Partners enjoy all the benefits of the Cooperation Partner level, with additional privileges such as becoming part of our governance structure and voting at the General Assembly. This premium membership is designed for organisations ready to play a leading role in shaping the future of EIT Culture & Creativity. The annual fee is €25,000.

This model ensures that financially supported projects are embedded in the EIT Culture & Creativity community, fostering long-term collaboration and providing ongoing support even after the project lifecycle.

4.5. INTEGRATION OF RIS APPLICANTS

EIT Culture & Creativity encourages the participation of organisations from countries with moderate or emerging innovation scores, as defined by the European Innovation Scoreboard. These countries are part of the Regional Innovation Scheme (RIS), and applicants from these regions are referred to as "RIS applicants".

Encouragement for participation of RIS applicants

EIT Culture & Creativity is committed to expanding the innovation and education ecosystem by fostering collaboration with RIS countries and regions.

Proposals are encouraged to meaningfully engage with RIS members and allocate a portion of their activities and budget to addressing challenges and opportunities specific to these regions. While there is no mandatory requirement for a minimum budgetary allocation, proposals that demonstrate strong engagement with RIS countries will be positively evaluated during the assessment process.

Accordingly, proposals can enhance their alignment with EIT Culture & Creativity's RIS objectives by:

- Including members from RIS-eligible countries and regions in their consortium.
- Highlighting activities specifically designed to address regional challenges or opportunities in RIS areas.
- Identifying measurable outcomes or contributions to innovation, capacity-building, and societal impact in RIS regions.

Any entity from a RIS country can apply as a RIS applicant during the initial application process. The goal of integrating RIS applicants is to expand the innovation ecosystem by connecting local RIS members to the



broader European innovation landscape. This ensures that regions with moderate or emerging innovation performance are well-represented and can contribute to the overall success of the programme.

Co-funding rate

RIS applicants are subject to the same co-funding rate as all other applicants, which is set at 20%. Costs funded by other EU programmes or sources are not eligible as co-funding to avoid double funding.

By actively engaging with RIS members, applicants contribute to the integration of regions with moderate or emerging innovation performance into the broader European innovation landscape. This not only strengthens the impact of the projects but also ensures a more inclusive and diverse approach to innovation across Europe.

4.6. GENDER AND DIVERSITY

EIT Culture & Creativity is dedicated to building a more inclusive and equitable future for the CCSI. As such, proposals submitted under this call are expected to meaningfully integrate **gender equality and diversity** throughout the design, content, and delivery of their modules.

Applicants should clearly demonstrate how their module addresses issues of gender and diversity – both within the curriculum and through strategies for recruitment, access, and learning environments. Proposals should also consider how gender and diversity intersect with other identity factors such as **age, race, socioeconomic status, sexual orientation, and physical ability**.

By embedding inclusive practices into advanced academic education, these modules will help cultivate a new generation of CCSI professionals who reflect the sector's full range of experiences and perspectives – essential for driving innovation, resilience, and sustainable growth across the creative economy.



5. SPECIFIC REQUIREMENTS

5.1. BACKGROUND AND OBJECTIVES

This call aims to strengthen the higher education landscape within the CCSI by:

- Developing **six new Master's and/or PhD Modules** that integrate **future skills and new technologies, societal transformation and sustainability, ethical and sustainable entrepreneurship, and creativity as a skill for innovation** within the EIT Culture & Creativity priority areas. These modules can be embedded within existing programmes.
- **Significantly enhancing entrepreneurship education** within the curricula of modules focusing on **Architecture, Fashion, Audio-Visual Media, Gaming, and Cultural Heritage**, equipping graduates with the skills necessary to create and scale innovative ventures.
- Ensuring that all supported programmes align with the **EIT Label Quality Framework** and the **EIT Overarching Learning Outcomes**.
- Contributing to the achievement of relevant **Key Performance Indicators (KPIs)** outlined in the EIT Culture & Creativity Strategic Agenda 2024-2027.

5.2. PRIORITY AREAS AND THEMATIC FOCUS

Proposals must clearly address one or more of the five EIT Culture & Creativity priority areas:

- **Fashion:** Focusing on circular innovation, new materials, and sustainable practices.
- **Architecture:** Emphasising circular innovation with a social dimension, bio-based materials, and climate adaptation.
- **Audio-Visual Media:** Addressing responsible technology use, generative AI, new business models, and the social impact of the sector.
- **Cultural Heritage:** Focusing on the digitisation of heritage, sustainable tourism, the preservation of traditional skills, and entrepreneurial approaches to heritage management.
- **Gaming:** Driving innovation with disruptive technologies, focusing on digital ethics, cross-sectoral collaboration, and enhancing the societal impact of gaming.

In addition to the five EIT Culture & Creativity priority areas, we seek transversal proposals for a Master's or PhD module on:

- **Emerging Technologies for CCSI:** Integrating AI, AR, or VR for skill development, cross-sector collaboration, and innovative creative processes while addressing ethical, privacy, and societal implications.



All proposals must demonstrate a strong focus on integrating **entrepreneurship education** in the chosen strategic area. This should include, but not be limited to, topics such as:

- Business model design and strategic planning.
- Ideation and creative problem-solving techniques.
- Intellectual Property (IP) management and commercialisation.
- Accessing finance and investment readiness.
- Digital entrepreneurship and marketing strategies.
- Sustainable and ethical business practices.
- Teamwork, leadership, and innovation management.

Example proposals for the five priority areas are as follows:

- **Fashion:** A Master's module proposal could focus on "**Sustainable Fashion Entrepreneurship and Innovation**," integrating topics such as circular business models in fashion, the development and application of new sustainable materials, ethical supply chain management, and digital marketing strategies for sustainable fashion brands. It would also need to incorporate strong entrepreneurial education, covering areas like business model design, access to finance, or intellectual property management within the fashion industry.
- **Architecture:** A PhD module proposal might centre on "**Circular Economy and Entrepreneurship in the Built Environment**." Specific topics could include the research and application of bio-based building materials, innovative architectural solutions for climate adaptation, the development of new business models for sustainable renovation and reuse of existing buildings, and the integration of social impact design principles. The proposal would need to demonstrate how the PhD module will equip graduates with entrepreneurial skills to translate their research into innovative and scalable solutions within the architectural sector.
- **Audio-Visual Media:** A Master's module proposal could address "**Entrepreneurship and Innovation in Digital Media**," covering areas like the development and monetisation of generative AI applications in creative content, new business models for online video platforms and immersive experiences, responsible technology use and digital ethics in media creation and distribution, and strategies for reaching and engaging audiences in the digital landscape. A significant component would be dedicated to fostering entrepreneurial skills relevant to the media industry, such as funding acquisition, intellectual property rights for digital content, and team leadership.
- **Cultural Heritage:** A Master's module proposal might explore "**Entrepreneurial Approaches to Cultural Heritage Management and Digitisation**." Potential topics include the development of sustainable tourism initiatives that preserve cultural heritage, the application of digital technologies (like virtual and augmented reality) for heritage preservation and visitor engagement, the creation of new business models for museums and heritage sites, and the preservation and commercialisation of traditional craft skills. The programme would need to integrate entrepreneurship education focused on the unique challenges and opportunities within the cultural heritage sector.



- **Gaming:** A Master's module proposal could focus on "**Innovation and Entrepreneurship in the Gaming Industry**," including topics such as the application of disruptive technologies like blockchain and AI in game development, the ethical considerations of digital game design, the development of cross-sectoral applications of gaming technologies (e.g., for education or healthcare), and strategies for game development studios to navigate platform restrictions and achieve market visibility. Entrepreneurship modules would cover areas like investment acquisition, scaling operations for game development companies, and intellectual property in the gaming sector.

Proposals must also follow the **EIT Overarching Learning Outcomes**, focusing on entrepreneurial education, 'learning by doing', mobility, and outreach.

5.3. EXPECTED OUTCOMES AND IMPACT

Successful projects are expected to deliver the following outcomes:

- Development and implementation of a **new, high-quality Master's and/or PhD module** within the EIT Culture & Creativity priority areas, with a clear focus on entrepreneurship, creativity and/or innovation.
- **Significant enhancement of students' entrepreneurial skills and innovation mindsets** within the targeted priority areas.
- Increased collaboration between Higher Education Institutions (HEIs), businesses, and other relevant stakeholders within the **EIT Knowledge Triangle** – Education, Innovation, and Business Creation.
- All supported programmes are expected to apply for the **EIT Label** within two years of initiation.
- Contribution to the EIT Culture & Creativity **KPIs**.

5.4. KEY PERFORMANCE INDICATORS

To be eligible, all submitted proposals must address the KPIs listed below and indicate the expected minimum target value for each selected KPI.

Supported programmes do not have to receive the **EIT Label** certification before applying to this call, but are expected to apply for the **EIT Label** within two years of initiation of the supported programme.

Mandatory KPI

EITHE code	KPI title	KPI description	Minimum target per project	Evidence required from applicants
EITHE07.1	Graduates from EIT-labelled programmes	Number of graduates from EIT-labelled programmes and other education activities.	30	Reporting only: <ul style="list-style-type: none">• Year of reporting• Name• Contact detail/email address• Gender• Country of origin



EITHE code	KPI title	KPI description	Minimum target per project	Evidence required from applicants
				<ul style="list-style-type: none"> Country of residence Education programme/activity Name of the HEI/education provider Year of starting the studies under the EIT label Year of completing the studies under the EIT label
EITHE07.2	EIT RIS Graduates from EIT-labelled programmes	Number of EIT RIS Graduates from EIT-labelled programmes and other education activities.	9	Reporting only: <ul style="list-style-type: none"> Year of reporting Name Contact detail/email address Gender Country of origin Country of residence Education programme/activity Name of the HEI/education provider Year of starting the studies under the EIT label Year of completing the studies under the EIT label
EITHE09.1	Students enrolled in EIT-labelled programmes	Number of students enrolled in EIT-labelled programmes and other education activities.	40	Reporting only: <ul style="list-style-type: none"> Year of reporting Name Contact detail/email address Gender Country of origin Country of residence Education programme type Education programme/activity and information whether the activity has been developed as part of the HEI CBI



EITHE code	KPI title	KPI description	Minimum target per project	Evidence required from applicants
				<ul style="list-style-type: none">Name of the HEI/education providerYear of starting the studies under the EIT label
CCSI02	Students/ professionals with new entrepreneurial skills	Number of students/ professionals with new entrepreneurial skills	30	Reporting only: <ul style="list-style-type: none">Year of reportingNameContact detail/email addressGenderCountry of originCountry of residenceEducation programme/activity

5.5. PROJECT DURATION

The total project duration for the Master's/PhD modules proposals is **maximum one year**, and must include all phases of the project, including module preparation, module implementation, and post-module activities.

Total project durations must align with these specifications to ensure that all deliverables and KPIs are met within the timeframe: **starting from 1 January 2026 and ending no later than 31 December 2026.**

5.6. FINANCIAL ASPECTS

EIT Culture & Creativity financial support

The total maximum EIT Culture & Creativity financial support available for this call is **€1,650,000 expected from the Business Plan 2026–2028 (BP2026)**, subject to formal approval by the EIT.

Financial support is **conditional** and depends on the approval of the 2026–2028 multiannual Business Plan by the EIT. Funding commitments for 2026 activities will only be confirmed upon this approval.

Grant Structure and Course Allocation

Financial support will be provided in the form of a **grant**, with the following maximum amounts per type of course:



Course Type	Maximum EIT C&C Contribution per Course	Number of Courses to Be Funded	Total Allocation
Master's or PhD Module	Up to €275,000 per new module	Up to 6 modules	€1,650,000
Total			€1,650,000

Each proposal must comply with the co-funding requirements described in Section 5.6 and will be subject to eligibility, evaluation, and portfolio selection procedures outlined in Section 7.

Payment modalities

Entities receiving financial support from EIT Culture & Creativity for the implementation of the selected projects will become subgrantees under the Grant Agreement between EIT Culture & Creativity and EIT.

Necessary arrangements are put in place to ensure eligibility of costs and compliance under the Grant Agreement between the EIT and EIT Culture & Creativity. All validated entities will have to proceed with the signing of the Financial Support Agreement (FSA), before any financial support can be provided

EIT Culture & Creativity will provide financial support through the following payment instalments:

- **Pre-financing payment:** A pre-financing payment of up to 20% of the total EIT Culture & Creativity contribution will be disbursed upon the successful signing and validation of the Framework Support Agreement (FSA) by all consortium members.
- **Interim payment:** A second payment of up to an additional 40% of the total EIT Culture & Creativity contribution will be disbursed following the interim review. This review includes the applicant's submission of the interim cost and performance report, an interim review meeting between the applicant and EIT Culture & Creativity, and the issuance of an interim review report by EIT Culture & Creativity, including the review assessment and the label received by the project. Payment is contingent upon this overall assessment. Costs deemed ineligible will not be reimbursed.
- **Final payment:** The remaining payment (up to 40%) will be made after the final review, which includes the submission of the final cost and performance report by the applicant and a final review report issued by EIT Culture & Creativity, including the final assessment from EIT Culture & Creativity. Payment will be issued upon approval of the project's final outcomes. The final payment will be adjusted based on the eligibility check conducted through a Certificate on the Financial Statements (CFS) or EIT Culture & Creativity's internal verification. If any costs are deemed ineligible, they will be deducted from the final payment.

EIT Culture & Creativity shall be under no obligation to distribute EIT funding as financial support to the entities selected unless the cost eligibility rules of Article 6 of the Grant Agreement (as transposed in the Financial Support Agreement) are complied with, always subject to final confirmation by EIT.

Co-funding rate

All proposals must have a minimum co-funding rate of 20% across the project. Members within a consortium



may have different individual co-funding rates, as long as the overall co-funding for the entire project meets the required minimum of 20%.

Costs funded by other EU programmes or sources are not eligible as co-funding to avoid double funding.

Eligibility of expenditure

For information on the eligibility of costs of your project's budget, please refer to the document Eligibility of Expenditure published on the call website.

Contribution to EIT Culture & Creativity's financial sustainability

EIT Culture & Creativity aims to achieve financial independence from European Union funding as part of its long-term strategic vision. For this Master's/PhD Modules 2025 Call, a Financial Sustainability Mechanism (FSM) is established to generate revenue through income-sharing from Master's/PhD modules. All financially supported education projects are expected to contribute to EIT Culture & Creativity's financial sustainability by implementing revenue-sharing agreements tailored to participant fees and market segments.

Revenue-sharing from course participation fees

Selected Master's/PhD Modules will operate under a revenue-sharing model Agreement. A negotiated percentage of the income generated from these educational offerings will be allocated to EIT Culture & Creativity.

This performance-based model ensures that as programmes succeed and scale in the market, EIT Culture & Creativity receives a proportional return. The revenue share will be determined based on each project's growth potential, students course enrolment and financial sustainability plan, contributing to EIT Culture & Creativity's long-term operational and innovation capacity.

Sustainability of financially supported courses

To ensure long-term delivery and financial sustainability, all financially supported modules must commit to the following obligations:

- **Continuation for a minimum of three years post-funding:** Financially supported projects are required to continue delivering their modules for at least three years after the conclusion of EIT Culture & Creativity financial support. This ensures the long-term availability of high-value educational offerings that contribute to EIT Culture & Creativity's education portfolio. This commitment will be assessed and formalized during the Financial Support Agreement (FSA) negotiation phase, ensuring clear timelines and conditions for module continuation. The EIT Culture & Creativity financial support provided by EIT Culture & Creativity is intended to cover the initial setup of the module, including – among other things – content development, platform integration, and pilot delivery. Beyond this, it is the responsibility of the financially supported entities to ensure the continuation of the module through the financial sustainability plan submitted as part of their proposal.
- **Alignment with EIT Culture & Creativity's education portfolio:** Modules must be integrated into EIT



Culture & Creativity's permanent education portfolio, ensuring consistency, alignment with strategic goals, and accessibility for future learners.

- **Financial sustainability plan:** Applicants must submit a detailed sustainability plan, including:
 - A clear business model outlining how the module will generate revenue post-funding (e.g. participant fees, partnerships, or sponsorships).
 - Target audience analysis and expected enrolment numbers. Including target audience demographic and psychographic description, unattended needs identified, current direct or indirect solutions suppliers, and differentiation proposed. Please notice that the call general target audience are students.
 - A description of how the module aligns with market needs and scales to ensure lasting relevance.
- **Revenue-sharing and licensing agreements:** All modules must adhere to the FSM revenue-sharing model and include provisions for licensing agreements if third-party organisations are involved in module delivery.

Impact on financial sustainability goals

Each financially supported project is expected to contribute significantly to EIT Culture & Creativity's annual revenue targets, based on course fees and the number of enrolled participants. By aligning educational content with industry needs and providing value-added training for diverse market segments, this call supports EIT Culture & Creativity's goal of achieving long-term financial sustainability. Additionally, the three-year continuation requirement ensures that the financially supported modules have a lasting impact, strengthening EIT Culture & Creativity's education portfolio and generating consistent financial contributions. All financially supported entities will be required to report on module completion rates, revenue generated, and alignment with the FSM throughout the duration of their projects, thereby ensuring accountability and measurable contributions to EIT Culture & Creativity's financial resilience.

Financial sustainability process

- **Proposal submission:** All proposals must clearly outline a strategy for revenue sharing through participant fees, following the revenue-sharing model. Proposals must also detail a financial sustainability plan that ensures the continuation of the module for at least three years post-funding. Proposals should specify the target participant groups (students of master and PhD programmes) and expected course fees, demonstrating the potential for sustained income generation aligned with EIT Culture & Creativity's financial sustainability goals.
- **Financial review and agreement finalisation:** Selected projects will undergo a financial review to ensure feasibility and market readiness. During this stage, the specific revenue-sharing conditions will be finalised, ensuring all parties understand and agree to the revenue-sharing arrangement before the project commences.
- **Project implementation and monitoring:** EIT Culture & Creativity will monitor the financial contributions generated through participant fees over the project lifecycle. Projects implementing the revenue-sharing



model will provide updates and submit contributions on agreed timelines, ensuring ongoing alignment with financial sustainability goals.

- **Post-implementation monitoring:** EIT Culture & Creativity will track the continuation of modules post-funding to ensure adherence to the agreed sustainability plan. Financially supported entities may be required to report on the status of their courses, including participant numbers, revenue generated, and alignment with the financial sustainability objectives, for a minimum of three years following the EIT Culture & Creativity financial support period.

By establishing this FSM, EIT Culture & Creativity ensures that all financially supported education projects contribute to its financial sustainability, enabling EIT Culture & Creativity to reinvest in future educational and innovative initiatives. This approach helps to secure the organisation's long-term financial independence, advancing its mission to foster skill development and innovation within Europe's CCSI. The integration of a three-year continuation requirement further enhances the stability and reliability of EIT Culture & Creativity's education portfolio, ensuring long-term impact across the CCSI.

Intellectual property (IP) rights

To ensure alignment with EIT Culture & Creativity's goals for financial sustainability and the long-term availability of financially supported courses, as well as compliance with the HE MGA Article 16, the following IP requirements will apply:

- **Ownership of IP**

The financially supported entity (or consortium) retains ownership of the intellectual property developed under the project, including module content, materials, and platforms.

- **Licensing to EIT CULTURE AND CREATIVITY**

All financially supported entities must grant EIT Culture & Creativity a **non-exclusive, royalty-free licence** to use, distribute, and promote the module for a minimum of **three years** after the EIT Culture & Creativity financial support period. This ensures the integration of financially supported modules into EIT Culture & Creativity's education portfolio while respecting the ownership rights of the project members.

- **Course availability**

The licensing arrangement guarantees that EIT Culture & Creativity can continue to offer the module to a wider audience and promote it through its network and partners. This enhances the module's reach and visibility across Europe while contributing to the EIT Culture & Creativity's sustainability goals.

- **Reporting and compliance**

Applicants must clearly outline how IP ownership and licensing will be managed in their sustainability plan, ensuring compliance with EIT Culture & Creativity's requirements.

5.7. MONITORING



Specific monitoring requirements

EIT Culture & Creativity Y will manage all projects in accordance with the EIT Culture & Creativity Guidelines for Project Implementation and Monitoring. This document outlines a comprehensive framework for effective project execution and compliance, with updates based on EIT requirements if necessary. Key monitoring requirements for project leaders and beneficiaries are as follows:

- **Project implementation lifecycle:** Project activities and monitoring occur simultaneously. The project leader is responsible for implementing the work plan, while EIT Culture & Creativity monitors progress to ensure deliverables, KPIs, and milestones align with the approved timeline.
- **Kick-off meeting:** A mandatory kick-off meeting must be held within the first month of project initiation, with participation from EIT Culture & Creativity and all consortium members. This meeting will establish objectives, set timelines, and address any initial concerns. Additional guidance on project implementation will be provided during this meeting.
- **Day-to-day implementation:** The Project Leader oversees daily operations, ensuring timely delivery of outputs and adherence to the approved work plan. Regular updates to EIT Culture & Creativity are essential for discussing progress, risks, and any deviations from the plan.
- **Project changes:** Minor changes, such as small budget reallocations (<10% of the total budget), may be made without formal approval. However, significant changes, including member adjustments or budget increases, require formal approval from EIT Culture & Creativity.
- **Performance and cost reporting:** The project leader is required to submit interim and final reports on project performance and costs. EIT Culture & Creativity will review these reports to evaluate if the project is on track. In cases of underperformance, EIT Culture & Creativity financial support adjustments may be implemented.
- **Final reviews:** only one final review will be conducted at the end of the project to assess the completion of deliverables, KPIs, and financial expenditure. A comprehensive final report will be required.
- **Monitoring and support:** EIT Culture & Creativity will monitor projects regularly, providing support and guidance as needed. Regular meetings with project leaders will help keep the project on track, allowing for necessary adjustments to address any deviations.
- **Ex-post monitoring and reporting:** Financially supported entities will be monitored for a minimum of three years following project completion. These monitoring may include providing information on updates on course continuation, participant numbers, revenue generated, sustainability efforts, and achievement of impact KPIs (if applicable). In line with best practices for transparency and accountability, financially supported entities are expected to conduct a formal ex-post impact assessment within three to five years after the end of the funded activity. This assessment should evaluate the long-term educational, financial, and innovation impact of the supported module, and may be requested by EIT Culture and Creativity as part of periodic portfolio review processes.

Further details on project implementation will be shared after the selection of activities, and the kick-off meeting will provide a complete overview of the specific steps to follow.



Deliverables

As part of the EIT Culture & Creativity's commitment to advancing lifelong learning and sector-wide innovation, each course will focus on delivering high-impact, results-driven outcomes, ensuring tangible value and long-term impact for both individuals and the sector as a whole. The development of mandatory deliverables (DELs) is central to ensuring that the courses not only meet the needs of learners but also contribute to the overarching goals of EIT Culture & Creativity and EIT. DELs will serve as key milestones that demonstrate the course's effectiveness in fostering cross-disciplinary competencies, entrepreneurial skills, and future-ready expertise for emerging professionals in the CCSI. Each project must deliver the following mandatory deliverables and cover them within their proposal workplans:

Deliverable	Description	Due date
Learning pathway / Curriculum	A clear outline of the module structure, including detailed objectives, target students (number and profile), module(s) breakdown, learning milestones, a visualised pathway for learner journeys.	Before delivering the module
Pre-module materials report	Documentation of all preparatory materials developed for the module (e.g. reading lists, video content, PPTs, platform set-up).	Before delivering the module
Dissemination and communication plan	A dissemination plan including clear communication and outreach activities foreseen during and after implementation of the project. The target audience, including the expected number of students applying and enrolling, must be well detailed in demographic and psychographic terms, including the best dissemination channels to arrive to them with the best conversion rate. The plan should be compliant with HE Guidance and visibility rules set in MGA Article 17.	Before delivering the module
Module final report	Comprehensive module report, including final module outline, sustainability plan, all content (e.g. presentations, videos, reading materials), and e-learning activities (e.g. SCORMS, quizzes) needed for module delivery, enabling EIT Culture & Creativity to replicate or adapt the module as needed.	End of the project (latest by 31 December 2026)

5.8. LEGAL ASPECTS AND DOCUMENTATION

All applicants will be required to sign a Declaration of Honour in the format provided under the Financial Support Agreement.

Applicants which are subject to an EU exclusion decision or in one of the exclusion situations referred to in the Declaration of Honour that ban them from receiving EU funding cannot participate.



Entities that have never been part of projects financially supported by EIT Culture & Creativity and do not have a PIC validated by the European Commission's Research Executive Agency (REA) will be subject to a PIC validation process managed by the EIT Community Onboarding Service.

EIT Culture & Creativity financially supported activities are part of Horizon Europe, general funding rules and cost eligibility rules are governed by the Horizon Europe Annotated Model Grant Agreement.

Through the Financial Support Agreement that each selected entity will have to sign, the provisions of the Grant Agreement between EIT and EIT Culture & Creativity are transposed in the arrangements with the entities implementing the selected projects. The entities selected will work as subgrantees to EIT Culture & Creativity in a modus of cascading EIT funding.

The participation in the EIT Culture & Creativity calls takes place entirely at the applicants' own costs and risk. Any actions taken by the selected entities to start the implementation of the projects selected before the Financial Support Agreements is signed, equally happens at their own costs and risk. EIT Culture & Creativity can in no circumstances held liable for any actions or costs incurred by the applications selected entities before signature of the Financial Support Agreement.

EIT Culture & Creativity does not undertake any commitment regarding the provision of financial support until EIT has confirmed the eligibility of the projects selected by EIT Culture & Creativity and the Financial Support Agreement is signed. As already mentioned, all financial support to be provided by EIT Culture & Creativity is subject to the cost eligibility rules referred to in the Financial Support Agreement and always subject to final confirmation of the eligibility of the costs by EIT.



6. APPLICATION PREPARATION AND SUBMISSION

6.1. SUPPORT GIVEN TO APPLICANTS PREPARING A PROPOSAL

Application guidelines

EIT Culture & Creativity has developed application guidelines to assist all applicants during the proposal preparation and submission processes. This document is available on the call website as part of the call package and provides detailed information and instructions for the use of the application system and preparing your proposal for submission.

Call information session

To help applicants with the preparation and submission of their proposals, EIT Culture & Creativity will host an information session following the publication of the call. This webinar will focus on the call content, topics, and requirements, and on general procedures, such as the submission and evaluation process, financial aspects, and monitoring and reporting activities. The information session will be recorded and made available on the EIT Culture & Creativity website. Applicants are encouraged to check the call webpage regularly for update.

Type of event	Topic covered	Date and time (CET)	Link
Webinar	<p>Overview: Information session on the strategic focus and topics of the Master's/PhD modules.</p> <p>Evaluation criteria and application process: Information session covering eligibility and evaluation criteria, assessment and application process, and requirements for Master's/PhD modules.</p> <p>Hands-on demonstration: Proposal preparation and submission process, including information on the application platform, detailed submission steps and budget setup.</p>	14 July 2025, 14:00-15:30 CET	<p>Link to the meeting</p> <p>Meeting ID: 354 469 189 510 7</p> <p>Password: E4U67gt2</p>



Applicants contact points

In addition to the information sessions, applicants may submit their inquiries via the official EIT Culture & Creativity [Contact Form](#).

This form should be used for all questions related to **call content, technical aspects, thematic focus, administrative, financial, or procedural matters**. The relevant team will review and respond accordingly to provide clear and aligned guidance throughout the application process.

FAQ

A repository of common queries and troubleshooting guides will be created and maintained on the EIT Culture & Creativity website.

Proposal submission

Before starting a proposal, all applicants (project leader and consortium members, as applicable) must register on the **EU funding & tender opportunities portal** to obtain a nine-digit Participant Identification Code (PIC number).

The following mandatory documents must be submitted through the EIT Culture & Creativity application platform no later than on 30 September at 17:00 CET:

- Online application form at this link: [Application Form](#).
- Budget plan and EIT funding requested as Excel file according to the [template provided](#) (saved as .xlsx file)
- Work plan and project timeline requested as Gantt chart (saved as .pdf file)

More information on the use of the platform will be also provided during the information webinar on 14 July 2025, 14:00-15:30 CET ([Link to the meeting](#)).

All proposals and attachments must be written in English. Proposals and attachments written in other languages will be considered inadmissible.

Any proposals submitted after the deadline will be considered inadmissible.



7. EVALUATION AND SELECTION PROCESS

Once applicants have submitted their proposals, EIT Culture & Creativity will undertake the following evaluation process:

1. Admissibility and eligibility check:

Proposals will undergo an initial review to ensure they meet admissibility and eligibility criteria. Applicants with inadmissible proposals will be automatically rejected. Applicants with ineligible proposals that can be remedied will be notified and given the opportunity to address the relevant criteria within a specified period.

2. External quality evaluation process:

The quality evaluation ensures that only the most aligned and well-prepared proposals progress. Each eligible proposal will be independently assessed by three external expert evaluators against five weighted criteria:

- Strategic Fit (15 points – threshold: 9)
- EU Dimension (5 points – threshold: 3)
- Excellence (20 points – threshold: 12)
- Impact (25 points – threshold: 15)
- Quality and Efficiency of Implementation (25 points – threshold: 15)

Each criterion must be passed individually, and additionally proposals must reach an overall minimum score of 63 out of 90 points to be considered for the next stage.

Only proposals that meet all thresholds above will advance to the Portfolio Selection phase.

3. Portfolio selection and final ranking:

Proposals passing the quality evaluation will be reviewed by the EIT Culture & Creativity **Selection Committee**, composed of:

- The Education Director and two other Thematic Area Directors (or their representatives),
- The EIT Culture & Creativity CEO (Operations),
- One Supervisory Board representative (observer),
- One external observer.

Each proposal will be assessed based on:

Assessment Factor	Description	Max. Score
Strategic Portfolio Fit	Complementarity with EIT Culture & Creativity's current education portfolio; contribution to regional or demographic diversity	10



Long-Term Educational Impact	Potential for sustainability, scalability, and contribution to future revenue streams and partnerships	10
Total		20

Only proposals scoring **at least 6 out of 10 points** in each portfolio assessment criteria will be eligible for funding consideration.

The **final ranking** is calculated by summing the score from the quality evaluation and the score from the portfolio selection. Projects will be funded in **strict ranking order** until the budget is exhausted.

Proposals meeting all thresholds but not selected due to budget limits will be placed on a **reserve list**, valid for up to one year.

7.1. ADMISSIBILITY AND ELIGIBILITY CHECK

To be considered for EIT Culture & Creativity financial support under this call, proposals must meet the following admissibility and eligibility criteria:

Admissibility criteria

Criteria	Description
Time	The proposal must be submitted by the specified deadline.
Language	The project proposal and all its attachments must be written entirely in English.
Submission platform	The proposal must be submitted through the designated application platform.
Completeness	The proposal must include all required documents, completed form sections, and annexes.
Programme duration	The proposed modules must comply with the duration requirements stated in the call.
Budget template	The financial section must be completed using the EIT Culture & Creativity budget template provided.

Proposals containing one or more inadmissible elements will be rejected and will receive an official communication from EIT Culture & Creativity setting out the outcome of the admissibility check.

Eligibility criteria



Criteria	Description
Applicant registration	The lead applicant and all consortium members must be registered in the EU Funding & Tenders Portal and hold a valid Participant Identification Code (PIC).
Applicant eligibility	<p>All applicants must be legal entities established in:</p> <ul style="list-style-type: none">• An EU Member State, or• A country associated to Horizon Europe (as defined in paragraph “Third countries associated to Horizon Europe” in the official list of participating countries). <p>Applicants from other third countries (i.e. those not listed as associated countries) are not eligible for funding under this call.</p>
Consortium composition	<p>The consortium must consist of at least three independent legal entities from at least two different eligible countries. These must include:</p> <ul style="list-style-type: none">• One Higher Education Institution (HEI) with the legal capacity to award Master or PhD degrees, acting as the project lead.• One business partner (e.g. start-up, scale-up, SME, or large company) active in the CCSI.• One additional partner of any eligible type — e.g. a second HEI, research institution, innovation/technology centre, or cultural institution — that strengthens the project’s educational, entrepreneurial, or sectoral impact.
Co-funding rate	Proposals must demonstrate a minimum co-funding rate of 20% at the consortium level. Individual contributions may vary across partners.
KPIs addressed	<p>Proposals must address the mandatory KPIs outlined in the call guidelines and achieve the required minimum target within the specified timeframe (maximum no later than 31 December 2026).</p> <p>These include:</p> <ul style="list-style-type: none">• EITHE07.1 (Graduates from EIT-labelled programmes)• EITHE07.2 (EIT RIS Graduates from EIT-labelled programmes)• EITHE09.1 (Students enrolled in EIT-labelled programmes)• CCSI02 (Students/ professionals with new entrepreneurial skills)

Proposals failing to meet one or more eligibility criteria will receive an official communication from EIT Culture & Creativity, informing the applicant of the outcome of the eligibility check and explaining why the proposal failed to meet the criteria.

7.2. EXTERNAL QUALITY EVALUATION OF PROPOSALS

All proposals that pass the admissibility and eligibility checks will undergo a **quality evaluation** conducted by **three independent External Expert Evaluators (EEEs)**. This process assesses each proposal against five criteria groups:

- Strategic Fit
- EU Dimension



- Excellence
- Impact
- Quality and Efficiency of Implementation

Each criterion has a maximum score and a minimum threshold. Proposals must reach the **threshold for each individual criterion** and additionally an **overall minimum score of 63 out of 90** to proceed to the portfolio selection phase.

For example, in the case of the Strategic Fit criterion (maximum 15 points), proposals scoring below 9 points will be excluded. Similarly, for the EU Dimension criterion (maximum 5 points), a score of at least 3 is required.

Evaluators assign scores based on specific sub-criteria within each group and provide written justifications for each score. Only proposals that meet **all thresholds**—both per criterion and overall—will proceed to the portfolio selection phase.

EIT Culture & Creativity ensures that all evaluators are carefully selected, impartial, and free from any conflict of interest (see Annex III). Scores must be awarded as whole integers only; fractional points (e.g. 4.5) are not permitted to ensure consistency and transparency.

Scoring Scale

Score	Description	Explanation
1	Very Poor	Irrelevant or inadequate in relation to the call requirements.
2	Poor	Lacks quality and presents significant weaknesses.
3	Fair	Adequate overall, but some aspects are unclear or insufficiently developed.
4	Good	Adequate and well-explained, with minor shortcomings.
5	Excellent	Outstanding in clarity, coherence, and alignment with the call's objectives.

Strategic fit evaluation criteria

Description	Max. 15 points Threshold 9/15
Alignment with the objectives and priorities of this call and the EIT Culture & Creativity Strategic Agenda 2024-2027.	5 points
Relevance to the identified challenges and opportunities within the chosen EIT Culture & Creativity priority area(s).	5 points
Clear demonstration of how the proposed activities will contribute to relevant EIT and EIT Culture & Creativity KPIs.	5 points
	15 points

EU dimension evaluation criteria



Description	Max. 5 points Threshold 3/5
The proposal demonstrates a clear EU dimension, not just in the consortium composition but also through the impact and scope of the proposed module.	5 points
	5 points

Excellence evaluation criteria

Description	Max. 20 points Threshold 12/20
Quality, originality and innovative potential of the proposed module including the integration of entrepreneurship education.	5 points
Strength of the pedagogical approach, including the integration of the Knowledge Triangle (education, business, innovation) and potential for hybrid learning.	5 points
Clarity and feasibility of the plan to meet the EIT Label criteria .	5 points
Clear definition of learning outcomes and assessment methods.	5 points
	20 points

Impact evaluation criteria

Description	Max. 25 points Threshold 15/25
Expected impact on the skills and employability of graduates within the CCSI.	5 points
Potential for the module to foster innovation and entrepreneurship within the targeted priority areas.	5 points
Strategy for attracting a diverse student body and ensuring a sustainable student intake.	5 points
Plan for the long-term sustainability of the module, including potential funding sources beyond the EIT grant.	5 points
The project outlines the management of intellectual property rights, including compliance with EIT Culture & Creativity's requirements for granting a non-exclusive, royalty-free licence to use and distribute the developed module for a minimum of three years post-funding.	5 points
	25 points

Quality and efficiency of implementation evaluation criteria

Description	Max. 25 points Threshold 15/25
Competence of the participating consortium members.	5 points
Clarity and coherence of the work plan, including timelines and resource allocation.	5 points
Effectiveness of the management structure and governance of the project.	5 points



Description	Max. 25 points Threshold 15/25
Adequacy of the proposed budget and its justification.	5 points
The project budget reflects value for money, with clear allocation of resources, personnel, and projected costs, ensuring financial efficiency and alignment with project goals.	5 points
	25 points

Total scoring from quality evaluation

Category	Threshold	Max. score
Strategic fit	9 points	15 points
EU dimension	3 points	5 points
Excellence	12 points	20 points
Impact: Market and societal benefits	15 points	25 points
Quality and efficiency of implementation	15 points	25 points
Total points	Additionally, to pass to the portfolio selection, proposals must reach an overall minimum score of 63.	90 points

7.3. PORTFOLIO SELECTION

Proposals that pass the quality evaluation will undergo a **portfolio selection assessment** conducted by the **EIT Culture & Creativity Selection Committee**.

Composition of the Selection Committee

- Thematic Area Director for Education
- Two additional Thematic Area Directors (or their representatives)
- The EIT Culture & Creativity CEO (Operations)
- One Supervisory Board representative (observer)
- One external observer

Portfolio selection process

Each proposal will be awarded up to 20 additional points based on two qualitative portfolio criteria:



Assessment factor	Description of the assessment	Max. 10 points per criterion Threshold 6/10
Strategic portfolio fit	<ul style="list-style-type: none">The proposal complements EIT Culture & Creativity's existing and planned portfolio of educational initiatives, addressing gaps or creating synergies.The proposal contributes to geographic or demographic diversity in the portfolio, fostering inclusion of underrepresented regions or groups within the CCSI.	10 points (5 points x 2)
Long-term educational impact	<ul style="list-style-type: none">The proposal demonstrates strong potential for contributing to the long-term evolution and enrichment of EIT Culture & Creativity's education portfolio, ensuring ongoing relevance and alignment with future market needs.The proposal outlines a sustainable operational plan that supports the module's availability, scalability, and relevance for at least three years post-implementation.	10 points (5 points x 2)
		20 points

To be considered for funding, proposals must reach **at least 6 points per criterion**.

7.4. FINAL RANKING AND AWARDING

The final score of each proposal is calculated as the sum of:

- The quality evaluation score (max. 90 points)
- The portfolio selection score (max. 20 points)

Proposals are ranked in descending order of total score. Funding will be awarded in **strict order of ranking**, until the available budget is exhausted.

7.5. TIE-BREAKING RULES

In the event of tied scores, proposals will be prioritised in the following order:

- Proposals addressing more mandatory KPIs.
- Proposals offering a higher co-funding rate (percentage).

7.6. THRESHOLDS, RANKING, AND AWARDING OF FINANCIAL SUPPORT IN A NUTSHELL

Proposals must meet **all required thresholds** at each stage of the evaluation process to be considered for



financial support:

- **During the quality evaluation**, each evaluation category (Strategic Fit, EU Dimension, Excellence, Impact, and Implementation) has an individual threshold. Proposals failing to meet the threshold in any one category will not proceed to the portfolio selection stage.
- In addition, proposals must reach a minimum total score of 63 out of 90 in the quality evaluation to be considered for portfolio selection.
- **During the portfolio selection**, proposals must meet the minimum threshold of 6 points per criterion (i.e. 12 out of 20 total) to be included in the final ranking for funding.

Financial support will be awarded in strict descending order of final scores (quality evaluation + portfolio selection), until the total available call budget is exhausted.

Proposals that meet all thresholds but are not selected due to budget limitations will be placed on a **reserve list**, valid for up to one year. Final decisions on reserve list proposals will be communicated in due time to allow for proper project implementation.



8. FINAL RANKING AND SELECTION OF PROPOSALS

Following completion of the portfolio selection, a **final ranking list** will be established based on the combined score from the quality evaluation and the portfolio assessment.

Proposals will be classified into the following categories:

- **Selected for EIT Culture & Creativity financial support:** Top-ranked proposals, in line with the available call budget, will be awarded funding.
- **Reserve list:** Proposals meeting all thresholds but ranked below the funding line will be placed on a reserve list, valid for up to 12 months. EIT Culture & Creativity may reallocate funds to proposals on this list if additional resources become available under the current Business Plan.
- **Rejected:** Proposals that fail to meet mandatory thresholds in either the quality or portfolio evaluation phases, or that score too low overall to be competitive, will not be considered further.

EIT Culture & Creativity reserves the right to reach out to proposals on the reserve list to offer funding under exceptional circumstances or budgetary shifts.



9. COMMUNICATION OF RESULTS TO APPLICANTS

EIT Culture & Creativity will communicate the results of the evaluation process to **all applicants**.

Each project leader will receive a formal **evaluation letter**, informing them whether their proposal has been **selected for funding**, placed on the **reserve list**, or **rejected**. This letter will include the proposal's **Evaluation Summary Report as an attachment**.

This communication will serve as the official outcome notification and will be sent to the **email address of the project leader**.



10. APPEAL PROCEDURE

Applicants may appeal decisions related to admissibility, eligibility, or evaluation of their proposal, subject to specific grounds and conditions.

Only the **project leader** may lodge an appeal, and only under clearly defined procedural or factual grounds.

All appeals must be submitted by email within the deadlines and requirements set out in **Annex II – Appeal Procedure**. This annex provides full details on:

1. Who may appeal and on what grounds
2. The submission process and timeline
3. The internal appeal review mechanism and decision procedure

Appeals that do not meet the specified criteria or are submitted late will not be considered.



11. FAST TRACK PROVISIONS

Disclaimer: The Fast-Track Mechanism described in this section is subject to approval by EIT Culture & Creativity in coordination with the EIT. Until formal guidelines are finalized and agreed upon, any Fast-Track Mechanism and additional financial or in-kind support are contingent upon EIT's approval.

For all EIT Culture & Creativity projects eligible for a Fast-Track Mechanism, the successful execution and completion of the activities financed under the framework of the present call may unlock the possibility of receiving additional EIT Culture & Creativity financial support for upscaling purposes after project completion. This process is regulated by the provisions included in EIT Culture & Creativity's fast-track mechanism.



ABBREVIATIONS

Abbreviation	Term
AI	Artificial Intelligence
AR	Augmented Reality
CCSI	Cultural and Creative Sectors and Industries
CPD	Continuous Professional Development
EEE	External Expert Evaluators
EIT	European Institute of Innovation and Technology
EITHE	EIT-specific key performance indicator designation
FSA	Financial Sustainability Agreement
FSM	Financial Sustainability Mechanism
HE	Higher Education
HEI	Higher Education Institution
HEMGA	Horizon Europe Model Grant Agreement
IER	Individual Evaluation Report
IP	Intellectual Property
KIC	Knowledge and Innovation Community
KPI	Key Performance Indicator
KTI	Knowledge Triangle Integration
PIC	Participant Identification Code
RIS	Regional Innovation Scheme
SCORM	Sharable Content Object Reference Model
SDG	UN Sustainable Development Goals
SME	Small and Medium-sized Enterprise
SO	Strategic Objectives
TA	Thematic Area
VET	Vocational Education and Training
VR	Virtual Reality
WP	Work Package



GLOSSARY OF TERMS

Term	Definition
Call for Proposals	The instrument used by EIT Culture & Creativity to allocate EIT Culture & Creativity financial support through projects to third parties, supporting the Strategic Agenda. Includes Open Calls and Calls for Partners as outlined in the Horizon Europe Model Grant Agreement (HE MGA) Annex 5.
Call Guidelines	The main document outlining the terms, conditions, and criteria for any call for proposals launched by EIT Culture & Creativity, adhering to principles of transparency, equal treatment, open competition, and sound procedural management.
CCSI	Cultural and Creative Sectors and Industries are based on cultural values, creativity, skills, and talent with the potential to generate innovation, wealth, and jobs through social and economic value creation, particularly from intellectual property. Sectors include architecture, archives, artistic crafts, audio-visual (film, TV, software, video games, multimedia, recorded music), cultural heritage, design, high-end industries and fashion, festivals, live music, performing arts, publishing, radio, visual arts, and advertising. (Source: European Parliament (2016/2072(INI))).
Commercial member	<p>A commercial member is a business entity or organisation that plays a crucial role in ensuring the marketability and financial sustainability of the innovation or project. Given the KIC's mission to foster long-term sustainability and commercial success, the commercial member must be a key driver in the project's commercialisation strategy. They should possess a strong understanding of the market, customer needs, and distribution channels, and be capable of scaling the solution post-acceleration. This member is essential for validating the Financial Sustainability Mechanism (FSM) and ensuring that the outcomes of the project can be launched onto the market with a clear path to generating revenue.</p> <p>Commercial members can be large companies, SMEs, business associations, or entities with established market presence and proven experience in scaling products or services. Their role is not limited to providing financial support but extends to offering expertise in areas such as market entry, business model refinement, distribution, and sales strategies, ensuring the innovation is ready for market adoption and has a clear trajectory for long-term growth and investment opportunities.</p>
Consortium	A consortium is a collaborative partnership of diverse organisations, institutions, or companies that come together to work on a shared project.
Deliverable	Key outputs of a project, such as analysis reports, feasibility studies, strategy documents, pilot action reports, and training documentation, demonstrating the project's achievements and judicious use of public funds.
EIT	The European Institute of Innovation and Technology (EIT) is an EU body established in 2008 to strengthen Europe's innovation capacity. It is part of Horizon Europe, the EU's Framework Programme for Research and Innovation, and funds EIT Culture & Creativity (www.eit.europa.eu).



Term	Definition
EIT CULTURE & CREATIVITY	EIT Culture & Creativity, created by the EIT in 2022, focuses on fostering innovation in the cultural and creative sectors (www.eit-culture-creativity.eu).
EIT Label	Non-Degree Education and Training (EIT Label) is a quality assurance mechanism based on the Competency Certification Model for Non-Degree Education and training in accordance with the EIT's Quality Assurance and Learning Enhancement (EIT-QALE) Model compliant with the EIT Label Framework for Non-Degree Education.
Knowledge Triangle Model	The traditional EIT KTI model typically includes distinct educational, business, and research entities working together.
Evaluation Panel	A group of expert evaluators, usually including at least three external individuals and a Rapporteur, with expertise, at least, in the specific area of the call for proposals which they are evaluating. The panel evaluates eligible proposals based on predefined criteria, assisted by a Quality Controller from EIT Culture & Creativity to ensure compliance.
Evaluation process	The process by which EIT Culture & Creativity, supported by external experts, examines the quality of a proposal to determine its suitability for EIT Culture & Creativity financial support.
FSA template	The FSA template (Financial Sustainability Agreement) formalizes financially supported projects' financial commitments, including a revenue-sharing model from participant fees, supporting EIT Culture & Creativity 's sustainability goals. Submission of a signed FSA is mandatory for selected projects.
HE MGA	The Horizon Europe (HE) Model Grant Agreement (MGA) sets out the rights, obligations, terms, and conditions applicable to the grant awarded.
KIC	Knowledge Innovation Communities (KICs) are European Partnerships addressing global challenges and strengthening innovation ecosystems. They integrate education, research, and innovation, promoting entrepreneurship and the creation of innovative companies in synergy with the EIT.
KPIs	Key Performance Indicators defined by the EIT and EIT Culture & Creativity.
Large company	A large company is a business that exceeds the thresholds of a small or medium-sized enterprise (SME). Specifically, it has 250 or more employees and an annual turnover greater than €50 million, or a balance sheet total exceeding €43 million. These entities typically possess significant resources, established market presence, and extensive networks, making them valuable members for scaling innovations.
Milestone	A significant point or event in a project's timeline used to measure progress. In the context of this call, milestones are key deliverables or achievements that indicate the project is on track and meeting its objectives. They help track progress and assess performance at specific intervals.
Priority areas	Key focus areas for EIT Culture & Creativity, representing significant shares of the EU CCSI workforce and revenue, aimed at targeted innovation and development. 4. Architecture: Circular design, biobased materials, climate adaptation, and social cohesion. 5. Audio-visual Media: Responsible tech use, generative AI, and new business models.



Term	Definition
	<p>6. Cultural Heritage: Emerging tech, new business models, and heritage preservation.</p> <p>7. Fashion: Circular innovations, textile recycling, and sustainable business models.</p> <p>8. Gaming: Digital ethics, cross-sector collaboration, and societal impact.</p>
Project leader	The main contact for EIT Culture & Creativity from the time the EIT Culture & Creativity financial support is awarded until the project is implemented. In multi-beneficiary calls, the project leader represents the project and consortium members. For mono-beneficiary grants, the single legal entity involved also has the project leader role.
RIS	The Regional Innovation Scheme boosts innovation performance in countries with moderate or modest innovation scores.
Scale-up	A scale-up is defined as a company that has been in operation for a minimum of 3 to 4 years and has demonstrated consistent growth. Specifically, it should have achieved an annual growth rate of at least 10% in either turnover or number of employees over three consecutive financial years.
SCORM	Sharable Content Object Reference Model is a set of technical standards for e-Learning software products. It ensures that online learning content and Learning Management Systems (LMSs) can work together seamlessly.
SMEs and micro enterprises	Defined by EU recommendation 2003/361 based on staff headcount and either turnover or balance sheet total: Medium: <250 staff, ≤€50 million turnover or ≤€43 million balance sheet; Small: <50 staff, ≤€10 million turnover or balance sheet; Micro: <10 staff, ≤€2 million turnover or balance sheet.
SO	Strategic objective of EIT Culture & Creativity. Five SOs form the framework's main pillars.
Strategic agenda	The Strategic agenda is a comprehensive framework outlining EIT Culture & Creativity 's vision, mission, objectives, and actions designed to address specific challenges and achieve desired outcomes. It serves as a roadmap for implementing initiatives, monitoring progress, and ensuring alignment with long-term impact goals. The EIT Culture & Creativity Strategic Agenda 2024-2027 focuses on fostering competitiveness, resilience, and sustainable growth within the cultural and creative sectors through targeted education, innovation, and business creation efforts.
Triple transition	EIT Culture & Creativity's term for driving green, digital, and social transformations in Europe, building on the European twin transition.



ANNEX I. ONLINE APPLICATION FORM

Section 1: General information

1. Lead applicant:

- Legal name
- Type of organisation (legal form): HEI
- Country of registration
- Address
- City
- ZIP Code
- PIC number (9 digits)
- VAT number
- Contact person: First name
- Contact person: Last name
- Contact person: Email

2. Project title:

Max 100 characters

Provide the title for your project.

3. Project acronym:

Max 50 characters

Create a short acronym for your project.

Note: An acronym is a short name created by combining the first letters or parts of the key words in your application title. It helps reviewers quickly refer to your project during the selection and evaluation process. Example:

- Application title: "Sustainable Fashion Innovation for Circular Europe"
- Acronym: SUFICE

• Project duration:

Indicate the estimated start and end date of the project.

Note: The total project duration for the Master's/PhD modules proposals is **maximum one year**, and must include all phases of the project, including pre-course preparation, course implementation, and post-course activities. Total project durations must align with these specifications to ensure that all



deliverables and KPIs are met within the timeframe: **starting from 1 January 2026 and ending no later than 31 December 2026.**

- Start date:
- End date:

4. **Project executive summary:**

Max 2000 characters

Provide a brief summary of the project.

5. **Education topic:**

Identify the course topic being targeted and choose between:

- Master Module:
 - Master Module 1: Fashion
 - Master Module 2: Architecture
 - Master Module 3: Audio-Visual Media
 - Master Module 4: Cultural Heritage
 - Master Module 5: Gaming
 - Master Module 6: Emerging Technologies for CCSI
- PhD Module:
 - PhD Module 1: Fashion
 - PhD Module 2: Architecture
 - PhD Module 3: Audio-Visual Media
 - PhD Module 4: Cultural Heritage
 - PhD Module 5: Gaming
 - PhD Module 6: Emerging Technologies for CCSI

6. **Consortium members:**

Note: The consortium must include **at least three members**:

- One higher education institution (HEI) as the project lead.
- One entity from the business sector (e.g., start-up, scale-up, microenterprise, SME, or large company).
- Additional relevant CCSI stakeholders, such as research institutions, innovation and technology centres involved in applied or technological research and education, or cultural institutions with



sector-specific insights.

Consortium member 2:

- Legal Name
- Type of organisation (legal form)
- Country of registration
- Address
- City
- ZIP Code
- PIC number (9 digits)
- VAT number
- Contact person: First name
- Contact person: Last name
- Contact person: Email

Consortium member 3:

- Legal Name
- Type of organisation (legal form)
- Country of registration
- Address
- City
- ZIP Code
- PIC number (9 digits)
- VAT number
- Contact person: First name
- Contact person: Last name
- Contact person: Email

If you have more consortium members, please provide the same information for each of them.

Section 2: Strategic fit

7. Strategic fit:

Max 1000 characters

Describe how the project aligns with EIT Culture & Creativity's strategic objectives and priorities as stated in the EIT Culture & Creativity Strategic Agenda 2024-2027. Demonstrate how the proposed activities will contribute to EIT Culture & Creativity KPIs.

8. Topic alignment:

Max 1000 characters



Describe how the project aligns with the topic selected and how it addresses the identified challenges and opportunities within the chosen EIT Culture & Creativity priority area.

9. Contribution to EIT CULTURE AND CREATIVITY objectives:

Max 750 characters

Explain how the project supports EIT Culture & Creativity objectives, particularly in building a resilient CCSI talent pool equipped for green, digital, and entrepreneurial transitions.

10. Key performance indicators (KPIs)

Please indicate the target values per each mandatory KPI to be addressed and specify the target achievement dates (DD.MM.YYYY) for each.

- Mandatory KPI EITHE07.1: Graduates from EIT-labelled programmes, minimum target: 30
- Mandatory KPI EITHE07.2: RIS Graduates from EIT-labelled programmes, minimum target: 9
- Mandatory KPI EITHE09.1: Students enrolled in EIT-labelled programmes, minimum target: 40
- Mandatory KPI CCSI02: Students/professionals with new entrepreneurial skills, minimum target: 30

Section 3: EU dimension

11. EU Dimension:

Max 1000 characters

Describe how the proposal addresses the EU dimension, not just in the consortium composition (for multi-beneficiary projects) but also through the impact and scope of its modules.

Section 4: Excellence

12. Applicant experience:

Max 750 characters

Describe the applicant's experience in developing, delivering, and commercialising educational products or services similar to this project within the CCSI or related sectors. Provide examples of relevant past projects or initiatives that demonstrate your capabilities to integrate entrepreneurship education and/or hybrid learning. When possible, emphasize how you applied the Knowledge Triangle approach by bringing together education, business and innovation.

13. Innovation in course design:

Max 750 characters

Explain how the proposed module demonstrates innovation in its design. Highlight any unique content, advanced digital tools, cross-disciplinary approaches, or novel pedagogical techniques that



enhance learning and engagement for the target audience.

14. Learning outcomes and competency assessment:

Max 750 characters

Clearly define the learning outcomes and competency assessment methods for the proposed module. Ensure they align with the needs of the CCSI and demonstrate how they will have a measurable impact on participant skill development. Ensure they align with the "EIT Label Handbook for planning, labelling and reviewing degree programmes".

15. Market demand:

Max 750 characters

Demonstrate the market demand for the proposed module. Describe strategies to attract and retain participants across various CCSI markets and provide evidence of how the module addresses specific industry needs.

Section 5: Impact

16. Expected impacts on skills and employability

Max 750 characters

Describe the expected impacts of the course on skill-building, knowledge acquisition, employability, and sector relevance for graduates within the CCSI. Ensure these impacts are measurable and aligned with the specified KPI requirements.

17. Contribution to financial sustainability mechanism (FSM):

Max 1000 characters

Explain the chosen Financial Sustainability Mechanism (FSM) and how the project will contribute to EIT Culture & Creativity's financial sustainability.

Provide a timeline and estimate for expected financial returns.

18. Long-term financial sustainability:

Max 1000 characters

Please describe your long-term financial sustainability strategy, ensuring the module's continuation for at least three years post-funding. Demonstrate the potential for sustained income generation in alignment with EIT Culture & Creativity's financial sustainability goals. Provide details on expected revenues, mechanisms for maintaining market relevance, and strategies for participant retention. Additionally, specify provisions for periodic content and delivery method updates, if applicable.



Include a risk assessment identifying potential challenges to long-term sustainability and outline contingency measures to mitigate these risks effectively.

19. Communication, dissemination, and outreach plan:

Max 750 characters

Outline the project's structured communication, dissemination, and outreach plan. Detail how the project activities will be communicated to different target audiences as per MGA Art. 17, including participants from RIS countries, participants with different abilities, participants from diverse genders and other minorities.

20. Intellectual property (IP) rights management:

Max 750 characters

Describe the project's approach to managing intellectual property (IP) rights, including compliance with HE MGA Article 16 and EIT Culture & Creativity's requirements for granting a non-exclusive, royalty-free licence to use and distribute the developed module for a minimum of three years post-funding.

Section 6: Quality and efficiency of the implementation

21. Work plan:

Max 2000 characters

Describe the proposed work plan. Identify the work packages (WPs), tasks included in each WPs as well as its related milestones and deliverables.

Gantt Chart upload: Upload the Gantt chart with a work plan and a clear project timeline. The GANTT chart should be in English. Please name your file: PIC number_Project acronym_GANTT chart

VERY IMPORTANT: Save the Gantt chart as PDF please.

22. Course duration and structure:

Max 750 characters

Explain how the module structure, content, and delivery methods align with the specified duration. Ensure the proposed timeline supports the achievement of desired learning outcomes and participant engagement.

23. Project management structure:

Max 750 characters

Outline the collaborative management structure, detailing the roles and responsibilities of each member and how they will contribute expertise and value to the project, alongside oversight and risk management. Describe how the team's combined skills and coordination will ensure effective collaboration and project execution.



24. Diversity, equality and inclusion:

Max 2000 characters

Describe how the project addresses gender mainstreaming and promotes diversity and equality. Proposals should outline specific measures and strategies to ensure the inclusion of underrepresented groups in both the consortium (if applicable) and project activities.

25. Main risks:

Max 750 characters

Identify the three main risks that may affect the project.

26. Risk monitoring, mitigation and contingency measures:

Max 750 characters

For each risk, explain the monitoring measures and the mitigation measures you will implement. Provide details on contingency plans to ensure project continuity and success.

27. Budget and value for money:

Max 750 characters

Provide a breakdown of the project budget, highlighting how resources, personnel, and costs are allocated to ensure financial efficiency and alignment with project objectives. Demonstrate how the proposed budget represents value for money.

Budget Plan Upload: Please upload the detailed budget plan. Note: Applicants must upload the detailed budget in **Excel format**, including a breakdown of costs per partner, tasks, and work packages. Please name your file: PIC number_Project acronym_Budget breakdown

VERY IMPORTANT: Remember to use the template provided by EIT Culture and Creativity, https://eit-culture-creativity.eu/wp-content/uploads/2025/02/EIT-CC_Budget-breakdown-template.xlsx

28. Total budget and EIT funding request:

Please express budget amounts with no commas and dots e.g. 300000 and make sure the budget aligns with your uploaded budget plan.

- Lead applicant – EIT funding requested: €
- Consortium member 2 – EIT funding requested: €
- Consortium member 3 – EIT funding requested: €
- If you have more consortium members, please list the EIT funding requested for each of them.
- Total project EIT funding requested: €
- Total project budget: €
- Total co-funding: €
- Total co-funding (minimum co-funding rate: 20%): %



Section 7: Further information and declaration of honour

29. Please confirm the proposal is not double funded by another EU project.
30. Please confirm that your project contributes to open science.
31. Does your proposal involve any ethical considerations? State yes or no. If "yes", please explain.
32. For reporting purposes, please select all keywords that best describe your project.
- Education and culture
 - Training for audiovisual students
 - Creative Europe
 - Digital transformation
 - Entrepreneurship
 - Lifelong learning
 - Sector-specific skills
 - Higher Education Institutions (HEIs)
 - Professional development

33. Declaration of honour

I, the undersigned, hereby declare that:

The information provided in this application is accurate, complete, and truthful to the best of my knowledge.

The proposal complies with all eligibility and funding requirements as outlined in the call for applications.

I have the legal authority to represent the consortium and submit this application on its behalf.

The proposed activities align with the objectives of the funding programme and adhere to applicable ethical, legal, and financial regulations.

There are no conflicts of interest that would compromise the integrity of the application or its evaluation process.

The applicant commits to using any granted funding in accordance with the specified guidelines and for the intended purposes outlined in this proposal.

If selected, the applicant will comply with all reporting, monitoring, and evaluation requirements as stipulated by the funding body.

The applicant acknowledges that false or misleading information may result in disqualification from the selection process and potential legal consequences.



Regular Open Call for Master's & PhD Modules 2025

The applicant confirms that the declaration of honour includes confirmation that none of the participants are under investigation for legal or financial reasons, including but not limited to fraud (OLAF) or inquiries by national authorities.



ANNEX II. APPEAL PROCEDURE

This procedure aims to provide applicants with a transparent and fair mechanism to appeal decisions taken by EIT Culture & Creativity regarding admissibility, eligibility, or evaluation of proposals submitted to its calls for proposals.

1. Right to Appeal

Only the **project leader** of a submitted proposal is entitled to file an appeal.

The right to appeal applies in the following cases:

- Proposals found **ineligible** during the admissibility or eligibility check;
- Proposals **rejected** after the quality evaluation or portfolio selection phase.

2. Grounds for Appeal

Appeals can only be lodged on the following specific grounds:

1. **Process errors** by EIT Culture & Creativity (e.g. deviation from published procedures);
2. **Technical issues beyond the applicant's control** (e.g. validated submission platform errors);
3. **Obvious human or mechanical errors** made by EIT Culture & Creativity;
4. **Factual errors** in the evaluation process (e.g. erroneous interpretation of provided information).

Appeals **cannot** be made on any other grounds, including disagreement with the evaluators' judgement or funding decisions based on portfolio criteria.

If an appeal based on factual errors is accepted, the proposal may be re-evaluated in full or in part by a new evaluation panel. In all other cases, no re-evaluation will be conducted.

3. Appeal Submission Procedure

The appeal must be submitted via email to pmo@eit-culture-creativity.eu within **15 calendar days** of receiving the official evaluation result notification. Late submissions will not be considered.

The appeal must include the following mandatory information:

- Name and address of the organisation of the project leader;
- Name, position, and contact details of the person submitting the appeal;
- Reference number and acronym of the proposal;
- Clearly stated grounds for appeal, as defined in Section 2;
- Any relevant supporting documents.

The PMO will acknowledge receipt of the appeal in writing. Appeals submitted without the required



information or based on ineligible grounds will be rejected.

4. Grounds for Automatic Rejection

An appeal will be automatically rejected if:

- It is submitted after the deadline;
- It is based on grounds not listed in Section 2;
- It does not include all mandatory information listed in Section 3.

In such cases, the PMO will notify the project leader within **5 calendar days** of receiving the appeal and inform the relevant Thematic Area.

5. Internal Appeal Evaluation Process

The PMO acts as the secretariat of the appeal process and conducts a **technical examination** of the appeal, assessing its merit and compiling relevant documentation. This is forwarded to the **Appeal Panel** for formal evaluation.

The Appeal Panel does **not re-evaluate proposals**. Its role is to assess the **validity of the appeal**, ensuring that procedures were correctly followed and no factual errors occurred that could have materially affected the evaluation outcome.

6. Composition and Function of the Appeal Panel

The Appeal Panel shall consist of at least **three voting members**, appointed annually by the CEO of EIT CULTURE AND CREATIVITY, drawn from the following:

- **Two members of the EIT Culture & Creativity ELSI Board**, ensuring legal and ethical oversight;
- **One Thematic Area Director or a Co-Location Centre Director** not involved in the specific call's evaluation or selection process;
- **One Legal Counsel** in an advisory, non-voting capacity.

All panel members must be free from any conflict of interest. If a conflict arises, the member will be replaced by a designated deputy.

7. Appeal Panel Process

The Appeal Panel will:

1. Review the appeal and accompanying documents submitted by the project leader;
2. Review the PMO's technical examination and all documentation from the original evaluation;
3. Assess whether the appeal meets the allowed grounds;



4. Make a final decision by consensus;
5. Record findings and conclusions in a **standardised report**, referencing the grounds stated in Section 2.

If the appeal is upheld, the Appeal Panel may recommend a re-evaluation by a new panel. If rejected, justification will be provided.

8. Timeline and Outcome Notification

The project leader will receive a formal reply to the appeal **within 20 calendar days** from the day following receipt of the appeal by EIT Culture & Creativity.

If this timeline cannot be met due to exceptional circumstances, the PMO will inform the project leader accordingly.

All appeal-related communication will be conducted **exclusively with the project leader**, not with other consortium members.

9. Finality of the Appeal Process

The decision of the Appeal Panel is **final and binding**. No further appeals will be accepted on the same grounds for the same proposal.



ANNEX III. GENERAL RULES FOR ALL STAKEHOLDERS WITH THE RESPECT TO THE COMPLIANCE PRINCIPLES

This annex outlines the general rules and responsibilities for all stakeholders – beneficiaries, affiliated entities, external evaluators, and other participants – regarding Conflict of Interests, Confidentiality and Security, Ethics and Values, Data Protection, and Intellectual Property Rights (IPR) – in relation to the selection, evaluation, and implementation of sub-granted activities under this call.

All stakeholders involved in the call, including beneficiaries, affiliated entities, external evaluators, Selection Committee members, and EIT Culture & Creativity must act in full compliance with the **Horizon Europe Model Grant Agreement (HE MGA)** regulations and the principles enshrined in the **EU Financial Regulation (Article 61)**. These principles include:

- **Conflict of Interest management:** Preventing and addressing any situation where impartiality or objectivity may be compromised due to personal, economic, or other interests.
- **Transparency and openness:** Ensuring clear, open, and traceable decision-making processes throughout the call lifecycle.
- **Non-Discrimination and equal opportunity:** Providing equal access and impartial treatment to all applicants and stakeholders, regardless of nationality, gender, or other characteristics.
- **Confidentiality and data security:** Safeguarding sensitive information and ensuring the secure handling of all data related to the call and its participants.
- **Ethics and integrity:** Adhering to high ethical standards and values in all interactions, including respect for diversity and social responsibility.
- **Data protection compliance:** Ensuring the handling of personal data complies with relevant data protection regulations, including GDPR.
- **Intellectual property rights protection:** Respecting and securing intellectual property rights in line with EU regulations and the HE MGA Article 16.
- **Impartiality of evaluation process:** Any attempt to influence the evaluation process is prohibited. EIT CULTURE AND CREATIVITY will act to protect its fairness and integrity.

Conflict of interests	All stakeholders must comply with Article 61 of the EU Financial Regulation and adhere to the EIT Culture & Creativity Code of Conduct and Anti-Fraud Policy , which outline standards for impartiality, transparency, and ethical behaviour in agreements or project participation. Conflicts of interest may arise from familial, emotional, political, economic, or other personal connections.
------------------------------	--



	<p>General obligations:</p> <ul style="list-style-type: none"> Stakeholders must promptly disclose any real or potential conflicts of interest to the granting authority and take immediate corrective action. Measures will be implemented to prevent and address actual or perceived conflicts in all roles and responsibilities. <p>For Independent External Experts:</p> <ul style="list-style-type: none"> Before engagement, experts confirm their availability and receive a draft contract, which includes the Conflict-of-Interest (Col) policy (Code of Conduct). The Col policy is an integral part of the contract, requiring disclosure of any potential conflicts and prohibiting involvement in evaluations where impartiality may be compromised. A mandatory briefing workshop is conducted at the start of each evaluation process, covering evaluation procedures, tools, timelines, and responsibilities. This includes a dedicated section on Col obligations to ensure understanding of the policy. <p>Experts are well-informed and have multiple opportunities to recuse themselves at different stages if a conflict of interest arises. Non-compliance with the Col policy results in immediate removal and replacement to safeguard the integrity of the evaluation process.</p> <p>For EIT CULTURE AND CREATIVITY and selection committee members:</p> <ul style="list-style-type: none"> Staff and committee members must declare any conflicts before engaging in evaluations or decisions and recuse themselves where impartiality is at risk. A Conflict-of-Interest Register will document all disclosures and actions taken to ensure accountability. <p>Additional measures:</p> <ul style="list-style-type: none"> Transparent communication with applicants through designated channels, ensuring equal and fair treatment. Dissemination of FAQs and consistent guidance to support applicants. <p>These measures are designed to uphold the highest standards of integrity and fairness throughout the process. For further details, refer to the EIT Culture & Creativity Code of Conduct and Anti-Fraud Policy available on EIT Culture & Creativity website.</p>
Transparency and openness	<p>These are key principles in the EIT Regulation, the EIT Strategic Innovation Agenda 2021-2027, and are detailed in Article 7.2 of the Partnership Agreement. They shall apply at each stage of the calls of KICs in order to ensure a fair and impartial selection of projects.</p>
Non-discrimination	<p>In accordance with Article 21 of the Charter of Fundamental Rights, all stakeholder shall prove no discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.</p>



Confidentiality and security	The parties must keep confidential any data, documents, or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action and for at least until the time-limit set out. The beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they: (a) need to know it in order to implement the Agreement and (b) are bound by an obligation of confidentiality. The granting authority may disclose sensitive information to its staff and to other EU institutions and bodies. It may moreover disclose sensitive information to third parties, if: (a) this is necessary to implement the Agreement or safeguard the EU financial interests and (b) the recipients of the information are bound by an obligation of confidentiality.
Ethics and values	<u>Ethics</u> : The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles. <u>Values</u> : The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).
Data protection	The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/679*). They must ensure that personal data is: <ul style="list-style-type: none"> • processed lawfully, fairly and in a transparent manner in relation to the data subjects • collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes • adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed accurate and, where necessary, kept up to date - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and • processed in a manner that ensures appropriate security of the data. <p>* <i>Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1)</i></p>
Intellectual property rights	<u>Ownership of results</u> : The granting authority does not obtain ownership of the results produced under the action. 'Results' means any tangible or intangible effect of the action, such as data, knowhow, or information, whatever its form or nature, whether it can be protected, as well as any rights attached to it, including intellectual property rights.
Impartiality of evaluation process	Applicants are reminded to respect the independence and impartiality of the evaluation process. Any actions that are perceived as attempts to interfere with, or in any way influence, the impartiality of the evaluation process are prohibited. EIT Culture & Creativity reserves the right to take any measures it deems necessary when such behaviour is identified to safeguard the integrity and fairness of the



Regular Open Call for Master's & PhD Modules 2025

	selection process.
--	--------------------