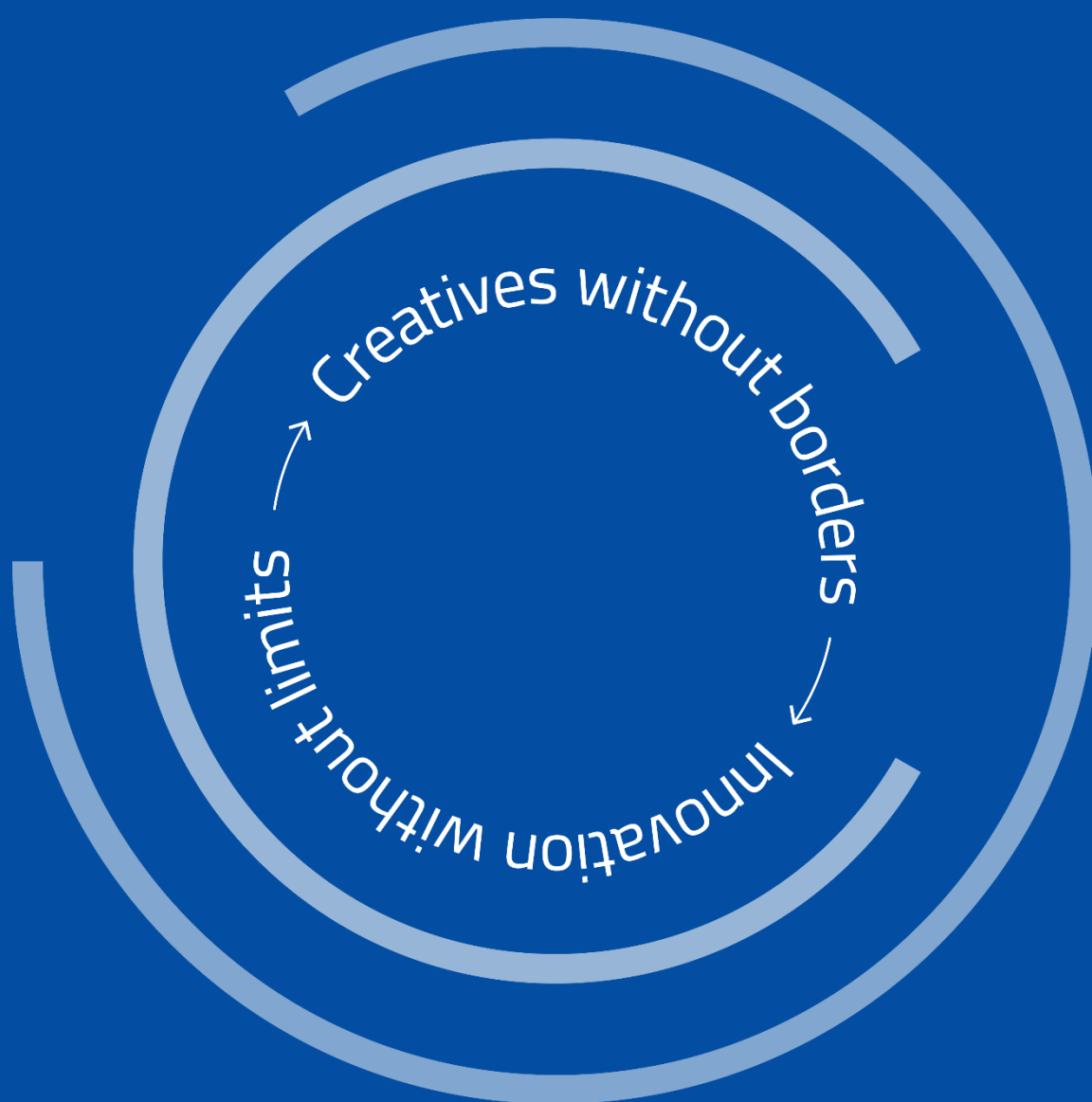


Open Call for
EIT Culture & Creativity Partnership
Strategic Topic Groups

Call Guidelines





Version 2.0 (2025)

Version	Date	Changes
1.0	11/09/2025	Initial version
2.0	17/09/2025	<p>Reviewed version</p> <ul style="list-style-type: none">• Section Call Summary: Updated dates for the Eligibility & Admissibility Check and the External Evaluation of proposals.• Section 8. Updated threshold information for the reserve list.



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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.



i. 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.

ii. 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.

iii. 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:

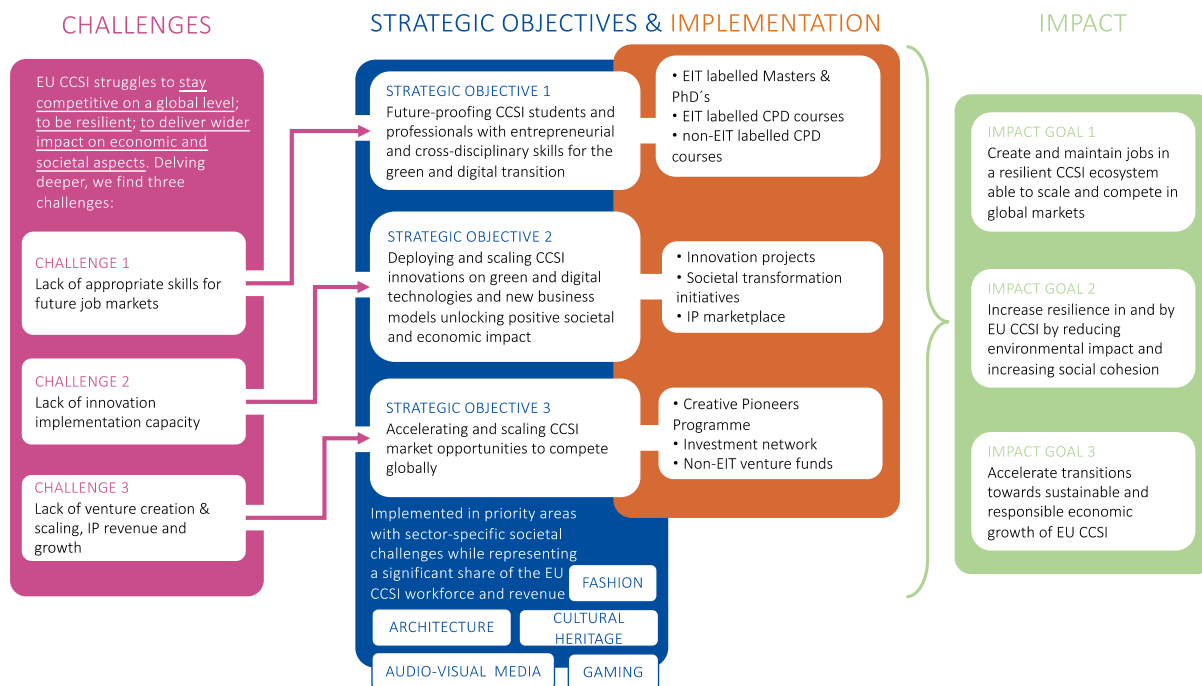
- Lack of appropriate skills for future job markets
- Lack of innovation implementation capacity
- Lack of venture creation & scaling, IP revenue, and growth

iv. 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.
- **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.

v. 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 Cultural and Creative Sectors and Industries (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
<i>Fashion</i>	<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.
<i>Architecture</i>	<ul style="list-style-type: none"> Foster circular innovation with a social dimension, focusing on new biobased materials and technologies. 	<ul style="list-style-type: none"> Growing demand for reusing and renovating existing buildings over new constructions.



Priority Area	Objective	Key Challenges
	<ul style="list-style-type: none"> Affordable climate adaptation, enhancing liveability and cohesion in urban environments. 	<ul style="list-style-type: none"> Limited entrepreneurial skills among architects and lack of capacity to use architecture to promote social cohesion. SMEs and freelancers in architecture struggle to scale and find appropriate economic models.
<i>Cultural Heritage</i>	<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.
<i>Audio-Visual Media</i>	<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.
<i>Gaming</i>	<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 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. CALL FOR STRATEGIC TOPIC GROUPS (STGs) 2025

EIT Culture & Creativity invites its partners (both Core and Cooperation) to respond to this call for proposals to establish eight Strategic Topic Groups (STGs). These groups will act as think-do tanks and innovation sandboxes, carrying out activities that address pressing societal challenges and support the broader CCSI community.

The STGs will also support EIT Culture & Creativity's internal strategy and strengthen the overall partnership. The results will inform the development of the next Strategic Agenda and offer an opportunity to integrate early reflections on Horizon Europe's upcoming Framework Programme 10 (FP 10) and updated EIT Vision Paper.

EIT Culture & Creativity is in a continuous process of learning and improving its strategy and partnership structure. The STGs are a key instrument in this process, drawing on the Partnership's expertise to identify and guide future actions and strategic directions.

Scope of activities

Each STG is expected to deliver a package of activities, including coordination actions, stakeholder engagement, relationship building, policy development and strategic positioning. Such activities will aim at fostering knowledge activation and experimentation on strategic topics, informing policy and strategy development through topic-informed recommendations and position papers and, ultimately, mobilizing non-EIT funding.

Expected results

Typical outputs include: topic-informed strategic briefs and position papers, as well as policy actions and metrics; ecosystem maps connected to societal challenges and CCSI needs; pilot assessment methodologies, tools and demonstrators; inputs to the next Strategic Agenda.



2. CALL SUMMARY

This call is **open exclusively to the EIT Culture & Creativity Partnership** and launched under the cascade funding mechanism, which provides financial support to third parties. The selected projects will receive EIT Culture & Creativity funding through a sub-granting model, with financial contributions allocated to consortium members as subgrants. The final eligible subgrant amount will be determined based on the eligibility of costs, the completion and achievements of the work packages and deliverables within the agreed timeline, in accordance with applicable financial rules and verification procedures.

Section	Description of the call
Key dates of the call	<ul style="list-style-type: none"> • Call opening: 12 September 2025 • Call closing: 13 October 2025 at 17.00 CET • Eligibility and admissibility check: 14-15 October 2025 • External evaluation of proposals: 16/10/2025 - 24/10/2025 • Communication of results to applicants: 31 October 2025 • Appeal period: 15 days • Award: 01 November 2025 earliest date (eligibility period for the work) • Signature & stand still period: 01 November 2025 • Earliest start of activities: 01 December 2025 • End of activities: 31 July 2026
Scope and topics of the call segments	The Call for the Partnership aims to provide strategic insight for the internal KIC management and future orientations. The call is exclusive to the Partnership as it relies on the value and expertise of its members and grants access to internal KIC information. The call will also produce insights and knowledge that will be used to shape the KIC's long-term impact framework.
Type of activities to be financially supported	Projects in the form of Strategic Topic Groups (STGs), inviting Core and Cooperation Partners to work and co-create strategic knowledge, insights, and methods for the KIC internal activities and its Community.
Total estimated EIT Culture & Creativity financial support allocated to this call	<p>The total EIT Culture & Creativity financial support provided is up to € 480,000 with a maximum € 60,000 of EIT Culture & Creativity financial support per project. Allocations will be distributed in two instalments:</p> <ul style="list-style-type: none"> • Beginning of the project: up to 30% as prefinancing (<i>*The initial pre-financing will only be disbursed once all required documents have been duly signed by all parties, and all necessary validations have been successfully completed.</i>) • Completion of the project: up to an additional 70% as final payment. Awarded after revision and validation of the final deliverables and costs eligibility review as well as upon confirmation of the valid membership for 2026.



Section	Description of the call
Co-funding	Co-funding is not required but will be positively evaluated. Costs funded by other EU programmes or sources are not eligible as co-funding, to avoid double funding.
Applicant requirements	Proposals must be submitted by one lead organisation (Core or Cooperation partners of EIT Culture & Creativity) that will specify which partner organisations are part of their Strategic Topic Group. Newcoming partners can join the call, but not as lead applicants. If you would like to join the Partnership you can visit our website and apply for the Core or Cooperation status, the membership status must be valid 10 days before the closing of the call.
KPIs to be addressed	<ul style="list-style-type: none"> Not applicable.
Admissibility and eligibility criteria	Admissibility criteria <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. The proposal includes all necessary accompanying documents (in English). Eligibility criteria <ul style="list-style-type: none"> The Partners involved in the proposal have a valid membership for 2025, i.e. the membership has been paid at the latest by the day the application is started. The profiles of the participants in the Strategic Topic Groups should cover the Knowledge Triangle Integration.
Evaluation criteria	<ul style="list-style-type: none"> Excellence: The proposal is bringing together expertise addressing the knowledge triangle and providing perspectives that are highly relevant to address the Strategic Topic, while activating a key mix of expertise to develop collaborative solutions and approaches for the long term KIC Strategy. Impact: The proposal demonstrates a clear understanding of societal challenges and/or connects industry needs (specifically those of the CCSI) with pathways to societal impact. Additionally, it demonstrates strong expertise and a pragmatic approach to providing insights and best practices that help achieve financial and societal impacts for the KIC's long-term development. Quality and efficiency of the implementation: The proposal demonstrates a clear and feasible work plan, effective risk management strategies, appropriate resource allocation, well-defined member roles, commitment to inclusive collaboration, and a justified budget that ensures value for money in completing the work.
Application platform	<ul style="list-style-type: none"> Express your interest here (password will be received upon confirmation of your valid Membership status) Fill in your application here



Section	Description of the call
List of documents to take into consideration	<p>Applicants must submit the following documents:</p> <ul style="list-style-type: none">• Online application form (see link above and template in Annex I)• CV of relevant expert(s) from the Partnership to be engaged in the discussions• Detailed budget <p>Additional documents relevant to the call:</p> <ul style="list-style-type: none">• Call guidelines• Appeal procedure (Point 10)• PIC Registration Guidance• Eligibility of expenditures (available on the call page)• EIT Culture & Creativity Strategic Agenda 2024-2027• List of participating countries in Horizon Europe• Horizon Europe Model Grant Agreement (HE MGA)• EU Financial Regulation (Article 61)• Charter of Fundamental Rights of the European Union• Ethics: Self-assessment



3. GENERAL REQUIREMENTS

3.1. WHO CAN APPLY

This call is open exclusively to members of the **EIT Culture & Creativity Partnership** with a valid **Core or Cooperation Partner** status in 2025.

i. Lead Applicants

Only Core or Cooperation Partners with active membership in 2025 may act as lead applicants. Lead applicants must hold a valid Participant Identification Code (PIC) and have fulfilled all membership obligations (including the payment of the 2025 membership fee) at the latest by the date of application submission.

ii. Consortium Composition

Proposals must involve at least **two eligible partners** (Core and/or Cooperation Partners) covering the **Knowledge Triangle Integration (KTI): education, research, and business**. The same organisation may participate in more than one Strategic Topic Group (STG), provided that its role and expertise are relevant to the topic addressed.

iii. Participation of Newcomers

Organisations that are not yet part of the EIT Culture & Creativity Partnership may be included in proposals as additional participants, but **they cannot apply as lead applicants**. In order to be eligible to receive EIT funding under this call, newcomers must successfully complete the process to become a Core or Cooperation Partner **at least 10 days before the call deadline**.

iv. Geographical Eligibility

Participation in this call is restricted to legal entities established in an **EU Member State** or a **Horizon Europe-associated country**. The list of eligible countries is available in the official Horizon Europe guidance: *List of participating countries in Horizon Europe*.



3.2. SUPPORTING KNOWLEDGE TRIANGLE INNOVATION

EIT Culture & Creativity applies the Knowledge Triangle Integration (KTI) model to foster collaboration between **education, research, and business**, ensuring that supported projects are academically rigorous, industry-relevant, and impactful.

Building on this foundation, the **Extended Knowledge Triangle (EKT)** broadens the scope of collaboration to include **cultural institutions, policy makers, public administrations, private organisations, and civil society stakeholders**. This wider approach allows the incubation and scaling of innovations that are not only market-ready, but also socially and culturally grounded.

By engaging this extended community, EIT Culture & Creativity ensures that supported activities generate **long-term systemic impact**, foster alignment with regional and European development goals, and contribute meaningfully to the green, digital, and social transitions of the Cultural and Creative Sectors and Industries (CCSI).

3.3. 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”.

3.4. GENDER AND DIVERSITY

EIT Culture & Creativity is committed to promoting gender equality, diversity, and inclusion across all its activities, in line with the principles of Horizon Europe and the EIT’s Gender Mainstreaming Policy.

Proposals under this call should therefore demonstrate how considerations of **gender and diversity** are integrated into the **design, development, and implementation** of project activities and outputs (e.g. products, services, processes, governance models). Applicants should also reflect on how gender and diversity intersect with other identity traits such as age, ethnicity, socio-economic background, sexual orientation, disability, or geographic location.



4. SPECIFIC REQUIREMENTS

4.1. PRIORITY AREAS AND STRATEGIC TOPIC GROUPS (STGs)

Core and Cooperation Partners with valid membership in 2025 are invited to submit proposals under one of the eight Strategic Topic Groups (STGs) described below. Each STG focuses on a priority area of the Cultural and Creative Sectors and Industries (CCSI) and aims to generate actionable knowledge, insights, and policy recommendations. Proposals should clearly align with the scope and impact areas of the chosen STG, and deliver activities as described in the Work Package Specifications.

i. Architecture

Architecture plays a pivotal role in Europe's transition toward more liveable, sustainable, and inclusive environments. The vision of this Strategic Topic Group (STG) is to **develop architecture-driven ecosystems capable of addressing European place-making and spatial justice agendas**. These ecosystems integrate diverse perspectives, including and not limited to:

- **social perspective**, to explore architecture's role in cohesion and belonging;
- **cultural perspective**, to reframe how we inhabit and interpret heritage spaces;
- **financial perspective**, to imagine more humane, community-centred investment models.

Cities, for example, offer complex testing grounds where architecture interacts with technological innovation, democratic participation, and the regulation of shared spaces, revealing how transitions unfold and how architecture might contribute to creating shared public value.

As such, this STG promotes **systemic, regenerative, and adaptive approaches** to tackle challenges such as ageing infrastructure, affordability, and climate-resilient construction.

Impact areas include:

- **advancing circular design and bio-based architecture education;**
- **promoting cross-sector collaboration for urban cohesion;**
- **enabling SMEs and emerging professionals to scale through entrepreneurial and innovation-driven models.**

ii. Audiovisual

The audio-visual and media sector is a **cornerstone of democratic cultural and creative expression** and a **major driver of Europe's economic development**, representing approximately 20% of the global audio-visual industry. It provides the media and formats through which stories are created, shared, and remembered. The media we choose, and the



formats we shape stories into, influence how societies see themselves: stories nurture belonging, memory, collective imagination, and have the potential to initiate societal transformation.

The vision of this Strategic Topic Group is to explore how narrative formats and media can reflect European values such as pluralism and diversity, while supporting places, communities, and futures through stories of care, regeneration, and the recovery of underrepresented voices.

Starting from the dual power of storytelling and media, the Strategic Topic Group will address urgent challenges facing the sector: data ownership, media sovereignty, algorithmic distribution, and digital ethics (aligned with SDGs 8 and 9). Through research, piloting, and capacity-building, it aims to strengthen the sector's ability to innovate responsibly, scale sustainable business models, and empower creators, communities, and regions.

Impact areas include:

- Developing future-oriented training on emerging media technologies (including AI), with a focus on data, cloud, IP protection and monetisation, and the social and ethical dimensions of media use;
- Promoting cross-sector collaboration to design responsible storytelling formats, media technologies, and business models;
- Enhancing the competitiveness of European AVM companies (particularly SMEs and independents) by addressing structural challenges in data ownership, user analytics, content monetisation, and investment capacity.

iii. Cultural Heritage

Cultural heritage drives 1.6% of Europe's business economy and 2.1% of employment, with cultural tourism accounting for 40% of European tourism. Yet, it faces critical challenges ranging from high operating and climate-adaptation costs, urban concentration and rural depopulation impacting on social cohesion, and disappearing crafts and economic competition with faster industrial sectors pressures.

The vision of this Strategic Topic Group is to leverage cultural heritage as a transversal lens to drive societal transformation through sustainable, green and digital transitions, by building entrepreneurial capacity in cultural heritage sectors and strengthening ties with the creative sectors.

Impact areas include:

- Promoting trans-sectoral collaborations between cultural heritage and creative industries, unlocking potential products, services, and experiences that engage new audiences and markets;
- Fostering entrepreneurial opportunities, connecting the sector to upskill-reskill development and job creation pathways within the CCSIs ecosystem;
- Contributing to the design of climate-resilient heritage sites and places, equipped with sustainable operational models and contributing to the European Green Deal;



- Strengthening social inclusion and community building, particularly in disadvantaged rural and urban areas.

iv. Digital Futures

Technological advancements have always been pivotal to the CCSIs. Today, the rise of (generative) AI, presents both unprecedented opportunities and pressing challenges for these sectors, and with them, urgent ethical and legal questions. However, the digital transition encompasses more than AI alone.

This transversal Strategic Topic Group positions CCSIs as active shapers of Europe's digital futures, responding to the growing need for novel approaches and interdisciplinary perspectives to generate meaningful solutions to inform the digital transformation across sectors. Here, cultural approaches and artistic practices can support in tackling the great challenge of bringing technology into society, through human- and life-centred insights addressing broader societal challenges, from sustainability to democracy.

This group builds on the establishment of the **EU AI Office**, the forthcoming implementation of the **AI Act**, and aligns with European efforts to lead globally in **ethical, trustworthy, and human-centred technologies** for and through culture and creativity.

Impact areas include (and are not limited to):

- Promoting the development of human and life-centric, democratic, and sustainable digital technologies;
- Engaging with trans-sectoral experimentations in areas such as AI, high-performance computing, simulation and visualisation, digital twins, and more;
- Empowering CCSIs in the data economy and enhancing digital skills and professional development in the CCSIs;
- Strengthening European digital sovereignty, by supporting EU-based technological infrastructures and tools that reflect and serve European democratic values.

v. Fashion

The Fashion sector is both an economic engine and a powerful cultural force in Europe, shaping identities, values, and everyday behaviours. While it represents one of Europe's largest creative industries, it faces urgent systemic challenges, ranging from environmental degradation and globalised overproduction to fragmentation and loss of sovereignty in supply chains.

This Strategic Topic Group aims to lead the transition towards circular, sustainable, and digitally enabled fashion systems, by activating innovation from design to production and beyond. Fashion not only influences what we wear, it influences how we live, consume, and connect. Through this lens, the Strategic Topic Group explores **fashion as a driver of societal transformation, community cohesion, and climate action.** It supports SMEs and emerging actors in scaling up new models, materials, and narratives that challenge linear logics and unlock cross-sector collaboration.



Impact areas include:

- Developing transdisciplinary education and training to foster continuous professional development across the value chain, including circular design, digital innovation, and social responsibility;
- Empowering SMEs to implement circular models, adopt new textile technologies (processing and recycling) and supply chain innovation (e.g., Digital Product Passport), while reaching new markets;
- Supporting ecosystem development and investment tools that promote inclusive entrepreneurship and sectoral resilience.

vi. Gaming

Videogames play a significant role in European society, not only as a cultural-economic sector, but also as a noteworthy part of people's daily life. The EU accounts for one third of the overall market value in the global video game market and displays a high growth rate compared to other economic sectors. As home to some of the largest and well-known game publishers and game studios, the EU produces prominent video games which influence the cultural scene around the globe. However, Europe currently accounts for only 11% of this market, reflecting both significant potential and structural challenges. Despite its vast cultural and technological potential, gaming in the EU remains predominantly entertainment-centric, with underexplored contributions to education, health, culture, and social innovation.

This Strategic Topic Group aims to position EU gaming at the forefront of socially responsible, sustainable, and trans-sectoral innovation among CCSIs, aligned with EU policy goals under the **European Digital Strategy, Media and Audiovisual Action Plan**, and **EU Skills Agenda**; it will support gaming as a catalyst for positive social impact, cultural identity, and European competitiveness.

Impact areas include:

- Strengthening EU Digital autonomy, by boosting European capacities in game engines, platforms, and immersive tech;
- Promoting **sustainable and fair business models** while encouraging **ethical monetisation** and **development practices**;
- Enhancing Europe's presence globally, expanding skills, training, and employment opportunities in the gaming sector.

vii. NEB & Design

This Strategic Topic Group explores how design and artistic practices can contribute to systemic transformation across Europe. Anchored in the New European Bauhaus' values of **sustainability, inclusion and aesthetics**, this STG addresses challenges of **scaling design responsibly** from concept to implementation, closing the gap between ideation and tangible actions and ensuring real-world impact, connecting climate goals with social innovation, civic participation, and territorial cohesion.



Building on the EU Design Agenda, the focus on creativity and design fuels the operationalisation of NEB values towards **making things**: e.g. **imagining and prototyping new societal value propositions, including products, services, policy instruments and arrangements, systems and everyday practices**, that help to build more-than-human living environments and more sustainable and resilient industries. As such, this STG focuses on establishing trans-sectoral partnerships that leverage and fuel transdisciplinary knowledge, aiming at shaping integrated efforts to be put in action in industrial CCSIs ecosystems and enabled new value-chains.

Impact areas include (and are not limited to):

- Contribute to enhance and update insights and needs of the EU design sector, harvesting narratives, methodologies, applications, and snapshots of a multi-faceted field of practice and economy
- Developing initiatives and strategies that enhance the competitiveness of EU design expertise, building on aesthetic intelligence, entrepreneurship, and systems design to drive sustainable and inclusive societal transformation.

N.B. Both NEB Design and NEB Resilience STGs shall collaborate to cross-pollinate and share learnings and experiences. Proposals must highlight the activity(ies) enabling this synergy.

viii. NEB & Resilience

This Strategic Topic Group explores how design and artistic practices can contribute to social cohesion and resilience across Europe.

Here, resilience is framed along a twofold lens: on one side, the focus on resilient practices and the conditions that enable them; on the other side, the focus on resilience as a co-respondence to social, economic, and environmental changes, which might translate in the capacity of to shift, adapt, or even transform existing models, practices, and frameworks.

Anchored in the New European Bauhaus' values of **sustainability, inclusion, and aesthetics**, this STG explores the **underlying conditions and infrastructures that empower CCSIs to experiment and contribute to resilient practices, and/or navigating the skills and modes of working deployed by CCSIs that enable resilient responses to current global, interconnected challenges.**

As such, the STG adopts long-term perspectives, working in multi-level engagement and across levels (local, regional, international) and leveraging artistic intelligence to **distil** insights on ways of working, funding, and structuring governance models enabled through CCSIs and **turn** them into scalable and replicable models.

The focus on resilience as a twofold concept fuels the operationalising NEB values towards **making things happen**, e.g. designing, facilitating, and reflecting on processes of community and/or organisational learning (e.g. reflective practices, evaluating and assessing models, leadership approaches, decision-making practices, etc) to unlock CCSIs potential in impacting positively real-world contexts in the long-term.



Impact areas include (and are not limited to):

- Raising awareness and strengthening community, organisational, and individual resilience that foster inclusion, diversity, and accessibility of ways of working collaboratively across departments and organisations;
- Developing skills, infrastructures, and reflective practices that empower CCSIs to experiment, adapt, and scale resilience-driven actions and strategies;
- Supporting the establishment of EU-wide learning ecosystems that facilitate the exchange of resilience-oriented practices developed by and for CCSIs.

N.B. Both NEB Design and NEB Resilience STGs shall collaborate to cross-pollinate and share learnings and experiences. Proposals must highlight the activity(ies) enabling this synergy.

4.2. AMBITION OF THE CALL STRATEGIC TOPIC GROUPS (STGs)

The selected Strategic Topic Groups will thrive on three core missions:

1. Knowledge activation and experimentation

STGs activate and apply expert knowledge through collaborative experimentation, piloting, and continuous learning. By testing methodologies, tools, and models in real or simulated environments, they generate actionable insights that address emerging societal challenges. STGs also serve as spaces for transdisciplinary exchange, bridging scientific and entrepreneurial approaches.

2. Policy and strategy development

STGs' expert knowledge contributes to shaping strategic directions, by providing ideation input to EIT Culture & Creativity's Strategic Agenda and Business Plan, helping define impact pathways and thematic priorities. Additionally, STGs may support policy development in the CCSIs generating topic-specific insights upon request by the European Commission, national governments, or regional authorities.

3. Non-EIT funding mobilisation

STGs gather like-minded actors around specific thematic areas that cut across sectors, fostering a shared strategic focus fuelled by complementary expertise. As such, STGs operate as high-impact consortia that are well-positioned to access EU-wide funding opportunities, playing a key role in driving financial sustainability for EIT Culture & Creativity, while delivering systemic impact for the CCSIs.

4.3. MANDATORY WORK PACKAGES

Each proposal addressing a Strategic Topic must include at least the following three mandatory Work Packages:

1. **Coordination actions:**
 - Organise and facilitate internal check-ins and communications
 - Engage and synchronise with EIT Culture & Creativity staff (such as and not limited to CLC Directors, Topical Directors, etc.)
2. **Stakeholder engagement and relationship building:**
 - Engage with members of the STG and identify key strategic development and way forward aligned with the updated draft framework FP10 and EIT Vision
 - Define methods and tools to further engage and integrate within the KIC Internal Strategy
 - Define collaborative initiatives with the EIT Culture & Creativity Partnership
 - Engage with other STG to co-create future actions
3. **Policy development and strategic positioning**
 - a. Develop tools and methods to gather actionable knowledge on policy actions
 - b. Co-design with EIT Culture & Creativity a position paper on your strategic topic group
 - c. Propose metrics to track the impact of topic-related projects on policies. Metrics should be integrated in existing frameworks and apply NEB principles for all strategic topics

The work reflected in the Work Package should aim at:

- Knowledge activation and experimentation, for instance through:
 - Carrying out and documenting projects relevant to the advancement of the STG's topic and linked to emerging societal scenarios.
 - Harvesting entrepreneurial intelligence linked to the STG's topic, with a focus on its potential to achieve societal impact.
 - Designing and testing topic-specific transdisciplinary methodologies and toolkits.
- Policy and strategy development, through:
 - Identifying key policy frameworks and developing position papers and targeted recommendations.
 - Proposing new value propositions or models (e.g. services, governance formats, public-private instruments) that support societal impact through culture and creativity.
 - Designing and testing assessment tools relevant to the STG's topic.
- Non-EIT funding mobilisation, including but not limited to:
 - Building and managing high-impact consortia for future funding applications with EIT Culture & Creativity.
 - Drafting and/or coordinating proposals for submission.
 - Preparing co-funding or investment reports to engage potential key actors.



4.4. MANDATORY DELIVERABLES

All proposals must include the following mandatory deliverables as part of their work plan. These deliverables will be monitored and reviewed by the EIT Culture & Creativity Transformation Area, and their timely completion will be a condition for the validation of project results and the disbursement of financial support.

Deliverable	Description	Due Date
<i>Attendance evidence – workshop / co-design session</i>	The evidence of at least three sessions for design and co-working to demonstrate the roll-out of the collaborative part of the Strategic Topic Group, as described 4.3 <u>Mandatory Work Packages</u> , under “Stakeholder engagement and relationship building” activities. One of the three sessions should be a co-design activity with other STGs.	Month 7
<i>Insight & strategy</i>	A report (no specific format required) with insights, challenges, and opportunities for future actions relate to the addressed topic. The report will be designed to provide clear, actionable insights that directly address the STG’s three core missions: <ul style="list-style-type: none">• Knowledge activation and experimentation• Inform policy and strategy development (e.g. next Strategic Agenda and other relevant policy frameworks (e.g. FP10)• Non-EIT funding mobilisation strategy / potential	Month 7
<i>Position Paper & insights</i>	A report composed by: <ul style="list-style-type: none">• A position paper co-written with EIT Culture & Creativity• Insights on policy actions and metrics. This deliverable is the result of the WP 3.	Month 9

Reporting of the deliverables will take place in August-September 2026.

4.5. PROJECT DURATION

This call is open to proposals with a duration of up to 9 months, from November 2025 until July 2026.



4.6. FINANCIAL ASPECTS

i. EIT Culture & Creativity financial support

The Call for Partnership is supporting financially every Strategic Topic Group with a **maximum of € 60,000**. The final amount will depend on the eligibility of reported costs and the successful completion of the project's mandatory deliverables (including reports).

ii. Payment modalities

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

Necessary arrangements are put in place to ensure eligibility of costs and compliance under the Grant Agreement(s) 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 funding through the following payment structure:

- **Pre-financing payment:** A pre-financing payment of up to 30% of the total contribution will be disbursed upon the successful signing and validation of the Framework Support Agreement (FSA) by all consortium members.
- **Final payment:** The remaining payment (up to 70%) will be made after the final review, which includes the submission of the final cost and performance reports by the applicant and a final review report issued by EIT Culture & Creativity, including the final assessment from the EIT Culture & Creativity. Payment will be issued upon approval of the project's final outcomes. The final payment might be adjusted based on the eligibility checks 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. The final payment will only be executed if the recipient has a valid 2026 membership.

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.

4.7. ELIGIBILITY OF EXPENDITURES

For information on the eligibility of costs of your project's budget, please refer to the document Eligibility of expenditure published on the [call webpage](#).



4.8. SPECIFIC MONITORING REQUIREMENTS

EIT Culture & Creativity will manage all projects according to the general rules and procedures outlined in the **EIT Culture & Creativity Guidelines for Project Monitoring and Controlling**. This document offers a structured framework to ensure efficient project management, execution, and compliance with EIT requirements. Please note that these guidelines are subject to updates based on EIT directives, although major changes are not anticipated. Detailed information will be provided once activities are selected, with additional guidance given at the kick-off meeting. Below are the key monitoring elements that project participants should keep in mind:

1. **Project implementation life cycle:** Project activities and monitoring will take place simultaneously. The project leader is responsible for delivering the work plan, while EIT Culture & Creativity oversees progress to ensure milestones and deliverables are completed according to the agreed schedule.
2. **Kick-off meeting:** A mandatory kick-off meeting must be held within the first month of project initiation. This meeting will involve EIT Culture & Creativity and the project leaders. During the meeting, the project objectives, timelines, and any concerns will be clarified. More specific details on the implementation process will be provided during this meeting.
3. **Day-to-day implementation:** The project leader is tasked with managing daily operations, ensuring that deliverables are submitted on time and that the project adheres to the approved work plan. Regular communication with EIT Culture & Creativity is essential for discussing progress, risks, and any potential deviations.
4. **Project changes:** Minor adjustments, such as reallocating tasks among partners, may be made without formal approval. However, significant changes resulting in significant reallocation of budget among partners or timeline deviation, non-completion of work package, etc, will require formal approval from EIT Culture & Creativity.
5. **Monitoring and support:** EIT Culture & Creativity will provide ongoing monitoring and support throughout the project duration. Regular meetings will be scheduled with the project leaders to ensure the project remains on track and to offer guidance on any required adjustments.
6. **Interim review:** EIT Culture & Creativity will assess the project at Month 7 and review the due deliverables. This intermediary review will ensure that the project is on track and able to deliver as expected.
7. **Final performance and cost reporting:** It must be submitted by the project leader according to the timeline provided by EIT Culture & Creativity. These reports will be reviewed by EIT Culture & Creativity to assess the project's alignment with the agreed objectives and the eligibility of the expenditures. Funding may be adjusted in cases of underperformance and/or non-compliance with the cost eligibility rules.

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



4.9. LEGAL ASPECTS AND DOCUMENTATION

All applicants will be required to sign a Declaration of Honour in the format provided for 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 (AGA).

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 Agreement is signed, equally happens at their own costs and risk. EIT Culture & Creativity can in no circumstances be 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 final performance and assessment of the work package and might be subject to adjustments in case of under-performance.

i. Funding limitations for BP 2024-2025

Under the 2-year Grant Agreement (GA 101159520), participants from EU Member States and Horizon Europe Associated Countries have a €6 million funding cap for the entire BP24-25 period. Legal entities from non-Horizon Europe Associated Countries can participate but are limited to €60,000 over two years. These limits apply to all EIT funding, including activities and prizes.

The continuation of the project from January 2026 to July 2026 will be confirmed upon the signature of the next Grant Agreement 2026-2028 by EIT CC with EIT. The Partnership should note that any change in the Business Plan 2026-2028 might affect the activities in 2026.



5. PREPARATION AND SUBMISSION OF AN APPLICATION TO THE PROGRAMME

5.1. SUPPORT GIVEN TO APPLICANTS PREPARING A PROPOSAL

i. Application guidelines

EIT Culture & Creativity has developed application guidelines to assist all potential applicants during the proposal preparation and submission processes. This document is available on the [call webpage](#), as part of the call package, and provides detailed information and instructions for the use of the application system and preparing proposals for submission.

ii. Call information sessions

To help applicants with the preparation and submission of their proposals, EIT Culture & Creativity will host information session after the publication of the call. This online information event will focus on the call content, topics, and requirements, as well as on general procedures, such as the submission and evaluation process, financial aspects, and monitoring and reporting activities.

Type of Event	Topic Covered	Date and Time (CET)	Registration
Webinar 1	Ambition & objectives	18 September, 13:00 CET	Register via this link

iii. Applicant contact point

All applicants may submit their inquiries via the official **EIT Culture & Creativity Contact Form**: [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.



iv. FAQ

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

v. Submission of a proposal

Before starting a proposal, all applicants (project leader and consortium members, as applicable) must register on the following platform:

- **The EU funding & tender opportunities portal** to obtain a nine-digit Participant Identification Code (PIC number).

Please carefully read the relevant Annex to create your PIC number.

As far as the application platform is concerned, no registration is needed prior the submission of the proposal. Nevertheless, in the case of this Call for Partnership, **the applicant is requested to fill in the “Expression of Interest” form to receive the password to access the submission form. Only eligible lead partners can receive the password.**

The following mandatory documents must be submitted through the EIT Culture & Creativity application platform no later than 13 October 2025 at 17:00 CET:

- Online application form
- Budget plan requested as an Excel file.
- CV of participants

Any proposals submitted after the deadline will be inadmissible.

6. EVALUATION AND SELECTION PROCESS

Once the applicants have submitted their proposals, EIT Culture & Creativity will take the following steps:

- **Admissibility and eligibility check:** Proposals will undergo an initial check for admissibility and eligibility. 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.
- **Quality evaluation process:** The quality evaluation process ensures that only the best proposals, aligned with EIT Culture & Creativity's objectives, move forward. Proposals are scored across three criteria groups: Excellence, Impact, and Implementation. Each group has its own threshold (60% of the maximum score), and proposals must also achieve at least 27 points overall out of 45 to advance. This structured approach guarantees fairness and transparency. The evaluation panel will consist of 2 external evaluators and 1 internal evaluator, as well as an external rapporteur.

There is no portfolio selection in this Call for Partnership as it is linked to the internal management of the KIC.

6.1. 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:

i. Admissibility criteria

Criteria	Description
Language	The project proposal and all its attachments must be written entirely in English.
Time	The proposal must be submitted by the specified deadline.
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. In addition, each proposal must clearly include the three mandatory Work Packages (see Section 4.3) and the mandatory Deliverables (see Section 4.4) in its work plan. Proposals missing any of these elements will be considered inadmissible.

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.

vi. Eligibility criteria

Criteria	Description
Applicant Registration	<ul style="list-style-type: none"> • Applicants must have a valid Participant Identification Code (PIC number).
Applicant Eligibility	<ul style="list-style-type: none"> • Applicants must be members of the EIT Culture & Creativity Partnership in 2025 holding the status of Core or Cooperation Partner only



Criteria	Description
Membership validity	<ul style="list-style-type: none">The partnership membership must be valid for 2025, ie the membership fee has been paid.
Consortium Composition	<ul style="list-style-type: none">The proposal must include a minimum of 2 eligible partners (Core and/or Cooperation)The project lead must be a Core or Cooperation Partner active for the entire 2025 year.Organisations may participate in more than one Strategic Topic, provided the role assumed is distinct and aligned with their expertise.Submitted CVs must reflect coverage of required Knowledge and Talent Integration (KTI) profiles.
Co-Funding Rate	<ul style="list-style-type: none">There is no requirement for co-funding, although it will be positively assessed.
KPIs Addressed	<ul style="list-style-type: none">No specific EIT KPIs are directly applicable. However, the outputs of the call contribute indirectly to the EIT Impact Framework through policy insights, strategic positioning, and knowledge activation.

Proposals failing to meet one or more eligibility criteria will be considered ineligible. Applicants will receive formal notification from EIT Culture & Creativity, stating the reasons for ineligibility identified during the eligibility and admissibility check.

Correction process for incorrect eligibility information

Applicants with incorrect eligibility information (e.g., incorrect KPI target number or incorrect PIC number) will be given **5 calendar days** after receiving the official notification to address and correct identified issues. This ensures **procedural fairness**, particularly for minor technical or administrative errors.

During the verification and evaluation process, applicants may be asked to clarify factual information. However, these clarification requests must not allow modifications to the technical content of the application. Corrections are strictly limited to factual or administrative issues, such as confirming a clerical error (e.g., fixing an incorrect KPI figure).

If the applicant submits the corrected information within the specified timeframe, the application will proceed to the next evaluation stage.

If the applicant fails to respond or submits corrections after the deadline, the application will be deemed ineligible and will not proceed further.

This process follows the **principles outlined in the Horizon Europe Model Grant Agreement (HE MGA), Annex V.**

7. EXTERNAL QUALITY EVALUATION OF PROPOSALS

The purpose of the quality evaluation is to assess the Excellence, Impact, and Quality and efficiency of the implementation, of each proposal that successfully passes the admissibility and eligibility check.

This evaluation process will be carried out by 2 independent external experts and 1 internal expert. EIT Culture & Creativity makes sure that all independent external evaluators are carefully selected and there is no conflict of interest between them and the evaluated projects (see Annex II). The same rule applies for the internal evaluator. The evaluation phase is comprised of groups of criteria and sub-criteria, which will be assessed according to the following scores. Please note that only whole (entire) points will be awarded; fractional scores (e.g., half points) are not permitted to ensure consistency and transparency in the scoring process:

Score	Description	Explanation
1	Very poor	The information provided is considered irrelevant or inadequate compared to the specific call provisions.
2	Poor	The information provided lacks relevant quality and contains significant weaknesses compared to the specific call provisions.
3	Fair	The overall information provided is adequate. However, some aspects are unclearly or insufficiently detailed compared to the specific call provisions.
4	Good	The information provided is adequate with sufficiently outlined details compared to the specific call provisions.
5	Excellent	The information provided is outstanding in its detail, clarity, and coherence compared to the specific call provisions.

Each group of criteria has a maximum possible score and an associated threshold of 60%. Proposals must meet or exceed this threshold for each group to proceed to the next stage. For example, with a maximum score of 15 points, proposals scoring less than 9 points will not advance further.

Excellence: Expertise & knowledge development

Evaluation criteria	Max. scoring	15
<i>The consortium's composition demonstrates strong expertise in methods and tools that are relevant for the KIC, with a strong potential to generate new insights and knowledge both for the KIC and its ecosystem.</i>	5	
<i>The consortium possesses state-of-the-art knowledge on the Strategic Topic, and the identified perspective and activated expertise that the project will adopt are highly relevant for addressing it.</i>	5	
<i>The mix of profiles to address the Strategic Topic aligns with the Knowledge Triangle Integration.</i>	5	
	15	

Impact: Societal & financial impact for the future

Evaluation criteria	Max. scoring threshold 9/15	15
The project demonstrates a clear understanding of societal challenges and/or connects industry needs (specifically those of CCSIs) with pathways to societal impact.	5	
The project proposes activities and/or strands of work to produce knowledge and propose practices to achieve societal impact.	5	
The project proposes activities and/or strands of work to produce knowledge and propose practices to achieve financial impact	5	
	15	

Quality and efficiency of implementation

Evaluation criteria	Max. scoring threshold 9/15	15
The project work plan is clear, well structured, feasible, with relevant risks and risk mitigation measures identified. The project identifies a governance structure to guarantee an effective management of the project's resources.	5	
The project's consortium and activities demonstrate inclusive collaboration, bringing together a mix of balanced and diverse partners (e.g. size, sector, and discipline), with governance and facilitation processes designed to promote equitable contribution and participation from all members.	5	
The budget must be clear and justified. The estimated costs should be reasonable and consistent with market practice, ensuring that the proposed activities are feasible within the funding limit of €60,000 and represent good value for money.	5	
	15	

i. Total scoring from quality evaluation

Category	Threshold	Max score
Excellence: Business model and innovation	9 points	15 points
Impact: Market and societal benefits	9 points	15 points
Quality and efficiency of implementation	9 points	15 points
Total points	27 points	45 points

ii. Calculation of Final Scores

Each eligible proposal will be evaluated independently by two external experts and one internal expert, based on the evaluation criteria outlined above. The final score of a proposal will be the simple arithmetic mean of the individual scores provided by all evaluators. No weighting will be applied between external and internal evaluators. The use of the arithmetic mean ensures consistency, equal treatment, and transparency across all proposals.



iii. Thresholds, ranking, and awarding of financial support in a nutshell

Proposals must meet **all required thresholds** in the evaluation process to be considered for financial support. Financial support will be awarded in **strict ranking order** based on the final scores, until the total EIT Culture & Creativity financial support budget is reached. Proposals that pass all thresholds but are not selected due to budget limitations will be placed on a **reserve list**. The final financial support decisions for reserve list proposals will be communicated within a timeframe that allows for proper project implementation.

iv. Tie-break mechanism

In the event that two or more proposals achieve the same final score, the following tie-break mechanism will apply:

1. Preference will be given to the proposal with the higher score in the **Excellence** criterion.
2. If the tie persists, preference will be given to the proposal with the higher score in the **Impact** criterion.
3. If the tie still persists, preference will be given to the proposal with the higher score in the **Quality and efficiency of implementation** criterion.



8. FINAL RANKING AND SELECTION OF PROPOSALS

Following the results of the evaluation, a **final ranking list** of all proposals will be established. The proposals will be classified into three categories:

1. **Selected for EIT Culture & Creativity financial support:** The top-ranked proposals (up to eight, one per strategic topic) will be selected for EIT Culture & Creativity financial support.
2. **Reserve list:** Proposals meeting the quality evaluation thresholds indicated above (section 'i. Total scoring from quality evaluation') but ranked below the financial support line will be placed on a reserve list. The reserve list will remain valid for a period of one month from the date of the final selection decision.
3. **Rejected:** Proposals failing to meet the quality threshold or ranked too low to receive EIT Culture & Creativity financial support.

EIT Culture & Creativity retains the right to reach out to proposals on the reserve list within one month, this may occur if additional EIT funds become available under the current Business Plan and in justified cases.



9. COMMUNICATION OF RESULTS TO APPLICANTS

9.1. SELECTED PROPOSALS

The project leader of each selected proposal will receive formal communication from EIT Culture & Creativity, including the Evaluation Summary Report, and a letter outlining the next steps in the process.

9.2. RESERVE LIST AND REJECTED PROPOSALS

EIT Culture & Creativity will notify the project leaders of reserve-listed and rejected proposals of their final status including the Evaluation Summary Report.



10. APPEAL PROCESS

The rules set out in this document are aimed at providing the applicants with a transparent appeal procedure concerning the decisions made by EIT CC during the eligibility and admissibility check as well as the evaluation process of an application submitted to a call for applications launched by EIT CC.

10.1. APPEAL REQUIREMENTS AND CONDITIONS

The Lead Applicant is the only person entitled to file an appeal.

The right to appeal against a decision regarding the application selection applies to the applicant whose application was found ineligible during the admissibility and eligibility check or was rejected after the evaluation process.

The appeal is to be lodged against the communication issued by the EIT CC Program Management Office (PMO) based on the decision taken by the EIT CC Selection Committee.

The appeal can be lodged against the outcomes of the admissibility and eligibility check or the evaluation upon the following grounds **only**:

- Process errors by EIT CC
- Technical problems beyond the applicant's control
- Obvious human/mechanical errors by EIT CC
- Factual errors during the evaluation process

Appeals cannot be made based on other grounds than those indicated above.

If an appeal is accepted according to ground - *Factual errors during the evaluation process* mentioned above, it is possible that all, or part of the application, is re-evaluated by a new evaluation panel. Otherwise, there will be no follow-up or re-evaluation of the application unless there is clear evidence for appealing under the grounds provided above.

The applicant must formally submit the appeal, including all the mandatory information required below, by email to pmo@eit-culture-creativity.eu within **15 calendar days** of receiving the official notification of the outcomes. **Appeals received after 15 calendar days will not be considered.**

The appeal must contain:

Name and address of the organisation of the applicant;

- Name, position and contact details of the appellant;
- Reference number and acronym of the application that is the subject of the appeal;
- Clear reasons for the appeal, including all elements which are being appealed and/or failures in adherence with procedures limited to those criteria outlined in point 4.
- Any supporting documents. The applicant must provide relevant documentation in support of its appeal.

The relevant documentation included in the appeal shall be provided for the sole purpose of supporting it. It will not alter the quality or content of the evaluated application. The PMO will confirm the receipt of the appeal in writing to the applicant.

An appeal will be rejected if:



- It is submitted after the set deadline;
- It is based on other grounds than those set out in point 4;
- Any of the information requested in point 5 is missing.

In case the appeal is rejected under provisions set out in point 7, the PMO will convey this information within 5 calendar days (of receipt of the appeal) to the applicant and inform the responsible Thematic Area at EIT CC.

The appeal procedure will be published in the call for applications guidelines, providing applicants with clear details of the grounds for appeal, steps of the appeal process, timelines, and composition of the Appeal Panel. Applicants will also be informed of their right to appeal, including the limitations of this procedure, in the official notification of the evaluation results.

10.2. INTERNAL APPEAL EVALUATION PROCESS

The PMO acts as the secretariat and examines the appeal of an ineligible or rejected application duly submitted by the applicant within the set deadline and according to the appeal requirements. The PMO prepares a technical examination on the merit of the appeal and sends it to the Appeal Panel.

The appointed Appeal Panel evaluates all the available information provided by the applicant and the technical examination prepared by the PMO.

The role of the Appeal Panel is to ensure a coherent interpretation of the requests and equal treatment of applicants. The Appeal Panel itself, however, does not re-evaluate the application. Instead, the Appeal Panel evaluates the grounds of the appeal and ensures compliance with the announced evaluation criteria, EU Financial Regulation Article 61, and EIT legal framework. Decisions are made through consensus, ensuring equal treatment and adherence to the announced call for applications criteria. Any recommendation for re-evaluation must demonstrate clear procedural or factual errors impacting the application's assessment. In light of its review, the Appeal Panel recommends a course of action to be followed.

The Appeal Panel's evaluation follows these steps:

1. **Review of relevant documentation:** The panel examines the appeal submission, technical examination, original application, and supporting documents.
2. **Verification of grounds for appeal:** The panel assesses the appeal against set criteria, such as process errors, technical problems, and factual inaccuracies.
3. **Structured decision-making process:** The panel ensures each ground is addressed with clear rationale, referencing relevant policies or regulations.
4. **Documentation:** The panel consolidates its findings, recommendations, and binding decision into a standardized report template to ensure transparency and accountability.

The Appeal Panel consists of at least 3 members, to be appointed from among the following bodies:

- Two members of the EIT CC ELSI Board, ensuring independent ethical and legal oversight.
- One Thematic Area Director not involved in the cohort selection for the call for application under review, ensuring relevant expertise while maintaining impartiality.
- One Legal Counsel, serving in a legal advisory capacity only, without voting rights.



The members of the Appeal Panel (and their respective deputies) are appointed by the CEO of EIT CC at the beginning of each year. Impartiality of members of the Appeal Panel towards the case under review must be ensured. If this cannot be provided, the relevant member shall refrain from the relevant case's review and be replaced by another impartial member.

The PMO shall provide the members of the Appeal Panel with a copy of:

- The appeal and all the supporting documents provided by the applicant.
- The technical examination prepared by the PMO.
- The original application and all supporting documents that were taken into consideration by the relevant bodies during the application admissibility and eligibility check and the evaluation process.
- Any other document requested by the Appeal Panel members relevant to the appeal.

The Appeal Panel will have 5 calendar days to provide a binding decision after the receipt of the documentation provided by the PMO, through a written justification with explicit reference to the grounds mentioned in point 4.

The decision on the appeal is taken by the Appeal Panel by consensus and is communicated by the PMO in writing to the applicant within 5 calendar days of the receipt of the Appeal Panel decision.

The appeal procedure, from the receipt of the appeal to the communication of the Appeal Panel's decision to the Applicant, should be resolved within a maximum of 20 calendar days.

The decision of the Appeal Panel is final, binding to all parties and not subject to any further appeal proceedings within EIT CC based on the same grounds.



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 finalised 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
AGA	Annotated Model Grant Agreement
CCSI	Cultural and Creative Sectors and Industries (CCSI)
CEO	Chief Executive Officer
CLCs	Co-location centres
CLV	Customer lifetime value
EIT	European Institute of Technology and Innovation
EIT CC	EIT Culture & Creativity
ESR	Evaluation summary report
FS	Financial sustainability
FSA	Financial Support Agreement
FSM	Financial sustainability mechanism
HE	Horizon Europe
IP	Intellectual property
KIC	Knowledge and Innovation Community
KPI	Key performance indicator
KTI	Knowledge Triangle Integration
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SME	Small and medium enterprise



GLOSSARY OF TERMS

Call for Proposals	The instrument used by EIT Culture & Creativity to allocate 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 (CCSI) 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))).
CLC	Co-Location Centres (CLCs) are operational units that bring together regional and local clusters and nodes of excellence. A CLC is a physical hub promoting links and collaboration among Knowledge Triangle actors, building on existing labs, offices, or campuses of KIC's core partners.
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).
EIT Culture & Creativity	EIT Culture & Creativity, designated by the EIT in 2022, aims to fundamentally change the CCSI towards new understandings of competitiveness, resilience, and sustainable economic growth. Its primate impact goal is to create and maintains job in a resilient CCSI business ecosystem able to scale and compete in global markets. (www.eit-culture-creativity.eu)
EIT Knowledge Triangle Model	The Knowledge Triangle Model includes organisations from education, research, and business to foster innovation. EIT Culture & Creativity expands this to include public sector and civil society organisations, promoting technical, non-technological, social, and artistic innovation.
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.
Financial sustainability mechanism	A strategy implemented by a Knowledge and Innovation Community (KIC) to ensure its capacity to finance knowledge triangle activities independently of contributions from the EIT. This involves generating returns through various mechanisms, such as revenue sharing, equity stakes, or other financial instruments, which are reinvested into the KIC to support ongoing innovation and operations.



	In the broader EU context, financial sustainability refers to the ability of initiatives to maintain long-term viability through responsible investment, efficient resource allocation, and alignment with EU economic and sustainability priorities.
HE MGA	The Horizon Europe Model Grant Agreement 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. <ul style="list-style-type: none"> • Fashion: Circular innovations, textile recycling, and sustainable business models. • Architecture: Circular biobased materials, climate adaptation, and social cohesion. • Cultural Heritage: Emerging tech, new business models, and heritage preservation. • Audio-visual Media: Responsible tech use, generative AI, and new business models. • Gaming: Digital ethics, cross-sector collaboration, and societal impact.
Project leader	The main contact for EIT Culture & Creativity from the time the 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.
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.
Social innovation	New ideas addressing unmet needs that are social in their ends and means, creating new social relationships or collaborations (European Social Innovation, 2010).
Triple transition	EIT Culture & Creativity's term for driving green, digital, and social transformations in Europe, building on the European Twin Transition.



ANNEX I. APPLICATION FORM

Section 1: General Information

Lead applicant

1. Organisation Name
2. Legal Registered address
3. VAT number
4. PIC Number
5. First name – contact person
6. Last name – contact person
7. Position – contact person
8. Email – contact person

9. Project title:

Provide the title for your project.

10. Project acronym:

Create a short acronym for your project.

11. Project duration:

Indicate the estimated duration of the project, maximum until 31/07/2026.

- Start date:
- End date:

12. Project summary:

Max 2000 characters

Provide a summary of the project.

13. Strategic Topic:

Select the topic being targeted and choose between:

- Architecture
- Audiovisual
- Cultural Heritage
- Digital Futures



- Fashion
- Gaming
- NEB and Design
- NEB and Resilience

14. The Partnership Group:

Please select the Partners intended to be part of your Strategic Topic Group.

Drop down list displaying active Partners 2025 – Note that by including an organisation you need to attach the CV of at least one relevant expert in the next question.

Section 2: Excellence - Expertise & Knowledge development

15. Expertise of the consortium composition

Max 2000 characters

Please explain how the consortium's composition is rooted in strong expertise in methods and tools that are relevant for the KIC, with a strong potential to generate new insights and knowledge both for the KIC and its ecosystem.

16. Key expertise to address the Strategic Topic

Max 2000 characters

Please explain how the consortium owns state-of-the-art knowledge on the Strategic Topic and the identified perspective and the activated expertise that the project will adopt are relevant to address the Strategic Topic.

17. Please upload the CV (in English) of the contact people that will be involved in addressing this Strategic Topic:

18. Integration of the Knowledge Triangle:

Max 2000 characters

Please explain how the mix of profiles will allow the Strategic Topic to be addressed through the lens of the Knowledge Triangle, understanding challenges and opportunities and proposing systemic approach(es).

Section 3: Impact - Societal & financial impact for the future

19. Impact goals

Max 2000 characters

Please describe how your project addresses societal needs and/or connects industry needs (specifically those of CCSIs) with pathways to societal impact.

20. Societal impact potential

Max 2000 characters



Please describe the activities, strands of work, tools and methods you will use to produce knowledge and propose practices to achieve societal impact.

21. Financial impact potential

Max 2000 characters

Please describe the activities, strands of work, tools, and methods you will use to produce knowledge and propose practices to achieve financial impact.

Section 4: Quality and efficiency of the implementation

22. Project work plan – WP#1

Max 2000 characters

Describe the project working plan. Identify Work Package #1, including its tasks, milestones, and deliverable(s), as well as the role of each participant.

23. Project work plan – WP#2

Max 2000 characters

Describe the project working plan. Identify Work Packages #2, including its tasks, milestones, and deliverable(s), as well as the role of each participant.

24. Project work plan – WP#3

Max 2000 characters

Describe the project working plan. Identify Work Packages #3, including its tasks, milestones, and deliverable(s), as well as the role of each participant.

25. Project work plan – WP additional information

Max 2000 characters

Optional – feel free to add any information that should be considered during the evaluation to assess the quality of your workplan.

26. Diversity, equality, and inclusion

Max 2000 characters

Describe how the project addresses inclusive collaboration, bringing together a mix of balanced and diverse partners (e.g. size, sector, and discipline), with governance and facilitation processes designed to promote equitable contribution and participation from all members.

27. Main Risks:



Max 2000 characters

Identify the three main risks that may affect the project.

28. Risk monitoring, mitigation and contingency measures:

Max 2000 characters

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

29. Value for money

Max 2000 characters

Explain the budget allocation, ensuring value for money. Outline its distribution where applicable and describe how the funds will be effectively managed.

30. Please upload the detailed budget plan and EIT funding request

Applicants must upload the detailed budget in Excel format, including a breakdown of costs per type, recipients, and work packages. Make sure you use the EU funding template provided in the Call page.

Section 5: Further information and declaration of honour

31. Please confirm the proposal is not double funded by another EU project.

32. Does your proposal involve any ethical considerations? State yes or no. If "yes", please explain.

33. For reporting purposes, please select or add all the keywords that best describe your project:

- Creative Europe
- Architecture – culture
- Audio-visual funds and TV broadcasters – media
- Gaming
- Fashion
- Cultural heritage
- New European Bauhaus
- Sustainability
- Society
- Digital
- Creativity
- Design
- New European Bauhaus

Section 6: 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.

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. GENERAL RULES FOR ALL STAKEHOLDERS WITH THE RESPECT TO THE'S 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 the KIC, 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 (IPR) protection:** Respecting and securing intellectual property rights in line with EU regulations and the HE MGA.

Conflict of Interests	<p>All stakeholders must comply with <u>Article 61 of the EU Financial Regulation</u> 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> <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>
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	<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 & Creativity and Evaluation Committee Members:</p> <ul style="list-style-type: none"> • Staff and evaluation 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 stakeholders 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	<p>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.</p>



Ethics values and	<p><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.</p> <p><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).</p>
Data protection	<p>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 2016/6794*). They must ensure that personal data is:</p> <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	<p><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.</p>