Frequently Asked Questions

Regular Open Call for Master's & PhD Modules 2025

September 2025

Call Supporting Document: FAQ

Version 3.0 (2025)

History of changes

Version	Date	Changes
1.0	22/07/2025	Initial version
2.0	12/08/2025	New questions added
3.0	23/09/2025	New questions added

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1.General Questions

Q1.1. Was the information session recorded?

Yes, the information session held on 14 July 2025 was recorded and is available [here](#) (updated link from 29/07/2025). Applicants are encouraged to regularly check the call's webpage on the EIT Culture & Creativity website for updates.

Q1.2. Will this call be repeated next year?

Other calls are planned to be published next year (subject to approval of EIT Culture & Creativity 2026-2028 budget), but they may have a different scope and budget.

2.Eligibility

Q2.1. Can an organisation submit multiple proposals or participate in multiple consortia, and are there any restrictions on the number of applications a single consortium can submit?

There is no limit to the number of proposals an organisation can submit or to the participation in multiple consortia. However, each submission must be distinct in terms of scope, objectives, and implementation. Make sure to distinguish clearly each proposal submitted by using different project acronyms.

Q2.2. Can a single applicant or consortium propose multiple modules?

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

Q2.3. Are there any geographical distribution requirements for consortia?

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

Q2.4. Is there a limit as to how many members can participate in a consortium?

No, but the participation of each consortium member must clearly demonstrate added value in terms of entrepreneurial capacity building, cross-sectoral collaboration, and enhanced educational outcomes. The added value of each consortium member should be reflected in the budget allocated.

Q2.5. Is there a minimum size for the business partner?

No.

Q2.6. Is my country eligible?

Entities must come from EU Member States or Horizon Europe-associated countries (please see the List of participating countries in Horizon Europe). Please note: the European Institute of Innovation and Technology (EIT) is situated in Pillar III. Countries eligible for funding under this call must be associated to pillar III.

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

Q2.7. Can tertiary education institutions without an Erasmus Charter apply as an HEI?

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

Q2.8. Is it mandatory to become an EIT Culture & Creativity member to apply to the call? If so, can we freely choose which membership category to join?

Once an application is selected for EIT Culture & Creativity financial support, the financially supported entities will automatically become Associates of the EIT Culture & Creativity community (free of charge). As Associates, they will benefit from the support of the EIT Culture & Creativity's ecosystem. To continue their engagement after project implementation, they will be required to choose one of the following membership categories: Community Participant, Cooperation Partner, Core Partner. Membership options are detailed in the Call Guidelines document section 4.4 Membership.

Q2.9. Can the project lead be a formally registered private limited company if, for academic and accreditation purposes, it functions fully as an accredited higher education institution delivering officially recognised degrees?

The project lead must have the legal capacity to award Master's or PhD degrees. If that's the case, then the private limited company can act as project lead. It will be responsible for the academic design, delivery, and accreditation of the proposed module, ensuring educational quality and alignment with skill needs across the CCSI. It will also be responsible for incorporating the funded module within one of their existing Master's or PhD programmes.

Q2.10. Could you please clarify whether institutions from Lebanon and Egypt are eligible?

Indeed the three members of the consortium applying for funding should be from different EU Member States or Horizon Europe associated countries (pillar III). For this, an entity based in Lebanon or in Egypt cannot be part of the consortium. Please note that you may still work with such entity to support the development of the course as academic (external) experts and consultants for instance. But this will have to be budgeted as subcontracting costs, and can only be in support of the consortium. Your application should focus on how the consortium members (and not external experts) will provide value to the module through content creation, guest lectures, hands on experience, mentoring or challenge-based learning.

Q2.11. I am a PhD student interested in applying for your call: Is it possible to apply for the call myself and self-fund the 20% contribution myself if the participating organisations are unable to cover it?

Only consortium of organisations can apply – no natural person. The consortium must be composed of the following:

- A Higher Education Institution (HEI) — leading the academic content and degree awarding.
- A Business sector entity — contributing market insights, innovation relevance, and entrepreneurial training.

- A third member: may be another HEI (ideally adding international value to the student experience), a research or innovation centre, or a cultural institution with sectoral expertise, or public sector bodies, non-profit foundations, creative hubs or incubators, sectoral associations, or professional networks active in the CCSI.

Q2.12. If our application is selected, we must become a member of a KIC. Does this apply to the project lead or all consortium partners?

Once an application is selected, all consortium members will automatically become Associates of the EIT Culture & Creativity community (free of charge). To continue their engagement after project implementation, they will be required to become a Member.

Q2.13. Can a consortium partner come from a RIS region?

Yes, a consortium partner can be from a RIS country, as long as it is either an EU Member State or a Horizon Europe-associated country. Additionally, 9 of the graduates from the Master's/PhD programme (not just participating students but graduates) should come from the RIS countries.

Q2.14. One of the key people in the consortium is part time employed in one of the university partners of the consortium and a founder of the non-university consortium member. Is that a problem?

No, it's not a problem.

3.Application Process

Please note that an information session was held on 14 July 2025, which included a hands-on demonstration of the application process. The recording is available [here](#) (application's demonstration starts at the 49th minute).

Q3.1. When is the application deadline, and are there any extensions possible?

The application deadline is 30 September 2025, 17:00 CET. Extensions are not permitted. Late submissions will be inadmissible.

Q3.2. Can I update my application after submission?

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

Q3.3. Can I get feedback on my application before submission?

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

Q3.4. The online application form specifies a maximum character limit for each question/topic (e.g. 1000 characters). However, in some cases, the answer box allows input beyond this limit (up to 2000 characters). Which character limit should applicants follow?

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

Q3.5. Are there any specific guidelines or templates we should follow when structuring the Work Package (WP), what level of detail is expected in the WP descriptions?

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

Q3.6. How can I confirm my proposal submission if I haven't received a confirmation email?

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

Q3.7. What would be your estimation of how long it takes to prepare a strong application?

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

Q3.8. Can we suggest several modules within one application?

No, each application must focus on one module proposal. There is no limit on the number of proposals an organisation can submit or on participation in multiple consortia.

Q3.9. Should project partners be involved from the start, or can they be added later?

Projects partners should be involved from the start and identified as such in the application's Budget and Work Plans.

Q3.10. Is it possible to onboard and/or change consortium partners after submitting the proposal?

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

Q3.11. Can we allocate the EIT Culture & Creativity funds as we wish between consortium members? Should all partners contribute to the project with the same co-funding rate?

Applicants must indicate in their application the total project budget, partners' individual budget, the total EIT funding requested and individual partners' EIT funding requests. All proposals must have a minimum co-funding rate of 20% at project level. Nevertheless, members within a consortium may have different individual co-funding rates, as long as the overall co-funding for the entire project meets the required minimum of 20%.

Q3.12. Does the 20% co-funding requirement only apply to financial contribution?

In-kind contribution is discouraged. If foreseen, it has to be duly justified and clearly described within the project proposal and budget. Applicants who intend to foresee in-kind contribution are asked to contact EIT Culture and Creativity through the ***Contact Form*** providing details on how they foresee and quantify in-kind contribution to their project. EIT Culture and creativity will assess the feasibility of each request.

Q3.13. What types of contributions are considered eligible to meet the 20% co-funding requirement?

Grants shall involve a minimum of 20% co-financing. As a result, the resources necessary to carry out the action or the work programme shall not be provided entirely by the grant. Co-financing may be provided in the form of the recipient of the grant's own resources (*e.g.* your permanent staff time, not covered by the EIT grant, with a tracked time and cost involved, is the perfect and easier co-financing example), income generated by the action or work programme or financial or in-kind contributions from third parties. Please note that in-kind

contribution is discouraged. If foreseen, it has to be duly justified and clearly described within the project proposal and budget. Applicants who intend to foresee in-kind contribution are asked to contact EIT Culture & Creativity through the **_Contact Form_** providing details on how they foresee and quantify in-kind contribution to their project. EIT Culture and creativity will assess the feasibility of each request. Additional information can be found in the Eligibility of expenditure document available on the call's webpage.

Q3.14. Would you accept a Memorandum of Understanding for the IP agreement between the consortium members at time of application?

You do not have to submit or enter into any IP agreement or MoU during the application phase. We only ask you in your application to ''Describe the project's approach to managing intellectual property (IP) rights, including compliance with HE MGA Article 16 and EIT CC's requirements for granting a non-exclusive, royalty-free licence to use and distribute the developed module for a minimum of three years post-funding.'' Meaning that you agree to Section 5.6 of the Call Guidelines, and more specifically that you will grant EIT Culture & Creativity a non-exclusive, royalty-free licence to use, distribute, and promote the module for a minimum of three years after the EIT Culture & Creativity financial support period. We do not need to receive any legal agreement or Memorandum of Understanding from you at the stage of application.

4. Evaluation Criteria

Q4.1. How is project impact measured?

Projects impact is measure based on Key Performance Indicators (KPIs) whose description and minimum targets are outlined in the call guidelines.

Q4.2. Should impact focus on a specific region or Europe-wide?

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

5. Module Design & Format

Q5.1. How many ECTS are considered a module?

There is no fixed number of ECTS per module as it varies by university and programme structure across Europe. However, common ranges are 5-10 ECTS for a Master's course module (e.g. one semester with weekly lectures and assessment). While the format is open (offline, online, blended learning, etc.), EIT Culture & Creativity requires for the module to have clear learning outcomes and assessment. The module must also be included within an existing Master's or PhD programme as a required or elective component.

Q5.2. How long does a module have to be?

There is no set requirement when it comes the duration of the module. Generally, in Europe a Master's module typically spans a semester and represents an average of 100 to 125 hours of student workload for 5 ECTS (including lectures, self-study, assignments, exams and assessment). Applications can also be made for a summer/winter school, which would span over two to four weeks. Applicants are expected to justify the format and duration chosen for their module to ensure its relevance and impact.

Q5.3. Are short-format seasonal schools (like summer or winter schools) eligible in this call?

Applicants are given flexibility in how they wish to develop their module: format (e.g. blended learning, online, offline, summer/winter school), duration, ECTS. However, all supported modules must be integrated into a degree programme (required or elective) and include clear learning outcomes, and a formal assessment.

Q5.4. Is the call restricted to Fashion, Architecture, Cultural Heritage, Audio-Visual Media, and Gaming areas, or are they just prioritized over other areas?

The intention of this call is to fund one module for each EIT Culture & Creativity priority area (Fashion, Architecture, Cultural Heritage, Audio-Visual Media, and Gaming), plus one transversal module in emerging technologies, subject to the quality of the proposals. If an area does not have an eligible proposal at the required quality level (passing minimum evaluation threshold), then the next highest evaluated proposal from another area will be taken under consideration for receiving the grant.

Q5.5. Can we embed the proposed module within a two-year Master's degree?

Yes, you can submit an application for a module that will be included within your 2-year Master's degree. The module must address critical skills gaps and foster innovation in one of EIT Culture & Creativity's priority areas (Fashion, Architecture, Cultural Heritage, Audio-Visual Media, and Gaming) or on emerging technologies in those areas. The other criteria are set out in the Call's Guidelines.

Q5.6. Can we embed the proposed module in an existing Master's/PhD programme but not from the priority area? For example, a project management Master's degree?

Yes, as long as the module itself addresses one of EIT Culture & Creativity's priority areas or a transversal topic related to emerging technologies in these areas.

Q5.7. Can the proposed module be based on an existing syllabus, which content is enriched through collaboration with the partner institutions (e.g. via co-teaching or guest lectures)?

Yes, but the application must clearly demonstrate the added value of the consortium's participation in terms of entrepreneurial capacity building, cross-sectoral collaboration, and enhanced educational outcomes.

Q5.8. Can the module take the form of an intensive MasterClass, co-developed by external academics, and embedded within an MSc in Management of Cultural and Creative Production?

While it's possible for external academics to support the module's development, any application should describe how the consortium partners will provide added cross-sectoral value to the module through content creation, guest lectures, hands on experience, mentoring or challenge-based learning. The applicants are free to decide on the format of their module (offline, online, blended learning, etc.), as long as it has clear learning outcomes and assessment methods. It must also be included within an existing Master's or PhD programme as a required or elective component.

Q5.9. Can the proposed module be embedded within more than one Master's or PhD programme?

Yes. For the purpose of reporting, any enrolled student who has successfully completed the module will be counted under the KPI '*EITHE07.1 – Graduates from EIT-labelled programmes*' even if they are from different Master's or PhD programmes. Completion is to be formally assessed (*e.g.* exam) within the module. The evidence (data) that will be required for reporting is detailed under Section 5.4 of the Call Guidelines.

Within two years after the start of the funding period (1 January 2026), the project lead is also expected to apply for the EIT Label. The EIT Label application will apply to the entire Master's or PhD programme, which embeds the funded module. So, if the project lead incorporates the module within several degree programme, they will need to apply to the EIT Label with the one that is most aligned with the EIT Label requirements. Key information regarding EIT Label's application process can be found in the EIT Label Handbook for Degree Programmes:

 https://www.eit.europa.eu/sites/default/files/eit_label_handbook_degree_programmes_-_final.pdf.

Q5.10. Is the lead Higher Education Institution (HEI), expected to provide official academic accreditation for the module through our internal/national processes?

Yes, if accreditation is required for the integration of the new module into an existing Master's or PhD programme, then the lead HEI must ensure this process is completed in time for the delivery of the module and reporting to take place by 31 December 2026.

Q5.11. We would like to know if the modules have to be approved by our national agency. Since most countries have an agency that certifies Masters and PhDs, changes in the curricula have to go through this agency and the process is usually very long. How are we suppose to deal with this within the framework of the call?

The funded module must be included within an existing Master's or PhD programme as a required or elective component. If to do so, accreditation is required by your national laws, then the lead HEI must ensure this process is completed in time for the delivery of the module and reporting to take place by 31 December 2026.

If the accreditation process to introduce a whole new module to an existing Master's/PhD programme is too lengthy, the funded module can also be based on an existing syllabus, which content is enriched through collaboration with the partner institutions (e.g. via co-

teaching or guest lectures). In this case, your application must clearly demonstrate the added value of the consortium's participation in terms of entrepreneurial capacity building, cross-sectoral collaboration, and enhanced educational outcomes compared to the original syllabus.

Q5.12. Can the proposed module be embedded within a joint degree led by two universities?

Yes, the module can be included within an existing joint programme.

Q5.13. Can the proposed module address more than one priority area - that is, can be geared towards fashion, architecture, and heritage management at the same time?

Yes, but when applying, you will be asked to choose the main priority area of the module.

Q5.14. How exactly do we prove to you that the module is accredited in the existing degree programme? Is documentation and publication in the degree programme's course catalog sufficient? Or do you need confirmation from the faculty?

The funded module must be included within an existing Master's or PhD programme as a required or elective component. If accreditation is required for this integration, then the lead HEI must comply with this process. If that's not the case, then it's sufficient that students can enroll for the module. Generally, the module would be published on the university's website or internal system, showing the module in the curriculum, with credits and learning outcomes.

Q5.15. How do you define a 'module'? Does it refers to a teaching method?

A 'module' is a distinct educational unit within a Master's or PhD degree programme. It is either a core or an elective component of a master's or PhD programme, often part of a curriculum and credited toward graduation.

For the purpose of this call, a broad definition of a 'module' is taken, meaning any educational unit that is part of an existing Master's or PhD programme. The module must address critical skills gaps and foster innovation in one of EIT Culture & Creativity's priority areas (Fashion, Architecture, Cultural Heritage, AudioVisual Media, and Gaming) or on emerging technologies in those areas.

The module must present clear learning outcomes, delivered over a set period (typically a semester), assessed, and carrying a defined number of ECTS credits. Master's modules for instance collectively make up the full 60–120 ECTS of a Master's degree. The call does not set any requirement when it comes the duration of the module to be funded. Generally, in Europe a Master's module typically spans a semester and represents an average of 100 to 125 hours of student workload for 5 ECTS (including lectures, self-study, assignments, exams and assessment).

Applications can also be made for a summer/winter school, which would span over two to four weeks. When applying for funding under this call, you are expected to justify the format and duration chosen for your module to ensure its relevance and impact.

6. Module Delivery

Q6.1. Due to the early enrollment process at our university, the earliest we would be able to offer the module would be in the Winter Semester of 2026. Would this timeline be acceptable?

The module needs to be delivered by 31 December 2026. As long as the mandatory KPIs (min. 30 graduate students; min. 9 RIS graduates; min. 40 enrolled students; min. 30 participants) can be reached by 31 December 2026, then the financially supported entities have flexibility in terms of implementation schedule.

Q6.2. Can the proposed module be hosted on the learning platform Canvas?

Yes, if the funded module entails online components, it is the responsibility of the financially supported entities to host the module on a learning platform fit for its purpose.

Q6.3. Must the project leader be the one implementing the funded module or can this be carried out by another (external) institution?
The project leader is responsible for incorporating the funded module within one of their existing Master's or PhD programmes. While it's possible for external academics to support the module's development, your application should describe how your consortium partners will provide added cross-sectoral value to the module through content creation, guest lectures, hands on experience, mentoring or challenge-based learning.

Q6.4. Are modules co-developed and co-delivered by more than one higher education institution eligible?

Yes, as long as the module is incorporated within one of the project lead's existing Master's or PhD programmes.

Q6.5. Given that the study plans for 2026 are already finalised, it is difficult to propose a course now that can be chosen by students who have already chosen their courses for the next academic year. Can we consider carrying out a pilot in 2026 with full implementation in the following academic year, and running it for at least three years?

Yes, 2026 can be the pilot phase of your proposed module, which will be improved based on participants' feedback, and more widely implemented for minimum 3 years after 2026.

7. Target Audience & KPIs

Q7.1. What happens if a project does not meet its Key Performance Indicators (KPIs)?

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

- If the project is successfully implemented but falls short on one KPI, the final payment will be reduced accordingly.

- If the applicant expects to achieve the KPI at a later stage, the final payment may be withheld until the KPI is met.

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

Q7.2. Is it required that the graduates be officially enrolled in a Master's or PhD programme or can the proposed module be made widely accessible to a broader target group beyond university enrolled students?

The module can be made widely accessible to a broader target group beyond enrolled students, but only those enrolled in a Master/PhD programme will be counted in the

mandatory KPIs EITHE07.1, EITHE07.2, EITHE09.1 (min. 30 graduate students; min. 9 RIS graduates; min. 40 enrolled students).

Q7.3. Can the module be open for both Master's and PhD students at the same time?

 Yes.

Q7.4. The call's KPIs refer to ''Graduate students'', but the students in our programme will graduate two years after the module is completed — after the funding period ends. How do you define "graduates" in this context? Is it acceptable that they graduate from the programme after the project's official end?

For the purpose of reporting within the funding period, any student who has successfully completed the module will be counted under the mandatory KPIs EITHE07.1, EITHE07.2, and CCSI02. Completion is to be formally assessed as part of the module (*e.g.* through an exam). It is the responsibility of the financially supported entities to inform EIT Culture & Creativity once those students have graduated from their Master's or PhD programmes.

Q7.5. Regarding the KPIs (EITHE07.1; EITHE07.2, EITHE09.1): is it sufficient to give a certification document (not a diploma) for those students who have completed the module? What kind of data should this certification document should contain?

For the purpose of reporting, any enrolled student who has successfully completed the module will be counted under the mandatory KPIs EITHE07.1, EITHE07.2, and CCSI02. Completion is to be formally assessed (*e.g.* through an exam) within the module. The evidence (data) that will be required for reporting is detailed under Section 5.4 of the Call Guidelines.

It is the responsibility of the financially supported entities (consortium) to inform EIT Culture & Creativity, once those students have graduated from their Master's (or PhD) programme (in 2026, 2027 or 2028).

Q7.6. Should the EIT Label application for the funded module be completed and obtained in 2026?

Supported applicants do not have to receive the EIT Label certification before applying to this call, but are expected to apply for the EIT Label within two years of initiation of the supported module (so by January 2028). The EIT Label application will apply to the entire Master's or PhD programme, which embeds the funded module. Key information

regarding EIT Label's application process can be found in the EIT Label Handbook for Degree Programmes:

https://www.eit.europa.eu/sites/default/files/eit_label_handbook_degree_programmes_-_final.pdf. EIT Culture & Creativity will assist the EIT Label applicant throughout the process.

Q7.7. If the module is co-developed and co-delivered by more than one higher education institution, who should apply to the EIT Label?

The Higher Education Institution (HEI) offering the degree programme that incorporates the module should be the one to apply for the EIT Label. It is important to note that the Label is awarded to the entire Master's or PhD programme, not to the applying entity itself.

Q8.8. It is unclear to me what the minimum number of students involved in the course should be. Could you kindly clarify the simultaneity of the KPIs?

For the purpose of reporting within the funding period, any student who has successfully completed your module will be counted under the mandatory KPIs EITHE07.1, EITHE07.2, and CCSI02. One student can count for several KPIs: a student graduating from the

Master's program counts for KPI EITHE 07.1, but also for EITHE09.1 – as you can't graduate without being enrolled. If the student comes from a RIS country, then they also count for EITHE07.2. To sum up, your module must be taken by min. 40 students (before the end of 2026), out of which min. 30 must complete the module, out of which min. 9 must be from RIS countries.

Q8.9. According to the mandatory KPIs, is the minimum envisioned number of enrolled students 100 people?

One student can count for several KPIs: a student graduating from the Master's programme containing your proposed module would count for KPI EITHE 07.1, but also for EITHE09.1 – as they can't graduate without being enrolled. If the student comes from a RIS country, then they would also count for EITHE07.2.

Q8.10. Given that KPI EITHE 07.1 relates to EIT-labelled programs; do the modules have to be embedded within existing EIT programmes (e.g. AMIS or SINReM by EIT RawMaterials)?

No, the module for which you are applying for funding does not need to be part of an already labelled Master's programme. We ask for selected projects to apply for the EIT Label within two years after the module start, and to be embedded within an existing master's/PhD programme. However, the Master's/PhD programme does not have to be funded by EIT or to have the EIT Label. The new module can be integrated within any Master's/PhD programme ran by your university (or by a partner in your consortium).

Q8.11. Does that KPI mean collaborating and recruiting students and graduates from these EIT-labelled programs before applying for your grant?

No, enrolled students do not have to come from an EIT-labelled programme to be counted as part of the mandatory KPIs for the purpose of reporting.

Q8.12. Are students and graduates from other degree programmes from the participating HEI co-applicant allowed and are they counting towards KPI CCSIO2 (min. 30 students)?

You can decide to run the new module in different Master's/PhD programmes. All students enrolled in the module will count for KPI CCSIO2. But the EIT Label will only be granted to one Master's/PhD programme, so only one of the universities (usually the project lead) will apply for the EIT Label. And only graduates from this master's programme will be counted for KPIs EITHE07.1, EITHE07.2, EITHE09.1.

Q8.13. When you speak of graduates, does that refer to former students of any given EIT-labelled programme or does that refer to graduate students currently enrolled in said programmes?

For the purpose of reporting within the funding period, any student who has successfully completed the new module will be counted as graduates under the KPIs EITHE07.1, EITHE07.2, and CCSIO2. Completion is to be formally assessed as part of the module (e.g. with an exam).

Q8.14. Do all KPIs have to be met: EITHE07.1 and EITHE07.2 and EITHE09.1 and CCSIO2, or can these be understood as optional?

Those KPIs are mandatory.

Q8.15. By when do the mandatory KPIs such as EIT-students enrolled and graduates to be fulfilled? Do the numbers of students and graduates required have to be achieved during the period of the Module Launch and Pilot Delivery?

For the purpose of reporting within the funding period, any student who has successfully completed the module will be counted under the mandatory KPIs EITHE07.1, EITHE07.2, and CCSI02. Completion is to be formally assessed as part of the module (e.g. through an exam). It is the responsibility of the financially supported entities to inform EIT Culture & Creativity once those students have graduated from their Master's or PhD programmes. Supported applicants do not have to receive the EIT Label certification before applying to this call, but are expected to apply for the EIT Label within two years of initiation of the supported module (so by January 2028). The EIT Label application will apply to the entire Master's or PhD programme, which embeds the funded module. EIT Culture & Creativity will assist the EIT Label applicant throughout the process.

8. Budget & Financial Sustainability

Q8.1. How should budgets be allocated?

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

Q8.2. Do all activities (e.g., a micro-incubation program) of the proposed module need to be repeatable and revenue-generating?

All components of the module should be repeatable beyond the funded period to preserve the integrity of the module. Financially supported modules are required to continue delivering their modules for at least three years after the conclusion of EIT Culture & Creativity financial support. The initial funding is intended to cover the module setup, content development, and pilot delivery, with continued operation being the responsibility of the financially supported entities.

Q8.3. As a public university, we cannot increase tuition fees after adding one module. What revenue-sharing mechanism can we put in place in such case? Can we invoice external (non-enrolled) participants instead? Or non-EU students?
Proposals for Master's and/or PhD modules must outline a detailed Financial Sustainability Mechanism (FSM) that ensures the module contributes to EIT Culture & Creativity's financial sustainability. This mechanism primarily relies on revenue-sharing agreements from participant fees, partnerships, or sponsorships. Applicants know best what FSM is realistic and feasible based on their country specificities when it comes to HEI. Their application must reflect that this was taken into consideration and that the best possible FSM will be put in place to ensure financial sustainability of the module post-funding period (*i.e.* for a minimum of three years starting from 2027).

Q8.4. Is the lead HEI responsible for enrolling students into both the Master's programme and the embedded module the one sharing revenue from the module fees with EIT Culture & Creativity? In our university, students pay a flat annual fee for the full Master's programme. In that case, would the approach be to negotiate the proportion of the Master's fee attributed to the embedded module, and then agree on a revenue split for that proportion across the consortium and EIT Culture & Creativity? Also, is there a typical percentage of module-related fees that is returned to EIT Culture & Creativity each year in similar arrangements?

Applicants know best what Financial Sustainability Mechanism (FSM) is realistic and feasible based on their country specificities when it comes to HEI. This mechanism primarily relies on revenue-sharing agreements from participant fees, partnerships, or sponsorships. Their application must reflect that this was taken into consideration and that the best possible FSM will be put in place to ensure financial sustainability of the module post-funding period (*i.e.* for a minimum of three years starting from 2027). A negotiated percentage of the income generated from the module will be allocated to EIT Culture & Creativity post-funding. Financially supported entities may be required to report on the status of their courses, including participant numbers, revenue generated, and alignment with the financial sustainability objectives, for a minimum of three years following the EIT Culture & Creativity financial support period (*i.e.* 2027-2029).

The HEI receiving the revenues generated from the module (through participant fees, partnerships, sponsorships or else) will be the one sharing such revenues with EIT Culture

& Creativity based on the previously agreed revenue-sharing model. EIT Culture & Creativity is not involved in the consortium's decision to share the rest of the revenues among them.

There is no typical percentage of module-related fees that is returned to EIT Culture & Creativity each year in similar arrangements.

More details about revenue-sharing can be found in Section 5.6 of the Call Guidelines.

Q8.5. Can the applicants retain the right to reuse or adapt the developed module for their own programmes in future?

Yes, the consortium (meaning all entities applying for funding) retains ownership of the intellectual property developed under the project, including module content, materials, and platforms post-funding. In addition, the consortium must grant EIT Culture & Creativity a non-exclusive, royalty-free licence to use, distribute, and promote the module for a minimum of three years after the EIT Culture & Creativity financial support period. This ensures the integration of financially supported modules into EIT Culture & Creativity's education portfolio while respecting the ownership rights of the project members.

Q8.6. How is the financial compensation typically transferred—monthly installments or as a single payment?

Please consult Section 5.6 of the Call's Guidelines.

Q8.7. What is a typical "negotiated percentage" for revenue-sharing with EIT Culture & Creativity and when does that negotiation happen? Is it in perpetuity or only for the 3 required years?

There is no typical percentage, revenue-sharing is agreed by all parties for the duration of the course and minimum for three years post-funding.

Q8.8. The overhead is part of the maximum funding of €275,000. Is that correct? For example, the project costs €343,750 including our own contribution (own contribution of 20% = €68,750; overhead = €68,750; directly funded project costs = €206,250). Is that correct?

Overhead/Indirect costs represent 25% of the total eligible costs. For instance, if the total project costs 200,000€ (including 50,000€ of indirect costs), EIT Culture & Creativity contribution will be 160,000€ and the co-funding will be 40,000€. When applying for

funding and filling out your budget, indirect costs will be automatically calculated based on the data you input.

Q8.9. We would like to set a percentage of working time and the corresponding salary of the project-leading professor as our own contribution. Is this permissible?

Co-financing may be provided in the form of the recipient of the grant's own resources (e.g. your permanent staff time, not covered by the EIT grant, with a tracked time and cost involved, is the perfect and easier co-financing example), income generated by the action or work programme or financial or in-kind contributions from third parties. Please note that in-kind contribution is discouraged. If foreseen, it has to be duly justified and clearly described within the application.

Q8.10. We can only commit to in-kind cofinancing, although we are well aware that it is discouraged. Must we discuss with you in a lot more detail what this will involve prior to application, or only once we have applied?

Please note that in-kind contribution and co-funding are different. Co-funding may be provided in the form of your own resources (e.g. your permanent staff time, not covered by the EIT grant, with a tracked time and cost involved, is the perfect and easier co-financing example). In-kind contribution is discouraged, but if you intend to include it in your application, please make sure to clearly justify it and describe it within your project proposal and budget.

Q8.11. The course is funded as part of an MA/PhD educational initiative; however, in subsequent years, can the course be offered as executive training and continuous professional development format to non-university institutions IN ADDITION to being offered as part of the MA program in which it will be piloted?

Yes, that's possible.

Q8.12. Is it the expectation that the budget for the pilot will be the budget in the subsequent years of running the course? Can the future pricing of the course vary according to currently unforeseen factors (client budgets; shorter or longer formats, etc.)?

Yes, the budget and the revenues generated by the course can vary between the EIT funding period (*i.e.* the pilot phase in 2026) and the post-funding period.