

# Strategic Topic Groups

## Call for Partnership

**INFO SESSION**

18 September 2025



Culture & Creativity

Co-funded by the  
European Union



# AGENDA

1. Why a call for partnership?
2. Call partners eligibility
3. Process to apply
4. Support
5. The 8 topics
6. Project duration and deliverables
7. Evaluation criteria
8. Evaluation process
9. Conflict of interest

Q&A

# 1\_ Why a Call for Partnership?

## Call for Partnership

The Call for Partnership invites our network to **thrive on 3 missions:**

- **Expert knowledge activation and experimentation**
- **Policy and strategy development**
- **Non-EIT funding mobilisation**

## Our Commitment

We are dedicated **to growing a vibrant community of practice**, where collaboration fuels learning, experimentation, and shared progress.

## Why join?

- **Tap into the expertise within the KIC and gain sector-specific insights** from leading professionals
- **Co-shape the strategic positioning of the Partnership at the EU level**
- Leverage EIT Culture & Creativity's capacity for innovation, education, and business creation
- **Grow into a knowledgeable and empowered ecosystem**, ready to tackle societal challenges through topic-driven advancements

# 2\_ Call Partners Eligibility

## FOR PARTNERS

**Core & Cooperation Partners** are welcome to participate or lead a proposal

## FOR PROSPECTIVE PARTNERS

**We invite you to connect with existing members of our Partnership who serve as leads.** Please note that to be eligible for a consortium, you must first apply for EIT Culture & Creativity membership: <https://eit-culture-creativity.eu/get-involved/join-the-community/>

## BUILD TOPIC-DRIVEN CONSORTIA

Please get in touch with one of our six Regional Hubs, which can connect you with the existing partners in your region and support you in developing your proposal.

You are also welcome to **join our Digital Hub**, to express interest in engaging with the Strategic Topic Group: <https://community.eit-culture-creativity.eu/>

# 3\_ Process to apply

## 1. Eligibility —————> 2. Pre-submission —————> 3. Submission

- Read **the full call guidelines**

!!! – Please, keep in mind that only Core and Cooperation partners are eligible to apply

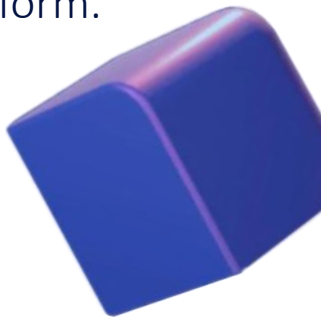
!!! – Partners with valid 2025 membership can **LEAD** the proposal

- **Express your interest in participating in the Call**

→ Your membership status will be verified

→ Access to the application form and password is provided once your membership status has been verified

- Access the **application form** and submit your application via the dedicated platform.

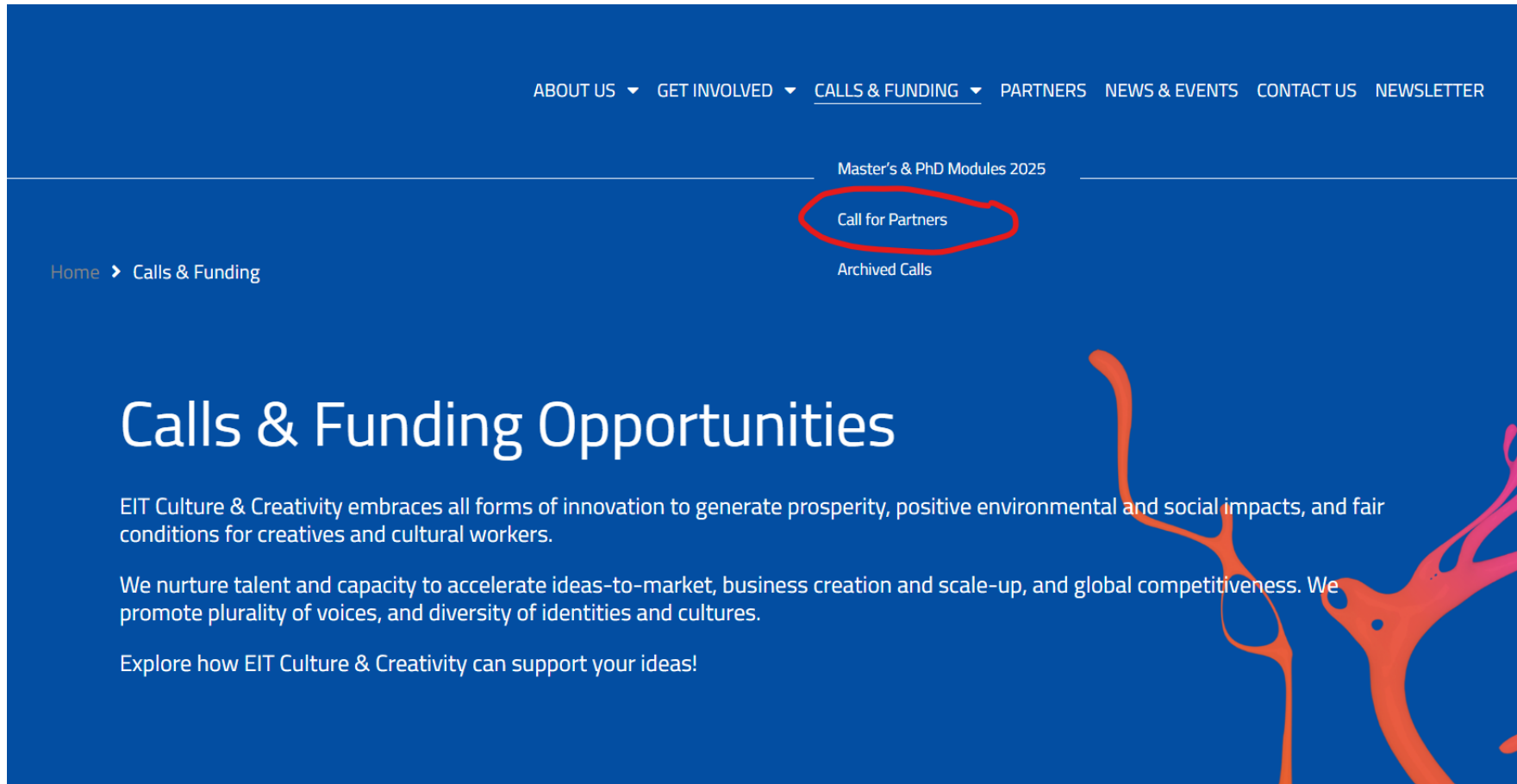


13th October  
17:00 PM

APPLICATION DEADLINE

# 3\_ Process to apply

Eol & application form



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**Call for Partners**

Archived Calls

## Calls & Funding Opportunities

EIT Culture & Creativity embraces all forms of innovation to generate prosperity, positive environmental and social impacts, and fair conditions for creatives and cultural workers.

We nurture talent and capacity to accelerate ideas-to-market, business creation and scale-up, and global competitiveness. We promote plurality of voices, and diversity of identities and cultures.

Explore how EIT Culture & Creativity can support your ideas!

# 3\_ Process to apply Eol

- By Month 9, a **co-written “Position Paper & Insights”** report must outline policy recommendations and propose metrics for tracking topic-related impacts.

inal reporting is expected to take place in August and September 2026.

## Admissibility, eligibility, evaluation and portfolio selection criteria

For the admissibility, eligibility, evaluation and portfolio selection criteria please see the call guidelines.

**Please note that the following documents need to be submitted:**

- [Application form](#), available on the Monday platform
- Detailed budget template available [here](#)

**1. Click to access to the Eol form**

Please note that in order to start filling in the project proposal you are requested to submit your interest [here](#), this verification step aims to verify your eligibility to participate to this Call. Please note that an answer will be provided to you within 24 hours.

## Key documents for your application

[Call guidelines](#)

[FAQ - coming soon](#)

# 3\_ Process to apply

Eol

Fill in the  
online  
Eol form

*Imagining  
desirable  
futures*

?

### Expression of Interest for the Call for Partnership

Please fill in this form if you are interested in submitting an application for the Call open for the EIT Culture & Creativity Partnership.

Please note that the password will be shared only if the payment of the yearly 2025 fee has been acknowledged.

Also note that Community partners are not allowed to apply for this call.

1. First name \*

2. Last name \*

3. Email \*


4. Enter the name of your organisation \*


5. If you have any comment on the process please let us know

For question please use the contact form so your question can be addressed in the shared Q&A document

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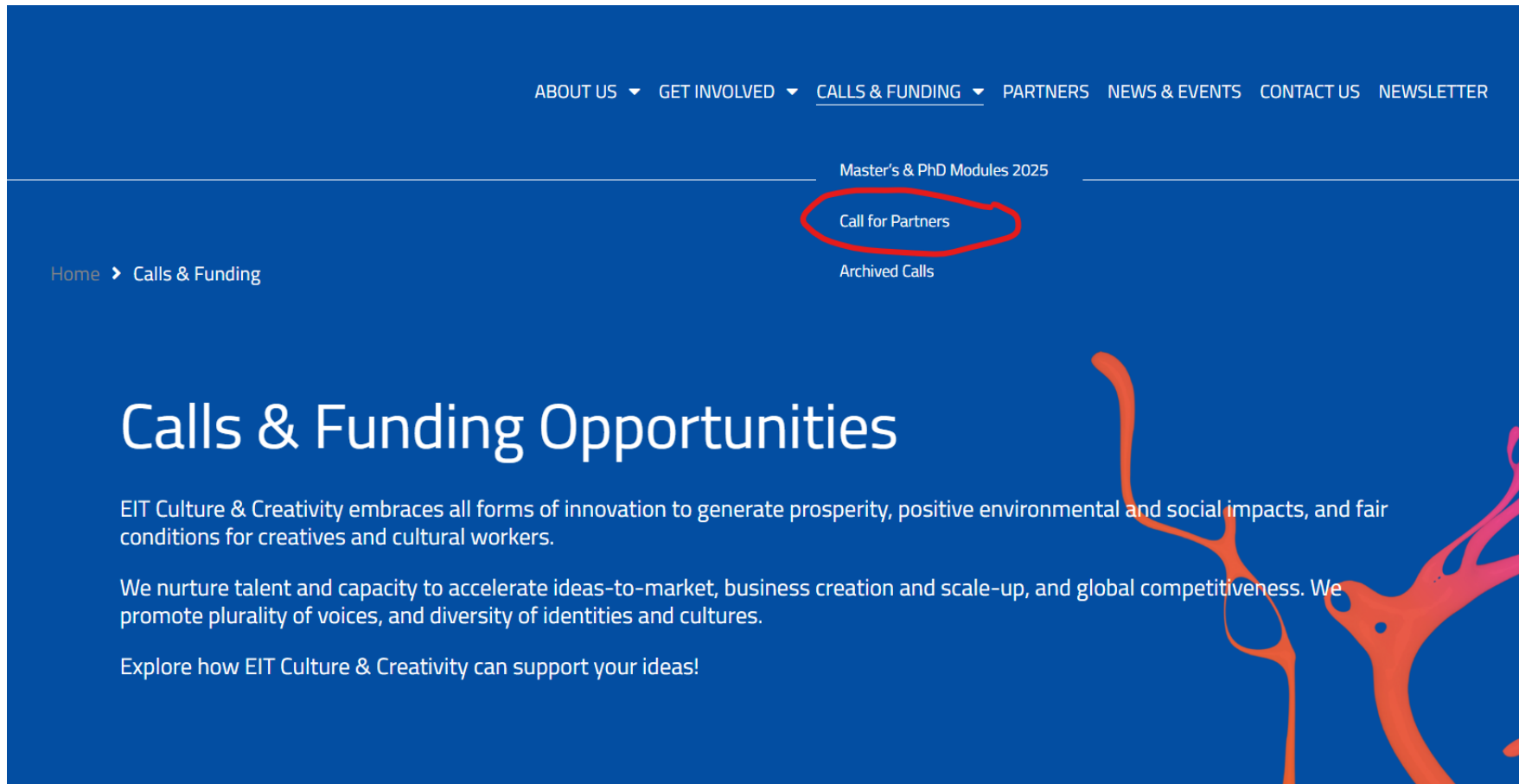
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 Culture & Creativity

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# 3\_ Process to apply

## Eol & Application Form



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# 3\_ Process to apply

## Application form

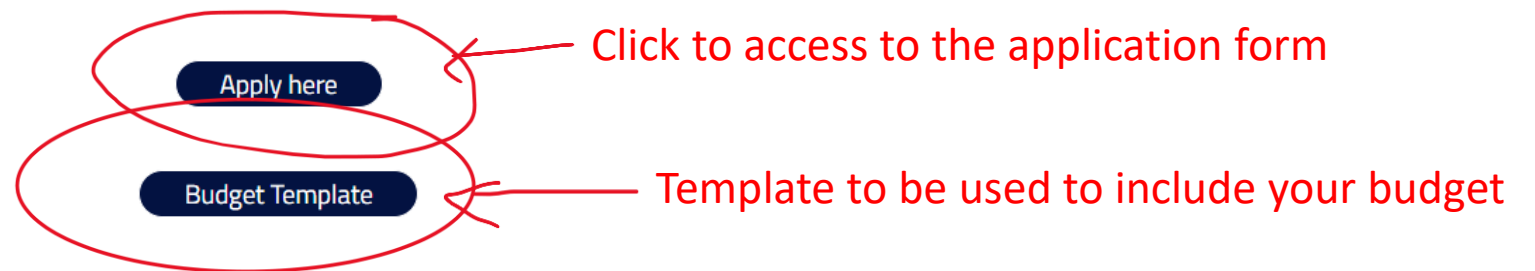
### Who can apply?

Lead organisations must hold **valid Core or Cooperation Partner status for 2025** and must have paid their membership fees by the time of application. Each consortium must comprise at least two partners with valid membership and demonstrate **integration of the Extended Knowledge Triangle**—encompassing education, research, business, cultural institutions, and public and civil-society stakeholders.

### How to apply:

- Read [the full call guidelines](#) and check eligibility
- [Express your interest in participating in the Call here](#) (the password will be provided to you if your membership status is valid).
- Submit your application via the [EIT Culture & Creativity platform, here](#).

*To be considered eligible, **proposals must be submitted in English** via the designated online platform no later than the deadline and must include all required documentation, such as the **completed application form**, **curriculum vitae of key experts**, and a **detailed [budget plan in Excel format](#)**. Applicants must also have a valid Participant Identification Code (PIC) through the EU Funding & Tenders Portal.*



# 3\_ Process to apply

Application form

## Introduce the password you have received



**This form is password protected**

Please enter the password below or contact the form admin to continue.

Password



To input

# 3\_ Process to apply

## Application form

Call Open to Partnership

1. Lead applicant

2. Legal registered office

3. VAT number \*

4. PIC number \*

5. First name - Contact person

6. Last name - Contact person

7. Position - Contact person

8. Email - contact person

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9. Project Title \*

10. Project acronym \*

11. Project Duration \*

12. Project summary \*

13. Strategic Topic \*

14. The Partnership Group \*

15. Excellence - Expertise of the consortium

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16. Excellence - Expertise Key expertise to address

17. Upload the CV \*

18. Excellence - Expertise Integration of the Knowledge

19. Impact - Societal & Financial impact

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19. Impact - Societal Impact goals

20. Impact - Societal Societal impact potential

21. Impact - Societal Financial impact

22. Quality and efficiency of the implementation - WP#1

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23. Quality and efficiency of the implementation - WP#2

24. Quality and efficiency of the implementation - WP#3

25. Quality and efficiency of the implementation - Additional

26. Quality and efficiency of the implementation - Additional

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29. Quality and efficiency of the implementation - Value for money

30. Please upload the detailed budget

31. Please confirm the proposal is not double-funded

32. Does your proposal involve any ethical considerations?

33. For reporting purposes, please select keywords that best describe your project

Call Open to Partnership

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.

Name

Draw signature Use signature

Save as draft Submit

# 3\_ Process to apply

## Application form

- Fill in the online application form including additional documents (budget and CV of participants)

- What's next?



Proposal not  
ready yet?



Save the progress

Save as draft

Submit

Keep the link!

Proposal  
submitted?



Time to relax

New idea?



Even if you have already submitted a proposal, you may submit a new one

# 4\_ Support

## Information session

- Webinar live event
- Recording and material



## Contact form

- Content
- Technical issues
- Financial
- Procedural questions



## FAQ repository

- Updated frequently on EIT Culture & Creativity's website



# 5\_ The 8 topics



## Architecture

- Advancing circular design and bio-based architecture education
- Promoting trans-sector collaboration for urban cohesion
- Enabling SMEs and emerging professionals to scale through entrepreneurial and innovation-driven models

## Audiovisual

- Deliver future-oriented training on AI, data, cloud, and IP protection
- Foster trans-sector design of responsible storytelling formats and business models
- Boost competitiveness of European AVM SMEs by addressing analytics and monetisation



## Cultural Heritage

- Promote collaborations between heritage and creative sectors
- Foster entrepreneurial pathways for up-skilling, re-skilling, and job creation
- Design climate-resilient heritage sites with sustainable operational models
- Strengthen social inclusion and community building in disadvantaged areas

## Digital Futures

- Advance democratic, sustainable, and human-centric digital technologies
  - Conduct trans-sectoral experiments in AI, simulation, and visualisation
  - Empower CCSIs in the data economy through skills and professional development
  - Strengthen European digital sovereignty via EU-based infrastructures
- 

# 5\_ The 8 topics

## Fashion

- Develop transdisciplinary training in circular design, digital innovation, and social responsibility
- Enable SMEs to adopt recycling technologies, digital product passports, and new markets
- Support investment tools and ecosystems that foster inclusive entrepreneurship and resilience

## Gaming

- Boost EU digital autonomy in game engines, platforms, and immersive technologies
- Promote ethical, sustainable business and monetisation models
- Expand skills, training, and employment opportunities to enhance Europe's global competitiveness

## NEB & Design

- Harvest narratives and methodologies to inform EU design sector needs
- Develop strategies that leverage aesthetic intelligence, entrepreneurship, and systems design
- Build trans-sectoral partnerships to activate new value chains and sustainable societal transformations

## NEB & Resilience

- Raise community, organisational, and individual resilience through inclusive practices
- Develop skills, infrastructures, and reflective tools for resilience-driven experimentation
- Establish EU-wide learning ecosystems to exchange and scale resilience-oriented approaches

# 5\_ The 8 topics

## WP1

### 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.)

## WP2

### 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 collaborative initiatives with the EIT Culture & Creativity Partnership
- Engage with other STG to co-create future actions

## WP3

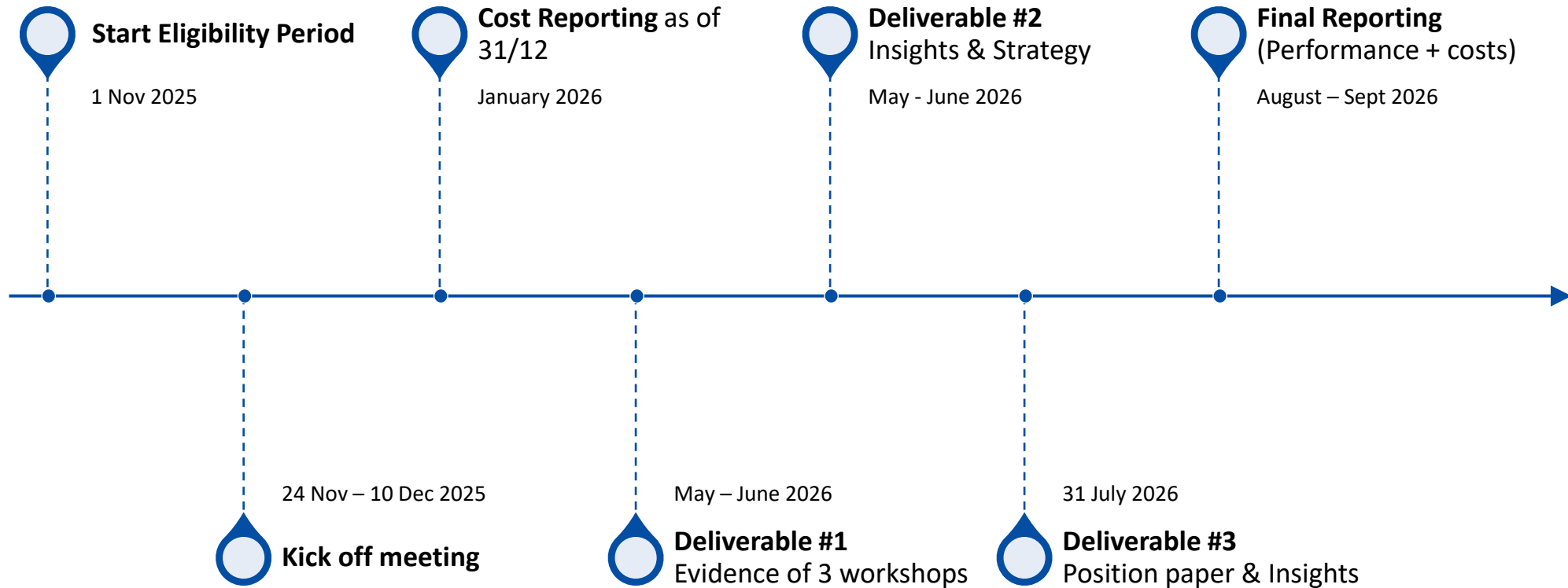
### Policy development and strategic positioning

- Develop tools and methods to gather actionable knowledge on policy actions
- Co-design a position paper on your strategic topic group with EIT Culture & Creativity
- 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

## Additional WPs

- Not mandatory
- Upon your needs and ambitions

# 6\_ Project duration & Deliverables



# 7\_ Evaluation criteria

## 1. Expertise, state-of-the-art knowledge & EIT framework understanding

- **Methods and tools** that are relevant for EIT Culture & Creativity, with a strong potential to generate new insights to serve the KIC
- **State-of-the-art knowledge** on the topic
- **Knowledge Triangle** integration (business, education, research, cultural institutions)

## 2. Societal & financial impact

- Societal challenges addressed by CCSIs or CCSIs needs linked to societal challenge
- Societal impact
- Financial impact

## 3. Quality and efficiency of implementation

- **Well-structured** workplan
- The consortium **brings together diverse partners** (e.g. size, sector, discipline)
- **Budget is clear and justified**

# 8\_ Evaluation process

## 1. Calculation of final scores

- Evaluation: 2 external and 1 internal
- Final score calculated as the arithmetic mean of all scores

## 2. Thresholds & ranking

- Must pass all thresholds
- Strict ranking order
- Reserve list if budget is exhausted

## 3. Final ranking

- Selected: Top 8 (1 per STG)
- Reserve list: Eligible but below budget line (valid 1 month)
- Rejected: Did not meet thresholds / too low score

## 4. Communication of results

- Selected: ESR + next steps letter
- Reserve/Rejected: ESR + final status notification

# 9\_ Conflict of Interest

## Definition & reminder

- Your participation as beneficiary & KIC Partner should respect the highest ethical values
- You should adhere to the EIT Culture and Creativity's code of conduct
- You should not share confidential and sensitive information with any external third party.  
Any information considered confidential that may be shared after the project kick-off will be explicitly indicated by EIT Culture & Creativity.
- If in doubt, please contact EIT Culture & Creativity to ensure the highest standards are maintained throughout all our processes.

Q&A