



# Open call for proposals

## NEB Academy I

### Skills Infrastructure

Call reference number:

26-TRA-NEB-017-X

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## Document History

Version 1.0 (2026)

Changelog

Version	Date	Changes
1.0	09/06/2026	Initial version

## Abbreviations

EIT	European Institute of Innovation and Technology
EIT KPIs	Key Performance Indicators defined by the EIT
EIT SIA	EIT Strategic Innovation Agenda
FSM	Financial Sustainability Mechanism (Agreement)
FSTP	Financial support to third parties
HE MGA	Horizon Europe Model Grant Agreement
KAVA	KIC-added value activity
KIC	Knowledge and Innovation Community
KIC SA	KIC Strategic Agenda
NEB	New European Bauhaus
PA	Partnership Agreement
PMO	Project Management Office
PRA	Subgrant agreement – Project agreement
RIS	Regional Innovation Scheme

## Definitions

<b>Associated partners</b>	Associated partners are organisations contributing to the project activities without receiving EIT Culture & Creativity financial support and without being counted towards the minimum consortium composition requirements. Their role must be clearly justified in the proposal and limited to specific support activities, such as providing expertise, access to networks, facilities, pilot environments, stakeholder groups or dissemination channels. A company branch office or a Knowledge Innovation Community (KIC) partner is not automatically considered an associated partner; this depends on the role assigned to the organisation in the proposal.
<b>Deliverable</b>	Deliverables are tangible or intangible goods or services produced during the project implementation phase. They track the progress made towards a project's objectives and may take the form of a report, document, software product, course, event or any other building block of a project. The deliverables specified need to fully demonstrate the project's achievements and the judicious use of public funds.
<b>EIT KPI</b>	The set of Key Performance Indicators (KPIs) defined by the EIT that reflect the EIT operational objectives for education, entrepreneurship, and innovation. These KPIs are used to measure how effectively a KIC/project meets the objectives of the EIT.
<b>Horizon Europe Model Grant Agreement</b>	The Horizon Europe Model Grant Agreement (HE MGA) sets out the rights and obligations and the terms and conditions applicable to the implementation of the EIT grant.
<b>Knowledge Triangle Integration</b>	The EIT is established to complement existing Union and national policies and initiatives by fostering the integration of the knowledge triangle – higher education, research and innovation, and business creation – across the Union.
<b>Standstill period</b>	A mandatory waiting period following the communication of award decisions, during which no contracts are signed and applicants are not permitted to publicly announce the outcome – even if they have already received written notification. It gives unsuccessful applicants the opportunity to submit an appeal before any funding agreements are finalised.
<b>Independent fashion brand</b>	A business with creative and strategic decision-making held within the founding or leadership team, and without majority ownership (more than 50%), direct or indirect, by a fashion conglomerate, large retail group, or vertically integrated brand house. Minority investment is permitted, provided it does not result in loss of independent decision-making authority. This call is specifically designed for independent Fashion SMEs as consortium partners and does not target subsidiaries, spin-offs, or newly established entities operating under the

	strategic or financial control of a fashion conglomerates, large retail group, or vertically integrated brand house.
Research institution	A higher education institution, research institute, or equivalent body whose primary mandate includes knowledge generation, applied research, or the transfer of innovation to industry or society.
Public authority or innovation/industry cluster	An entity providing systemic reach, policy linkage, or sectoral convening capacity relevant to the fashion and creative industries, acting as intermediaries connecting creative businesses to public or institutional resources.
Value-chain partner	An organisation whose core activities sit within the fashion, textile, or apparel value chain, or that is actively developing capabilities to do so, including but not limited to raw material extraction or farming, fibre and textile production, material or textile supply, design, sourcing, manufacturing, branding and marketing, logistics, packaging, import and export, distribution, retail, circular economy services (including repair, rental, resale, and consumer take-back programmes), waste processing or recycling, certification, or technology and innovation transfer.
EU SME	<p>According to EU Recommendation 2003/361, an SME is an enterprise with fewer than 250 employees, and either an annual turnover of up to EUR 50 million or a balance sheet total of up to EUR 43 million. Within that, there are three tiers:</p> <p><b>Microenterprise:</b> fewer than 10 employees and turnover or balance sheet total not exceeding EUR 2 million. <b>Small enterprise:</b> fewer than 50 employees and turnover or balance sheet total not exceeding EUR 10 million. <b>Medium-sized enterprise:</b> fewer than 250 employees and turnover not exceeding EUR 50 million or balance sheet total not exceeding EUR 43 million.</p>

## Overview of key information on the call

Call reference number	26-TRA-NEB-017-X
Purpose of the call	The purpose of the NEB Academy   Skills Infrastructure call is to select and fund consortia that will develop, adapt and deliver regional skills infrastructures and learning pathways supporting the sustainable transformation of the lived environment. Projects must address identified regional skills gaps, integrate NEB values and creative practices, build on existing initiatives, and deliver EIT-labelled, non-labelled and other learning activities for relevant target groups. Selected projects are expected to contribute to a coherent NEB Academy skills ecosystem and generate long-term educational, societal and market impact.
Call opening and deadline for applications	<b>Call publication / opening:</b> 09/06/2026 <b>Deadline for applications:</b> 31/08/2026, 17:00 CEST (Berlin time)
Evaluation and implementation timeline (indicative)	<ul style="list-style-type: none"> <li>• Evaluation of proposals: from September to November 2026</li> <li>• Communication of results to applicants: End of November 2026</li> <li>• Standstill period: 30 calendar days, as agreed with EIT, counted from the day after dispatch of the communication of results</li> <li>• Publication of results: End of December 2026</li> <li>• Signature of the subgrant agreement – Project agreement: January 2027 (subject to expiry of the applicable stand-still period, completion of procedural and contracting checks, and, where applicable, legal entity validation by the EIT Onboarding Service)</li> <li>• Tentative start of the projects (according to date defined on the subgrant agreement – Project agreement): January 2027</li> <li>• Tentative end of the projects: July 2028 (18 months from project start)</li> </ul>
Maximum EIT funding allocated to this call	The maximum EIT funding allocated to this call is up to EUR 3 500 000 with a maximum of EUR 600 000 per project selected.
Reimbursement rate	EIT Culture & Creativity financial support may reimburse up to <b>100% of the total eligible project costs</b> . Costs already funded by other EU programmes or sources cannot be reimbursed, in order to avoid double funding.
Who can apply	This call is open to legal entities established in EU Member States and/or Horizon Europe Associated Countries, unless otherwise specified in these call guidelines. Proposals must be submitted by multi-beneficiary consortia composed of a minimum of 3 and a maximum of 8 independent participants, established in at least two different eligible countries, and including at least:

	<ul style="list-style-type: none"> <li>• A research institution<sup>1</sup> (e.g. HEI, research institute);</li> <li>• A public authority or innovation/industry cluster; and</li> <li>• One private organisation from the lived environment ecosystem.</li> </ul> <p>Eligible applicants may include, among others, higher education institutions, VET providers, training organisations, public authorities, municipalities, regional or local authorities, SMEs, companies, sectoral organisations, associations, foundations, NGOs and other relevant organisations active in the building ecosystem, provided that they meet the eligibility requirements set out in these call guidelines.</p> <p>Applications from individuals or informal teams without legal personality are not eligible under this call.</p>
List of call documents	<ul style="list-style-type: none"> <li>• Call guidelines</li> <li>• Application form, as available on the submission platform</li> <li>• Budget plan and EIT funding request template</li> <li>• Eligibility of Expenditure guidelines</li> <li>• Subgrant agreement – Project agreement (note: the template is subject to change)</li> <li>• Declaration of Honour template</li> <li>• EIT Culture &amp; Creativity Guidelines for Project Monitoring and Controlling (available second half of June 2026)</li> </ul>
List of reference documents (with links)	<ul style="list-style-type: none"> <li>• <a href="#">EIT Culture &amp; Creativity Strategic Agenda 2024-2027</a></li> <li>• <a href="#">List of participating countries in Horizon Europe</a></li> <li>• <a href="#">EIT Culture &amp; Creativity Code of Conduct</a></li> <li>• <a href="#">EIT Impact Framework (2022-2027) with codes</a></li> </ul>
List of documents to be submitted	<ul style="list-style-type: none"> <li>• Application form as available on the submission platform</li> <li>• Budget plan and EIT Culture &amp; Creativity funding template</li> <li>• Gantt chart with project timeline and work packages (<a href="#">Example from European Commission</a>)</li> </ul>
Link to the PIC registration and submission portal	<ul style="list-style-type: none"> <li>• <b>Step 1:</b> Register your organisation in the <a href="#">EU Funding &amp; tender opportunities portal</a> to obtain the nine-digit Participant Identification Code (PIC number). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click <a href="#">here</a>) whether your organisation is already registered.</li> <li>• <b>Step 2:</b> <a href="#">Link to the submission platform of the call</a>. The application form will be available from <b>09/06/2026 to 31/08/2026, 17:00 CEST</b>.</li> </ul>

<sup>1</sup>Research Institution: A higher education institution, research institute, or equivalent body whose primary mandate includes knowledge generation, applied research, or the transfer of innovation to industry or society.

<b>Topics to be addressed</b>	<p>The call invites proposals to develop lifelong learning programmes that contribute to transforming the lived environment through creative approaches, embedding the New European Bauhaus values of sustainability, inclusivity, and aesthetics into scalable educational frameworks. These skills and learning initiatives must address the critical skills gaps highlighted in this document (see table TG1: Education &amp; Training Providers in Section 2.1.2.2 The Target Groups) by leveraging existing legacy assets and establishing financially sustainable, cross-sectoral models that drive long-term regional systemic transformation.</p>
<b>KPIs to be addressed</b>	<p>For details, please see Section 2.3.4.</p> <p>Every consortium is expected to submit a proposal addressing the following minimum KPI targets:</p> <p><b>Mandatory KPIs:</b></p> <ul style="list-style-type: none"> <li>• EITHE07.1 – Graduates from EIT-labelled programmes (minimum target: 390)</li> <li>• EITHE08.1 – Successful participants in EIT professional courses and training activities (minimum target: 730)</li> <li>• CCSIO2 – Students / Professionals with new entrepreneurial skills (minimum target: 770)</li> </ul> <p><b>Optional KPIs:</b></p> <p>Not applicable under this call, unless additional KPIs are explicitly proposed by the consortium and accepted by EIT Culture &amp; Creativity.</p>
<b>Contact point Q&amp;A</b>	<p>Applicants may submit their inquiries via the official EIT Culture &amp; Creativity <a href="#">Contact Form</a>. This form can 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.</p> <p>Questions submitted by applicants during the submission period will be anonymised, reviewed, and – where appropriate – published on the call page. The Q&amp;A will be updated throughout the call period to ensure equal access to information for all applicants.</p>
<b>Further information to interested applicants</b>	<p>Interested applicants are invited to attend an online information session related to this call. Two sessions are available to choose from. Registration is required through the following form: <a href="#">Registration form</a></p> <p>The Teams meeting link will be shared with registered participants after registration.</p> <p>Both sessions will cover the call content, topics, and requirements, as well as general procedures such as the submission and evaluation process. The</p>

sessions will be recorded and made available on the EIT Culture & Creativity website. Applicants are encouraged to check the call webpage regularly for updates.

Available sessions:

24/06/2026, 10:00-12:30 CEST (Berlin time)

10/07/2026, 10:00-12:30 CEST (Berlin time)

# 1. Introduction

## 1.1. Information on the EIT

### European Institute of Innovation and Technology

The European Institute of Innovation and Technology (EIT) is an **independent body of the European Union** with its own legal personality and the broad legal capacity granted to legal persons under national law. Established by the EU in 2008, the EIT aims to strengthen Europe's innovation capacity and global competitiveness by fostering the integration of business, higher education, and research within its Knowledge and Innovation Communities (KICs).

The EIT is governed by [Regulation \(EU\) 2021/695](#) (EIT Regulation), which aligns the EIT's mission with the EU's priorities and the objectives of Horizon Europe on evolving research, innovation, economic growth, job creation, global competitiveness, sustainable growth, higher education and entrepreneurship, by means of the Knowledge and Innovation Communities (KICs), which address specific societal challenges and are established and supported by the EIT.

The [EIT Strategic Innovation Agenda \(SIA\) 2021-2027](#) is aligned with Horizon Europe and lays down the priority fields and the strategy of the EIT for future initiatives, capacity to generate the best innovation added-value, objectives, key actions, mode of operation, expected results, impact, as well as an estimate of the resources needed for the duration of Horizon Europe.

### Horizon Europe Regulation

The [Horizon Europe Regulation \(EU\) 2021/695](#) foresees that the EIT takes part in the implementation of the Horizon Europe Programme in accordance with its strategic objectives for the period 2021 to 2027, as laid down in the Strategic Innovation Agenda of the EIT, and taking into account the strategic planning of Horizon Europe.

### EIT and Knowledge and Innovation Community (KIC) relations

The EIT Regulation defines KICs as large-scale Institutionalised European Partnerships of higher education institutions, research organisations, companies and other stakeholders in the innovation process in the form

of a strategic network, regardless of its legal form, based on joint mid- to long-term innovation planning to meet the EIT's challenges and contribute to attaining the objectives established.

According to the EIT Regulation, and without prejudice to the partnership agreements and grant agreements between the EIT and each KIC, the KICs have substantial autonomy to establish their internal organisation and composition, as well as their agenda and working methods, provided that they result in progress towards achieving the objectives of the EIT and the KICs, taking into account the strategic planning of Horizon Europe and the strategic direction of the EIT set out in the SIA and by the Governing Board.

#### Contractual framework between the EIT and the KICs

The long-term relations between the EIT and each KIC are based on a **seven-year Partnership Agreement (PA)**<sup>2</sup> laying down the general terms and conditions under which the KIC operates as an Institutionalised European Partnership. Subject to positive performance, interim review and outcome of comprehensive assessment of the KIC, the PA can be extended for another period of a maximum of seven years.

The Partnership Agreement between the EIT and EIT Culture & Creativity entered into force on 1 January 2024 (PA reference: PA2024/EIT/EIT CC).

The **Grant Agreement (GA)**<sup>3</sup> is the contractual instrument laying down the provisions concerning the implementation of the KIC activities (KIC Business Plan, Cross-KIC activities, etc.) through grants, on an annual or multi-annual basis of up to three years with the KICs. Business plans describe the main objectives and expected results and actions taken by the KICs.

The Grant Agreement between the EIT and EIT Culture & Creativity for the 2026-2028 period entered into force on 6 May 2026 (Grant Agreement No.: GA-101264271).

#### Contractual framework between the KIC and the subgrantees

In line with Annex 5 of the Grant Agreement, selected applicants will be offered Subgrant agreement – Project agreements governing the implementation of the awarded projects or prizes.

## 1.2. Information on EIT Culture & Creativity

EIT Culture & Creativity is the institutional partnership dedicated to strengthening the European Cultural and Creative Sectors and Industries (CCSI), enabling them to become more sustainable, resilient, and globally competitive.

Launched in 2023 by the European Institute of Innovation and Technology (EIT), a body of the European Union, we provide access to funding, knowledge, and tailored support. As part of Europe's largest

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<sup>2</sup> Model Partnership Agreement: [Partnership Agreement](#)

<sup>3</sup> Horizon Europe Model Grant Agreement: [general-mga\\_horizon-euratom\\_en.pdf](#)

innovation ecosystem, we connect research, industry, academia, and cultural institutions to drive systemic innovation.

Our initial focus spans five key sectors: architecture, gaming, fashion, cultural heritage, and audio-visual and media. Across these domains, we support innovators end-to-end – from idea to market – scaling solutions, translating innovation into impact, and redefining entrepreneurship in the CCSI.

We are active in over 30 countries, with headquarters in Cologne and Regional Hubs in Amsterdam, Barcelona, Bologna, Helsinki, Košice, and Vienna. Together, we are building a pan-European ecosystem that transcends silos, sectors, and geographies.

We believe that culture and creativity are not luxuries, but critical infrastructure for resilience, renewal, and sustainable economic growth. Whether you are an innovator, company, university, research center, cultural institution, investor, policymaker, civic leader, or learner, we invite you to join us in shaping desirable futures for Europe.

### 1.2.1. MISSION AND VISION

#### Vision

To position the CCSI as a central driver of Europe's economic, societal, and environmental transformation.

#### Mission

To drive sustainable and responsible growth within and beyond the CCSI through innovation, education, business creation, and societal transformation.

#### Impact goals

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

- Create and safeguard jobs in a resilient European CCSI ecosystem that can scale, innovate, and compete in global markets.
- Strengthen resilience within and through the EU CCSI by reducing environmental impact, supporting inclusive growth, and increasing social cohesion.
- Accelerate the transition towards sustainable, responsible, and competitive economic growth across the EU CCSI

#### Challenges

EIT Culture & Creativity has identified three core challenges limiting the ability of the CCSI to remain globally competitive, resilient, and impactful:

- **Skills gaps for future job markets** – insufficient alignment between education, training, and the rapidly evolving needs of the CCSI workforce.

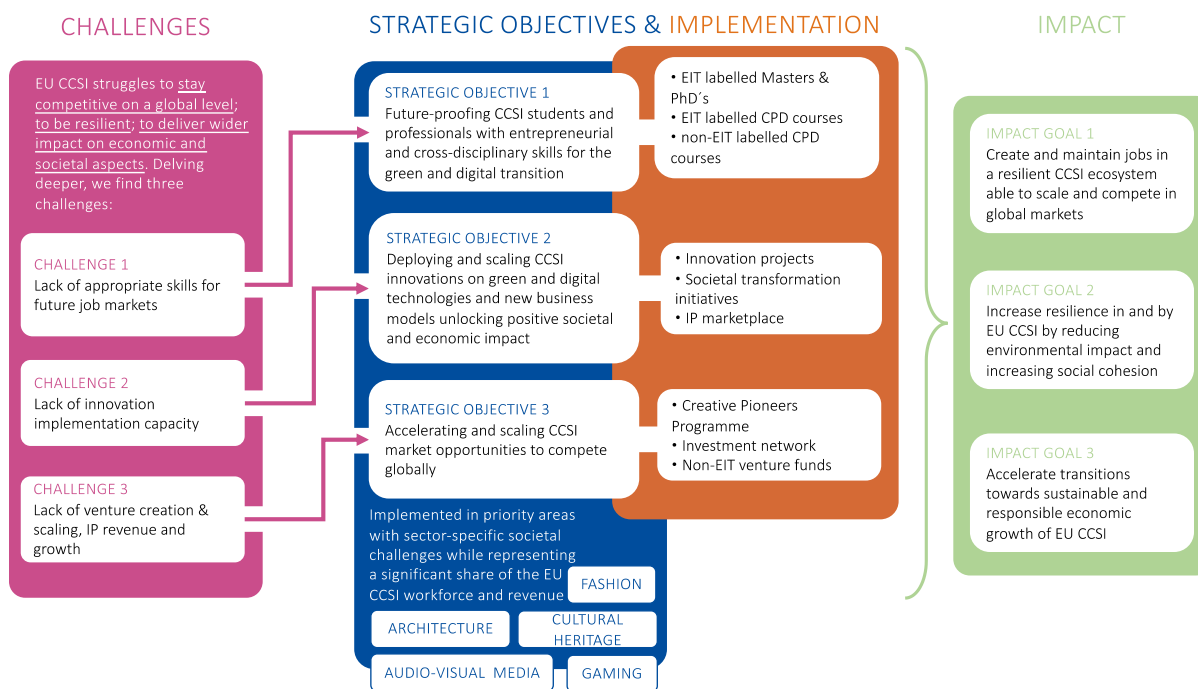
- **Limited innovation implementation capacity** – strong creative potential exists, but it is not consistently translated into scalable, market-ready solutions.
- **Weak venture creation, scaling, and value capture** – insufficient support for building and growing companies, coupled with underdeveloped monetisation of intellectual property and revenue generation.

### 1.2.2. STRATEGIC OBJECTIVES

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

- **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, globalisation, and talent shortages. Please note that this call has students as the main general target group.
- **Deploying and scaling CCSI innovations:** Support collaborative innovations that have significant commercial potential and societal benefits, focusing on green and digital technologies and new business models.
- **Accelerating and scaling CCSI market opportunities:** Provide business support to create and scale ventures, enabling them to compete globally and access necessary capital, markets, and audiences.

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



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

### 1.2.3. PRIORITY AREAS

EIT Culture & Creativity’s Strategic Agenda 2024-2027 covers five priority areas – Architecture, Audio-Visual Media, Cultural Heritage, Fashion, and Gaming – all of which are described in the table below. Each represents a significant share of the EU CCSI workforce and revenue and faces unique challenges requiring targeted intervention. In line with the Business Plan 2026-2028, the 2026 calls concentrate their funding scope on three of these areas: Architecture, Audio-Visual Media, and Fashion. Cultural Heritage and Gaming remain strategic priorities of EIT Culture & Creativity and are included here for full context; they are planned for expanded call coverage from 2027 onwards as set out in the Business Plan.

Priority area	Objective	Key challenges (non-exhaustive list)
Architecture	<ul style="list-style-type: none"> <li>• Foster circular innovation with a social dimension, focusing on new bio-based materials and technologies.</li> <li>• Affordable climate adaptation, enhancing liveability and cohesion in urban environments.</li> </ul>	<ul style="list-style-type: none"> <li>• Growing demand for reusing and renovating existing buildings over new constructions.</li> <li>• Limited entrepreneurial skills among architects and lack of capacity to use architecture to promote social cohesion.</li> <li>• SMEs and freelancers in architecture struggle to scale and find appropriate economic models.</li> </ul>
Audio-visual media	<ul style="list-style-type: none"> <li>• Promote responsible and trustworthy use of technology, including generative AI, audience data collection.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited capacity to implement and commercialise new technologies.</li> <li>• New business models based on disruptive technologies.</li> <li>• Issues with data ownership and privacy.</li> <li>• Stagnant revenues and limited investment capabilities.</li> </ul>
Cultural Heritage	<ul style="list-style-type: none"> <li>• Integrate emerging technologies and new business models for commercialising scalable products and services.</li> <li>• Preserve cultural heritage, increase societal impact towards social cohesion.</li> </ul>	<ul style="list-style-type: none"> <li>• Disappearing traditional knowledge and craft skills.</li> <li>• Limited skills for emerging technologies and entrepreneurship.</li> <li>• Financial bottlenecks making it difficult to monetise and find new revenue streams from cultural heritage.</li> </ul>
Fashion	<ul style="list-style-type: none"> <li>• Drive circular innovations, new textile processing,</li> </ul>	<ul style="list-style-type: none"> <li>• High reliance on raw material consumption and environmentally damaging production processes.</li> </ul>

Priority area	Objective	Key challenges (non-exhaustive list)
	recycling technologies, and supply chain innovations. <ul style="list-style-type: none"> <li>Promote circular business models and circular design.</li> </ul>	<ul style="list-style-type: none"> <li>Significant waste generation leading to environmental degradation and social issues.</li> <li>SMEs and new ventures face difficulty competing with global industry players and scaling up.</li> </ul>
Gaming	<ul style="list-style-type: none"> <li>Foster innovation with disruptive technologies focused on digital ethics and cross-sectoral collaboration.</li> <li>Enhance the societal impact of the gaming sector.</li> </ul>	<ul style="list-style-type: none"> <li>Access to funding</li> <li>Access to talent and strict industry-specific curricula.</li> <li>Barriers from global platforms restricting market access and choice of distribution channels.</li> <li>Difficult for EU gaming companies to maintain and grow market share against dominant American and Asian players.</li> </ul>

## 1.2.4. MISSION OF THE PROGRAMMATIC PILLARS

### Education

The Education area equips learners with the skills and entrepreneurial mindsets needed to lead the green, digital and social transitions. By integrating creativity, technology, sustainability and business expertise, it fosters cross-disciplinary innovation across and beyond Europe's Cultural and Creative Sectors and Industries (CCSI). Through practice-based learning, industry collaboration and forward-looking curricula, Education strengthens capacity for inclusive, responsible and future-oriented growth.

### Innovation

The Innovation area bridges groundbreaking ideas and commercial viability through a structured, impact-driven pipeline. It advances high-potential, close-to-market projects (TRL 7–9) from validation to deployment and commercialisation through rigorous selection, milestone-based funding, and robust business models – accelerating their path to scalable impact. By mobilising cross-sector expertise and strategic investment, Innovation strengthens Europe's cultural ecosystems and enhances global competitiveness. It delivers measurable economic, societal, and financial impact for the CCSI by connecting projects to international markets, investors, and EIT business creation pathways – ensuring long-term growth and value creation.

### Business Creation

The Business Creation area supports entrepreneurs and ventures in building, scaling, and internationalising sustainable, competitive businesses, while unlocking access to public and private finance. Through incubation, acceleration, and post-acceleration support, it guides companies from product development and IP strategy to market entry and expansion. With a strong focus on robust business models, investor readiness, and global positioning, Business Creation ensures that creative innovation translates into scalable ventures – driving economic resilience, long-term value creation, and measurable impact across Europe.

## Transformation & New European Bauhaus (NEB), including RIS

The Transformation & NEB area drives systemic change through cultural practices and creative approaches (artistic and design methodologies), with a focus on priority areas including sustainable fashion and textiles, design, architecture, and the transformation of the lived environment. It explores new models of collaboration, governance and societal engagement, turning experimental ideas into practical, scalable initiatives. Rooted in inclusion, sustainability and shared responsibility, Transformation strengthens social cohesion and resilience, fostering place-based innovation and shaping a more sustainable, beautiful and inclusive European future.

## 2. Description of the subject matter of the call

This call for proposals aligns with the EIT Culture & Creativity Strategic Agenda 2024–2027. 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 (see Section 1.2).

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 2024–2027.

### 2.1. Call for NEB Academy | Skills Infrastructure Capacity Building

This call focuses on the development of lifelong learning (continuous professional development and vocational training) to address critical challenges and skills gaps currently faced by the innovation ecosystems responsible for transforming the lived environment<sup>4</sup>.

The call contributes to the consolidation and expansion of the NEB Academy initiative by the European Commission, as per [COM \(2025 1026/2\)](#), driving a systemic, European-wide transformation of the **production processes and ecosystems through which the inhabited environment is made**, using creative approaches and cultural practices, through upskilling and reskilling of its actors, supporting regional activation.

This call therefore concerns:

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<sup>4</sup> In the context of this call, the **lived environment** designates the ensemble of built, natural, and social spaces as experienced and appropriated by their inhabitants, encompassing buildings, neighbourhoods, public spaces, and the material and social conditions that shape daily life. It is understood not as a fixed object but as the **outcome of interrelated processes of design, construction, use and governance**, involving a plurality of actors, sectors, and scales.

- The production processes (how things are made, designed, built);
- The ecosystems of production (the networks, actors, industries, economies involved);
- Lived environment (the experiential, inhabited outcome).

### Challenge and Strategic Objective

EIT Culture & Creativity has identified a systemic challenge, outlined in its Strategic Agenda: Europe's Cultural and Creative Sectors and Industries (CCSI) are constrained by structural fragmentation and underinvestment, limiting their global competitiveness, reducing their resilience and preventing them from fully delivering economic and societal value at scale.

**Lack of appropriate skills for future job markets:** despite the high level of creative talent within the CCSI in Europe, many professionals lack entrepreneurial, financial management, technical, crosscutting and technological skills. Recent data shows that self-employment averages for cultural workers (32%), and artists and writers (46%), are well above the EU self-employment average for all sectors (14%). For these individuals, the lack of entrepreneurial skills limits their ability to keep up with competitors around the globe that innovate and scale better (EIT Culture & Creativity Strategic Agenda and Eurostat). At the same time, market, technology disruptions, and larger challenges such as the green and digital transition, require CCSI companies, which are often micro-enterprises (the smallest type of SME), to adapt and become a more versatile workforce capable of mastering new technical and 'hands-on' skills. In addition, the social dimension of the CCSI sectors is often overlooked and therefore requires specific skills to address topics including digital ethics, responsible technology, social exclusion, and the authenticity of online content.

To tackle this challenge, EIT Culture & Creativity will focus on the following strategic objective:

**Future-proofing CCSI students and professionals:** equip CCSI students and professionals with entrepreneurial and cross-disciplinary skills necessary for the green and digital transition. This includes addressing emerging technologies, environmental challenges, market disruptions, globalisation and talent shortages.

This call for proposals aligns with the EIT Culture & Creativity Strategic Agenda 2024–2027. Proposals submitted to this call must support the EIT Culture & Creativity vision and mission and directly contribute to tackling EIT Culture & Creativity's challenges, impact goals, strategic objectives (SOs) and priority areas (see Section 1.2).

Within the overarching EIT Culture & Creativity strategic objective of future-proofing CCSI students and professionals, this call addresses the specific critical challenges and skills gaps currently faced by the innovation ecosystems responsible for transforming the lived environment according to the New European Bauhaus (NEB) principles.

By aligning cultural and creative innovation with Green Deal objectives and NEB values of sustainability, inclusivity and aesthetics, the programme addresses these challenges through integrated, place-based and transformation-oriented approaches.

### 2.1.1. PURPOSE OF THIS CALL

This call focuses on the intersection between housing, climate and social cohesion crises that are intensifying socioeconomic disparities across European regions. Structural deficiencies in the adoption of sustainable, regenerative and circular practices, combined with insufficient investments in communities, continue to exacerbate urban degradation, territorial fragmentation and the growing lack of affordable, high-quality housing. These systemic shortcomings weaken Europe's climate adaptation capacity, erode social inclusion and undermine the long-term resilience of local communities.

To address these challenges and skills gaps, the programme targets the current workforce and its lack of specialised **competencies necessary to deploy sustainable, circular and regenerative solutions at scale** and the **creative skills necessary to integrate these practices in place-based innovation ecosystems**.

In response, this call focuses on **enabling the actors who shape and transform the lived environment**. It engages decision-makers, investors and actors across the cultural and creative ecosystems, recognising their pivotal role in driving systemic change. By strengthening their capabilities, the programme aims to support a deep transformation in how Europe's lived environments are conceived, designed and delivered.

The call seeks proposals that focus on producing Continuous Professional Development (CPD) and Vocational Education and Training (VET). Proposals should:

- Bridge skills gaps within the innovation ecosystems responsible for transforming the lived environment;
- Support the adoption of NEB practices, promoting entrepreneurship, sustainable processes and models;
- Adopt responsible digital technologies; and
- Provide sector-specific expertise, particularly related to the EIT CC priority area Architecture.

This call encourages proposals that focus on **skill gaps to ensure alignment with regional societal and market needs**. Proposals should avoid duplication of content by focusing on delivering courses tailored to specific topics relevant to each region. The call seeks proposals that address the **needs of target groups within their regional context and demonstrate societal relevance**.

This call gives priority to **proposals that build on existing knowledge, platforms and networks**. We recognise the value of connecting past R&I projects to EIT Culture & Creativity calls, to bridge the gap between research, applied research and widespread societal and market adoption, ensuring that valuable insights and tools continue to drive sectoral transformation beyond their initial funding cycles.

In addition, note that **financial sustainability** is a requirement of this call, ensuring that the NEB Academy | Skills Infrastructure initiative goes beyond the 18-month EIT funding period to ensure a long-lasting impact. The consortium must demonstrate a market-driven ambition through diversified revenue streams, strategic partnerships, and monetisation of courses.

This call is launched under the Transformation & NEB programmatic area and, as such, aims to establish trans-regional collaborations that support regional actors in developing the skills needed to transform the design and production processes, practices and ecosystems through which the lived environment is shaped.

Selected consortia will be expected to develop a pedagogical offer integrating specific learning formats, addressing predefined target groups and building on relevant legacy initiatives. Each proposal must demonstrate a clear understanding of local societal challenges, regional resources and market needs, and must develop community-grounded and market-oriented learning offers that respond to those needs.

Courses and learning content developed under the selected projects are expected to be made available, where applicable, through the EIT Campus platform, which serves as a dissemination platform for learning opportunities and content developed by the EIT Knowledge and Innovation Communities (KICs).

## 2.1.2. SCOPE OF ACTIVITIES UNDER THIS CALL

This call invites consortia to develop a pedagogical offer that must include the following core components:

- Specific learning formats;
- A target group analysis in a regional context, identifying the gap to be addressed;
- A regional collaboration, whose actors are relevant in creating the pedagogical offer;
- The integration of legacy initiatives.

These components must be included to address societal challenges relevant for the local ecosystem; the proposal is expected to articulate different types of courses and programmes which should align with the EIT KPIs (see section 2.3.4 Key Performance Indicators (KPIs)).

### 2.1.2.1. The learning formats

The following learning formats are recommended. Applicants may propose other formats where they are justified by the regional context, target groups and identified skills gaps. Courses are expected to be anchored in societal and market relevance.

- **Massive Digital Learning (MOOCs + Micro-Credentials):** high-reach online courses serving as an entry point for the broader ecosystem, based on NEB principles and ensuring EU regulatory updates. Modular micro-credentials on the 4 categories: Bio-based, Circular, Regenerative, Digital.
- **Immersive Micro-Learning (Mobile XR for On-Site Use):** modules designed for on-site application, capitalising on digital technologies, such as VR/AR systems.
- **Laboratories for NEB Innovation (competence centre: test & learn):** safe "sandboxes" for creatives and other actors within the lived environment construction ecosystem – to experiment with solutions and connect with cities for real-life prototyping. Relying on successful initiatives piloted in

2025 and connecting to the NEB Systemic Narrative strand, as well as other NEB demonstrators' legacies.

- **Train-the-Trainer (multiplier):** upskilling of VET (Vocational Education and Training) centres and SMEs embeds NEB values into local apprenticeship programmes.
- **Transformation Practices:** intensive, transdisciplinary, design-driven workshops bridging silos between public sector, architects, contractors, construction industry and creative practitioners, focusing in particular on financing and entrepreneurial literacy.
- **Community Co-Creation Workshops:** training professionals in participatory processes to ensure projects integrate creative practices and meet citizen needs.

Additional formats can be proposed, such as:

- **Multi-actor design sprints** (e.g. with a particular focus on affordable housing innovation);
- Material Transformation **Makeathons**;
- **NEB Regulatory Sandboxes** and **Policy Labs** (focusing, for instance on circular procurements, zoning for reuse, nature-positive regulations);
- **CCSI Accelerators for Creative Economies** for the Lived Environments (focusing on new services within the regenerative economy; design-driven urban planning and manufacturing; digital craftsmanship);
- **NEB Masterclasses** (taught by architects, urbanists, material innovators, sociologists, etc.).

The proposals should follow **pedagogical strategy**:

1. Deploy a two-track structure:
  - a. **Mass uptake track**, with largescale digital learning and microlearning for accessible, multilingual, low barrier adoption across Europe,
  - b. **Transformation track**: deep experimental work in NEB-inspired laboratories to transform practices in a hands-on, learning-by-doing, real-life multi-actor prototyping.

And show how the two tracks are integrated.

2. Demonstrate consistency with the NEB Compass. All training will explicitly develop:
  - a. Technical skills (circularity, bio-based, digital twins, etc.),
  - b. Aesthetic & cultural literacy,
  - c. Social & participatory capacity,
  - d. Systemic Design & life-cycle competence.
3. Pedagogy will apply the NEB Approach:

- a. Codesign → prototyping → real-life experimentation → evaluation.
- b. Each target group enters at their level but ultimately connects in transdisciplinary arenas.

### 2.1.2.2. The target groups

This call addresses four target groups:

#### 1. TG1 – Academia & Vocational education and training (VET)

This group focuses on the "providers" of knowledge and the future workforce.

**Strategy:** Build a transdisciplinary NEB-ready education infrastructure by transforming teachers into systemic-change facilitators – who can continuously update curricula, activate cocreation with cities, and embed NEB values across all learning pathways.

- **1.1 VET Providers & Teachers:** Vocational Education and Training centres and their instructors who need to embed NEB values into curricula.
- **1.2 Higher Education Institutions (HEIs) & Researchers:** Universities and research centres focusing on architecture, engineering, and design.

#### 2. TG2 – Construction Ecosystem (Industry & Practice)

This is the largest group, representing the professional workforce that implement sustainable solutions on the ground.

**Strategy:** Build a transdisciplinary NEB-ready education infrastructure by transforming teachers into systemic-change facilitators – who can continuously update curricula, activate co-creation with cities, and embed NEB values across all learning pathways.

- **2.1 Blue-Collar Workers & Craftspeople:** Foremen/forewomen, site managers, and skilled tradespeople (carpenters, electricians, etc.) focused on on-site application.
- **2.2 White-Collar Professionals:** Architects, urban planners, landscape designers, and civil engineers.
- **2.3 SME Leads & Entrepreneurs:** Small and medium-sized enterprise owners who drive innovation and practical business adoption.
- **2.4 Specialised Practitioners:** Such as foresters and material scientists involved in the supply chain (e.g. timber construction).

#### 3. TG3 – Public Bodies & Decision-Makers (Governance & Finance)

This group controls the regulatory and financial "enablers" for NEB-aligned projects.

**Strategy:** Enable public institutions to become NEB transformation enablers by strengthening financial, regulatory and participatory governance capacities and equipping them to co-design, test and scale innovative policies through structured, creative and experimental environments.

- **3.1 Public Officials:** Urban policy makers and municipal staff responsible for planning and public procurement.
- **3.2 Financiers & Investors:** Banks, developers and institutional investors who need to increase their skills in sustainable and green urban transformation.
- **3.3 Regional & Local Authorities:** Decision-makers at regional level, who align the NEB Academy | Skills Infrastructure with regional development budgets.

#### 4. TG4 – Civil Society & Media (Engagement & Communication)

This group ensures that the transformation is socially inclusive and culturally relevant. **Strategy:** Activate civil society and creative actors as cultural drivers of transformation by equipping them with tools for systemic design, long-term stewardship and creative–technical collaboration that strengthens social cohesion and supports innovative and regenerative housing and place-making solutions.

- **4.1 Creative Practitioners:** Artists, cultural managers, and designers who bridge the gap between technical construction and aesthetic value.
- **4.2 Citizens & Community Groups:** Residents involved in participatory design and co-creation workshops for their local environments.
- **4.3 Media & Influencers:** Communicators responsible for disseminating the NEB message and success stories to the general public.

Consortia shall design proposals addressing **at least two sub-groups across a minimum of two Target Groups** (TGs). The selected configuration shall be duly justified in relation to the specific regional or local challenges to be addressed. It is possible to address a different composition of the pedagogical portfolio, when clearly justified by regional needs (e.g. 3 sub-groups in the same target group and one subgroup in a different target group).

Proposals shall develop locally anchored solutions addressing clearly identified skills and capacity gaps within the selected target groups. To support this process, the call provides a set of indicative gaps that may serve as a reference for the design of the pedagogical offer.

Applicants shall assess the relevance of these gaps in their specific regional context and, where necessary, adapt or refine them accordingly. The proposed learning programmes shall be targeted, context-specific, and designed to ensure effective uptake and application. Proposals shall further demonstrate how the planned activities will lead to tangible outputs and measurable outcomes, contributing to sustainable impact beyond the duration of the project.

The following identified needs, gaps and potential formats are indicative and are provided to support applicants in designing their pedagogical offer. Applicants must assess their relevance in the specific regional context and may adapt, refine or complement them where justified.

#### TG1: Education & Training Providers

The engine that ensures NEB literacy becomes normalised

TG1: Education & Training Providers		
<ul style="list-style-type: none"> <li>• VET Teachers/Instructors</li> <li>• HEI &amp; Research Centres</li> </ul>	<b>Identified Needs / Gaps:</b> <ul style="list-style-type: none"> <li>• #1 Curricula lag not only technologically but also in trans-disciplinarity and participatory design, both essential in NEB principles.</li> <li>• #2 Limited capacity to teach biobased, circular, regenerative and digital for sustainability practices.</li> <li>• #3 Weak integration of aesthetic &amp; experiential quality (beauty) as a competency.</li> <li>• #4 Limited understanding of institutional mechanisms for cocreation with cities, demonstrators, and citizens.</li> </ul>	<b>Formats:</b> <ul style="list-style-type: none"> <li>• Train the Trainer, Transformation Practices with CCSI actors</li> <li>• NEB Master classes</li> <li>• Massive Digital Learning (MOOCs + Micro-credentials)</li> <li>• Material Transformation Makeathons</li> <li>• Laboratories for NEB Innovation (Test &amp; Learn)</li> <li>• Community co-creation workshops</li> <li>• Multi-Actor Design Sprints</li> </ul>

TG2: Construction & Creative Ecosystem		
The regenerative production backbone		
<ul style="list-style-type: none"> <li>• <b>Blue-Collar:</b> Craftspeople, Site Supervisors</li> <li>• <b>White-Collar:</b> Architects, Engineers, Planners</li> <li>• <b>SMEs Leads &amp; Entrepreneurs</b></li> <li>• <b>Specialised practitioners:</b> Foresters, Material Scientists</li> </ul>	<b>Identified Needs / Gaps:</b> <ul style="list-style-type: none"> <li>• #1 Existing training disproportionately targets white-collar professionals; craftspeople remain underserved, contrary to NEB's "grassroots" commitments.</li> <li>• #2 Strong need for biobased materials training, circular processes, timber construction, and regenerative practices.</li> <li>• #3 Disconnect between design intent and on-site execution, causing misalignment in achieving NEB standards of</li> </ul>	<b>Potential Formats:</b> <ul style="list-style-type: none"> <li>• Immersive MicroLearning (Mobile XR)</li> <li>• Material Transformation Makeathons, Community Co Creation Workshops (hands-on involvement)</li> <li>• Massive Digital Learning + microcredentials (Bio-based / Circular / Regenerative)</li> <li>• Transformation Practices (Intersection between Design and Construction; between Finance, Design and Industry)</li> <li>• Multi-actor Design Sprints</li> <li>• Laboratories for NEB Innovation</li> </ul>

TG2: Construction & Creative Ecosystem		
	sustainability + beauty + inclusion. <ul style="list-style-type: none"> <li>• #4 SMEs lack access to testing environments (NEB Labs), which NEB explicitly promotes.</li> <li>• #5 Lack of economic transition skills: service based circular business models, bioeconomy entrepreneurship.</li> <li>• #6 Missing aesthetic literacy among technical professions, essential because NEB frames beauty as integral, not optional.</li> </ul>	<ul style="list-style-type: none"> <li>• CCSI Accelerators for Creative Economies</li> <li>• NEB Regulatory Sandboxes / Policy Labs (for SMEs entering public markets)</li> <li>• Community co-creation for SMEs leads &amp; Entrepreneurs &amp; white collars</li> <li>• NEB Masterclasses (entrepreneurship &amp; sustainability, regenerative practices, design for meaningful experiences)</li> </ul>

TG3: Public Bodies & Decision-Makers		
Beyond rule-making: co-creators and enablers of systemic NEB transitions.		
<ul style="list-style-type: none"> <li>• Urban Policy Makers</li> <li>• Municipal Procurement Officers</li> <li>• Financiers &amp; Investors</li> </ul>	<b>Identified Needs / Gaps:</b> <ul style="list-style-type: none"> <li>• #1 Need for increased financial literacy, deeper understanding of EU taxonomy, Green Deal financing, and regulatory derisking.</li> <li>• #2 Need for safe spaces to test or rehearse new planning codes, circular procurement, and renovation wave strategies.</li> <li>• #3 Limited uptake of participatory governance models rooted in NEB values (beauty/inclusion).</li> <li>• #4 Need for cross-departmental capacity (urbanism, culture,</li> </ul>	<b>Potential Formats:</b> <ul style="list-style-type: none"> <li>• Massive Digital Learning (Regulatory + Financial modules)</li> <li>• Transformation Practices (finance focus, creative literacy and systemic design focus)</li> <li>• NEB Regulatory Sandboxes / Policy Labs</li> <li>• Laboratories for NEB Innovation, Multi-actor Design Sprints</li> <li>• Community Co-Creation Workshops</li> <li>• NEB Masterclasses (governance + participation, design for systemic transformation, mission-driven innovation)</li> </ul>

TG3: Public Bodies & Decision-Makers		
	procurement, finance) to act systemically.	<ul style="list-style-type: none"> <li>Regulatory Sandboxes and Policy Labs (systemic governance focus)</li> </ul>

TG4: Civil Society & Creative Practices		
The social and cultural heartbeat of NEB		
<ul style="list-style-type: none"> <li>Artists/Creative Leads</li> <li>Citizen Community Groups</li> <li>Media &amp; Communicators</li> </ul>	<b>Identified Needs / Gaps:</b> <ul style="list-style-type: none"> <li>#1 Creative practitioners are underused despite NEB's emphasis on culture, beauty, and sense of belonging.</li> <li>#2 Fragmentation in community-level involvement.</li> <li>#3 Lack of long-term community stewardship skills to support post-project continuation.</li> <li>#4 Need for tools that integrate cultural production with housing innovation, crucial given the EU Housing Plan context.</li> </ul>	<b>Potential Formats:</b> <ul style="list-style-type: none"> <li>CCSI Accelerators</li> <li>Laboratories for NEB Innovation, Community co-creation workshops</li> <li>Multi-actor Design Sprints</li> <li>NEB Masterclasses (participation, social innovation, design for systemic transformation, creative leadership)</li> <li>Material Transformation Makeathons (community housing prototypes)</li> <li>Multi-actor Design Sprints (e.g. to tackle housing crisis)</li> </ul>

This call does not limit the pedagogical offer to the examples above. Applicants are strongly encouraged to clearly explain which target groups will be addressed through which formats, and why these formats are appropriate in their local or regional context.

### 2.1.2.3. The regional collaboration

Regional collaboration is a crucial implementation factor for this call. The [NEB Academy](#) initiative established by the European Commission (as per [COM\(2025 1026/2\)](#)) aims to develop societally and market-relevant training to address local and regional needs.

In this call, 'regional' refers to a conglomerate of administrative provinces or regions in one or more countries. Therefore, this call is looking for consortia with existing regional policy anchoring and established ecosystems to ensure a sustainable systemic societal transformation through upskilling and reskilling of the workforce. Beneficiaries of the call should remain active after the conclusion of the funding of this call. For successful regional anchoring, consortia are encouraged to utilise the support of [EIT Culture & Creativity Regional Hubs](#) throughout Europe. This may contribute to the consolidation of NEB Academy regional hubs

that operationalise the NEB vision for skills development and capacity-building, with the support and mediation of EIT Culture & Creativity.

#### 2.1.2.4. The integration of legacy initiatives

This call prioritises the leveraging of existing and ongoing initiatives that are locally anchored, avoiding duplications in those ecosystems. Proposals may include engaging other **formal or informal platforms**, primarily those **related to the New European Bauhaus**. The objective is to mobilise, reinforce and scale current assets to maximise impact and ensure sustainability.

While the approach is flexible, applicants are invited to detail the strategy they will adopt in building upon existing networks and infrastructures.

#### 2.1.2.5. Relationship with the NEB Academy

Beneficiaries, through the support of the EIT Culture & Creativity, are expected to become an active part of the NEB Academy initiative established by the European Commission (as per [COM\(2025 1026/2\)](#)) and contribute to a coherent and collaborative skills ecosystem, supporting continuous exchanges between knowledge, skills development and innovation within the framework of the NEB Academy. They should, as appropriate, make use of and contribute to the tools, approaches and governance structures of the NEB Academy as they develop, with a view to ensuring coherence, interoperability and the effective functioning of the initiative.

#### 2.1.2.6. EIT Label and quality assurance requirements

EIT Culture & Creativity provides a recognised European quality label for education and training programmes in the Cultural and Creative Sectors and Industries (CCSI). Programmes developed with the intention of acquiring the EIT Label must undergo an external evaluation process based on clearly defined quality and design requirements. This process verifies that the programme meets the EIT Label quality requirements, ensuring coherence between Intended Learning Outcomes (ILOs), course design, assessment approach, and target audience, as well as overall educational quality and market relevance.

As part of this commitment to quality, the EIT Label strategy must be formally documented and provided through Deliverable D6. Consortia will be required to submit their accreditation application to EIT Culture & Creativity, which will rely on external experts to assess the courses and verify compliance with EIT Label requirements, including the internal consistency, feasibility, and clarity of the proposed course design.

Programmes are expected to be designed with a clear pedagogical and structural definition already at proposal stage, with key elements of the learning design explicitly defined. Incomplete or overly generic course definitions may limit the ability to successfully achieve EIT Label accreditation at a later stage. The external evaluation will assess alignment with at least three selected EIT Overarching Learning Outcomes (OLOs), as well as the overall coherence, clarity, and maturity of the programme design at application stage.

Programmes are expected to define a clear and fit-for-purpose assessment approach already at proposal stage. The assessment approach should be proportionate, robust, and clearly linked to the defined ILOs, demonstrating how learning achievement will be measured. Programmes are expected to define a coherent and clearly structured set of ILOs. These ILOs must be specific, measurable, and aligned with the course design, target audience, and proficiency level, ensuring that their achievement can be meaningfully assessed. The level of complexity of the ILOs should be consistent with the intended learner proficiency level and the overall scope and duration of the course. Programmes should demonstrate constructive alignment between ILOs, learning activities, and assessment methods.

This alignment is a key requirement for ensuring both educational quality and successful EIT Label accreditation.

To support applicants in designing programmes that meet EIT Label requirements from the outset, detailed guidance is provided in the EIT Culture & Creativity Handbook for Content Creators. Applicants are strongly encouraged to consult this document when preparing their proposals. The Handbook provides practical guidance on the definition and structuring of ILOs, alignment between learning outcomes and assessment, target audience definition, and overall course design coherence required for EIT Label evaluation.

Failure to consider these elements at proposal stage may result in misalignment with EIT Label requirements and may affect the likelihood of successful accreditation.

Proposals intending to achieve the EIT Label are expected to demonstrate, at proposal stage, the following minimum design elements:

- Clear course definition, including scope, structure, and target audience,
- Selection of at least three EIT Overarching Learning Outcome (OLO),
- A coherent set of Intended Learning Outcomes (ILOs) aligned with target audience, proficiency level, and course objectives,
- A fit-for-purpose assessment approach, demonstrating how ILOs will be achieved and measured,
- Constructive alignment between ILOs, learning activities, and assessment,
- A course design that is sufficiently detailed and feasible for implementation.

Applicants are strongly encouraged to consult the EIT Culture & Creativity Handbook for Content Creators to ensure alignment with EIT Label quality requirements

#### 2.1.2.7. Mandatory activities and workplan requirements

The proposal must address the following requirements in the workplan:

- **Mobilise local and regional stakeholders:** Use EIT Culture & Creativity Regional Hubs, where relevant, as regional support to map and engage the broader local ecosystem, identify specific regional transformation needs, and define a pathway towards long-lasting impact, including local and regional funding opportunities.

- **Capitalise on existing platforms and structures:** Build on past R&I projects, existing NEB platforms, formal entities or informal networks, where relevant, to avoid duplication and maximise existing knowledge and experience.
- **Adapt curricula locally:** Customise training offers to fit local technical regulations, professional frameworks and available resources.
- **Develop curricula using at least two learning formats:** Proposals must include at least two of the following learning formats:
  - *Develop Digital Entry Points:* Create MOOCs and digital learning modules focusing on NEB principles (Sustainability, Inclusivity, Aesthetics) and EU regulatory updates (EU Taxonomy) for broad reach.
  - *Deploy Immersive Micro-Learning:* Design VR/AR modules specifically for blue-collar workers (craftspeople, site managers) to practice assembling circular materials and applying techniques on-site.
  - *Establish "Test & Learn" Sandboxes:* Set up physical or virtual laboratories where actors of the ecosystems of production of the lived environment can experiment with solutions and pilot them in real-life city contexts.
  - *Execute "Train-the-Trainer" Programmes:* Upskill VET teachers and SME leads to embed NEB values into local and national curricula (addressing the gap in TG1).
  - *Facilitate Transdisciplinary Dialogues:* Organize intensive workshops bridging silos between architects, contractors, and creative practitioners to foster co-creation.
- **Integrate the EIT Label quality assurance framework:** Proposals must clarify which courses or target groups are expected to follow the EIT Label pathway and which will follow a non-EIT Label quality assurance process.
- **Define a monetisation strategy:** Proposals must explain how certifications, professional courses or related services will generate revenue, including possible tiered pricing models, institutional buyers, external certification providers, sponsorships or other revenue streams.
- **Apply creative earmarking:** Proposals must allocate a minimum of 15% of total eligible costs to activities led by creative practitioners. A higher allocation is encouraged where justified. The proposal must clearly define the activities led by creative practitioners, such as training, co-creation workshops, aesthetic design modules, cultural mediation, human-centred methods or intergenerational dialogue.

### 2.1.3. SPECIFIC REQUIREMENTS

This call requires every proposal to develop at least one **learning path on Systemic Transformation**.

For this call, systemic transformation refers to the ability to design, facilitate and implement coordinated shift in practices across multiple actors, sectors and governance levels, addressing interconnected environmental, social and economic challenges in the lived environment.

This learning path shall aim to upskill professionals engaged in societal transformation projects, or seek to acquire transformation competences, with the objective of increasing the effectiveness and success rate of CCSI-led innovation ecosystems.

It shall focus on developing competences in the facilitation of transdisciplinary, trans-sectoral and multi-actor collaboration, through the application of creative and artistic practices as drivers of innovation and engagement.

As such, the learning path should create the space to cultivate practices of systemic transformation of the lived environment that will allow professionals to:

- Navigate the frictions between the different agendas present in a NEB project (e.g. between architectural ambitions, regulatory constraints, budget & financial reality, community-led needs and environmental objectives);
- Create strategies and tactics for leading innovation actions into organisations (designing new services, new business models, new governances, new policies);
- Create strategies and tactics for anchoring innovation actions into organisations (adopting and embedding new services, new business models, new governances, new policies into organisational practices);
- Shape learning formats to ensure and internalise learning along processes of transformation of the lived environment;
- Prototyping future scenarios and interventions to spark and inspire a systemic understanding of local societal and environmental challenges and possible shifts in the partnerships they are active in.

The path must equip learners with the ability to translate value across diverse sectors, integrating circular economy principles and regenerative design with social stewardship and place-based organisational development.

The learning path may be designed for one or multiple Target Groups. The proposed scope shall be clearly justified in relation to the overall pedagogical strategy and intended impact.

The learning path shall:

- Have a minimum duration of 48 hours;
- Include a competency assessment at its conclusion;
- Involve a number of participants representing at least 10% of the total participants in non-EIT Label programmes.

The course structure will be validated by the Transformation team as part of one of the mandatory deliverables (D4).

## 2.1.4. EXPECTED OUTCOMES AND IMPACT

The call invites consortium to deliver courses and learning content in a mix of:

- EIT Label courses, delivering an EIT certificate at the end of the course
- Non EIT label courses, having clear learning outcomes and an assessment of competency
- Participants to innovative learning formats (addressing target group 4)

Every proposal should propose at least:

Target Group – Learners	Target	EIT Label	Non EIT Label	Participants
TG1 – Academia & VET (Education & Training)	320	180	140	0
TG2 – Construction Ecosystem (Industry & Practice)	430	120	310	0
TG3 – Public Bodies & Decision-Makers (Governance & Finance)	370	90	280	0
TG4 – Civil Society & Media (Engagement & Communication)	770	0	0	770
<b>TOTAL</b>	<b>1 890</b>	<b>390</b>	<b>730</b>	<b>770</b>

This call aims to achieve the following KPIs per target groups:

Target Group- Learners	Target	EIT Label	Non EIT Label	Participants
TG1 – Academia & VET (Education & Training)	1 600	900	700	0
TG2 – Construction Ecosystem (Industry & Practice)	2 150	600	1 550	0
TG3 – Public Bodies & Decision-Makers (Governance & Finance)	1 850	450	1 400	0
TG4 – Civil Society & Media (Engagement & Communication)	3 850	0	0	3 850
<b>TOTAL</b>	<b>9 450</b>	<b>1 950</b>	<b>3 650</b>	<b>3 850</b>

The expected impact of the NEB Academy | Skills Infrastructure moving from the immediate strengthening of the European workforce to the long-term systemic transformation of our lived environment is divided into:

- **Immediate Socio-Economic Impact:** the primary short-term focus is the large-scale upskilling and reskilling of the professional workforce across the production of the lived environment. The

initiative triggers direct job creation, strengthens entrepreneurship capacity and enhances the professional capacity of actors to implement sustainable and circular solutions on the ground. This immediate reach ensures that the workforce is equipped with market-ready skills that align with NEB values and current EU regulatory requirements.

- **Long-Term Systemic Transformation:** over the longer term, these collective competencies drive a regenerative transformation of the lived environment that transcends technical execution. By anchoring activities in regional hubs and utilizing participatory design, the programme fosters place-based transformation where neighbourhoods evolved into sustainable, inclusive and aesthetically meaningful ecosystems. This ensures a lasting impact on urban attractiveness and societal wellbeing, effectively turning NEB values into a permanent standard for European territories fostered by cultural practices and creative approaches.

## 2.2. Main requirements for applicants

This call is open to legal entities established in countries that are eligible under Horizon Europe. This also applies to any affiliated entities involved in the proposal, unless the specific call or topic explicitly provides otherwise.

This call aims to financially support consortia of organisations which must include at least:

- **One educational organisation:** An educational provider being a public or a private organisation with a proven track record in participating in developing relevant learning programmes for the construction ecosystem following the NEB Values.
- **One private sector partner:** A private organisation in charge of the go-to-market strategy, bringing business expertise to ensure the fit to market with the course developed and the market needs.
- **One public organisation / policy maker:** An organisation, being an association, foundation, municipality, region or others with a clear and defined role of policymaker in a specific region.

One of the consortium members should be responsible for the financial strategy and revenue mechanism.

Awarded consortia may be required to participate in coordination and exchange activities with other selected projects during the implementation period. These activities may include joint meetings, peer-learning sessions, exchange of methodologies, alignment of learning formats, and coordination with EIT Culture & Creativity and the NEB Academy, where relevant. The purpose is to support the development of a coherent skills infrastructure aligned with the NEB Academy vision.

### 2.2.1. SPECIAL REQUIREMENTS

- **Eligibility of Associated Countries:** Countries in the process of associating with Horizon Europe must have completed their association agreement by the launch date of this call to be considered eligible. Only entities from countries officially associated at the time of publication of this call will be eligible

for funding. Any association agreements finalised after the call's publication date will not apply retroactively to this call. For reference, see paragraph “Third countries associated to Horizon Europe” in the List of participating countries in Horizon Europe. Please note: European Institute of Innovation and Technology (EIT) is situated in Pillar III. Countries eligible for funding under this call must be associated to pillar III.

- **Legal entities established in Russia, Belarus, or in non-government controlled territories of Ukraine:** Given the illegal invasion of Ukraine by Russia and the involvement of Belarus, there is currently no appropriate context allowing the implementation of the actions foreseen in this programme with legal entities established in Russia, Belarus, or in non-government controlled territories of Ukraine. Therefore, even where such entities are not subject to EU restrictive measures, such legal entities are not eligible to participate in any capacity. This includes participation as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties (if any). Exceptions may be granted on a case-by-case basis for justified reasons.

With specific regard to measures addressed to Russia, following the adoption of the Council Regulation (EU) 2024/1745 of 24 June 2024<sup>5</sup> (amending Council Regulation (EU) No 833/2014 of 31 July 2014) concerning restrictive measures in view of Russia’s actions destabilising the situation in Ukraine, legal entities established outside Russia but whose proprietary rights are directly or indirectly owned for more than 50% by a legal person, entity or body established in Russia are also not eligible to participate in any capacity.

- **Measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary** — Following the [Council Implementing Decision \(EU\) 2022/2506](#), as of 16 December 2022, no legal commitments can be entered into with Hungarian public interest trusts established under the Hungarian Act IX of 2021 or any entity they maintain. Affected entities may continue to apply to calls for proposals and can participate without receiving EU funding, as associated partners, if allowed by the call conditions. However, as long as the Council measures are not lifted, such entities are not eligible to participate in any funded role (beneficiaries, affiliated entities, subcontractors, recipients of financial support to third parties, etc.). In case of multi-beneficiary grant calls, applicants will be invited to remove or replace that entity in any funded role and/or to change its status into associated partner. Tasks and budget may be redistributed accordingly.

## 2.2.2. SUPPORTING THE KNOWLEDGE TRIANGLE INTEGRATION (KTI)

EIT Culture & Creativity applies the Knowledge Triangle Integration (KTI) model to ensure meaningful collaboration across education, research, and business. The Knowledge Triangle approach ensures that

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<sup>5</sup> following the adoption of Council Regulation (EU) 2024/1745 of 24 June 2024 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia’s actions destabilising the situation in Ukraine.

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

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

### 2.2.3. 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”.

#### Encouragement for participation of RIS applicants

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

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

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

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

Any entity from a RIS country can apply as a RIS applicant during the initial application process. The goal of integrating RIS applicants is to expand the innovation ecosystem by connecting local RIS members to the broader European innovation landscape. This ensures that regions with moderate or emerging innovation performance are well-represented and can contribute to the overall success of the programme.

## 2.3. Main requirements for project implementation

### 2.3.1. PROJECT DURATION

The total project duration is **18 months**, and must include all phases of the project. The total project duration must align with these specifications to ensure that all deliverables and KPIs are met within the timeframe: starting from January 2027 and ending no later than July 2028.

Please also see Section 2.3.5 about fast-tracking.

## 2.3.2. PROJECT IMPLEMENTATION, MONITORING AND REPORTING

Selected projects will be managed in line with the established project implementation and monitoring procedures, ensuring effective execution, compliance, and alignment with EIT requirements, including any updates that may apply. Project coordinators are responsible for implementing the approved work plan and ensuring timely delivery of deliverables, milestones and KPI targets, while EIT Culture & Creativity will monitor progress and provide guidance and support throughout implementation. The project coordinator must submit interim and final performance and cost reports in line with the timeline defined in the call/topic (Section 3.3) and participate in interim and final reviews where applicable. Any significant changes (e.g. consortium changes and major budget reallocations) require prior formal approval from EIT Culture & Creativity. In case of underperformance or non-compliance, EIT Culture & Creativity may apply corrective measures, including adjustments to the financial support in accordance with the Subgrant agreement – Project agreement.

EIT Culture & Creativity is committed to **gender equality, diversity and inclusion (GEDI)**. Applicants must demonstrate how GEDI considerations are meaningfully embedded throughout the design, development and implementation of project outputs, using an **intersectional perspective** where relevant. Projects must comply with the principles set out in **Annex 5 (Specific Rules, Values) of the Horizon Europe Model Grant Agreement** and the [EIT Gender Equality Policy and Action Plan 2025-2027](#).

## 2.3.3. DELIVERABLES

### Mandatory deliverables

Each project proposal must include the following mandatory deliverables:

Deliverable	Description	KPI the deliverable contributes to
D1	<p><b>Integrated NEB x EIT Curricula Framework</b></p> <p><b>Description:</b> A comprehensive set of modular learning pathways covering the identified target groups (TG1–TG4). The curricula must integrate the three NEB values (Sustainability, Inclusivity, Aesthetics) and have a documented regional relevance.</p> <p><b>Legacy Integration:</b> Must explicitly map how existing learning pathways, developed by existing (NEB-</p>	EITHE07.1, EITHE08.1, CCSI02

	related) formal or informal platforms and networks are extended or adapted.	
D2	<b>Revenue Strategy &amp; Market Alignment Plan</b> <b>Description:</b> A Go-to-Market strategy identifying corporate sponsors (construction, real estate, materials sectors) and institutional buyers (cities, regions). Must include a roadmap showing financial sustainability and revenue generation after the project's end date, including a diversification strategy leveraging new private and public sources.	N/A – supports financial sustainability and long-term impact, but does not directly contribute to a KPI
D3	A legally binding agreement to be signed with EIT Culture & Creativity, annexed to or signed in connection with the Subgrant agreement – Project Agreement, establishing the revenue-sharing mechanism applicable to the project. The agreement will define the applicable revenue streams, calculation basis, duration, reporting obligations, monitoring arrangements, payment triggers, evidence requirements, audit rights, and the internal consortium responsibilities related to revenue administration. The Financial Sustainability Mechanism (FSM) Agreement will be initiated as part of the contracting process and must be signed no later than Month 3, unless EIT Culture & Creativity requires an earlier signature as part of the Subgrant agreement – Project Agreement process.	N/A – contractual financial sustainability requirement. Supports long-term sustainability but does not directly contribute to a KPI.
D4	<b>Course structure and learning outcomes of the Specific Learning Path</b> <b>Description:</b> The full curricula of the course, including the minimum 48 hours and the competency assessment to be passed, needed to obtain the certificate.	EITHE07.1, EITHE08.1, CCSI02
D5	<b>Creative Earmarking Report</b> <b>Description:</b> A summary on key activities carried out by creative to justify the use of at least 15% of the budget with creatives. Qualitative and Quantitative information will be requested to capture the impact of the intervention, which will serve EIT Culture & Creativity in the elaboration of future calls. (Template will be provided.)	N/A – supports monitoring of creative practitioner involvement and qualitative impact, but does not directly contribute to a KPI

D6	<b>EIT Label framework</b> <b>Description:</b> List of course(s) / programme(s) that will undergo the EIT label assessment, including the timeline to submit and a mitigation plan in case of non-compliance. EIT Culture & Creativity will provide a checklist to be submitted as part of this deliverable to verify the compliance at a high level.	EITHE07.1
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### 2.3.4. KEY PERFORMANCE INDICATORS (KPIs)

To be eligible, all submitted proposals must address the KPIs listed below and indicate the expected minimum target value for each selected KPI<sup>6</sup>.

#### Mandatory KPIs

KPI Code	KPI description	Minimum target expected
EITHE07.1	<b>Graduates from EIT-labelled programmes</b> Sum of graduates from EIT labelled master's, PhD programmes and other education activities awarded EIT Label (in year N)	390
EITHE08.1	<b>Successful participants in EIT professional courses and learning activities</b> Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. <u>Only participants who successfully finished the programme will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carry out a competency assessment method, are applicable.</u>	730
CCSI02	<b>Students / Professionals with new entrepreneurial skills</b> Sum of students/professionals from EIT-labelled/non-labelled degree/non-degree or KIC programmes and activities demonstrating new	770

<sup>6</sup> [EIT Impact Framework \(2022-2027\) with codes.pdf](#)

	entrepreneurial skills, with supporting data and evidence provided in reporting year N	
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### 2.3.5. FAST-TRACKING OF PROJECTS

EIT Culture & Creativity may, at its sole discretion, decide to activate a fast-track mechanism for a limited number of projects selected under this call to explore opportunities for scaling, replication, continuation, further development or other forms of follow-up support. Any such support may be financial and/or non-financial (including in-kind support), subject to the availability of budget, internal approvals and, where applicable, alignment with or approval by EIT.

The inclusion of this provision in these call guidelines does not create any entitlement, legitimate expectation or right for applicants or selected projects to receive additional support, to be assessed for fast-tracking, or to participate in any subsequent procedure. Fast-tracking is entirely optional and may only be activated where EIT Culture & Creativity considers such a mechanism appropriate, feasible and aligned with its strategic, operational, financial and portfolio objectives.

If EIT Culture & Creativity decides to activate a fast-track mechanism, it will define and communicate, at the relevant time, the applicable scope, eligibility conditions, assessment methodology, decision-making process, type of support, implementation arrangements and any applicable contractual or financial conditions.

Where applicable, any assessment may take into account factors such as project implementation progress, achievement of milestones, deliverables and KPIs, review outcomes, scalability, portfolio contribution, sustainability prospects and/or any other considerations determined by EIT Culture & Creativity for the purposes of the specific fast-track exercise.

Any fast-track mechanism will be implemented in accordance with the principles of transparency, equal treatment, sound financial management and conflict-of-interest management. Any additional support, if awarded, will be subject to a separate decision and formalised through an appropriate contractual arrangement, which may include an amendment, a new agreement or another applicable legal instrument.

## 3. Financial aspects of the call

### 3.1. KIC funding

The total maximum EIT Culture & Creativity financial support available for this call is **EUR 3 500 000 from the Business Plan 2026–2028**, conditional and subject to formal approval by the EIT.

Scope of activities	Maximum KIC funding	Indicative number of projects to be funded	Max. EIT funding per project
Education	EUR 3 500 000	5 to 6	EUR 600 000

### 3.2. Direct EIT funding and double funding restriction

In order to avoid double funding and conflicts of interest, legal entities that receive direct financial support from EIT through any grant agreement, Memorandum of Understanding (MoU), Cross-KIC (X-KIC) activity, Higher Education Initiative (HEI), or any other EIT-funded instrument at the time of application are not eligible to participate in this call.

### 3.3. Reimbursement rate

EIT Culture & Creativity financial support may reimburse up to 100% of the total eligible project costs. Any remaining share of the total eligible project costs, where applicable, must be covered by the applicant or project participants through own resources or other eligible sources, in accordance with the applicable funding and double-funding rules.

The distribution of the EIT Culture & Creativity contribution among project participants must be clearly defined in the budget and justified in relation to the role, activities and costs of each participant.

Costs already funded by other EU programmes or other EU sources cannot be reimbursed by EIT Culture & Creativity, in order to avoid double funding.

### 3.4. Payment arrangements

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

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

EIT Culture & Creativity will provide financial support according to the payment schedule below. Interim and final payments may follow an annual schedule, subject to the availability of funds from the Granting Authority (EIT), the applicable financial framework, reporting obligations agreed upon in the Subgrant Agreement – Project Agreement, and the results of any Certificate on the Financial Statements (CFS) and other verification procedures required by EIT Culture & Creativity and/or the Granting Authority. The date of entry into force shall be the date on which all beneficiaries have successfully completed the validation process and the Subgrant Agreement – Project Agreement has been signed by all Parties.

Reporting					Payments			
Reporting Periods			Type	Deadline	Type	Payment Ceiling	Reimbursement rate  The reimbursement rate shall apply equally to all beneficiaries participating in the project.	Deadline
RP N.	Month from	Month to						
-	-	-	-	-	Initial prefinancing	25% of the maximum grant amount awarded during the Business Plan 2026–2028	100%	30 days from entry into force/10 days before starting date – whichever is the latest
1	January 2027	December 2027	Periodic report	60 days after end of reporting period	Interim payment	Cumulative payments up to 70% of the maximum grant amount awarded during the Business Plan 2026–2028	100%	90 days from receiving periodic report
2	January 2028	July 2028	Periodic report	60 days after end of reporting period	Final payment	Balance payment up to a maximum of 100% of the grant amount awarded during the Business Plan 2026–2028	100%	90 days from receiving periodic report

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 Subgrant agreement – Project agreement) are complied with, always subject to final confirmation by EIT.

Where applicable, the disbursement of EIT Culture & Creativity financial support may be subject to the signature of the Financial Sustainability Mechanism (FSM) Agreement within the required deadline and to compliance with the financial sustainability obligations set out in these call guidelines and in the Subgrant agreement – Project Agreement.

### 3.5. Financial sustainability requirements

Financial sustainability is a requirement of this call, ensuring that the NEB Academy | Skills Infrastructure initiative goes beyond the 18-month EIT funding period to ensure a long-lasting impact. The consortium must demonstrate a market-driven ambition through diversified revenue streams, strategic partnerships, and monetisation of courses.

Based on the pedagogical offer and the regional relevance the proposal is expected to propose a revenue generating strategy including, but not limited to:

- **Local & Regional funding:** In coordination with the EIT Culture & Creativity Regional Hubs, where relevant and subject to availability, the consortia will rely on their network and their capacity to act as local liaisons, ecosystem activation support, regional policy support, mobilisation of local and regional funding to expand their scope of work and secure alternative source of revenues.
- **Corporate Sponsorship:** As part of the pedagogical strategy and the market relevance the consortium and the industry partner(s) involved are invited to develop specific learning path that will address urgent needs, as well as invite other industry organisations to sponsor the development of specific courses.
- **Paid Certification:** Learners will be invited to pay for certifications; fees should be adjusted per target group, learning outcomes, location and market practices.

The service of regional and central support from EIT Culture & Creativity will be agreed in a FSM signed between the consortium and EIT Culture & Creativity. The FSM will define the applicable services, roles and responsibilities, revenue-sharing mechanism, calculation basis, duration, reporting obligations, monitoring arrangements, payment triggers and audit rights. This FSM corresponds to mandatory Deliverable D3 and will be initiated as part of the contracting process. Unless an earlier signature is required by EIT Culture & Creativity as part of the Subgrant agreement – Project Agreement process, the FSM must be signed no later than Month 3 of the project implementation period.

As part of the Financial Sustainability Mechanism, EIT Culture & Creativity will retain a **service fee in the form of revenue sharing corresponding to 20% of the eligible revenues** generated from monetised activities

developed, delivered or scaled under the project, including tuition fees, paid certificates, participation fees, corporate sponsorship and related third-party contributions, under the terms defined in the FSM.

It is strongly recommended to identify one partner that will oversee the collaboration and be responsible for the financial administration of the revenues.

Every consortium will submit a revenue strategy through the deliverable D2 “Revenue Strategy & Market Alignment Plan” which will provide details on the pricing and outreach strategy. The selected consortia are encouraged to rely on multipliers and micro credentials developed with industry leaders. The market relevance of the strategy developed will allow the mobilisation of private and public financing. Every consortium should consider an indicative revenue-generation ambition of EUR 475 000 by 2028, out of which 20% should be part of the FSM with EIT Culture & Creativity, where relevant to the scale and nature of the proposed activities and under the terms defined in the FSM.

### 3.6. Cost eligibility

For details on which project budget costs are eligible, please see Article 6 of the EIT-KIC Grant Agreement and document “eligibility of expenditure” available on the call website.

## 4. Call criteria

Following the deadline for submission, the admissibility, eligibility, exclusion and selection criteria checks will be performed for each proposal in line with the following criteria.

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

### 4.1. Admissibility

- **Deadline:** The application is submitted before the call deadline (see Overview). Any proposals submitted after the deadline will be inadmissible.
- **Submission format:** The application is submitted using the forms provided inside the electronic submission system (see Overview), including all mandatory templates.
- **Completeness:** The application is complete and contains all required sections, mandatory annexes and supporting documents as specified in the call/topic conditions and in the electronic submission system. The application must also include, where applicable:
  - The financial part, completed using the EIT Culture & Creativity funding template;
- **Language:** The application and all mandatory annexes and supporting documents are written entirely in English.
- **Accessibility:** The application is readable, accessible and printable.
- **Character limit:** The application respects the maximum character limits defined for each section of the application form. If any section exceeds the specified character limit, the application will not be admissible.

Only proposals satisfying all the admissibility criteria shall pass on to the eligibility criteria assessment stage.

### 4.2. Eligibility

Following the admissibility check, only proposals meeting all eligibility conditions below (and any additional call/topic-specific conditions) will be considered for evaluation:

- **Applicant type:** The proposal is submitted by consortia of legal entities, as specified in the call/topic conditions. Where the call is addressed to individuals, teams or ventures not yet incorporated as legal entities, the call/topic conditions shall define any specific contracting, incorporation or legal

representation requirements applicable before the signature of the agreement and/or before any financial support can be provided.

- **Registration (PIC):** Where applicants are legal entities, they may be required to be registered in the [EU Funding & tender opportunities portal](#) and have a nine-digit Participant Identification Code (PIC number). Where the call is addressed to individuals, teams or non-incorporated ventures, a PIC number is [required / not required] at application stage, unless otherwise specified in the call/topic conditions.
- **Legal status & eligibility:** The applicant(s) are legal entity(ies) and comply with the applicable Horizon Europe eligibility rules (including not being subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)<sup>7</sup> as well as Article 75 TFEU<sup>8</sup>).
- **Country eligibility:** The applicant(s) (and any affiliated entities, where applicable) are established in an eligible country under Horizon Europe, unless the call/topic explicitly provides otherwise (e.g., for essential participation). Entities established in countries that are not automatically eligible for Horizon Europe funding may participate or receive support only where this is explicitly allowed under the call/topic conditions and the applicable Horizon Europe rules.
- **Associated partners:** Associated partners are permitted only in exceptional and duly justified cases. Their participation must demonstrate a clear added value for the implementation of the project activities and must be explicitly justified in the proposal. Associated partners participate without receiving EIT Culture & Creativity financial support and do not count towards the minimum consortium composition requirements.

EIT Culture & Creativity reserves the right to reject or request the removal of associated partners whose participation is not considered necessary or proportionate to the objectives and implementation of the project.

- **Consortium structure:** as specified in the call conditions, the proposal is submitted by a multi-beneficiary consortium. EIT Culture & Creativity encourages a clear EU dimension and Knowledge Triangle Integration, which is typically best achieved through multi-beneficiary consortia.

Where a minimum consortium composition is required, the proposal meets the composition explicitly defined in the call conditions. As a default reference (unless otherwise specified), multi-beneficiary proposals include at least two independent legal entities established in two different EU Member States and/or Horizon Europe Associated Countries.

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<sup>7</sup> Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#)

<sup>8</sup> Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#)

- **Additional EU restrictions:** Applicants, affiliated entities, associated partners and any other relevant participants must not be subject to EU restrictive measures, exclusion situations or other restrictions that prevent their participation or the award of EU funding under the applicable Horizon Europe and EU financial rules. Additional country-, entity- or security-related restrictions may apply, as set out in the call/topic conditions and the applicable legal framework.
- **Reimbursement rate:** The proposal must comply with the maximum reimbursement rate defined in the call/topic conditions. EIT Culture & Creativity financial support may reimburse up to 100% of the total eligible project costs. The remaining share of the total eligible project costs must be covered by the applicant(s) through own resources or other eligible sources, in accordance with the applicable funding and double-funding rules.
- **KPIs & targets:** The proposal addresses the mandatory KPIs defined in the call and meet the minimum targets within the required timeframe.

### 4.3. Exclusion criteria

Applicants will be excluded from participation in the call and from funding if they are subject to EU administrative sanctions or fall under any exclusion grounds set out in Article 138(1) of the EU Financial Regulation. This includes situations such as:

- Insolvency, bankruptcy, or similar legal proceedings;
- Breach of social security or tax obligations;
- Grave professional misconduct;
- Fraud, corruption, criminal activity, terrorism-related crimes, child labour or human trafficking;
- Serious non-compliance with obligations under previous EU contracts or grants;
- EU law irregularities within the meaning of Article 1(2) of Regulation No 2988/9534;
- Creating entities to circumvent fiscal, social or other legal obligations;
- Misrepresentation or failure to provide required information;
- Conflict of interest or unfair advantage in the award procedure.

As evidence, the applicants (i.e. the project coordinator and all the proposed project participants participating in the applicant consortium) will have to submit a **declaration of honour on exclusion criteria and absence of conflict of interest**. Failure to provide adequate documentation may result in the exclusion of the applicants concerned.

Successful applicants will undergo legal entity validation process of the **EIT Onboarding Service (a shared service led by EIT Urban Mobility KIC)**, including possible checks in the Early Detection and Exclusion System (EDES) of the European Commission.

## 4.4. Selection criteria

### 4.4.1. FINANCIAL CAPACITY CRITERIA

Applicants must have stable and sufficient financial resources to successfully implement the proposed activities and cover the share of the project costs not reimbursed by EIT Culture & Creativity.

By submitting an application, applicants declare that they have the financial capacity required to implement the proposal, including where they participate in several projects or activities in parallel. This declaration will be included in the application form and/or in the Declaration of Honour submitted as part of the application package.

In line with Horizon Europe practice, the financial capacity check will normally be carried out for the coordinator where the requested EIT Culture & Creativity financial support is equal to or higher than **EUR 500 000**, except for public bodies, international organisations and low-value grants where the individual requested amount does not exceed **EUR 60 000**.

EIT Culture & Creativity may also verify the financial capacity of the coordinator or any other applicant, including affiliated entities where applicable, whenever there are grounds to doubt their financial capacity, regardless of the requested funding amount. If the financial capacity is structurally guaranteed by another legal entity, the financial capacity of that legal entity may also be verified.

Where requested by EIT Culture & Creativity, applicants must provide the documents needed to verify their financial capacity, which may include, among others:

- profit and loss accounts;
- balance sheets;
- business plans;
- audit reports or certified accounts for the last closed financial year;
- information on dependency on EU funding;
- information on deficit, revenue or financial performance in previous years;
- any other document reasonably required to assess financial capacity.

Successful applicants may also be required to go through the financial capacity check process of the EIT Community Onboarding Service or any other verification process designated by EIT Culture & Creativity.

If the financial capacity of an applicant is considered not satisfactory, EIT Culture & Creativity may request additional information and/or apply appropriate measures, including:

- payment of pre-financing in instalments;
- reduction or removal of pre-financing;

- additional monitoring and reporting requirements;
- requirement for a financial guarantee or equivalent assurance, where applicable;
- requirement for the applicant to be replaced, where possible;
- rejection of the proposal or termination of the contracting process, where the issue cannot be resolved.

Failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the agreement and/or recovery of funds, where applicable.

#### 4.4.2. OPERATIONAL CAPACITY CRITERIA

Applicants must have the necessary experience, know-how, qualifications, staff, organisational capacity and operational resources to successfully implement the proposed activities and fulfil their role in the project.

By submitting an application, applicants declare that they have the operational capacity required to implement the proposal, including where they participate in several projects or activities in parallel. This declaration will be included in the application form and/or in the Declaration of Honour submitted as part of the application package.

The operational capacity assessment may take into account whether the applicant(s) have the appropriate resources, experience and internal arrangements to deliver the proposed work plan within the expected timeframe, budget and quality requirements. This may include the ability to manage the project, coordinate the proposed activities, allocate sufficient staff, provide the necessary technical or thematic input, manage risks, and comply with the reporting, monitoring and contractual obligations of the call.

Where requested by EIT Culture & Creativity, applicants must provide evidence to demonstrate their operational capacity, which may include, among others:

- description of the applicant's relevant experience and role in the proposal;
- information on the proposed team and allocation of responsibilities;
- profiles, qualifications and experience of the team members involved;
- information on staffing, technical resources and organisational arrangements;
- references to previous or ongoing activities of comparable nature, where relevant;
- list of other ongoing projects or commitments, where relevant;
- any other document reasonably required to assess operational capacity.

If the operational capacity of an applicant is considered not satisfactory, EIT Culture & Creativity may request additional information and/or apply appropriate measures, including additional monitoring, adjustment of

the applicant's role, replacement of the applicant where possible, rejection of the proposal or termination of the contracting process.

Failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the agreement and/or recovery of funds, where applicable.

## 4.5. Award criteria

Eligible proposals will be assessed by **three independent external expert evaluators** through an external quality evaluation against the **mandatory Horizon Europe award criteria: (a) Excellence, (b) Impact, and (c) Quality and efficiency of the implementation**. Additionally, the following EIT-specific criteria, as applicable to this call: **(d) KIC portfolio strategic fit and compliance with the financial sustainability principles and Knowledge Triangle Integration** and **(e) EU dimension**, will be assessed either during the external quality evaluation or during the portfolio selection.

For this call, the EIT-specific criteria are integrated into the evaluation model as follows:

Criterion	Assessment stage	Maximum score	Threshold
(d) KIC portfolio strategic fit, financial sustainability principles and Knowledge Triangle Integration	Portfolio Selection	10 points	3 points per question
(e) EU dimension	Portfolio Selection	5 points	3 points

During the evaluation, the combined weight of the Horizon Europe criteria **(a), (b) and (c)** will be higher than the combined weight of the EIT-specific criteria **(d) and (e)**. Where internal evaluators and/or the Selection Committee allocate scores, their combined scores will not exceed **40%** of the total score.

**Gender mainstreaming and the integration of the gender dimension** will be assessed under criteria **(a) Excellence** (unless specified otherwise in the call/topic), in line with the EIT Gender Equality Policy and Action Plan 2025-2027 and the EIT-specific provisions of HE MGA Annex 5.

### 4.5.1. EXTERNAL QUALITY EVALUATION: SCORING, WEIGHTING AND THRESHOLDS

Each eligible proposal will be independently assessed against the award criteria set out below. Criteria may be broken down into sub-criteria as specified in the call/topic text.

For each criterion, the call/topic text will define: (i) the **maximum score**, (ii) the **minimum threshold** (if applicable), and (iii) any **weighting**. **Each criterion threshold must be met individually**, and proposals must also reach an **overall minimum score** to proceed to the next stage (e.g. portfolio selection), as defined in the call/topic text.

Unless the call/topic text places the EIT-specific criteria under a separate portfolio selection stage, the external quality evaluation will cover both the Horizon Europe award criteria and the EIT-specific criteria applicable to the call.

#### Standard scoring framework:

- Excellence (20 points – threshold: 12)
- Impact (15 points – threshold: 9)
- Quality and efficiency of the implementation (15 points – threshold: 9)

**Overall threshold:** proposals must reach at least **30/50 points** in total.

Evaluators assign scores based on the sub-criteria and indicators defined in the call/topic text and provide a written justification for each criterion score. Only proposals meeting all applicable thresholds (per criterion and overall) will progress.

#### Scoring scale

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

### 4.5.2. EXTERNAL QUALITY EVALUATION: AWARD CRITERIA, SUB-CRITERIA AND MAXIMUM SCORES

The call/topic text will specify the sub-criteria, guiding questions and maximum scores under each applicable criterion.

<b>a) Excellence</b> The proposal highlights the applicant's expertise in education and innovation, with clear learning outcomes and novel approaches.	<b>Maximum score</b> <b>20 points</b> <b>(threshold 12 points)</b>
<b>Pedagogical Strategy &amp; Innovation</b> The proposal outlines a comprehensive pedagogical strategy and methodology that utilises innovative and transformative training formats to effectively address identified regional skills gaps. <ul style="list-style-type: none"> <li>• Clear course definition, including scope, structure, and target audience</li> <li>• A course design that is sufficiently detailed and feasible for implementation</li> </ul>	5 points
<b>EIT Label Consistency</b>	5 points

<b>a) Excellence</b> The proposal highlights the applicant's expertise in education and innovation, with clear learning outcomes and novel approaches.	<b>Maximum score 20 points (threshold 12 points)</b>
<ul style="list-style-type: none"> <li>• Selection of at least three EIT Overarching Learning Outcomes (OLOs) from the EIT Label Handbook</li> <li>• A coherent set of Intended Learning Outcomes (ILOs) aligned with target audience, proficiency level, and course objectives</li> <li>• A fit-for-purpose assessment approach, demonstrating how ILOs will be achieved and measured, using SMART criteria</li> <li>• Constructive alignment between ILOs, learning activities, and assessment</li> </ul>	
<b>NEB Values &amp; Creative Practitioners Integration</b> The proposal structurally integrates Sustainability, Inclusivity and Aesthetics into the core curricula and provides a rigorously justified (minimum) 15% budget earmark for creative practitioners.	5 points
<b>Consortium Expertise &amp; Knowledge Triangle Integration (KTI)</b> The proposal confirms a balanced integration of Education, Research, and Business, while explicitly mandating high standards for gender diversity and inclusivity across project leadership, governance, and content.	5 points
<b>b) Impact</b> The proposal ensures measurable benefits for skills, employability and clarifies its societal and commercial relevance and sustainability.	<b>Maximum score 15 points (threshold 9 points)</b>
<b>Market Viability</b> The proposal must present a robust commercialisation roadmap that validates market potential and confirms the project's capacity for long-term financial sustainability beyond the grant lifecycle.	5 points
<b>Outreach and Engagement Strategy</b> The proposal must detail a comprehensive, structured engagement plan that ensures broad dissemination and maximises the uptake of project solutions among key stakeholders.	5 points
<b>Socio-economic Impact and Relevance</b> The proposal must demonstrate how the project effectively enhances workforce skills, improves employability and contributes directly to sector competitiveness and to their local ecosystem's prosperity.	5 points

<b>c) Quality and efficiency of the implementation</b> The proposal presents a structured work plan, clear member roles, strong management, gender diversity, and a well-justified budget ensuring value for money. The proposal demonstrates by which means the legacy initiative will be integrated in the project.	<b>Maximum score</b> <b>15 points</b> <b>(threshold 9 points)</b>
<b>Project Management and Work Plan</b> The proposal must present a cohesive implementation framework, including a detailed work plan, clearly defined partner roles, and robust management structures, to ensure efficient project delivery.	5 points
<b>Operational Resources and Compliance</b> The proposal must demonstrate proactive risk mitigation strategies, systematic gender mainstreaming, and a transparent budget that guarantees optimal value for money.	5 points

#### 4.5.3. PORTFOLIO SELECTION: SCORING, WEIGHTING AND THRESHOLDS

Each eligible proposal passing the external quality evaluation will be assessed by the Selection Committee Members against the weighted portfolio selection.

Each eligible proposal passing to the portfolio selection will be independently assessed by the Selection Committee Members against 2 weighted criteria:

<b>d) KIC portfolio strategic fit and compliance with the financial sustainability principles</b>	<b>Maximum score</b>
The proposal complements and diversifies EIT Culture & Creativity's existing portfolio by addressing gaps and creating synergies in underrepresented educational areas.	5 points
The proposal demonstrates strong potential for contributing to the long-term evolution of EIT Culture & Creativity's transformation portfolio through sustainability, scalability, market relevance, EU priorities alignment and lasting partnerships or revenue streams beyond the project lifecycle.	5 points

<b>e) EU dimension</b> <b>European added value, cross-border relevance, and contribution to strengthening the European fashion ecosystem.</b>	<b>Maximum score</b>
The proposal demonstrates a strong EU dimension through consortium composition (multi-beneficiary). The proposal demonstrates strong track record of previous EU collaboration. Consortia of actors supporting the transformation of the lived environment from Ukraine will be given priority in line with the EU support provided to Ukraine and its social and societal challenges.	5 points

Each criterion must be passed individually.

Where portfolio selection involves scoring by internal evaluators and/or the Selection Committee, the combined score allocated by internal evaluators and the Selection Committee will not exceed 40% of the total score.

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

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

#### 4.5.4. THRESHOLDS, RANKING AND AWARDING IN A NUTSHELL

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

- **During the external quality evaluation**, each evaluation category has an individual threshold. Proposals failing to meet the threshold in any one category will not proceed to the portfolio selection stage.
- In addition, proposals must reach a minimum total score of 30/50 in the quality evaluation to be considered for portfolio selection.
- **During the internal portfolio selection**, proposals must meet the minimum threshold of 3 points per criterion (i.e. 9 out of 15 total) to be included in the final ranking for funding.

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

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

## 5. Evaluation procedure

### 5.1. Admissibility and eligibility, exclusion and selection stages

After the submission deadline, EIT Culture & Creativity conducts a structured, multi-step verification and evaluation process to ensure full compliance with the admissibility, eligibility, exclusion, and selection criteria.

#### 1. Admissibility and eligibility check

EIT Culture & Creativity PMO performs an initial screening to verify compliance with formal admissibility and eligibility requirements as defined in Section 4. Proposals failing to meet these criteria are rejected at this stage, and applicants are formally notified of the outcome and the reasons for rejection.

#### 2. External quality evaluation

Proposals passing the admissibility and eligibility check proceed to an external quality evaluation by independent expert evaluators. Each eligible proposal will be independently assessed by three external expert evaluators against the award criteria defined in Section 4, including the Horizon Europe award criteria and, unless assessed under a separate portfolio selection stage, the EIT-specific criteria applicable to this call.

#### 3. Internal portfolio selection

Where portfolio selection is applied as a separate assessment stage, proposals passing the external quality evaluation will be reviewed by the EIT Culture & Creativity Selection Committee against the portfolio selection criteria defined in Section 4.

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

- Director of Transformation & NEB Area,
- Two additional Thematic Area Directors (or their representatives),
- One representative of Transformation & NEB Area, with experience in the call topic,
- One external observer (to attend the portfolio selection meeting).

#### 4. Final ranking list

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

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

## 5.2. Evaluation of proposals

All eligible proposals are evaluated by three independent external experts, selected on the basis of their expertise in the subject matter of the call. External experts evaluate proposals against the defined award criteria and provide scores and written justifications. The requirements set out in Horizon Europe practice on expert selection, conduct, impartiality, and confidentiality are fully applied.

Based on the evaluation results, proposals are ranked according to their total scores, and the selection is made strictly following this ranking, subject to the available budget.

### 5.2.1. ASSESSMENT METHODOLOGY

Each proposal is evaluated against the award criteria in Section 4 using a numerical scoring system with defined maximum scores and minimum thresholds. Only proposals meeting all thresholds and the overall minimum score are eligible for funding. Final rankings are based on total scores, with ties resolved using the rules in Section 5.2.3.

### 5.2.2. RESULTS OF THE EVALUATION: AWARD, RESERVE LIST, REJECTION

Following completion of the evaluation procedure, EIT Culture & Creativity will establish a proposed final ranking and proposed award list based on the results of the external quality evaluation and, where applicable, the portfolio selection stage.

The proposed final ranking and proposed award list remain provisional and subject to completion of the applicable internal governance and procedural steps, including, where applicable, completion of the call report review process and confirmation that the evaluation procedure has been concluded and the results may be communicated to applicants.

Proposals may be identified for funding in strict descending order of ranking, subject to the availability of the allocated budget, compliance with all call requirements, completion of the applicable procedural checks and the conditions set out in these call guidelines.

Proposals that meet all applicable thresholds but cannot be funded due to budget limitations may be placed on a reserve list, in ranked order. The reserve list may be used to award funding to additional proposals in case selected projects withdraw, fail to complete contractual requirements, or if additional budget becomes available. The reserve list is valid for up to one year from the date of the award decision, unless otherwise specified in the call.

Proposals that do not meet the applicable admissibility, eligibility, exclusion, selection or evaluation requirements, or that fail to meet the minimum thresholds defined in the call, will be rejected.

Any notification indicating that a proposal has been identified as selected for funding does not constitute an award decision, contractual commitment or entitlement to receive financial support. Funding remains conditional upon: (i) expiry of the applicable stand-still period; (ii) completion of any appeal or evaluation

review process; (iii) successful completion of validation and contracting requirements; (iv) continued availability of the allocated budget; and (v) signature of the Subgrant agreement – Project agreement.

The final ranking, funding line, reserve list and rejection decisions may be revised only to the extent necessary as a result of: (a) an appeal or evaluation review outcome; (b) correction of a manifest procedural or clerical error; (c) withdrawal or ineligibility of a selected applicant; (d) failure to complete contracting requirements; or (e) changes to the available call budget occurring before signature of the Subgrant agreement – Project agreement. Any such revision will be made in accordance with the published call conditions and the principles of equal treatment and transparency and will be communicated to the applicants concerned.

### 5.2.3. TIE-BREAKING RULES

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

- Proposals with a higher expected contribution to the mandatory KPIs and targets of the call.
- Proposals offering a higher earmarking rate for creative practitioners.

## 5.3. Communication of evaluation results to applicants

Following completion of the evaluation and selection procedure, and once EIT has completed its review of the call report and confirmed that the results may be communicated, EIT Culture & Creativity will inform all applicants of the evaluation results in writing.

The project coordinator will receive a formal notification by email from EIT Culture & Creativity ([pmo@eit-culture-creativity.eu](mailto:pmo@eit-culture-creativity.eu)), indicating whether the proposal has been selected for funding, placed on the reserve list, or rejected. This notification will include the relevant assessment and score and, where applicable, the Evaluation Summary Report (ESR) and/or other relevant evaluation information in accordance with the evaluation model described in this call.

This communication constitutes the official outcome notification of the evaluation process and will be sent to the email address provided by the project coordinator. The applicable stand-still period will start on the day following the dispatch of this communication.

The notification of results does not create an unconditional entitlement to EIT Culture & Creativity financial support. Any proposal indicated as selected for funding remains subject to the expiry of the applicable stand-still period, the outcome of any appeal or evaluation review procedure, the successful completion of the Subgrant agreement – Project agreement preparation process, and the availability of the allocated call budget. No financial support shall be considered granted until the Subgrant agreement – Project agreement has been duly signed by all required parties.

If an applicant requests further clarification regarding the evaluation result, they may contact EIT Culture & Creativity by email.

Selected proposals may be invited to the Subgrant agreement – Project agreement preparation and onboarding stage. However, no Subgrant agreement – Project agreement will be signed before the end of the applicable stand-still period and completion of the procedural and contracting checks required before signature.

## 5.4. Standstill period

Following the final award decision and the written communication of results to applicants, EIT Culture & Creativity will apply the standstill period applicable to this call, counted from the day after the dispatch of the communication of results.

The standard standstill period is 30 calendar days, unless a shorter period has been agreed with EIT as part of the applicable approval or procedural review of the call. During this period, applicants are not permitted to publicly announce the outcome – even if they have already received written notification.

During the standstill period, applicants may submit an appeal in accordance with the appeal procedure described in Annex I of these call guidelines. EIT Culture & Creativity may suspend or adjust the contracting process for proposals whose funding position may be affected by an appeal or evaluation review.

Where an appeal or evaluation review results in a correction, full or partial re-evaluation, or revised ranking, EIT Culture & Creativity may update the list of selected proposals, the reserve list and/or the list of rejected proposals accordingly, before any Subgrant agreement – Project agreement is signed.

No Subgrant agreement – Project agreement will be signed before the end of the applicable stand-still period and completion of the procedural and contracting checks required before signature.

## 5.5. Publication of selected proposals and annual publication of recipients of funds

EIT Culture & Creativity may publish the list of selected proposals once the applicable procedural checks have been completed and the results may be communicated. The publication may include the name of the selected recipient(s), the country of establishment, the amount of EIT funding committed, and the subject of the grant or contract, taking into account confidentiality, security and personal data protection requirements.

## 5.6. Appeal process

EIT Culture & Creativity will address requests for review concerning the procedural aspects of the evaluation process, in line with the Appeal Process set out in **Annex I** of these call guidelines.

Complaints shall be addressed to EIT Culture & Creativity at [pmo@eit-culture-creativity.eu](mailto:pmo@eit-culture-creativity.eu) within **7 calendar days** from the date of dispatch of the communication of the evaluation results.

Annex I provides full details on:

- who may appeal and on what grounds;
- the submission process and timeline;
- the internal appeal review mechanism and decision procedure.

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

## 6. Legal aspects, other terms and conditions

### 6.1. Acceptance of the call conditions

EIT Culture & Creativity reserves the right to make reasonable amendments and additions to the call conditions. Amendments and additions to the call conditions shall be valid only before the submission deadline, and if made available to all potential applicants at the same time on the call page of the EIT Culture & Creativity.

EIT Culture & Creativity may declare the call unsuccessful in case no applications are received, if the applications do not meet the admissibility, eligibility, exclusion and selection criteria, or if none of the applications reach the thresholds laid down in this call text.

By submitting the application form, the applicant agrees to the present call conditions. Applicants agree that they have no legal entitlement to funding. Submission of an application does not establish any entitlement to receive financial support from EIT Culture & Creativity.

### 6.2. Cancellation of the call

EIT Culture & Creativity reserves the right to cancel the call at any time before the signature of the Subgrant agreement – Project agreement(s) without the obligation to compensate applicants, in particular where its objectives can no longer be met, provided that the applicants are informed in a transparent manner in writing as follows:

- if the cancellation takes place before that award: on the call page of the EIT Culture & Creativity website: <https://eit-culture-creativity.eu>,
- if the cancellation takes place following the communication of the results to the applicants, during the standstill period, or any time before the signature of the Subgrant agreement – Project agreement: in writing directly to the selected applicants.

### 6.3. Data protection

EIT Culture & Creativity ensures that any processing of personal data shall be performed in accordance with 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 (GDPR). Personal data submitted in the context of this procedure will be processed to the extent necessary for the administration, evaluation, and follow-up of the call. As a data subject, you have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object, and the right not to be subject to a decision based solely on automated processing. If

you have a question about personal data processing or want to exercise your data subject rights, you can contact [dpo@eit-culture-creativity.eu](mailto:dpo@eit-culture-creativity.eu).

The collected personal data will be used solely for the evaluation of the applications and the conduct of the call process.

Personal data will be deleted 5 years after the announcement of the results of the call in the case of unsuccessful applications and 7 years for successful applicants.

By submitting your application to this call, applicants acknowledge that their personal data will be processed by EIT Culture & Creativity for the purposes of the management, evaluation, monitoring and administration of the call and any resulting financial support, in accordance with the applicable data protection rules..

For more information on the processing of your personal data, please consult the privacy statement of EIT Culture & Creativity at [EIT CC Code of Conduct](#).

#### Confidentiality

EIT Culture & Creativity undertakes to use any confidential information shared by the applicants solely for the purposes of the evaluation process.

Confidential information shall mean data and/or information (in any form) that is proprietary to, or possessed by, the applicants and not generally known to the public, or that has not yet been revealed whether in tangible or intangible form, that is identified as confidential in writing or when disclosed orally.

Confidential information included in the application form must be expressly labelled by the applicant as such in the form. As regards confidential information expressly labelled as such in the call process, EIT Culture & Creativity undertakes to (i) not disclose them in any way and any form, without the prior written authorisation of the applicant; and (ii) not to use them for purposes other than those strictly necessary for participation in the call.

Confidential information may be shared among EIT Culture & Creativity and its subsidiaries (e.g. KIC Co-Location Centres) solely for the purposes of the call process. EIT Culture & Creativity undertakes to impose this confidentiality obligation on its employees and the employees of its subsidiaries and its collaborators, as well as on independent experts and all subjects who, by virtue of participating in the conduct of the call, including as members of the Evaluation Committee, may have access to such confidential data and information.

The applicants agree that data and information regarding the selected projects' implementation (e.g. success stories) not labelled as confidential may be disclosed in connection with the activities of EIT Culture & Creativity.

## 6.4. Avoidance of conflict of interest

EIT Culture & Creativity is committed to ensure the avoidance of conflict of interest (regarding all actors) and comply with the principles of transparency, non-discrimination and sound financial management.

Measures to avoid potential Conflict of Interest or unequal treatment of applicants are ensured including through appropriate conflict of interest declaration and assessment process, established written communication channels and independent and fair complaints/redress procedures.

In case an applicant becomes aware of a potential conflict of interest affecting the conduct of the call process, it shall notify the EIT Culture & Creativity of the conflict of interest without any delay.

## 6.5. Ethics and values

The proposal must comply with:

- ethical principles (including the highest standards of research integrity) and
- applicable EU, international and national law, including the Charter of Fundamental Rights of the European Union and the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Supplementary Protocols.

No financial support/EIT funding can be granted, within or outside the EU, for activities that are prohibited in all Member States. No financial support/EIT funding can be granted in a Member State for an activity which is forbidden in that Member State.

Please refer to the Subgrant agreement – Project agreement for further requirements.

## 6.6. Intellectual property rights

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, applicants affirm that they hold ownership or have legally secured the right to use all elements of the innovative product or service included in their application.

Applicants agree to indemnify and hold harmless EIT Culture & Creativity and/or any assignee or affiliate from any third-party allegations or claims of intellectual property rights infringement by the product or service of applicants. Applicants shall have the right to further develop, use and license their intellectual property rights for creating, making, marketing, and distributing products, services, and technology. Applicants agree to respect the IPR (Intellectual Property Rights) Rules (Article 16) of the [General Model Grant Agreement](#) and Article 10 of the Subgrant agreement – Project agreement (Common Subgrant Agreement Model).

## 6.7. Withdrawal of the funding – Recovery of undue amounts

EIT Culture & Creativity may withdraw the funding after its award and recover all payments made in line with the provisions of the Subgrant agreement – Project agreement, including in the following cases:

- in case the applicant committed substantial errors, irregularities or fraud;

- in case the applicant committed serious breach of obligations under the Subgrant agreement – Project agreement or during its award (including non-compliance with the call conditions, submission of false information, failure to provide required information, etc.);
- it is established that the awarded applicants were not eligible or should have been excluded.

## 6.8. Checks, reviews, audits and investigations

EIT Culture & Creativity retains the right to initiate checks, reviews and audit on an applicant that has been awarded funding, in order to verify compliance with the requirements of the call conditions and of the legal and contractual framework referred to above.

EIT Culture & Creativity may request any information and data from applicants that have been awarded funding for 5 years after completion for these purposes, as well as in relation to monitoring by the EIT.

In accordance with the Grant Agreement between the EIT and the KIC as well as the Subgrant agreement – Project agreement, the EIT and/or the Commission, the European Anti-Fraud Office (OLAF), the European Public Prosecutor's Office (EPPO) and the Court of Auditors may carry out checks, reviews, audits and investigations in relation to the call and the implementation of the projects.

## 6.9. Applicable law

The present call is governed by the applicable European Union legal framework (i.e. in particular the [EIT Regulation](#)<sup>9</sup>, the [EU Financial Regulation](#)<sup>10</sup>, the [Horizon Europe Regulation](#)<sup>11</sup>), supplemented if necessary by the national law of Belgium.

Applicants acknowledge that the present call is implemented within the framework of the Partnership Agreement and Grant Agreement concluded between the EIT and EIT Culture & Creativity, and that the applicable provisions of those agreements may be reflected in the Subgrant Agreement.

## 6.10. Settlement of disputes

All disputes arising out of or in connection with this Agreement, which cannot be solved amicably, shall be finally settled before the courts of Brussels.

## 6.11. Other

All applicants selected for funding will be required to sign a **Declaration of Honour** in the format provided under the **Subgrant agreement – Project agreement**. By signing the Declaration of Honour, applicants

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<sup>9</sup> Regulation (EU) 2021/819

<sup>10</sup> Regulation (EU, Euratom) 2024/2509

<sup>11</sup> Regulation (EU) 2021/695

confirm that they are not in any of the exclusion situations and that all information provided is accurate and complete.

Participation in EIT Culture & Creativity calls takes place **entirely at the applicants' own cost and risk**. Any activities undertaken by applicants to start the implementation of a project **before the Subgrant agreement – Project agreement is signed** are carried out at their own cost and risk. EIT Culture & Creativity shall not be held liable for any actions or costs incurred prior to the signature of the Subgrant agreement – Project agreement.

EIT Culture & Creativity does **not undertake any commitment** regarding the provision of financial support until the European Institute of Innovation and Technology (EIT) has confirmed the eligibility of the selected projects and the **Subgrant agreement – Project agreement has been duly signed**. All financial support is subject to the **cost eligibility rules** laid down in the Subgrant agreement – Project agreement and to the **final confirmation of cost eligibility by the EIT**.

Entities that have never been part of projects financially supported by EIT Culture & Creativity and that do not yet have a **validated Participant Identification Code (PIC)** will be subject to a **PIC validation process**. This process is managed through the EIT Community Onboarding Service in cooperation with the European Commission's Research Executive Agency (REA), and successful validation is a precondition for the signature of the Subgrant agreement – Project agreement.

## Annex I – Appeal process

EIT Culture & Creativity will address requests for review concerning the procedural aspects of the evaluation process, in accordance with the appeal procedure described in this Annex.

Complaints shall be addressed to [pmo@eit-culture-creativity.eu](mailto:pmo@eit-culture-creativity.eu) within 7 calendar days from the date of communication of the results of the evaluation.

### 1. Right to appeal

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

### 2. Grounds for appeal

Only the procedural aspects of an evaluation may be the subject of a request for an evaluation review. The evaluation of the merits of a proposal shall not be subject to appeal.

Appeals may be lodged only where the applicant considers that the applicable evaluation procedure was not correctly applied to its proposal, including procedural errors, technical or administrative errors, or manifest factual errors that may have materially affected the evaluation outcome.

### 3. Appeal submission procedure

The appeal must be submitted via email to [pmo@eit-culture-creativity.eu](mailto:pmo@eit-culture-creativity.eu) within 7 calendar days of receiving the official evaluation result notification. Late submissions will not be considered.

The appeal must include the following mandatory information:

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

EIT Culture & Creativity will acknowledge receipt of the appeal in writing. Appeals submitted without the required information or based on ineligible grounds will be rejected.

### 4. Grounds for automatic rejection

An appeal will be automatically rejected if:

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

In such cases, EIT Culture & Creativity will notify the project coordinator **within 15 calendar days** of receiving the appeal and inform the relevant Thematic Area.

## 5. Internal appeal evaluation process

EIT Culture & Creativity will coordinate the appeal process and conduct a technical examination of the appeal, assessing whether it falls within the admissible grounds and compiling the relevant documentation. This is forwarded to the Appeal Panel for review.

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

## 6. Composition and function of the Appeal Panel

The Appeal Panel shall be composed of two voting members appointed by the CEO of EIT Culture & Creativity:

- the COO of EIT Culture & Creativity, provided they were not involved in the evaluation or selection of the proposal concerned;
- one Legal Counsel or legal representative of EIT Culture & Creativity, provided they were not involved in the evaluation or selection of the proposal concerned.

The Appeal Panel shall be chaired by the COO of EIT Culture & Creativity, unless the COO is unavailable or has a conflict of interest, in which case the CEO may appoint another impartial chair.

The CEO may appoint additional voting or non-voting members where needed, taking into account the nature of the appeal, the need for additional procedural, legal, technical or thematic expertise, or the need to avoid a conflict of interest or deadlock.

All Appeal Panel members must be free from any conflict of interest and must not have been involved in the evaluation or selection of the proposal concerned. If a conflict arises, the member will not participate in the review and the CEO may appoint a replacement..

## 7. Appeal Panel process

The Appeal Panel will review the appeal and the relevant documentation to assess whether the appeal falls within the admissible grounds defined in this Annex and whether the identified issue may have materially affected the evaluation outcome.

The Appeal Panel will issue an internal opinion and recommendation to EIT Culture & Creativity. Based on this opinion and recommendation, EIT Culture & Creativity may confirm the initial evaluation or decide on a full or partial re-evaluation, primarily by evaluators who were not involved in the previous evaluation.

The outcome of the appeal will be communicated to the project coordinator in writing. Internal reports and deliberations will not be shared with applicants.

## 8. Timeline and outcome notification

The project coordinator will receive a formal reply to the appeal **within 15 calendar days from the expiry of the appeal submission deadline**, provided that the appeal is admissible and contains all mandatory information required under Section 3.

If this timeline cannot be met due to exceptional circumstances, EIT Culture & Creativity will inform the project coordinator accordingly.

All appeal-related communication will be conducted exclusively with the project coordinator, not with other project participants.

## 9. Non-suspensive effect of appeals

The submission of an appeal does not suspend, interrupt, or otherwise affect the evaluation, selection, or contracting process in respect of proposals not subject to that appeal. This approach is consistent with standard Horizon Europe review practice.

## 10. Finality of the appeal process

Based on the opinion and recommendation of the Appeal Panel, EIT Culture & Creativity will take the final decision on the appeal and notify the project coordinator in writing. The decision of EIT Culture & Creativity is final within the framework of this internal appeal procedure described in this Annex. No further appeals will be accepted on the same grounds for the same proposal. This is without prejudice to any external legal remedies that may be available under applicable law.

## Annex II – Online application form

Thank you for your interest in our calls. We look forward to reviewing your application. Ready to begin? Click **“Start my application.”**

**Submission is via the online platform only.**

Before starting, please make sure to read the **call guidelines** and all related documents.

### A few things to note

- Please fill out all sections in English – incomplete applications can't be considered.
- Use templates where provided, e.g. budget file template.

### Saving your draft application

- You can save a draft of your application, but please make sure to save the link! As admins, we don't have access and unfortunately can't recover it.
- After submission, you'll still be able to edit your application, again, just keep that link safe too.

## Part A – Project identification and applicant information

### PROJECT INFORMATION

- Proposal title

*Enter the full title of your project proposal.*

- Proposal acronym

*Enter a short acronym. It will be used as the project identifier throughout the process.*

*For example: "GREENLAB" for a project titled "Green Solutions for Urban Laboratories".*

- Priority area

*Select the priority area under which you are submitting your proposal. This helps us match your application with the right evaluators.*

- Architecture
- Audio-visual media
- Fashion

- Project duration

- Project start: *January 2027 (subject to PRA signature)*
- Project end: *July 2028 (18 months from project start).*

### PROJECT COORDINATOR – APPLICANT ORGANISATION INFORMATION

- Project coordinator – Legal name

*Enter the full legal name exactly as registered.*

- Project coordinator – Short name

*Enter the short name or commonly used name of the organisation. If not applicable, please write “Not applicable”.*

- Project coordinator – Type of entity

*Please choose the type of entity of the organisation. For guidance:*

**Startup:** *A young, innovative enterprise (typically up to 5 years) developing scalable, technology-driven business models.*

**Scaleup:** *A high-growth enterprise with proven product-market fit, typically with annualised growth of at least 20% over three years.*

**SME:** *As per EU definition an enterprise with fewer than 250 employees and either  $\leq$ €50M turnover or  $\leq$ €43M balance sheet.*

**Large company:** *An enterprise exceeding the SME thresholds.*

**Higher education institution:** *A university or equivalent body providing tertiary education, recognised by the relevant national authorities.*

**Research organisation:** *An entity whose primary goal is to conduct fundamental or applied research, irrespective of legal status or funding source.*

**Public body:** *A national, regional, or local authority, or a body governed by public law under EU rules.*

**Non-profit organisation:** *A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.*

**Foundation:** *A non-profit legal entity managing assets or funds dedicated to a specific public benefit or charitable purpose.*

**Association:** *A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.*

- Startup
- Scaleup
- SME
- Large company
- Higher education institution
- Research organisation
- Public body
- Non-profit organisation
- Foundation
- Association
- Other. If you have selected “Other”, please specify.
- If you selected “SME” above. By ticking this box, I confirm that the organisation complies with the EU definition of an SME as indicated above.

- Project coordinator – Country

- Project coordinator – Country code

Enter the two-letter country code corresponding to the country of legal establishment. For more information, see [Country codes - Statistics Explained - Eurostat](#).

For example: ES, DE, FR, IT.

- Project coordinator – City
- Project coordinator – Postal code
- Project coordinator – Street
- Project coordinator – Street number
- Project coordinator – PO Box, if applicable  
*If not applicable, please write “Not applicable”. A Post Office Box (PO Box) is a lockable mailbox located at a post office, used as an alternative delivery address.*
- Project coordinator – CEDEX, if applicable  
*If not applicable, please write “Not applicable”. CEDEX (Courrier d'Entreprise à Distribution Exceptionnelle) is a French postal designation used by organisations receiving large mail volumes.*
- Project coordinator – PIC number  
*Enter the 9-digit Participant Identification Code (PIC). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.* Lead applicant – First name of contact person
- Project coordinator – Legal entity VAT number  
*Enter the organisation's VAT number. If your organisation is not VAT-registered, enter “Not applicable”.*
- Project coordinator – Legal entity registration number  
*Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.*
- Project coordinator – NACE code  
*Enter the organisation's NACE code, corresponding to the organisation's main economic activity. For more information, see [https://ec.europa.eu/competition/mergers/cases/index/nace\\_all.html](https://ec.europa.eu/competition/mergers/cases/index/nace_all.html).*
- Project coordinator – NUTS code  
*Enter the organisation's NUTS code. For more information, see [Overview - NUTS - Nomenclature of territorial units for statistics - Eurostat](#). If you do not know the NUTS code, please provide the full address and EIT Culture & Creativity may verify the code during the administrative checks.*
- Project coordinator – RIS country  
*Indicate whether the applicant is established in an EIT RIS-eligible country. For more information, see <https://eit-ris.eu/about-eit-community/>.*
  - Yes
  - No
  - To be verified
- Project coordinator – Latitude

*Enter the latitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the lat will appear at the top of the menu. If not known, please write "To be verified".*

- Project coordinator – Longitude

*Enter the longitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the long will appear at the top of the menu. If not known, please write "To be verified".*

#### **PROJECT COORDINATOR- SINGLE POINT OF CONTACT (SPOC)**

- Project coordinator – First name of SPOC
- Project coordinator – Last name of SPOC
- Project coordinator – Title or salutation of SPOC

*Select the title and/or salutation.*

- Ms
- Mr
- Mx
- Dr
- Prof
- Prefer not to say
- Other. If you have selected "Other", please specify.

- Project coordinator – Gender of SPOC

*This information is for statistical and reporting purposes only.*

- Female
- Male
- Non-binary
- Prefer not to say

- Project coordinator – Email address of SPOC

*This email will be used for all official notifications including the evaluation result.*

- Project coordinator – Telephone number of SPOC
- Project coordinator – Position / Job title of SPOC

#### **PROJECT COORDINATOR – LEGAL REPRESENTATIVE OF THE ORGANISATION (LRO)**

*The Legal Representative / Legal Responsible Officer should be the person authorised to legally represent the applicant organisation or to coordinate the signature of the relevant contractual documents.*

- Project coordinator – First name of LRO
- Project coordinator – Last name of LRO
- Project coordinator – Title or salutation of LRO

*Select the title and/or salutation.*

- Ms

- Mr
- Mx
- Dr
- Prof
- Prefer not to say
- Other. If you have selected “Other”, please specify.
- Project coordinator – Position / Job title of LRO
- Project coordinator – Email address of LRO
- Project coordinator – Confirmation of LRO

*I confirm that the LRO identified above is authorised to represent the applicant organisation or to coordinate the signature of the relevant contractual documents.*

- Yes
- No
- To be confirmed during grant preparation

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#### CONSORTIUM INFORMATION

- How many project participants does your consortium have?
  - Consortium of 3 project participants
  - Consortium of 4 project participants
  - Consortium of 5 project participants
  - Consortium of 6 project participants
  - Consortium of 7 project participants
  - Consortium of 8 project participants

Note: The sections below (applicant organisation information, SPOC, and LRO) must be completed individually by each project participant (2-8). Each project participant should only fill in the section corresponding to their assigned number in the online application form.

#### PROJECT PARTICIPANT [2, 3, 4, 5, 6, 7, 8] – APPLICANT ORGANISATION INFORMATION

*This section is to be filled by each project participant.*

- Project participant [2, 3, 4, 5, 6, 7, 8] – Legal name  
*Enter the full legal name of the organisation exactly as registered.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – Short name  
*Enter the short name or commonly used name of the organisation. If not applicable, please write “Not applicable”.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – Type of entity  
*Please choose the type of entity of the organisation. For guidance:*

**Startup:** A young, innovative enterprise (typically up to 5 years) developing scalable, technology-driven business models.

**Scaleup:** A high-growth enterprise with proven product-market fit, typically with annualised growth of at least 20% over three years.

**SME:** As per EU definition an enterprise with fewer than 250 employees and either  $\leq$ €50M turnover or  $\leq$ €43M balance sheet.

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**Non-profit organisation:** A legal entity that reinvests any surplus toward its statutory objectives rather than distributing profits.

**Foundation:** A non-profit legal entity managing assets or funds dedicated to a specific public benefit or charitable purpose.

**Association:** A membership-based non-profit organisation pursuing shared objectives in the interest of its members or the broader public.

- Startup
  - Scaleup
  - SME
  - Large company
  - Higher education institution
  - Research organisation
  - Public body
  - Non-profit organisation
  - Foundation
  - Association
  - Other. If you have selected “Other”, please specify.
  - If you selected “SME” above. By ticking this box, I confirm that the organisation complies with the EU definition of an SME as indicated above.
- Project participant [2, 3, 4, 5, 6, 7, 8] – Country
  - Project participant [2, 3, 4, 5, 6, 7, 8] – Country code  
*Enter the two-letter country code corresponding to the country of legal establishment. For more information, see [Country codes - Statistics Explained - Eurostat](#).*
  - Project participant [2, 3, 4, 5, 6, 7, 8] – City
  - Project participant [2, 3, 4, 5, 6, 7, 8] – Postal code
  - Project participant [2, 3, 4, 5, 6, 7, 8] – Street
  - Project participant [2, 3, 4, 5, 6, 7, 8] – Street number

- Project participant [2, 3, 4, 5, 6, 7, 8] – PO Box, if applicable  
*If not applicable, please write “Not applicable”. A Post Office Box (PO Box) is a lockable mailbox located at a post office, used as an alternative delivery address.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – CEDEX, if applicable  
*If not applicable, please write “Not applicable”. CEDEX (Courrier d'Entreprise à Distribution Exceptionnelle) is a French postal designation used by organisations receiving large mail volumes.*
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*Enter the 9-digit Participant Identification Code (PIC). If you do not know if your organisation already has a PIC number, you can verify directly on the EU Portal (click [here](#)) whether your organisation is already registered.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – Legal entity VAT number  
*Enter the organisation's VAT number. If your organisation is not VAT-registered, enter “Not applicable”.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – Legal entity registration number  
*Enter the organisation's legal entity registration number as it appears on the official incorporation or registration documents.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – NACE code  
*Enter the organisation's NACE code, corresponding to the organisation's main economic activity. For more information, see [https://ec.europa.eu/competition/mergers/cases/index/nace\\_all.html](https://ec.europa.eu/competition/mergers/cases/index/nace_all.html).*
- Project participant [2, 3, 4, 5, 6, 7, 8] – NUTS code  
*Enter the organisation's NUTS code. For more information, see [Overview - NUTS - Nomenclature of territorial units for statistics - Eurostat](#). If you do not know the NUTS code, please provide the full address and EIT Culture & Creativity may verify the code during the administrative checks.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – RIS country  
*Indicate whether the applicant is established in an EIT RIS-eligible country. For more information, see <https://eit-ris.eu/about-eit-community/>.*
  - Yes
  - No
  - To be verified
- Project participant [2, 3, 4, 5, 6, 7, 8] – Latitude  
*Enter the latitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the latitude (lat) will appear at the top of the menu. If not known, please write “To be verified”.*
- Project participant [2, 3, 4, 5, 6, 7, 8] – Longitude  
*Enter the longitude of the applicant's main legal or operational address, if known. You can find your coordinates via Google Maps: right-click your address and the longitude (long) will appear at the top of the menu. If not known, please write “To be verified”.*

By ticking this box, I confirm that project participant [2, 3, 4, 5, 6, 7, 8] is independent of the project coordinator: neither party exercises direct or indirect control over the other.

**PROJECT PARTICIPANT [2, 3, 4, 5, 6, 7, 8]- SINGLE POINT OF CONTACT (SPOC)**

- Project participant [2, 3, 4, 5, 6, 7, 8] – First name of SPOC
- Project participant [2, 3, 4, 5, 6, 7, 8] – Last name of SPOC
- Project participant [2, 3, 4, 5, 6, 7, 8] – Title or salutation of SPOC  
*Select the title and/or salutation.*
  - Ms
  - Mr
  - Mx
  - Dr
  - Prof
  - Prefer not to say
  - Other. If you have selected “Other”, please specify.
- Project participant [2, 3, 4, 5, 6, 7, 8] – Gender of SPOC  
*This information is for statistical and reporting purposes only.*
  - Female
  - Male
  - Non-binary
  - Prefer not to say
- Project participant [2, 3, 4, 5, 6, 7, 8] – Email address of SPOC
- Project participant [2, 3, 4, 5, 6, 7, 8] – Telephone number of SPOC
- Project participant [2, 3, 4, 5, 6, 7, 8] – Position / Job title of SPOC

**PROJECT PARTICIPANT [2, 3, 4, 5, 6, 7, 8] – LEGAL REPRESENTATIVE OF THE ORGANISATION (LRO)**

*The Legal Representative / Legal Responsible Officer should be the person authorised to legally represent the applicant organisation or to coordinate the signature of the relevant contractual documents.*

- Project participant [2, 3, 4, 5, 6, 7, 8] – First name of LRO
- Project participant [2, 3, 4, 5, 6, 7, 8] – Last name of LRO
- Project participant [2, 3, 4, 5, 6, 7, 8] – Title or salutation of LRO  
*Select the title and/or salutation.*
  - Ms
  - Mr
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  - Dr
  - Prof
  - Prefer not to say
  - Other. If you have selected “Other”, please specify.

- Project participant [2, 3, 4, 5, 6, 7, 8] – Position / Job title of LRO
- Project participant [2, 3, 4, 5, 6, 7, 8] – Email address of LRO
- Project participant [2, 3, 4, 5, 6, 7, 8] – Confirmation of LRO

*I confirm that the LRO identified above is authorised to represent the applicant organisation or to coordinate the signature of the relevant contractual documents.*

- Yes
- No
- To be confirmed during grant preparation

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### WEBSITE / SOCIAL MEDIA PAGE OF APPLICANT ORGANISATIONS

*Please provide the website and social media links for all applicant organisations. Enter the official website and any active social media profiles (e.g. LinkedIn, Facebook, Instagram, X/Twitter). Links must begin with https://.*

- *Project coordinator:*
- *Project participant 2:*
- *Project participant 3:*
- *Project participant 4, if applicable:*
- *Project participant 5, if applicable:*
- *Project participant 6, if applicable:*
- *Project participant 7, if applicable:*
- *Project participant 8, if applicable:*

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### MANDATORY DOCUMENT UPLOADS

- **BUDGET FILE**

*Upload the completed budget file. The financial section is completed using the EIT Culture & Creativity funding template provided.*

*File name: Budget\_Project acronym.xlsx*

- **GANTT CHART WITH PROJECT TIMELINE AND WORK PACKAGES**

*Upload the Gantt chart with project timeline and work packages. You can see the [example from European Commission](#).*

*File name: GANTT\_Project acronym*

- **LINK TO VIDEO**

*Upload Link to short video in English (3 to 5 minutes) presenting your transformative idea / product / service. This video should demonstrate that it is not a research collaboration. The link must be publicly accessible.*

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### SANCTIONS & JURISDICTION SCREENING

- By ticking this box, I confirm that, in line with the call guidelines, no shareholders, UBOs, or controlling persons of the applicant(s) are nationals of, resident in, or linked to any EU-sanctioned or non-compliant jurisdiction (including Russia, Belarus, or other sanctioned territories).

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## LEGAL & DISPUTE HISTORY

- By ticking this box, I confirm that the company has not been involved in, and is not aware of, any legal, regulatory, arbitration, criminal, civil, or other dispute proceedings, investigations, or material claims.

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## LEGAL DECLARATIONS

- By ticking this box, I am authorised to submit this application on behalf of the applicant(s).
- By ticking this box, I confirm that the applicant(s) have read and accept the rules and conditions of the call.
- By ticking this box, I confirm that the applicant(s) will not receive double funding for the same activities.

---

## FINANCIAL CAPACITY

- By ticking this box, I confirm that the applicant(s) have the financial capacity required to implement the proposal.
- I declare that the applicant(s), including all consortium members, individual applicants or team members where applicable, have stable and sufficient financial resources to implement the proposed activities and to cover the share of project costs not reimbursed by EIT Culture & Creativity.
  - The applicant(s) acknowledge that EIT Culture & Creativity may request information or supporting documents to verify financial capacity, including financial statements, business plans, audit reports, information on dependency on EU funding, previous financial performance or any other document reasonably required for this assessment.
  - The applicant(s) understand that failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the contracting process or agreement, and/or recovery of funds, where applicable.

---

## OPERATIONAL CAPACITY

- By ticking this box, I confirm that the applicant(s) have the operational capacity required to implement the proposal.
- I declare that the applicant(s), including all consortium members, individual applicants or team members where applicable, have the necessary experience, know-how, qualifications, staff, organisational capacity and operational resources to carry out the proposed activities, fulfil their role in the project, and comply with the reporting, monitoring and contractual obligations of the call.
  - The applicant(s) acknowledge that EIT Culture & Creativity may request information or supporting documents to verify operational capacity, including team profiles, allocation of responsibilities,

staffing information, technical resources, relevant experience, ongoing commitments or any other document reasonably required for this assessment.

- The applicant(s) understand that failure to provide requested information, or the submission of false, incomplete or misleading information, may result in rejection of the proposal, withdrawal of the award decision, termination of the contracting process or agreement, and/or recovery of funds, where applicable.

## Part B – Technical proposal

*Part B is the technical part of your application. Together with the mandatory annexes (if applicable), it is assessed by independent external evaluators and the internal Portfolio Selection Committee (if applicable) against the award criteria outlined in the call guidelines.*

*The information provided in part B must be consistent with part A. Keep your answers focused and evidence-based. Evaluators respond favourably to clarity and credibility, not length.*

---

### PROPOSAL ABSTRACT (up to 2,000 characters)

*Provide a short summary of the proposal, including:*

- *the challenge or opportunity your project addresses,*
- *your proposed approach and the role of each partner,*
- *the change you expect to achieve.*

*Write for a non-specialist reader. Avoid jargon.*

---

### EXCELLENCE (CRITERION A)

#### A1 Pedagogical strategy (up to 2,000 characters)

*Please address the following points:*

- *Describe your pedagogical strategy in relation to the specific regional skills gaps that you are addressing in your region and why. Target groups: Which specific sub-groups from TG1, TG2, TG3, and TG4 are you targeting?*
- *Confirm that your proposal addresses at least 2 sub-groups of at least 2 Target Groups (TG1-TG4). If not, explain the reasons why.*
- *Confirm that your proposal includes the mandatory Systemic Transformation learning path and specify which target groups it addresses.*
- *Gender & Diversity, please explain how you will ensure gender balance and the inclusion of underrepresented groups in your pedagogical strategy.*

#### A2 Chosen learning formats (up to 2,000 characters)

*Explain how your chosen Learning Formats (e.g. VR/AR, Train-the-Trainer, Co-Creation Workshops) directly address these regional skills gaps. Please explain any other learning formats chosen.*

**A3 EIT Label (up to 2,000 characters)**

Please address the following points:

- *Clearly identify the OLO, ILO and ALO you intend to develop as part of your pedagogical offer, in line with the EIT Label requirements described in the "EIT Label Consistency" criteria within the Section 4.5.2 of the call guidelines.*
- *Clearly explain how these courses will contribute to address your local and regional challenge while fitting with the EIT label framework.*
- *Explain the assessment approach and how the ILOs, learning activities and assessment methods are constructively aligned, using SMART criteria where relevant.*

**A4 NEB values & creative practitioners integration (up to 2,000 characters)**

Please address the following points:

- *How does your curricula explicitly integrate the three NEB values: Sustainability, Inclusivity and Aesthetics, both in the design of the project and in its execution?*
- *Please explain the role of creatives in supporting the setup and execution of the curricula.*
- *Mandatory: confirm that 15% of your total budget is allocated to activities led by creative practitioners (e.g. co-design, cultural mediation, design-driven facilitation). Briefly justify this allocation.*

**A5 Consortium expertise & knowledge triangle integration (up to 2,000 characters)**

Please address the following points:

- *Explain how the consortium composition ensures access and proper understanding to the target groups.*
- *Knowledge Triangle Representation: explain how the consortium includes the three pillars of the Knowledge Triangle (Education, Research, and Business). Confirm how these partners will collaborate to bridge the gap between theoretical knowledge and market adoption.*
- *Gender & Diversity, please explain how your group ensures high standards for gender diversity and inclusivity across project leadership, governance and content.*

---

**IMPACT (CRITERION B)****B1 Market viability (up to 2,000 characters)**

Please address the following points:

- *Describe the market potential and how the pedagogical offer developed will address immediate market needs.*
- *Explain how you will collaborate locally, or/and on which existing knowledge you will rely on to ensure a fit to market and no duplication of existing formats and content.*
- *Provide clear milestones for your go-to-market strategy, which might include a milestone for identifying corporate sponsors, accessing other source of funding or selling the first certificate, etc.*

**B2 Financial sustainability (up to 2,000 characters)**

Please address the following points:

- Provide your financial strategy and describe how your project will generate revenue from tuition fees, corporate sponsorship and other funding sources.
- Clearly explain how this business model will ensure the reach of financial sustainability describing how the initiative will continue to generate impact and revenues beyond the project lifecycle, independent of further grant support.
- Provide your plan on how the revenue sharing with EIT Culture & Creativity will be broken down per strand of revenue.

**B3 Outreach and engagement strategy (up to 2,000 characters)**

Please address the following points:

- Describe how you will ensure broad dissemination and uptake of the project outcomes among the relevant target groups and stakeholders.
- Explain how you will engage key stakeholders, including target audiences, policymakers, industry associations, local/regional actors and relevant ecosystem partners.

**B4 Socio-economic impact and relevance (up to 2,000 characters)**

Please address the following points:

- Demonstrate how the project effectively enhances workforce skills, improves employability, and contributes directly to sector competitiveness, in the identified local ecosystem.
- Beyond the 18-month project, how will your project continue to impact the local and regional ecosystems?
- Describe the expected shift in local practices (e.g., adoption of circular materials, participatory design processes). How would you contribute to transform the lived environment through skills?

**B5.1 Expected outcomes & KPIs (up to 2,000 characters)**

Detail how you will achieve each of the three mandatory KPIs, explaining the pathway from your proposed activities to the expected results:

- EITHE07.1 – Graduates from EIT-labelled programmes: which courses are seeking EIT Label accreditation, for which target groups, and how will you ensure participants successfully complete them?
- EITHE08.1 – Successful participants in EIT professional courses and training activities: which non-EIT Label courses will carry out a competency assessment, and how will successful completion be tracked and evidenced?
- CCSIO2 – Students / Professionals with new entrepreneurial skills: which activities will develop entrepreneurial skills, across which target groups, and how will you demonstrate and evidence this outcome?

**B5.2 KPI targets (up to 2,000 characters)**

- EITHE07.1 – Graduates from EIT-labelled programmes (minimum: 390)

*State your target number for this mandatory KPI.*

- **EITHE08.1** – Successful participants in EIT professional courses and training activities (minimum target: 730)

*State your target number for this mandatory KPI.*

- **CCSI02** – Students / Professionals with new entrepreneurial skills (minimum target: 770)
- State your target number for this mandatory KPI.*

---

## QUALITY AND EFFICIENCY OF THE IMPLEMENTATION (CRITERION C)

### C1 Work plan (up to 2,000 characters)

*Please address the following points:*

- *Provide a comprehensive view of your overall workplan and how the different tasks will articulate.*
- *Provide a description per task: activities to be conducted, participating organisations and respective roles, budget allocated, deliverables and KPIs when applicable.*

### C2 Governance and collaborative model (up to 2,000 characters)

*Please address the following points:*

- *Provide visibility on the governance and the decision-making process. How will you make this collaboration fruitful?*
- *How will you ensure that key skills are properly assigned and exist in the consortium?*
- *How does the governance structure ensure that all partners, including smaller SMEs or ecosystem actors, have a voice in the project direction?*
- *How will your collaborative model allow continuous improvement through feedback and ecosystem insights?*

### C3 Operational resources and compliance (up to 2,000 characters)

*Please address the following points:*

- *Explain how the different participants will collaborate to execute the above tasks, to ensure seamless execution.*
- *Confirm that your workplan includes all mandatory activities as defined in the call guidelines, and explain how they are distributed across the consortium.*
- *Explain how you will activate the regional hubs to support you in regional activation and mobilisation of future funding sources.*

### C4 Budget (up to 2,000 characters)

*Please address the following points:*

- *Provide a transparent budget that guarantees optimal value for money.*
- *Provide a brief justification of your budget allocation per task, demonstrating cost-efficiency and how the proposed costs align with project deliverables.*

**C5 Strategic continuity & legacy integration (up to 2,000 characters)**

Please address the following points:

- *Integration of legacy initiatives: Identify the specific legacy initiatives, particularly NEB related, you will build upon.*
- *Describe the operational methodology for incorporating existing legacy initiatives, ensuring continuity and seamless technical alignment with the project's objectives.*
- *Explain concretely how you will adapt, extend, or scale these existing initiatives.*
- *Describe your collaboration plan with existing local ecosystems.*

**C6 Risks and mitigation (up to 2,000 characters)**

Identify the main risks that may affect implementation or impact.

- *For each main risk, indicate:*
- *Risk description.*
- *Risk type.*
- *Likelihood: low, medium or high (L/M/H).*
- *Impact: low, medium or high (L/M/H).*
- *Mitigation measure.*
- *Responsible project participant.*

---

**PORTFOLIO SELECTION INFORMATION (CRITERION D)**

*This section will be used only for the portfolio selection stage and will not be scored by the external evaluators.*

**D1 EIT Culture & Creativity portfolio fit and synergies (up to 2,000 characters)**

*Please explain how the proposal complements EIT Culture & Creativity's existing portfolio, which educational, regional, sectoral or thematic gap it addresses, and what synergies it may create with EIT Culture & Creativity activities, partners, ecosystems or strategic priorities.*

**D2 Long-term contribution to the transformation portfolio (up to 2,000 characters)**

*Please explain how the proposal demonstrates sustainability, scalability, market relevance, EU priorities alignment and potential for lasting partnerships or revenue streams beyond the project lifecycle.*

---

**EU DIMENSION (CRITERION E)**

*This section will be used only for the portfolio selection stage and will not be scored by the external evaluators.*

**E1 European added value, scalability and transferability (up to 2,000 characters)**

Please address the following points:

- *How the proposal demonstrates European added value, including through the consortium composition, cross-border collaboration or relevance beyond one local/regional context.*
- *How the course, methodology or results could be transferred, adapted or scaled in other European contexts, including, where relevant, Ukraine-related social and societal challenges.*

---

## **ETHICS, REGULATORY AND COMPLIANCE CONSIDERATIONS (SECTION F)**

### **F1 Ethics, regulatory and compliance aspects (up to 2,000 characters)**

*Describe any ethics, legal, regulatory or compliance aspects that may affect the proposal.*

*Please address:*

- *Whether the proposal involves personal data, human participants, vulnerable groups, AI systems, sensitive content, cultural heritage, environmental impacts or other ethics-related aspects.*
- *Any permits, licences, certifications, approvals or authorisations required.*
- *Any data protection, consumer protection, employment, procurement, state aid or sector-specific requirements.*
- *How these aspects will be managed.*

*If this section is not applicable, explain why.*

---

## **SUBMISSION CONFIRMATION**

- Name of person submitting
- Name of organisation of person submitting
- Position / Job title of person submitting
- Confirmation of completeness and accuracy
  - By ticking this box, I confirm that all information provided in Part B is true, complete, accurate and consistent with Part A and all mandatory annexes.
- Confirmation of readiness for evaluation
  - By ticking this box, I confirm that the proposal is ready for evaluation and that all required sections and supporting documents have been completed and submitted.