Regular Open Call

Continuous Professional Development (Education) Courses 2025

Call Guidelines

Creatives without borders

Innovation without limits
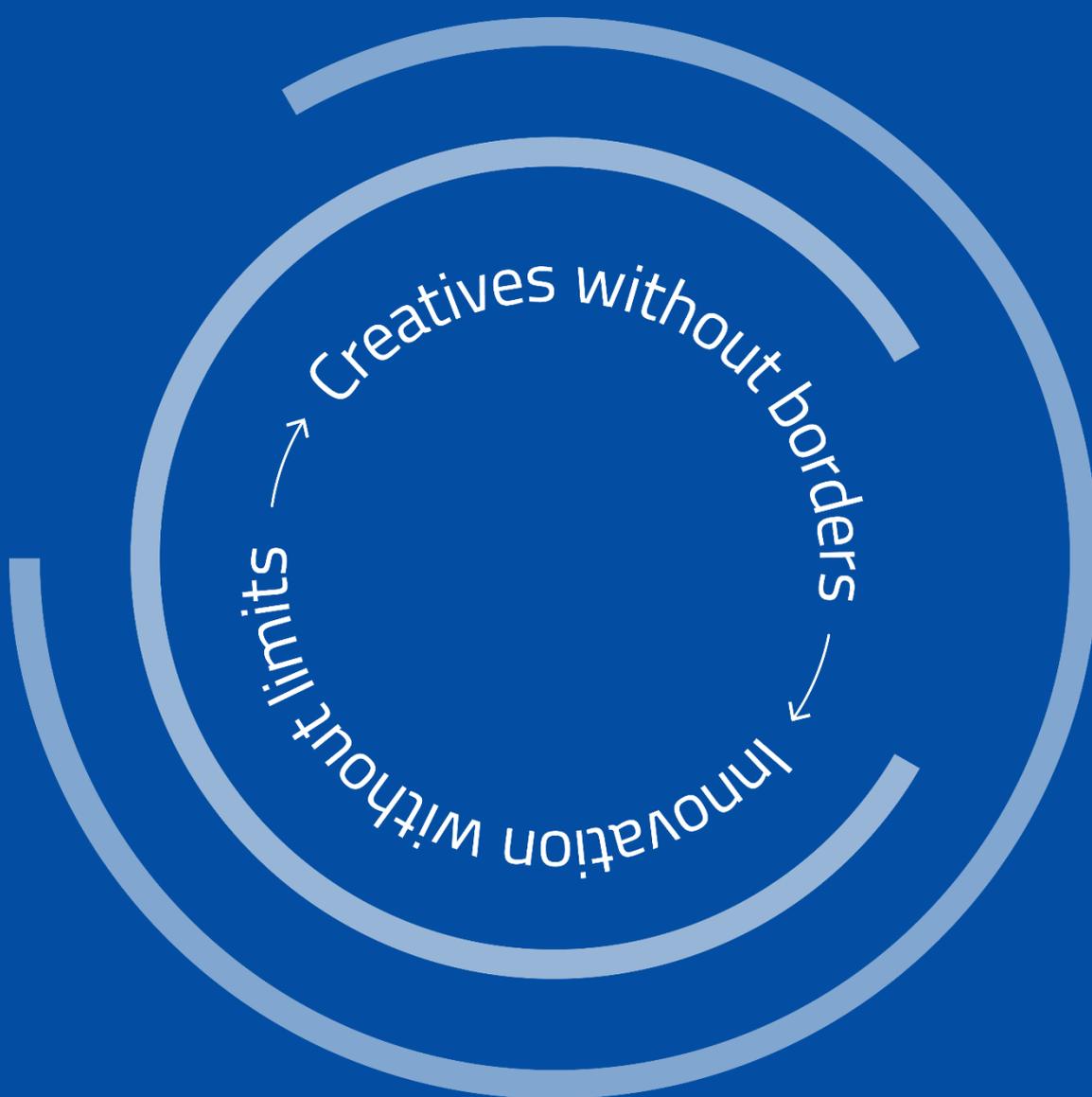
Regular Open Call

Continuous Professional Development (Education) Courses 2025

Version 1.0 (2025)

History of Changes

Version	Date	Changes
1.0	11/02/2025	Initial version.

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

TABLE OF CONTENTS

1. INTRODUCTION

EIT CULTURE & CREATIVITY

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

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

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

Key strategic objectives:

- **Future-proofing CCSI students and professionals** with entrepreneurial and cross-disciplinary skills for the green and digital transitions.

- **Deploying and scaling CCSI innovations** on green and digital technologies and new business models, unlocking positive societal and economic impacts.

- **Accelerating and scaling CCSI market** opportunities to compete globally.

Co-Location-Centres (CLCs):

In addition to the headquarters in Cologne, Germany, EIT CC operates through a network of six subsidiaries, so called Co-Location Centres (CLCs), across Europe to ensure broad accessibility and support for innovators and creatives. The CLCs facilitate regional engagement and collaboration. They are located in:

- **CLC Northwest:** Amsterdam, The Netherlands

- **CLC North**: Helsinki, Finland

- **CLC South:** Bologna, Italy

- **CLC Southwest:** Barcelona, Spain

- **CLC Southeast Europe & Alps:** Vienna, Austria

- **CLC East:** Kosice, Slovakia

2. CALL FOR CONTINUOUS PROFESSIONAL DEVELOPMENT COURSES 2025

The EIT Culture & Creativity Call for continuous professional development (CPD) courses 2025 emphasises the development of courses designed to equip students and professionals within the Cultural and Creative Sector Industries with vital skills in creativity, sustainability, digital technologies, entrepreneurship, and sector-specific innovation. These CPD courses target skill gaps and emerging challenges across the EIT CC priority areas – fashion, architecture, audio-visual media, cultural heritage, and gaming – fostering a robust, adaptive workforce ready to lead Europe's creative industries into a sustainable, competitive future. Each call topic aligns with EIT Culture & Creativity's strategic goals, promoting lifelong learning for sustainable growth, sector resilience, and the capacity to address global transitions within CCSI.

The call will fund up to **ten EIT-labelled CPD courses** and up to **ten non-EIT-labelled CPD courses**, ensuring a balanced approach to supporting both comprehensive, interdisciplinary programmes and targeted, short-term training. This dual funding strategy enables the development of impactful, high-quality courses tailored to meet the diverse needs of professionals within the CCSI, fostering innovation and resilience across Europe's creative economy.

3.   CALL SUMMARY

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

Section	Description of information to be provided
Key dates of the call	- Call opening: 11 February 2025 - Call closure: 11 April 2025 at 17.00 CET - Eligibility and admissibility check: mid-April 2025 - External evaluation of proposals: Until beginning of May 2025 - Portfolio selection: Until mid-May 2025 - Communication of results to applicants: Mid-May 2025 - Publication of results: Beginning of July 2025 (1 month standstill period) - Tentative projects start date: Beginning of July 2025
Scope and topics of the call	The EIT Culture & Creativity Education Call 2025 seeks proposals that focus on developing continuous professional development (CPD) courses designed to bridge skills gaps in creative thinking, entrepreneurship, sustainable practices, digital technologies, and sector-specific expertise across the five EIT CC priority areas: Fashion, Architecture, Audio-Visual Media, Cultural Heritage, and Gaming. Projects supported under this call should equip professionals with critical skills in sustainability, creativity, digital transformation, entrepreneurship, and innovation, contributing to a dynamic and future-proofed workforce within CCSI. The EIT CC Education Call 2025 seeks proposals across 2 strands for up to 20 financially supported fully remote and asynchronous CPD courses: **10 EIT-labelled CPD courses** and **10 non-EIT-labelled CPD courses**.
Type of activities to be financially supported	The EIT CC Education call 2025 aims to financially support two types of CPD courses: **10 EIT-labelled CPD courses:** - fully remote and asynchronous - course implementation: 1-3 months - high quality standards and recognition (through EIT Label) - well-rounded approach to professional growth **10 non-EIT-labelled CPD courses:** - fully remote and asynchronous - course implementation: 1-4 weeks - specialised focus: addressing professional needs within the CCSI sector - practical and immediate application
Total estimated EIT Culture & Creativity	The total EIT CC financial support provided is **€2,250,000** allocated as follows: **EIT-labelled CPD courses**: Up to €1,500,000, with each selected project

Section	Description of information to be provided
financial support allocated to this call	eligible for up to **€150,000**. • **Non-EIT-labelled CPD courses**: Up to €750,000, with each selected project eligible for up to **€75,000**. EIT CC financial support allocation will be distributed in three instalments: • Beginning of the project: Up to 30% as prefinancing *(*The initial pre-financing will only be disbursed once all required documents have been duly signed by all parties, and all necessary validations have been successfully completed.)* • Completion of the project: Up to an additional 70% as final payment. After revision and validation of the final report.
Co-funding	All proposals must have a minimum co-funding rate of 30% across the project. Members within a consortium may have different individual co-funding rates, if the overall co-funding for the entire project meets the required minimum of 30%. Costs funded by other EU programmes or sources are not eligible as co-funding to avoid double funding.
Applicant requirements	**EIT-labelled CPD courses (up to €150,000 of EIT CC financial support):** • Proposals must be submitted by a consortium consisting of two or three independent legal entities from EU Member States or countries associated with Horizon Europe. • Consortium requirements: The consortium must include one higher education institution (HEI) or vocational education & training (VET) provider as the project leader. It must also include one entity from the business sector (e.g. startup, scaleup, micro enterprise, SME, or large company) to ensure the project addresses both pedagogical and market needs. The consortium should represent a balanced collaboration between educational entities and business sector entities. An additional third member may be a research institution, innovation and technology centre engaged in applied or technological research and education, or a cultural institution with sectoral insights to enhance project outcomes. **Non-EIT-labelled CPD courses (up to €75,000 of EIT CC financial support):** • Proposals may be submitted by a single beneficiary (mono-beneficiary) or by a consortium of up to two entities from EU Member States or countries associated with Horizon Europe. • Single beneficiary (mono-beneficiary) requirements: Only HEIs or VET providers are eligible to apply independently. • Consortium requirements: If applying as a consortium, the proposal must include one HEI or VET provider as project leader and one business sector entity (e.g. startup, scaleup, micro enterprise, SME, or large company).
Project phases and duration	The projects will typically involve the following phases: • **Preparation** (1-2 months): Course design, content creation, and setup. • **Implementation** (course implementation according to the type of course, section 5.6): Delivery and feedback collection. • **Post-Course** (1 months): Evaluation, reporting, and sustainability planning.

Section	Description of information to be provided
KPIs to be addressed	**EIT-labelled CPD courses:** • **EITHE07.1** – *Graduates from EIT-labelled programmes:* Minimum 30 graduates per course, including detailed reporting on participant demographics and programme details. • **EITHE07.2** – *EIT RIS Graduates from EIT-labelled programmes:* Minimum 9 RIS graduates, with similar reporting requirements. • **EITHE09.1** – *Students enrolled in EIT-labelled programmes:* At least 55 students enrolled per course, tracked and reported. **Non-EIT-labelled CPD courses:** • **EITHE08.1** – *Participants in non-labelled education and training:* Minimum 290 participants successfully completing courses, with breakdowns of enrolment and completion by demographics and programme type. • **EITHE08.2** – *EIT RIS Participants in (non-degree) education and training:* At least 87 participants from RIS countries completing the courses, with detailed reporting. **Additional KPI** (applicable to both course types): • **CCSI02** – *Students / professionals with new entrepreneurial skills*: Minimum 20 participants demonstrating new entrepreneurial skills, with supporting data and evidence provided in reporting.
Admissibility and eligibility criteria	**Admissibility criteria** • The proposal is submitted before the specified deadline. • The proposal is written entirely in English. • The proposal is submitted through the designated application platform. • The proposal includes all necessary accompanying documents (in English). **Eligibility criteria** • The lead applicant and all consortium members must be registered on the EU Funding and Tenders Portal with a PIC (Participant Identification Code) number. • Applicants must comply with the call requirements. • The proposal demonstrates a minimum co-funding rate of 30% across the project. • The proposal addresses the mandatory KPIs.
Evaluation criteria	• **Strategic Fit:** The proposal aligns with EIT Culture & Creativity's objectives, addresses call topics, and includes a viable financial sustainability mechanism (FSM). • **EU Dimension:** The proposal demonstrates a strong EU dimension through consortium composition (multi-beneficiary) or course impact and scope (all proposals). • **Excellence:** The proposal highlights the applicant's expertise in education, innovation, and commercialisation, with clear learning outcomes and novel approaches. • **Impact:** The proposal ensures measurable benefits for skills, employability,

Section	Description of information to be provided
	and sector relevance, includes a structured outreach plan, and addresses market potential, commercialisation, and financial sustainability. • **Quality & Implementation:** The proposal presents a structured work plan, clear member roles, strong management, risk mitigation measures, gender diversity, and a well-justified budget ensuring value for money.
Portfolio selection criteria	• **Strategic portfolio fit:** The proposal complements and diversifies EIT Culture & Creativity's existing portfolio by addressing gaps and creating synergies in underrepresented educational areas. • **Long-term educational impact:** The proposal demonstrates strong potential for contributing to the long-term evolution of EIT Culture & Creativity's education portfolio through sustainability, scalability, market relevance, and lasting partnerships or revenue streams beyond the project lifecycle.
Links to the application forms	The application form will be available from **11 February 2025 to 11 April 2025 17:00 CET.** Please make sure you have a Participant Identification Code (PIC), if not, register first on the EU Funding & Tender Portal. Please submit your applications here: • EIT-labelled CPD courses: https://wkf.ms/3CEXziJ • Non-EIT-labelled CPD courses: https://wkf.ms/4hjLyhZ
List of documents	Applicants must submit the following documents: • Online application form (see links above and template in Annex I) • Budget plan and EIT funding request as Excel file • Work plan and project timeline as Gantt chart • Link to the video (max 3 minutes) demonstrating market relevant innovation elements of the course. The video should highlight unique aspects such as novel teaching methods, cutting-edge content, technological enhancements, or distinctive approaches to learner engagement. Additional documents relevant to the call: • Call guidelines • Budget plan and EIT funding template • Eligibility of expenditure • Appeal procedure (Annex II) • PIC Registration Guidance • EIT Culture & Creativity Strategic Agenda 2024-2027 • List of participating countries in Horizon Europe • Horizon Europe Model Grant Agreement (HE MGA) • EU Financial Regulation (Article 61) • Charter of Fundamental Rights of the European Union • EIT Label Handbook for Quality system for non-degree education and training and EIT Competence Certification Model • Ethics: Self-assessment

4.   GENERAL REQUIREMENTS

4.1.   EIT CC STRATEGIC FOCUS AND OBJECTIVES

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

EIT CC acts in compliance with 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 also actively contribute to the EIT Culture & Creativity Strategic Agenda 2021-2027 (SA).

4.1.1.   Vision and mission

Vision:

EIT Culture & Creativity envisions a transformative shift in the Cultural and Creative Sectors and Industries (CCSI) towards enhanced competitiveness, resilience, and sustainable economic growth.

Mission:

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

4.1.2.   Impact goals

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

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

4.1.3.   Challenges

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

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

4.1.4. Strategic objectives

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

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

- **Deploying and scaling CCSI innovations:** Support collaborative innovations that have significant commercial potential and societal benefits, focusing on green and digital technologies and new business models.

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

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

The following 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.
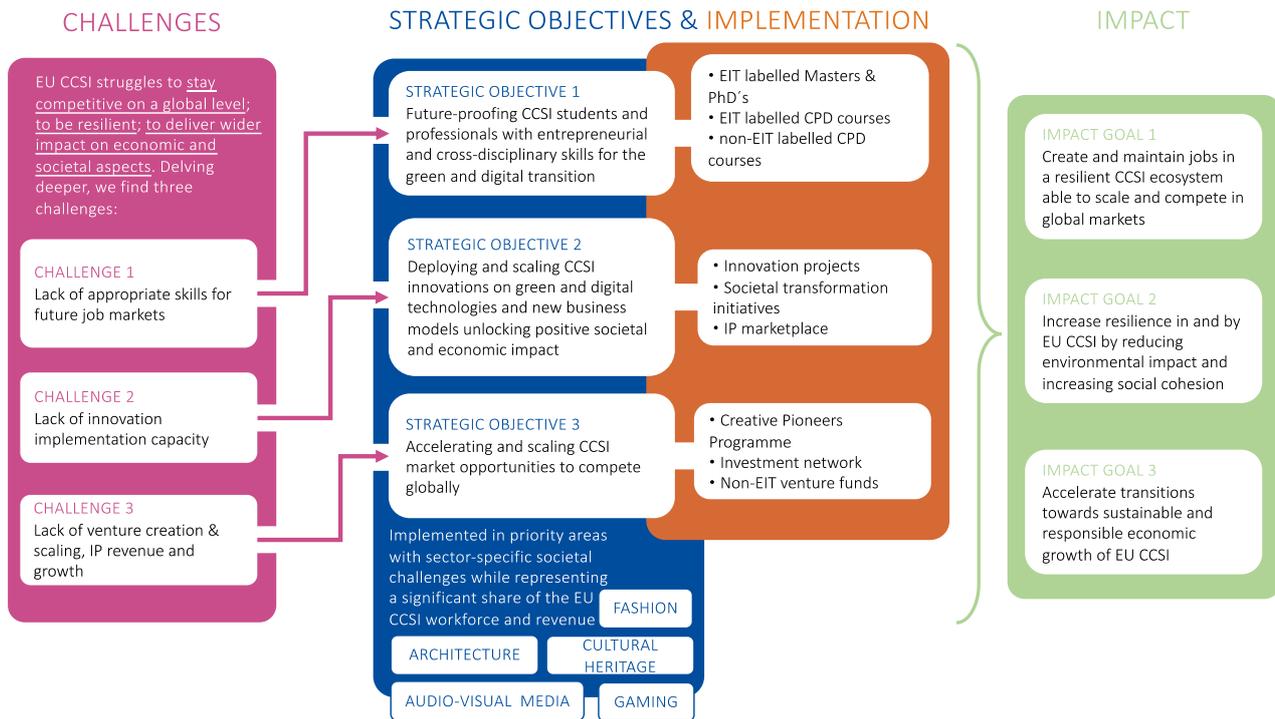
4.1.5. EIT Culture & Creativity priority areas

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

Priority area	Objective	Key challenges
Architecture	• Foster circular innovation with a social dimension, focusing on new bio-based materials and technologies. • Affordable climate adaptation, enhancing liveability and cohesion in urban environments.	• Growing demand for reusing and renovating existing buildings over new constructions. • Limited entrepreneurial skills among architects and lack of capacity to use architecture to promote social cohesion. • SMEs and freelancers in architecture struggle to scale and find appropriate economic models.
Audio-Visual Media	• Promote responsible and trustworthy use of technology, including generative AI, audience data collection.	• Limited capacity to implement and commercialise new technologies. • New business models based on disruptive technologies. • Issues with data ownership and privacy. • Stagnant revenues and limited investment capabilities.
Cultural Heritage	• Integrate emerging technologies and new business models for commercialising scalable products and services. • Preserve cultural heritage, increase societal impact towards social cohesion.	• Disappearing traditional knowledge and craft skills. • Limited skills for emerging technologies and entrepreneurship. • Financial bottlenecks making it difficult to monetise and find new revenue streams from cultural heritage.
Fashion	• Drive circular innovations, new textile processing, recycling technologies, and supply chain innovations. • Promote circular business models and circular design.	• High reliance on raw material consumption and environmentally damaging production processes. • Significant waste generation leading to environmental degradation and social issues. • SMEs and new ventures face difficulty competing with global industry players and scaling up.
Gaming	• Foster innovation with disruptive technologies focused on digital ethics and cross-sectoral collaboration. • Enhance the societal impact of the gaming sector.	• Access to talent and strict industry-specific curricula. • Barriers from global platforms restricting market access and choice of distribution channels. • Difficulty for EU gaming companies to maintain and grow market share against dominant American and Asian players.

4.1.6. Mission of the EIT Culture & Creativity Education Thematic Area

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

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

4.2.   WHO CAN APPLY

The call for education CPD courses 2025 is open to all **legal entities** established in **EU Member States** or **Horizon Europe-associated countries**. Eligible applicants include:

- **Higher Education Institutions (HEIs)**: Universities and academic institutions providing tertiary education and professional training.

- **Vocational Education and Training (VET) providers**: Institutions focused on skills-based learning for career development.

- **Business sector entities**: Startups, scaleup, micro enterprise, small and medium-sized enterprises (SMEs), and large companies, particularly those involved in CCSI innovation.

- **Knowledge and innovation institutions:** Research institutions, innovation and technology centres engaged in applied or technological research and education, or cultural institutions with sectoral insights to enhance project outcomes may also be part of the consortium as third additional member for EIT-labelled courses.

4.2.1. Application types and structure

Proposals may be submitted by single beneficiaries (mono-beneficiaries) or by consortia. Eligibility conditions vary depending on the course type:

Non-EIT-labelled CPD courses

Non-EIT-labelled CPD courses can be implemented either by a **single beneficiary** or by a **consortium of up to two members**, as outlined below:

- **Single beneficiary (mono-beneficiary)**: Only HEIs or VET providers are eligible to apply independently for non-EIT-labelled CPD courses.

- **Consortium (up to two members)**: A consortium application must include:

  o **One member from the education sector** (HEI or VET provider) who serves as the project leader.

  o **One business member** (e.g. startup, scaleup, micro enterprise, SME, or large company), contributing commercial expertise and a market-oriented perspective to support scalability and financial sustainability. This structure covers the education, research, and business aspects of the Knowledge Triangle Integration (KTI) model in a lean, two-member collaboration.

EIT-labelled CPD courses

EIT-labelled CPD courses must be implemented by a **consortium of at least two and no more than three independent legal entities**, ensuring the following roles:

- **Consortium (at least two and max. three members)**: Proposals must be submitted by a consortium of at least two independent legal entities, ensuring the following roles:

  - **One educational and project lead**: An HEI or VET provider (project leader), representing the education and research side of the KTI, to ensure academic rigor and alignment with the evolving skills needs of CCSI.

  - **One business member**: An entity from the business sector (e.g. startup, scaleup, micro enterprise, SME, or large company), contributing commercial expertise and a market-oriented perspective to support scalability and financial sustainability.

  - **Optional third member**: Research institutions, innovation and technology centres engaged in applied or technological research and education, or cultural institutions with sectoral insights to enhance project outcomes may also be part of the consortium.

4.2.2. Roles and responsibilities in consortia

- **Educational member and project lead:** For both single and consortium applications, the project leader must be an HEI or VET provider to ensure educational quality and alignment with CCSI's skills needs. Central to the course design, development, and assessment, ensuring academic standards and relevance to CCSI skill demands.

- **Commercial member:** For consortium applications, the commercial member ensures the course's market orientation, sustainability, and scalability beyond the EIT funding. This structure allows EIT CC to support focused, industry-specific CPD course development, aligning with the Knowledge Triangle Integration (KTI) framework for this call.

4.2.3. Special cases

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

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 publication date will not apply retroactively to this call.

Temporary eligibility requirements for Hungarian universities

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

4.3. MEMBERSHIP

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

Once an application is selected for EIT Culture & Creativity financial support, the financially supported entities will automatically become members of the EIT Culture & Creativity community. As members, they will benefit from the support of the KIC's ecosystem. To continue their engagement after project implementation, they will be required to choose one of the following membership categories:

4.3.1. Membership options

- **Community participant:** position yourself or your organisation in your region with specialised advice from our regional hub teams and connection with local networks. The cost ranges from €100 to €5,000 per year, depending on whether you apply as an individual or an organisation, and the size of your organisation.

- **Cooperation partner:** boost your organisation's opportunities for collaboration and engagement with Europe's cultural and creative ecosystem. Cooperation Partners benefit from personalised advice and tailored service roadmaps provided by our expert team. Membership fees range from €5,000 to €20,000 per year, based on your organisation's size.

- **Core partner:** Core Partners enjoy all the benefits of the Cooperation Partner level, with additional privileges such as becoming part of our governance structure and voting at the General Assembly. This premium membership is designed for organisations ready to play a leading role in shaping the future of EIT Culture & Creativity. The annual fee is €25,000.

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

4.4. INTEGRATION OF RIS-APPLICANTS

EIT CC 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".

4.4.1. Encouragement for participation of RIS applicants

EIT CC 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 CC'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.

4.4.2. Co-funding rate

RIS applicants are subject to the same co-funding rate as all other applicants, which is set at 30%.

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

5. SPECIFIC REQUIREMENTS

5.1. CALL STRATEGIC FOCUS

The EIT Culture & Creativity Education Call 2025 emphasises on the development of CPD courses to address critical challenges and skills gaps within the CCSI. EIT CC has defined the following educational challenge in its SA that affect the EU CCSI struggle to stay competitive on a global level, to be resilient, and to deliver wider economic and societal impact:

- **Lack of appropriate skills for future job markets:** Despite the high quality of creative talent within the CCSI in Europe, many professionals lack entrepreneurial, financial management, technical, cross-cutting 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. 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 (SMEs), to adapt and become a more versatile workforce capable of mastering new technical and 'hands-on' skills. On top of that, the social dimension of the CCSI sectors is often overlooked and therefore requires specific skills to deal with issues such as 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 strategic focus aligns with EIT CC's broader **impact goals**:

- **Build a resilient CCSI business ecosystem able to scale and compete globally:** Proposals should enhance CCSI's competitive edge by equipping professionals with innovative skills that strengthen the sector's adaptability and growth potential.

- **Accelerate transitions towards sustainable and responsible economic growth in CCSI:** Proposals should support CCSI's economic resilience through environmentally, socially, and economically sustainable growth.

5.1.1. EIT-labelled CPD courses

In the Education Call 2025, EIT Culture & Creativity seeks proposals for up to ten EIT-labelled CPD courses for the education sector focus area "entrepreneurship":

Course	Education focus area	Challenges	Skills covered
1	Entrepreneurship & Creative Thinking	CCSI professionals must move from reactive to proactive approaches, using foresight to anticipate trends and opportunities amid climate change, socio-political shifts, and market disruptions. SME managers need skills in sustainability and innovation to navigate complex challenges and create impactful ventures.	Skills in foresight, trend analysis, business development, pitching, sustainability, innovation, creative leadership, and strategic thinking.
2	Entrepreneurship & Emerging Technologies	The digital revolution, led by AI, AR, and VR, is transforming Europe's CCSI. Professionals face challenges in integrating these technologies for skill development, cross-sector collaboration, and innovative creative processes while addressing ethical, privacy, and societal implications.	Skills in AI, AR, and VR applications, digital mentorship systems, cross-sector collaboration, ethical and sustainable tech use, and creative innovation.
3	Entrepreneurship & Sustainable Architecture	The European architectural sector must address rapid urbanization, social cohesion issues, and the need for sustainable, climate-resilient design. Rising housing demands, carbon reduction goals, and the renovation of Europe's ageing-built environment require architects to adopt circular innovation, new materials, and inclusive practices while supporting SME growth.	Skills in sustainable and circular architecture, climate-resilient design, bio-based materials, entrepreneurial innovation, and cross-sector collaboration.
4	Entrepreneurship & Gaming	The European gaming sector lags behind the global market, facing challenges such as limited access to talent, slow technological adoption, and low market visibility. To grow and compete globally, European game developers must adapt to shifts in the industry, leverage emerging technologies, and improve their competitiveness.	Skills in emerging gaming technologies (AI, AR/VR, blockchain), platform navigation, user-generated content, online safety, business model innovation, inclusive design, and investment readiness.

Course	Education focus area	Challenges	Skills covered
5	Youth Entrepreneurship	Youth entrepreneurship faces obstacles such as limited resources, lack of mentorship, and insufficient training, which hinder young people (ages 15-24) from addressing global challenges like unemployment, inequality, and climate change. To succeed in the CCSI, young entrepreneurs need access to entrepreneurial skills, resources, and networks to navigate market barriers and socio-economic inequalities.	Skills in business model design, strategic planning, creative problem-solving, funding access, digital entrepreneurship, e-commerce, social media strategies, sustainable practices, and social entrepreneurship.

5.1.2. Non-EIT-labelled CPD courses

In the Education Call 2025, EIT Culture & Creativity seeks proposals for up to ten non-EIT-labelled CPD courses addressing the five EIT CC priority areas:

Course	EIT CC priority area	Challenges	Skills covered
1	Architecture	There is a huge demand both for practicing and young architects to learn more about reusing and renovating existing buildings, low-energy urbanism, bio-based materials, circular economies, and human-centric design towards achieving EU sustainability goals. There is little focus on the social impact of architecture in cities, and students increasingly demand courses in ecological architecture, climate resilience, and bio-design. There remains a lack of entrepreneurial skills for graduating architects to work as independent entrepreneurs.	Skills in sustainable architecture, circular design practices and economies, bio-based materials, climate-resilient design, social impact design, cross-sector collaboration, entrepreneurial thinking, and practical methodologies for sustainable practices.
2	Audio-Visual Media	The workforce lacks skills related to the current disruptions in the AVM sector: including skills related to data, supercomputing, cloud computing, IP protection, monetising IP in the era of	Skills in AI implementation, cloud computing, data analytics for content creation and distribution, intellectual property protection, data-driven monetisation, ethical

eit Culture & Creativity

Funded by the European Union

Course	EIT CC priority area	Challenges	Skills covered
		AI, and using AI in AVM. There is also a need for skills related to the social aspects of the AVM sector and its impact on people and the planet.	technology use, cross-sector collaboration, community-building, and sustainable practices in AVM.
3	Cultural Heritage	Disappearing traditional knowledge and craft skills, along with limited skills for emerging technologies and entrepreneurship in the sector.	Skills in AI integration, digital archiving, craft-based interdisciplinary knowledge transfer, storytelling tools, cross-sector collaboration, business model development, financial sustainability, traditional craft preservation, and innovative cultural heritage promotion.
4	Fashion	Lack of education and continuous professional development across the value chain, a need for specialist skills and expertise to assist the sector in innovating and delivering strategic change towards a more circular, digital, and sustainable model.	Skills in circular design, sustainable fashion practices, supply chain optimization, digital tools for transparency, commercialisation of circular business models, SME growth strategies, cross-sector collaboration, and digital innovation in fashion.
5	Gaming	To maintain and grow the EU gaming market share, access to talent is the main challenge. This not only relates to strict game industry curricula but also to synergies with related sectors and related technology studies.	Skills in AI integration, immersive technologies, cross-sector applications in game development, platform navigation, market visibility strategies, investment acquisition, scaling operations, sustainable practices, and diversity promotion in gaming.

5.1.3. Characteristics of the CPD courses

As outlined above, the EIT CC Education Call 2025 focuses on developing CPD courses designed to bridge skills gaps in entrepreneurship, creativity, sustainable practices, digital technologies, and sector-specific expertise across all EIT CC priority areas: Architecture, Audio-Visual Media, Cultural Heritage, Fashion, and Gaming.

The CPD courses financially supported under this call (20 in total) will include ten EIT-labelled types and ten non-EIT-labelled CPD courses:

- **EIT-labelled CPD courses** – EIT-labelled courses are distinguished by their in-depth, comprehensive approach to professional development. These courses go beyond traditional skill-building by fostering a well-rounded learning experience that includes technical expertise, entrepreneurial competencies, and sustainable practices. The EIT Label is a quality seal awarded to courses that meet rigorous

standards set by the EIT, ensuring high levels of excellence, relevance, and coherence across all EIT educational offerings. EIT-labelled courses are more extensive in duration and structure (taking 1-3 months to complete), aligning closely with strategic priorities such as the green and digital transitions, and are designed to have a lasting impact on learners' careers. They also integrate core EIT principles, including innovation, interdisciplinary collaboration, and ecosystem engagement, preparing participants to drive change within the CCSI sector. Graduates of EIT-labelled CPD courses benefit from the recognition of the EIT Label, which signifies to employers a high standard of skills and readiness for cross-sectoral challenges.

Courses to be proposed for the EIT Label must comply with the compulsory requirements of the EIT Label's competency certification system. These requirements include the coverage of the seven EIT Key Principles and at least three EIT overarching learning outcomes (OLOs). They are clearly specified in the *EIT Label Handbook for Quality system for non-degree education and training and EIT Competence Certification Model*. Minimum requirements, aligned to EIT CC's strategic areas and objectives, will be provided as part of the EIT CC certification model guidelines to beneficiaries.

- **Non-EIT-labelled CPD courses** – Non-EIT-labelled CPD courses are shorter, targeted courses tailored to address specific, immediate skill gaps or emerging industry needs. Unlike EIT-labelled courses, which have a broad, multi-dimensional scope, non-labelled courses are highly specialized, often focusing on a single topic or skill area within the CCSI. These courses are designed for flexibility and adaptability, allowing for quicker adaptation to market changes or industry trends. These short online courses take around 1-4 weeks. Non-labelled CPD courses provide professionals with timely, focused expertise that can be immediately applied in their work, supporting rapid upskilling or reskilling to meet specific professional requirements. These courses are ideal for professionals seeking short-term professional development solutions rather than comprehensive training. Non-EIT-labelled courses may not carry the formal EIT recognition but are valuable for quickly addressing particular learning needs and supporting continuous professional development within CCSI.

All CPD courses shall meet the following requirements:

- **Flexible, self-paced learning**: Delivered fully online and asynchronously, enabling learners to study and complete courses at their own convenience.

- **Experiential, action-based approach**: Employing "learning by doing," with challenge-based and collaborative methods to build practical skills, knowledge, and insights directly relevant to participants' professional roles.

- **Immersive, real-world engagement**: Featuring global and regional case studies, including from the Global South, each course combines rich content with a dynamic user experience. Learners benefit from practical applications through use cases, expert interviews, and impact-driven examples. Innovative methods, such as adaptive learning, branching scenarios, and immersive worlds, provide interactive, hands-on learning aligned with a competency framework.

- **Inclusive for diverse professional backgrounds**: Designed to meet varied learning needs for professionals across the CCSI, from mid-career practitioners to recent graduates.

- **Accessibility and inclusivity**: Courses are fully accessible, support special educational needs, and champion gender and social equity. Targeted outreach to boost enrolment from RIS regions will also be implemented.

- **Language:** Courses are offered in English to support international engagement, with the option to deliver in other languages if necessary for specific regions, such as RIS countries, with proper justification in proposals.

5.2. CALL TOPICS

This call is divided into two distinct strands, each supporting a specific type of CPD course: EIT-labelled CPD courses and non-EIT-labelled CPD courses.

5.2.1. Strand 1: EIT-labelled CPD courses

Course 1: Entrepreneurship & Creative Thinking

Background

Entrepreneurs must shift from relying on hindsight to embracing foresight, developing the ability to anticipate and shape the future. By identifying and analysing trends that could coalesce into impactful societal changes, creative entrepreneurs can ideate, evaluate, and launch innovative ventures. This process involves examining existing industries, markets, and competitors while leveraging tools that support the creation of dynamic and impactful initiatives within the CCSI. EIT CC is committed to developing CPD courses that foster an entrepreneurial mindset and start-up skills (e.g. business skills, marketing, pitching). These courses are designed for CCSI professionals seeking to enhance their expertise in areas such as sustainability, creative leadership, and innovation, with a particular focus on managers of SMEs with strategic responsibilities. The goal is to equip entrepreneurs with methods and frameworks to navigate complex challenges, including climate change and socio-political upheavals, through creative and strategic thinking.

Objective, impact, scope and outcome

- **Objective:** The aim of this course is to develop entrepreneurship and creative thinking skills among professionals in the Cultural and Creative Sectors and Industries (CCSI). It seeks to provide participants with the tools to (i) identify and analyse emerging trends and interdependencies, (ii) apply foresight methods to address complex global challenges, and (iii) develop innovative, sustainable, creative and impactful solutions.

  Proposals should address one or more of the five EIT CC priority areas (architecture, audio-visual media, cultural heritage, fashion, gaming). Key topics to be addressed include:

  o Trendspotting and future forecasting: Identifying patterns and predicting societal shifts.

  o Creative thinking techniques: Design thinking, scenario planning, storyboarding, and role-playing.

  o Strategic innovation tools: Experience prototyping, interdisciplinary collaboration, and uncertainty management.

  o Practical applications: Visualising concepts, plotting business scenarios, and integrating insights into entrepreneurial ventures.

- **Impact:** Proposals are expected to (i) foster innovation by enabling CCSI professionals to anticipate and respond to societal trends and challenges, (ii) equip CCSI entrepreneurs with creative problem-solving and strategic planning skills, (iii) promote sustainable practices in entrepreneurial ventures within the creative industries, and (iv) enhance the competitiveness and adaptability of Europe's CCSI by empowering professionals to create forward-thinking and impactful courses. These contributions align with SDG 8 (Decent Work and Economic Growth) by enhancing entrepreneurship and fostering innovation, SDG 9 (Industry, Innovation, and Infrastructure) by driving industry-wide improvements through foresight methods and creative tools, and SDG 11 (Sustainable Cities and Communities) by developing solutions that address societal shifts and challenges.

- **Scope:** EIT-labelled CPD courses are expected to deliver interdisciplinary content specific to the course's focus.

  Example course design: "Foresight and Innovation for Creative Entrepreneurs" – A 3-month course that covers trendspotting, future forecasting, and scenario planning, alongside practical tools like storyboarding and design thinking. Participants will engage in hands-on experience prototyping and role-playing activities to develop innovative solutions for emerging societal challenges. Collaborative workshops will facilitate interdisciplinary thinking and enable the design of forward-thinking, impactful ventures tailored to the CCSI ecosystem.

- **Outcomes:**

  o **Enrol a minimum of 55 participants in 2025:** Each course must enrol at least 55 participants in 2025, meeting the mandatory KPI target for *EITHE9.1 Students enrolled in EIT-labelled programmes* (see Section 2.5.1). Proposals exceeding this enrolment target will be positively assessed during the evaluation and selection process, as a higher volume of participants reflects broader reach and impact.

  o **Achieve at least 30 graduates per course in 2025:** Each course must produce a minimum of 30 graduates in 2025, aligning with the mandatory KPI target for *EITHE7.1 Graduates from EIT-labelled programmes* (see Section 2.5.1). Proposals projecting a higher number of graduates will be favourably considered during evaluation, as this indicates greater effectiveness and outcome delivery.

  o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction ratings of 85% or above in post-course evaluations, ensuring high-quality delivery and alignment with learner expectations.

Course 2: Entrepreneurship & Emerging Technologies

Background

The digital revolution, driven by technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), is reshaping Europe's Cultural and Creative Sectors and Industries (CCSI). These technologies present opportunities to enhance professional development, foster innovation, and enable interdisciplinary collaboration. AI, in particular, can transform creative processes, improve efficiency, and support sustainability, while also raising critical ethical and societal considerations.

This call seeks proposals to develop innovative CPD initiatives that leverage digital tools to advance skills, integrate emerging technologies into creative practices, and facilitate knowledge-sharing across sectors.

Objective, impact, scope and outcome

- **Objective:** This course aims to leverage digital technologies to enhance learning, advance professional skills, and foster interdisciplinary collaboration among professionals in the Cultural and Creative Sectors and Industries (CCSI). Participants will develop the ability to:

  o Create innovative training modules for CCSI professionals addressing one or more of the five EIT CC priority areas using AI, AR, or VR for real-world skill simulation.

  o Design digital mentorship and career guidance systems for CCSI professionals.

  o Train CCSI professionals to advance the use of AI within their respective sector.

  o Design digital tools to enable cross-sector knowledge and skill exchange.

- **Impact:** Proposals are expected to (i) harness digital technologies to improve learning, enhance skill development, and build resilience in Europe's CCSI, (ii) enhance career development in CCSI by creating scalable digital mentorship systems that provide personalised guidance and foster professional resilience, (iii) empower professionals to integrate AI technologies into creative processes, improving efficiency, sustainability, and innovation while at the same time addressing AI's ethical, privacy and societal implications, (iv) facilitate cross-sector collaboration by designing digital tools that enable interdisciplinary knowledge exchange and skill-sharing. These courses contribute to SDG 4 (Quality Education) by advancing learning technologies, SDG 8 (Decent Work and Economic Growth) by creating resilient career pathways, and SDG 9 (Industry, Innovation, and Infrastructure) by promoting innovation within the creative sectors.

- **Scope:** EIT-labelled CPD courses in this category should focus on integrating cutting-edge digital tools and approaches specific to the needs of CCSI.

  Example course design: "AI-Powered Innovation for Creative Entrepreneurs" – A 3-month course that empowers professionals in the CCSI with AI-driven tools to enhance innovation and collaboration. Participants will learn to integrate AI into their workflows, design ethical AI applications, and create cross-sectoral partnerships that drive sustainable growth and creativity in the CCSI.

- **Outcomes:**

  - **Enrol a minimum of 55 participants in 2025:** Each course must enrol at least 55 participants in 2025, meeting the mandatory KPI target for *EITHE9.1 Students enrolled in EIT-labelled programmes* (see Section 2.5.1). Proposals exceeding this enrolment target will be positively assessed during the evaluation and selection process, as a higher volume of participants reflects broader reach and impact.

  - **Achieve at least 30 graduates per course in 2025:** Each course must produce a minimum of 30 graduates by the end of 2025 (no later than 31st December 2025), aligning with the mandatory KPI target for *EITHE7.1 Graduates from EIT-labelled programmes* (see Section 2.5.1). Proposals projecting a higher number of graduates will be favourably considered during evaluation, as this indicates greater effectiveness and outcome delivery.

o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction ratings of 85% or above in post-course evaluations, ensuring high-quality delivery and alignment with learner expectations.

Course 3: Entrepreneurship & Sustainable Architecture

Background

The European architectural sector faces multifaceted challenges, including a growing need for sustainable urban planning, climate-resilient design, and an increased demand for cross-sector collaboration. The architectural sector stands at a crossroad of critical societal challenges: rapidly growing cities that struggle with social cohesion and segregation, the pressing necessity to maintain or renovate a significant portion of the EU's built environment, rising demands for housing alongside the imperative to reduce carbon emissions in the construction sector.

Objective, impact, scope and outcome

- **Objective:** This course is designed to equip practicing and emerging architects with essential skills in sustainable and socially inclusive design, as well as entrepreneurial innovation. The training focuses on fostering circular innovation in architecture with a strong social dimension, emphasising the use of new materials, methods, and technologies in circular construction, promoting affordable climate adaptation, and enhancing quality of life and social cohesion in urban environments. Proposals are encouraged to align with the principles of the New European Bauhaus Compass, integrating sustainability, aesthetics, and inclusivity into their course design. Proposals addressing ecological architecture, bio-based materials, and bio-design to meet the growing demand among students and professionals are particularly encouraged. Key topics to be addressed include:

    o Skills Development in sustainable and circular architecture.

    o Capacity building for socially inclusive and climate-resilient design.

    o Strengthening business models and collaboration networks for SMEs in architecture.

- **Impact:** Proposals are expected to (i) contribute to a skilled workforce capable of addressing both ecological and social challenges in urban spaces, supporting SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 11 (Sustainable Cities and Communities), (ii) empower architects to meet the pressing challenges of sustainable urban development, aiding in climate adaptation and social cohesion, thereby aligning with SDG 9 (Industry, Innovation and Infrastructure), SDG 11 (Sustainable Cities and Communities), and SDG 13 (Climate Action), and (iii) foster growth and sustainability within architectural SMEs, contributing to a dynamic ecosystem that supports SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure). These points should reflect the values of the New European Bauhaus Compass by merging functionality, inclusivity, and sustainability to drive impactful architectural practices.

- **Scope:** EIT-labelled CPD courses addressing this topic should focus on sustainable and circular practices tailored to the unique needs of architecture and urban design.

Example course design: "Sustainable and Circular Design" – A 3-month course on reusing and repurposing buildings instead of new constructions, designing for sustainability and circularity.

- **Outcomes:**

  o **Enrol a minimum of 55 participants in 2025:** Each course must enrol at least 55 participants in 2025, meeting the mandatory KPI target for *EITHE9.1 Students enrolled in EIT-labelled programmes* (see Section 2.5.1). Proposals exceeding this enrolment target will be positively assessed during the evaluation and selection process, as a higher volume of participants reflects broader reach and impact.

  o **Achieve at least 30 graduates per course in 2025:** Each course must produce a minimum of 30 graduates in 2025, aligning with the mandatory KPI target for *EITHE7.1 Graduates from EIT-labelled programmes* (see Section 2.5.1). Proposals projecting a higher number of graduates will be favourably considered during evaluation, as this indicates greater effectiveness and outcome delivery.

  o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction ratings of 85% or above in post-course evaluations, ensuring high-quality delivery and alignment with learner expectations.

Course 4: Entrepreneurship & Gaming

Background

The global gaming industry, valued at €179 billion, is expanding rapidly, with projections estimating it will surpass €400 billion by 2030 (Statista). Despite this growth, the EU gaming sector, valued at only €18.3 billion (European Commission – Digital Strategy), remains comparatively small and represents approx. a modest 11% of the global market. European game development faces significant challenges, including limited access to talent, technological adoption, and market visibility, which hinder its growth, competitiveness, and societal impact. The European market must adapt to global shifts, leveraging its strengths to address these challenges and achieve greater prominence in the global gaming landscape.

Objective, impact, scope and outcome

- **Objective:** This course is designed to strengthen professional skills, support European game studios, and align with key Sustainable Development Goals (SDGs), particularly: SDG 8: Decent Work and Economic Growth and SDG 9: Industry, Innovation, and Infrastructure. Proposals should enhance the gaming industry's capacity for innovation, attract new talent, and foster collaboration across sectors. Additionally, they should contribute to building a sustainable and inclusive ecosystem for gaming professionals and enterprises within the EU. Key topics to be addressed include:

  o Emerging gaming technologies such as AI, AR/VR, and blockchain to foster innovation and cross-sector skills.

  o Navigate platform limitations and integrate disruptive technologies, including user-generated content and online safety.

  o Enhance EU gaming competitiveness through business model innovation, inclusive design, and

investment readiness.

- **Impact:** Proposals are expected to (i) upskill European gaming professionals, bridging skill gaps and ensuring a robust talent pipeline, (ii) empower developers to reduce reliance on non-EU platforms, adopt disruptive technologies, and ensure compliance with EU standards, and (iii) enhance global visibility and competitiveness of EU game developers, fostering economic growth and promoting European cultural narratives in games. These objectives align with SDG 8 (Decent Work and Economic Growth) by boosting employment and entrepreneurship in the gaming sector, SDG 9 (Industry, Innovation, and Infrastructure) by advancing gaming technology and market innovation, and SDG 10 (Reduced Inequalities) by encouraging inclusive design and equitable access to gaming technologies.

- **Scope:** EIT-labelled CPD courses addressing this topic should focus on driving innovation, enhancing market readiness, and fostering global competitiveness in the gaming sector.

    Example course design: "Future Game Development: Innovating for Global Markets" – A 3-month course that equips professionals with advanced skills in emerging technologies, game development, cross-sector applications, market strategy, and global competitiveness to drive innovation and success in the European gaming industry.

- **Outcomes:**

    o **Enrol a minimum of 55 participants in 2025:** Each course must enrol at least 55 participants in 2025, meeting the mandatory KPI target for *EITHE9.1 Students enrolled in EIT-labelled programmes* (see Section 2.5.1). Proposals exceeding this enrolment target will be positively assessed during the evaluation and selection process, as a higher volume of participants reflects broader reach and impact.

    o **Achieve at least 30 graduates per course in 2025:** Each course must produce a minimum of 30 graduates in 2025, aligning with the mandatory KPI target for *EITHE7.1 Graduates from EIT-labelled programmes* (see Section 2.5.1). Proposals projecting a higher number of graduates will be favourably considered during evaluation, as this indicates greater effectiveness and outcome delivery.

    o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction ratings of 85% or above in post-course evaluations, ensuring high-quality delivery and alignment with learner expectations.

Course 5: Youth Entrepreneurship

Background

Youth entrepreneurship is a powerful driver of economic growth, innovation, and social impact. It offers young people (ages 15-24) the chance to address global challenges like unemployment, inequality, and climate change. However, challenges such as limited resources, lack of mentorship, and insufficient training often hinder their success. Empowering young people with entrepreneurial skills can unlock their potential to address global challenges like unemployment, inequality, and climate change. Training in foundational entrepreneurial skills such as business planning, marketing, and digital tools, along with access to resources, industry networking, and experiential learning, are key for young people to succeed in the CCSI sectors. This

call invites proposals for CPD courses designed to equip young entrepreneurs with the tools, knowledge, and networks necessary to create impactful, sustainable ventures within and beyond the CCSI.

Objective, impact, scope and outcome

- **Objective:** This course aims to (i) address foundational and advanced entrepreneurial skills tailored to the needs of young people, (ii) foster innovative thinking, problem solving, and leadership capabilities, (iii) equip participants with the skills to navigate challenges such as resource constraints, market entry barriers and socio-economic inequalities. Key topics to be addressed include:

  o Business model design and strategic planning.

  o Ideation and creative problem-solving techniques.

  o Accessing EIT Culture & Creativity financial support and investment readiness.

  o Digital entrepreneurship, including e-commerce and social media strategies.

  o Sustainable practices and social entrepreneurship.

- **Impact:** Proposals are expected to (i) empower young people to create sustainable and high-impact ventures that enhance economic resilience and innovation across Europe, (ii) increase youth entrepreneurship, addressing unemployment and social inequality, (iii) build a pipeline of creative, dynamic leaders to drive growth in the CCSI and beyond, and (iv) align with SDG 8 (Decent Work and Economic Growth) by promoting youth employment and entrepreneurship, SDG 9 (Industry, Innovation, and Infrastructure) by fostering innovation and business growth, and SDG 10 (Reduced Inequalities) by equipping young entrepreneurs from diverse backgrounds with skills and networks.

- **Scope:** EIT-labelled CPD courses addressing this topic should focus on guiding young people through the entrepreneurial journey, from ideation to execution.

  Example course design: "From Idea to Impact: Youth Entrepreneurial Bootcamp" – A 3-month course that will guide young participants through the entrepreneurial journey, from ideation to market readiness. Topics include brainstorming techniques, prototyping, pitching to investors, and leveraging digital tools for business growth. The course features interactive workshops, mentorship sessions with industry experts, and collaborative group projects.

- **Outcomes:**

  o **Enrol a minimum of 55 participants in 2025:** Each course must enrol at least 55 participants in 2025, meeting the mandatory KPI target for *EITHE9.1 Students enrolled in EIT-labelled programmes* (see Section 2.5.1). Proposals exceeding this enrolment target will be positively assessed during the evaluation and selection process, as a higher volume of participants reflects broader reach and impact.

  o **Achieve at least 30 graduates per course in 2025:** Each course must produce a minimum of 30 graduates in 2025, aligning with the mandatory KPI target for *EITHE7.1 Graduates from EIT-labelled programmes* (see Section 2.5.1). Proposals projecting a higher number of graduates will be favourably considered during evaluation, as this indicates greater effectiveness and outcome delivery.

o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction ratings of 85% or above in post-course evaluations, ensuring high-quality delivery and alignment with learner expectations.

5.2.2. Strand 2: Non-EIT-labelled CPD courses

Course 1: Architecture

Background

Architecture is confronted by climate change and environmental challenges, requiring professionals to rapidly adapt to innovative practices, cutting-edge materials, and emerging technologies. With growing demand for eco-friendly design solutions and circular practices, architects and designers must possess specialised skills in areas such as bio-based materials, sustainable renovation, and social impact design. This call focuses on non-EIT-labelled CPD courses as a rapid, flexible way to provide architects and designers with targeted upskilling and reskilling opportunities. These short CPD courses offer practical expertise that professionals can immediately apply, enabling them to adopt sustainable practices and ecological responsibility across the built environment.

Objective, impact, scope and outcome

- **Objective:** This course aims to address the immediate demand for skills in sustainable architecture along with fostering social cohesion, including social impact design, circular practices, the use of bio-based materials, and climate-resilient architectural approaches. Proposals should promote cross-sectoral collaboration and entrepreneurial thinking and equip participants with practical methodologies for embedding sustainable practices in their work. In alignment with the New European Bauhaus Compass, proposals should integrate the principles of sustainability, aesthetics, and inclusivity, ensuring that course design reflects the values of beautiful, sustainable, and inclusive living environments. Proposed courses should prioritise actionable knowledge and real-world applicability to ensure participants can rapidly implement their learning.

- **Impact:** Proposals are expected to (i) advance sustainable architecture, enabling professionals to adopt circular practices and sustainable materials, (ii) foster the development of climate-resilient and ecological building approaches aligned with European sustainability objectives, and (iii) strengthen the architectural workforce's capability to meet evolving industry demands while enhancing their career prospects. The proposed courses should embody the principles of the New European Bauhaus by creating transformative impacts that merge sustainability with inclusive, aesthetic solutions for urban and rural living environments. This will contribute to SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), 11 (Sustainable Cities and Communities), and 13 (Climate Action), by equipping professionals with the skills needed to drive sustainability and innovation in the built environment.

- **Scope:** This course focuses on empowering professionals with practical expertise in sustainable renovation practices, particularly emphasizing circular design principles and the use of bio-based materials. Informed by the New European Bauhaus Compass, the course aims to highlight how

architectural practices can balance ecological innovation with aesthetics and inclusivity, fostering a new generation of sustainable design. It aims to address the growing demand for eco-conscious architectural approaches that balance innovation with environmental responsibility.

Example course design: "Sustainable Renovation: Circular Design and Bio-Based Materials" – A 4-week course focusing on practical approaches to integrating bio-based materials and circular design principles into renovation projects. The programme includes workshops on material lifecycle analysis, designing for adaptability, and case studies on successful ecological architecture.

- **Outcomes:**

  o **Achieve a minimum of 290 successful participants per course in 2025:** Each course must achieve a minimum of 290 successful participants, as outlined in the mandatory KPI target for *EITHE8.1 Participants in non-labelled education and training*. Higher participation rates will be positively assessed during the evaluation and selection process, as they demonstrate greater outreach and impact. Evidence of participation and completion must adhere to the reporting requirements specified in Section 2.5.2.

  o **Include a minimum of 87 participants from EIT RIS countries in 2025:** Courses must ensure that at least 87 successful participants hold citizenship in EIT RIS countries, meeting the mandatory KPI target for *EITHE8.2 EIT RIS Participants in non-labelled education and training*. Proposals projecting a higher proportion of participants from RIS countries will receive additional consideration during evaluation for promoting regional inclusivity and impact.

  o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction scores of 85% or higher in post-course evaluations, reflecting the quality, relevance, and effectiveness of the learning experience.

Course 2: Audio-Visual Media

Background

The Audio-Visual Media (AVM) sector is undergoing rapid transformation, driven by advancements in AI, cloud computing, and data analytics. These disruptive technologies are reshaping content creation, distribution, and monetisation processes, requiring professionals to continually update their skills to remain competitive. At the same time, challenges such as intellectual property (IP) protection, ethical technology use, and cross-sector collaboration have become increasingly critical. Non-EIT-labelled CPD courses provide timely, focused training to address specific skill gaps, helping AVM professionals leverage new technologies, safeguard their creations, and optimise revenue strategies in an evolving digital landscape.

Objective, impact, scope and outcome

- **Objective:** This course aims to (i) equip professionals with expertise in implementing AI, cloud computing, and other disruptive technologies for content creation and distribution, (ii) address critical issues such as IP protection, data-driven content monetization, and ethical technology practices, (iii) foster cross-sector collaboration, enabling participants to explore innovative applications of AVM technologies in fields such as education, healthcare, and marketing, and (iv) promote sustainable and

socially responsible practices within the AVM industry.

- **Impact:** Proposals are expected to (i) enhance professionals' ability to integrate emerging technologies into their workflows, driving efficiency and innovation, (ii) strengthen the industry's capacity to protect intellectual property and monetize content effectively, (iii) encourage responsible and socially impactful use of technology within AVM production and distribution, and (iv) contribute to a resilient, future-ready AVM workforce aligned with evolving market demands. This will support SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), 12 (Responsible Consumption and Production), and 16 (Peace, Justice, and Strong Institutions) by fostering ethical technological practices, innovation, and cross-sector collaboration within the AVM sector.

- **Scope:** This course is designed to enhance the skills of professionals in the audio-visual media (AVM) sector by equipping them with cutting-edge knowledge and tools for leveraging AI in content creation, workflow optimisation, and intellectual property (IP) management. It addresses the specific needs of AVM professionals to stay competitive in a rapidly evolving digital landscape.

  Example course design: "AI Tools for AVM: Content Creation and IP Strategies" – A 3-week course on applying AI for content generation, optimizing workflows, and protecting intellectual property. Participants will explore real-world applications of AI in editing, scripting, and distribution, while gaining hands-on experience with tools for IP protection and revenue optimisation.

- **Outcomes:**

  o **Achieve a minimum of 290 successful participants per course in 2025:** Each course must achieve a minimum of 290 successful participants, as outlined in the mandatory KPI target for *EITHE8.1 Participants in non-labelled education and training*. Higher participation rates will be positively assessed during the evaluation and selection process, as they demonstrate greater outreach and impact. Evidence of participation and completion must adhere to the reporting requirements specified in Section 2.5.2.

  o **Include a minimum of 87 participants from EIT RIS countries in 2025:** Courses must ensure that at least 87 successful participants hold citizenship in EIT RIS countries, meeting the mandatory KPI target for *EITHE8.2 EIT RIS Participants in non-labelled education and training*. Proposals projecting a higher proportion of participants from RIS countries will receive additional consideration during evaluation for promoting regional inclusivity and impact.

  o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction scores of 85% or higher in post-course evaluations, reflecting the quality, relevance, and effectiveness of the learning experience.

Course 3: Cultural Heritage

Background

The Cultural Heritage sector faces dual challenges of preserving traditional practices while embracing emerging technologies to enhance accessibility, sustainability, and engagement. Digital tools, including AI and augmented reality (AR), have unlocked new possibilities for archiving, restoring, and sharing cultural assets, but they also demand new skills and interdisciplinary approaches. Additionally, economic sustainability

remains a pressing concern, particularly in under-served areas where traditional heritage preservation often struggles for resources. By equipping professionals with the right skills and strategies, short CPD courses can ensure cultural heritage remains relevant and viable at a time of economic scarcity.

Objective, impact, scope and outcome

- **Objective:** This course is designed to (i) equip professionals with expertise in AI, digital archiving, and storytelling tools to modernise cultural heritage preservation and promotion, (ii) foster cross-sector collaboration by connecting cultural experts, technologists, and business strategists, (iii) support sustainable business models and innovative financial mechanisms to fund preservation efforts, particularly in RIS regions, and (iv) preserve and modernize traditional craft skills while ensuring economic and cultural sustainability. Proposed courses should combine practical training with a focus on sustainability and innovation, tailored to the evolving needs of the cultural heritage sector.

- **Impact:** Proposals are expected to (i) enable the adoption of cutting-edge digital tools to preserve and promote cultural heritage, (ii) strengthen economic sustainability through innovative business models and financial instruments, (iii) empower professionals to address challenges in cultural preservation while fostering inclusivity and accessibility, and (iv) ensure the continuity of traditional craft skills while embracing modern methodologies. This will contribute to SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), 11 (Sustainable Cities and Communities), and 16 (Peace, Justice, and Strong Institutions), by promoting sustainable and inclusive practices in the preservation and promotion of cultural heritage.

- **Scope:** This course is tailored to professionals in the cultural heritage sector, focusing on leveraging AI technologies for the preservation, restoration, and innovative storytelling of cultural assets. It addresses the growing need for sustainable, technology-driven solutions to ensure the longevity and accessibility of cultural heritage, particularly in RIS regions.

   Example course design: "AI and Sustainability in Cultural Preservation" – A 4 week course offering hands-on training in using AI for digital archiving, restoration, and storytelling in cultural heritage projects. Participants will learn sustainable business strategies to fund preservation efforts, with a focus on practical solutions for RIS regions. Case studies will highlight successful integrations of digital tools in cultural heritage projects.

- **Outcomes:**

   o **Achieve a minimum of 290 successful participants per course in 2025:** Each course must achieve a minimum of 290 successful participants, as outlined in the mandatory KPI target for *EITHE8.1 Participants in non-labelled education and training*. Higher participation rates will be positively assessed during the evaluation and selection process, as they demonstrate greater outreach and impact. Evidence of participation and completion must adhere to the reporting requirements specified in Section 2.5.2.

   o **Include a minimum of 87 participants from EIT RIS countries in 2025:** Courses must ensure that at least 87 successful participants hold citizenship in EIT RIS countries, meeting the mandatory KPI target for *EITHE8.2 EIT RIS Participants in non-labelled education and training*. Proposals projecting a higher proportion of participants from RIS countries will receive additional consideration during evaluation for promoting regional inclusivity and impact.

o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction scores of 85% or higher in post-course evaluations, reflecting the quality, relevance, and effectiveness of the learning experience.

Course 4: Fashion

Background

The fashion industry is undergoing a transformative shift towards sustainability, driven by consumer demand, environmental imperatives, and regulatory pressures. Circular design principles, digital innovation, and sustainable supply chain practices are at the forefront of this evolution. However, the transition to a sustainable future requires specialised skills, particularly for small and medium-sized enterprises (SMEs) that often face challenges in adopting and commercialising these innovative approaches. Short, targeted CPD courses can bridge these skill gaps, empowering professionals with the knowledge and tools to adapt to industry demands and contribute to a more sustainable, innovative, and competitive fashion sector.

Objective, impact, scope and outcome

- **Objective:** This course is designed to (i) build expertise in circular design and sustainable practices for professionals in the fashion sector, (ii) promote the adoption of digital tools for supply chain optimisation and transparency, (iii) provide strategies for commercialising circular business models and fostering SME growth, and (iv) facilitate cross-sector collaboration to drive innovation and scalability in the fashion industry. Proposed courses should offer practical, focused training tailored to emerging challenges and opportunities within the fashion sector.

- **Impact:** Proposals are expected to (i) advance the industry's transition to circular and sustainable practices, (ii) equip SMEs with the knowledge to scale their operations and compete globally, (iii) enhance digital literacy and innovation within the fashion sector, improving efficiency and transparency, and (iv) foster a culture of sustainability and innovation that aligns with industry and consumer expectations. This will contribute to SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), 12 (Responsible Consumption and Production), and 13 (Climate Action), by scaling circular models and promoting sustainable practices within the fashion industry.

- **Scope:** This course focuses on empowering professionals in the fashion industry to adopt and scale circular design strategies. It addresses the need for innovative solutions that promote sustainability, improve supply chain transparency, and enhance market competitiveness through advanced techniques and digital tools.

  Example course design: "Scaling Circular Design in the Fashion Industry" – A 3-week course aimed at professionals to implement and scale circular fashion strategies. Participants will explore advanced techniques in upcycling, digital tools for managing sustainable supply chains, and effective commercialisation strategies for circular business models. Case studies will demonstrate successful practices and highlight key challenges.

- **Outcomes:**

o **Achieve a minimum of 290 successful participants per course in 2025:** Each course must achieve a minimum of 290 successful participants, as outlined in the mandatory KPI target for *EITHE8.1 Participants in non-labelled education and training*. Higher participation rates will be positively assessed during the evaluation and selection process, as they demonstrate greater outreach and impact. Evidence of participation and completion must adhere to the reporting requirements specified in Section 2.5.2.

o **Include a minimum of 87 participants from EIT RIS countries in 2025:** Courses must ensure that at least 87 successful participants hold citizenship in EIT RIS countries, meeting the mandatory KPI target for *EITHE8.2 EIT RIS Participants in non-labelled education and training*. Proposals projecting a higher proportion of participants from RIS countries will receive additional consideration during evaluation for promoting regional inclusivity and impact.

o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction scores of 85% or higher in post-course evaluations, reflecting the quality, relevance, and effectiveness of the learning experience.

Course 5: Gaming

Background

The gaming industry is among the fastest-evolving cultural and creative sectors globally, propelled by technological advances, shifting consumer preferences, and expanding cross-sector applications. Despite this growth, EU-based gaming studios face critical challenges such as platform restrictions, limited capital access, and difficulties gaining visibility in global markets. Non-EIT-labelled CPD courses offer a practical, targeted solution to address these challenges by focusing on rapid upskilling and reskilling opportunities. The courses equip professionals and studios with immediately applicable skills, empowering them to adapt to emerging gaming industry needs and seize opportunities for innovation and growth.

Objective, impact, scope and outcome

- **Objective:** This course is designed to (i) integrate AI, immersive technologies, and cross-sectoral applications into game development, (ii) equip EU-based studios with practical tools and strategies to overcome platform restrictions, improve market visibility, and adapt to global competition, (iii) provide actionable knowledge for securing investment, scaling operations, and responding to market trends, and (iv) foster sustainable and inclusive practices that align with European cultural values and promote diversity in gaming development.

- **Impact:** Proposals are expected to (i) bridge critical skill gaps by equipping professionals with expertise in cutting-edge gaming technologies and market strategies, (ii) enhance the global competitiveness and visibility of EU-based gaming studios, (iii) support sustainable growth and foster innovation within the European gaming ecosystem, and (iv) promote the creation of diverse, inclusive, and culturally relevant gaming content. This will contribute to SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation, and Infrastructure), 10 (Reduced Inequalities), and 16 (Peace, Justice, and Strong Institutions), by promoting inclusivity, innovation, and sustainable practices within the gaming industry.

- **Scope:** This course is tailored to enhance the global competitiveness of EU-based gaming studios by addressing critical challenges such as platform restrictions, market visibility, and investment readiness. It provides targeted training to equip participants with the tools needed to thrive in the dynamic and competitive gaming industry.

- **Example course design**: "Market Strategies for EU Gaming Studios" – A 4-week course focusing on boosting competitiveness in global markets. Participants will develop actionable plans for navigating platform restrictions, crafting effective marketing strategies, enhancing visibility, and securing investment for scaling operations. The course includes case studies of successful EU-based gaming ventures to provide actionable insights and real-world applications.

- **Outcomes:**

  o **Achieve a minimum of 290 successful participants per course in 2025:** Each course must achieve a minimum of 290 successful participants, as outlined in the mandatory KPI target for *EITHE8.1 Participants in non-labelled education and training*. Higher participation rates will be positively assessed during the evaluation and selection process, as they demonstrate greater outreach and impact. Evidence of participation and completion must adhere to the reporting requirements specified in Section 2.5.2.

  o **Include a minimum of 87 participants from EIT RIS countries in 2025:** Courses must ensure that at least 87 successful participants hold citizenship in EIT RIS countries, meeting the mandatory KPI target for *EITHE8.2 EIT RIS Participants in non-labelled education and training*. Proposals projecting a higher proportion of participants from RIS countries will receive additional consideration during evaluation for promoting regional inclusivity and impact.

  o **Participant satisfaction of 85% or higher:** Courses are expected to achieve participant satisfaction scores of 85% or higher in post-course evaluations, reflecting the quality, relevance, and effectiveness of the learning experience.

5.3. SUPPORTING KNOWLEDGE TRIANGLE INNOVATION

In this Education Call 2025, EIT Culture & Creativity has adapted the traditional Knowledge Triangle Integration (KTI) model to better suit the specific needs of continuous professional development in the Cultural and Creative Sectors and Industries. The traditional KTI model typically includes distinct educational, business, and research entities working together. However, for this CPD-focused call, EIT CC has streamlined these requirements to foster industry-specific, lean, and purpose-driven consortia capable of developing market-ready CPD courses that directly address skills gaps within CCSI.

EIT CC promotes collaboration within the Extended Knowledge Triangle (EKT), which spans Education, Research, Business, and Cultural Institutions and extends to policymakers, public administrations, and civil society stakeholders. By bringing together diverse expertise across CCSI, this approach aims to create impactful educational initiatives aligned with both industry and societal needs.

The consortium structures are specifically adapted based on the type of proposal – **EIT-labelled** or **non-EIT-labelled CPD courses** – to maximise impact and ensure efficient project execution:

EIT-labelled CPD course

- Consortium Structure: **Minimum of two and maximum of three independent legal entities from EU member states or HE-associated countries**, ensuring the following roles:

    o **Educational and project lead:** An HEI or VET provider to ensure academic rigor and alignment with evolving skills needs in CCSI.

    o **Business member:** A business entity (e.g. startup, scaleup, micro enterprise, SME, or large company) providing commercial expertise and supporting financial sustainability and scalability.

    o **Optional third member:** A sector-specific member (e.g. research institution, innovation and technology centre, or cultural institution) to enrich the project with additional insights and amplify its impact.

- **KTI**: This structure ensures the integration of education, business, and research aspects of the KTI while allowing flexibility to include sector-specific expertise.

EIT-non-labelled CPD course

- **Consortium structure:** For non-EIT-labelled CPD course there are the following possibilities:

    o **Single beneficiary (mono-beneficiary):** Only HEIs or VET providers are eligible to apply independently.

    o **Consortium of two members**: Up to two legal entities from EU member states or HE-associated countries:

        ▪ **Educational and project lead:** An HEI or VET provider.

        ▪ **Business member:** A business entity (e.g. startup, scaleup, micro enterprise, SME, or large company) providing commercial expertise and supporting financial sustainability and scalability.

- **KTI:** This structure is designed to streamline collaboration by focusing on the most relevant aspects of the Knowledge Triangle Integration (KTI), ensuring a balance between educational and business expertise for the development and commercialisation of non-EIT-labelled CPD courses.

5.4. GENDER AND DIVERSITY

EIT Culture & Creativity is committed to fostering an inclusive and equitable Cultural and Creative Sectors and Industries (CCSI) workforce. To this end, projects applying to the EIT CC Education Call 2025 should actively integrate considerations of **gender equality and diversity** into the design, development, and delivery of their CPD courses. Proposals should outline how gender and diversity are addressed within educational content, course accessibility, participant recruitment, and learning methodologies.

Courses should reflect the diversity of the CCSI workforce and consider the interaction of gender and diversity factors with other identity traits, such as **age, race, socioeconomic background, sexual orientation, and physical ability**. By fostering inclusivity in their CPD courses, applicants contribute to a more resilient and

representative CCSI ecosystem that supports diverse voices and perspectives, essential for sector-wide innovation and growth.

5.5. KEY PERFORMANCE INDICATORS

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

5.5.1. For EIT-labelled CDP courses

EITHE code	KPI title	KPI description	Minimum target per course	Evidence required from applicants
EITHE07.1	Graduates from EIT-labelled programmes	Number of graduates from EIT-labelled programmes and other education activities.	30	Reporting only: • Year of reporting • Name • Contact detail/email address • Gender • Country of origin • Country of residence • Education programme/activity • Name of the HEI/education provider • Year of starting the studies under the EIT label • Year of completing the studies under the EIT label
EITHE07.2	EIT RIS Graduates from EIT-labelled programmes	Number of EIT RIS Graduates from EIT-labelled programmes and other education activities.	9	Reporting only: • Year of reporting • Name • Contact detail/email address • Gender • Country of origin • Country of residence • Education programme/activity • Name of the HEI/education provider • Year of starting the studies under the EIT label • Year of completing the studies under the EIT label
EITHE09.1	Students enrolled in	Number of students enrolled in EIT-labelled	55	Reporting only: • Year of reporting

EITHE code	KPI title	KPI description	Minimum target per course	Evidence required from applicants
	EIT-labelled programmes	programmes and other education activities.		• Name • Contact detail/email address • Gender • Country of origin • Country of residence • Education programme type • Education programme/activity and information whether the activity has been developed as part of the HEI CBI • Name of the HEI/education provider • Year of starting the studies under the EIT label

5.5.2. For non-EIT-labelled CDP courses

EITHE code	KPI title	KPI description	Minimum target per course	Evidence required from applicants
EITHE08.1	Participants in non-labelled education and training	Number of successful participants in EIT professional development courses, online training courses, and other education/training activities delivered or in process, by country and type of programme. Only participants who successfully completed the programme are counted. Applicable only to activities with defined learning outcomes and competency assessment.	290	Reporting only: • Year of reporting • Title of course/training/ education activity delivered • Type of programme • Key learning outcomes and competencies assessed • Number of participants enrolled in the reporting year, including breakdown by country of origin • Number of participants who successfully completed the course in the reporting year • Country of citizenship and gender of each participant • Information on whether the training/education was delivered through the HEI CBI (if applicable)

eit Culture & Creativity

Funded by the European Union

EITHE code	KPI title	KPI description	Minimum target per course	Evidence required from applicants
EITHE08.2	EIT RIS Participants in (non-degree) education and training	Number of successful participants in EIT professional development courses, online training courses, and other education/training activities delivered or in process, with citizenship in EIT RIS countries. Only participants who successfully completed the programme are counted. Applicable only to activities with defined learning outcomes and competency assessment.	87	Reporting only: • Year of reporting • Title of course/training/ education activity delivered • Type of programme • Key learning outcomes and competencies assessed • Number of participants enrolled in the reporting year, including breakdown by country of origin • Number of participants who successfully completed the course in the reporting year • Country of citizenship and gender of each participant • Information on whether the training/education was delivered through the HEI CBI (if applicable)

5.5.3. Additional KPI

In addition to the mandatory KPIs, proposals are expected to contribute to other KPI. Although these KPIs are not mandatory, they will be positively assessed during the evaluation:

EITHE code	KPI title	KPI description	Minimum target per course	Evidence required from applicants
CCSI02	Students/ professionals with new entrepreneurial skills	Number of students/ professionals with new entrepreneurial skills	20	Reporting only: • Year of reporting • Name • Contact detail/email address • Gender • Country of origin • Country of residence • Education programme/activity

5.6. PROJECT DURATION

The total project duration for CPD course proposals must consider all phases of the project, including pre-course preparation, course implementation, and post-course activities:

- **EIT-labelled CPD courses:** Projects may have a duration of up to **6 months** to account for the longer course implementation (1-3 months) and extensive preparation and evaluation needs.

- **Non-EIT-labelled CPD courses:** Projects may have a duration of up to **4 months** to accommodate shorter course implementation (1-4 weeks) while still ensuring adequate time for preparation and evaluation.

The following timeline is indicative of the expected phases and durations:

Phase	Duration	Activities
Pre-course activities	1-2 months	Market research, course design, stakeholder engagement, content creation, platform setup, recruitment planning
Course implementation	1-3 months (EIT-labelled) 1-4 weeks (non-EIT-labelled)	Delivery of course content, participant monitoring, and in-course feedback collection
Post-course activities	1 month	Participant evaluation, reporting, financial wrap-up, and sustainability planning

Total project durations must align with these phases to ensure that all deliverables and KPIs are met within the timeframe.

5.7. FINANCIAL ASPECTS

5.7.1. EIT Culture & Creativity financial support

The EIT CC Education Call 2025 aims to financially support the development of high-quality EIT-labelled and non-labelled CPD courses that address key skills and knowledge gaps within the CCSI. The total EIT Culture & Creativity financial support allocated for this call is **€2,250,000**, divided between EIT-labelled and non-labelled CPD courses.

Course Type	Maximum EIT Culture & Creativity financial support per course	Number of courses financially supported	Total budget allocation
EIT-labelled CPD courses	Up to €150,000 per course	Up to 10 courses	€1,500,000
non-EIT-labelled CPD courses	Up to €75,000 per course	Up to 10 courses	€750,000

This allocation structure allows for up to **20 courses** to be financially supported in total, with support for both comprehensive EIT-labelled programmes and shorter, targeted non-labelled programmes.

5.7.2. Payment modalities

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

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

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

- **Pre-financing payment:** A pre-financing payment of up to 30% of the total EIT Culture & Creativity contribution will be disbursed upon the successful signing and validation of the Framework Support Agreement (FSA) by all consortium members.

- **Final payment:** The remaining payment (up to an additional 70%) will be made after the final review, which includes the submission of the final cost and performance report by the applicant and a final review report issued by EIT CC, including the final assessment from EIT CC. Payment will be issued upon approval of the project's final outcomes. The final payment will be adjusted based on the eligibility check conducted through a Certificate on the Financial Statements (CFS) or EIT CC's internal verification. If any costs are deemed ineligible, they will be deducted from the final payment.

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

5.7.3. Co-funding rate

All proposals must have a minimum co-funding rate of 30% across the project. Members within a consortium may have different individual co-funding rates, as long as the overall co-funding for the entire project meets the required minimum of 30%.

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

5.7.4. Eligibility of expenditure

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

5.7.5. Contribution to EIT CC's financial sustainability

EIT CC aims to achieve financial independence from European Union funding as part of its long-term strategic vision. For this Education Call 2025, a Financial Sustainability Mechanism (FSM) has been established to generate revenue through income-sharing from EIT-labelled and non-labelled CPD courses. All financially supported education projects are expected to contribute to EIT CC's financial sustainability by implementing revenue-sharing agreements tailored to participant fees and market segments.

Revenue-sharing from course participation fees

The Financial Sustainability Mechanism (FSM) for this education call is based on a revenue-sharing model, where EIT CC will receive 40% of the fees paid by participants across different market segments. This approach ensures a consistent income stream while supporting the expansion of EIT CC's educational impact within CCSI.

Course type	Participant profile	Estimated fee per participant
EIT-labelled CPD courses	Freelancers/Micro-enterprises	€500
	SMEs	€1,000
	Global Corporates	€1,500
Non-EIT-labelled CPD courses	Freelancers/Micro-enterprises	€125
	SMEs	€350-€400
	Global Corporates	€1,000

This revenue-sharing model is designed to ensure financial sustainability, providing EIT CC with a proportional share of income that scales with course enrolment and market demand.

Sustainability of financially supported courses

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

1. **Continuation for a minimum of three years post-funding:** Financially supported projects are required to continue delivering their courses for at least three years after the conclusion of EIT Culture & Creativity financial support[1]. This ensures the long-term availability of high-value educational offerings that contribute to EIT CC's education portfolio. The EIT Culture & Creativity financial support provided by EIT CC is intended to cover the initial setup of the course, including – among other things – content development, platform integration, and pilot delivery. Beyond this, it is the responsibility of the financially supported entities to ensure the continuation of the course through the financial sustainability plan submitted as part of their proposal.

2. **Alignment with EIT CC's education portfolio:** Courses must be integrated into EIT CC's permanent education portfolio, ensuring consistency, alignment with strategic goals, and accessibility for future learners.

3. **Financial sustainability plan:** Applicants must submit a detailed sustainability plan, including:

---

1 Applicants will be required to formally commit to continuing the delivery of their courses for at least three years post-funding as part of their contractual agreement with the Education Thematic Area through the Funding Support Agreement (FSA). This commitment will be assessed and formalized during the FSA negotiation phase, ensuring clear timelines and conditions for course continuation. EIT CC will define appropriate measures to track adherence to this obligation as part of its ongoing engagement with funded projects.

o   A clear business model outlining how the course will generate revenue post-funding (e.g. participant fees, partnerships, or sponsorships).

o   Target audience analysis and expected enrolment numbers.

o   A description of how the course aligns with market needs and scales to ensure lasting relevance.

4. **Revenue-sharing and licensing agreements:** All courses must adhere to the FSM revenue-sharing model and include provisions for licensing agreements if third-party organisations are involved in course delivery.

Impact on financial sustainability goals

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

Financial sustainability process

1. **Proposal submission:** All proposals must clearly outline a strategy for revenue sharing through participant fees, following the 40% revenue-sharing model. Proposals must also detail a financial sustainability plan that ensures the continuation of the course for at least three years post-funding. Proposals should specify the target participant groups (freelancers, SMEs, or corporates) and expected course fees, demonstrating the potential for sustained income generation aligned with EIT CC's financial sustainability goals.

2. **Financial review and agreement finalisation:** Selected projects will undergo a financial review to ensure feasibility and market readiness. During this stage, the specific revenue-sharing conditions (40% of course participation fees) will be finalised, ensuring all parties understand and agree to the revenue-sharing arrangement before the project commences[2].

3. **Project implementation and monitoring:** EIT CC will monitor the financial contributions generated through participant fees over the project lifecycle. Projects implementing the revenue-sharing model will provide updates and submit contributions on agreed timelines, ensuring ongoing alignment with financial sustainability goals.

---

2 The financial review is conducted as part of the Funding Support Mechanism (FSM) and is directly linked to the Funding Support Agreement (FSA). It ensures that all selected projects fully understand and agree to the revenue-sharing model (40% of participation fees) before receiving funding.

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

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

5.7.6. Intellectual property (IP) rights

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

1. **Ownership of IP**

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

2. **Licensing to EIT Culture & Creativity**

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

3. **Course availability**

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

4. **Reporting and compliance**

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

5.7.7. Specific monitoring requirements

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

1. **Project implementation lifecycle:** Project activities and monitoring occur simultaneously. The project leader is responsible for implementing the work plan, while EIT CC monitors progress to ensure

deliverables, KPIs, and milestones align with the approved timeline.

2. **Kick-off meeting:** A mandatory kick-off meeting must be held within the first month of project initiation, with participation from EIT CC and all consortium members. This meeting will establish objectives, set timelines, and address any initial concerns. Additional guidance on project implementation will be provided during this meeting.

3. **Day-to-day implementation:** The Project Leader oversees daily operations, ensuring timely delivery of outputs and adherence to the approved work plan. Regular updates to EIT CC are essential for discussing progress, risks, and any deviations from the plan.

4. **Project changes:** Minor changes, such as small budget reallocations (<10% of the total budget), may be made without formal approval. However, significant changes, including member adjustments or budget increases, require formal approval from EIT CC.

5. **Performance and cost reporting:** The project leader is required to submit interim and final reports on project performance and costs. EIT CC will review these reports to evaluate if the project is on track. In cases of underperformance, EIT Culture & Creativity financial support adjustments may be implemented.

6. **Final reviews:** only one final review will be conducted at the end of the project to assess the completion of deliverables, KPIs, and financial expenditure. A comprehensive final report will be required.

7. **Monitoring and support:** EIT CC will monitor projects regularly, providing support and guidance as needed. Regular meetings with project leaders will help keep the project on track, allowing for necessary adjustments to address any deviations.

8. **Ex-post monitoring and reporting:** Financially supported entities will be monitored for up to three years following project completion. These monitoring may include providing information on updates on course continuation, participant numbers, revenue generated, sustainability efforts, and achievement of impact KPIs (if applicable).

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

5.7.8. Deliverables

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

Deliverable	Description	Due date
Learning pathway / Curriculum	A clear outline of the course structure, including detailed objectives, modules breakdown, learning milestones, a visualised pathway for learner journeys.	Before delivering the course
Pre-course materials report	Documentation of all preparatory materials developed for the course (e.g. reading lists, video content, PPTs, platform setup).	Before delivering the course
Dissemination and communication plan	A dissemination plan including clear communication and outreach activities foreseen during and after implementation of the project. The plan should be compliant with HE Guidance and visibility rules set in MGA Article 17.	Before delivering the course
Course documentation	Comprehensive course package, including final course outline, all content (e.g. presentations, videos, reading materials), and e-learning activities (e.g. SCORMS, quizzes) needed for course delivery, enabling EIT CC to replicate or adapt the course as needed.	End of the project

5.8. LEGAL ASPECTS AND DOCUMENTATION

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

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

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

EIT CC financially supported activities are part of Horizon Europe, general funding rules and cost eligibility rules are governed by the Horizon Europe Annotated Model Grant Agreement (AGA).

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

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

EIT Culture and Creativity does not undertake any commitment regarding the provision of financial support until EIT has confirmed the eligibility of the projects selected by EIT Culture and Creativity and the Financial Support Agreement is signed. As already mentioned, all financial support to be provided by EIT Culture and

Creativity is subject to the cost eligibility rules referred to in the Financial Support Agreement and always subject to final confirmation of the eligibility of the costs by EIT.

5.8.1. Funding limitations for BP 2024-2025

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

6. APPLICATION PREPARATION AND SUBMISSION

6.1. SUPPORT GIVEN TO APPLICANTS PREPARING A PROPOSAL

6.1.1. Application guidelines

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

6.1.2. Call information sessions

To help applicants with the preparation and submission of their proposals, EIT Culture & Creativity will host information sessions following the publication of the call. These webinars will focus on the call content, topics, and requirements, and on general procedures, such as the submission and evaluation process, financial aspects, and monitoring and reporting activities.

Type of event	Topic covered	Date and time (CET)	Link
Webinar 1	**Evaluation criteria and application process:** Information session covering eligibility and evaluation criteria, assessment and application process, and requirements for both EIT-labelled and non-EIT-labelled CPD proposals.	18 February 2025, 11.00-12.00 CET	
Webinar 2	**Hands-on demonstration:** Proposal preparation and submission process, including information on the application platform, detailed submission steps and budget setup.	18 February 2025, 12.00-12.30 CET	**Join the meeting now** Meeting ID: 369 252 541 910 Passcode: 63wC9Da7
Webinar 3	**Overview:** Information session on the strategic focus and call course topics, including distinctions between EIT-labelled and non-EIT-labelled courses.	18 February 2025, 13.00-14.00 CET	

6.1.3. Applicants contact points

In addition to the information sessions, applicants may submit their inquiries via the official **EIT Culture & Creativity Contact Form**.

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

6.1.4. FAQ

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

6.1.5. Proposal submission

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

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

Please carefully read the registration and submission processes outlined in the call guidelines.

More information on the use of the platform will be also provided during the webinars.

The following mandatory documents must be submitted through the EIT Culture & Creativity application platform no later than the 11 April 2025 at 17.00 CET:

- Online application form
- Budget plan and EIT funding requested as Excel file
- Work plan and project timeline requested as Gantt chart
- Link to the video demonstrating the innovation elements of the course (max. 3 minutes).

Any proposals submitted after the deadline will be inadmissible.

7.   EVALUATION AND SELECTION PROCESS

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

1. **Admissibility and eligibility check**:

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

2. **Quality evaluation process**:

    The quality evaluation process ensures that only the best proposals, aligned with EIT Culture & Creativity's objectives, move forward. Eligible proposals will be evaluated by independent external experts across five key criteria: (i) Strategic fit, (ii) EU dimension, (iii) Excellence, (iv) Impact, and (v) Quality and efficiency of implementation. Each criterion has its own threshold (60% of the maximum score). Proposals scoring at least 54 points out of 90 and representing no more than 200% of the available budget, will advance to the portfolio selection phase.

3. **Portfolio selection and final ranking:**

    In this phase, only shortlisted proposals from the first evaluation stage will be evaluated by the EIT Culture & Creativity Selection Committee (SC). The SC shall comprise, at a minimum: Three Thematic Area Directors (including the Education Director and other 2 Thematic Area Directors or their representatives for the areas of Innovation and Business Creation) and the EIT Culture & Creativity CEO in charge of Operations Management. Additionally, the SC will include a representative from the EIT CC Supervisory Board acting in quality of observer as well as an external observer. The Selection Committee will assess the hearing as the first portfolio selection criterion.

    The Selection Committee will assign additional scores based on the portfolio selection criteria – strategic portfolio fit and long-term educational impact. Each proposal can earn up to 10 additional points across all two portfolio selection criteria (5 per criteria). The final ranking will be the sum of the points obtained in the quality evaluation phase and the points awarded during the portfolio selection phase. Based on combined scores, the Selection Committee will finalise the list of projects recommended for EIT Culture & Creativity financial support, those placed on a reserve list, and those rejected.

7.1.   ADMISSIBILITY AND ELIGIBILITY CHECK

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

7.1.1. Admissibility criteria

Criteria	Description
Time	The proposal must be submitted by the specified deadline.
Language	The project proposal and all its attachments must be written entirely in English.
Submission platform	The proposal must be submitted through the designated application platform.
Completeness	The proposal must include all required documents, completed form sections, and annexes.

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

7.1.2. Eligibility criteria

Criteria	Description
Applicant registration	The lead applicant and, if applicable, all consortium members must be registered on the EU Funding and Tenders Portal with a PIC (Participant Identification Code) number.
Applicant eligibility	Applicants, whether mono-beneficiaries or in consortia, must be legal entities established in an EU Member State or a Horizon Europe-associated country.
Consortium composition	For **EIT-labelled CPD course proposals** (up to €150,000), a consortium of up to three members is required, including: • One entity from the education sector (HEI or VET provider) as project leader. • One commercial member from the business sector (e.g. startup, scaleup, micro enterprise, SME, or large company) to ensure market relevance and financial sustainability. For **non-EIT-labelled CPD courses** (up to €75,000), proposals may be submitted by a single educational entity (HEI or VET provider) or a consortium of two members: One educational and project lead and one business member also acting as the commercial member.
Co-funding rate	All proposals must demonstrate a minimum co-funding rate of 30% across the project. The co-funding rate can vary per member but must collectively meet the 30% minimum.
KPIs addressed	Proposals must address the mandatory KPIs outlined in the call guidelines and achieve the required minimum target within the specified timeframe (maximum no later than 31st December 2025). These include: • **For EIT-labelled CPD courses:** EITHE07.1 (Graduates from EIT-labelled programmes), EITHE07.2 (EIT RIS Graduates from EIT-labelled programmes), EITHE9.1 (Students enrolled in EIT-labelled programmes). • **For non-EIT-labelled CPD courses:** EITHE8.1 (Participants in non-labelled education and training), EITHE8.2 (EIT RIS Participants in non-labelled education and training). • **Additional:** CCSI02: Students / professionals with new entrepreneurial skills

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

7.1.3. Correction process for missing eligibility information

Applicants with missing or incorrect information related to eligibility (e.g. PIC registration, KPIs, or co-funding rate) will be given 5 calendar days after receiving the official communication to address and correct the identified issues. This opportunity ensures procedural fairness, especially for minor technical or administrative errors.

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

If the applicant fails to respond or responds after the deadline, the proposal will be deemed ineligible and will not proceed further.

7.2. STAGE 1 – EXTERNAL QUALITY EVALUATION OF PROPOSALS

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

This individual evaluation process will be carried out by independent external expert evaluators. EIT CC makes sure that all independent external experts are carefully selected and there is no conflict of interest between them and the evaluated project (see Annex III). Each evaluation phase is comprised of groups of criteria and sub criteria, which will be assessed according to the following scores. Please note that only whole (entire) points will be awarded; fractional scores (e.g. half points) are not permitted to ensure consistency and transparency in the scoring process.

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

7.2.1. Quality evaluation

The quality evaluation process is a decisive step in assessing proposals submitted to the call. Within this process, each proposal is independently reviewed by three external expert evaluators (EEEs), with evaluations based on the five pre-defined criteria groups: Strategic fit, EU dimension, excellence, impact, and quality and efficiency of implementation.

Each group of criteria has a maximum possible score and an associated threshold of 60%. Proposals must meet or exceed this threshold for each group to proceed to the next stage. For example, in the case of strategic fit, with a maximum score of 15 points, proposals scoring less than 9 points will not advance further. Similarly, for the EU dimension group, a minimum of 3 out of 5 points is required.

Additionally, to proceed to the portfolio selection phase, proposals must achieve a cumulative score of at least 54 points out of the maximum 90 points across all criteria groups. Evaluators assess sub-criteria within each group based on specific indicators and assign scores accordingly.

Strategic fit evaluation criteria

Description	Max. 15 points Threshold 9/15
The proposal contributes to the EIT Culture & Creativity strategic objectives, particularly those specified in section 4.1. of the call guidelines.	5 points
The proposal is aligned with one of the topics stated in section 5.2 of the call guidelines.	5 points
The proposal outlines a realistic financial model to ensure sustainability through revenue sharing or fee structures that can support the course beyond the EIT Culture & Creativity financial support period.	5 points
	15 points

EU dimension evaluation criteria

Description	Max. 5 points Threshold 3/5
The proposal demonstrates a clear EU dimension, not just in the consortium composition (for multi-beneficiary projects) but also through the impact and scope of its courses (for both mono-beneficiary and multi-beneficiary courses).	5 points
	5 points

Excellence evaluation criteria

Description	Max. 20 points Threshold 12/20
The applicant demonstrates experience in developing, delivering, and commercialising educational products or services similar to this project within the CCSI or related sectors.	5 points
The proposal demonstrates innovation in course design, including unique content,	5 points

Description	Max. 20 points Threshold 12/20
advanced digital tools, cross-disciplinary approaches, or novel pedagogical techniques that enhance learning and engagement for the target audience.	
The proposal clearly defines robust learning outcomes and competency assessment methods aligned with CCSI needs, ensuring a measurable impact on participant skill development.	5 points
The proposal demonstrates market demand for the course, with strategies to attract and retain participants across various CCSI markets.	5 points
	20 points

Impact: Market and societal benefits evaluation criteria

Description	Max. 25 points Threshold 15/25
The course's expected impacts on skill-building, knowledge acquisition, employability, and sector relevance are measurable and aligned with the specified KPI requirements.	5 points
The project supports broader EIT Culture & Creativity objectives in building a resilient CCSI talent pool equipped for green, digital, and entrepreneurial transitions.	5 points
For EIT-labelled courses: The course integrates technical expertise, entrepreneurial competencies, and sustainable practices, ensuring a comprehensive and well-rounded learning experience aligned with EIT Label standards and principles. The proposal presents a solid plan to cover the seven EIT Key Principles and at least three EIT Overarching Learning Outcomes. **For non-EIT-labelled courses:** The course addresses specific, immediate skill gaps or emerging industry needs within CCSI through a focused and flexible design that supports rapid upskilling or reskilling.	5 points
The project presents a structured communication, dissemination, and outreach plan to communicate the project activities to different target audiences (MGA Art.17).	5 points
The project outlines the management of intellectual property rights, including compliance with EIT CC's requirements for granting a non-exclusive, royalty-free licence to use and distribute the developed course for a minimum of three years post-funding.	5 points
	25 points

Quality and efficiency of implementation evaluation criteria

Description	Max. 25 points Threshold 15/25
The work plan, including defined milestones and deliverables, is clearly structured to achieve the project's objectives within the proposed timeline and budget.	5 points
The proposal aligns the course structure, content, and delivery methods with the specified duration (e.g. 1-3 months for non-labelled courses, 3-6 months for EIT-labelled courses), ensuring sufficient time for achieving desired learning outcomes and participant engagement.	5 points

Description	Max. 25 points Threshold 15/25
For mono-beneficiary projects: The proposal presents a clear internal management structure, ensuring effective oversight, risk management, and quality assurance. The team must demonstrate the necessary competencies and experience to effectively manage and deliver the project independently, with a well-defined approach that ensures strong execution and accountability. **For multi-beneficiary projects:** The proposal presents a collaborative management structure with clearly defined roles and responsibilities for each member, ensuring that all members contribute relevant expertise and value to the project. The team as a whole must demonstrate the required skills, expertise, and coordination capacity to ensure effective collaboration and project execution, alongside effective oversight, risk management, and quality assurance.	5 points
The proposal includes robust monitoring and contingency measures to address potential risks or challenges during project implementation.	5 points
The project budget reflects value for money, with clear allocation of resources, personnel, and projected costs, ensuring financial efficiency and alignment with project goals.	5 points
	25 points

7.2.2. Total scoring from quality evaluation

Category	Threshold	Max. score
Strategic fit	9 points	15 points
EU dimension	3 points	5 points
Excellence	12 points	20 points
Impact: Market and societal benefits	15 points	25 points
Quality and efficiency of implementation	15 points	25 points
Total points (overall threshold 54/90)	**54 points**	**90 points**

7.3. STAGE 2 – PORTFOLIO SELECTION

Only proposals ranked at or above the threshold of 54 points in the quality evaluation and equalling no more than 200% of the available budget per topic will be invited to the second stage: the portfolio selection.

The Selection Committee (SC) shall comprise, at a minimum: Three Thematic Area Directors (including the Education Director and other 2 Thematic Area Directors or their representatives for the areas of Innovation and Business Creation) and the EIT Culture & Creativity CEO in charge of Operations Management. Additionally, the SC will include a representative from the EIT CC Supervisory Board acting in quality of observer as well as an external observer.

7.3.1. Portfolio selection process

The portfolio selection process will be conducted by the Selection Committee, who will consider the following factors and will add up to 10 points to the score obtained by each proposal in the quality evaluation.

Assessment factor	Description of the assessment	Max. 10 points
Strategic portfolio fit	• The proposal complements EIT Culture & Creativity's existing and planned portfolio of educational initiatives, addressing gaps or creating synergies. • The proposal contributes to geographic or demographic diversity in the portfolio, fostering inclusion of underrepresented regions or groups within the CCSI.	5 points
Long-term educational impact	• The proposal demonstrates strong potential for contributing to the long-term evolution and enrichment of EIT Culture & Creativity's education portfolio, ensuring ongoing relevance and alignment with future market needs. • The proposal outlines a sustainable operational plan that supports the course's availability, scalability, and relevance for at least three years post-implementation. • The proposal identifies opportunities for building lasting partnerships or revenue streams beyond the project lifecycle.	5 points
		10 points

If one or more proposals receive the same score, additional consideration will be given to the factors of KPIs and demonstration impact, as follows:

- Proposals that include any of the additional KPIs will be ranked higher.

- In case of a tie, proposals which address a greater number of targets on the mandatory and additional KPIs will be ranked higher. Priority will be done for addressment of the mandatory KPIs.

- If still a tie, proposals providing a major amount of co-funding (in %) will be ranked higher

7.3.2. Thresholds, Ranking, and Awarding of financial support in a Nutshell

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

- During **quality evaluation**, each evaluation category (e.g., Strategic Fit, EU Dimension, Excellence, Impact, and Implementation) has an **individual threshold**. Proposals failing to meet the threshold in **any** category will **not** proceed to the portfolio selection stage.

- Additionally, proposals must reach the **minimum total score threshold** in the quality evaluation to advance to portfolio selection. Proposals that do not meet this overall threshold will not be considered further.

- During **portfolio selection**, proposals that fail to meet the required threshold in **any of the assessment factors** will **not** be included in the final ranking list for funding.

Financial support will be awarded in **strict ranking order** based on the final scores, until the total available financial support budget is exhausted. Proposals that pass all thresholds but are not selected due to budget limitations will be placed on a **reserve list**. The final financial support decisions for reserve list proposals will be communicated within a timeframe that allows for proper project implementation.

8. FINAL RANKING AND SELECTION OF PROPOSALS

Following the results of the portfolio selection process, a **final ranking list** of all proposals will be established based on the combined scores from the quality evaluation and portfolio selection phases.

Proposals will be classified into three categories:

- **Selected for EIT Culture & Creativity financial support**: The top-ranked proposals (up to 20, or more, if the budget permits) will be selected for EIT Culture & Creativity financial support.

- **Reserve list:** Proposals meeting the quality evaluation threshold (assessment groups thresholds <54 points overall threshold) and passing the minimum threshold of 6 points in the portfolio selection criteria but ranked below the financial support line will be placed on a reserve list. The reserve list will remain valid for a period of one year from the date of the final selection decision.

- **Rejected:** Proposals failing to meet the quality threshold or ranked too low to receive EIT Culture & Creativity financial support.

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

9. COMMUNICATION OF RESULTS TO APPLICANTS

9.1. SELECTED PROPOSALS

The project leader of each selected proposal will receive formal communication from EIT Culture & Creativity, including the Evaluation Summary Report (ESR), an evaluation letter.

9.2. RESERVE LIST AND REJECTED PROPOSALS

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

10. APPEAL PROCEDURE

Applicants may lodge an appeal in the following cases:

1. **Admissibility and eligibility check outcomes:** If the applicant disagrees with the decision on the admissibility or eligibility of the proposal.

2. **Evaluation results:** If the project leader of a rejected proposal disagrees with the decision based on evaluation comments that clearly contradict the information provided in the proposal.

Appeals can only be lodged on the following grounds:

1. Process errors by EIT CC.

2. Technical problems beyond the applicant's control.

3. Obvious human/mechanical errors by EIT CC.

4. Factual errors during the evaluation process.

For evaluation result appeals, the project leader will have 15 calendar days after receiving the final evaluation results to submit an appeal. For admissibility and eligibility outcomes, applicants will have 5 calendar days to lodge their appeal. Detailed guidance on the appeal procedure can be found in the Annex II.

11. FAST TRACK PROVISIONS

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

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

11.1. ADDITIONAL FINANCIAL SUPPORT

Projects that demonstrate exceptional performance and outcomes may receive additional financial support to scale their innovations, up to a maximum amount specified in the call guidelines. These selected projects will undergo an additional evaluation to determine whether further support will be allocated. The evaluation will be carried out by both external evaluators and EIT Culture & Creativity experts.

11.2. IN-KIND CONTRIBUTION

In addition or instead of financial support, EIT Culture & Creativity may provide in-kind contributions, such as access to its business acceleration or incubation programmes. These programmes will be offered to companies that can benefit from continued business development support or those planning to create spin-offs to commercialize their innovations. The provision of these services will be contingent upon the needs and potential of the company, as well as the available opportunities within the EIT CC ecosystem.

11.3. EVALUATION PROCESS

This fast-track mechanism will be activated following the project's final review, where the potential for additional EIT Culture & Creativity financial support or in-kind support will be evaluated. If a project receives a positive evaluation, an additional grant or in-kind support may be allocated.

ABBREVIATIONS

Abbreviation	Term
AI	Artificial intelligence
AV / VR	Augmented reality / virtual reality
CEO	Chief Executive Officer
CCSI	Cultural and Creative Sectors and Industries
CLC	Co-location centres
CPD	Continuous professional development
EIT	European Institute of Innovation and Technology
EIT CC	EIT Culture & Creativity
EITHE	EIT-specific key performance indicator designation
ESR	Evaluation summary report
FSA	Financial Sustainability Agreement
FSM	Financial sustainability mechanism
HEI	Higher Education Institute
IER	Individual evaluation report
KIC	Knowledge and Innovation Community
KPI	Key performance indicator
KTI	Knowledge Triangle Integration
PIC	Participant identification code
RIS	Regional Innovation Scheme
SCORM	Sharable content object reference model
SDG	UN sustainable development goals
SME	Small and medium-sized enterprise
SO	Strategic objective
VET	Vocational education and training

GLOSSARY OF TERMS

Term	Definition
Call for Proposals	The instrument used by EIT Culture & Creativity to allocate EIT Culture & Creativity financial support through projects to third parties, supporting the Strategic Agenda. Includes Open Calls and Calls for Partners as outlined in the Horizon Europe Model Grant Agreement (HE MGA) Annex 5.
Call Guidelines	The main document outlining the terms, conditions, and criteria for any call for proposals launched by EIT Culture & Creativity, adhering to principles of transparency, equal treatment, open competition, and sound procedural management.
CCSI	Cultural and Creative Sectors and Industries (CCSI) are based on cultural values, creativity, skills, and talent with the potential to generate innovation, wealth, and jobs through social and economic value creation, particularly from intellectual property. Sectors include architecture, archives, artistic crafts, audio-visual (film, TV, software, video games, multimedia, recorded music), cultural heritage, design, high-end industries and fashion, festivals, live music, performing arts, publishing, radio, visual arts, and advertising. (Source: European Parliament (2016/2072(INI)).
CLC	Co-Location Centres (CLCs) are operational units that bring together regional and local clusters and nodes of excellence. A CLC is a physical hub promoting links and collaboration among Knowledge Triangle actors, building on existing labs, offices, or campuses of KIC's core partners.
Commercial member	A commercial member is a business entity or organisation that plays a crucial role in ensuring the marketability and financial sustainability of the innovation or project. Given the KIC's mission to foster long-term sustainability and commercial success, the commercial member must be a key driver in the project's commercialisation strategy. They should possess a strong understanding of the market, customer needs, and distribution channels, and be capable of scaling the solution post-acceleration. This member is essential for validating the Financial Sustainability Mechanism (FSM) and ensuring that the outcomes of the project can be launched onto the market with a clear path to generating revenue. Commercial members can be large companies, SMEs, business associations, or entities with established market presence and proven experience in scaling products or services. Their role is not limited to providing financial support but extends to offering expertise in areas such as market entry, business model refinement, distribution, and sales strategies, ensuring the innovation is ready for market adoption and has a clear trajectory for long-term growth and investment opportunities.
Consortium	A consortium is a collaborative partnership of diverse organisations, institutions, or companies that come together to work on a shared project.
Continuing professional development (CPD)	Structured learning activities aimed at enhancing the knowledge, skills, and competencies of professionals in the Cultural and Creative Sectors and Industries (CCSI). CPD courses supported by EIT Culture & Creativity focus on addressing skill gaps and fostering innovation in areas such as sustainability, digital technologies, and entrepreneurship.
Deliverable	Key outputs of a project, such as analysis reports, feasibility studies, strategy documents,

Term	Definition
	pilot action reports, and training documentation, demonstrating the project's achievements and judicious use of public funds.
EIT	The European Institute of Innovation and Technology (EIT) is an EU body established in 2008 to strengthen Europe's innovation capacity. It is part of Horizon Europe, the EU's Framework Programme for Research and Innovation, and funds EIT Culture & Creativity (www.eit.europa.eu).
EIT Culture & Creativity	EIT Culture & Creativity, designated by the EIT in 2022, focuses on fostering innovation in the cultural and creative sectors (www.eit-culture-creativity.eu).
EIT Label	Non-Degree Education and Training (EIT Label) is a quality assurance mechanism based on the Competency Certification Model for Non-Degree Education and training in accordance with the EIT's Quality Assurance and Learning Enhancement (EIT-QALE) Model compliant with the EIT Label Framework for Non-Degree Education.
Knowledge Triangle Model	The traditional EIT KTI model typically includes distinct educational, business, and research entities working together. However, for this CPD-focused call, EIT CC has streamlined these requirements to foster industry-specific, lean, and purpose-driven consortia capable of developing market-ready CPD courses that directly address skills gaps within CCSI.
Evaluation Panel	A group of expert evaluators, usually including at least three external individuals and a Rapporteur, with expertise, at least, in the specific area of the call for proposals which they are evaluating. The panel evaluates eligible proposals based on predefined criteria, assisted by a Quality Controller from EIT Culture & Creativity to ensure compliance.
Evaluation process	The process by which EIT Culture & Creativity, supported by external experts, examines the quality of a proposal to determine its suitability for EIT Culture & Creativity financial support.
FSA template	The FSA template (Financial Sustainability Agreement) formalizes financially supported projects' financial commitments, including a 40% revenue-sharing model from participant fees, supporting EIT Culture & Creativity's sustainability goals. Submission of a signed FSA is mandatory for selected projects.
HE MGA	The Horizon Europe (HE) Model Grant Agreement (MGA) sets out the rights, obligations, terms, and conditions applicable to the grant awarded.
KAVA	A strategic activity or project supported by an EIT Knowledge and Innovation Community (KIC) that contributes directly to achieving the KIC's objectives. KAVAs are designed to deliver measurable impact aligned with the KIC's Strategic Agenda, including innovation, education, and business creation activities, often involving collaborations across the Knowledge Triangle (industry, academia, and research organisations).
KIC	Knowledge Innovation Communities (KICs) are European Partnerships addressing global challenges and strengthening innovation ecosystems. They integrate education, research, and innovation, promoting entrepreneurship and the creation of innovative companies in synergy with the EIT.
KIC Specific KPIs	Indicators defined by EIT Culture & Creativity reflecting the societal challenges the KIC is addressing.
KPIs	Key Performance Indicators defined by the EIT and EIT Culture & Creativity.
Large	A large company is a business that exceeds the thresholds of a small or medium-sized

Term	Definition
company	enterprise (SME). Specifically, it has 250 or more employees and an annual turnover greater than €50 million, or a balance sheet total exceeding €43 million. These entities typically possess significant resources, established market presence, and extensive networks, making them valuable members for scaling innovations.
Milestone	A significant point or event in a project's timeline used to measure progress. In the context of this call, milestones are key deliverables or achievements that indicate the project is on track and meeting its objectives. They help track progress and assess performance at specific intervals.
Priority areas	Key focus areas for EIT Culture & Creativity, representing significant shares of the EU CCSI workforce and revenue, aimed at targeted innovation and development. • Architecture: Circular design, biobased materials, climate adaptation, and social cohesion. • Audio-visual Media: Responsible tech use, generative AI, and new business models. • Cultural Heritage: Emerging tech, new business models, and heritage preservation. • Fashion: Circular innovations, textile recycling, and sustainable business models. • Gaming: Digital ethics, cross-sector collaboration, and societal impact.
Project leader	The main contact for EIT Culture & Creativity from the time the EIT Culture & Creativity financial support is awarded until the project is implemented. In multi-beneficiary calls, the project leader represents the project and consortium members. For mono-beneficiary grants, the single legal entity involved also has the project leader role.
RIS	The Regional Innovation Scheme boosts innovation performance in countries with moderate or modest innovation scores.
Scaleup	A scaleup is defined as a company that has been in operation for a minimum of 3 to 4 years and has demonstrated consistent growth. Specifically, it should have achieved an annual growth rate of at least 10% in either turnover or number of employees over three consecutive financial years.
SCORM	Sharable Content Object Reference Model is a set of technical standards for e-Learning software products. It ensures that online learning content and Learning Management Systems (LMSs) can work together seamlessly.
SMEs and micro enterprises	Defined by EU recommendation 2003/361 based on staff headcount and either turnover or balance sheet total: Medium: <250 staff, ≤€50 million turnover or ≤€43 million balance sheet; Small: <50 staff, ≤€10 million turnover or balance sheet; Micro: <10 staff, ≤€2 million turnover or balance sheet.
SO	Strategic objective of EIT Culture & Creativity. Five SOs form the framework's main pillars.
Strategic agenda	The Strategic agenda is a comprehensive framework outlining EIT CC's vision, mission, objectives, and actions designed to address specific challenges and achieve desired outcomes. It serves as a roadmap for implementing initiatives, monitoring progress, and ensuring alignment with long-term impact goals. The EIT CC Strategic Agenda 2024-2027 focuses on fostering competitiveness, resilience, and sustainable growth within the cultural and creative sectors through targeted education, innovation, and business creation efforts.
Triple transition	EIT Culture & Creativity's term for driving green, digital, and social transformations in Europe, building on the European twin transition.

ANNEX I. ONLINE APPLICATION FORMS

Section 1: General information

1. **Lead applicant:**

   Legal Name, Legal Form (HEI or VET provider), Address, Country of registration, Contact Person: First and Last name, Contact person: Email, VAT number, PIC number.

2. **Project title:**

   Max 100 characters

   Provide the title for your project.

3. **Project acronym:**

   Max 50 characters

   Create a short acronym for your project.

4. **Project duration:**

   Indicate the estimated duration of the project.

5. **Project executive summary:**

   Max 2000 characters

   Provide a brief summary of the project.

6. **Education topic:**

   Identify the course topic being targeted and choose between:

   - Form: EIT-labelled CPD course

     o Course 1: Entrepreneurship & Creative Thinking

     o Course 2: Entrepreneurship & Emerging Technologies

     o Course 3: Entrepreneurship & Sustainable Architecture

     o Course 4: Entrepreneurship & Gaming

     o Course 5: Youth Entrepreneurship

   - Form: non-EIT-labelled CPD course

     o Course 1: Architecture

     o Course 2: Audio-Visual Media

     o Course 3: Cultural Heritage

     o Course 4: Fashion

     o Course 5: Gaming

7. **Consortium members:**

- Consortium member 2 (if applicable for non-EIT-labelled courses & required for EIT-labelled courses): Legal Name, Type of organisation, PIC number, country of registration

  Note (for EIT-labelled course): The consortium must include one higher education institution (HEI) or vocational education & training (VET) provider as the project lead. It must also include one entity from the business sector (e.g. startup, scaleup, micro enterprise, SME, or large company) to ensure the project addresses both pedagogical and market needs.

- Consortium member 3 (if applicable for EIT-labelled courses): Legal Name, Type of organisation, PIC number, country of registration

  Note: An additional third member with sectoral insights to enhance project outcomes may be part of the consortium.

Section 2: Strategic fit

1. **Strategic fit:**

   Max 1000 characters

   Describe how the project aligns with EIT Culture & Creativity's strategic objectives.

2. **Topic alignment:**

   Max 1000 characters

   Describe how the project aligns with the topic selected.

3. **Contribution to financial sustainability mechanism (FSM):**

   Max 1000 characters

   Explain the chosen financial sustainability mechanism (FSM) and how the project will contribute to EIT Culture & Creativity's 's financial sustainability (i.e., for student fees: if the fee per student per course is €100 with 290 students, 40% of the total fees – €40 per student – will go to EIT Culture & Creativity contributing €11,600 per course annually).

   Provide a timeline, estimate and validation / demonstrability for expected financial returns for at least the following 3 years after the end of the project.

   - **Expected revenue projection 2026**

   - **Expected revenue projection 2027**

   - **Expected revenue projection 2028**

   - **Provide justification for your revenue projections.**

4. **Addition: Long-term financial sustainability:**

   Max 1000 characters

   All proposals must clearly outline a strategy for revenue sharing through participant fees, following the 40% revenue-sharing model.

   Please describe your long-term financial sustainability strategy, ensuring the course's continuation for

at least three years post-funding. Include projected revenues, costs, and break-even points, validated through market data. Demonstrate the potential for sustained income generation in alignment with EIT CC's financial sustainability goals. Compare your model to similar courses, outlining competitor pricing and revenue streams (e.g., tuition fees, sponsorships, partnerships). Provide facts and figures on expected revenues and their validation, mechanisms for maintaining market relevance, and strategies for participant retention. Additionally, specify provisions for periodic content updates and identify key risks with mitigation measures based on market trends.

Section 3: EU dimension

1. **Strategic fit:**

Max 1000 characters

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

Section 4: Excellence

1. **Applicant experience:**

Max 750 characters

Describe the applicant's experience in developing, delivering, and commercialising educational products or services similar to this project within the CCSI or related sectors. Provide examples of relevant past projects or initiatives that demonstrate your capabilities.

2. **Innovation in course design:**

Max 750 characters

Explain how the proposed course demonstrates innovation in its design. Highlight any unique content, advanced digital tools, cross-disciplinary approaches, or novel pedagogical techniques that enhance learning and engagement for the target audience.

Link to video demonstration

Please provide a link to a video (maximum 3 minutes) showcasing the innovation elements of the course. The video should highlight unique content, advanced digital tools, cross-disciplinary approaches, or novel pedagogical techniques that enhance learning and engagement for the target audience. Note: Ensure the video is accessible via a public or password-protected link.

3. **Learning outcomes and competency assessment:**

Max 750 characters

Clearly define the learning outcomes and competency assessment methods for the proposed course. Ensure they align with the needs of the CCSI and demonstrate how they will have a measurable impact on participant skill development. For EIT-labelled courses: Ensure they align with the "EIT Label Handbook for Quality system for non-degree education and training and EIT Competence Certification Model."

4. **Market demand:**

Max 750 characters

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

Section 5: Impact

1. **Key performance indicators (KPIs)**

Please select the mandatory and optional KPIs to be addressed below and indicate the target values. In this field, specify the target achievement dates (DD.MM.YYYY) for each. For EIT-labelled CPD courses:

- For EIT-labelled CPD courses

    o KPI EITHE07.1: Graduates from EIT-labelled programmes, minimum target: 30

    o KPI EITHE07.2: RIS Graduates from EIT-labelled programmes, minimum target: 9

    o KPI EITHE09.1: Students enrolled in EIT-labelled programmes, minimum target: 55

    o KPI CCSI02: Students/ professionals with new entrepreneurial skills (optional)

- For non-EIT-labelled CPD courses:

    o KPI EITHE08.1: Participants in non-labelled education and training

    o KPI EITHE08.2: RIS Participants in (non-degree) education and training

    o KPI CCSI02: Students/ professionals with new entrepreneurial skills (optional)

2. **Expected impacts on skills and employability**

Max 750 characters

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

3. **Contribution to EIT Culture & Creativity objectives**

Max 750 characters

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

4. **Course alignment**

Max 750 characters

For EIT-labelled courses: Describe how the course integrates technical expertise, entrepreneurial competencies, and sustainable practices to provide a comprehensive and well-rounded learning experience aligned with EIT Label standards and principles. List the EIT overarching learning outcomes (OLOs) that the course intends to cover and describe the specific methods or activities through which these outcomes will be achieved. Ensure that the explanation clearly demonstrates how these actions

align with the identified OLOs.

For non-EIT-labelled courses: Describe how the course addresses specific, immediate skill gaps or emerging industry needs within CCSI, focusing on a flexible design to support rapid upskilling or reskilling.

4. **Communication, dissemination, and outreach plan**

Max 750 characters

Outline the project's structured communication, dissemination, and outreach plan. Detail how the project activities will be communicated to different target audiences as per MGA Art.17.

5. **Intellectual property (IP) rights management**

Max 750 characters

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

Section 6: Quality and efficiency of the implementation

1. **Work plan**

Max 2000 characters

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

Gantt Chart upload: Ensure the Gantt chart with a work plan and a clear timeline is attached.

2. **Course duration and structure**

Max 750 characters

Explain how the course structure, content, and delivery methods align with the specified duration (e.g. 1-3 months for non-labelled courses, 3-6 months for EIT-labelled courses). Ensure the proposed timeline supports the achievement of desired learning outcomes and participant engagement.

3. **Project management structure**

Max 750 characters

Describe the management structure of the project:

- **For mono-beneficiary projects:** Explain how the applicant will independently ensure effective oversight, risk management, and quality assurance throughout the project. Describe the composition of the project team, highlighting their competencies and experience in managing and delivering the project successfully.

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

4. **Diversity, equality and inclusion**

Max 2000 characters

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

Note: If your project is selected, you must submit a Gender Equality Plan before signing the FSA.

5. **Main risks**

Max 750 characters

Identify the three main risks that may affect the project.

6. **Risk monitoring, mitigation and contingency measures**

Max 750 characters

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

7. **Budget and value for money**

Max 750 characters

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

Budget Plan Upload: Please upload the detailed budget plan in Excel format, including a breakdown of costs per member, tasks, and work packages.

5. **Total budget and EIT funding request**

Note: Applicants must upload the detailed budget in Excel format, including a breakdown of costs per member, tasks, and work packages.

- Lead applicant – EIT funding requested: €

- Consortium member 2 – EIT funding requested: €

- Consortium member 3 – EIT funding requested: € (if applicable, for EIT-labelled courses)

- Total project EIT funding requested: €

- Total project budget: €

- Total co-funding: €

- Total co-funding: %

Section 7: Further information and declaration of honour

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

2. **Please confirm that your project contributes to open science.**

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

4. **For reporting purposes, please select all keywords that best describe your project.**

   - Education and culture

   - Training for audiovisual professionals

   - Vocational education and training (VET)

   - Creative Europe

   - Digital transformation

   - Entrepreneurship

   - Lifelong learning

   - Sector-specific skills

   - Higher Education Institutions (HEIs)

   - Professional development

5. **Declaration of honour**

   I, the undersigned, hereby declare that:

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

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

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

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

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

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

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

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

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

ANNEX II. APPEAL PROCEDURE

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

1. APPEAL REQUIREMENTS AND CONDITIONS

The project leader is the only person entitled to file an appeal.

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

The appeal is to be lodged against the communication issued by the EIT CC based on its.

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

1. Process errors by EIT CC

2. Technical problems beyond the applicant's control

3. Obvious human/mechanical errors by EIT CC

4. Factual errors during the evaluation process

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

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

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

The appeal must contain:

- Name and address of the organisation of the project leader;

- Name, position and contact details of the appellant;

- Reference number and acronym of the proposal that is the subject of the appeal;

- Clear reasons for the appeal, including all elements which are being appealed and/or failures in adherence with procedures limited to those criteria outlined in point 4.

- Any supporting documents. The project leader must provide relevant documentation in support of its appeal.

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

An appeal will be rejected if:

- It is submitted after the set deadline;

- It is based on other grounds than those set out in point 4;

- Any of the information requested at point 5 is missing.

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

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

2. INTERNAL APPEAL EVALUATION PROCESS

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

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

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

The Appeal Panel's evaluation follows these steps:

1. **Review of relevant documentation:** The panel examines the appeal submission, technical examination, original proposal, and supporting documents.

2. **Verification of grounds for appeal:** The panel assesses the appeal against set criteria, such as process errors, technical problems, and factual inaccuracies.

3. **Structured decision-making process:** The panel ensures each ground is addressed with clear rationale, referencing relevant policies or regulations.

4. **Documentation:** The panel consolidates its findings, recommendations, and binding decision into a standardised report template to ensure transparency and accountability.

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

- Two members of the EIT CC ELSI Board, ensuring independent ethical and legal oversight.

- One Thematic Area Director not involved in the portfolio selection for the call under review, ensuring relevant expertise while maintaining impartiality.

- One Legal Counsel, serving in a legal advisory capacity only, without voting rights.

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

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

- The appeal and all the supporting documents provided by the project leader.

- The technical examination prepared by the PMO.

- The original proposal and all supporting documents that were taken into consideration by the relevant bodies during the proposal admissibility and eligibility check and the evaluation process.

- Any other document requested by the Appeal Panel members relevant to the appeal.

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

The decision on the appeal is taken by the Appeal Panel by consensus and is communicated by the EIT CC in writing to the project leader within 5 calendar days of the receipt of the Appeal Panel decision.

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

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

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

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

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

- **Conflict of Interest management**: Preventing and addressing any situation where impartiality or objectivity may be compromised due to personal, economic, or other interests.

- **Transparency and openness**: Ensuring clear, open, and traceable decision-making processes throughout the call lifecycle.

- **Non-Discrimination and equal opportunity**: Providing equal access and impartial treatment to all applicants and stakeholders, regardless of nationality, gender, or other characteristics.

- **Confidentiality and data security**: Safeguarding sensitive information and ensuring the secure handling of all data related to the call and its participants.

- **Ethics and integrity**: Adhering to high ethical standards and values in all interactions, including respect for diversity and social responsibility.

- **Data protection compliance**: Ensuring the handling of personal data complies with relevant data protection regulations, including GDPR.

- **Intellectual property rights (IPR) protection**: Respecting and securing intellectual property rights in line with EU regulations and the HE MGA.

Conflict of interests	All stakeholders must comply with Article 61 of the EU Financial Regulation and adhere to the **EIT Culture & Creativity Code of Conduct** and **Anti-Fraud Policy**, which outline standards for impartiality, transparency, and ethical behaviour in agreements or project participation. Conflicts of interest may arise from familial, emotional, political, economic, or other personal connections. **General obligations:** • Stakeholders must promptly disclose any real or potential conflicts of interest to the granting authority and take immediate corrective action.

- Measures will be implemented to prevent and address actual or perceived conflicts in all roles and responsibilities.

For Independent External Experts:

- Before engagement, experts confirm their availability and receive a draft contract, which includes the Conflict-of-Interest (CoI) policy (Code of Conduct).
- The CoI policy is an integral part of the contract, requiring disclosure of any potential conflicts and prohibiting involvement in evaluations where impartiality may be compromised.
- A mandatory briefing workshop is conducted at the start of each evaluation process, covering evaluation procedures, tools, timelines, and responsibilities. This includes a dedicated section on CoI obligations to ensure understanding of the policy.

Experts are well-informed and have multiple opportunities to recuse themselves at different stages if a conflict of interest arises. Non-compliance with the CoI policy results in immediate removal and replacement to safeguard the integrity of the evaluation process.

For EIT CC and selection committee members:

- Staff and committee members must declare any conflicts before engaging in evaluations or decisions and recuse themselves where impartiality is at risk.
- A Conflict-of-Interest Register will document all disclosures and actions taken to ensure accountability.

Additional measures:

- Transparent communication with applicants through designated channels, ensuring equal and fair treatment.
- Dissemination of FAQs and consistent guidance to support applicants.

These measures are designed to uphold the highest standards of integrity and fairness throughout the process. For further details, refer to the **EIT CC Code of Conduct** and **Anti-Fraud Policy** available on EIT CC website.

Transparency and openness	These are key principles in the <u>EIT Regulation</u>, the <u>EIT Strategic Innovation Agenda 2021-2027</u>, and are detailed in Article 7.2 of the Partnership Agreement. They shall apply at each stage of the calls of KICs in order to ensure a fair and impartial selection of projects.
Non-discrimination	In accordance with Article 21 of the <u>Charter of Fundamental Rights</u>, all stakeholder shall prove no discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.
Confidentiality and security	The parties must keep confidential any data, documents, or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action and for at least until the time-limit set out. The beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they: (a) need to know it in order to implement the Agreement and (b) are bound by an obligation of confidentiality. The

	granting authority may disclose sensitive information to its staff and to other EU institutions and bodies. It may moreover disclose sensitive information to third parties, if: (a) this is necessary to implement the Agreement or safeguard the EU financial interests and (b) the recipients of the information are bound by an obligation of confidentiality.
Ethics and values	Ethics: The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles. Values: The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).
Data protection	The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/6794*). They must ensure that personal data is: • processed lawfully, fairly and in a transparent manner in relation to the data subjects • collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes • adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed accurate and, where necessary, kept up to date - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and • processed in a manner that ensures appropriate security of the data. *Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1)*
Intellectual property rights	Ownership of results: The granting authority does not obtain ownership of the results produced under the action. 'Results' means any tangible or intangible effect of the action, such as data, knowhow, or information, whatever its form or nature, whether it can be protected, as well as any rights attached to it, including intellectual property rights.