

THE POWER OF CREATIVITY

EIT-KIC Culture & Creativity

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Ministerio de Ciencia e Innovación

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What is the EIT?

The European Institute of Innovation and Technology (EIT) is an independent EU body and an integral part of Horizon Europe, the EU's Framework Programme for Research and Innovation in 2021-27. The EIT strengthens Europe's ability to innovate by powering solutions to pressing global challenges and by nurturing entrepreneurial talent to create sustainable growth and skilled jobs across Europe and beyond.

The Institute was created in 2008 and is the only EU programme that fully integrates business, research and education in its approach (innovation model). Since then, the EIT has developed 8 dynamic pan-European partnerships – the EIT Knowledge and Innovation Communities (KICs).

Through the EIT KICs, its operational arms, the EIT works along the entire innovation chain delivering

- (1) educational programmes that combine technical and entrepreneurial skills
- (2) innovative research projects and
- (3) business creation and acceleration services.

 Today, EIT is the largest innovation ecosystem in Europe, with over 2000 partners, among them leading EU companies, research organizations and universities.

EIT COMMUNITY ACROSS EUROPE

- Headquarters
- Innovation Hubs (Co-Location Centres)
- Offices
- EIT Hubs under EIT Regional Innovation Scheme



EIT STRATEGY 2021 – 2027

1. Strengthen sustainable innovation ecosystems across Europe
2. Foster innovation and entrepreneurship through better education
3. Bring new solutions to global challenges to market

3 main overarching priorities aligned with HE

Proposed €3 billion budget

10 Innovation Communities by 2027:

EIT Cultural and Creative Industries (CCI) & a second new KIC to be determined



- **High innovation potential:** space for innovation & technical skills
- **CCSIs promote:**
 - Cultural diversity and social cohesion
 - Creative crossovers, risk-taking, and entrepreneurial thinking
 - EU global leadership
- **Challenges due to COVID**



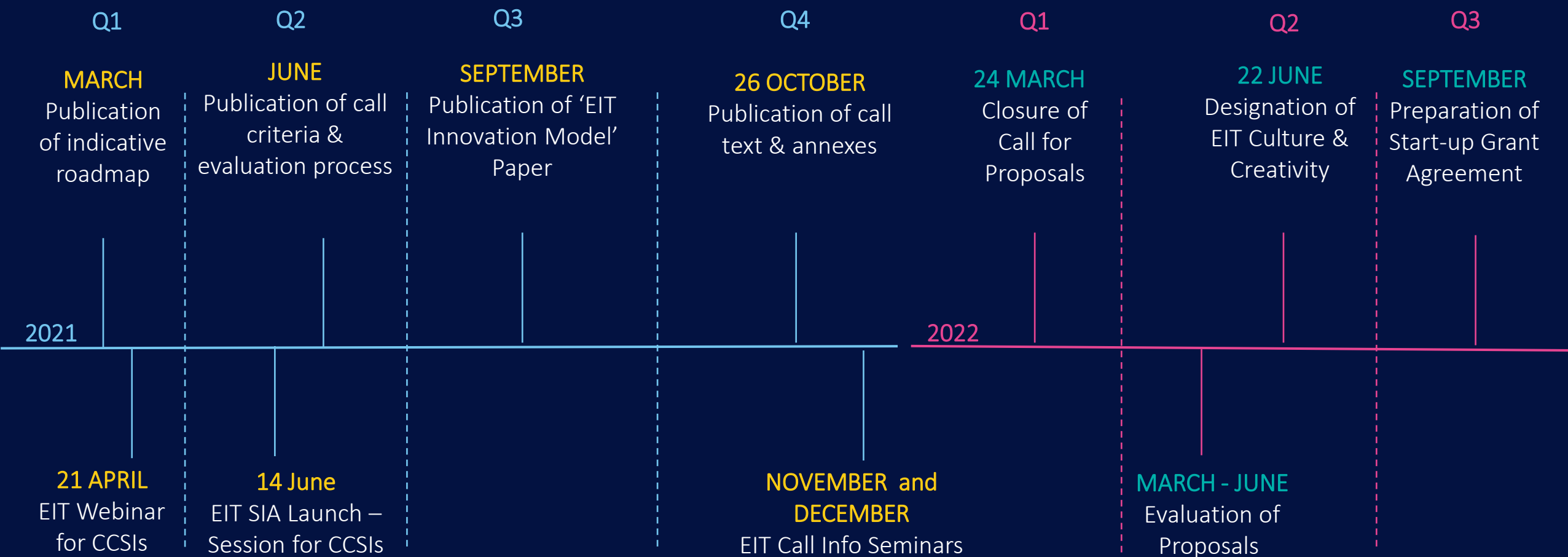


EIT CULTURE & CREATIVITY

- The Cultural & Creative Sectors and Industries (CCSI) are drivers of innovation but fragmented and hit hard by COVID-19
- The new KIC will:
 - Reduce fragmentation and catalyse regional development
 - Power new ventures, technologies, and digitalisation
 - Train the next generation of innovators in the CCSI



INDICATIVE ROADMAP 2021-22



Visual identity

26/10/2021

The graphic features a dark blue background with a pattern of colorful geometric shapes (cubes, circles, triangles, and a hexagon) and soundwave-like patterns in the top right corner. The EIT logo is in the top left, and the European Union flag is in the bottom left.

WEBINARS
EIT CULTURE & CREATIVITY

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THE SET OF THE CALL CRITERIA

1. Admissibility criteria
2. Eligibility criteria
3. Exclusion criteria
4. Financial capacity criteria
5. Operational capacity criteria
6. Technical evaluation criteria
7. Evaluation criteria for Hearing with the EIT Governing Board



ADMISSIBILITY AND ELIGIBILITY CRITERIA

ADMISSIBILITY

- Electronic submission via dedicated system of European Commission
- All mandatory parts must be complete
- Respect of call deadline
- Proposal in English or EIT may ask for a translation of specific documents

ELIGIBILITY

- Consortium composed of minimum 3, maximum 50 independent partner organisations
- Partner organisations established in minimum three different Member States
- At least two third of partner organisations from different Member States
- At least one higher education institution, one research institution and one private company

=> Only admissible and eligible proposals will pass to next stage of evaluation (Panel of Experts)



EXCLUSION AND FINANCIAL CAPACITY CRITERIA

EXCLUSION

- Situations referred to in EU Financial Regulation, such as bankruptcy, insolvency, breach of tax / social security obligations, grave professional misconduct, fraud, corruption, money laundering, irregularity, etc.
- Proposal stage: declaration of honour on exclusion criteria and absence of conflict of interest
- Winning consortium: recent evidence, e.g. registration and tax certificates, judicial records

FINANCIAL CAPACITY

- Purpose: demonstrate sufficient liquidity to cover short-term commitments, solvency to cover medium and long-term commitments, profitability to ensure at least self-financing capacity
- Proposal stage: financial self-check via tool or recent financial viability check for another EU project
- In case of 'weak' or 'insufficient' financial capacity, mitigation measures such as replacing coordinator, additional monitoring & reporting or cancellation of designated consortium
- Public bodies are exempted from financial capacity check

=> Only admissible and eligible proposals will pass to next stage of evaluation (Panel of Experts)

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OPERATIONAL CAPACITY CRITERIA

1. The Coordinator's familiarity proven

- participated in at least one project with a total budget exceeding EUR 3 million;
- coordinated at least one project with at least two other partners from at least three different European countries and from at least two sides of the Knowledge Triangle;
- participated in at least two EU financed projects.

2. The capability and necessary experience of the key members of the Interim Management Team CEO (Chief Executive Officer), COO (Chief Operational Officer), Chief Financial Officer (CFO)

- Predefined work experience relevant to the position;
- work experience in the Call's thematic field;
- work experience in an international environment (including implementation of international projects).



EVALUATION CRITERIA 1. EXCELLENCE

Max. 40 points

1.1 STRATEGIC APPROACH – 15 points

Relevance, specificity and added value of the strategic approach aiming at excellence and proposed focus within the theme; applicability of the EIT KIC model to tackle the CCSI societal challenge via a multidisciplinary approach by integrating the knowledge triangle and fostering entrepreneurship and innovation throughout Europe. Relevance and specificity of the Consortium's strategy to become a sustainable institutionalised European Partnership.

1.2 INNOVATION POTENTIAL – 15 points

Consortium's innovation potential to implement the future KIC's strategy, demonstrated by the combined quality and commitment of the partners (including SMEs), forming a diverse, balanced, collaborative and world-class/excellent partnership to improve the innovation capacity of local ecosystems including through the EIT Regional Innovation Scheme in accordance with EIT Strategic Innovation Agenda (2021-2027) and demonstrated openness to integrate new partners.

1.3 SYNERGIES – 10 points

Demonstrated added value and readiness to establish concrete synergies and complementarities, positioning of the future KIC towards other relevant public, private and third sector initiatives at EU, Member State and other levels.

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EVALUATION CRITERIA 2.

QUALITY & EFFICIENCY OF IMPLEMENTATION

Max. 25 points

2.1 OPERATIONS – 10 points

Relevance and quality of the management and governance plans; effectiveness of the operational structure including selection and connectivity of co-location centres and demonstration how the knowledge triangle integration approach will be implemented on the operational level in an efficient and flexible manner.

2.2 KIC BUSINESS MODEL AND FINANCIAL PLAN – 15 points

Feasibility of the future KIC's business model and financial plan (including the generation of funding from non-EIT sources as set out in the EIT SIA/ attraction of co-funding from partners) aiming at financial sustainability in the long-term. Quality and relevance of the future KIC's plan for the management and exploitation of intellectual property supporting the KIC's business model as well as plans to generate other type of revenues.



EVALUATION CRITERIA 3. IMPACT

Max. 35 points

3.1 IMPACT – 25 points

Planned pan-European impact in line with the EIT Impact Framework for each of the following impact pathways, demonstrated by relevant KPIs:

- Societal impact relevant to the CCSI societal challenge
- Technological/ economic/innovation impact by influencing the creation and growth of companies, creating of new innovative solutions, direct and indirect jobs and mobilising additional public and private investments)
- Educational impact by strengthening human capital in research and innovation, enhancing innovative and entrepreneurial skills both at individual and organisational levels.

3.2. COMMUNICATIONS – 5 points

Quality and relevance of the future KIC's plans for communications including the contribution to the EIT Community brand identity.

3.3. DISSEMINATION OF RESULTS – 5 points

Quality and relevance of dissemination plans for KIC results, including sharing good practices within, between and beyond the KICs, across EU Member States, regions and institutions to ensure maximum impact.

=> Proposals reaching minimum 70% will pass to next stage of evaluation

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EVALUATION CRITERIA FOR HEARING WITH THE EIT GOVERNING BOARD

Max. 30 points

EXCELLENCE	QUALITY & EFFICIENCY OF IMPLEMENTATION	IMPACT
Adaptability and suitability of the EIT KIC model for the proposed strategic approach aiming at excellence by the applicant and potential contribution to the EIT's strategic objectives.	Feasibility and quality of the proposed KIC operational model and its plan towards financial sustainability, taking into account lessons learnt from current KICs. Feasibility and quality of the plan for the management of the interim period.	Consistency of the applicant's KIC model, its potential and feasibility to achieve a significant and sustainable systemic impact in line with the EIT's overall objectives and EIT Impact Framework.



What is the role of the future EIT Culture & Creativity among the other EU financial instruments supporting culture?

The new KIC, EIT & Culture & Creativity is not an EU financial instrument per se.

Its main purpose is to increase the innovation capacity of the sectors through the integration of the knowledge triangle. No other EU instrument addresses the needs of the CCSI under this angle and this is what makes the new KIC unique. In this context, a significant share of the activities of the new KIC will aim at supporting innovators and ventures at various stage of their development, notably in securing funding. It could be direct funding provided by the KIC, as well as support to access funding provided by public instruments (for example under InvestEU or Creative Europe) or private sources (venture capital, business angels, etc.).

The applicants are invited to send in any questions they might have on the EIT Call for Proposals until 3 February 2022 via the following functional mailbox:

EIT-KICs-Call-2021@eit.europa.eu. Replies will be given until 24 February 2022.

[On the website](#) – more info on the KIC's rationale & timeline + brochures and explanatory videos

[On the FAQ page](#) – answers to a wide range of frequently asked questions about the new KIC

[On the networking platform](#) – a space for linking up with partners ahead of the Call for Proposals

