



EIT Culture & Creativity:

Programmes and Support for European SMEs

Webinar #5

22 June 2026, 11:00



Funded by
the European Union

Agenda

1. EIT Culture & Creativity

Fabio Palma, EIT CC SW Director

2. Regional Hub South-West

Fabio Palma, EIT CC SW Director

3. Regional Hub South

Angelica Monaco, EIT CC South Director

4. Regional Hub South-East/Alps

Alexander Diesenreiter, EIT CC Alps Ecosystem &

BD Manager

5. Q&A



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the European Union



Housekeeping rules

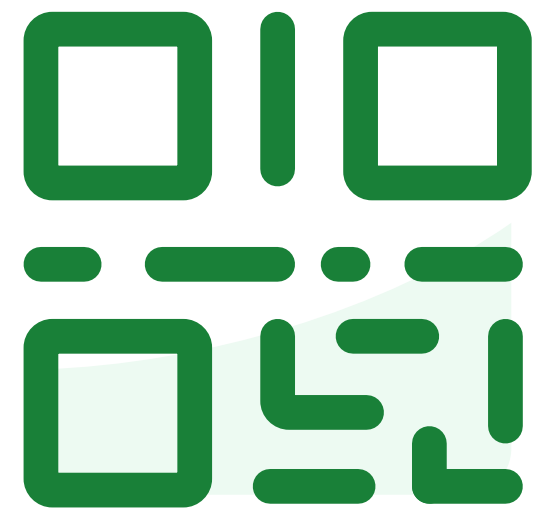
- Please note that the webinar is being recorded.
- Please ask your questions in the chat or raise your hand to ask it in person.
- Make use of the chat, add your comments!



Funded by
the European Union



Do not edit
How to change the design



**Join at slido.com
#EITCC**

i The Slido app must be installed on every computer you're presenting from

slido



How familiar are you with EIT Culture & Creativity?

EIT Culture & Creativity

*Turning
Innovation
to Impact*



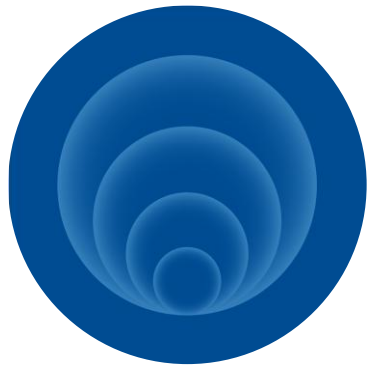
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European Union



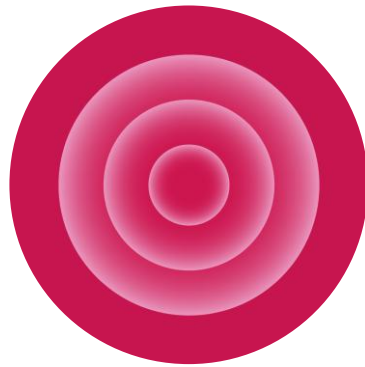
We are

A European institutional partnership dedicated to making Europe's cultural and creative sectors and industries more sustainable, resilient, and competitive.

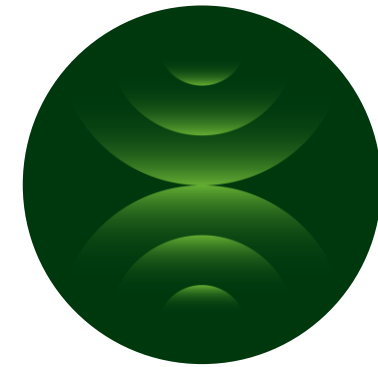
Why the culture and creative sectors and industries matter



A powerful
economic force



Catalysing
social cohesion



Driving climate
neutrality



IN NUMBERS

Source: Eurostats – [Culture](#), March 2025

86%

of Europeans believe culture and the arts are vital for community welfare and economic development

Almost

8 million

workers

3,8% of the total EU workforce

Over

2 million

enterprises

6.3% of all EU businesses

4%

of the total EU value added

(10% expected in 2030)

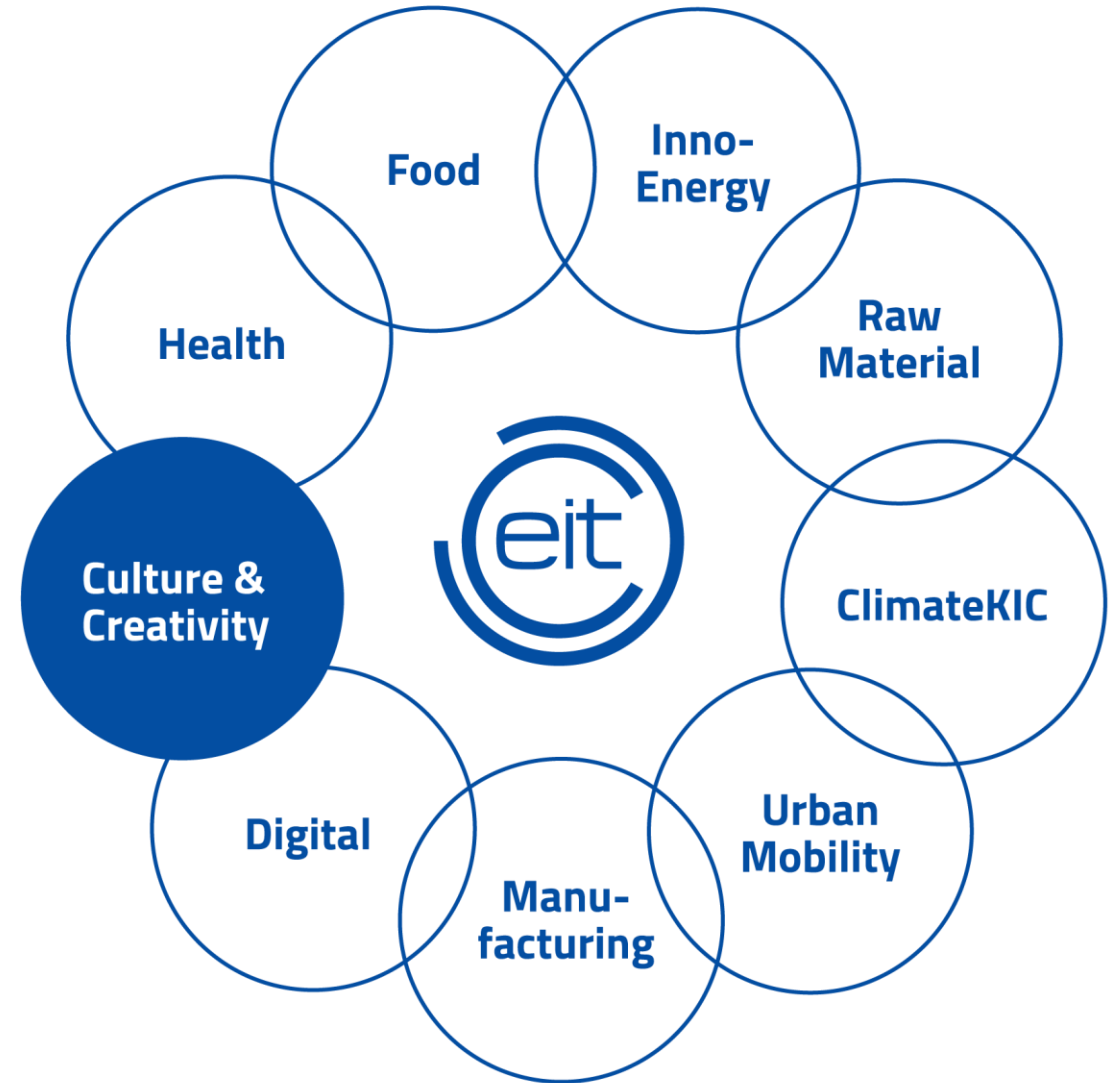
contributing €457 billion

OUR ROOTS

Part of the EIT Community

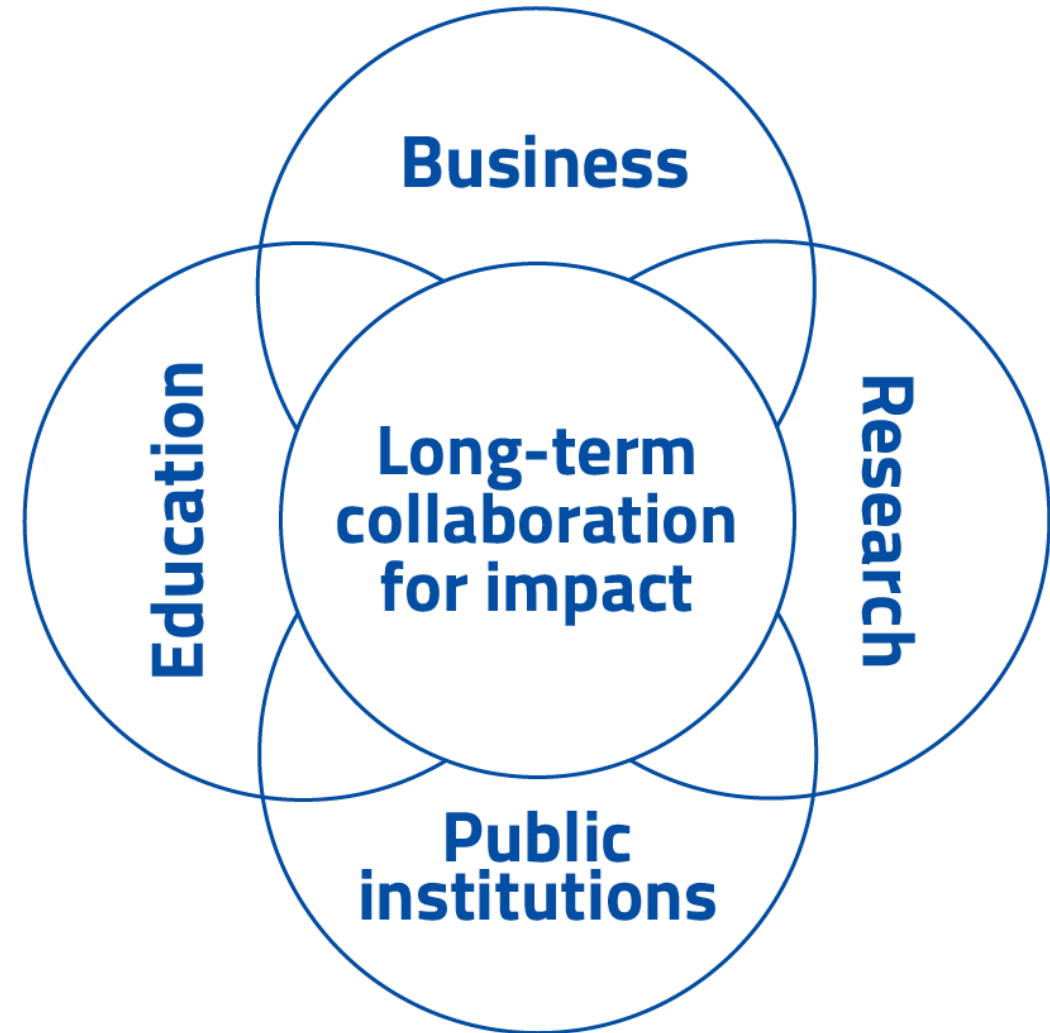
Founded in 2023 by the European Institute of Innovation and Technology (EIT), we are one of the nine Knowledge and Innovation Communities (KICs). We support Europe's cultural and creative innovation ecosystems and industries.

We aim to help them thrive, becoming a competitive, prosperous, and resilient economic force.



OUR ECOSYSTEM

Private/public partnerships



Together with our community of more than 60 partners, we create purposeful connections between start-ups and corporates, entrepreneurs and investors, consumers and industry, research and impact, ideas and reality.

We empower our partners to achieve what one cannot accomplish alone.

OUR VALUE PROPOSITION



Network

Accelerate innovation through our 6 regional hubs

Provide access to top talent and educative programmes for skills development

Build long-term partnerships beyond standard EU grant cycles



Market Access

Fast-track market entry for start-ups and scale-ups

Provide large organisations with early access to new innovations

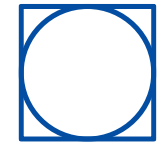
Support with market insights, matchmaking, trade missions, and showcases



Finance

Reduce risk with co-investment opportunities

Turn creative ideas into sustainable businesses



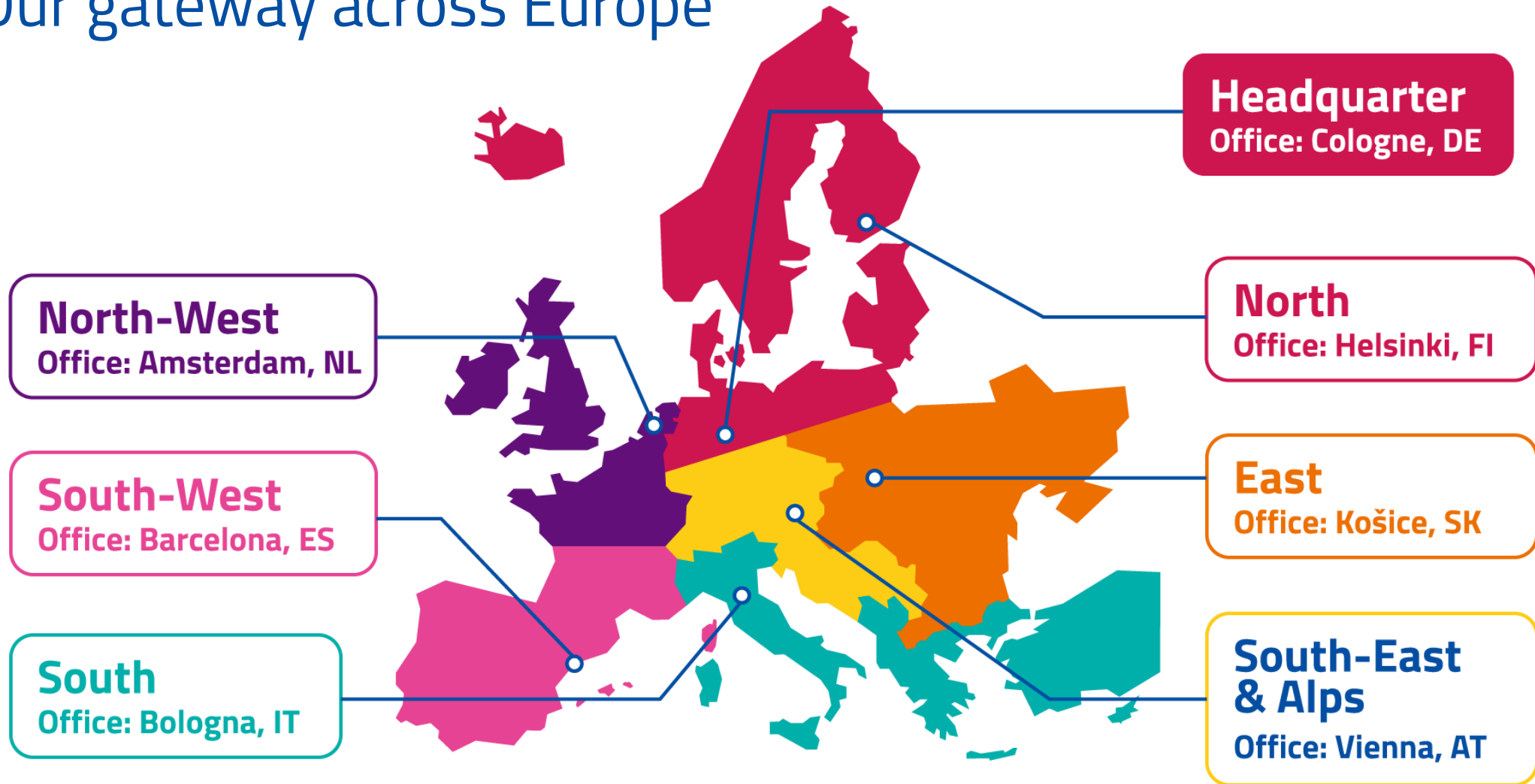
Policy

Shape policy and prepare partners for regulatory changes

Enhance competitiveness in Europe and globally

6 REGIONAL HUBS

Our gateway across Europe



PRIORITY SECTORS

De-risking innovation across the value chains of five PRIORITY SECTORS

Fashion



Sustainable materials, advanced manufacturing, AI platforms, circular economy, supply chain traceability, etc

- *Recycled polymers*
- *Smart textiles*
- *Virtual prototyping*
- *AI for fashion*
- *Laser cutting*
- *Digital product passports*

Architecture



Digital twin, urban design, construction technology, green buildings, sustainable materials, automation, etc

- *Recycled aggregates*
- *Design for assembly*
- *Passive cooling/heating*
- *IoT sensors*
- *Virtual prototyping*
- *Digital Permitting Tools*

Cultural



Creative platforms, heritage informatics, restoration technologies, AI in creative workflows, etc

- *Digitization for preservation*
- *Cultural data platforms*
- *AI in creative workflows*
- *Blockchain for rights*
- *Participatory Platforms*
- *Innovation in preservation*

Audiovisual



Computer vision, streaming optimization, immersive media, content production, edge computing, etc

- *XR applications*
- *Deepfake detection*
- *AI/ML for content creation*
- *Spatial audio & acoustics*
- *Compression & encoding tech*
- *Content monetization*

Gaming



Game development, virtual economies, user-generated content, engine-agnostic architecture, etc

- *Game engines*
- *Cloud gaming infrastructure*
- *Motion capture & animation*
- *Cross-platform development*
- *Voice & gesture recognition*
- *Innovation in monetization*

SCOPE

EXAMPLES

GROWING COMMUNITY

Core partners

40

2 SW

Cooperation
partners

26

4 SW

Community
participants

36

5 SW

Associates

+2500

Digital Hub

OUR CORE PARTNERS



From research, business, education and culture



CALLS UPDATE

Education

Business Creation

Innovation

Transformation – NEBA & SGT

TRANSFORMATION & NEB AREA

What's new

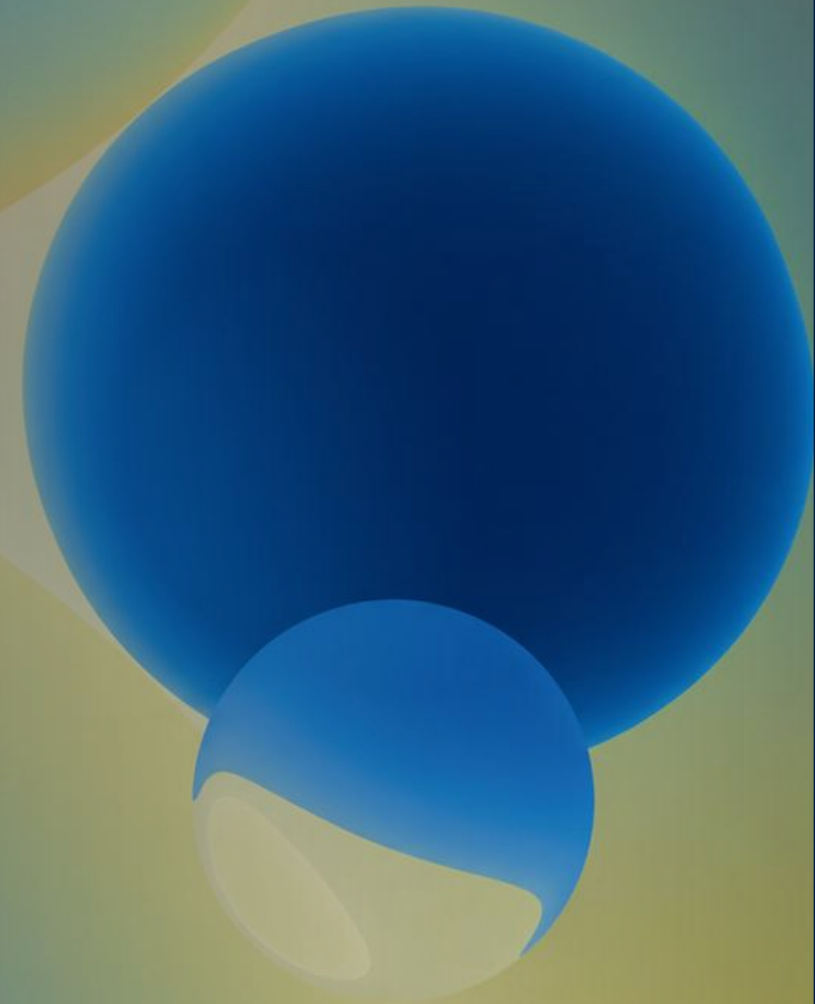
EIT Culture & Creativity for the NEB Academy:
new calls launched!

JUNE 11th 2026

NEB ACADEMY

FASHION SHIFT

*Supporting collaboration on circular and regenerative
solutions across the fashion value chain.*



Fashion Shift

Supporting collaboration on circular and regenerative solutions across the fashion value chain.

THE CALL AT A GLANCE

Funding

Up to €500,000 per project

Number of grants

5

Application deadline

31 August 2026

Project period

Jan 2027 – May 2028

WHO CAN APPLY?

Consortia of 4-6 partners from at least 2 eligible countries, including:

- A fashion brand (SME, operating ≥3 years)
- A research institution
- A public authority or innovation/industry cluster
- A fashion value-chain partner

Applicants must be legal entities eligible under Horizon Europe rules

SCOPE & TOPICS

Focus areas include:

- Market deployment and scaling
- Fashion value-chain collaboration
- Multi-actor engagement
- Learning and capacity-building
- Replicable solutions across Europe
- Double fit with NEB and EIT

KPI REQUIREMENTS

Mandatory KPIs:

- Innovations launched on the market
- Startups created with financial transactions

Optional KPIs:

- Investment attracted by KIC-supported start-ups and scale-ups
- Successful participants in EIT professional courses

+ FINANCIAL SUSTAINABILITY REQUIREMENTS

NEB Academy | Fashion Shift Ambassador

NEB ACADEMY

SKILLS INFRASTRUCTURE

*Supporting lifelong learning programmes
for Europe's lived environments.*

Skills Infrastructure

Supporting lifelong learning programmes for Europe's lived environments.

THE CALL AT A GLANCE

Funding

Up to €600,000 per project

Number of grants

Up to 5-6 projects

Application deadline

31 August 2026

Project period

Jan 2027 – July 2028

WHO CAN APPLY?

Multi-partner consortia capable of delivering education, training, and ecosystem-building initiatives

across Europe, including at least:

- one education provider;
- one public authority, public body, municipality, regional or local authority, or other relevant public-sector organisation; and
- one private organisation from the lived environment ecosystem.

Eligible applicants may include, among others, HEIs, VET providers, public authorities, SMEs, associations, NGOs and other relevant organisations active in the building ecosystem.

SCOPE & TOPICS

Focus areas include:

- Skills and learning initiatives
- New European Bauhaus values
- Multi-target groups (at least two)
- Regional transformation
- Creative contribution
- Learning quality

KPI REQUIREMENTS

Mandatory KPIs:

- Graduates from EIT-labelled programmes
- Successful participants in EIT professional courses and training activities
- Students / Professionals with new entrepreneurial skills

Optional KPIs:

- Not applicable under this call. *Additional KPIs can be proposed by the consortium.*

+ FINANCIAL SUSTAINABILITY REQUIREMENTS

Diversified Revenue Generating Strategy

TRANSFORMATION & NEB AREA

Learn more through our Webinars

Fashion Shift

Introduction to the call, focus & scope

8 JULY 2026 | 10:00 - 12:30 CEST



Skills Infrastructure

Introduction to the call, focus & scope

24 JUNE 2026 | 10:00 - 12:30 CEST

10 JULY 2026 | 10:00 - 12:30 CEST



THE ECOSYSTEM

2 CORE PARTNERS



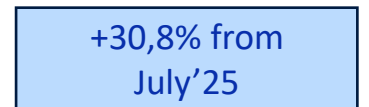
4 COOPERATION PARTNERS



5 COMMUNITY PARTICIPANTS



+330 ASSOCIATES

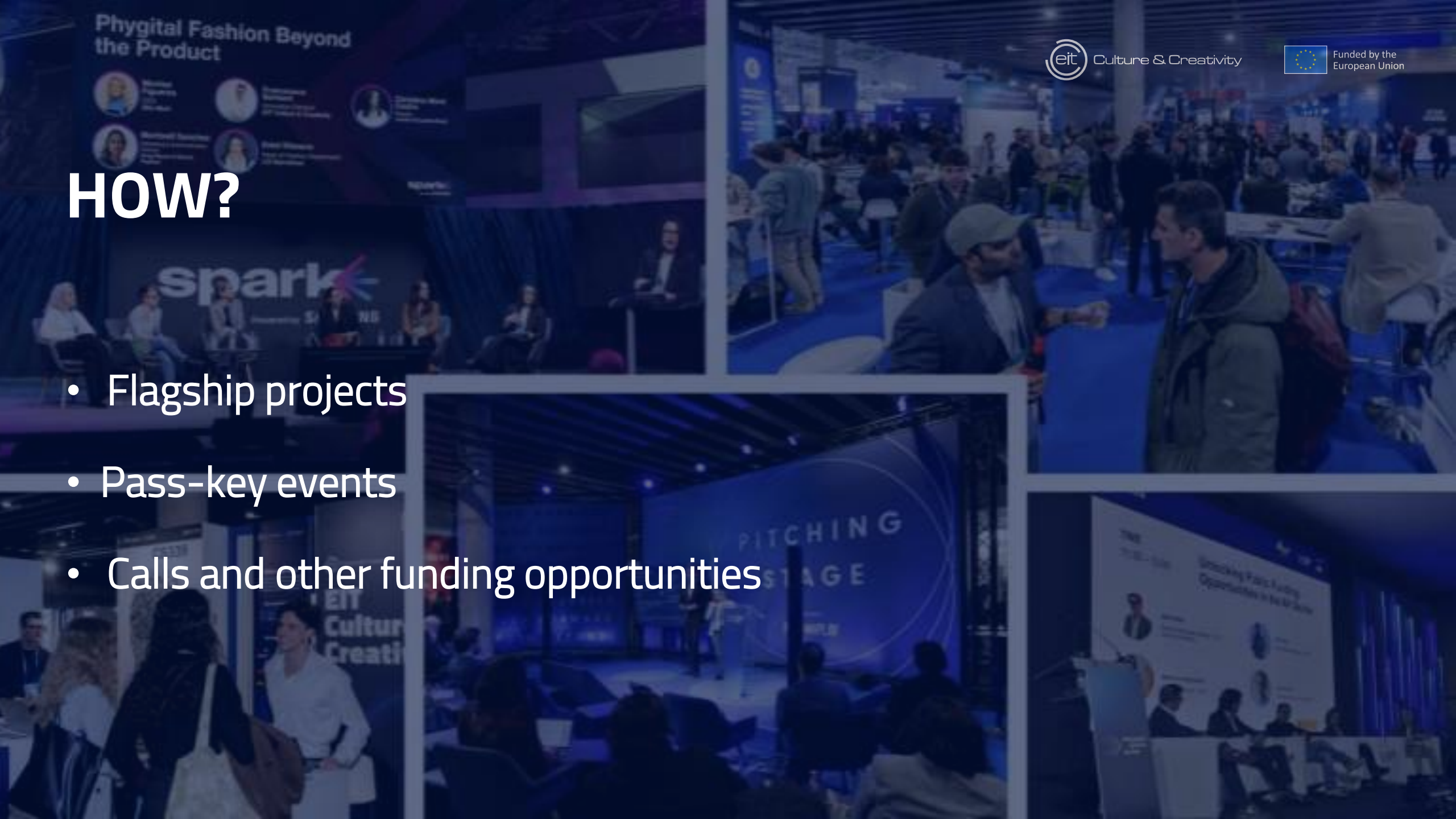


THE VISION FOR SOUTH-WEST: ZEBRAS, UNICORNS AND BEES

- Regional systemic innovation
- New alliances, two complementary approaches: medium-sized cities/region vs large metropolitan areas
- Meeting point of all the creative and cultural industries in the region

HOW?

- Flagship projects
- Pass-key events
- Calls and other funding opportunities



FLAGSHIP PROJECTS

- **ISE Congress & Foundation: joint partnership EIT CC SW , MODACC & XR LAB**
 - Phigital Fashion panel at ISE SPARK 26
 - STRATEGIC ALLIANCE ISE SPARK PHIGITAL FASHION 2027
- **HOR Project IAAC & EIT CC EDU - led by IAAC**
 - HORIZON-CL2-2025-01-HERITAGE-06 call: Europe as a global powerhouse of design for sustainable competitiveness
 - Total budget: around 4.5 millions. 100% founded.
- **Horizon Project Infinity**

- **Spanish Ministry of Science, Innovation , and University +EIT SPAIN + Red Innpulso network agreement**
- ***Finding common ground — Public Architects in Dialogue* at UIA Congress**
- **On-going conversations with EUIPO**

PASS-KEY EVENTS

Past

- **ACCIO - EU programs for CCSI-** 19 Jan, BCN
- **ISE 2026** – 3 to 6 Feb, BCN
- **MWC/4Y4N** – Open Challenge (ACCIO), 2 to 6 March, BCN
- **NEBA Conference** - 27 Feb, BCN
- **Fashion Week-** 2 & 3 Mar, Paris
- **Forum on Tourism and Cultural Heritage in Urban Destinations** - 12 & 13 Mar, Zaragoza

Present

- **Innovation Forum** - 11 & 12 May, Alicante
- **INFINITY** – 20 & 21 May, BCN
- **EIT Spain** KICs presentation at **CEIM** - 20 May, Madrid.
- **SW OPEN DAY** – 17, 18 or 19 June, Barcelona XRLab (SW HQ) & Sonar26
- **Public Architects in Dialogue** (UIA Congress – Jun; SCEWC Nov)

Future/TBC

- San Sebastian Film Festival – 18 to 26 Set
- KICK-OFF Business Creation Programs - Oct, BCN
- BCN Design Week- Oct
- Web Summit – 9 to 12 Nov, Lisbon
- Tribeca Festival Lisboa – 9 to 13 DEC

INFINITY PROJECT

NEW TOOLS, FUNDING, POSSIBILITIES FOR CREATIVE INDUSTRIES

What is Infinity?

Horizon Europe project that aims to make Europe's digital cultural heritage easier to access, understand and reuse.

What is our objective?

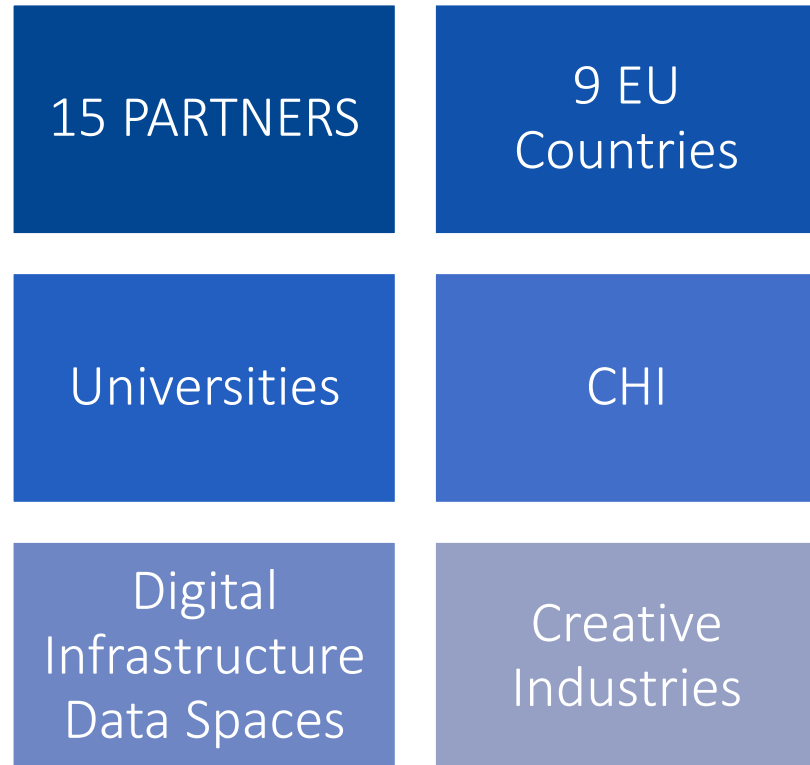
- Democratising access to cultural heritage
- Facilitate the reuse of cultural heritage digital objects
- Support innovation and creativity across Europe

Who is working in Infinity?

Multidisciplinary consortium of **15 partners**

Duration

From January 2026 to June 2029



Why are Creative Industries not reusing CHDOs?

To answer this question we developed a survey for Creative Industries and Cultural Heritage Institutions in order to obtain updated real data.

Most relevant data from surveys:

48%

report copyright or
licensing limits their work

42%

satisfied with current tools

88%

would pay for high-quality,
well-structured heritage data

Important finding from interviews with creative industries:

'When access or rights clearance becomes too costly, they recreate assets from scratch, use AI-generated alternatives, or move away from heritage content entirely.'

IPR REPORT

- Map of copyright and licensing in Europe
- Foundation for INFINITY's legal compliance tools

WEBINAR NOV 2026

- Train the trainer methodology
- Online (free to attend)
- Open to stakeholders and public (CHI and CI)

GRANTS AI TOOLS USE

- Start designing the framework of the call
- Main goal: grant startups for using our AI tools
- October 2027 (expected date)

EIT CC SOUTH
WEST (LEADER)

3 DERIVERABLES
AND TASKS

THANK YOU

E-mail

Fabio Palma, SW Regional Hub Director
Javier Arias, Business Creation Director

Contact person: judit.bataye@eit-culture-creativity.eu Ecosystem & BD Manager SW Regional Hub

Website

www.eit-culture-creativity.eu



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Angelica Monaco

Director Regional Hub South



Culture & Creativity

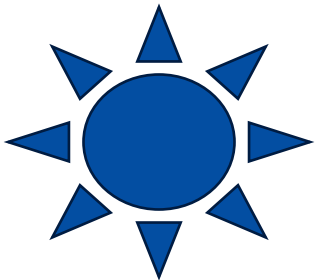


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Regional Hub SOUTH



Angelica Monaco
Director



Upcoming
New Business
Development Manager
(to be hired)



Elisa Trento
Producer

Covering:

Italy, Greece, Türkiye, Albania,
Malta, and Cyprus

Bologna

Hosted by: ART-ER

Kalkara, Malta

Hosted by: Xjenza-Malta

Partners:

6 Core Partners

Art-er, Unibo, Materahub, ETT, D'Annunzio
University of Chieti – Pescara - POLIMI

4 Cooperation Partners,

9 Community Participants

Priority areas:

Fashion, cultural heritage,
gaming, and audiovisual

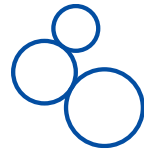
Regional Hub SOUTH

Goals



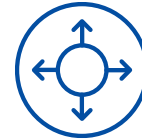
Value-added Network

Provide new connections across education, research & business to generate new opportunities



European Programmes

Support by funding, programmes as well as building consortia and collaborations.



Partnership for Impact

Facilitate knowledge exchange and co-operations of partners for resilience & transition



Ecosystem of services

Tailor-made navigation in EIT Culture & Creativity subway ecosystem to find the services of interest

Activities

Periodical Meetup

Quarterly Roundtables

Yearly Open Day

Demo Days/Showcases

EIT CC Programme info

Meet EU Projects in...

Strategic Topic Groups

Investment Roundtable

Cities & Regions Meetup

Access to Markets

Foresight Policies

Insight Lectures

REGIONAL HUB SOUTH

Recent events (May-June):

RIB Calls Launch event in Malta (70 attendees)

CR.EU.IN. HERITAGE_Eurocluster: capacity building webinar (185 attendees)

Clust-ER Create Assembly (Emilia-Romagna, 80 attendees)

DIGITA - New Skills for the Digitalization, Management and Enhancement of Cultural Heritage (Emilia-Romagna, over 40 attendees)

Major achievements and developments

- Opening of an **EIT Culture & Creativity office in Malta** (March)
- Online **Partner meeting** (July 16)
- Ongoing engagement with Greek stakeholders and **CCSIs National Cluster in Greece**
- In-person event and stakeholder engagement in **Albania with AIICS** (Jul or Sep)
- Activation of regional industrial players (**APA (Audiovisual Producers Association) and MIA (International AV Market)**)
- **Cities and Regions Network** event in Bologna (tbc, October)
- **Regional Hub South Open Day @ MAGMA Fest** in Matera (November 24-26)



PODEGO (NL)

Interactive audio guides that welcomes diverse audiences at museum & heritage sites



Media as a tool for empowerment, connection, and understanding > Gamification as a getaway to educating (& entertaining) young visitors

EIT Culture & Creativity – Business Creation Incubation Programme beneficiary; attended the Berlin kick-off and selected for '100 to Watch'

Meeting with **Heritage Malta** - the organisation behind Malta's museums, heritage sites and digital innovation - at our new home base in Malta, Villa Bighi ✨ Heritage Malta operates over 90 sites, including six UNESCO World Heritage sites.

Shortlisted - Innovator of the year 2025



Shortlisted
2025





[Regional Hub South](#)

Join the community!

Register for the EITCC Community

Receive latest Policy Briefs, Information, Call Publications,
Idea exchange and join discussions



Thank you

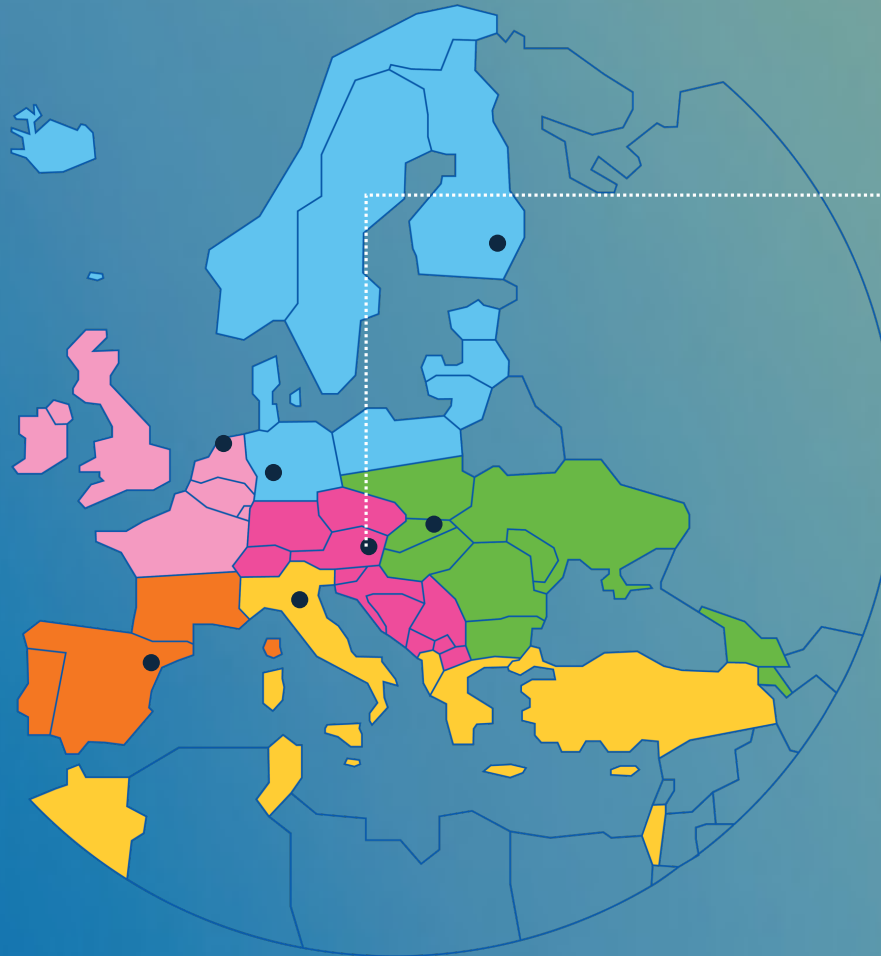


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REGIONAL HUB

SOUTH EAST & ALPS



South East
& Alps
Vienna, AT

- Austria
- Bosnia and Herzegovina
- Czech Republic
- Germany
- Kosovo
- Liechtenstein
- Montenegro
- North Macedonia
- Serbia
- Slovenia
- Switzerland

SOUTH EAST & ALPS



ACTIVE PARTNERS

- **Fraunhofer Gesellschaft**
- **Kreativwirtschaft Austria**
- **Time Maschine Organisation**
- **Köln Business**
- **Fiulmuniversität Baabelsberg**
- **Beletringa Digital**
- **Center for Creativity**
- **Mxlar GmbH**
- **ICE Germany**
- **KMK Sanat**
- **Goethe-Institut**
- **Museums Booster**
- **Fashion Council Germany**
- **UKIM**

ECOSYSTEM ENGAGEMENT

20.04 EU OPPORTUNITY WEEK - BELGRADE

An introduction to the EIT KICs and inspiring success stories from participants who have benefited from EIT programmes.

07.05 CREATIVE BUSINESS WEEK MUNICH

Layer Zero 2.0 – Fashion; Innovation and Sustainability – From Bavaria to the World
Responsive Fashion Institute & XR HUB

18. – 22.05 VIENNA UP 2026

Impact Days, Connect Day, Creative Days
Vienna Business Agency

20.05 THE GATE FESTIVAL - STUTT GART

Impulse & Exchange:
Meet the EIT Culture & Creativity
Media Solution Center Baden Württemberg

22.05 CREATIVE CATALYST APERTURE – VIENNA

Launch Event of the CREATIVE CATALYST AUSTRIA

17. – 18. 06 MINISTERIAL FORUM ON CREATIVE ECONOMY – HERCEG NOVI

The Berlin Process Creative Economy Expert Meeting
British Council

OPPORTUNITIES

UPCOMING EVENTS

14.07 INFO SESSION – COLOGNE

24.07 SALZBURG MEDIA SUMMIT

9. – 13.09. ARS ELECTRONICA – LINZ

25.09 – 04.10 VIENNA DESIGN WEEK

29. – 30. 09 DEVGAMM – Belgrad

XX/10 OPEN DAYS 2026 - MUNICH

CAMPUS VÄRE OPENING

MORE TO COME



INNOVATION ACTIVITY

CHALLENGE EXPLORATION WORKSHOP "BELEVEDERE"

Key Challenges Identified


- Accelerating digital transformation across collections, visitor experience and operations
- Understanding and leveraging AI opportunities in a meaningful way
- Building capabilities for continuous innovation and experimentation
- Strengthening collaboration with external innovators and technology partners



START-UP SUPPORTED



GAIA-GAIA



Akos Burg
Photography & Media Art

\$ You own
1 ABT token

Primary price ref.
95 EURC

You're supporting Akos Burg's work [View Portfolio](#)

SUPPORT THIS ARTIST
ABT Token

Price
95 EURC

ABT

95 EURC

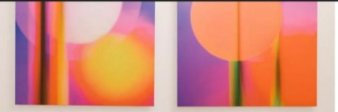
Buy Token

BRAINZ.

1 day ago · 3 min read

GAIA Culture and Zein Zone – Pioneering a New Artist Financing Model for the Middle East


Dubai, UAE – February 4, 2026 – [GAIA Culture](#), a global cultural-technology company pioneering the tokenization of artists' brand equity to unlock new financing models, has entered a strategic partnership with [Zein Zone](#), a creative consultancy bridging art, culture, and tourism in the Middle East. Together, the two organizations aim to provide new financing models, investor access, partnerships, visibility, and sustainability for emerging artists across the region.



Artworks by Ákos Burg at his exclusive token release event in Vienna, held in partnership with GAIA Culture

A new model for artist empowerment and cultural value

GAIA Culture leverages blockchain and AI technology to tokenize the long-term brand value of artists, transforming cultural equity into a new financial and strategic asset class. This model enables early-stage funding, fairer business

 Federal Ministry
Economy, Energy
and Tourism
Republic of Austria



 Für die
Stadt Wien

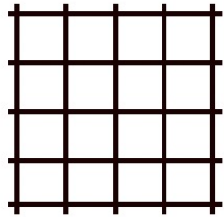
**INNO
VATION
SALZ
BURG**



CREATIVE CATALYST

Creative Catalyst supports creatives in developing innovation projects in the field of materials, digital solutions, and EU-funded collaborations through structured labs led by industry and European experts—all within the context of the triple transition: digital, green, and social.

INNOVATION PATHWAY PROGRAMME
hosted by EIT Culture & Creativity South East & Alps
www.creativecatalyst.eu



MATERIALS LAB

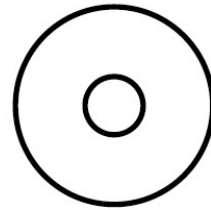
Neue Materialien & verantwortungsvolle Produktion

Exploring new, regenerative, next-gen materials

Discovering applications for fashion, textiles, interiors, architecture and the built environment

Developing innovation pathways

Preparing for innovation funding



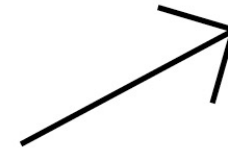
CREATIVE AI LAB

Innovative & digitale Ansätze, die mehr möglich machen

Exploring trends and future scenarios in Creative AI

Developing future-proof business models

Preparing for innovation funding



ACADEMY

Von Idee zu Investment & EU Funding Readiness

Understanding EU funding, identifying funding pathways

Business-Support

Matchmaking & Collaboration Building

Writing strong proposals

THANK YOU

Alexander Diesenreiter

Alexander.Diesenreiter@eit-culture-creativity.eu

Thank you

www.metaheritage.eu



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