EIT CULTURE & CREATIVITY - FUNDING OPPORTUNITIES

Get Funded 4.11.2026

Sami Jääskeläinen

eit Culture & Creativity

Co-funded by the European Union

WE ARE

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

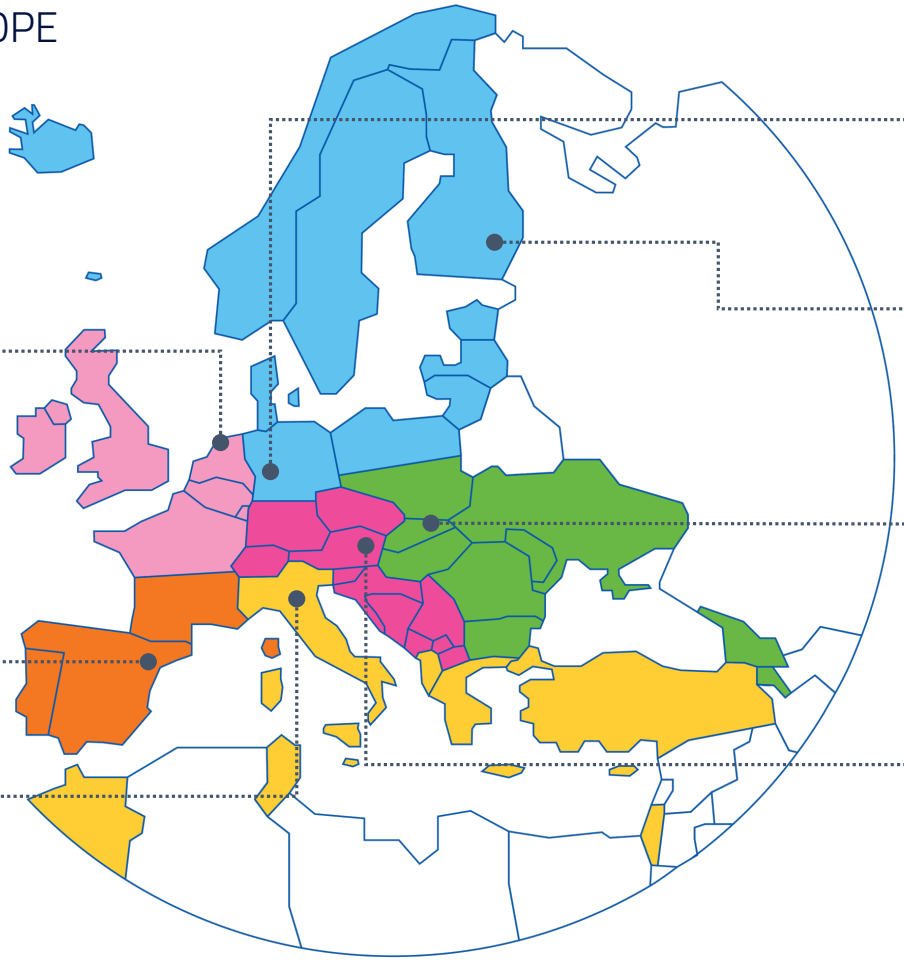
OUR ROOTS

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.



REGIONAL HUBS

OUR GATEWAY ACROSS EUROPE



HEADQUARTER
COLOGNE, DE

NORTH
HELSINKI, FI

EAST
KOŠICE, SK

SOUTH-EAST & ALPS
VIENNA, AT

SOUTH
BOLOGNA, IT

SOUTH-WEST
AMSTERDAM, NL

NORTH-WEST
AMSTERDAM, NL

OUR PRIORITY AREAS



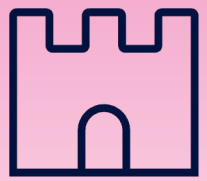
FASHION

Moving towards sustainable production and consumption in line with EU circular economy standards.

ARCHITECTURE

Using innovative tech and circular, fair practices to maintain, renovate, or rebuild architectural sites and buildings to meet net-zero goals.



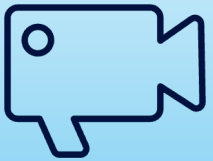


CULTURAL HERITAGE

Adapting heritage sites to climate change and enhancing social cohesion.

AUDIO-VISUAL & MEDIA

Promoting responsible technologies from EU companies to protect consumers and reduce environmental impact.





GAMING

Supporting EU SMEs in adopting AI, no-code tools, user-generated content while promoting digital ethics.

POSITIONED WHERE INDUSTRY NEEDS MOST SUPPORT

We don't ask for a large equity stake up front. Our financial sustainability mechanism gives us the right to purchase equity (minority) at nominal price before your next funding round. Not an aggressive market position, but enough for us to stay invested in your success alongside you.

Culture & Creativity

Co-funded by the European Union



OUR TRACK RECORD
2024-2026

eit Culture & Creativity

Co-funded by the European Union

80+

startups supported across our programmes since 2024

700+

applications received from 46 countries

51%

of founders are female or co-founders

36

ventures named to the 100-to-Watch list

4.5M EUR

raised by startups we've supported over the last 12 months

BUSINESS CREATION PROGRAMMES

PHASE 1 → PHASE 2 → PHASE 3 → SERIES A

SPARK INCUBATION

PRE-SEED
NEW VENTURE BUILDING

Spark exists because the best creative ventures often start as talent, not as companies. We back the translation from an idea with commercial potential into a venture with a business model, a team and a first market test.

SHAPE ACCELERATOR

EARLY TRACTION
PRE-FUNDING

Shape exists for founders who've already proven something works — but haven't yet had to prove it to an investor. This is where we close the gap between "this could scale" and "this is investment-ready."

SCALE POST-ACCELERATOR

POST-SEED
SERIES A PREP

Scale exists to carry the best creative companies through their most decisive stretch: right after seed, on the way to Series A. We work alongside founders and their existing investors to build toward a clean, fundable Series A and a real exit or liquidity path.

WHO WE ARE LOOKING FOR

01 IT ACTUALLY HAS TO WORK
Not just promising. Your product or IP needs to genuinely hold up.

02 A REAL MARKET OPPORTUNITY
Not a hunch. A real read on an existing or emerging market.

03 YOU GET THINGS DONE
A team that can execute, not just imagine.

04 ASK FOR THE FUNDING THAT FITS YOUR STAGE
Be sure to ask for funding that matches your stage & you can manage.

05 SENSE OF URGENCY
Founders who move at the speed of market (or faster!).

Built into every venture from day one: tech stack, agentic tooling and workflow automation; next to a clear-eyed view of your exit or liquidity path.




OPEN CALL
SPARK:
NEW VENTURES
IN CREATIVE TECH
For early-stage createch founders
ready to turn business concepts
into market-ready ventures.
FINANCIAL SUPPORT
UP TO EUR 30,000
DEADLINE
16 NOVEMBER 2026
eit Culture & Creativity
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European Union

THE CALL FINANCIALS AT A GLANCE

Culture & Creativity

Co-funded by the European Union

1,050,000 EUR

TOTAL FINANCIAL SUPPORT & ALLOCATION FOR 2027 COHORT

DATES

KEY TIMELINE

- **Call deadline**: 16 Nov 2026, 17:00 CET
- Next info session: 10 Nov, 10:00 CET
- Startup Sprint: March 2027

BUDGET

€1.0M TOTAL SUPPORT

- Allocated for up to 35 ventures, 2027 cohort
- Utilize in 9 months
- Company formation by month 3 is mandatory to receive the full funding.

SECTORS

FOCUS INDUSTRIES 2026

- Fashion
- Architecture
- Future cohorts will expand to additional sectors, with details to be announced soon.

FINANCIAL SUPPORT TO STARTUPS & SCALEUPS

SHAPE
ACCELERATOR | UP TO EUR 200,000

SCALE
POST-ACCELERATOR | UP TO EUR 500,000

THE CALL FINANCIALS AT A GLANCE

Culture & Creativity

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8,600,000 EUR

TOTAL FINANCIAL SUPPORT & ALLOCATION FOR 2 COHORTS

SHAPE ACCELERATION

100K EUR + **100K EUR**

to 30 STARTUPS

to up to 4 top performers, pitched at Demo Day

SCALE POST-ACCELERATION

200K EUR / **200K EUR** / **500K EUR**

to 14 SCALEUPS (non-RIS countries)

to 2 SCALEUPS (100-To-Watch)

to 4 SCALEUPS (RIS countries)

THE CALL DETAILS AT A GLANCE

IMPORTANT DATES

- Call opened: 10 August
- Call Deadline: 12 October, 17:00 CET
- Next Info Session: 22 Sept, 15:00 CET

INDUSTRY FOCUS

FASHION, ARCHITECTURE, AUDIO VISUAL MEDIA

*Future cohorts will expand to additional sectors, with details to be announced at a later date.

ELEGIBILTY BASELINE

For both programmes , Ventures must be:

- Registered as for-profit companies
- Registered in an EU Member State or Horizon Europe-associated country,
- Operating in fashion, AVM or architecture
- Committed to grow in Europe.

TERMS

Program participation requires signing with EIT Culture & Creativity:

- Participation Agreement,
- Subgrant/Project Agreement,
- Declaration of Honour
- FSM (Option Agreement).

DURATION

- Approx1 year
- In person Kick off & Demo Day
- 6-month online programme
- 5 additional months to utilise the fund

CONDITIONS

- Participate kick off with min one C-level rep.
- Min 80% participation to be eligible for full funding and demo day
- Mandatory coaching
- Delivering listed deliverables and reports in the call guideline

SHAPE OR SCALE? - FINANCIAL SUPPORT

FIND THE TRACK THAT MATCHES WHERE YOUR VENTURE IS TODAY.

SHAPE
ACCELERATION PROGRAMME

100K EUR
FINANCIAL SUPPORT

- Pre-seed or seed-stage venture with a validated product and paying customers
- Differentiated solution with a clear competitive edge
- At least one full-time founder with relevant domain expertise
- Strong founding team with complementary skills (creative, technical, business), or a clear plan to fill the gaps
- Ready to validate, restructure, and raise investment to grow
- Open to equity investment

100K EUR	If fitting the Shape requirements (registered country does not matter) To 30 startups
100K EUR ADDITIONAL AFTER YOU CONCLUDE THE PROGRAM	Pitch to be selected at the Demo Day for additional financial support. (Only 4 top performers)

SCALE
POST-ACCELERATION PROGRAMME

200K-500K EUR
FINANCIAL SUPPORT

- Raising post-seed funding, or secured investment in the last 18 months (with a proof; a signed term sheet or equivalent)
- Scalable model with strong traction and evidence of growth
- Clear competitive advantage — tech, distribution, network, brand, or data
- Strong, experienced team with defined roles and in-house expertise
- Early multi-market EU presence with international expansion ambition
- Preparing for Post-Seed / Series A or larger investment rounds

200K EUR	If fitting the Scale requirements and from non-RIS country – 14 scaleups
200K EUR	If you are one of the EIT CC 100-To-Watch startups – 2 scaleups
500K EUR	If fitting the Scale requirements and from a RIS country – 4 scaelups


OPEN CALL
INNOVATION PROJECTS
Supporting high-impact, close-to-market projects towards commercial readiness.

THE CALL FINANCIALS AT A GLANCE

STAGE 1 GRANTED APPLICATIONS

600,000 EUR

TOTAL FINANCIAL SUPPORT

20K EUR

- Projects funded: 30
- Lump sum
- Prefinancing payment (100%)

STAGE 2 GRANTED APPLICATIONS

9,900,000 EUR

TOTAL FINANCIAL SUPPORT

900K EUR

- Projects funded: 11
- Lump sum
- Prefinancing payment (up to 25%), interim payment (up to 70% cumulative), final payment (up to 100% cumulative)
- Reimbursement rate of 70% for each project member (of their eligible costs)

OUR GOAL

The Innovation area at EIT Culture & Creativity bridges the gap between groundbreaking ideas and commercial viability, transforming creative concepts into market-ready innovations.

We support advancing promising prototypes from Technology Readiness Level (TRL) 7 (validated under certain conditions) to TRL 9 (market launch), driving transformative solutions for Europe's Cultural and Creative Sectors and Industries (CCSI).

CALL OVERVIEW

TARGET SECTORS

2026 ONLY



FASHION



ARCHITECTURE



AUDIO-VISUAL MEDIA

TARGET BENEFICIARIES

Early-stage ventures, scale ups, and SMEs with creative tech solutions at TRL 7, with real scalable market impact.

CALL STRUCTURE

2-STAGE PROCESS

STAGE 1 – CONCEPT

- Short proposal
- Deadline: 30 Oct 2026

STAGE 2 – PREPARATION

- 30 projects selected
- Full proposal + BD plan
- Deadline: 15 Mar 2027

- 11 projects selected
- FSM signature
- Start: 01 Jul 2027 (Tentative)

BUDGET

STAGE 1
GRANTED APPLICATIONS

UP TO **20K** EUR
PER PROJECT
LUMP SUM

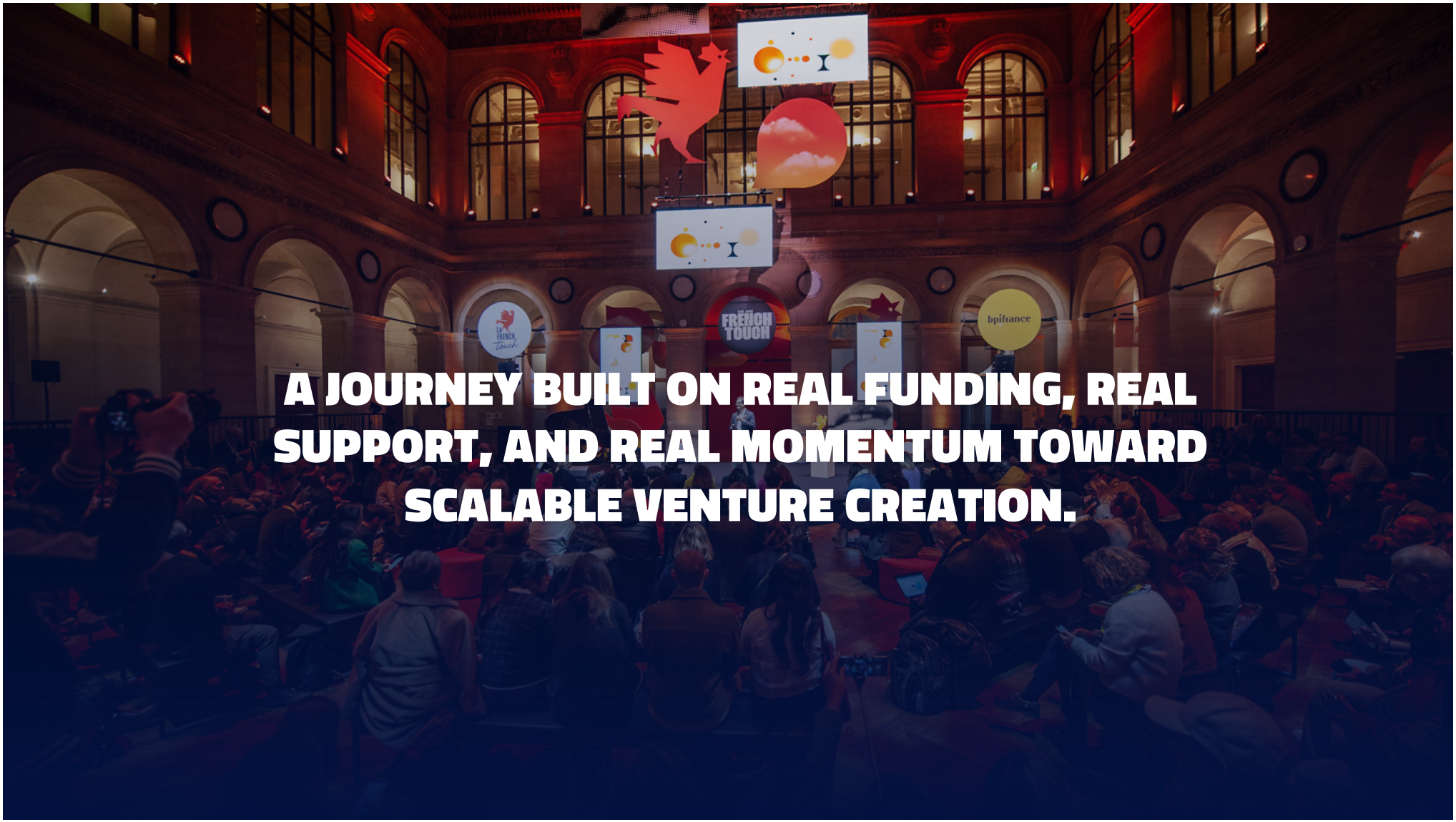
STAGE 2
GRANTED APPLICATIONS

UP TO **900K** EUR
PER PROJECT
LUMP SUM
UP TO 70% COSTS

WHAT'S IN IT FOR YOU?

eit Culture & Creativity

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A JOURNEY BUILT ON REAL FUNDING, REAL SUPPORT, AND REAL MOMENTUM TOWARD SCALABLE VENTURE CREATION.



ONLINE CLINICS LED BY INTERNATIONAL EXPERTS



FACE TO FACE SPRINT TO START THE PROGRAMME IN EUROPE


SECTOR SPOTLIGHT
Merel van Helsdingen
Ben Cerveny
Maria
Borre Akkerdijk
Rami Ismail
DESIGNATED COACH & ACCESS
TO SEASONED MENTORS



VISIBILITY & CREDIBILITY ACROSS THE EUROPEAN CREATIVE TECHNOLOGY ECOSYSTEM


PAN-EUROPE CREATECH
FOUNDERS COMMUNITY


INTRODUCTIONS TO
POTENTIAL CLIENTS &
COLLABORATORS


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100-TO-WATCH
IN CULTURE & CREATIVE TECH
2026

100
-TO-WATCH
VENTURES IN
CREATIVE TECH

CONTINUOUS SUPPORT FOR:

- Investment readiness & access to funding
- Access to markets, pilots & corporates
- Access to skills, learning & development
- Visibility & PR













JOIN THE COMMUNITY!

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THANK YOU

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