



D6.2

KreativEU Seed Funding Initiative - Regulation



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D6.2

KreativEU Seed Funding Initiative - Regulation

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Work package:	WP6 – KreativEU Heritage European campus
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Dissemination Level:	SEN - Sensitive

Contributors:	This deliverable was produced by the KreativEU WP6 Team (led by the University of Camerino and the Adana Alparslan Türkeş Science and Technology University) in collaboration with the leaders and co-leaders of WP3, WP4 and WP5 and with the assistance of the Project Coordinator.
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Abstract	This document sets forth the regulation related to the KreativEU Seed Funding Initiative, setting the number and timing of the calls, eligibility, evaluation and selection criteria, application process, selection committees, dissemination/communication channels, financial control, and other relevant aspects.
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Executive Summary

This deliverable, D6.2 KreativEU Seed Funding Initiative - Regulation, developed within the Erasmus+ project KreativEU (101177256 – ERASMUS-EDU-2024-EUR-UNIV) under Work Package 6: KreativEU Heritage European campus, sets forth the regulation related to the KreativEU Seed Funding Initiative, aimed at supporting the development of cutting-edge and interuniversity internal bottom-up educational, research-based, artistic, entrepreneurial, technological, and societal projects and the launch of internal students' competitions for the best ideas, products, prototypes or start-ups. The document outlines the number and timing of the calls, eligibility, evaluation and selection criteria, application process, selection committees, dissemination/communication channels, financial control, and other relevant aspects. The KreativEU Seed Funding Initiative – Regulation has been prepared collaboratively by the KreativEU WP6 Team (led by the University of Camerino and the Adana Alparslan Türkeş Science and Technology University) in collaboration with the leaders and co-leaders of WP3 – KreativEU Research, WP4 - KreativEU Culture with and for Society, and WP5 – KreativEU knowledge-creation and design network on smart sustainability, and with the assistance of the Project Coordinator, ensuring alignment with the KreativEU's objectives and the shared interests of the Higher Education Institutions involved.

This Regulation builds upon the KreativEU Consortium Agreement and Grant Agreement (notably the Description of Action [DoA]), providing for a detailed account on the inner workings of the KreativEU Seed Funding Initiative. It is conceived as a living document, subject to revision and approval by the Steering Committee, to remain responsive to the evolving needs of the Higher Education Institutions involved. Amendments require simple majority approval by the Steering Committee.

1. Purpose of Seed Funding Initiative

The KreativEU Seed Funding Initiative aims to support (1) the development of cutting-edge and interuniversity internal bottom-up educational, research, artistic, entrepreneurial, technological, and societal projects and (2) the launch of internal students' competitions for the best ideas, products, prototypes or start-ups, thereby contributing to the strategic goals of the KreativEU Alliance, while fostering long-term collaborative activities between KreativEU Partner Institutions and Associated Partners.

In more detail, the goals are to:

1. bring together students, academic and non-academic staff, researchers, artists, entrepreneurs, administrative staff, experts, and stakeholders, enabling them to create new knowledge together, across countries and disciplines.
2. drive innovation and entrepreneurial mindset, strengthening the visibility of KreativEU internally, promoting further staff, students, and stakeholders' engagement;

3. sow the seeds for the future long-term development of the alliance, in strong connection with the interests of the KreativEU's staff and students, making them real leaders of change and societal transformation;
4. eventually attracting external funding, for example involving local companies and stakeholders in seed projects and competitions.

The KreativEU Seed Funding is to be aligned with the KreativEU Joint Research-based Strategic and Thematic Agenda (WP3 - KreativEU Research). It is also to be articulated with the activities to be developed within the framework of the transnational Art and Heritage Incubator (WP4 - KreativEU Culture with and for Society) and during hackathons (WP5 -KreativEU knowledge-creation and design network on smart sustainability).

By the end of 2028 at least 22 internal projects, and 20 internal student's competitions need to be implemented with an overall budgetary allocation of € 990.000,00 (for 2025-2028), equally distributed among the KreativEU 11 Partner Institutions (€ 90.000,00 per partner), which are all fully committed with the initiative. Financial support to Associated Partners and third parties will not be granted with the KreativEU Seed Funding Initiative as stated in the DoA.

To accomplish these goals, this document sets forth the regulation related to the KreativEU Seed Funding Initiative, setting the number and timing of the calls, eligibility, evaluation and selection criteria, application process, selection committees, dissemination/communication channels, financial control, and other relevant aspects. This regulation was developed collaboratively by the WP6 team and the leaders of WP3, WP4, and WP5, ensuring alignment with the overall project's objectives and the guidelines established in the Monitoring and Evaluation Plan.

2. Logical Framework

This section comprehensively details the objectives, outcomes, deliverables, milestones, activities, and performance indicators related to the Seed Funding Initiative, ensuring it is aligned with the project's overall monitoring framework.

2.1 Objectives, Outcomes, Outputs

WP6 - KreativEU Heritage European campus

Leading Beneficiary: UNIVERSITÀ DEGLI STUDI DI CAMERINO (UNICAM), Italy

Co-leading Beneficiary: ADANA ALPARSLAN TURKES BILIM VE TEKNOLOJİ UNIVERSİTESİ (ATU), Türkiye

Start date: 01/01/2025

End date: 31/12/2028

OBJECTIVES:

1. To establish a fully European University as a long-term institutional, structural, and strategic cooperation that permits the implementation of a competitive and attractive educational model for the enhancement of European cohesion.
2. To foster artistic and cultural diversity by linking education, research, innovation, and service to society.

3. To create the KreativEU Inter-University Heritage European Campus where students, staff, and researchers can enjoy seamless mobility and create new knowledge and innovation together, across countries and disciplines.
4. To launch and manage a Seed Funding Initiative to support internal bottom-up projects and competitions, fostering innovation and collaboration within the Alliance.

OUTCOMES:

By 2028, a joint physical and digital infrastructure shared by all eleven members of the alliance, the KreativEU Inter-University Campus, is fully operative and can be further developed to integrate new functions. The KreativEU Seed Funding Initiative will also be up and running, with at least 22 small/medium-scale innovative and interdisciplinary projects, and 20 competitions being supported with a high level of satisfaction.

RELEVANT OUTPUTS:

D6.2 – KreativEU Seed Funding Initiative – Regulation

Type: R - Document, report

Dissemination Level: SEN - Sensitive

Due Date: (month) 6

Description: This deliverable will set the number and timing of the calls, eligibility, evaluation, and selection criteria, application process, selection committees, contact points in every partner HEI, dissemination/communication channels, financial control, etc. for the Seed Funding Initiative.

D6.4 – Acts and documents of the projects and the competitions

Type: R - Document, report

Dissemination Level: SEN - Sensitive

Due Date: (month) 42

Description: This deliverable will be a collection of all the materials related to the projects and competitions supported through the KreativEU Seed Funding Initiative, with an executive summary and conclusions.

D6.5 – KreativEU Seed Funding Initiative – Evaluation Report

Type: R - Document, report

Dissemination Level: SEN - Sensitive

Due Date: (month) 48

Description: This deliverable will encompass a detailed evaluation of the KreativEU Seed Funding Initiative in order to account for the most significant results, in terms of the interests of the KreativEU's staff and students in shaping the future of the Alliance. The results of the KreativEU Seed Funding Initiative will be extremely relevant in the design of the exploitation plan to be delivered (WP8, D8.8).

MILESTONES:

Milestone No.	Milestone Name	Means of Verification	Due Date (month)
21	The KreativEU Seed Funding Initiative – Regulation is delivered	Description: When the KreativEU Seed Funding Initiative Regulation is delivered, it will mean that the initiative is ready to start being implemented. **Means of Verification:** Date of approval of the deliverable by the Steering Committee.	6

2.2 Activities, Indicators & Targets

Activities	Indicators	Target
T6.5 - KreativEU Seed Funding Initiative		
1. Launching and managing calls for internal projects.	No. of internal small/medium-scale interuniversity projects supported.	22
	% of funded projects declaring high satisfaction with the process.	75%
2. Launching and managing calls for internal student competitions.	No. of internal competitions for the best ideas/products/start-ups supported.	20
	No. of students participating in the competitions.	200
	% of participating students declaring the initiative as a valuable addition to their academic experience.	80%
3. Evaluation and monitoring of the initiative's impact.	No. of evaluation reports produced on the Seed Funding Initiative.	1

2.3 Monitoring Tools for the KreativEU Seed Funding Initiative (WP6)

This section is based on the general monitoring framework of the KreativEU project and specifies activities and deliverables of the **KreativEU Seed Funding Initiative**, which is a core component of Task T6.5 within Work Package 6. The tools below are designed to effectively track the progress, outcomes, and impact of the internal projects and student competitions supported by the Alliance.

Data Collection.

For the Seed Funding Initiative, monitoring data will comprise all information and documentation generated throughout the lifecycle of the calls for projects and competitions. This includes, but is not limited to,;

- the official calls for proposals and competitions published by the Alliance;
- all submitted application forms from project teams and student groups;
- minutes, scoring sheets, and official decisions from the evaluation panels;
- the final lists of approved projects and competition winners for each call;
- Mid-term and Final Reports submitted by the funded project teams (as defined in 4.9.1 and 4.9.2 and required for D6.5);
- evidence of dissemination activities resulting from the funded projects (e.g., links to publications, event photos, website articles).

Data Storage and Bookkeeping.

The supporting documents for monitoring will be the digital files produced and collected by the **Seed Projects Task Force** and the **Seed Competitions Task Force**, as defined later. These documents will serve as the evidence base for the M&E Platform and include:

- files in PDF format of the official calls, evaluation reports, and final reports;
- completed application forms (e.g., in Word or PDF format as per Annex 1 of D6.2);
- official email communications and notifications sent to applicants and winners;
- spreadsheets tracking the number of applications, funded projects, participating institutions, and budget allocation per call;
- links to outputs generated by the funded projects (e.g., project websites, publications, prototypes).

Data Collection Frequency.

While the general project monitoring follows a monthly cycle, data collection for the Seed Funding Initiative will be event-driven, aligned with the specific timelines of each funding call. This ensures data is collected at the most relevant moments:

- at the close of each call: collection of all submitted applications for archival and statistical purposes;
- following evaluation: collection of evaluation panel decisions and final list of funded projects;
- upon project completion: collection of Final Reports from all funded initiatives to assess outcomes and impact.

This event-driven data will then be consolidated and submitted to the central M&E platform in line with the monthly reporting requirement of the overall project, ensuring that the Steering Committee has a consistent overview of the entire process.

Responsability.

The primary responsibility for collecting, validating, and submitting the monitoring information for the Seed Funding Initiative lies with the WP6 Leader (UNICAM) and Co-Leader (ATU).

Operationally, this will be managed in collaboration with the Seed Projects Task Force and the Seed Competitions Task Force, as established in deliverable D6.2. These task forces,

coordinated by the WP6 leadership, are responsible for ensuring that all required documentation is gathered from project beneficiaries and submitted to the M&E platform.

Reporting.

The performance and outcomes of the Seed Funding Initiative will be reported in two main ways, ensuring transparency and accountability:

- continuous online reporting: the progress of the initiative (e.g., number of calls launched, projects funded, institutions involved, total budget allocated) will be updated on the M&E platform dashboard. This will provide a real-time consistent supervision for the Steering Committee;
- half-year and final reports: a summary of the initiative's progress, challenges, and key achievements will be included in the project's half-year Monitoring and Evaluation reports. The final, comprehensive analysis of the initiative's overall success and impact on the Alliance and beyond will be formally reported in D6.5 – KreativEU Seed Funding Initiative – Evaluation Report (M48).

3. KreativEU Seed Funding

For the purpose of this regulation the KreativEU Seed Funding is divided into two funding streams: the Seed Projects and the Seed Competitions. Since funds for these initiatives have been already assigned separately to each partner, no transfer of budget between partners is required, unless stipulated differently for a specific project or competition.

3.1 Seed Projects

The aim is to promote the development of small and medium-scale internal and interuniversity bottom-up educational, research, artistic, entrepreneurial, technological, and societal projects, in strong connection with the activities and priorities of the KreativEU work packages, especially WP3, WP4 and WP5.

The participation of students, academic and non-academic staff, researchers, artists, entrepreneurs, administrative staff, experts, and stakeholders from all career stages is highly recommended. No financial support can be granted to third parties.

For such projects, the team must include students and staff from at least two distinct KreativEU Partner Institutions, but the participation of students and staff from a higher number of Partner Institutions is highly recommended. Each project is also encouraged to secure the collaboration of at least one associated partner. Associated partners cannot, however, benefit from any contribution coming from the KreativEU Seed Funding overall budgetary allocation according to Article 9 of the Grant Agreement. Individual projects will not be considered for funding.

The Coordinator of each project (referred to as “Lead Applicant” during the application process) must be a staff member of one of the KreativEU Partner Institutions.

Both small and medium-scale projects will be supported. Small projects can last up to 12 months and medium-scale projects can last up to 24 months. The maximum funding grant for seed projects is € 15,000.00 for small projects and € 30,000.00 for medium-scale projects. The Seed Projects funding stream makes use of an overall budgetary allocation of a minimum of € 900,000.00 for the period between 2025 and 2028.

Information on the winning projects will be reported on the KreativEU website and the projects will be presented at the KreativEU Annual International Conferences and/or at any other relevant events.

3.2 Seed Competitions

The aim is to foster internal students' competitions to identify, highlight and reward the best ideas, products, prototypes or start-ups, developed within the KreativEU Alliance, organised in collaboration with relevant WPs and their activities (primarily WP4 and WP5). These competitions are open to students who are enrolled in one of the KreativEU Partner Institutions. However, for a number of competitions specific students' target groups may be defined.

Students' competitions will take the form of a prize to be awarded to individual students and/or to groups of students. The maximum funding grant for seed competitions is € 5,000.00 per call (e.g., first prize € 2,500.00, second prize € 1,500.00, third prize € 1,000.00). Winners may receive in cash or in-kind awards. In case of group of students participating to the competition, a group leader must be indicated at the moment of the application. The prize will be paid to the group leader that is fully responsible for sharing the price with other group participants. All payments made must be clearly traceable and must include information that refers to the specific Seed Competition. The Seed Competitions funding stream makes use of an overall budgetary allocation of a maximum of € 90,000.00 for the period between 2025 and 2028.

Information on the winning students and their ideas, products, prototypes or start-ups will be reported on the KreativEU website. Students will also be invited to participate at the KreativEU Annual International Conferences and/or at any other relevant events in order to share their experiences.

4. Seed Projects

A Seed Projects Task Force, including one representative for each KreativEU Partner Institution will be formed. This task force must closely operate with members of WP3, WP4, WP5, and WP6 and will be responsible for preparing project calls, coordinate the nomination of evaluation panels, presenting the final list of approved projects for every call, and overall supervising the distribution of seed funding. This task force will be jointly coordinated by the WP6 Leader and co-Leader.

4.1 Calls

At least **two calls per academic year** (usually reckoned from the beginning of the autumn/winter term to the end of the spring/summer term) will be issued. The specific timing of the calls and related deadlines will be set out by the Seed Projects Task Force, provided that by the end of 2028 at least 22 internal projects have been implemented. Every call must be open and widely published and conform to EU standards concerning transparency, equal treatment, conflict of interests and confidentiality. The calls must remain open for at least two months. The outcomes of the calls must be published on the KreativEU website, including a description of the selected projects, award dates, project durations, and final recipient legal names and countries. Both small and medium-scale projects will be supported. In general calls must also be drafted according to the following structure, though the structure may be adapted whenever necessary:

1. aims and priorities,
2. type and duration of projects to be funded,

3. budget allocation and eligible/ineligible costs,
4. eligibility criteria,
5. application submission mode,
6. selection and evaluation criteria,
7. evaluation panel(s),
8. dissemination and acknowledgement obligations,
9. reporting obligations,
10. Funding Disbursement,
11. Timetable,
12. Applicable Legislation and Regulations,
13. Data Protection,
14. Contacts,
15. Annex 1 – Application form.

Project calls shall be communicated via official KreativEU channels, in cooperation with WP8 Team.

4.2 Funding Rules, Grant Allocation and Management

As already stated in Section 1, both small and medium-scale projects will be supported. The maximum funding grant for seed projects is € 15,000.00 for small projects and € 30,000.00 for medium-scale projects. The Seed Projects funding stream makes use of an overall budgetary allocation of a minimum of €900,000.00 for the period between 2025 and 2028.

Seed Projects grants are awarded as contributions towards the completion of the approved project. Given the lump sum nature of the overall KreativEU project grant, financial management of Seed Projects must focus on activity completion rather than detailed cost reporting provided that funds must be managed responsibly towards achieving the project goals.

Minor deviations within the approved budget may be permissible if justified and necessary for achieving the project's objectives. The Lead Applicant shall inform the Host Institution of any significant reallocation needed. The Host Institution shall then inform the Seed Projects Task Force, which will decide on the reallocation. Thus, major changes to the budget or project scope require prior written approval by the Seed Projects Task Force.

Seed projects funding grants are awarded based on competitive selection according to the criteria outlined in Section 3.7 and specific calls.

Upon approval, funds for Seed Projects will be made available to the Lead Applicant, according to the internal rules and regulations of the Host Institution, which is responsible for the financial administration of the grant according to its internal financial procedures, the KreativEU Consortium Agreement, the Grant Agreement, and this regulation.

If for an approved grant funds are provided by more than one KreativEU Partner Institution, a specific agreement must be signed by these Partners, specifying how the different expenses will be subdivided and managed. However, the Host Institution is primarily responsible for the correct utilization of the funds and the final financial report.

Failure to achieve the agreed deliverables may result in financial consequences, including the recovery of part of the granted amount, depending on the final evaluation.

4.3 Eligible Costs

Eligible costs are fully reported in Article 6 of the Grant Agreement. In particular, the following costs are eligible:

- travel and subsistence costs for project meetings, collaborative work, research-based visits, or participation in workshops;
- events organization (goods & services);
- consumables and equipment directly related to the project activities;
- costs related to dissemination of project results (e.g., presentation materials);
- other goods and services;
- grants to master/PhD students.

All expenses must be reasonable, justified and directly attributable to the approved project.

4.4 Ineligible Costs

Ineligible costs are fully reported in Article 6 of the Grant Agreement. In particular, the following cost are not eligible:

- activities outside the scope of the approved project or the eligible period;
- costs already funded by other sources (double funding);
- general institutional overheads or administrative costs not directly linked to project activities (unless a specific provision exists);
- VAT, unless non-recoverable under national legislation;
- excessive or reckless expenditure.
- direct financial support to Associated Partners and to third parties outside the KreativEU Partner Institutions.

4.5 Eligibility Criteria

The following general eligibility criteria must be considered; other specific eligibility criteria may also be drafted:

- the Lead Applicant (or the Project Coordinator) must be a staff member of one of the KreativEU Partner Institutions;
- each project team must be comprised of members (staff, researchers, students) from at **least two** distinct KreativEU Partner Institutions;
- projects must directly contribute to the objectives of KreativEU and align specifically with the scope and aims of WP3, WP4, and/or WP5, as well as other WPs, if applicable, as set out on the call document;
- activities must comply with the local policies of the Participating Institutions.

4.6 Submission of Applications

Applications for small and medium-scale projects must be submitted electronically via an email address created for this purpose. The Applications must follow the specifications outlined in the respective call and use the official templates provided (Annex 1). For assistance (i.e., information and questions regarding the different calls), applicants may contact this same address. This submission process will be revised to use the KreativEU internal digital platform once it is fully operational.

A Lead Applicant and a Host Institution responsible for project coordination and financial administration must be designated.

Applications must include (for detailed information see Annex 1):

- project title and acronym (if any);
- list of participating team members and their Partner Institutions;
- designated Lead Applicant and Host Institution;
- project abstract, objectives and activities;
- clear justification of alignment with the aims and priorities set out in the call document;
- work plan and timeline;
- detailed budget breakdown justifying the requested funds under eligible categories;
- expected results, impact and dissemination plan;
- statement of compliance with ethical rules and institutional policies.

4.7 Evaluation of Applications

Evaluation panels will be formed to evaluate the project applications. To ensure a transparent and fair selection, for each call, each participating KreativEU Partner Institution will provide the names of 2 potential evaluators. These may be comprised of experts from within KreativEU, but also invited persons with relevant expertise.

Both general and specific evaluation and selection criteria to be used by the evaluation panels will be considered. General evaluation and selection criteria will include:

- demonstration of clear potential for collaboration and impact within the KreativEU Partner Institutions and Associated Partners, provided that Associated Partners cannot benefit from the Seed Funding budget;
- factors of competitiveness, innovation and compliance with KreativEU objectives;
- proposed activities must be feasible within the requested budget and timeframe;
- clear potential for long-term sustainability and/or plans for continuation after the funding period.

Projects will be evaluated and grants allocated in a two-stage process:

- After the call has been released and applicants have sent in their proposals, the panel will evaluate the proposals and produce a list of projects to be considered for funding, grading them according to the general criteria defined above and other criteria that may be set out in that specific call. The panel may also draw up recommendations for improving the proposals. Alterations to the project following the evaluation will have no bearing on the final decision regarding grant allocation.
- Finally, the Seed Projects Task Force will be entrusted with producing the final list of projects ranking them according to the following criteria: 1) evaluation of each project by the evaluation panel; 2) parity between partners and distribution of projects across the Alliance; 3) availability of seed funding in the Host Institutions.

Conflicts of interest are to be avoided in both the evaluation panels and the task force. Evaluators can be affiliated with the Host Institution. However, if the evaluator or task force member is a direct team-member, a contributor or co-author of the submitted application, they must not participate in the evaluation panel; instead, the Partner Institution will indicate a replacement.

The overall implementation and the results of the funded projects will be subject to a continuous evaluation process, as outlined in the KreativEU Monitoring & Evaluation Plan, to ensure the achievement of the objectives stated in the DoA.

4.8 Project Results

4.8.1 Ownership and Background

Ownership of Results generated within a Seed Project must follow the provisions of Section 8 of the KreativEU Consortium Agreement. Results are owned by the Party(ies) that generate them. Rules for joint ownership apply where relevant.

4.8.2 Access Rights

Access rights to obtained results for use and exploitation purposes will be granted between the Partner Institutions according to Sections 9.3 and 9.4 of the Consortium Agreement. Access for use is royalty-free; access for exploitation is under fair and reasonable conditions.

4.8.3 Dissemination and Acknowledgement

Project teams are encouraged to disseminate the results of their Seed Projects (e.g., with publications, conference presentations, website content, artistic exhibitions).

Dissemination activities must comply with Section 8.5 of the Consortium Agreement (including prior notice for publications).

All dissemination outputs must explicitly acknowledge the funding received from the KreativEU Seed Funding Initiative and the co-funding by the European Union (Erasmus+ Programme), using the official logos and funding statement as required by the Grant Agreement (Article 17).

The results of these projects are expected to provide significant added value to the Alliance by creating new knowledge, fostering innovation, and strengthening the network. The uptake of these results within and beyond the Alliance will be actively monitored and supported.

4.8.4 Funding Accountability

Funded activities are generally governed by an effort obligation, meaning the project team is expected to carry out the proposed activities diligently and in accordance with the approved plan. However, where explicitly stated in the call, certain outputs may be subject to result obligations. In cases where deliverables are not (fully) achieved without adequate justification, the Seed Projects Task Force may recommend the partial or full recovery of granted funds. This decision will be based on the final evaluation and may include consultation with the Host Institution.

4.9 Reporting Obligation

The Lead Applicant (for the scientific part) and the Host Institution (for the financial aspects) are required to submit reports on project progress and outcomes for each funded project.

4.9.1 Reporting Schedule

A brief mid-term progress report for projects longer than 12 months shall be issued. A final report is due within 30 days of the project's official end date.

4.9.2 Final Report

A final report (see Annex 2) must be provided by the Lead Applicant for each funded project. This final report must include:

- summary of the activities undertaken and their alignment with the proposal;
- achievement of objectives and results;
- confirmation of collaborative activities between Partner Institutions;
- dissemination activities undertaken or planned;
- challenges faced and lessons learned;
- contribution to KreativEU/WP objectives and potential for follow-up activities.

The report must be submitted to the Seed Projects Task Force that, together with a preliminary evaluation, transmits it to the relevant KreativEU Committee.

Records of all expenses relative to the project must be kept by each Partner Institution for potential audits.

5. Seed Competitions

A Seed Competitions Task Force including representative of each KreativEU Partner Institution will be formed. This task force must closely operate with members of WP4, WP5, and WP6 and will be responsible for preparing competition calls, coordinate the nomination of evaluation panels, presenting the final list of winners for every competition, ensuring prize attribution, and overall supervising the distribution of seed funding. This task force will be jointly coordinated by the WP6 Leader and co-Leader.

5.1 Calls

The specific timing of the calls and related deadlines will be set out by the Seed Competitions Task Force; by the end of 2028 at least 20 internal student's competitions must have been implemented.

Calls must be drafted according to the information provided in the sections below.

Competition calls must be communicated via official KreativEU channels in cooperation with WP8 Team.

5.2 Funding Rules, Grant Allocation and Management

The funding scheme for seed competitions allows for awards in cash or in-kind. The maximum funding grant for seed competitions is € 5,000.00 per call (e.g., first prize € 2,500.00, second prize € 1,500.00, third prize € 1,000.00). The Seed Competitions funding stream makes use of an overall budgetary allocation of a maximum of € 90,000.00 for the period between 2025 and 2028. If relevant, the Seed Competitions Task Force will coordinate with the institutional representatives from the KreativEU Finances team to ensure prize allocation.

The student that submits the application (referred to as "Lead Applicant" during the application process) is responsible for sharing the prize among their peers in case of a joint submission among several students.

5.3 Eligibility Criteria

General eligibility criteria for participation must be considered; other specific eligibility criteria may also be drafted:

- participants must be students from KreativEU Partner Institutions. Participation may be on an individual or group basis, as defined in the competition call;
- proposed ideas, products, prototypes or start-ups must directly contribute to the objectives of KreativEU and align specifically with the scope and aims of relevant WPs, as outlined in the call document.

Activities must comply with the local policies of the Participating Institutions.

5.4 Submission of Applications

Applications for competitions must be submitted electronically via an email address created for this purpose. The Applications must follow the specifications outlined in the respective call. For assistance (i.e., information and questions regarding the different calls), applicants may contact this same address. This submission process will be revised to use the KreativEU internal digital platform once it is fully operational.

A Lead Applicant (in case of a joint submission among several students) must be designated, who will be responsible for the submission of the application and for the overall communication with the Seed Competitions Task Force.

5.5 Evaluation of Applications

Evaluation panels will be formed to evaluate the competition applications. Panel members may be either experts from within KreativEU or invited persons with relevant expertise.

Both general and specific evaluation and selection criteria, to be used by the evaluation panels to guide the selection of victors will be considered. General evaluation and selection criteria must include:

- factors of competitiveness, innovation, and compliance with KreativEU objectives;
- clear potential for long-term development and sustainability (if applicable. e. g., start-ups).

6. Final remarks

Both the Seed Projects Task Force and the Seed Competitions Task Force are entrusted with the task of producing *Deliverable 6.4 – Acts and documents of the projects and the competitions*, due in month 42 in collaboration with the involved WPs. The timing and completion of the projects and the competitions must be planned in relation to this deliverable so that the necessary information is produced before-hand and on time.

7. Term and Review

This regulation will come into effect upon unanimous approval by the KreativEU Steering Committee and will remain in force for the duration of the KreativEU pilot phase (until 31 December 2028) unless otherwise amended.

The regulation may be reviewed and updated periodically to reflect the evolving needs of the Alliance, incorporate lessons learned and ensure alignment with the Grant Agreement and Consortium Agreement. Regular monitoring and evaluation of the activities of the project will be carried out, ensuring timely identification and correction of any deviations from the Description of Action (DoA).

Any amendments require simple majority approval by the Steering Committee after review by all Partner Institutions.

Annex 1 – SEED PROJECTS - KreativEU Seed Funding Application Form (Template)

Please complete all sections. Refer to the call document for detailed instructions and eligibility criteria.

Submission Date: [Date]

Section 1: Project Overview

1.1 Project Title:

1.2 Project Acronym (Optional):

1.3 Proposed Start Date:

1.4 Proposed End Date:

1.5 Total Duration (Months):

1.6 Funding Stream Requested:

- ☐ Small-scale Project (up to € 15.000,00)]
- ☐ Medium-scale Project (up to € 30.000,00)

1.7 Total Amount Requested (€):

1.8 Project Abstract/Summary (Max 250 words):

(Provide a concise overview of the project, its aims, activities, and expected outcomes.)

Section 2: Team Members & Institutions

2.1 Lead Applicant (Primary Contact):

- Name:

- Position:
- Partner Institution:
- Email:
- Phone:

2.2 Host Institution (Responsible for financial administration): *(Must be one of the KreativEU Partner Institutions represented in the team)*

- Name of Institution:
- Administrative Contact (Name & Email, if known):

2.3 Project Team Members: *(List all key personnel involved, including the Lead Applicant. Add rows as needed. At least two distinct KreativEU Partner Institutions must be represented.)*

Name	Position	Partner Institution/ Associated Partner/ Other	Role in the Project	Short Bio
[Lead Applicant]	[Lead Applicant Position]	[Lead Applicant Institution]	[e.g., Project Coordinator, WP3 Task Lead]	[maximum 150 words; e.g. Professor of Archeology, PhD in Computer Sciences]
[Name]	[Position]	[Partner Institution Name]	[e.g., Researcher, Technical Support, Artist]	
[Name]	[Position]	[Associated Partner Name]	[e.g., WP4 Activity Lead, Expert]	
...	...	...	...	

Section 3: Project Details

3.1 Project Objectives: *(List the specific, measurable, achievable, relevant, and time-bound (SMART) objectives of the project. Indicate sustainability and the connectivity of the project Max 5 objectives. Max 300 words) 1. 2. 3. ...*

3.2 Proposed Activities & Methodology: *(Describe the state of the art and the main activities that will be undertaken to achieve the objectives. Explain the methodology or approach. Max 500 words)*

3.4 Work Plan & Timeline: *(Provide a brief outline of the project tasks, the main activities and milestones per task, and estimated timeline. A simple table or list is acceptable.)*

Task	Key Activities / Milestones	Timeline
[Data collection...]	[Activity Description]	[e.g., Months 1-3]
...	...	...

3.3 Alignment with the aims and priorities set out in the call document: *(Explain how this project contributes to the overall goals of the KreativEU Alliance. Max 500 words)*

Section 4: Budget

4.1 Detailed Budget Breakdown (€): *(Provide a breakdown of the requested funds. Justify each cost category briefly. Refer to Call Section 3 for eligible costs. Add/remove categories as appropriate.)*

Budget Category	Description / Justification	Amount (€)
Travel & Subsistence	(e.g., 2 trips for 3 people, meeting in [City])	
Workshop/Event Organisation	(e.g., Room rental, catering for dissemination workshop)	

Budget Category	Description / Justification	Amount (€)
Consumables / Minor Equipment	(e.g., Specific software license, art materials, lab supplies)	
Dissemination Costs	(e.g., Open Access fee, poster printing)	
Other (Specify)		
Total Requested Amount		€

4.2 Budget Justification: *(Briefly explain why the requested funding is necessary and represents value for money for the proposed activities. Max 200 words)*

Section 5: Outcomes and Dissemination

5.1 Expected Results: *(List the tangible outputs or results expected from the project, e.g., report, prototype, publication draft, workshop summary, joint module outline, artwork. Max 200 words.)*

5.2 Impact & Contribution to KreativEU: *(Describe the anticipated impact of the project within the Alliance or the relevant WP. Explain how the project aligns with the objectives and contributes to the overall success of the KreativEU initiative. Max 200 words)*

5.3 Dissemination Plan: *(How will the project results be shared within and potentially beyond the KreativEU Alliance? Max 200 words)*

5.4 Potential for Follow-up / Sustainability: *(Does this project lay the groundwork for future collaboration, larger grant applications, or integration into regular activities? Max 200 words.)*

5.5. Actions for Evaluation: *(Describe the actions that will be taken to assess the project's implementation and evaluate its outcomes, in line with the KreativEU Monitoring & Evaluation Plan. Max 200 words.)*

Section 6: Compliance

6.1 Ethics Statement: *(If specific ethical issues could arise, e.g., involving human participants, data privacy, briefly state how they will be addressed.)*

☐ We confirm compliance with all relevant ethical principles and regulations. *If applicable, briefly describe ethical considerations:*

6.2 Institutional Policies: *(Confirm that the proposed activities comply with the relevant rules and regulations of all participating Partner Institutions.)*

☐ We confirm compliance with relevant institutional policies.

Section 7: Signature

By signing below, the Lead Applicant confirms that the information provided is accurate and that the project team commits to fulfilling the project requirements if funded.

Lead Applicant Signature: _____

Name: _____

Date: _____

Annex 2 - SEED PROJECTS - KreativEU Seed Funding Final Report (Template)

Please complete all sections. This report is due within 30 days of the project end date. .

Submission Date: [Date]

Section 1: Project Identification

1.1 Project Title:

1.2 Project Acronym (If applicable):

1.3 Seed Funding Grant ID / Reference (If assigned):

1.4 Project Coordinator:

1.5 Host Institution:

1.6 Participating Institutions:

1.7 Project Start Date:

1.8 Project End Date:

1.9 Total Grant Awarded (€):

Section 2: Project Execution and Outcomes

2.1 Project Summary: *(Provide a brief overview of the project as implemented, highlighting key activities and achievements. Max 500 words)*

2.2 Activities Undertaken: *(Describe the main activities carried out during the project. Compare them to the activities planned in the application and explain any significant deviations. Max 500 words)*

2.3 Achievement of Objectives: *(Assess the extent to which the project objectives (stated in the application) were met. Provide evidence where possible.)*

Objective 1: [State Objective] - Achieved / Partially Achieved / Not Achieved - Justification:
Objective 2: [State Objective] - Achieved / Partially Achieved / Not Achieved - Justification: ...

2.4 Results: *(List and describe the main outputs/results produced by the project (e.g., reports, publications, prototypes, datasets, developed modules, event summaries, artworks). Indicate dissemination level (e.g., public, internal) and provide links or access details where applicable.)*

2.5 Collaborative Activities: *(Describe how the collaboration between the different Partner Institutions functioned during the project. Highlight the specific contributions or roles of team members from different institutions.)*

Section 3: Financial Summary

3.1 Financial Statement Summary: *(Confirm that the awarded funds were used exclusively for the approved project activities and within the eligible categories as per the budget and guidelines. State the total amount of the grant spent.)*

☐ We confirm that the funds were spent in accordance with the approved budget and eligible cost categories outlined in the call document.

☐ We confirm that detailed records (e.g., invoices, timesheets if applicable, travel receipts) justifying the expenditure have been kept by the Host Institution and are available for potential review or audit according to KreativEU and EACEA requirements.

3.2 Brief Explanation of Spending (Optional, unless significant deviation from plan): *(If spending differed significantly from the planned budget categories, provide a brief explanation.)*

Section 4: Dissemination and Impact

4.1 Dissemination Activities Undertaken: *(List all activities undertaken to share the project results (e.g., presentations, publications, website articles, workshops, exhibitions). Provide details and links if available.)*

4.2 Acknowledgement of Funding: *(Confirm that KreativEU Seed Funding and EU co-funding were acknowledged in all relevant dissemination materials.)*

☐ We confirm that funding was appropriately acknowledged.

4.3 Project Impact: *(Describe the project's contribution to the KreativEU Alliance objectives and/or the specific relevant WP(s). What was the impact on the participants, institutions, or wider community? Max 300 words)*

4.4 Potential for Follow-up / Sustainability: *(Outline any concrete plans for continued collaboration, further research, integration of results into teaching, or development of larger projects based on this seed funding. Max 200 words)*

Section 5: Challenges and Lessons Learned

5.1 Challenges Encountered: *(Describe any significant challenges faced during the project implementation. Max 200 words)*

5.2 Lessons Learned: *(What key lessons were learned regarding the project topic, methodology, or collaboration process? Max 200 words)*

Section 6: Compliance Confirmation

6.1 Ethics and Policies:

☐ We confirm all activities complied with relevant ethical principles and institutional policies.

Section 7: Signature

By signing below, the Project Coordinator confirms that this report provides an accurate account of the project's execution, outcomes, and financial summary.

Project Coordinator Signature: _____

Name: _____

Date: _____

