



Event „Incubating Kreative Partnerships”

April 21, 2026

Presentation / Video Guide for KreativEU Partners

(8–10 minutes | PowerPoint or short video)

Purpose of the presentation

This presentation is not meant to be instructional or academic in tone. Its goal is to **inspire collaboration**, highlight **scientific and creative potential**, and show how associated partners contribute to the **shared research and innovation ecosystem of KreativEU**.

Think of it as a **story about future possibilities**, not a report.

Recommended format

- **Duration:** 8–10 minutes
- **Format:**
 - PowerPoint presentation with audio narration (text read aloud) *or*
 - Short recorded video (with slides, visuals, or speaker on screen)
- **Style:**
 - Visual, narrative, forward-looking
 - Accessible to an international, interdisciplinary audience
 - No heavy theory, no teaching tone

Suggested structure (flexible)

1. Who you are (1–2 minutes)

- Brief introduction of your institution / organization
- Your role as an **Associated Partner of the KreativEU Alliance**
- What makes your institution unique in a European context

Focus on identity and mission, not formal descriptions.

2. Your scientific / creative potential (2–3 minutes)

- Key areas of expertise, research, collections, infrastructure, or know-how
- Strengths that could contribute to **future research, innovation, or education**
- Interdisciplinary or cross-sector potential (science, culture, technology, society)

This is about what you can bring to the alliance.

3. Future-oriented perspective (2–3 minutes)

Choose one or more of the following themes:

- Future research directions or ideas
- Potential joint research projects
- Shared challenges you want to address together
- New forms of collaboration between academia, culture, and society

Focus on “what could be done together”, not on past achievements.

4. Value of cooperation within KreativEU (1–2 minutes)

- Why collaboration within the KreativEU alliance matters to you
- How joint research, shared knowledge, or co-creation can create impact
- Your vision of **common learning and shared research**

Emphasise openness, partnership, and European added value.

5. One message to the future (optional closing)

- A short reflection, idea, or invitation to collaborate
- One key thought you want the audience to remember

Tone and style – key principles

- Inspirational, not didactic
- Strategic and future-focused
- Clear, concise, and engaging
- Avoid long texts, academic lectures, or formal reports
- Avoid reading slides word-by-word

Use:

- Visuals, images, diagrams, short statements
- Personal or institutional perspective
- Clear and simple language (English)

Submission deadline

Final presentations or videos **should be submitted by 20 March 2026.**