



# KreativEU Seed Funding – Small Project Call Guideline Call Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage”

Version 1.0 | March 2026



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<b>Project Acronym:</b>	KreativEU
<b>Project full title:</b>	Knowledge and Creativity European University
<b>Project No:</b>	101177256
<b>Funding Scheme:</b>	ERASMUS+ + Programme under call ERASMUS-EDU-2024-EUR-UNIV
<b>Coordinator:</b>	IPT – Instituto Politécnico de Tomar, Portugal
<b>Project start date:</b>	01 January 2025
<b>Project end date:</b>	31 December 2028
<b>Project duration:</b>	48 months

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## 1. Context of the proposal

The KreativEU Seed Funding Initiative, specifically devised for students, staff, researchers, and stakeholders to create new knowledge together, across countries and disciplines, provides for a much-needed financial framework for the development of cutting-edge and bottom-up research-based, artistic, entrepreneurial, technological, and societal projects, and for the launch of internal competitions for the best ideas/products/start-ups.

KreativEU recognises the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, and folklore. KreativEU is dedicated to formulating cutting-edge educational and research programmes that re-evaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age. Going beyond established approaches to cultural heritage, the novel approach of ecocultural identity brings together the research perspectives of cultural and life sciences at a crucial point, the human being, and can be described as where culture meets ecology. The ecocultural identity approach acknowledges that the environment itself and how we read it are shaped by cultural practices.

This proposal is fully consistent with the D6.2 KreativEU Seed Funding Initiative – Regulation, Version 1.0 | June 2025.

### 1.1. Aims

KreativEU Seed Funding – Small Project Call „Entrepreneurship and Innovation in Eco-Cultural Heritage” aims to finance the best idea/product/start-up that focuses on entrepreneurship and innovation within the Eco-Cultural Heritage value chain. The eco-cultural vision of the proposal must align with the assumed objectives of the KreativEU project and ensure that its initiatives not only embrace cultural and ecological interconnectedness but also leverage digital advancements to enhance the accessibility, dissemination, and understanding of cultural heritage.

### 1.2. Priorities

- Interdisciplinary exploration of cultural heritage as a resource for innovation;
- Developing sustainable heritage-based business ideas;
- Linking cultural values with economic and social impact;
- Encouraging creative and responsible innovation and entrepreneurship.

## 2. Type and duration of projects to be funded

KreativEU Seed Funding – Small Project Call „Entrepreneurship and Innovation in Eco-Cultural Heritage” is designated for the participation of students, academic and non-academic staff, researchers, artists, entrepreneurs, administrative staff, experts, and stakeholders from all career stages; no financial support can be granted to third parties.

For Small Project Call – theme „Entrepreneurship and Innovation in Eco-Cultural Heritage”, the team must include students and staff from at least two different KreativEU Partner Institutions, but involving students and staff from more Partner Institutions is highly encouraged. Each project is also encouraged to involve at least one associated partner (though this is not mandatory). However, associated partners cannot benefit from any contribution from the KreativEU Seed Funding overall budget allocation according to Article 9 of the Grant Agreement 101177256. 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.

Small projects can last up to 12 months; the maximum funding grant for seed projects is € 15,000.00.

### 3. Budget allocation and eligible /ineligible costs

The maximum amount of funding that can be granted to the KreativEU project from its budget is €15,000. Eligible/ineligible costs are fully presented in the next subsections in accordance with D6.2 KreativEU Seed Funding Initiative – Regulation, Version 1.0 | June 2025.

#### 3.1. Eligible costs

- 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.

#### 3.2. Ineligible costs

- 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.

#### 3.3. Financial rules

- the mediul-scale projects call is opened for all KreativEU partners;
- just projects which obtained a minimum 70 points are eligible for financing;
- the lead applicant institution will decide the financing of eligible projects as well as the number of financed projects (according to the score obtained in evaluation process).

## 4. Eligibility criteria

The following general eligibility criteria must be considered according to D6.2 KreativEU Seed Funding Initiative – Regulation, Version 1.0 | June 2025.

- 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; recommendation: students must be at least 50% from the project team;
- the funding application complies with the technical specifications for drafting and formatting;
- to avoid double funding, it is prohibited to submit projects that aim to carry out activities already funded or currently being funded by other projects;
- projects must directly contribute to the objectives of KreativEU (Annex 4);
- activities must comply with the local and national policies of the Participating Institutions;
- the requested budget and duration are in line with the conditions set out in this guideline.

## 5. Submission of applications

Applications for medium-scale projects must be submitted electronically via Moodle Platform (<https://moodle.kreativeu.org/>), section KreativEU Seed Funding (<https://seed.valahia.eu/>), created for this purpose. The applications must follow the specifications outlined in the present Guideline Call Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage”, for Small Project, under KreativEU Seed Funding Initiative, and use the official templates provided by D6.2 KreativEU Seed Funding Initiative – Regulation, Version 1.0 | June 2025 (Annex 1). For assistance (i.e., information and questions regarding the different calls), applicants may contact the competition responsible.

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 this 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.

## 6. Selection and evaluation criteria

An evaluation panel will be formed to evaluate the project applications. To ensure a transparent and fair selection, for this 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.

General and specific evaluation and selection criteria to be used by the evaluation panel will be considered according to D6.2 KreativEU Seed Funding Initiative – Regulation, Version 1.0 | June 2025. General criteria will include:

- impact of the proposal on the KreativEU project (compliance with KreativEU objectives – Annex 4);
- competitiveness, entrepreneurship, and innovation on eco-cultural heritage;
- 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;
- interdisciplinarity of the proposal as well as the synergy between partners, etc.

Projects will be evaluated and grants allocated in a one-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 (Annex 6).

Conflicts of interest must be avoided by evaluation panel members. The overall implementation of the funded projects will be assessed in the final report stage, and if the proposed results were achieved.

## 7. Evaluation panel

Project proposals declared eligible are evaluated by experts from the KreativEU consortium, internationally recognized, PhDs, with at least 10 years of experience in scientific research. Each evaluator signs the Declaration of Impartiality, Confidentiality, and Competence (Annex 5).

## 8. Dissemination and acknowledgement obligations

The following **visual identity elements** are mandatory for the proposals financed by the **KreativEU Seed Funding Initiative**:



Logo of the Host Institution  
(Financing Institution)

The emblems/logos must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. When displayed in association with other logos, the emblems must be displayed at least as prominently and visibly as the other logos.

Any communication or dissemination activity related to the proposals financed by the **KreativEU Seed Funding Initiative** must indicate the following disclaimer:

“This work was financed by **KreativEU Seed Funding Initiative** developed within the Erasmus+ project Knowledge & Creativity European University KreativEU (101177256 – ERASMUS-EDU-2024-EUR-UNIV), funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

## 9. Reporting obligations

At the end of the implementation period, but no later than 10 (ten) days, the Project Report must be submitted in accordance with Annex 2 - SEED PROJECTS - KreativEU Seed Funding Final Report (Template) and Annex 3 (Budget Report).

## 10. Funding disbursement

Funding disbursement is the final stage of the financial process, where ineligible costs or unspent amounts are transferred to the host institution via bank transfers.

## 11. Timetable

- Opening call announcement and guideline call: April 3, 2026
- Call opening date: April 20, 2026
- Deadline for project proposal submission: June 19, 2026, 23.59: 00 (CET)
- Evaluation of submitted proposals period: June 22, 2026, to July 20, 2026
- Announcement of preliminary results: July 21, 2026
- Submission of appeals period: July 22, 2026, to July 23, 2026
- Announcement of final results: July 27, 2026
- Project partnerships contracts signatures: September 1st, 2026 to September 15, 2026
- Project implementation period: September 15, 2026 – September 14, 2027.

## 12. Applicable legislation and regulations

During the implementation of the project financed by KreativEU Seed Funding Initiative, Call Theme: „ Entrepreneurship and Innovation in Eco-Cultural Heritage”, all institutions and persons involved will comply with national and European legislation, including but not limited to:

- Council Recommendation of 18 December 2023 on a European framework to attract and retain research, innovation, and entrepreneurial talents in Europe (<http://data.europa.eu/eli/C/2023/1640/oj>);
- Directive 2006/54/EC of the European Parliament and of the Council of 5 July 2006 on the implementation of the principle of equal opportunities and equal treatment of men and

- women in matters of employment and occupation (recast) (<http://data.europa.eu/eli/dir/2006/54/oj>);
- Council Directive 2000/78/EC of 27 November 2000 establishing a general framework for equal treatment in employment and occupation (<http://data.europa.eu/eli/dir/2000/78/oj>);
  - Council Directive 2000/43/EC of 29 June 2000 implementing the principle of equal treatment between persons irrespective of racial or ethnic origin (<http://data.europa.eu/eli/dir/2000/43/oj>);
  - ALLEA (2023) The European Code of Conduct for Research Integrity – Revised Edition 2023. Berlin. (<http://www.doi.org/10.26356/ECOC>);
  - Intellectual properties (<https://www.consilium.europa.eu/en/press/press-releases/2024/10/10/intellectual-property-council-gives-its-final-approval-to-the-designs-protection-package/>);
  - Grant Agreement 101177256 of Erasmus+ project Knowledge & Creativity European University KreativEU (101177256 – ERASMUS-EDU-2024-EUR-UNIV).

## 13. Data protection

The entire process of KreativEU Seed Funding Initiative, Call Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” will respect the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (<http://data.europa.eu/eli/reg/2016/679/2016-05-04>).

## 14. Contacts

Coordinator of KreativEU Seed Funding Initiative, Call Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage”:

**Name:** Professor Cristiana Radulescu

**E-mail:** [cristiana.radulescu@valahia.ro](mailto:cristiana.radulescu@valahia.ro)

## Annexes

# Annex 1 – SEED PROJECTS - KreativEU Seed Funding Application Form (Template) for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

*Note: Please complete all sections without modifying the present template. 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)

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]	[maximum 150 words; e.g. student, researcher, etc.]
[Name]	[Position]	[Associated Partner Name]	[e.g., WP4 Activity Lead, Expert]	[maximum 150 words; e.g. student, researcher, etc.]
...	...	...	...	

## Section 3: Project Details

### 3.1 Project Objectives:

*(List the specific, measurable, achievable, relevant, and time-bound (SMART) objectives of the project. Indicate the 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. The expected results must be related to activities developed by the project team. Explain the*

*methodology or approach, taking into account the links between activities, results, and dissemination, as well as the involved potential risks of failure. Max 500 words)*

### 3.3 Work Plan & Timeline:

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

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

### 3.4 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)	
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.

### 6.3 Copyright Statements & Disclaimer:

The views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or Knowledge & Creativity European University KreativEU. Neither the European Union nor Knowledge & Creativity European University KreativEU, nor the granting authority, can be held responsible for them.

The author(s) allow(s) to Knowledge & Creativity European University KreativEU to use this proposal, respecting the intellectual property rights.

## 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) for the Small Project Call - Theme: „ Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

*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) – Annex 3. 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 that all activities complied with relevant ethical principles and institutional policies.

### 6.2 Copyright Statements & Disclaimer:

The views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or Knowledge & Creativity European University KreativEU. Neither the European Union or Knowledge & Creativity European University KreativEU nor the granting authority can be held responsible for them.

The author(s) allow(s) to Knowledge & Creativity European University KreativEU to use this report, respecting the intellectual property rights.

## 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:**

## Annex 3 – Budget Summary for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

Budget Category	Project Activity	Amount (€)	Justificative document (invoice, receipt, etc.).	Partner institution that used funds
<b>TOTAL</b>				

A short description of the budget (if necessary, max. 3000 characters).

## Annex 4 - KreativEU Objectives for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste according to Knowledge & Creativity European University (KreativEU) project and Grant Agreement 101177256

### General objectives

**Overall objective:** Establishing a fully European University that places the creative potential derived from Europe’s cultural heritage at the heart of its teaching, research, and knowledge transfer activities. Committing to a long-term institutional, structural, and strategic cooperation, the partners will jointly implement an ambitious yet inclusive vision for transforming the study of culture, identity, memory, and heritage for the benefit of society.

KreativEU recognises the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, and folklore.

The alliance is dedicated to formulating cutting-edge educational and research programmes that re-evaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age. This ecocultural vision serves as the foundational principle guiding KreativEU's efforts, ensuring that its initiatives not only embrace cultural and ecological interconnectedness but also leverage digital advancements to enhance the accessibility, dissemination, and understanding of cultural heritage.

KreativEU offers a competitive and attractive European education and research system, with students, researchers, academics, and society at large cooperating within different cultures and across borders and academic disciplines.

The KreativEU Alliance is peerless and the only existing European consortium able to enhance Europe's central role as a world leader in the protection and safeguarding of the world’s cultural and natural heritage, specifically including the protection of under-represented local and national cultural traditions, crafts, and folklore, that are typically endangered or under threat.

The KreativEU Alliance promotes international legal frameworks and human rights discourse, perpetuates and enjoys the local cultural heritage and related material assets of one’s community as a human right, and protects the rights of minorities from homogenisation and forced assimilation by larger communities. It also contributes to the establishment of a more tolerant and equitable society.

KreativEU Alliance contributes to the preservation of local and national traditions, crafts, and folklore, somehow neglected, promoting a contemporary use of the past anchored in history, in order to offer new, creative, sustainable, and economically feasible pathways into its future reuse. Partners have been chosen for sharing a common background on artistic and cultural heritage related training and research, and for being interested in long-term cooperation on this thematic ground.

## Specific objectives related to Work Packages (WPs)

**SO1.** Promote novel, high-quality, and highly relevant learning opportunities for students at bachelor's, master's, and doctoral levels and in the realm of life-long learning and continuing professional development, by fostering student-led learning, research-oriented learning, and experiential learning outside the classroom, and by promoting the open and digital education paradigms. Recognising the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, folklore, and ecocultural identity, the courses and study programmes offered by KreativEU will re-evaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age, across different academic disciplines and fields of expertise;

**SO2.** Promote a high quality and transnational research environment, by investing attention on local, regional and national ecocultural identities, heritage, traditions, architecture, crafts, folklore, and cultural landscape, whilst linking and connecting this to a broader European perspective, to contribute to the establishment of a European University unique in its kind, capable of offering a competitive and an attractive European Research system;

**SO3.** Promoting a contemporary use of the past anchored in history, also encouraging the transdisciplinary collaboration of entrepreneurial artists, inventors, innovators, researchers, students, and (future) entrepreneurs, as well as public authorities, who are seeking further support in the creative arts environment to incubate their ideas and develop their future or existing projects or start-ups;

**SO4.** Establish a European knowledge-creation and design network that mobilises the four missions of Higher Education (Education, Research, Innovation, and Service to Society) to develop, through a challenge-based approach, Ethical-by-Design and Sustainable-by-Design AI systems based on European values. The challenge-based approaches through which these AI systems will be developed purposely account for European values, identity, and diversity, resting on the premise that European history and both tangible and intangible European heritage are key components of a future that is enriching, sustainable, and inclusive. Consequently, the resulting innovative yet feasible and effective AI systems will have the potential to contribute significantly to addressing global challenges, such as climate change, digital transition, biodiversity loss, inequality, and social exclusion in a way that aligns with European values and policies.

**SO5.** 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 by fostering its artistic and cultural diversity and by linking education, research, innovation and service to society, through 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.

**SO6.** Offer sustainable transnational mobility opportunities (both physical, with as environmentally friendly means of travel as possible, and virtual), in addition to regular Erasmus+ mobility schemes, to all parties involved in the Alliance: students, researchers, teachers, professors, administrative and support staff, stakeholders, and alumni.

## Annex 5 – Declaration of Impartiality, Confidentiality and Competence for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

I hereby acknowledge and accept my certification on the following:

- I agree to participate in the evaluation/review of the proposals for the Kreativ EU Seed Funding – Small Project Call, Call Theme: „ Entrepreneurship and Innovation in Eco-Cultural Heritage”.
  - I confirm that I have carried out my best efforts to familiarize myself with all information available to date concerning both my participation and the procurement process.
  - I understand that I shall execute my responsibilities as part of this review team honestly and fairly.
  - I do not have any relation or affiliation with any party submitting the proposal. To the best of my knowledge and belief, neither I nor my spouse, child, general partner, or any person or organization perceived a conflict of interest (as it is defined by the European regulations).
  - I acknowledge my responsibility to immediately disclose any conflict of interest.
  - I agree to hold in trust and confidence any information or documents disclosed to me or discovered by me in the evaluated proposal.
- I agree that the KreativEU consortium will process my personal data (name, contact details, professional experience) for the sole purpose of assessing my eligibility and suitability for the expert evaluation panel.

<b>Expert Name</b>	
<b>Signature</b>	
<b>Date</b>	

## Annex 6 – Evaluation Sheet for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

No.	Evaluation Criteria	Score	Observations
1.	<b>Relevance: max. 25 points</b>		
	1.1. Relevance of the topic to the purpose and priorities of the call (5 points)		
	1.2. Contribution of the project to addressing the identified needs/requirements (10 points)		
	1.3 Level/degree of applicability of activities and results (10 points)		
2.	<b>Structure of the project: max. 50 points</b>		
	2.1. The objectives are clear and can be achieved through the implementation of the project (they are specific, measurable, achievable, and appropriate) (10 points)		
	2.2. The activities are clear, planned, correlated with the objectives and the implementation schedule, time-bound, and can be achieved with the project resources (10 points)		
	2.3. The results are concrete, specific, relevant to the identified objectives, correlated with the activities, and measurable (10 points)		
	2.4. Impact of the project within KreativEU Alliance, on the participants, institutions or wider community (10 points)		
	2.5. Dissemination of results within and beyond the KreativEU Alliance and project sustainability (10 points)		
3.	<b>Budget: max: 25 points</b>		
	3.1. Costs comply with the principle of cost-effectiveness—they are realistic, in line with market prices, and correlated with project activities (10 points)		
	3.2. Compliance with budget allocation in accordance with each partner's involvement ( 5 points)		
	3.3. Compliance with the proportionality of costs allocated to the scope of activities/expected results/proposed impact (10 points)		

## Recommendations for Evaluators:

### 1. Propose a score

<b>0</b>		The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
<b>1</b>	<b>POOR</b>	The criterion is inadequately addressed, or there are <i>serious inherent weaknesses</i> .
<b>2</b>	<b>FAIR</b>	The proposal broadly addresses the criterion, but there are <i>significant weaknesses</i> .
<b>3</b>	<b>GOOD</b>	The proposal addresses the criterion <i>well</i> , but <i>a number of shortcomings are present</i> .
<b>4</b>	<b>VERY GOOD</b>	The proposal addresses the criterion very well, but <i>a small number of shortcomings are present</i> .
<b>5</b>	<b>EXCELLENT</b>	The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

2. Scoring each criterion use the full scale, from 0 to 5. The half point is allowed in the scores.

3. Each strength and weakness must be reflected only once in the report and the scores.

**Example:** The final score will be calculated as a weighted sum of the scores for each subcriteria multiplied by 20 (final score between 0 and 100):

*Final grade = 20\*(s1.1\*5/100 + s1.2\*10/100 + s1.3\*10/100+ s2.1\*10/100 + s2.2\*10/100 + s2.3\*10/100+ s2.4\*10/100 + s2.5\*10/100 + s3.1\*10/100+ s3.2\*5/100 + s3.3\*10/100) where s<sub>i</sub> is the score for criterion "i".*

## Annex 7 – Institutional Agreement for the Small Project Call - Theme: „Entrepreneurship and Innovation in Eco-Cultural Heritage” organized by Valahia University of Targoviste

### Contract Agreement

**Signed in the frame of KreativEU Seed Funding – Small Project Call, financed from Knowledge and Creativity European University (KreativEU), project 101177256, under ERASMUS+ + Programme (call ERASMUS-EDU-2024-EUR-UNIV )**

**1. THEME:** „Entrepreneurship and Innovation in Eco-Cultural Heritage.”

**2. INFORMATION ABOUT HIGHER EDUCATION INSTITUTIONS**

Full name of the institution/country	Acronym of the institution	The institution's role in the project (Host institution/partner)

**3. PARTNER INFORMATION**

.....(Host Institution), Address: .....identified by fiscal code ....., bank account or VAT id ....., phone/fax/email.....represented by Rector/President....., Chief Financial Officer/Director .....and Lead Applicant ....., phone/email .....

.....(Partner 1), Address: .....identified by fiscal code ....., bank account or VAT id ....., phone/fax/email.....represented by Rector/President....., Chief Financial Officer/Director .....and Responsible of project....., phone/email .....

.....(Partner 2), Address: .....identified by fiscal code ....., bank account or VAT id ....., phone/fax/email.....represented by Rector/President....., Chief Financial Officer/Director .....and Responsible of project....., phone/email .....

*(information about all partners of the project will be included)*

#### 4. SPECIFIC OBJECTIVES/PRIORITIES OF THE PARTNERSHIP

The overall objective of the partnership is to participate in the KreativEU Seed Funding – Small Project Call „Entrepreneurship and Innovation in Eco-Cultural Heritage”, which aims to finance the best idea/product/start-up that focuses on entrepreneurship and innovation within the Eco-Cultural Heritage value chain, in accordance with the specifications outlined in the call for proposals.

- Interdisciplinary exploration of cultural heritage as a resource for innovation;
- Developing sustainable heritage-based business ideas;
- Linking cultural values with economic and social impact;
- Encouraging creative and responsible innovation and entrepreneurship.

#### 5. PARTNERSHIP PERIOD WITHIN THE PROJECT

The partnership for this project runs from September 15, 2026, to September 14, 2027.

#### 6. RESPONSIBILITIES WITHIN THE PROJECT

All partners involved in the partnership must carry out the proposed activities in the project implementation plan.

All partners involved in the partnership must manage the financial funds received through the Task 6.5 KreativEU Seed Funding Initiative in a responsible manner and participate in preparing the final report at the end of the project.

#### 7. PROCEDURE FOR IDENTIFYING, ASSIGNING, AND UTILIZING THE PROPERTY RIGHTS RELATED TO THE EXPECTED RESULTS

##### 7.1. Intellectual Property

The intellectual, industrial, and commercial property rights to the results of the activities carried out within the project shall belong to the project partners in proportion to their involvement in achieving these results.

## 7.2. Rights to Disseminate Results

The right to disseminate the project's results belongs to all partners involved, provided that intellectual property rights and the academic principles of ethics and deontology are not infringed.

## 8. PROJECT BUDGET

	2026	2027
<b>Host Institution</b>		
<b>P1</b>		
<b>P2</b>		
<b>...</b>		
<b>Pn</b>		
<b>Total</b>		

**Host Institution**  
Rector/President

**Partner 1**  
Rector/President

**Chief Financial Officer**

**Chief Financial Officer**

**Lead Applicant**

**Responsible of project**

**Partner 2**  
Rector/President

**Partner n**  
Rector/President

**Chief Financial Officer**

**Chief Financial Officer**

**Responsible of project**

**Responsible of project**

*(information about all partners of the project will be included)*



**KreativEU**

Knowledge & Creativity  
European **University**