European Institute of Innovation and Technology (EIT) Community New European Bauhaus (NEB)



Call for Applications: **2027 Catalyse NEB**

Call Opens: Monday, 26th October 2026

Deadline: Friday, 15th January 2027, 17:00 CET

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History of changes

Version	Publication Date	Change
1.0	21.09.2026	Initial version

Disclaimers

- This Call Manual may be subject to corrections, modifications and clarifications. Applicants are encouraged to regularly check the call pages of the website for any updates.
- This Call Manual follows the main rules and principles of openness, transparency, equal treatment, non-discrimination, proportionality and efficacy established by the EU and EIT. All proposals submitted to this call are evaluated based on these principles.
- This Open Call falls under the Business Plan 2026-2028, which remains subject to formal approval by the EIT. Please be advised that the conditions and funding allocation for this Call may be subject to change.

1. Call Summary

This is a call for applicants to be part of the 2027 cohort of the EIT Community New European Bauhaus (NEB)'s Catalyse NEB programme, a start-up accelerator for ventures working to implement NEB values across Europe. In this document, all relevant information is detailed pertaining to the strategic focus of the call, who can apply, how to apply, the evaluation and selection process, what services are provided, and the call timeline.

Additionally, the EIT Community's mission, programmes, and strategic focus areas along with the NEB values, challenges and principles, and further details on eligibility criteria and conditions can be found in the annexes.

Culture and creative sectors and industries are encouraged to apply to the call. Entities that have participated in other activities implemented in the framework of the EIT Community NEB are encouraged to apply to the call. More specifically, a dedicated slot will be secured for past participants in the Ignite NEB programme. The cohort will be composed of a total of 20 start-ups with 18 being determined through the conventional selection process and 2 start-ups being selected from applications submitted by participants in the EIT Community's Ignite NEB programme.

Call for Applications Main Features	
Key dates	• **Call opening:** 26th October 2026 • **Call closing:** 15th January 2027, 17:00 CEST • **Admissibility and eligibility check:** 29th January 2027 • **Evaluation of proposals:** January – April 2027 • **Signing contracts:** April – May 2027 • **Programme start:** 31st May 2027 • **Programme end:** 31st December 2027
Total estimated EIT Funding allocated to this Call	**EUR 1,000,000** 20 start-ups with EUR 50,000 of EIT Community NEB funding allocation each through subgrants and in-kind services.
Link to the application portal	All applications and associated documents must be submitted via the Award Force platform.
List of documents to be submitted	• Completed Application Form on Award Force platform. • Proof of incorporation. • Proof of revenues or investment received (except for Ignite NEB applicants). • Pitch deck.

Eligibility requirements	• Registered with legal effects in an eligible country, either in an EU member state or third country associated to Horizon Europe under Pillar 3 (EIT).
	• Incorporated after 1st January 2022.
	• Have a registered PIC at the time of application.
	• Financial Standing: Applicants must meet at least one of the following criteria
	  ○ Generated a minimum of EUR 15,000 in revenue in 2026, or
	  ○ Secured at least EUR 40,000 in investments, or
	  ○ Participated in the Ignite NEB programme.
	• Funding Stage: The company should have received, or currently be seeking, venture funding from sources such as business angels, venture capital funds, or corporate venture funds. Eligible companies

	should be in the pre-seed, seed, or, in exceptional cases, Series A stage. **Applicants should have raised no more than EUR 1,000,000 in total funding at the time of applying.** • TRL/BRL of at least 4 or participant in the Ignite NEB programme. • Founders owning more than 50% of shares. • Agree to sign Simple Agreement for Future Equity (SAFE) with associated KIC before the programme start-date. • Guarantee the participation of at least one of the founders in the programme. DO NOT apply to this call if your venture is not in a position to sign the SAFE.
Key Performance Indicators	• 2 Innovations launched on the market. • 20 KIC Supported Start-ups/Scale-ups. • EUR 3,300,000 Investments attracted by KIC-supported start-ups and scale-ups.

2. Strategic Focus

Identifying and supporting NEB-minded businesses that put at the core **social innovation** as key to deliver systems change and **new ways of living together**. Making available NEB solutions for end-users, cities and regions, and other companies is essential to develop successful long-term solutions that match the needs of the wider community. By supporting NEB-minded businesses we promote a true synergy of innovation, business, creativity, and design, improving citizens quality of life and driving green and digital transformations.

The aim of this call for proposals is to identify and work with start-ups integrating simultaneously the three core dimensions of the NEB in their operations, products, and services. Hence, it is expected that start-ups:

- Align with the **areas of** strategic focus **of the EIT Community**, addressing sustainability in the shape of mitigating or adapting to climate change, supporting sustainable transport, and/or agri-food uses, as well as encouraging circular economy.
- Originate their product or service **from social demand responding to the need of a specific social group** in a local/regional/national/European context.

The activity aims to provide business, communications, and NEB support to start-ups with a clear concept, product or vision that could benefit from the EIT Community's contribution. The EIT guarantees, subject to confirmation, a total funding of EUR 1,000,000 to the programme. These funds will be used to support 20 awardees joining the Catalyse NEB programme throughout the duration of 2027.

With the aim of **fostering the NEB transformation** of Europe, the EIT Community is looking for the most innovative start-ups in climate, digital, food, manufacturing, mobility, wellbeing, and overall quality of life in order to support their business growth and help them become international gamechangers.

2.1 Key Performance Indicators (KPIs)

Successful applicants will aim to contribute to achieve these KPIs with their peers.

Code	Description	Target
EITHE02.1	Innovations launched on the market	2
EITHE03.1	KIC Supported Start-ups/Scale-ups	20

EITHE06.1	Investments attracted by KIC-supported start-ups and scale-ups	€ 3.3 M

3. Who Can Apply

Both EIT KIC partners and non-partners are welcome to apply. Should there be any interest in signing a partnership agreement with one or multiple KICs, the KIC/s will share the relevant information about membership with the applicant requesting it.

Only start-ups adhering to the following admissibility criteria will be considered for eligibility checks:

- Applications must be submitted before the call deadline (see section 1 above).
- Applications must be submitted using the forms provided inside the electronic submission system (see section 1 above).
- Applications must be complete and contain all parts and mandatory annexes and supporting documents. The structure and presentation must correspond to the instructions given in the forms.
- Applications must be readable, accessible and printable.

It is important to note, that selected start-ups must comply with the following eligibility criteria to be considered:

Criteria		Eligibility Requirement
Incorporation Status	**Location**	Incorporated with legal effects in one of the eligible countries: • The Member States (MS) of the European Union (EU)[1] including their outermost regions. • The Overseas Countries and Territories (OCTs) linked to the Member States (please follow this link for more information on OCTs countries). • Eligible non-EU countries: o Third countries associated to Horizon Europe pillar 3.
	Date	Incorporated after January 1st, 2022
	Type	For-profit (able to sign SAFE)
	PIC Status	Have a registered PIC at the time of application.
Stage of Development	**Financial Standing**	Applicants must meet **at least one** of the following criteria: • Generated a minimum of **EUR 15,000 in revenue in 2026**, and/or • Secured at least **EUR 40,000 in** investment, and/or • Participated in the Ignite NEB programme.
	Funding Stage	Funding Stage: The company should have received, or currently be seeking, venture funding from sources such as business angels, venture capital funds, or corporate venture funds. Eligible companies should be in the pre-seed, seed, or, in exceptional cases, Series A stage. **Applicants should have raised no more than EUR 1,000,000 in total funding at the time of applying.**

[1] Following the Council Implementing Decision (EU) 2022/2506 of 15th December 2022, on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary, no legal commitments shall be entered into with any public interest trust established on the basis of the Hungarian Act IX of 2021 or any entity maintained by such a public interest trust.

	Ownership	The founder and/or co-founder(s) must own **more than 50%** of shares.
	Technology/Business Readiness Level (TRL/BRL)	TRL/BRL of **at least 4** or participant in the Ignite NEB programme.
Participation	**Financial Sustainability Mechanism**	Agree to sign the SAFE before the programme start-date.
	Founder(s)	Guarantee the participation of at least one of the founders in the programme, with commitment to participate in all in-person events, as well as the mentorship activities and online workshops (amounting to an average of 3 hours per week).
Alignment	**KICs Strategic Focus**	Applicants must strictly address at least one of the strategic focus areas of the participating KICs (see Annex 2)
	NEB Ambition	Applicants must at least reach ambition level 1 for all 3 NEB core values (see NEB Compass)
Application	**Completeness**	Applicants must complete all fields of the application to be deemed eligible.
	Language	Applicants must submit all responses and supporting evidence in English. When a supporting document in English is not available, applicants must include a translated cover letter describing the document in English.

DO NOT apply to this call if the venture is not in a position to sign the SAFE.

Applicants must provide evidence to demonstrate they meet the aforementioned eligibility criteria requirements, including proof of their incorporation (including country and date of incorporation) and of their revenues and/or investments received.

Successful applicants (awardees) will be requested to aim to accomplish the KPIs and report them documented to the programme managers.

At any time, applicants will be required to present a declaration of interests and comply with the principles of transparency, non-discrimination, equal treatment, and sound financial management. Any change(s) in relation to the applicants' declared interests that might be of relevance for determining the existence of a conflict of interests should be notified to the call managing entity.

4. How to Apply

All applicants to the call for the 2027 Catalyse NEB programme are required to complete the Application Form. **All applications must be submitted in English.**

The Application Form is built to assess how the applying entity adheres to the NEB core values and principles, and if it is fit to receive the support from this EIT Community NEB programme. Applicants should **select at least one of the Strategic Focus Areas**.

In addition to the questions in the Application Form, applicants will be required to provide both a proof of incorporation and a proof of revenues or investments received.

Applications will be reviewed through a competitive evaluation process. First, applications will be assessed against the admissibility and eligibility criteria and then, reviewed by both EIT Community NEB and external evaluators against the evaluation criteria prior to final interviews.

4.1 Confidentiality and Data Protection

The sole purpose of the collection of data is to verify the eligibility of the submitted products or services and to identify the best start-ups. Only for the purposes of the execution of the competition will participants provide their name, postal address, email address, and telephone number ("personal data"). The EIT Community NEB will process the submitted material according to the European General Data Protection Regulation (GDPR).
Participants have the possibility to indicate that the EIT Community NEB may grant access to parts of the submission to trusted investors and partners.

The submission of applications will be done within the Award Force platform.

YOUR CONSENT TO THE USE OF AWARD FORCE AS SUBMISSION TOOL: By
submitting your application within this call you implicitly state your consent to the Award Force privacy policy and terms of service.

YOUR CONSENT TO THE USE OF PERSONAL DATA: By submitting your application within this competition you consent that either, Climate KIC, EIT Food, and/or EIT Urban Mobility will collect, transfer, process, store and delete your data under above-mentioned conditions.

5. Evaluation and Selection Process

The evaluation process consists of 4 stages for normal applicants, with a parallel process for the Ignite NEB applicants. Ignite NEB applicants not selected through the parallel process will be considered as normal applicants and follow the same procedure. At the end of each application round, unsuccessful applicant will be notified within 14 business days of the decision and provided a complete evaluation report summary.

5.1 Stage 0 – Admissibility and Eligibility

Applications will be eligible if they pass the admissibility and eligibility criteria. Applications will only be deemed admissible if **all fields are completed, including all the required supporting evidence, and in English.**

The applicant of any proposal deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within 3 business days of the official notification of ineligibility. The appeal will be reviewed within 5 business days, and the applicant will be notified of the outcome via email.

All admissible and eligible applicants will pass to the next stage.

5.2 Stage 1 – Round 1 Evaluations

Applications that pass the eligibility and admissibility criteria, will be equally evaluated on the NEB and business pillars, as well as their alignment with the KICs and the programme objectives. Specifically, they will be evaluated on (i) the strict adherence to the community needs-based, social demand-driven NEB core values (as defined in the NEB Compass), (ii) the demonstrated innovation and entrepreneurial track record of the venture, and (iii) their potential to address the KIC thematic.

The assessment criteria for this call are set out below. Each criterion is scored, on a scale of 0 to 4, by 4 independent experts in this stage. The score across all categories is totalled to produce a ranked list of proposals. The maximum available score is 32 points.

Scores are assigned based on the following scoring criteria:

Score	Description
0	Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
1	Poor. The criterion is inadequately addressed or there are serious inherent weaknesses.
2	Good. The proposal addresses the criterion well, but a number of shortcomings are present.
3	Very good. The proposal addresses the criterion very well, but a small number of shortcomings are present.
4	Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor

With the assistance of independent external experts, the EIT Community NEB will evaluate the proposals against the following evaluation criteria:

Excellence: innovation and market traction	Maximum score 8
• The product/service is innovative and addresses a demonstrated problem: it is disruptive and clearly fulfils unmet needs.	4 points
• The company is addressing a high potential market and is generating revenues: it is in a growing market with significant demonstrated traction.	4 points

Impact: NEB values and potential, KIC alignment, and Services Required	Maximum score 16
• The company adheres to the NEB core values: aesthetics, inclusivity, and sustainability are the company's own core values.	4 points
• The company has a clear pathway to reaching threshold ambition levels for NEB values and principles: if not already, the company can reach ambition level 3 for multiple values and principles.	4 points
• The company requires the specific support provided by one of the KICs: the company directly addresses a key KIC strategic focus area and fills a KIC portfolio gap.	4 points
• The company requires the specific support provided by the programme: the applicant's reason for applying match exactly the services delivered.	4 points

Implementation: team capabilities and resources	Maximum score 8
• The team is capable and incentivized to bring to market the company vision: there is a strong team with all the relevant skills in place.	4 points
• The team is able to commit founder(s) time to the programme with sufficient team members to participate fully: the founder(s) will prioritize participation in the programme, and the team is of a satisfactory size.	4 points

The total scoring of 32 points is distributed as follows:

Maximum score	
Excellence	*8 points*
Impact	*16 points*
Implementation	*8 points*
Total points	*32 points*

The scores from the external evaluators will be averaged and weighted at 0.6. The scores from the KIC evaluators will be averaged and weighted at 0.4. Both these scores will be added. All applications that score 24 points or more will pass to Stage 3. If fewer than 50 applications meet this threshold, the remaining spots will be filled by the highest-scoring applications below 24 points.

5.3 Stage 2 – SAFE Confirmation and Consensus

All applicants proceeding to this stage will be sent the SAFE template of the KIC with which they strategically align to. They will be given **10 business days from the notice** to review the template and provide the EIT Community NEB with a **written confirmation** that they will sign the SAFE should they be accepted into the programme. **Any applicant who declines or does not provide an answer within this timeframe will not proceed to the next stage.**

Following the SAFE confirmation window, applicants will then be ranked and categorized based on the KIC that they align with. If proposals receive the same scoring, funding prioritisation will be based on a portfolio approach with these 3 main considerations:

- Strategic fit with the respective EIT KIC's in the EIT Community NEB
- Geographical spread within the EIT Community NEB Portfolio
- Equitable gender founder objectives of the EIT Community NEB

Subsequently, a consensus meeting will be held in which all applicants responding positively to the SAFE requirement will be discussed with evaluators. The outcome of the consensus meeting will result in 40 applicants moving to the next round, with the following distribution per KIC:

- Climate KIC – 14 applications
- EIT Food – 14 applications
- EIT Urban Mobility – 12 applications

5.4 Stage 3 – Round 2 Interviews and Consensus

The 40 applicants passing to this stage will be required to participate in an interview with their allocated KIC of at least 30 minutes to further evaluate their fit within the KIC's portfolio, explore their motivation and validate their application details. Interview durations can be lengthened subject to the individual KIC's requirements and shall include a short pitch by the applicant. Each KIC will rank their interviewees, producing an initial selection list, as well as a reserve list of 3 start-ups. The reserve list start-ups will remain valid until all 20 selected start-ups have signed their SAFE notes.

A final consensus meeting will be held to confirm these KIC selections and reserve lists in line with the same portfolio approach in stage 2 and more:

- Strategic fit with the respective EIT KIC's in the EIT Community NEB

- Motivation and expectations towards the program
- Geographical spread within the EIT Community NEB Portfolio
- Equitable gender founder objectives of the EIT Community NEB

This will result in the final cohort of 20 start-ups to be supported by the 2027 Catalyse NEB programme. The 9 remaining start-ups (3 per KIC) will be kept on the reserve list in the event that an applicant drops out during contract signing. The distribution is the following:

- Climate KIC – 7 selected startups
- EIT Food – 7 selected startups
- EIT Urban Mobility – 6 selected startups

5.5 Ignite NEB Applicants

All eligible applications from applicants in the Ignite NEB programme will be evaluated in a separate stage following the same evaluation criteria. Of these applications, 2 awardees will be selected, and each allocated a dedicated slot in the 2027 Catalyse NEB cohort. Then, the remaining Ignite NEB applicants will be evaluated as part of the same pool as all other applications and go through the standard assessment and selection process previously described. Ignite NEB applications are subject to the SAFE Confirmation and Consensus and eventual signature if selected for the programme like ordinary applications.

5.6 Successful Applicants

Successful applicants will be notified in April and requested to sign the SAFE and award contracts with the EIT Community NEB by May. These awardees will receive the support outlined in this call. The EIT Community NEB will provide support, monitoring and evaluation for the duration of the programme.

All activities funded by the EIT Community NEB **must follow branding guidelines** and obligations. Communication activities, infrastructure, and equipment of major results funded by the grant must display the special logo of the EIT Community NEB with the following text:

- "EIT Community New European Bauhaus [project name] is funded by the European Institute of Innovation and Technology (EIT), a body of the European Union",

Related communication materials must include the official logo of both: New European Bauhaus and EIT Community New European Bauhaus.

All awardees funded by the EIT Community NEB must respect the following conditions:

- Declare interests and alert the relevant EIT KIC of any situations that may lead to a conflict of interest, and comply with the principles of transparency, non-discrimination and sound financial management.
- Comply with the rules on Intellectual Property Rights (IPR) and the communication, dissemination, and visibility rules.
- Agree to systematic monitoring and review of supported activities by the KICs.

5.7 Appeals and Complaints

Applicants who submit an application who are deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal the decision by writing to neb@eitcommunity.eu. In addition, upon receipt of the evaluation results, if an application is rejected, an applicant who discerns a failure in following the procedures described in this call document or an evaluation comment clearly contradicting the information provided in the project application may lodge an appeal. **The appeal procedure is not intended to call into question the**

judgement made by the experts evaluating the application.

The appeal may be lodged against the outcomes of the admissibility and eligibility check or the evaluation on the following grounds **only**:

- Process errors by the EIT Community NEB,
- Technical problems beyond the applicant's control,
- Obvious human/mechanical errors by the EIT Community NEB,
- Factual errors during the evaluation process.

Appeals cannot be made based on other grounds than those indicated above.

Requests for redress against the outcomes of the admissibility and eligibility check or the evaluation should be raised **within 5 business days of the official notification** of ineligibility by the EIT Community NEB or after receipt of the evaluation results by the EIT Community NEB and should be sent via email. The EIT Community NEB will respond to the applicant within five business days with the outcome of the appeal.

Requests must:

- Be related to the admissibility and eligibility check and/or to the evaluation process,
- Be lodged exclusively in relation to the grounds indicated above, including a clear description of the grounds for the complaint,
- Be received within the time limit specified above. Late appeals will not be considered,
- An initial reply will be sent to complainants no later than two weeks after the deadline for redress requests. This initial reply will indicate when a definitive reply will be provided,
- If there is clear evidence of a shortcoming that could have affected the funding decision, all or part of the application may be re-evaluated,
- If there is no clear evidence of a shortcoming, the application will not be re-evaluated, and the applicants will be notified that their appeal has been rejected via email without justification.

6. Services Provided

The 20 successful awardees will be welcomed in the EIT Community Catalyse NEB programme that will be tailored to each company.

The programme is divided into three core pillars: 1. Business, 2. Communications, and 3. NEB. The services provided are in the form of interactive workshops, one-on-one mentoring on both the design and business dimensions, and in-person and online networking events, with the aim to assess and further develop both the business structure of the company and its alignment with NEB core values and principles within each organization.

The programme may include the following services delivered in various countries and by different providers, including the EIT Community NEB itself when internal resources allow, at the discretion of the EIT Community NEB, based on the start-ups needs. The topics are subject to change based on the current cohort's main challenges and objectives:

Business Pillar	Communications Pillar	NEB Pillar
• Go to market strategy: customer discovery and validation,	• Mastering the Art of the Perfect Pitch – Pitching Fundamentals	• NEB Compass Assessment

• Regenerative business models, • Pricing and revenue models, • Strategic partnerships, • Investment readiness, • Financial planning, • Funding pathways, • Impact measurement, • Stakeholder engagement and founder leadership.	• Mastering Your Startup Story – From Story to Impact/Market Influence • Mastering the Investor Pitch – Getting Ready for Demo Day @ SLUSH • Co-Working with Investors – Live Pitch Refinement at Demo Day	• NEB Beauty and Togetherness Experiments • Sustainability Impact Assessment and Validation (Adaptation and Resilience, Mitigation, or Social) • NEB Funding Landscape and Alternative Funding Mechanisms • Design and Business Mentorships

Each of the activities mentioned above will be deployed in the form of meetings, workshops and events that will be carried online or in person at the EIT Community's discretion. External visibility and networking opportunities are guaranteed during the full length of the programme. The EIT Community NEB reserves the right to alter certain services provided based on the assessed needs to the start-ups selected in the cohort.

In addition to the above services, each company will also receive a grant of EUR 22,000 to be used for travel, participation to events and other goods and services needed for dissemination and exploitation purposes. The first lump sum payment of EUR 11,000 will be transferred upon signing of the financial support agreement (FSA) contract and SAFE between the start-up and the representative KIC. The second lump sum payment of EUR 11,000 will be transferred at the end of the programme upon completion of the final progress and high-level reports. All payments will be made via direct bank transfer.

7. Call Timeline

Opening call: 26th October 2026

Information session: 25th November 2026 at 5 pm CET

Deadline for call content questions: 2nd December 2026

Call FAQ posting: 9th December 2026

Closing call: 15th January 2027 (17:00 CET)

Admissibility and eligibility checks: 29th January 2027

Round 1 evaluations: 19th February 2027

Deadline for written confirmation on SAFE signing: 5th March 2027

Initial consensus: 10th March 2027

Round 2 interviews: 11th March to 2nd April 2027

Final consensus and communication of final selection to the participants: 7th April 2027

Deadline to Sign FSA and SAFE: 21st May 2027

Start of programme: 31st May 2027

End of programme: 31st December 2027

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Annex 1 – EIT Community NEB and Ignite NEB

The New European Bauhaus (NEB) initiative, initially announced by President Von der Leyen in her State of the Union address and launched by the Commission in early 2021, is an environmental, social and cultural initiative that is guided by three core values:

1. **Sustainability**: from climate goals, to circularity, zero pollution, and biodiversity;
2. **Aesthetics**: from design beyond functionality, to quality of experience, lifestyle and well-being;
3. **Inclusion**: valorising diversity, equality for all, accessibility, and affordability.

In addition, the following three key **principles** guide and integrate the development of the NEB dimensions:

1. **Multilevel** engagement (from global to local);
2. **Participatory** process;
3. **Transdisciplinary** approach.

Based on the analysis of the inputs received during the co-design phase of the NEB, the Commission identified the following four **thematic axes** that would follow during the implementation of the NEB:

- **Reconnecting with nature,**
- **Regaining a sense of belonging,**
- **Prioritising the places and people that need it the most,**
- **The need for long-term, life-cycle thinking in the industrial ecosystem.**

The EIT is ideally placed to support implementation of the NEB as it has created Europe's largest innovation ecosystem with over 2,000 partners (business, research, education, cities) cooperating in over 60 hubs across Europe, and is represented in all European Union (EU) Member States and beyond. The EIT Knowledge and Innovation Communities (KICs) cover climate, sustainable energy, digital, healthcare, food supply, urban mobility, manufacturing, raw materials, and more recently, culture and creative sectors and industries. All these are critical fields of engagement for the blending of social inclusion, quality of experience, and sustainability, envisioned by the NEB movement, as a means of making the Green Deal a human-centred experience that reaches hearts, minds, and homes.

The EIT Community New European Bauhaus, hereafter referred to as EIT Community NEB, is led by EIT Urban Mobility with participation of Climate KIC and EIT Food. The mission aims to bridge the gap between science and technology on the one hand, and arts and culture on the other, promoting business through start-ups, ideation and education, as well as citizen education and engagement. With that purpose, EIT Community NEB engages with European innovators to overcome fragmentations in the European innovation landscape, works together with universities and stakeholders in the identification of problems and solutions, and ensures civil society engagement in the NEB movement.

Annex 1.1 – Innovation and Business Creation Cluster

The EIT Strategic Innovation Agenda (SIA) 2021-2027 sets the strategic direction, priorities and objectives of the European Institute of Innovation and Technology (EIT) and its Knowledge and Innovation Communities (EIT KICs).

One specific objective in the new EIT SIA 2021-2027 is to establish and foster appropriate synergies and complementarities between EIT activities and other relevant Union, national and regional initiatives, instruments, and programmes. This will help ensure consistency with Union priorities and commitments, including the European Green Deal, the Recovery Plan for Europe, the European Strategy for data, the SME

Strategy for a sustainable and digital Europe, and the New Industrial Strategy for Europe[2].

To realise such ambitions, the EIT and the EIT KICs have established the Strategic Synergies Cluster of activities, to strengthen EU's innovation and entrepreneurial capacity and integrate into and engage with innovation ecosystems. By doing so, the EIT KICs aim at becoming real engines of impact and support the realisation of a carbon-neutral, digital, circular, and inclusive European society.

The EIT Strategic Synergies Cluster includes three key initiatives co-designed and co-created by the EIT KICs with their innovation ecosystems: EIT Community Artificial Intelligence for Europe, EIT Community New European Bauhaus, and EIT Community Women Entrepreneurship.

Annex 1.2 – Ignite NEB

Ignite NEB is the main entry point to the EIT Community NEB journey, supporting individuals and teams in developing innovative solutions that contribute to sustainable, beautiful, and inclusive communities. The programme consists of two interconnected stages: the Ignite NEB celebration and ideation event, and the Ignite NEB incubation programme (previously known as Grow NEB). Together, these activities provide participants with the inspiration, skills, mentorship, and practical support needed to transform early-stage ideas into viable solutions aligned with the NEB values. The Ignite NEB programme includes, but is not limited to, the following activities:

- **Assessment of business and social needs** linked to the solutions developed by the selected teams, identifying opportunities for further development and impact.
- **Matchmaking sessions with EIT Community NEB mentors and experts** with relevant expertise to support the refinement of solutions and business models.
- **Mentoring sessions with selected business and innovation experts** to strengthen the feasibility, impact, and sustainability of the proposed solutions.
- **Support for prototyping and testing activities**, providing access to facilities, tools, materials, and technologies required to experiment with and validate products or services.

At the end of the Ignite NEB incubation programme (previously known as Grow NEB), the maturity, feasibility, and potential impact of the solutions developed by participating teams will be assessed by the EIT Community NEB. Through a combination of mentoring, prototyping, and testing activities, teams will strengthen both the social and business dimensions of their projects and advance from concept development towards real-world implementation. The programme serves as a key stage in the EIT Community NEB journey, supporting changemakers in transforming innovative ideas into solutions capable of generating meaningful and lasting impact.

[2] Decision (EU) No 2021/820 of the European Parliament and of the Council of 20 May 2021 on the Strategic Agenda of the European Institute of Innovation and Technology (EIT) 2021-2027: Boosting the Innovation Talent and Capacity of Europe and repealing Decision No 1312/2013/EU, OJ L 189/3 of 28 May 2021, https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0820&from=EN

Annex 2 – Strategic Focus Areas of EIT Community NEB

Annex 2.1 – Climate-KIC

- Circular Economy: Packaging, Waste management, Fashion, Textiles, Sustainable materials, Waste to resource technologies, Biomass & waste valorization.
- Built-Environment: Carbon neutral materials, Decarbonized steel, cement etc., Energy Efficient Buildings, Novel Materials, Electrification of heating and cooling, Engineered carbon sinks.
- Food and Agriculture: Regenerative agriculture/farming solutions, Precision Agriculture, Sustainable supply chains, Climate-Smart Crop Breeding, Water Management, Soil health enhancement, Renewable energy integration.
- Decarbonization of industrial processes and manufacturing: Carbon neutral chemistry, Energy distribution systems, New Energy vectors, Carbon capture and utilization.
- Blue Economy: Decarbonization of the maritime industry, Aquaculture, Natural carbon capture, Ocean/Tidal energy, Smart ports & Logistics, Coastal & Habitat protection, Ocean Plastics Reduction and Recycling, Blue Carbon Initiatives, Water treatment.

Annex 2.2 – EIT Food

- Mission1: Net Zero Food System: **Accelerates the transition towards net zero by scaling regenerative agriculture, reducing food loss and waste, and growing the circular food economy through packaging and labelling.**
- Mission 2: Healthier Lives through Food: **Enables healthier, more sustainable diets by improving access to affordable healthy food, diversifying protein choices and optimising nutrient density.**
- Mission 3: Food System Resilience: **Strengthens food security and safety by building resilient, dependable and digitally enabled food supply chains and reducing risks across the food system.**
- **Key Priority Areas: Protein Diversification, Resilient/Regenerative Agriculture and Agri-food Biotech, supporting the delivery of EIT Food's three overarching missions.**

Annex 2.3 – EIT Urban Mobility

- Active Mobility: Integrated mobility, Fostering Walkability, Safety, Route Planning
- Sustainable City Logistics: Delivery, Waste Management, Circular Freight, Logistics Infrastructure, Shared-vehicle Service for Logistics
- Transport Infrastructure: Inter-modality, Mobility infrastructure, Autonomous Public Transport, On-demand Public Transport, Parking (cars)
- Future Mobility: Traffic management, Waterborne Mobility, Shared Mobility (cars), Urban Air Mobility
- Mobility and Energy: Electrification Cars, Electrification Other, Hydrogen for Mobility, Battery tech

Annex 3 – Eligible Financial Criteria/Supporting Evidence

As noted in the eligibility criteria, applicants must either have a minimum of EUR 15,000 in revenues in 2026 or participated in the Ignite NEB programme or have a minimum of EUR 40,000 in investments received. Below are the lists of potential investments that can be included. Please note that a detailed documentation and proof is to be provided at the application phase and will be requested during the due diligence phase.

1. Early-Stage Funding:
    a. Seed Funding: Initial capital to establish the business concept, conduct market research, and develop a prototype.
    b. Angel Investment: Investment from high-net-worth individuals providing early-stage funding in exchange for equity.
2. Growth and Expansion Funding:
    a. Series A Funding: Significant financing after the seed stage to scale operations and market reach.
    b. Series B Funding: Financing to accelerate growth and expand the startup's market presence.
3. Later-Stage and Mature Startups Funding:
    a. Series C Funding and Beyond: Funding for more mature startups with a proven track record of success.
4. Corporate Involvement:
    a. Corporate Venture Capital (CVC): Established companies investing in startups that align with their strategic goals.
5. Crowdfunding:
    a. Crowdfunding: Raising funds from a large number of individuals through online platforms.
6. Grants – If any of the following types of grants as an investment has been received, the applicant should provide detailed evidence and documentation:
    a. Government Grants
    b. Research Grants
    c. Innovation Grants
    d. Social Impact Grants
    e. Non-Profit and Foundation Grants
    f. Accelerator and Incubator Grants
    g. European Union Grants

Annex 4 – SAFE

Annex 4.1 – Climate KIC

In addition to the FSA which is the subgrant agreement between the awardee and the EIT Community NEB, the SAFE is a stand-alone document that is chosen as the FSM for Climate-KIC to ensure the financial sustainability of the EIT Community NEB. The support outlined in this call will be accessible to the awardees after the signature of the SAFE under the following conditions:

- **EUR 50,000 total value –** The total investment amount is worth EUR 50,000 which includes the support and the services provided by the accelerator workshops as well additional services post-accelerator.
- **No valuation cap –** A valuation cap is a key feature of most convertible investments. It is an upper limit on the valuation at which a convertible investment will convert. The participating EIT KICs chose not to include a valuation cap in the SAFE, this way, the valuation of the companies invested into is not limited.
- **EUR 250,000 qualifying round –** A qualifying round is defined as priced equity round of EUR 250,000. Once the company achieves a EUR 250,000 priced equity round, the conversion event triggers the allotment of shares to the EIT KIC, with the price for said shares being the total combined value of the cash and services provided to the company – therefore constituting a form of debt-to-equity swap, where 'debt' is the price the company pays for the combined receipt of cash and services. In practice, this does not mean the company cannot raise any other amount or any other form of financing. There is no issue with the company raising less than EUR 250,000, but the conversion will only be triggered once a EUR 250,000 priced round is raised. Note: other forms of capital increase including grants, debt financing, and revenue financing will not be considered as a qualifying round.
- **20% discount –** The 20% discount refers to the discount that the EIT KIC will receive once the agreement is converted to equity. Given the SAFE agreement does not specify any company valuation, the conversion to shares will be converted according to the valuations set between the company and the future investors. The EIT KIC will receive shares at 20% discount to the valuation set.
- **24-month longstop –** The long-stop date is an agreed timeframe, starting from when the agreement is signed, where the company will seek to engage prospective investors and raise capital that will trigger the conversion event outlined in the SAFE. If the long-stop date is reached and the EUR 250,000 qualifying round has not been achieved, then the EIT KIC, along with the Company, shall determine a fair valuation for the conversion with an external valuator.

Successful start-ups that align with the strategic focus areas of Climate-KIC and are selected under Climate-KIC's portfolio, will be required to sign a SAFE with the aforementioned conditions. The template for this SAFE will be provided during stage 3.

Annex 4.2 – EIT Food

In addition to the FSA which is the subgrant agreement between the awardee and the EIT Community NEB, the SAFE is a stand-alone document that is chosen as the FSM for EIT Food to ensure the financial sustainability of the EIT Community NEB. The support outlined in this call will be accessible to the awardees after the signature of the SAFE under the following conditions:

- **SAFE Amount:** EUR 50.000 (fifty thousand euros)
- **SAFE Shares:** Shares in the Company equal to the most senior class issued in connection with the Qualified Equity Financing in which this SAFE converts, having the identical rights, privileges, preferences and restrictions as the shares of the most senior class issued in the Qualified Equity Financing in which this SAFE converts, other than with respect to: (i) the per share liquidation preference, which will be at least equal to the Discount Price; and (ii) the basis for any dividend rights, which will be based on the Discount Price.
- **Discount Rate:** 100% minus 10% (discount) = 90%

- **Qualified Equity Financing**: The provision of funds through a contribution in cash with a total minimum of 500.000 EUR, in one or more instalments, by one or more bona fide third-party investor(s), for which the Company issues shares of any class at a fixed valuation
- **The conversion of the SAFE:** Amount into SAFE Shares following a Qualified Equity Financing. In the event of an agreement resulting in a Qualified Equity Financing before the termination of this SAFE, on the initial closing of such Qualified Equity Financing, this SAFE will automatically convert into the number of SAFE Shares, equal to the quotient obtained by dividing the SAFE Amount by the Discount Price (rounded to the nearest whole number). **"Discount Price"** means the lowest price per share of the shares (of the same class as the bona fide third party lead investor) issued in the Qualified Equity Financing multiplied by the Discount Rate.
- **Liquidity Event:** In the event of a Liquidity Event, EIT FOOD will, at its option, either: **(i)** receive a cash payment equal to the SAFE Amount, or **(ii)** the amount EIT FOOD would have been entitled to if the SAFE had been converted into shares as for an Qualified Equity Financing (the Discount Price being computed by applying the Discount Rate on the price of the Liquidity Event) and then sold in the framework of the Liquidity Event. Payment will be due to EIT FOOD immediately prior to, or concurrent with, the closing of the Liquidity Event. "Liquidity Event" means **(i)** a joint sale of more than 50% (fifty-percent) of all shares in the Company, **(ii)** a sale of all or substantially all of the Company's assets and subsequent distribution of proceeds to the shareholders, **(iii)** the Company's merger or similar transactions resulting in the shareholders no longer holding a majority in the surviving entity, **(iv)** a recapitalization, reorganization, consolidation, or other type of acquisition transaction in which control of the Company is transferred, or **(v)** an Initial Public Offering
- **Dissolution Event:** If there is a Dissolution Event before the termination of this SAFE, EIT Food will automatically be entitled to receive a cash payment equal to the SAFE Amount. "Dissolution Event" means (i) a voluntary termination of operations, (ii) a general assignment for the benefit of the Company's creditors or (iii) any other liquidation, dissolution or winding up of the Company (excluding a Liquidity Event), whether voluntary or involuntary.
- **Termination**: This SAFE will automatically terminate immediately following the earliest to occur of: (I) the issuance of SAFE Shares to EIT FOOD pursuant to the automatic conversion of this SAFE further to a Qualified Equity Financing or (ii) the payment of amounts due to EIT FOOD in the event of a Liquidity Event or a Dissolution Event.

Successful start-ups that align with the strategic focus areas of EIT Food and are selected under EIT Food's portfolio, will be required to sign a SAFE with the aforementioned conditions. The template for this SAFE will be provided during stage 3.

Annex 4.3 – EIT Urban Mobility

In addition to the FSA which is the subgrant agreement between the awardee and the EIT Community NEB, the SAFE is a stand-alone document that is chosen as the FSM for EIT Urban Mobility to ensure the financial sustainability of the EIT Community NEB. The support outlined in this call will be accessible to the awardees after the signature of the SAFE under the following conditions:

- **EUR 50,000 total value –** The total investment amount is worth EUR 50,000 which includes the support and the services provided by the accelerator workshops as well additional services post-accelerator.
- **No valuation cap –** A valuation cap is a key feature of most convertible investments. It is an upper limit on the valuation at which a convertible investment will convert. The participating EIT KICs chose not to include a valuation cap in the SAFE, this way, the valuation of the companies invested into is not limited.
- **20% discount –** The 20% discount refers to the discount that the EIT KIC will receive once the agreement is converted to equity. Given the SAFE agreement does not specify any company valuation, the conversion to shares will be converted according to the valuations set between the company and the future investors. The EIT KIC will receive shares at 20% discount to the valuation set.
- **24-month longstop –** The long-stop date is an agreed timeframe, starting from when the agreement is signed, where the company will seek to engage prospective investors and raise capital that will trigger

the conversion event outlined in the SAFE. If the long-stop date is reached and the EUR 250,000 qualifying round has not been achieved, then the EIT KIC, along with the Company, shall determine a fair valuation for the conversion with an external valuator.

Successful start-ups that align with the strategic focus areas of EIT Urban Mobility and are selected under EIT Urban Mobility's portfolio, will be required to sign a SAFE with the aforementioned conditions. The template for this SAFE will be provided during stage 3.

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Annex 5 – Declaration of Interests

Beneficiaries and evaluators must provide a Declaration of Interests accompanying their application. In addition, they must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflict of interests').

They must formally notify the responsible call managing entity and the relevant KIC Legal by sending an email to neb@eitcommunity.eu without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

The granting authority may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

Annex 5.1 – Consequences of non-compliance

If an awardee breaches any of its obligations under this Annex, the grant may be reduced.

Annex 6 – Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use

Annex 6.1 – Background and access rights to background

'Background' means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:

- held by the beneficiaries before they acceded to the Agreement and
- needed to implement the action or exploit the results.

If background is subject to rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement.

Annex 6.2 – Ownership of results

The granting authority does not obtain ownership of the results produced under the action. 'Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

Annex 6.3 – Rights of use of the granting authority on materials, documents and information received for policy, information, communication, dissemination and publicity purposes

The granting authority has the right to use non-sensitive information relating to the action and materials and documents received from the beneficiaries (notably summaries for publication, deliverables, as well as any other material, such as pictures or audio-visual material, in paper or electronic form) for policy information, communication, dissemination and publicity purposes — during the action or afterwards.

The right to use the beneficiaries' materials, documents and information is granted in the form of a royalty-free, non-exclusive and irrevocable licence, which includes the following rights:

(i) **use for its own purposes** (in particular, making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services)

(ii) **distribution to the public** (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes)

(iii) **editing or redrafting** (including shortening, summarising, inserting other elements (e.g. meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation)

(iv) **translation:**

(v) **storage** in paper, electronic or other form

(vi) **archiving**, in line with applicable document-management rules

(vii) **processing**, analysing, aggregating the materials, documents and information received and **producing derivative works**.

The rights of use are granted for the whole duration of the industrial or intellectual property rights concerned.
If materials or documents are subject to moral rights or third-party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

Where applicable, the granting authority will insert the following information:
"© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the **[**name of granting authority] under conditions."

Annex 6.4 – Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Annex, the grant may be reduced.

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Annex 7 – Communication, Dissemination and Visibility

Annex 7.1 – Communication, Dissemination, and Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public).
Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

Annex 7.2 – European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Annex 7.3 – Quality of information disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.
Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):
“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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Annex 7.4 – Specific communication, dissemination and visibility rules

If a beneficiary breaches any of its obligations under this Annex, the grant may be reduced.

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Annex 8 – Financial Support Agreement

Annex 8.1 – Climate KIC

Link to Climate KIC Financial Support Agreement template.

Annex 8.2 – EIT Food

Link to EIT Food Financial Support Agreement template.

Annex 8.3 – EIT Urban Mobility

Link to EIT Urban Mobility Financial Support Agreement template.

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