



Information session – Creative Innovation Lab

20th January 2026 - 10:30-12:30 (Brussels time)

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Only the presentation will be recorded: the Q&A sections will not be recorded

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CREATIVE INNOVATION LAB

Call CREA-CROSS-2026-INNOVLAB



Objectives of the Call

Support the design, development and/or spread of *innovative* tools, models or solutions applicable in the **audiovisual** (Mandatory) and other **cultural and creative sectors** (strictly limited to music, book or museum sectors).

The objectives of the scheme is to encourage **cooperation** between the **audiovisual sector** and **other CCSs** (strictly limited to music, book or museum sectors) in order to develop innovative tools/solutions aimed at improving:

- their competitiveness and/or
- the circulation, visibility, discoverability, availability, diversity or the audience of European content across borders and/or
- their greening transition.

The support also aims to enable the European audiovisual sector and other CCSs to better adapt to the opportunities offered by the development of **Artificial Intelligence and Virtual Worlds**.



Eligible activities

Projects **MUST** focus on one (or several) of the below topics:

- **Virtual Worlds** as a new environment for the promotion of European content, audience renewal and competitiveness of European content industries (Audiovisual industry and at least one of the following sectors: music, book or museum sectors);
- **Innovative Business Tools** enabled or enhanced by new technology (AI, big data, blockchain, Virtual Worlds, NFT, etc) for production, financing, distribution or promotion of European cultural and audiovisual content. It covers activities related to rights management, monetisation, data collection and analysis...
- **“Greener” practices** in order to facilitate the greening process of the audiovisual and other cultural sectors (strictly limited to music, book or museum sectors).

Expected Impact:

- Improve the competitiveness of the European audiovisual and other cultural and creative sectors (strictly limited to music, book or museum sectors): transparency, data collection and the appropriate use of artificial intelligence...;
- Improve the adaptation of the European audiovisual and other cultural and creative sectors (strictly limited to music, book or museum sectors) to the opportunities offered by the development of virtual worlds (also called metaverse(s));
- Improve the production/financing and circulation of European audiovisual and cultural content (music, book, or museum) in the digital age;
- Increase the visibility, discoverability, availability, diversity or potential audience of European audiovisual and cultural content (music, book, or museum) in the digital age;
- Accelerate the greening process of the European audiovisual, cultural and other creative sectors (strictly limited to music, book or museum sectors).



Key point 1

Start-ups, tech companies and business incubators/accelerators:

The call clearly targets these firms: “A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations. The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped”.

Key point 2

Clear definition of the AUDIOVISUAL SECTOR (related to the MEDIA strand):

The audiovisual sector covers all activities and companies related to the development, production, distribution, promotion and circulation of the following content:

- **Feature films, animations and creative documentaries** intended primarily for **cinematic release**;
- **Fiction audiovisual works** (one-off or series), animation (one-off or series) and **creative documentaries** (one-off or series) intended primarily for the purposes of **television** or **digital platform** exploitation;
- **Interactive, non-linear fiction, animation or creative documentary projects** (e.g. narrative virtual reality projects);
- **Narrative video games and interactive narrative immersive experiences.**

Key point 3

Scope of the Cultural and creative sectors:

STRICTLY LIMITED TO THE FOLLOWING SECTORS:

- **MUSIC SECTOR (whole value chain, including live events);**
- **BOOK SECTOR (whole value chain);**
- **MUSEUM SECTOR (whole value chain).**

Key point 4

The following activities are NOT ELIGIBLE:

- multimedia art projects and installations;
- immersive tours, events, music videos and immersive experiences used in retail;
- works of a promotional nature being part of a promotional campaign or advertising for a specific destination (tourism), product and/or brand and institutional productions to promote a specific organisation or its activities;
- reference works (encyclopaedias, atlases, catalogues, databases and similar),
- “how-to” works (instructional guides, manuals and similar) and (interactive) e books;
- projects focusing on live recordings, TV games, talk shows, cooking shows, magazines, tv-shows, News, Media literacy, reality shows, educational, teaching and “how to” programmes;
- documentaries promoting tourism, “making-of”, reports, animal reportages, news programmes and “docu-soaps”;
- projects including pornographic or racist material or advocating violence;
- E-learning platforms.

Key point 5

Activities related to content production/development, organisation of cultural events are NOT ELIGIBLE under this Call.



Key point 6

Importance of the cross-sectoral approach:

Cross-sectoral cooperation within the creative and/or cultural sectors, including the audiovisual sector is **at the heart** of the Call. Therefore, applications must clearly **demonstrate** the extent of the cross-sectoral approach, **the conditions for its implementation** and the **expected benefits** for the sectors covered.

6 key questions for relevance check to the Innovation Lab call

- Q1. Does the project aim to address a **need/challenge common** to the **audiovisual sector** (see definition of AV sector) and at least one other eligible cultural sector (strictly limited to **music, books, or museums**)?
- Q2. Does the project propose an **innovative** tool/solution to address this identified need/challenge?
- Q3. Do the activities proposed by the project correspond to at least **one eligible topic** listed in the Call document?
- Q4. **None of the activities** proposed by the project are included in **the list of ineligible activities** mentioned in the Call document ?
- Q5. Will the project have **one of the Call's expected impacts** listed in the Call document ?
- Q6. At the end of the eligibility period, the tool/solution **will be available on the market**, or if it was already available (at the start of the eligibility period), it will **have been improved** and **will have expanded its commercial base to new countries** ?

If your project answers 'no' to any of these questions, it is not relevant to this call for proposals.

AWARD CRITERIA

RELEVANCE (40 PTS)

20

RELEVANCE OF THE PROJECT TO REACH THE **OBJECTIVES OF THE CALL** (INCLUDING ITS ADEQUATION TO **THE NEW NEEDS** OF THE TARGETED SECTORS AND THE **CROSS SECTORAL DIMENSION**)

15

THE **EUROPEAN DIMENSION/POTENTIAL** OF THE PROJECT

5

ADEQUACY OF THE STRATEGIES TO ENSURE **MORE SUSTAINABLE** INDUSTRY , **GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS**

QUALITY OF THE ACTIVITIES (40 PTS)

THE **ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES** TO THE OBJECTIVES OF **THE PROJECT**, INCLUDING MARKET ANALYSIS,

20

THE **COHERENCE OF THE BUSINESS MODEL** (INCLUDING STRUCTURE OF CO-FINANCING), AND **FEASIBILITY AND COST-EFFICIENCY** OF THE PROJECT

20

AWARD CRITERIA

PROJECT MANAGEMENT (10 PTS)

5

THE **COHERENCE AND COMPLEMENTARITY OF THE PROJECT TEAM** AND/OR THE GROUPING, INCLUDING TASKS DIVISION, DECISION-MAKING PROCESS AND THE EXCHANGE OF KNOWLEDGE

5

THE **ADDED VALUE** OF THE PARTNERSHIP

DISSEMINATION (10 PTS)

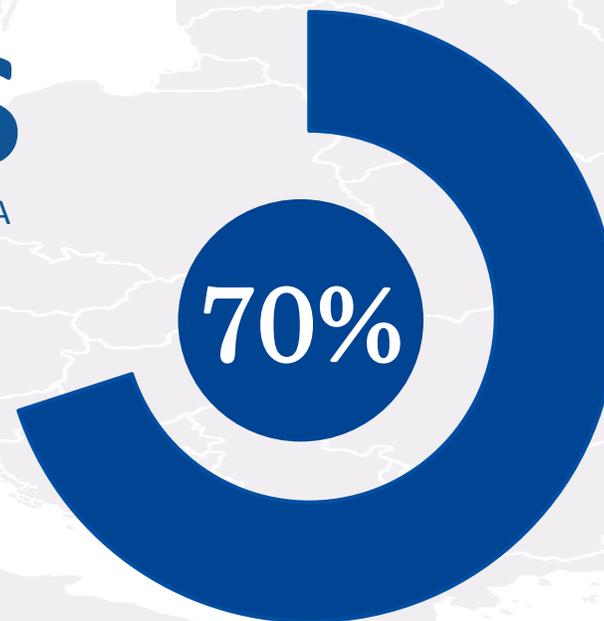
THE **METHODOLOGY PROPOSED FOR COLLECTING, ANALYSING AND DISSEMINATING DATA** IN ORDER TO SHARE RESULTS, GUARANTEE THE TRANSPARENCY OF THE PROJECT AND PROPOSE A KNOWLEDGE EXCHANGE

10

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



Conditions and
documents

Submission service

Topic related FAQ

Get support

Call information

Call updates

 Go back to
search results

Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

[Start submission](#)

 [Need help?](#)

Proposal data

Acronym: aa

Draft ID: **SEP-211278249**

Download Part B templates



[Download part B templates](#)

Support & Helpdesk

Edit forms

Edit Part C (KPI)

View history

Print preview



Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. 

Part B of
proposal  *



Info on
independence
and ownership  *
and control



PART A – EDIT FORMS

Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show

PART A

SIMPLIFIED BUDGET

DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID SEP-211281165

Acronym aa

3 - Budget

?

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/ EUR	Personnel costs - volunteers/ EUR	Subcontracting costs/ EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/ EUR	Purchase costs - Other goods, works and services/ EUR	Financial support to third parties/ EUR	Indirect costs/ EUR	Total eligible costs/ EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/ EUR	Funding rate	Maximum EU contribution to eligible costs/ EUR	Requested EU contribution to eligible costs/ EUR	Max grant amount/ EUR	Income generated by the project/ EUR	In kind contributions/ EUR	Financial contributions/ EUR	Own resources/ EUR	Total estimated project income/ EUR
1	Baird Consulting Scs	BE	Coordinator	100	0	0	0	0	0	0	7.00	107.00	0	107.00	80	85.60	85.60	85.60	5.00	0.00	12.00	4.40	107.00
Total				100	0	0	0	0	0	0	7.00	107.00	0	107.00		85.60	85.60	85.60	5.00	0.00	12.00	4.40	107.00

PART A

- BUDGET MUST BE BALANCED (COST/INCOME)
- PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**
- FINANCIAL SUPPORT TO THIRD PARTIES ARE **APPLICABLE**

PART B

1. RELEVANCE

1.1 Background and general objectives



Background and general objectives

For 'European co-development', 'European slate development', 'European mini-slate development', 'TV and online content' and 'Video games and immersive content development':

- Provide a presentation of the applicant company (and partners for the European co-development, TV and online and Video games and immersive content development actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.

- For European slate and mini-slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Skills and talent development', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Media Freedom Rapid Response Mechanism', 'Media Pluralism Monitor' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'European Film Distribution' and 'European Film Sales': Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, focus, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s) including online releases. If a release is already planned please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audiences, type of audience, objectives in terms of admissions, online activities, etc). For European Film Distribution, please also explain how you intend to co-produce and/or acquire and/or promote European non-national films. For European Film sales, you can also indicate the festivals/markets that you principally target.

For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

For 'Creative Innovation Lab': Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the tool, model or solution to be designed, developed or spread and the main steps of the design, development or dissemination process. Describe the innovative aspects of your project. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. Describe the innovative aspects of your project.

- WORD DOCUMENT
(TO UPLOAD IN PDF)
- DETAILED DESCRIPTION OF PROJECT FOR
EVALUATION
- CHECK THE CORRECT QUESTIONS BASED ON THE
ACTION/CALL

PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the tool, model or solution to be designed, developed or spread and the main steps of the design, development or dissemination process. Describe the innovative aspects of your project. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. **(Sub Award Criterion: 1.1).**

1.2 Describe how your activity meets the needs of the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) and of the other cultural or creative sectors covered **(Sub Award criterion: 1.1).**

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; cross-border and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) **(Sub Award criterion: 1.2).**

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry **(Sub Award criterion: 1.3).**

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities **(Sub Award criterion: 1.3).**

PART B: List of questions

2. QUALITY

2.1 Provide a comprehensive market analysis justifying your main methodological and strategic choices (development, marketing, pricing, etc). The market analysis must clearly describe the target markets (size and structure, demographics, localization, trends and growth perspectives) and the situation of the competition (direct/indirect competitors, differentiation, barriers to entry, regulation, etc). The methodology (including a list of activities to be implemented) and strategic choices must also be clearly described **(Sub Award criterion: 2.1)**.

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues in the next years must be provided **(Sub Award criterion: 2.2)**.

2.4 Demonstrate the cost effectiveness of your action and explain how the estimated budget is conceived in the most economical way. Please also explain your co-financing strategy (if applicable) **(Sub Award criterion: 2.2)**.

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures **(Sub Award criterion: 2.2)**.

PART B: List of questions

3. PROJECT MANAGEMENT

3.1 Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the work coordination, task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project **(Sub Award criterion 3)**.

3.2 Describe the project teams and how they will work together to implement the project. List the main staff included in the project by function/profile and describe briefly their tasks **(Sub Award criterion 3)**.

4. DISSEMINATION

4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge **(Sub Award criterion 4)**.

PART B: List of questions

5. WORKPLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages, activities, resources and timing (Sub Award criteria 2.1, 2.2 and 3)

7. DECLARATIONS

PART B: WORK PACKAGES

PROJECT ACTIVITIES MAY BE ORGANISED IN THE FOLLOWING WORK PACKAGES:

- WP 1 – PROJECT MANAGEMENT (**MANDATORY**)
- WP 2 – ACTIVITY 1 (**MANDATORY**)
- WP 3 – ACTIVITY 2 (IF APPLICABLE)

ADDITIONAL WORK PACKAGES MAY BE ADDED (WE **RECOMMEND** NOT TO EXCEED 4 WORK PACKAGES IN TOTAL)



WORK PACKAGES CHECKLIST

- EACH WORK PACKAGE MUST HAVE A SPECIFIC ESTIMATED BUDGET
- EACH WORK PACKAGE MUST CONTAIN **AT LEAST ONE DELIVERABLE**
- CHECK THE CALCULATIONS: WP BUDGET 1 + WP BUDGET 2 + (ETC) = GLOBAL TOTAL ESTIMATED BUDGET
IN PART A !!!!

MILESTONES & DELIVERABLES:



MILESTONES



NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)



DELIVERABLES



- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE

DELIVERABLES



Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)
D1.1		1		<i>[R — Document, report]</i> <i>[DEM — Demonstrator, pilot, prototype]</i> <i>[DEC — Websites, patent filings, videos, etc]</i> <i>[DATA — data sets, microdata, etc]</i> <i>[DMP — Data Management Plan]</i> <i>[ETHICS]</i> <i>[SECURITY]</i>	<i>[PU — Public]</i> <i>[SEN — Sensitive]</i> <i>[R-UE/EU-R — EU Classified]</i> <i>[C-UE/EU-C — EU Classified]</i> <i>[S-UE/EU-S — EU Classified]</i>	

- DISSEMINATION LEVEL: **ONLY PU (PUBLIC) OR SEN (SENSITIVE)**
- DUE DATE: **MUST CORRESPOND TO THE MONTH NUMBER IN THE PROJECT NOT TO THE CALENDER MONTH**
- AVOID SUBMITTING ALL YOUR DELIVERABLES THE VERY LAST MONTH OF THE PROJECT



Final recommendation

BEFORE STARTING WORK ON YOUR APPLICATION, PLEASE CONTACT YOUR DOMESTIC **CREATIVE EUROPE DESK** TO CHECK ITS RELEVANCE TO THE OBJECTIVES OF THE CALL: [Creative Europe Desks | Culture and Creativity \(europa.eu\)](#).

Info:

ON THE 10 FEBRUARY 2026 (FROM 14.00 TO 15.00, BXL TIME), THE CREATIVE EUROPE DESKS NETWORK IS ORGANIZING A TRANSNATIONAL SESSION ON THE CALL.

THIS ONLINE EVENT WILL PRESENT "CASE STUDIES" AND CONCRETE PROJECTS EXAMPLES WITH Q&A,

THIS EVENT IS OPEN TO **ALL STAKEHOLDERS AND POTENTIAL APPLICANTS** TO CREATIVE INNOVATION LAB 2026.

REGISTRATION:

https://us02web.zoom.us/webinar/register/WN_cferUtoQz6fzeXpPhxCSA#/registration

Guidance on the use of generative AI tools for the preparation of the proposal

Applicants are fully responsible for the content of the proposal (even those parts produced by the AI tool) and must be transparent in disclosing which AI tools were used and how they were utilised.

Specifically, applicants are required to:

- Verify the accuracy, validity, and appropriateness of the content and any citations generated by the AI tool and correct any errors or inconsistencies.*
- Provide a list of sources used to generate content and citations, including those generated by the AI tool.*
- Double-check citations to ensure they are accurate and properly referenced.*
- Be conscious of the potential for plagiarism where the AI tool may have reproduced substantial text from other sources. Check the original sources to be sure you are not plagiarizing someone else's work.*
- Acknowledge the limitations of the AI tool in the proposal preparation, including the potential for bias, errors, and gaps in knowledge.*

GET SUPPORT

Contact your local Creative Europe desk

Contact EACEA EACEA-CROSS-INNOVLAB@ec.europa.eu



For technical issues contact *IT Helpdesk*

WHAT CAN I DO IN CASE OF REJECTION?

READ CAREFULLY YOUR EVALUATION SUMMARY REPORT!

IF YOU WANT FURTHER INFORMATION contact: EACEA-CROSS-INNOVLAB@ec.europa.eu

**ONLY INTRODUCE A REQUEST FOR REVIEW IN RARE CASES OF
CLEARLY IDENTIFIABLE MISTAKES IN THE EVALUATION**

**Mere disagreement with comments or scores
is not a valid reason for requesting a review!**



Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES



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Slide 5, 24 and 38, source: pixabay.com