



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.
- **“Greener” practices** in order to facilitate the greening process of the audiovisual and other cultural sectors (strictly limited to music, book or museum sectors).



Key point 1

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 2

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 3

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



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

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.



Examples of real **NON ELIGIBLE** applications

- *The project is in accordance to promote **Tourism and Culture**.*
- *Application of CRISPR–Cas9 technology in the treatment of **chronic lymphocytic leukemia** with TP53 mutations*
- *the project transforms **a rural heritage** site into a "Living Lab" for immersive storytelling and testing.*
- *The project aims to create customizable and **sustainable textiles** using 3D printing and nanotechnologies, combining technological innovation with European creativity.*
- *A platform designed to support interactive cultural experiences and **distance education**.*



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 \(europa.eu\)](#).

Thank you



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Creative Europe
2021-2027

PUSH BOUNDARIES