

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

Call for Applications: 2025 Catalyse NEB

Call Opens: Wednesday, 27th November 2024

Deadline: Monday, 3rd February 2025, 17:00 CEST

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1 Call Summary

This is a call for applicants to be part of the 2025 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, the EIT Community's mission is presented along with the NEB values, challenges and principles. In addition, all relevant information pertaining to who can apply, how to apply, and how ventures are selected can be found in sections 3.3, 4, and 5.

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 Grow NEB programme (see Appendix A.1 Grow NEB Programme). The cohort will be composed of a total of 12 start-ups with 11 being determined through the conventional selection process and one start-up being selected from applications submitted by participants in the EIT Community's Grow NEB programme. This selection process is covered in section 5.

Call for Applications Main Features	
Key dates of the Call Calendar (section 6)	<ul style="list-style-type: none"> • Call opening: 27th November 2024 • Call closing: 3rd February 2025, 17:00 CEST • Admissibility and eligibility check: 14th February 2025 • Evaluation of proposals: February – April 2025 • Signing contracts: 9th May 2025 • Programme start: 19th May 2025
Total estimated EIT Funding allocated to this Call (section 3.4)	<p>EUR 600,000</p> <p>12 start-ups with EUR 50,000 of EIT Community NEB funding allocation each through subgrants and in-kind services.</p>
Link to the application portal (section 4)	All applications and associated documents must be submitted via the Award Force platform.
List of documents to be submitted (section 4)	<ul style="list-style-type: none"> • Completed Application Form on Award Force platform. • Proof of incorporation. • Proof of revenues or investment received (except for Grow NEB applicants).
Eligibility requirements (sections 3.3 and 5.1)	<ul style="list-style-type: none"> • Registered with legal effects in an eligible country. • Incorporated after 1st January 2020. • Financial Standing: Applicants must meet at least one of the following criteria <ul style="list-style-type: none"> ○ Generated a minimum of EUR 5,000 in revenue in 2024, or ○ Secured at least EUR 10,000 in investments (refer to Appendix G), or ○ Participated in the Grow NEB programme. <p><u>Additionally, companies must have raised no more than EUR 1,000,000 in total funding to date.</u></p> <ul style="list-style-type: none"> • 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. • TRL/BRL of at least four or participant in the Grow NEB programme.

	<ul style="list-style-type: none"> • Agree to sign the Simple Agreement for Future Equity (SAFE) before the programme start-date. • Founders owning more than 50% of shares. • Agree to sign Simple Agreement for Future Equity (SAFE) before the programme start-date (see section 3.5). • Guarantee the participation of at least one of the founders in the programme. <p>DO NOT apply to this call if your venture is not in a position to sign the SAFE.</p>
Key Performance Indicators (section 3.2)	<ul style="list-style-type: none"> • 4 Innovations launched on the market with a sales revenue of at least 10 000 EUR documented. • 12 Start-ups and scale-ups registered supported by KICs for at least two months. • EUR 1,000,000 Investments attracted by KIC-supported start-ups and scale-ups.

2 EIT Community New European Bauhaus

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 Climate-KIC with participation of EIT Food, EIT Manufacturing and EIT Urban Mobility. 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.

3 Strategic Focus of the Call

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 (see section 2) in their operations, products, and services. Hence, it is expected that start-ups:

- Address sustainability in the shape of mitigating or adapting to climate change, supporting sustainable transport, manufacturing 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 and addressing one or more NEB challenges (see section 3.1).
- Have a designer in the team or provide for aesthetics or quality of experience within the conception of their solution.

The activity aims to provide NEB and Business and Entrepreneurship support to start-ups with a clear concept, product or vision that could benefit from the EIT Community's contribution (see section 3.4). The EIT guarantees a total funding of EUR 600,000 to the programme. These funds will be used to support 12 awardees which will join the Catalyse NEB programme throughout the duration of 2025.

With the aim of fostering transformation using NEB core values 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.

3.1 New European Bauhaus Challenges

The range of EIT Community NEB supported activities includes a list of challenges thematically arranged across four Thematic Axes and sub-challenges. Applicants' products and services must address at least one of the NEB Thematic Axes, indicating one or more sub-challenges in their local ecosystem, and demonstrate their potential to scale-up. In addition, the products and services must clearly address an identified social challenge, ideally determined within a specific social group who would benefit from the existence of such products or services.

The four Thematic Axes are:

1. Reconnecting with nature
2. Regaining a sense of belonging
3. Prioritising the places and people that need it the most
4. Fostering long-term, life-cycle and integrated thinking in the industrial ecosystem

Please refer to Appendix B for detailed descriptions on the Thematic Axes and for the list of sub-challenges for each axis.

3.2 Key Performance Indicators (KPI)

As required by the EIT, the EIT Community NEB must achieve the KPIs listed below for the programme as a whole. Successful applicants will support the EIT Community NEB in striving to achieve these KPIs. Hence, successful applicants will be expected to achieve these KPIs throughout their acceleration programmes and beyond until 2026.

KPI Code	KPI description	Target
EITHE02.4	Innovations launched on the market with a sales revenue of at least 10 000 EUR documented.	4
EITHE03.1	Start-ups and scale-ups registered supported by KICs for at least two months.	12
EITHE06.1	Investments attracted by KIC-supported start-ups and scale-ups.	EUR 1,000,000

3.3 Who Can Apply

It is important to note, that selected start-ups must comply with the following eligibility criteria to be considered (see also section 5.1):

- The applicant must be registered 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:
 - Countries associated to [Horizon Europe](#).
 - Certain low- and middle-income countries (please follow this [link](#) for the full list of eligible countries).
- Incorporated after 1st January 2020.
- **Financial Standing:** Applicants must meet at least one of the following criteria:
 - Generated a minimum of EUR 5,000 in revenue in 2024, or
 - Secured at least EUR 10,000 in investments (refer to Appendix G), or
 - Participated in the Grow NEB programme.

Additionally, companies must have raised no more than EUR 1,000,000 in total funding to date.

- **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.
- TRL/BRL of at least four or participant in the Grow NEB programme.
- Agree to sign the Simple Agreement for Future Equity (SAFE) before the programme start-date.
- Founders owning more than 50% of shares.
- Guarantee the participation of at least one of the founders in the programme.

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.

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

In addition, applicants must provide proof of their incorporation (including country and date of incorporation) and of their revenues and/or investments received.

This call is open to applicants whose products or services meet the following general criteria:

- Address simultaneously the three NEB core values as indicated in section 2 of this document.
- Address at least one of the four Thematic Axes, and one or more sub-challenges, as indicated in section 3.1 of this document and in Appendix B – New European Bauhaus Challenges.
- Identifies the social challenge behind the innovation, and ideally identifies the social group behind the demand/challenge.

Successful applicants (awardees) will be requested to aim to accomplish the KPIs indicated in section 3.2 and report them documented to the programme managers.

Please note that 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.

At any time, applicants will be required to present a declaration of interests (

Appendix D – 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.

3.4 Provided Support to Winning Companies

The 12 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. NEB, and 3. communications. 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:

Business Pillar	NEB Pillar	Communications Pillar
<ul style="list-style-type: none"> • SWOT Analysis • Sustainable business model • Leadership coaching • Testing & pipeline conversion • Go-to-market strategy • Funding instruments & models • Investor mindset & financial modelling 	<ul style="list-style-type: none"> • NEB Compass Assessment • Climate Impact Assessment • Design Thinking and Business Strategy • Strategic Foresight • Design & Business Mentors • Stakeholder matchmaking 	<ul style="list-style-type: none"> • Mastering the Art of the Perfect Pitch • AI-Enhanced Image and Video Production • Master Prompt Engineering and AI tools to streamline your content production and improve your business pitch • Negotiation Skills

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 20,000 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 10,000 will be transferred upon completion of the interim progress and high-level cost reports as will be stated in the financial support agreement (FSA) contract between the start-up and the representative EIT KIC. The second lump sum payment of EUR 10,000 will be transferred at the end of the programme upon completion of the final progress and high-level cost reports. All payments will be made via direct bank transfer.

3.5 Simple Agreement for Future Equity (SAFE)

In addition to the FSA which is the subgrant agreement between the awardee and the EIT Community NEB (see section 3.4), the SAFE is a stand-alone document that aims to achieve the financial sustainability of the EIT

Community NEB. The support outlined in section 3.4 will be accessible to the awardees (as stated in sections 1 and 3.3) 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.

A template of the SAFE will be provided to the applicants that pass the admissibility and eligibility check, after round 1 of evaluations and before round 2 of evaluations. To proceed to round 2 of the evaluation process, start-ups will need to confirm in written form that they will sign the SAFE should they be accepted into the programme (see section 5.2.3).

Successful applicants will sign the SAFE agreements with one of the KICs participating in the EIT Community NEB. The selected Strategic Focus Area/s will inform with which KIC the SAFE is signed. **Please refer to Appendix C for detailed descriptions on the Strategic Focus Areas of EIT Climate-KIC, EIT Food, EIT Manufacturing and EIT Urban Mobility.**

4 Application Process

All applicants to the call for the 2025 Catalyse NEB programme within the EIT Strategic Synergies Cluster are required to complete the Application Form. All applications must be submitted in English.

The Application Form is built to assess how the applying organization 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 detailed at Appendix C.

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 (see Appendix G – Eligible Financial Criteria for more information on eligible sources).

Applications will be reviewed through a competitive evaluation process. First, applications will be assessed against the admissibility and eligibility criteria (see section 5.1) and then, reviewed by both EIT Community NEB and external evaluators against the evaluation criteria (see section 5.2).

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, [EIT Climate-KIC](#), [EIT Food](#), [EIT Manufacturing](#) and/or [EIT Urban Mobility](#) will collect, transfer, process, store and delete your data under above-mentioned conditions.

5 Review mechanism and decision-making

5.1 Stage 1 – Admissibility and eligibility

Applications will be eligible if they pass the following admissibility and eligibility criteria, whereby the applicant must:

- Complete all sections of the attached Application Form, in English, and submit it via [Award Force](#) before the submission deadline.
- Be a private “legal entity”.
- Be established with legal effects in one of the Horizon Europe eligible countries, including the EU Member States and third countries associated to Horizon Europe². Applications from organisations in [RIS countries](#) are positively encouraged.
- Be incorporated after the 1st of January 2020.
- Financial Standing: Applicants must meet at least one of the following criteria:
 - Generated a minimum of EUR 5,000 in revenue in 2024, or
 - Secured at least EUR 10,000 in investments (refer to Appendix G), or
 - Participated in the Grow NEB programme.

Additionally, companies must have raised no more than EUR 1,000,000 in total funding to date.

- 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.
- TRL/BRL of at least 4 or participant in the Grow NEB programme.

² https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf

- Agree to sign the Simple Agreement for Future Equity (SAFE) as outlined in section 3.5.
- Have founders owning more than 50% of shares.
- Guarantee the availability of at least one of the founders to participate to the programme.

In case of missing or incorrect information, applicants will be notified via email to the contact listed in the application and awarded three business days from this notice to return the completed/corrected information. The EIT Community NEB will evaluate the completed/corrected information within five business days. If the applicants respond positively to this requirement and within the time limit, the application will proceed to the next step of the evaluation phase. If the applicants fail to respond or respond after the deadline, the application will remain ineligible and will not be further processed. The applicant will be informed accordingly via email.

The applicant of any proposal deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within three business days of the official notification of ineligibility (see section 5.4). The appeal will be reviewed within five business days and the applicant will be notified of the outcome via email.

5.2 Stage 2 – Assessment and selection

Applications that comply with admissibility and eligibility criteria will proceed to the next step of the evaluation.

5.2.1 Grow NEB Applications

All eligible applications from applicants in the Grow NEB programme will be evaluated in a separate stage following the criteria listed in section 5.2.2. Of these applications, one awardee will be selected, and each allocated a dedicated slot in the 2024 Catalyse NEB cohort. Then, the remaining Grow NEB applicants will be evaluated as part of the same pool as all other applications and go through the standard assessment and selection process described below. Grow NEB applications are subject to SAFE check and eventual signature if selected for the programme like ordinary applications.

5.2.2 Round 1 Evaluations

Applications that pass the eligibility and admissibility criteria, will be equally evaluated on the NEB and Business & Entrepreneurship pillars. 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 – [link](#)) and (ii) the demonstrated innovation and entrepreneurial track record of the venture.

The assessment criteria for this call are set out below. Each criterion is scored, on a scale of 0 to 4, by two independent external experts in round 1 and three in round 2. The score across all categories is totalled to produce a ranked list of proposals. The maximum available score is 24 points.

Scoring table

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 and scoring criteria:

Excellence: novelty and innovation	Max. scoring 4
<ul style="list-style-type: none"> The product/service is innovative and addresses a demonstrated problem: it is disruptive and clearly fulfils unmet needs. 	4 points

Impact: aesthetics, inclusivity, and sustainability	Max. scoring 12
<ul style="list-style-type: none"> The company adheres to the NEB core value of Aesthetics: it is one of the company's own core values. 	4 points
<ul style="list-style-type: none"> The company adheres to the NEB core value of Inclusivity: it is one of the company's own core values. 	4 points
<ul style="list-style-type: none"> The company adheres to the NEB core value of Sustainability: it is one of the company's own core values. 	4 points

Implementation: market, traction, and capabilities	Max. scoring 8
<ul style="list-style-type: none"> The company is addressing a high potential market and is generating revenues: it is in a growing market with significant demonstrated traction. 	4 points
<ul style="list-style-type: none"> The team is capable and incentivized to bring to market the company vision: there is a strong team with the relevant skills in place. 	4 points

The total scoring of 24 points is distributed as follows:

	Max score
Excellence	4 points
Impact	12 points
Implementation	8 points
Total points	24 points

If proposals receive the same scoring, funding prioritisation will be based on a portfolio approach with these two main considerations:

- Strategic fit with the respective EIT KIC's in the EIT Community NEB
- Geographical spread within the EIT Community NEB Portfolio

All start-ups passing the 15-point threshold, or the highest 36 start-ups will be moved to round 2.

5.2.3 SAFE Filter and Round 2 Evaluations

Upon completing round 1 evaluations, the highest scoring applicants will be notified of their acceptance into round 2 and circulated the SAFE templates. These applicants will be given 14 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 that declines or does not provide an answer within this timeframe will not proceed to Round 2 evaluations.

The evaluations in round 2 will follow the same evaluation and scoring criteria as in round 1 (section 5.2.2). A final shortlist of the 30 highest scoring start-ups will be brought into a consensus meeting where the 12 start-ups will be selected by the EIT Community NEB, along with at least 8 reserve list start-ups. This final selection will be determined according to all scoring rounds, external expert preferences, and strategic spread across NEB thematic axes.

Following this selection, the EIT Community NEB will run due diligence calls with the Round 2 successful companies to ensure they meet the requisite standards for the Catalyse NEB programme and reconfirming they meet all eligibility criteria. Should a start-up not meet the requirements, the highest score reserve list company will replace them and enter the due diligence process.

5.3 Successful applications

Successful applicants will be notified at the end of March and requested to sign the SAFE and award contracts with the EIT Community NEB early April (see section 6). These awardees will receive the support outlined in section 3.4. 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) (Appendix E – Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use) and the communication, dissemination, and visibility rules (Appendix F – Communication, Dissemination and Visibility).
- Agree to systematic monitoring and review of supported activities by the KICs.

5.4 Appeal 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 three 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 Call Calendar

Opening call: 27th November 2024

Information session: 11th December 2024

Deadline for call content questions: 13th December 2024

Call FAQ posting: 19th December 2024

Closing call: 3rd February 2025 (17:00 CET)

Admissibility and eligibility checks: 14th February 2025

Round 1 evaluations: 3rd March 2025

Deadline for written confirmation on SAFE signing: 21st March 2025

Round 2 evaluations: 31st March 2025

Due Diligence Calls: 7th April to 18th April 2025

Communication of final selection to the participants: 25th April 2025

Deadline to Sign FSA and SAFE: 9th May 2025

Start of programme: 19th May 2025

Appendix A – Introduction to the EIT Strategic Synergies

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 Europe³.

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](#).

The call for proposals below sits within EIT Community New European Bauhaus.

A.1 Grow NEB Programme

Grow NEB is the EIT Community NEB programme dedicated to accompanying social entrepreneurs from the ideation of innovative products and services to the creation of pre-seed businesses. The Grow NEB programme includes – but is not limited to – the following activities:

- Assessment of business needs linked to the development of the solution ideated during the Ignite NEB events.
- Matchmaking sessions with EIT Community NEB business mentors with relevant expertise.
- Mentoring sessions (about 20h per team) with selected NEB business mentors to define and strengthen the business model for the solution.
- Identification of suitable NEB MakerSpace to prototype the solution. NEB MakerSpaces are collaborative workspaces that provides access to tools, materials, and technologies to experiment and learn. These spaces typically offer a range of tools and equipment, such as 3D printers, laser cutters, electronics, and woodworking tools, as well as software and programming tools.
- Implementation of a minimum of 3 prototyping sessions within the NEB MakerSpace of choice.
- Implementation of sessions of testing of the solution with a minimum of 20 potential consumers.

At the end of the Grow NEB programme, the maturity of the business solutions prototyped and tested by the four teams supported every year will be assessed by the EIT Community NEB. In case any of the solutions developed within the Grow NEB programme will be deemed suitable to continue the EIT Community NEB Journey, the relevant team(s) will be invited to submit an application to the 2024 edition of the EIT Community NEB start-up acceleration programme.

³ 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>

Appendix B – New European Bauhaus Challenges

As stated in section 3.1, the range of EIT Community NEB supported activities includes a list of challenges thematically arranged across four Thematic Axes and sub-challenges. Applicants' products and services must address at least one of the NEB Thematic Axes, indicating one or more sub-challenges in their local ecosystem, and demonstrate their potential to scale-up. In addition, the products and services must clearly address an identified social challenge, ideally determined within a specific social group who would benefit from the existence of such products or services.

B.1 Thematic Axis 1 – Reconnecting with nature

The NEB movement aims to create greater opportunities for contact with green public spaces that translate into better health indices for the population and reduce income-related health inequalities. Nature-based solutions in cities can help address floodings and other extreme weather events while making the built environment more attractive. Climate action can improve air, water and soil quality and overall living conditions. The COVID-19 pandemic has underlined the direct link between nature protection and citizen's physical and mental health. There is a need to go beyond a human-centred approach to a life-centred perspective, seeking inspiration from nature and learning from it.

- Challenge 1.1 – Products and services (including rapid prototypes) enhancing nature-based solutions, promoting green public spaces, and supporting urban greening.
- Challenge 1.2 – Co-design and co-stewardship of green spaces and nature-based solutions through public-private partnerships and citizen participation.
- Challenge 1.3 – Social activation and education activities on nature-based solutions, access to and increasing of green spaces, as well as their collective stewardship.

B.2 Thematic Axis 2 – Regaining a sense of belonging

The NEB movement is about collective and private experiences. Building bridges between people implies encouraging intergenerational solidarity, developing links between education and the arts in local environments, improving common spaces and places to meet.

- Challenge 2.1 – Products and services (including rapid prototypes) responding to citizens' real needs in urban and regional spaces, as well as improving accessibility and quality of experience of citizens in their daily lives, i.e., leisure, working spaces, moving around and commuting etc.
- Challenge 2.2 – Co-design of public realm and commons with civil society and other stakeholders to favour diversity while strengthening inclusivity and equality/equity, as well as to promote co-ownership of public and private spaces.
- Challenge 2.3 – Awareness raising and education programmes to highlight the relationship between sustainability and resilience, as well as activities promoting interaction and collaboration between different social groups around urban and rural spaces, and heritage focused on nature conservation and culture.

B.3 Thematic Axis 3 – Prioritising the places and people that need it most

The NEB movement promotes the inclusion of all citizens living in Europe, including places that are often left behind or not as prominently thought about. Beautiful and sustainable solutions must be affordable and accessible for all. This is particularly important when it comes to addressing the situations of groups and individuals, such as those at risk of exclusion, living in poverty, or experiencing homelessness. For example,

disadvantaged groups are at greater risk of energy poverty and air pollution and have less access to public transport. Therefore, the pursuit of a ‘design for all approach’ to remove particular barriers needs to be tailored to a specific group’s needs. The NEB clearly goes beyond large city centres and encompasses places in all of their diversity, including small villages, rural areas, shrinking cities, degenerated city districts and de-industrialised areas. This calls for territorial development avoiding spatial segregation of social groups to create a sense of togetherness.

- Challenge 3.1 – Products and services (including rapid prototypes) delivering both online and offline (in person) support, as well as public and private realm infrastructure and facilities with a focus on specific vulnerable populations, e.g., elderly, children, ethnic minorities, marginalized groups etc.
- Challenge 3.2 – Multi-stakeholder activities enhancing urban regeneration in less favoured areas, including most polluted zones, degraded or dangerous neighbourhoods, remote areas with poor communication/infrastructure, and districts with limited services.
- Challenge 3.3 – Development and implementation of social interventions encouraging cultural understanding and connection between different social groups that otherwise would not interact. Activities enhancing the experience of belonging through shared orientation towards nature protection, sustainability, and resilience.

B.4 Thematic Axis 4 – Fostering long-term, life-cycle and integrated thinking in the industrial ecosystem

The NEB movement promotes an economy based on circularity to tackle unsustainable use of resources and waste, including uses for obsolete buildings or infrastructures. Addressing these challenges concerns the entire industrial ecosystem, from production to delivery and consumption, with a circular economy mind-set. Recovered and renewable materials should be better recognised by all relevant disciplines and become part of design paradigms. The use of sustainably produced and procured nature-based building materials, such as wood, bamboo, straw, cork, or stone should be improved. New production technologies should help reduce the carbon footprint of steel or cement, recycle otherwise wasted textiles and accelerate the green transition of energy intensive industries. New business models, bioeconomy, social economy approaches and Design for Sustainability can support the transformation of sectors such as textiles, tourism, waste management or energy production. The digital transition will play a systemic role in the development and implementation of the NEB.

- Challenge 4.1 – Products and services (including rapid prototypes) promoting long-term use and thinking, and reduce by design; also, maintenance, reusing, refurbishing, remanufacturing re-purpose and recycling of resources and waste, including digital and monitoring tools, as well as improvement of current state-of-the-art manufactured products or industrial manufacturing processes.
- Challenge 4.2 – Public and multi-stakeholder activities fostering circular economy actions, namely with regards to resources, waste, product life extension and second life of products, and more efficient management of sources. Activities are to target unsustainable mind-sets or behaviours in specific social groups to maximize the potential impact.
- Challenge 4.3 – Awareness raising and education activities on circular economy aiming at changing individual and group behaviours that perpetuate an unsustainable use of resources and/or waste management, e.g., energy, water, food, plastic.

Appendix C- Strategic Focus Areas for the EIT Community NEB

EIT 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.

EIT Food:

- Net Zero Food System: Advances regenerative agriculture, reduces food loss, and fosters a circular economy through better packaging and labelling.
- Healthier Lives through Food: Diversifies protein sources, increases choices for a balanced diet, and optimizes food nutrient density.
- Fair and Resilient Food System: Invests in fair business models, strengthens shorter supply chains, and promotes sustainable food production.
- Regenerative Agriculture: Reduces risks for farmers transitioning to regenerative practices, including carbon farming and pricing.

EIT Manufacturing:

- AI/Data: AI-Driven Predictive Maintenance, Autonomous Robotics, Generative Design, Additive Manufacturing, Quantum Computing
- Industrial Metaverse: Virtual Prototyping, Remote Collaboration, Augmented Reality Assembly Guides
- Circular Economy: Product Life-Cycle Tracking, Design for Disassembly, Closed-Loop Supply Chains (Servitisation)
- Net Zero Industry: Carbon Capture Technologies, Renewable Energy Integration, Electronics, Semiconductors, Photonics, Sustainable Materials and Resources
- Renewable Energy: Energy Storage Solutions, Green Hydrogen Production, Solar-Powered Factories

EIT Urban Mobility:

- Mobility data management: Software and digital apps; Data collection, management, and integration.
- Health and Mobility: Walking, Cycling, Air pollution and Noise pollution exposure mitigation.
- New mobility services: Shared vehicular mobility and micromobility, Mobility-as-a-service.
- Electrification of transport: Battery EV, EV batteries, EV charging infrastructure.
- Parking and curbside management: Enforcement technologies, Parking for micromobility vehicle.
- Urban logistics: First/last mile logistics, Urban logistics hubs, Waste management and bulk delivery.
- Public space design: Regeneration of public spaces, Urban design, Universal access to transport.
- Cooperative, Connected, and automated mobility: Shared autonomous vehicles, Traffic telematics.
- Mobility planning: Regional connectivity, Corporate mobility, Land-use planning, Sustainable tourism.
- Road safety and security: In-vehicle and Infrastructure safety and security.
- Public transport: Management, Attractiveness and Accessibility, Zero/low emission, Locally adapted solutions.

Appendix D – Declaration of Interests

Beneficiaries 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.

D.1 Consequences of non-compliance

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

Appendix E – Intellectual Property Rights (IPR) – Background and Results – Access Rights and Rights of Use

E.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.

E.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.

E.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.”

E.4 Consequences of non-compliance

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

Appendix F – Communication, Dissemination and Visibility

F.1 Communication — Dissemination — 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.

F.2 Visibility — 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.

F.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.”

F.4 Specific communication, dissemination and visibility rules

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



Appendix G – Eligible Financial Criteria

As noted in the eligibility criteria, applicants must either have a minimum of EUR 5,000 in revenues in 2024 or participated in the Grow NEB programme or have a minimum of EUR 10,000 in investments received. Below are the lists of potential investments that can be included. Please note that a detailed documentation and proof will be requested.

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