



Europe is reshaping: seize the creative momentum

Dear creatives,

Europe is preparing for its next major funding cycle - and it's about much more than just budgets. AgoraEU is on the horizon, merging culture, media, and civil society into a single programme while keeping a dedicated Culture strand. At the same time, fresh open calls are live now: from the New European Bauhaus Facility, new EIT Culture& Creativity and vast opportunities under Horizon Europe Cluster 2 to targeted schemes for urban manufacturing, creative technologies, and art-science collaborations.

For the creative industries, this means: it's time to move strategically. These opportunities reward cross-disciplinary teams, tangible societal and environmental impact, and visionary ideas that transcend traditional sector borders.

The months ahead will be decisive for activating networks, building consortia, and transforming funding into lasting impact. Let's make sure the creative voice is not only present but leading the conversation.

Want updates between newsletter editions and a space to share projects and ideas? Join our [LinkedIn group](#) and be part of the exchange.

Yours sincerely,
The Kreativwirtschaft Austria (KAT)


**Creative Boost: Opportunities for
Small and Medium Entrepreneurs**



LAUDS Replication #2 - Urban manufacturing meets creative tech

Cities are laboratories for sustainable innovation. LAUDS Replication #2 funds experimental projects where creative talent meets digital technology to tackle urban challenges like mobility, energy, and sustainable food systems. It's a space for hybrid teams to prototype and test bold solutions that can be scaled across Europe.

- **Who can apply:** At least one technology provider (SME, start-up, mid-cap) + one creative professional (artist, designer, architect, etc.) from EU/Horizon Europe countries.
- **Why it matters:** Positions creatives as co-architects of Europe's next generation of urban solutions.

 Deadline 04/11/2025

[Find out more](#)

AID4SME - Turning creative tech into green industrial impact

The industrial sector is hungry for creative problem-solving - from UX design in manufacturing processes to AI-driven optimisation of energy use. AID4SME funds SMEs and start-ups applying creative technology in real industrial environments, supporting Europe's Green Deal and industrial transformation.

- **Sectors:** Automotive, energy, white goods, batteries, and more.
- **Why it matters:** Brings creative methods and digital expertise directly into the heart of Europe's green and digital transition.
- **Who it's for:** Creative tech SMEs & start-up: Apply solo or team up with industry, engineering, or research partners
- **Up to €150,000** (70% funding rate)

 Deadline 11/09/2025

[Find out more](#)

SOILSCAPE - Art & engagement for soil preservation

Healthy soils are the foundation of life - but they need storytellers to inspire change. SOILSCAPE invites artists, creatives, and soil experts to collaborate on projects that raise public awareness and foster community action for soil protection.

- **Tracks:** Local/national/transnational campaigns, artistic activities, participatory engagement, festival-based collaborations.
- **Why it matters:** Connects environmental science with cultural creativity to drive lasting behavioural change.
- **Up to €40,000 per project**

 Deadline 30/09/25

[Find out more](#)

EIT Innovation Spotlight



Upskill the Next Creative Leaders

EIT Culture & Creativity is investing in postgraduate modules that combine entrepreneurship, cutting-edge tech, and creative sector expertise. This is a chance to co-design industry-connected curricula in fashion, architecture, heritage, audiovisual media, and gaming - shaping the next generation of creative leaders. With up to **€275,000** per module, this is your chance to co-design future-proof curricula with industry partners, open real-world opportunities for students, and drive Europe's green, digital, and social transitions.

 **Deadline 30/09/2025**

[Learn more](#)

Fashion Adaptor Programme 2025 - Call for SMEs & Experts

The **Fashion Adaptor Programme 2025** is now open!

- **SMEs** can apply to join a tailored training and mentoring journey designed to strengthen adaptability, sustainability, and digital capacity in the fashion sector.
- **Experts, trainers & coaches** are invited to contribute their know-how in areas like creative entrepreneurship, digitalisation, and green innovation to support SMEs on their transformation paths

 **Deadlines**

Experts: 31/08/25

SMEs: 02/09/25

[Learn more](#)

EIT Urban Mobility - Bold solutions for liveable cities

Urban mobility is at the heart of Europe's sustainability agenda. EIT Urban Mobility funds innovative projects that make cities more liveable, healthier, and people-centred - from cycling infrastructure to data-driven transport solutions.

- **Duration:** up to 24 months
- **Start** earliest 1 Jan 2026
- **Why it matters:** Creative thinking can radically reimagine urban life.

[Learn more](#)

Open Calls for Creative and Cultural Sectors



Driving Urban Transitions: Funding for Mobility & Energy Innovation

The Driving Urban Transitions (DUT) Partnership will launch its 4th transnational call for proposals on 1 September 2025. The programme supports research and innovation projects that help cities speed up the transition towards climate-neutral, liveable and inclusive urban areas.

- **Focus 2025:** mobility and energy - with projects expected to demonstrate integrated, cross-sectoral solutions that can be scaled across European cities.
- **Who can apply:** Research organisations, universities, cities, SMEs, and industry partners

Info Day 09/09/2025



Deadline 17/11/2025

[Learn more](#)

The New Chapter for Creative Europe - AGORA EU

The European Commission proposes AgoraEU as the next-generation programme merging **Creative Europe** and **Citizens, Equality, Rights and Values (CERV)**. For creatives, this is more than an administrative change - it's a reshaping of the EU's cultural funding landscape for the next decade. While the Culture strand's share falls from 33% to 21%, the overall budget more than doubles compared to the current combined funding. This means larger potential projects, broader cross-sectoral cooperation, and more interaction with democratic and societal themes. The proposal is only the first step: it must be approved unanimously by EU member states and agreed with the European Parliament, with negotiations expected to run until the end of 2027. Cultural organisations, led by Culture Action Europe, are calling on creatives to stay mobilised, join campaigns, and lobby both national and EU decision-makers to strengthen the Culture budget.

[Read more about
AgoraEU](#)

NEW EUROPEAN BAUHAUS Facility

The New European Bauhaus Facility combines the EU Green Deal's ambition with the transformative power of design, arts, and culture. It supports projects that make sustainability desirable and accessible, turning abstract goals into tangible, inspiring spaces and communities. This is an opportunity for creatives to lead in shaping the aesthetics and functionality of Europe's green transition with around **€120 million per year**.

Who should apply: Designers, architects, cultural actors, scientists, local communities - ideally in mixed consortia.

 Deadline 12/11/2025

[Find out more](#)

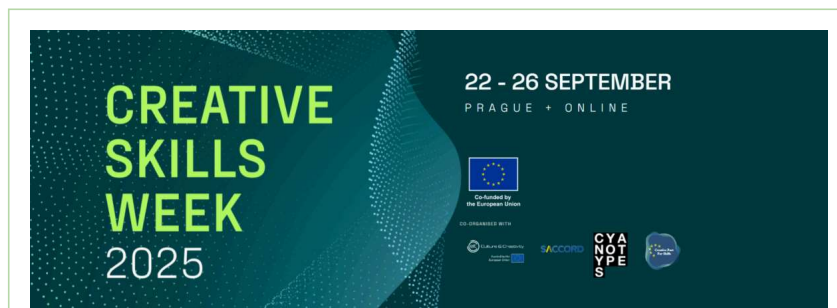
SEPTEMBER HORIZON EUROPE DEADLINES FOR CULTURAL AND CREATIVE SECTOR

Cluster 2 calls are the EU's flagship for research and innovation in the social sciences, humanities, and creative industries. In 2025, topics address urgent societal and cultural issues, from peacebuilding through creative practice to AI-driven cultural innovation. These calls are highly competitive but offer strong chances for consortia that combine cultural expertise with research, technology, and societal impact.

Key topics for the September deadline:

- *Cultural Strategies for Peace* – using culture as a tool for conflict resolution and reconciliation.
- *Bridging Historical Past & Future Potential* – reinterpreting heritage for future-oriented innovation.
- *AI for Creativity-driven Innovation* – leveraging AI in cultural production while safeguarding human creativity.
- *Intangible Cultural Heritage for Societal Resilience* – safeguarding and revitalising traditions in a changing world.

[Find out more](#)



Don't miss Creative Skills Week

The annual meeting point for everyone shaping the future of learning in the cultural and creative industries. This is where educators, creative professionals, policymakers, and innovators come together to explore fresh approaches to lifelong learning, re-skilling, and up-skilling in the sector. Between 22 and 26th of September, you'll gain insights into cutting-edge training methods, discover new ways to future-proof your career, and connect with peers and collaborators from across Europe. It's more than just talks - expect hands-on exchanges, inspiring case studies, and opportunities to influence the policies that shape our creative work environments. Whether you want to boost your skills, expand your network, or be at the forefront of creative education innovation, this is the place to be.

Mark your calendar and make sure, you are part of the conversation that's defining the skills our sector will need tomorrow. In site participation in Prague is already fully booked, but you can join the event from everywhere.

[Register here](#)



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[Datenschutzerklärung](#)



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