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Empowering
creativity and
entrepreneurship
across Europe



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ABOUT US

The H&ART Incubator is a transnational programme of the KreativEU Alliance, uniting eleven European universities to support innovation and entrepreneurship in the fields of art, heritage, cultural and creative industries (CCIs), digital technologies, and sustainability.

As a European ecosystem, the H&ART Incubator brings together artists, students, cultural professionals, researchers, and start-ups, offering structured support to transform creative ideas into viable projects, products, and cultural solutions.

H&ART INCUBATOR

TRANSNATIONAL ART AND HERITAGE
INCUBATOR OF THE KREATIVEU ALLIANCE

**Fostering innovation, collaboration,
and entrepreneurial growth in art,
heritage, and the cultural and creative
industries across the KreativEU
network.**



KEY ACTIONS

KA 1: INCUBATION OF CREATIVE IDEAS AND START-UPS

Target groups:

- o Artists
- o Creative professionals
- o Entrepreneurs and start-ups
- o Students with business ideas
- o Digital innovators and cultural technologists

Activities:

- o Mentoring and expert consultations
- o Access to resources
- o Networking and transnational collaboration
- o Training, micro-credentials, and entrepreneurial coaching
- o Artistic residencies
- o Mobility and traineeships,

KEY ACTIONS

KA 2: DEVELOPING ENTREPRENEURIAL MINDSET

Target group:

- o Students of the KreativEU Alliance

Activities:

- o Student competitions for best start-up or idea
- o Workshops, lectures, and seminars on entrepreneurship
- o Creativity and innovation challenges
- o Motivational workshops and seminars

KA 3: POLICY AND STRATEGY SUPPORT

Implemented through the Territorial and Transnational Observatory (TTO).

Activities:

- o Data collection and analysis on CCI
- o Territorial and governance mapping
- o Policy briefs and strategic recommendations
- o Research collaboration with partners and communities
- o Evidence-based support for local, regional, and national authorities

BENEFICIARIES

- o Artists and creators
- o Start-ups and spin-offs
- o Creative professionals
- o Digital innovators
- o Students and interdisciplinary teams
- o Cultural organisations, museums, galleries, archives, and libraries
- o Ministries, municipalities, regional authorities
- o SMEs in the CCIs
- o Researchers in the CCIs
- o NGOs, associations, local communities, citizen groups
- o Investors and industry networks
- o Policymakers and funding bodies



WHAT WE OFFER

For Creative Individuals and Start-ups

- o Tailored mentoring by experienced professionals
- o Access to studios, labs, workshops, and digital tools
- o Opportunities for exhibitions, public showcases, and dissemination
- o Transnational networking opportunities
- o Mobility and cross-border collaboration

For Students

- o Competitions for best start-up or product idea
- o Entrepreneurial training and skills development
- o Exposure to real-world innovation environments



WHAT WE OFFER

For Cultural Institutions and Communities

- o Opportunities to host artistic residencies
- o Collaborative projects with incubatees
- o Access to research and analytical outputs
- o Participation in community-driven innovation initiatives

For Policymakers

- o Evidence, insights, and sector analysis
- o Mapping of cultural and creative ecosystems
- o Policy recommendations and strategic guidance

For Investors and Industry Partners

- o Opportunities to engage with emerging talent
- o Access to prototypes, start-ups, and innovation concepts
- o Partnership opportunities for co-creation and technology transfer



EXPECTED RESULTS (2026–2032)

- o A growing European pool of creative entrepreneurs
- o Stronger links between academia, industry, heritage institutions, and local communities
- o Creation of new cultural products, services, and digital solutions
- o Increased mobility and collaboration across 11 European countries
- o Enhanced visibility of local cultural assets
- o Evidence-based cultural policies supported by the TTO
- o New start-ups, prototypes, and creative ventures with market potential

EXPECTED LONG-TERM IMPACT

- o A sustainable European ecosystem where creativity drives economic, social, and cultural value
- o Stronger innovation capacity in the cultural and creative industries
- o A generation of students and young professionals equipped with entrepreneurial skills
- o Strengthened cultural policies in Europe through data and analysis
- o Increased cross-border cooperation in artistic and heritage-based innovation
- o Contribution to the European Union's goals for cultural sustainability, digital transformation, and inclusive development

HOW YOU CAN ENGAGE

As Mentor

- o Provide expertise, guidance, and professional networks to emerging creatives.

As Partner

- o Offer space, equipment, heritage data, or thematic collaborations.

As Host

- o Welcome artists-in-residence and support community engagement activities.

As Investor

- o Discover start-ups, prototypes, and emerging talent.

As Policymaker

- o Co-develop strategies, participate in consultations, and use TTO evidence.

As Cultural Institution

- o Co-create exhibitions, workshops, open calls, and projects.

As Sponsor

- o Sponsor events, competitions, exhibitions.

UPCOMING OPPORTUNITIES

Call for Mentors (Opening Soon)

Professionals in art, heritage, CCIs, digital technologies, business, sustainability, and community engagement are invited to join the mentor pool.

Call for Incubatees (Opening Soon)

Emerging artists, start-ups, students, and creative teams can apply for the first incubation cycle.

Call for Artistic Residencies

Artists are invited to apply for artistic residency programme.

Call for Student competitions

Individual students or teams of students of KreativEU Alliance are invited to register for participation.

