

EIT Higher Education Initiative

Call for Proposals 2025 Info Session:
KPI Expectations



EIT Higher Education Initiative

01

EIT Key Performance Indicators – general information and context

EIT Key Performance Indicators - context

- **The main purpose** of EIT KPIs is to demonstrate that the cross-cutting performance and output metrics used to measure the performance of all EIT KICs are being achieved. For us, KPIs and performance data are not only about reaching a target. They help us understand the difference HEI projects are making.
- Proposals should demonstrate how the IVAP and its KPIs will contribute to project outcomes in the long term.
- All of these KPIs have been selected from the **EIT Impact Framework** available under this link:
https://eit.europa.eu/sites/default/files/eit_impact_framework_2022-2027.pdf
 - Please note that in the context of EIT Higher Education Initiative Project, when reading the KPI descriptions in the table, 'KIC' refers to the EIT HEI projects. The project must implement/deliver on these activities.
 - It comprises **EIT Core KPIs** (indicated in red), **EIT KPIs** and KIC specific (thematic) KPIs.
 - In the proposal, applicants must address the specific EIT KPIs indicated in the Topic and select at least one of the listed EIT Core KPIs.

EIT KPIs and Core KPIs explained

You may have already seen that there are two types of KPIs mentioned in the EIT Higher Education Initiative Call text:

EIT KPIs: Key Performance Indicators set by EIT to monitor the performance of the KICs' supported projects activities. All EIT KPIs for the selected topic must be included in the proposal, and a target value must be provided for each.

EIT Core KPIs: A Key Performance Indicator quantitatively measures the performance of a project over a specific time for a specific objective. The EIT Core KPIs are listed in the EIT Impact Framework 2022-2027 and highlighted in red. **Minimum one EIT Core KPI shall be used** to measure progress during the EIT Higher Education Initiative project funding period.

Please be advised that the EIT KPIs and EIT Core KPIs selected in the application, must be achieved within the year indicated in the IVAP. For the KPIs target to be achieved in 2028, those must be completed by the end of the project funding period.



General EIT KPIs information

KPI targets

The KPIs should be achieved by the **consortium** as a whole - not organization specific. The minimum target indicated in the Call text is the total of the KPIs achieved by the entire consortium, not per organization included in the Consortium.

The Consortium shall be required to achieve the KPI targets specified in the IVAP. If these targets exceed the minimum thresholds outlined in the call text, the higher targets must be delivered.

When KPIs should be delivered?

All KPIs selected targets should be achieved **within the project funding period (1.09.2026 – 31.08.2028)**. In your application, you will be asked to indicate a year in which the KPIs will be achieved.

The EIT HEI Call 2025 does not set minimum annual KPI targets. Consortia are required to plan their KPIs on a calendar-year basis and will be expected to deliver on the commitments stated in their application.

EIT KPIs and EIT Core KPIs

All EIT KPIs are mandatory. EIT Core KPIs: minimum one KPI must be selected



Major notable simplification measures (compared to previous EIT HEI Calls)

No Phases | STOP-GO model removed

IVAP (including budget and KPIs) must be planned on a calendar-year basis, at the discretion of the consortium.

Naturally, a per-calendar year target must be in place for KPIs.

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KPIs minimum targets

Call Topics (Two-Topic Approach)

Topic 1 and Topic 2 have slightly different KPI requirements, to reflect the Topic specific objectives and key priorities.

KPI targets must meet the specific requirements for your chosen Topic.

Topic 1 – STEM Capacity Building

(EIT-HEI-2025-STEM-CAPACITY-BUILDING)

Topic 2 – Building Synergies

(EIT-HEI-2025-BUILDING-SYNERGIES)

KPI Criteria – Topic 1 (STEM)

| KPI Code KPI | Description | Minimum Target |
|--------------|---|--|
| EIT HE03.1 | <p>Number of start-ups and scale-ups <u>supported</u> by the project:</p> <p>Number of established/registered start-ups and scale-ups supported by EIT HEI project (for at least 2 months). Examples of such services are mentoring, consultancy on access to finance and markets, product / service marketing, legal advice, internationalisation, match-making, etc.</p> | 6 |
| EIT HE04.1 | <p>Number of start-ups and scale-ups <u>created</u> by the project:</p> <p>Number of start-ups established as a result of EIT HEI project.</p> | 2 |
| EIT HE08.1 | <p>Number of successful participants who complete training programmes:</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities.</p> <p>Only participants, who successfully finished the programme, will be counted. All training programmes must consist of a minimum of 10 learning hours.</p> <p><u>For this KPI, all participants must come from STEM fields, as per the official list of eligible STEM disciplines linked in the Call text.</u></p> | <p>4000</p> <p><i>Students + academic staff + non-academic staff (no specific breakdown required, to be decided by consortium)</i></p> |

KPI Criteria – Topic 1 (STEM)

| KPI Code KPI | Description | Minimum Target |
|--------------|---|---|
| EIT HE19.1 | <p>Number of new and/or improved structures and mechanisms established</p> <p>Number of new and/or improved structures and mechanisms established.</p> <p>For example, the following structures and mechanisms will be considered: innovation testbeds, units, programmes, spaces, infrastructures, etc.</p> | <p>4</p> <p><i>One of these must enhance diversity and inclusion, such as a new structure supporting female entrepreneurs</i></p> |
| EIT HE20.1 | <p>Number of new partnerships established</p> <p>This indicator will have two sub-indicators, for which only one sub-indicator needs to be fulfilled:</p> <ul style="list-style-type: none"> ▪ # New partnerships established by participating HEIs and businesses, research organisations, other actors ▪ # and % of HEIs which participate in other activities of the KICs. | <p>4</p> |

Core KPI Criteria – Topic 1 (STEM)

Choose minimum 1 of 3

| Core KPI Code | KPI Description | Minimum Target |
|---------------|---|----------------|
| EIT HE02.4 | <p>Number of innovations launched on the market by the project with a sales revenue of at least 10 000 EUR documented.</p> <p>Supporting evidence:</p> <ul style="list-style-type: none"> ▪ Description of product or process with specified performance characteristics/ physical parameters/ functionalities demonstrating novelty (new or significant improvement) of the product/process ▪ Declaration demonstrating link with the EIT HEI project and financial proof of the EIT HEI investment in the innovation development ▪ Documented proof such as an invoice or an online sales record demonstrating that the purchase has been made by a customer | #1 |

Core KPI Criteria – Topic 1 (STEM)

Choose minimum 1 of 3

| Core KPI Code KPI | Description | Minimum Target |
|-------------------|--|--|
| EIT HE04.4 | <p>Number of start-ups and scale-ups created by the project, <u>with a financial transaction of minimum 10,000 EUR</u></p> <p>Supporting evidence:</p> <ul style="list-style-type: none"> ▪ Registration certificate of a start-up established in year N ▪ Description of the start-up and its core business ▪ Document such as an invoice or an online sales record certifying financial transactions of at least 10 000 EUR for services/products | #1 |
| EIT HE06.1 | <p>Total EUR amount of private and public capital attracted by startups/scale-ups supported by the project</p> <p>Start-ups/scale-ups must have received project support for at least two months.</p> <p>Supporting evidence:</p> <ul style="list-style-type: none"> ▪ Declaration of a start-up proving the amount, type of investment, source of income by type (public/private) and a link to the EIT HEI project, as well as proof of the support received and the year when last support was provided. | Minimum 10,000 EUR; € target set by the project |

KPI Criteria – Topic 2 (Synergies EIT-EUAs)

| KPI Code KPI | Description | Minimum Target |
|--------------|---|--|
| EIT HE03.1 | <p>Number of start-ups and scale-ups <u>supported</u> by the project:</p> <p>Number of established/registered start-ups and scale-ups supported by EIT HEI project (for at least 2 months). Examples of such services are mentoring, consultancy on access to finance and markets, product / service marketing, legal advice, internationalisation, match-making, etc.</p> | 6 |
| EIT HE08.1 | <p>Number of successful participants who complete training programmes:</p> <p>Number of successful participants in EIT professional development courses, online training courses and other education/training activities.</p> <p>Only participants, who successfully finished the programme, will be counted. All training programmes must consist of a minimum of 10 learning hours.</p> <p><u>For this KPI, it is encouraged for participants to come from STEM fields, as per the official list of eligible STEM disciplines linked in the Call text</u></p> | <p>4000</p> <p><i>Students + academic staff + non-academic staff (no specific breakdown required, to be decided by consortium)</i></p> |
| EIT HE09.1 | Number of students enrolled in EIT labelled master's, EIT labelled PhD programmes, participants in EIT labelled Fellowship schemes and other education activities awarded EIT Label | 50 |

KPI Criteria – Topic 2 (Synergies EIT-EUAs)

| KPI Code KPI | Description | Minimum Target |
|--------------|---|---|
| EIT HE19.1 | <p>Number of new and/or improved structures and mechanisms established</p> <p>Number of new and/or improved structures and mechanisms established.</p> <p>For example, the following structures and mechanisms will be considered: innovation testbeds, units, programmes, spaces, infrastructures, etc.</p> | <p>4</p> <p><i>One of these must enhance diversity and inclusion, such as a new structure supporting female entrepreneurs</i></p> |
| EIT HE20.1 | <p>Number of new partnerships established</p> <p>This indicator will have two sub-indicators, for which only one sub-indicator needs to be fulfilled:</p> <ul style="list-style-type: none"> ▪ # New partnerships established by participating HEIs and businesses, research organisations, other actors ▪ # and % of HEIs which participate in other activities of the KICs. | <p>4</p> <p><i>These partnerships should be with stakeholders in the EIT ecosystem to generate EIT-alliance cooperation.</i></p> |

Core KPI Criteria – Topic 2 (Synergies EIT-EUAs)

Choose minimum 1 of 2

| Core KPI Code | KPI Description | Minimum Target |
|---------------|---|----------------|
| EIT HE05.1 | <p>Number of start-ups established by students enrolled and graduates from EIT labelled programmes</p> <p>Number of start-ups established by students enrolled and graduates from EIT labelled programmes/activities.</p> <p>To be eligible, a start-up should be created and established during EIT labelled programme (by students, participants) or within 3 years from the graduation (by graduates) or within 1 year in case of other EIT Label activities.</p> <p>Supporting evidence:</p> <ul style="list-style-type: none"> ▪ Registration certificate of a start-up established in year N ▪ Description of the start-up and its core business ▪ Document such as an invoice or an online sales record certifying the first financial transaction for a service/product sold to a customer ▪ Reference to the EIT HEI project | #1 |
| EIT HE07.1 | Sum of graduates from EIT labelled master's, PhD programmes and other education activities awarded the EIT Label | #10 |



EIT KPI 08.1, Topic 1:

- Applicants must demonstrate the existence of a sufficiently large pool of potential participants (students, academic staff, and non-academic staff in **STEM-fields of education**) across partner HEIs within the consortium to ensure that KPI 8.1 (4,000 trained participants) can be met.
- For this Call, **STEM is defined in alignment with the STEM Education Strategic Plan**, which “broadly covers the fields of education ‘Natural sciences, mathematics and statistics (05)’; ‘Information and Communication Technologies (06)’ and ‘Engineering, manufacturing and construction’ (07)’ of the International Standard Classification of Education (ISCED), as well as related interdisciplinary fields and studies.
- [Applicants should refer to the publications linked in the Call text to check exact eligible fields.](#)



EIT Label KPIs Guidance

- The EIT Label is a quality mark in education and training
- The EIT Label model was extended from degree Programmes to lifelong learning activities
- These include mentoring, vocational training, skilling, re-skilling and up-skilling programmes, massive open online courses and other professional and executive training formats
- EIT Label is issued at the individual KIC level and each KIC has its own EIT Label model (*please reach out to KICs for information*)
- To meet the EIT Label KPI requirements, applicants should:
 - Explore any existing EIT Labelled training courses from within their consortium of partners, *or*
 - Explore all available EIT Label options from across the EIT KICs and plan to pursue this certification for one or more training courses delivered within the project

03

How will the KPIs be monitored?



How the KPIs will be monitored and collected?



The KPIs will be monitored and reported on annual basis



The minimum collected Information and supporting documents can be found in the EIT Impact Framework.



Please check carefully what is required, so the KPIs targets are realistic and can be achieved.

04

Importance of selecting the KPIs



Before selecting the KPIs

- 1 — It is crucial to check the KPIs minimum targets set up in the Call for Proposals 2025
 - Check the supporting documents required.
 - Check the targets and make sure that the project duration is realistic for achieving those targets.
 - Be strategic and realistic when deciding in which year you plan to achieve your KPI targets.
- 2 — We encourage projects to be ambitious but also realistic when choosing the targets.
- 3 — Selected KPIs should align with the activities proposed in IVAP.

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ADDITIONAL RESOURCES AND SUPPORT



Additional resources on EIT KPIs:

- EIT Impact Framework available here: https://www.eit.europa.eu/sites/default/files/eit_impact_framework_2022-2027.pdf
- KPIs Success stories and best practices available on the EIT HEI website, here: <https://eit-hei.eu/funding-support/funding-opportunities/past-calls/call-for-proposals-4/> (*KPI Expectation session, watch video, 22m:50s*)
- In case of further doubts, please contact us by sending us your query to hei@eitrawmaterials.eu mailbox.
- Please also check carefully the Call for Proposals 2025 Section 3.11 – KPI Criteria.



Upcoming Info Sessions:

Join live webinars

Join live webinars to get practical tips, ask questions, and connect with peers and the EIT HEI team before submitting your application.

UPCOMING EVENTS |  Online Event

Application and Budget Planning (Call 2025 Info Sessions)

 19 January 2026, 15:00 CET

[Register](#)



UPCOMING EVENTS |  Online Event

Open Q&A (Call 2025 Info Sessions)

 20 January 2026, 15:00-16:30 CET

[Register](#)



Thank you for your participation!



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