

EIT Higher Education Initiative

Call for Proposals 2026 Info Session:

KPI Expectations

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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 EIT 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 👈
    - 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 and select at least one of the listed EIT Core KPIs.

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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 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 (1.05.2027 – 31.10.2028)**. In your application, you will be asked to indicate a year in which the KPIs will be achieved.

The EIT HEI Call 2026 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 Cohorts 1-4)

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.



02

KPIs minimum targets

EIT KPI Criteria

KPI Code	Description	Minimum Target
	START-UP CREATION AND DEVELOPMENT **Projects must contribute to the creation and/or development of start-ups through one or both of the following KPIs.***	
EIT HE03.1	EITHE03.1 – Number of start-ups and scale-ups supported: Number of start-ups and scale-ups supported by the EIT HEI project for at least two months, provided the services contribute to the company's growth (including potential growth). Examples of such services include mentoring, consultancy on access to finance and markets, product/service marketing, legal advice, internationalisation and matchmaking. Specific Criteria: The services should be provided for a total period of at least two months.	
and/or		4 combined
EIT HE04.1	EITHE04.1 – Number of start-ups established: Number of start-ups established in year N as a result/based on the outputs of the EIT HEI project, or start-ups created for the purpose of an innovation project to organise and support the development of an asset.	
	**Projects may select EITHE03.1, EITHE04.1, or a combination of both, according to the nature, maturity and intervention model of the project. Where both KPIs are used, the same start-up should not be double counted.*	

EIT KPI Criteria

KPI Code	Description	Minimum Target
EIT HE08.1	<u>EDUCATION AND TRAINING</u> EITHE08.1 – Number of successful participants in professional development courses, online training courses and other education/training activities delivered by the EIT HEI project. Specific Criteria: ▪ All training must foster innovation, entrepreneurship and IP management capacities among students, academics and staff enrolled/working in relevant STEM fields. ▪ All training programmes must consist of a minimum of 10 learning hours. ▪ Projects must achieve minimum KPI results across three participant categories: students, academic staff and non-academic staff. The distribution across the three categories should be determined by the project according to its intervention model and target groups. ▪ Only participants who successfully complete the programme will be counted. ▪ Eligible activities must have clearly defined learning outcomes and a competency assessment method. *The 2,200 minimum project-level target represents a minimum contribution; applicants are encouraged/expected to set higher targets where justified by the size and capacity of their STEM talent pool, with the aggregate contribution of Call 2026 expected to make a substantial contribution to the EU STEM Education Strategic Plan's 200,000 target.* 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). <u>Applicants should refer to the publications linked in the Call text to check exact eligible fields.</u>	2,200

EIT KPI Criteria

KPI Code	Description	Minimum Target
	INSTITUTIONAL INFRASTRUCTURE	
EIT HE19.1	EITHE19.1 – Number of new and/or improved structures and mechanisms established in or mobilised by HEIs participating in the EIT HEI project with an objective to support innovation and/or entrepreneurship. Examples include innovation testbeds, units, programmes, physical spaces, infrastructures and other institutional support mechanisms.	4
	PARTNERSHIPS AND ECOSYSTEM INTEGRATION	
EIT HE20	EITHE20 – Number of new partnerships established as a result of the EIT HEI Initiative project. This indicator has two sub-indicators, of which only one needs to be fulfilled: ▪ EITHE20.1 – Number of new partnerships established by participating HEIs and businesses, research organisations and other actors; or ▪ EITHE20.2 – Number and percentage of HEIs participating in other activities of the KICs. For both sub-indicators, partnerships must strengthen the connection and integration of the project and its partners with other innovation and entrepreneurship actors and/or initiatives.	4

EIT KPI Criteria - Optional

KPI Code	Description	Minimum Target
OPTIONAL – EITHE01.1	INTELLECTUAL PROPERTY RIGHTS AND INNOVATION OUTPUTS EITHE01.1 – Number of innovative products, processes and methods and Intellectual Property Rights (IPR) applications resulting from EIT HEI project activities. Where appropriate to the project scope, consortia may report innovative products, processes and methods and/or IPR applications resulting from activities supported through the EIT HEI project. This may include, for example, innovations or IPR emerging from research, technology transfer, innovation-driven projects or other project activities. Projects should provide the supporting information required under the relevant EIT KPI definition to demonstrate the link between the reported output and the EIT HEI project.	No minimum target – optional KPI

EIT Core KPI Criteria

Choose minimum 1 of 3

Core KPI Code	Description	Minimum Target
EIT HE02.4	INNOVATIONS LAUNCHED ON THE MARKET **EITHE02.4 – Number of innovations introduced on the market during the EIT HEI project duration, with documented sales revenue of at least EUR 10,000.** Innovations introduced on the market must be directly linked with the EIT HEI project and reported in the year when they reached their first revenue. Number of innovations launched on the market by the project with a sales revenue of at least 10 000 EUR documented (*proof such as an invoice or an online sales record demonstrating that the purchase has been made by a customer*). Projects should provide the supporting documentation required under the relevant EIT Core KPI definition to demonstrate the link between the reported output and the EIT HEI project: ▪ 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

EIT Core KPI Criteria

Choose minimum 1 of 3

Core KPI Code	Description	Minimum Target
EIT HE04.4	START-UPS ESTABLISHED EITHE04.4 – Number of start-ups established in year N as a result of, or based on, the outputs of the EIT HEI project, or start-ups created for the purpose of an innovation project to organise and support the development of an asset, that have either generated at least EUR 10,000 in financial transactions from the sale of services or products resulting from the EIT HEI project, or raised at least EUR 200,000 through private investment in start-up equity. Projects should provide the supporting documentation required under the relevant EIT Core KPI definition to demonstrate the link between the reported output and the EIT HEI project: ▪ 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 or a proof of private investment of at least 200,000 EUR into start-up equity	1
EIT HE06.1	CAPITAL ATTRACTED EITHE06.1 – Total EUR amount of private and public capital attracted in year N by supported start-ups/scale-ups (per country) that have received EIT HEI project support for a total duration of at least two months. Start-ups/scale-ups must have received project support for at least two months. Projects should provide the supporting documentation required under the relevant EIT Core KPI definition to demonstrate the link between the reported output and the EIT HEI project: ▪ 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



03

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 2026
   - 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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Capacity to deliver proposed results and KPIs

- Applicants must demonstrate access to a sufficient pool of relevant participants to deliver the mandatory training KPI and other activities proposed.
- For EITHE08.1, the application should demonstrate that the proposed target is realistic in relation to the size and characteristics of participating HEIs and their target groups, including students, academic staff and non-academic staff.
- For KPIs relating to start-up development, institutional structures, partnerships or other specific outputs, applicants should similarly demonstrate that the consortium has the relevant structures, networks and capacity to achieve the proposed targets.
- Applicants must demonstrate that they have, or will have by the time of implementation, the necessary experience, know-how, qualifications, partnerships and operational resources to deliver the proposed activities and achieve the commitments set out in the application.



04

How will the KPIs be monitored?

How the KPIs will be monitored and collected?

1

The KPIs will be monitored and reported on annual basis

2

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

3

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

EIT Impact Framework – structure data example

EIT Impact Framework 2022 – 2027

EIT area	Horizon Europe Key Impact Pathway[1]	KPI	Type of indicator	Timing of reporting	Definition
Strengthening entrepreneurship and innovation capacity of higher education institutions	Generating innovation-based growth	Number of new and/or improved support structures and mechanisms established within or mobilized by the HEIs participating in the HEI Capacity Building Initiative **[EITHE19]**	Medium-term	Periodically	**[EITHE19.1]** Number of new and/or improved structures and mechanisms established in or mobilized by HEIs participating in the HEI Capacity Building Initiative with an objective to support innovation and / or entrepreneurship. For example, the following structures and mechanisms will be considered: innovation testbeds, units, programmes, spaces, infrastructures, etc. KICs will need to gather the lists of structures and mechanisms from the participating institutions and provide them to EIT together with explanations as to how the HEI Capacity Building Initiative has contributed to establishing, improving and/or mobilizing these structures. [no target, reported only] For each reported structure or mechanism, the data provided will also include information on: • Year of reporting • Title of new and/or improved structure and mechanism • Description of new and/or improved structure and mechanism • Higher education institutions involved • Countries where these structures were established incl. RIS countries No supporting evidence



05

FAQ, ADDITIONAL RESOURCES AND SUPPORT

Additional resources on EIT KPIs:

- EIT Impact Framework available here.
- 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 2026 Section 2.5 – KPI Architecture and Requirements
- FAQ document: https://eit-hei.eu/funding-support/funding-opportunities/open-calls/call-for-proposals-2026/



• FAQ

- Can Associated Partners (APs) contribute to KPIs?
  - Yes, APs can contribute to KPIs and all aspects of the project.

- By when should Core KPIs (all KPIs) be completed?
  - All Core KPIs must be achieved within the project funding period, as stated in the Call text. In other words, by 31 October 2028.

- Do the partnerships established between consortium partners count toward EITHE20 ?
  - This KPI refers to partnerships established during the project implementation, rather than the partnerships established to form the project consortium. The partnerships should be new partnerships established by the project during the funding period, with relevant strategic innovation actors. If you choose the sub-indicator relating to KIC partnerships, these are partnerships with organisations participating in the EIT ecosystem/KICs. In all cases, the partnerships should be relevant to the project and its objectives, particularly in relation to Policy Objective 3.

• FAQ

- Who counts as STEM Learners?
  - The learner must be studying or working in a field covered by the Call's STEM definition. The learner does not necessarily need to be enrolled in a STEM degree programme. The Call defines STEM as covering natural sciences, mathematics and statistics; information and communication technologies; and engineering, manufacturing and construction, as well as related interdisciplinary fields and studies. For example, business-school students may be counted if they fall within these STEM fields or a related interdisciplinary field. Students whose field of study is outside these categories may still participate in project activities but cannot be counted towards EITHE08.1.

- Will KPIs be monitored beyond the funding period?
  - The call asks for a long-term vision to be established in the IVAP, the application. Formal KPIs reporting obligations are not foreseen as required after the funding period.

Upcoming Info Sessions

UPCOMING EVENTS | Online Event

Application and Budget Planning (Call 2026 Info Sessions)

17 November 2026, 15:00-16:30 CET

Register →

UPCOMING EVENTS | Online Event

EIT KIC Discvery Day (Call 2026 Info Sessions)

23 November 2026, 10:00-12:15 CET

Register →

UPCOMING EVENTS | Online Event

Open Q&A (Call 2026 Info Sessions)

3 December 2026, 15:00-16:30 CET

Register →

Thank you for your participation!

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