

CALL FOR MENTORS
Transnational Mentor Pool
H&ART Incubator of the KreativEU Alliance

The H&ART Incubator/Local branch Valahia University of Targoviste (VUT) invites experienced professionals, practitioners, researchers, creatives, and experts to apply for inclusion in its Transnational Mentor Pool. This call is open to individuals who are willing to share knowledge, experience, and expertise on a pro bono basis and contribute to the development of a vibrant, transnational ecosystem supporting culture, heritage, creativity, and innovation.

About the H&ART Incubator

The H&ART Incubator is a new transnational initiative of the KreativEU Alliance of 11 European Universities (<https://www.kreativeu.org/en/About/>), designed to support the generation, development, and realisation of ideas, projects, and products in the cultural and creative industries, arts, heritage, and related fields.

During its initial phase, the H&ART Incubator is evolving from a conceptual framework into a living ecosystem. Mentors play a key role in this process by shaping mentoring practices, supporting start-ups, emerging artists, and individuals in developing their business ideas and creative projects in the cultural and creative industries, and co-creating the Incubator's culture and standards.

Applicants interested in the conceptual and governance framework of the H&ART Incubator may consult [D4.1: Art and Heritage Incubator Structure, Rules and Procedures for the Joint Management](#) (v.1, 2025).

We are looking for

The H&ART Incubator seeks diverse, motivated, and engaged mentors who wish to be part of building a real ecosystem rather than only providing isolated expertise.

We welcome applications from professionals with expertise in one or more of the following areas (non-exhaustive list):

- Arts, culture, and heritage
- Cultural and creative industries
- Design, media, and digital creativity
- Entrepreneurship, innovation, and start-ups
- Cultural management and policy
- Funding, sustainability, and social innovation
- Digital transformation, AI, XR/VR, platforms
- Education, training, and capacity-building
- Intellectual property and valorisation
- Marketing, branding, and community engagement

Applicants may come from academia, cultural institutions, creative enterprises, NGOs, public bodies, or independent professional practice.

We particularly value mentors who:

- are motivated to support others' growth and learning;
- enjoy working in interdisciplinary and multicultural environments;
- believe in collaboration, openness, and knowledge sharing;
- are interested in shaping a European, transnational incubator ecosystem.

Role of mentors

Selected mentors will:

- provide guidance, feedback, and expertise to emerging artists, start-ups, students and creative teams in developing their business ideas and creative projects in the cultural and creative industries;
- contribute to mentoring schemes, workshops, or incubation cycles;
- support the development of ideas, projects, and capacities;
- be recognised as contributors and members of the KreativEU Alliance community.

Mentoring activities are voluntary and pro bono, with flexible formats (online, hybrid, occasional in-person), and are expected to take place between June 2026 and March 2028.

Mentors benefit from

While mentoring is voluntary and unpaid, mentors benefit from:

- inclusion in a Transnational Mentor Pool across 11 European universities;
- networking with peers from diverse disciplines and countries;
- visibility through the communication channels of the H&ART Incubator and KreativEU Alliance;
- networking opportunities for collaboration, learning, and exchange across European universities, cultural organisations, and creative ecosystems;
- participation in selected H&ART Incubator's events, workshops, and community activities;
- strengthening their own leadership, guidance, and mentoring skills through reflective practice;
- gaining fresh insights, inspiration, and creative perspectives through interaction with emerging talents and innovative projects;
- being part of a shared journey, contributing to meaningful cultural, social, and creative impact;
- recognition as contributors to the H&ART Incubator and the KreativEU Alliance.

Eligibility and selection

Mentors will be selected in accordance with the Rules of the H&ART Incubator, based on the relevance of their expertise and experience, motivation and commitment to mentoring, capacity to contribute to the Incubator's objectives, and openness to collaboration in a transnational context.

I. Eligibility criteria

Applicants must demonstrate:

- at least 3 years of practical, teaching, or research experience in relevant fields;
- availability of at least 3 hours per month during the mentoring period (declaration required);
- availability for an introductory meeting/workshop to the mentoring tasks and H&ART Incubator's mission and objectives;
- ability to manage time and commitments (short justification);
- submission of a complete application file;
- submission of the application within the specified deadline.

II. Evaluation criteria

No.	Criterion	Weight
M1	Professional expertise	0.25
M2	Mentoring, coaching, and teaching skills	0.25
M3	Cultural sensitivity and ethical practice	0.15
M4	Network and industry connections	0.15
M5	Commitment and availability	0.15
M6	Alignment with H&ART Incubator objectives and strategy	0.05
	Total:	1.00

Application process

Applications are submitted via an online application form and are intentionally designed to be light and non-burdensome, while providing sufficient information for evaluation.

Link for application:

[Application Form Transnational Mentor Pool – Fill out form](#)

QR code for application:



Upon submission of this application form, applicants are required to send the following supporting documents to heart.incubator@valahia.ro:

- submitted application form [PDF file, which can be generated after submitting the form by clicking the circle icon with the three dots in the upper right corner of the form and selecting “Print response”];
- professional CV or link to updated LinkedIn profile;
- professional endorsement (optional but encouraged).

Timeline

- Call opening: [26/03/2026]
- Application deadline: [11/06/2026], 5:00 pm CET
- Evaluation and selection: [12/06/2026], 5:00 pm CET
- Onboarding of mentors: following selection

All applicants will be informed of the outcome by email.

Contact and further information

For questions regarding the Call or the H&ART Incubator, its mission, vision, objectives and strategy for development, please contact: heart.incubator@valahia.ro

Join us in transforming the H&ART Incubator from a concept into a living ecosystem – together.



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