



Universities
Informal
Liaison
Offices
Network

UnLiON BROKERAGE EVENT

26 th January 2026, 11:00-13:30 CET

HORIZON EUROPE

Cluster 2

Culture, Creativity and Inclusive Society



Freie Universität Bozen
Libera Università di Bolzano
Università Lieldia de Bulsan

**CLUSTER 2: CULTURE, CREATIVITY AND INCLUSIVE
SOCIETY**

**Lucía González Murillo
FUNDECYT-PCTEX**

**UnLiON Brokerage Event under Horizon Europe Cluster 2 calls on
Culture, Creativity and Inclusive Society | DATE**

**HORIZON-CL2-2026-01-HERITAGE-02: Boosting creative
startups for disruptive innovation**

SHORT INTRODUCTION OF YOUR ORGANISATION



FUNDECYTPCTEX

- Private, non-profit foundation within the Public Sector
- A space that brings together key services to facilitate the exchange of:
 1. Knowledge
 2. Science
 3. Technology
- Focused on strengthening the competitiveness of Extremadura

SHORT INTRODUCTION OF YOUR ORGANISATION



FUNDECYTPCTEX

Our vision:

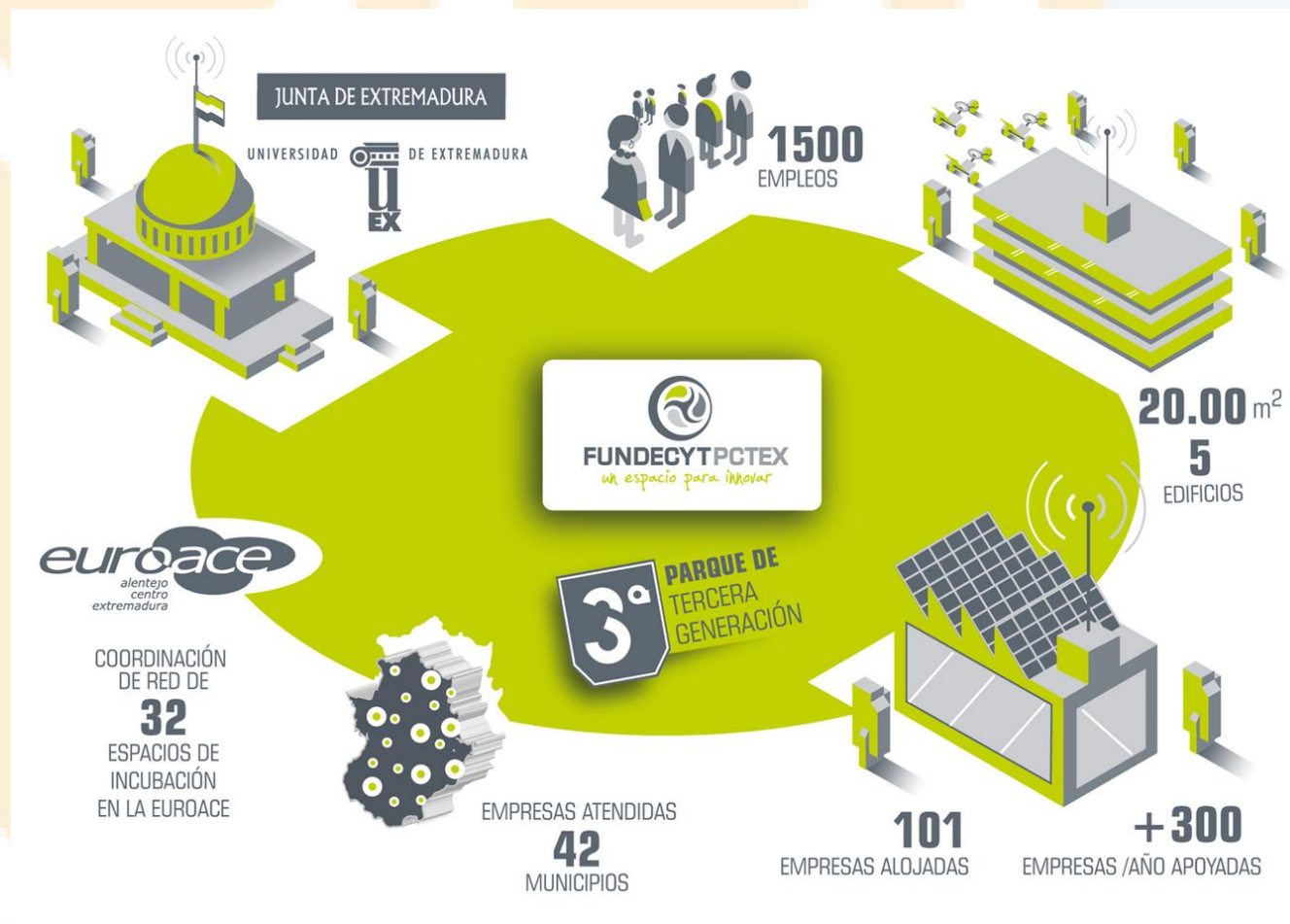
- **To consolidate a portfolio of services that support:**

- 1. Innovation and knowledge transfer**
- 2. Entrepreneurship**
- 3. Cooperation**

- **With a direct impact on:**

- 1. Smart development**
- 2. Sustainable development**
- 3. Inclusive development of the region**

SHORT INTRODUCTION OF YOUR ORGANISATION



Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)

Research & Innovation Experience

- Management and participation in European, national and regional R&D&I projects
- Active role in European cooperation and innovation networks
- Technical Office for RIS3 Extremadura 2027
- Experience in international coordination and project support

Expertise and Technical Capacity

- Support services for innovation, technology transfer and entrepreneurship
- Strong expertise in R&D project management and internationalization
- Training and skills development through Capacyt
- Talent attraction, innovation strategy and business support
- Bridge between research, companies and public administration

Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)

Networks and Ecosystem Access

- **Close collaboration with the University of Extremadura**
- **Strong connections with companies, startups and research groups**
- **Member of key European innovation and science networks**
- **Key actor in the regional innovation ecosystem (quadruple helix)**

Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)



INCUBADORA DE
REALIDADES INMERSIVAS
DE ALMENDRALEJO

by



FUNDECYTPCTEX

un espacio para innovar

IRIA (XR Incubator & Acelerator)

Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)



INCUBADORA DE
REALIDADES INMERSIVAS
DE ALMENDRALEJO



Multimedia and
videogames



BIM Tech and
4.0 Industry



Turism
and heritage



Tech
Education



Sports

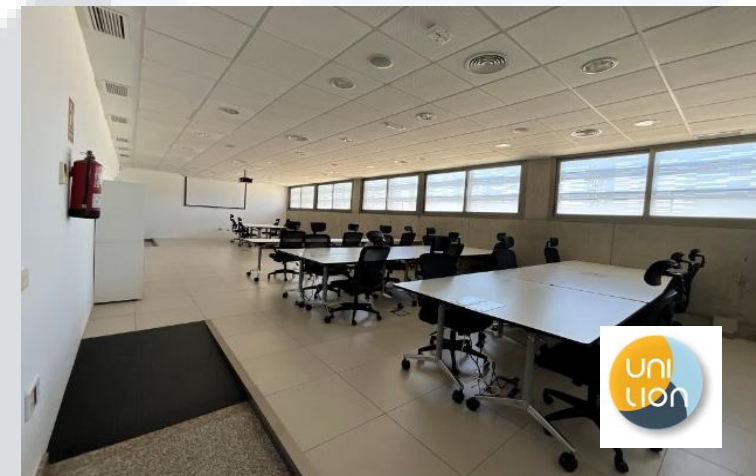


Health and
Wealness

Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)

IRIO

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DE ALMENDRALEJO



Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)

IRIO

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DE ALMENDRALEJO



Expertise (of your Institution/Company/University/Regional Authority/ Research Centre, NGO, Other)



XR
**Facilities and
Comunity**



XR
Equipement



**EU Proyect
Management
Expertice**



**Extremadura's
Bussines
Networks**

Profile you are seeking and why

Our institution is seeking research and development partners interested in joining or building a consortium focused on innovation and applied research.

We see a strong match with research institutions, universities, technology centres and R&D-oriented companies that are developing innovative solutions or prototypes and require access to specialised equipment and facilities to carry out their work.

Our organisation contributes by providing:

- **Access to technological infrastructure, laboratories and specialised spaces**
- **An innovation-friendly environment to host, test and scale prototype development**
- **Support services related to project management, international cooperation and innovation ecosystems, without intervening in the technological development itself**
- **Access to the broader set of tools, networks and services offered by FUNDECYT-PCTEX**

Profile you are seeking and why

**HORIZON-CL2-2026-01-HERITAGE-02: Boosting
creative startups for disruptive innovation**

Profile you are seeking and why

Our institution is seeking research and development partners interested in joining or building a consortium focused on innovation and applied research.

1. We Bridge Technology and Creative Heritage Innovation

The call aims to boost creative startups and enable disruptive innovation in the cultural and creative sectors (CCSI).

We provide advanced XR facilities and equipment that allow startups to experiment, prototype and validate immersive cultural heritage solutions. We also offer a real environment for testing disruptive applications in heritage interpretation, digital storytelling, audience engagement and hybrid cultural experiences.

We reduce the gap between creative ideas and scalable innovation.

2. We Accelerate Startup Growth Beyond the Idea Phase

The topic focuses on supporting startups in scaling, market access and sustainable business models.

We contribute through structured mentoring and technical support, access to Extremadura's business networks including SMEs, cultural institutions and public bodies, pilot deployment opportunities in real cultural contexts, and soft-landing and cross-border ecosystem connections.

We help startups move from experimentation to market readiness.

Profile you are seeking and why

3. We Ensure Strong EU Project Governance and Impact

Horizon Europe projects require robust management, impact pathways and sustainability strategies.

Our EU Project Management expertise guarantees efficient coordination and compliance, strategic dissemination and exploitation planning, long-term sustainability of startup support mechanisms, and clear KPIs linked to innovation capacity and ecosystem strengthening.

We ensure that innovation translates into measurable European impact.

4. We Strengthen Regional Ecosystems While Contributing to European Competitiveness

The call emphasises ecosystem-building and strengthening Europe's creative innovation capacity.

As a key actor within Extremadura's Business Cluster, we activate regional innovation actors and connect them to European consortia, provide access to less represented territories contributing to cohesion, and facilitate inclusive innovation and talent retention in emerging regions.

We align with Horizon Europe's objectives of widening participation and strengthening innovation ecosystems.

Strategic Positioning

Our participation in Boosting Creative Startups for Disruptive Innovation is based on our expertise in XR technologies, startup support and EU project management. We provide the infrastructure, networks and technical capacity needed for creative startups to prototype, validate and scale immersive solutions in real market contexts. Our experience ensures effective governance, measurable impact and sustainable innovation within the Cultural and Creative Sectors.

Profile you are seeking and why

HORIZON-CL2-2027-01-HERITAGE-01: Towards a consolidated culture and creativity driven European innovation ecosystem

We Foster Sustainable Cultural Innovation Through Creative Startups

By supporting the development of new creative startups that innovate through XR technology, we ensure these ventures are not only innovative but also economically and operationally sustainable over time. This approach strengthens the cultural sector by enabling its growth, maturity, and resilience through continuous technological and creative innovation. Startups benefit from our mentorship, technical support, and real-world testing environments, which allow them to turn ideas into sustainable solutions that enrich cultural heritage and experiences across Europe.

Profile you are seeking and why

HORIZON-CL2-2026-01-TRANSFO-06: Making Europe a global magnet for talent - Attracting and retaining students, researchers and high-skilled workers from outside the EU

We Attract and Retain High-Skilled Talent Through Cutting-Edge Innovation Facilities

Through securing European funding and leveraging the technological potential of our incubator, we have the capacity to attract top-tier creative and technological talent to develop projects within our advanced facilities and equipment. This not only strengthens Europe's ability to attract highly skilled researchers and innovators but also contributes directly to Extremadura, a rural region in need of generational renewal. By providing a stimulating environment where talent can innovate, experiment, and grow, we help retain skilled professionals locally while enhancing Europe's global competitiveness in science, technology, and creative industries.

CONTACT DETAILS

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