#HorizonEU

THE EU RESEARCH & INNOVATION PROGRAMME

2021 – 2027

CLUSTER 2 CULTURE, CREATIVITY AND INCLUSIVE SOCIETY

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HORIZON EUROPE

Destination 2: Innovative Research on the European Cultural Heritage and the Cultural and Creative Industries

Calls 2024

Disclaimer: information not legally binding

European Commission

Expected impact

The full potential of cultural heritage, arts and cultural and creative sectors is realised as a driver of sustainable innovation and of a European sense of belonging through a continuous engagement with society, citizens and economic sectors as well as through better protection, restoration and promotion of cultural heritage

European Commission

EUROPEAN CULTURAL HERITAGE AND CULTURAL & CREATIVE INDUSTRIES INTERVENTION AREA

MAIN POLICY PRIORITIES

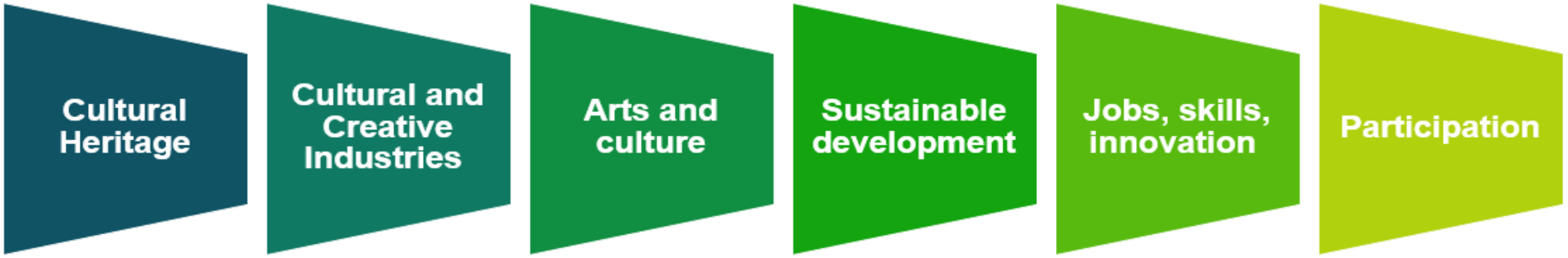
- Sustainable development agenda
- Climate and digital transition in cultural heritage and creative sectors
- Requires reinforcing research and innovation on the connection between cultural heritage and climate change
- High quality digitalization and curation of digital heritage assets
- Innovation in cultural and creative industries
- Participatory approach
- Social cohesion, sense of belonging, well-being

European Commission

European Commission

EUROPEAN CULTURAL HERITAGE AND CULTURAL & CREATIVE INDUSTRIES INTERVENTION AREA

DESTINATION PRIORITIES



European way of life, contribute to achieving the **Green Deal goals** and support an **economy that works for people**.

New European Bauhaus, reaching the **UN Sustainable Development Goals** and building a **stronger**, more **participatory** and **crisis-resilient society and economy**.

Potential of cultural heritage, arts and cultural and creative industries as drivers of **sustainable innovation** and **a sense of belonging**.

Mobilise culture to improve **mental health** and **wellbeing**

European Commission

European Commission

Intervention Area Cultural Heritage and Cultural and Creative Industries

5 topics 2024:

- **4 Innovation Actions (IA)**
- **1 Research and Innovation Action (RIA)**
- **+ ECCCH (separate call)**

European Commission

European Cultural Heritage And The Cultural & Creative Industries Intervention Area

GREEN

- Innovative solutions for greener and fairer ways of life through arts and culture, architecture and design for all (New European Bauhaus)
- Cultural and creative industries for a sustainable climate transition

DIGITAL

- Leverage the digital transition for competitive European cultural and creative industries

ECCCH

To be published in 2024 under a separate call

INNOVATIVE

- Europe's cultural heritage and arts – promoting our values at home and abroad
- Strategies to strengthen the European linguistic capital in a globalised world

A GREEN EUROPEAN CULTURAL HERITAGE

1. Drives **sustainable and more equitable** urban and rural **regeneration** and promotes innovative **restoration** and **conservation technologies**

2. Provides the **perspectives** we need to embrace the **green transition**

3. Leverages the **Cultural** and **Creative Industries** and the **arts** to create **sustainable economic growth** and **jobs**.

European Commission

HORIZON-CL2-2024-HERITAGE-01-01

New European Bauhaus – Innovative solutions for greener and fairer ways of life through arts and culture, architecture and design for all (IA)

16 M€

Expected outcomes

- Innovative solutions, validated in pilot trials, for successful **strategic investments (*NEB inspired*) in cultural heritage** (incl. cultural landscapes) **and CCIs**.
- Increased understanding **and greater visibility of cultural-led innovation strategies integrating the NEB** approach and core values.
- Engagement with local ecosystems for **wider involvement of citizens in the preservation and enhancement of cultural heritage**; increased social inclusion within communities.

Scope

CCS have a key role in realizing the vision envisaged by the NEB.

Proposals should focus on **replicable innovative solutions** show-casing the role of CCS in this societal transformation, including **strategies to identify and tackle challenges** faced by the targeted spaces to achieve the NEB values.
They should **highlight the social value of culture**: using renewable materials, leveraging the role of arts, design and architecture to take stock of the full potential of cultural heritage and to create synergies between crafts and new industrial techniques.

HORIZON-CL2-2024-HERITAGE-01-02

Cultural and creative industries for a sustainable climate transition (IA)

13 M€

Expected outcomes

- Refined and validated **approach(es) for Europe's cultural and creative industries (CCIs) to become true drivers of a sustainable climate transition**
- Significant **contributions to help European CCIs become better prepared to adapt to and contribute to the climate transition** in line with the 2030 goals spelled out under a European Green Deal

Scope

- Adoption of **new sustainable business models**, including the **use of new technologies**, **production methods** and gaps in **skills and capacities**
- Valid **across different Member States**/Associated Countries, and address the needs of **small, micro as well as larger companies**
- Small scale **pilot trials** under real world conditions involving **at least five MS/AC**, to verify economic, social and environmental sustainability of proposed action(s)
- Establish **links to and possibly build on findings from** projects funded under the topic **'Cultural and creative industries for a sustainable climate transition' of the Horizon Europe Cluster 2 2023 calls**

A DIGITAL EUROPEAN CULTURAL HERITAGE

1. Speeds-up **discoveries**, facilitates **understanding**, enriches **cultural experiences** and promotes access to **Europe's cultural treasures**.
2. Protects and transmits tangible and intangible **cultural assets** and fosters a common **European Cultural Heritage** collaborative space.
3. Allows **Cultural** and **Creative Industries** and **the Arts** to lead the way to a new **human-centred digital world**.

European Commission

HORIZON-CL2-2024-HERITAGE-01-03

Leverage the digital transition for competitive European cultural and creative industries (IA)

13 M €

Expected outcomes

- Validated and refined **measures to increase the use of innovative digital technologies by Europe's cultural and creative industries** (CCIs), with a view to increased **competitiveness** and **sustainability**
- Significant contributions to **strengthen the ability of European CCIs to contribute to a human-centred digital transition**

Scope

- **Choose a suitable set of CCI sector(s)**, or/and cross-sectoral issues, to focus on, **which allow significant impacts** to be achieved – **no need to cover all**
- **A wide array of digital technologies should be considered**, which are deemed **crucial to the CCI sector(s) or/and issues chosen**
- Measures should be **effective across different Member States**/Associated Countries, and address the needs of **small, micro as well as larger companies**
- At least **four small scale pilot trials**, involving at least **four different MS/AC**
- If appropriate, seek collaboration with the **European Collaborative Cloud for Cultural Heritage**

AN INNOVATIVE EUROPEAN CULTURAL HERITAGE

1. Provides **Cultural** and **Creative Industries** and **the Arts** with a **competitive edge**, makes them more robust and **increases their employment potential**.

2. **Sustains social cohesion by engaging citizens a**nd **sharing knowledge** across societies.

3. Allows **Cultural** and **Creative Industries** and **the Arts** to project **European values** in the world.

European Commission

HORIZON-CL2-2024-HERITAGE-01-04

Europe's cultural heritage and arts – promoting our values at home and abroad (IA)

13 M €

Expected outcomes

- **Promote the European Arts internationally** and strengthen the CCIs presence worldwide
- Increase cooperation between local, national and European level and establish strategic alliances between art and cultural sectors and with other sectors

Scope

- Identify good innovative practices evolved at the EU and national level that promote European values and identities outside Europe and develop small-scale pilots that will test their efficiency
- Identify potential existing barriers and propose a mixed model for cooperation that will take into account participation at the local, national and regional level and the coordination of different sectors and stakeholders
- Propose pilot policy solutions based on a mixed model, test these pilot solutions and develop policy recommendations for integrating this innovative mixed model into the arts policies

HORIZON-CL2-2024-HERITAGE-01-05

Strategies to strengthen the European linguistic capital in a globalised world (RIA)

10 M €

Expected outcomes

- **Protection of the European linguistic capital at the era of the digital shift**
- **Deeper understanding of the impact of language related technologies**, especially on the endangered languages and identity preservation.
- **Enhanced cooperation between experts** and other relevant **stakeholders**, including educational institutions
- **Recommendations to inform multilingual policies** and, in parallel, to encourage young people to **undertake humanities studies in their native language**.

Scope

Research should i) **address tensions between globalisation and the preservation of European identities** expressed through languages, ii) advise on how European languages can coexist harmoniously and benefit from **equal treatment** in the use of **language digital technologies**.

Recommendations should aim to **combat marginalisation of some languages and remedy identified shortcomings in the multilingual policies** in the EU.

Thank you!

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