

# **ANNEX 2 - HORIZON EUROPE CLUSTER 2**

## **CULTURE, CREATIVITY AND INCLUSIVE SOCIETY**

### **1. Global Challenges and Their Drivers**

The EU stands for a unique way of combining economic growth with high levels of social protection and inclusion, shared values including democracy, human rights, and the richness of diversity. This model is constantly evolving and needs to deal with the challenges from amongst other things, demographic change, globalisation and technological change.

Activities in Cluster Culture, Creativity and Inclusive Society focus on challenges pertaining to democratic governance, cultural heritage and the creative economy, social and economic transformations. The challenges are interconnected and have been chosen because they respond to the most pressing social, political, economic and cultural concerns and expectations of European citizens. They provide a clear picture of what benefits citizens and different stakeholders can expect from R&I actions supported under this cluster. The key R&I priorities will respond to the following challenges:

#### **1) Enhancing democratic governance**

Democracies are more fragile and more vulnerable than in the past. The Freedom in the World Report (2018) shows that democracy across the globe faces its most serious crisis in decades. At the same time, various European surveys show declining levels of trust to the political institutions of democracy. In terms of legitimacy, there are signs of a potential shift from governance based on expertise, multilateralism, and consensual policymaking towards majoritarianism, unilateralism, nationalism, and polarization. Relevant research can support policy action in favour of democracy, its stability, and its further development with a view to enhancing representation, participation, openness, pluralism, tolerance, the effectiveness of public policy, non-discrimination, the protection of fundamental rights and the rule of law<sup>48</sup>.

#### **2) Promoting Cultural Heritage**

Cultural heritage is the expression of the ways of living a society has developed by common values, traditions and beliefs and the different influences it has been exposed to and absorbed over time. It gives a sense of belonging to people and anchors our societies into their past while allowing them to project themselves into the future. Opinion surveys show that cultural heritage is important for the overwhelming majority of European citizens, who also believe that public authorities should allocate more resources to its protection<sup>49</sup>. The EU's "United in

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<sup>48</sup> Merkel W. (2019) Past, present and future of Democracy: A Policy Review of Framework Programme Projects. DG RTD/EC.

<sup>49</sup> Special Eurobarometer 466 (2017) on cultural heritage;

Diversity” motto finds a tangible expression in cultural heritage. Historical sites and monuments, cultural landscapes, artefacts, museums, archives, as well as languages, customs, traditions, and values all make up the rich tapestry of European cultural heritage. This makes Europe a vibrant and unique place to tackle future challenges based on its creativity, excellent research, sustainable cultural tourism and cutting-edge technologies.

Cultural Heritage needs to make the best use of the opportunities brought by the digital transformation. It needs to combine traditional craftsmanship, cutting edge and digital technologies for the preservation and restoration of cultural goods with innovative techniques in the cultural and creative industries with a view to the creation of jobs, growth and wealth.

### **3) Management of social and economic transformations**

Together with other challenges like climate change, the transition to a low carbon economy and demographic developments, technological advancements pose multidimensional social (economic, ethical, cultural and political) challenges. In the realm of work, productivity and welfare, as well as in the way we live and learn, the impact of automation could be substantial. A full deployment of existing new technologies in the production process could lead to automation rates of one third to two thirds of today's tasks.<sup>50</sup> According to other estimates, approximately 14% of jobs in the OECD countries are highly automatable, equivalent to 66 million jobs.<sup>51</sup> At the same time, there has been an increase in income inequality and labour market polarisation, and a slowdown in convergence in income and employment in most European countries<sup>52</sup>. Inequalities threaten social and territorial cohesion and economic growth. They also create obstacles in participation in political life and can thus undermine the stability of democracies.

In recent years, Europe experienced the arrival of an increased number of migrants, including asylum seekers. Migration has become a crucial issue for Europe, one that is likely to dominate policy and political agendas for many years to come. Migration is a challenge requiring comprehensive and coordinated European responses, both inside and outside the EU, involving Member States, EU actors, as well as local and regional authorities, civil society organisations and economic and social partners. The task of research is to better understand migration in a global and EU context and assist in its governance and enhance integration. It can enhance policies by providing evidence on the causes and consequences of the phenomena and facilitate timely response by identifying trends and suggesting possible

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Sonkoly, G. and Vahtikari, T. (2018) Innovation in Cultural Heritage Research: For an Integrated European Research Policy. DG RTD/EC.

<sup>50</sup> See in particular European Commission (2018), Employment and Social Developments in Europe (ESDE) Annual Review, “The new world of work: Beyond digitalisation”, July 2018, [https://ec.europa.eu/commission/news/employment-and-social-developments-europe-2018-jul-13\\_en](https://ec.europa.eu/commission/news/employment-and-social-developments-europe-2018-jul-13_en)

<sup>51</sup> Nedelkoska, L. and G. Quintini (2018), “Automation, skills use and training”, OECD Social, Employment and Migration Working Papers, No. 202, OECD Publishing, Paris.

<sup>52</sup> Eurofound (2017), Income inequalities and employment patterns in Europe before and after the Great Recession, Publications Office of the European Union, Luxembourg.

Kvist, J. (2016) Fighting Poverty and Exclusion through Social Investment – A European Research Perspective. DG RTD/EC;

Allmendinger, J. (2015) An ever closer union among the peoples of Europe? - Rising inequalities in the EU and their social, economic and political impacts. DG RTD/EC.

policy solutions. Research should contribute to integration, through dispelling myths and biases<sup>53</sup>.

## **2. EU Policy Objectives**

Cluster 2 Culture, Creativity and Inclusive Society aims to foster greater understanding of a culturally and socially rich and diverse Europe and show how it can benefit most from adopting new paradigms, and policies for change in a context of fast paced transformations and international interconnectedness. Although the challenges are great, so too are the opportunities to turn these into strengths through European cohesion, convergence, diversity and creativity across all areas of the economy, society, culture and governance.

Thus, there is a need for research and innovation that increases our knowledge about the current developments of European societies and that directly develops solutions for the future. To promote new thinking and provide solutions to social and economic challenges, the cultural and creative sectors should be integrated in research and innovation processes. Approaches should be inter-disciplinary, inclusive, cross-sectorial, cross-national, and comparative allowing the identification of change factors while elaborating innovative theories, applications and policy recommendations for moving forward. In doing so, they should also make best use of the ongoing big data revolution in the social sciences and the humanities.

Cluster 2 will address EU priorities on Democratic Change; Jobs Transformation, Growth and Investment; Migration; Justice and Fundamental Rights; A Deeper and Fairer Internal Market; Making the EU a Stronger Global Actor; Cultural Heritage.

## **3. Targeted impacts**

Delivering on Horizon Europe's impact pathways Cluster 2 Culture, Creativity and Inclusive Society strategic R&I activities will:

- Support policy action in favour of democracy, its stability, and its further development with a view to enhancing representation, participation, openness, pluralism, cultural participation, respect of diversity, non-discrimination, the protection of fundamental rights and the rule of law.
- Help tackle political extremism and polarisation and restore trust to governance.
- Help protect historical sites and monuments, cultural landscapes, artefacts, museums, archives, as well as languages, customs, traditions, and values
- Support EU migration and mobility policies, both internal and external.
- Help reverse social, economic, cultural and political inequalities and their causes and promote gender equality.
- Assess and respond to the social, ethical, political and economic impacts of drivers of change (technology, globalisation, and changing demographics) in the wide variety of social, economic and territorial contexts in Europe.
- Contribute to a comprehensive European strategy for inclusive growth and upward convergence in employment and social affairs.

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<sup>53</sup> King, R. and Lulle, A. (2016) Research on Migration: Facing Realities and Maximising Opportunities. DG RTD;

- Create high quality new knowledge, foster its diffusion and improve its take up in policy making.

#### **4. Key R&I Orientations**

R&I activities in this Cluster will help develop social, political and economic analysis, evidence based policy recommendations, innovations and foresight in all (three) Key R&I Orientations outlined below. New statistical tools and methodologies will be also developed, more easily accessible and comparable at EU level and with a better granularity in terms of findings (with due focus to distribution and territorial impacts).

In this context the Cluster will:

- Build up evidence and policy recommendations on enhancing democracy and good governance;
- Elucidate the societal – including political, ethical, cultural, gender and economic - effects of technological advancements and the impact of drivers of change (such as globalisation, ageing etc.) on jobs, skills, education, productivity, income, welfare and inequalities.
- Develop evidence-based policy recommendations on how economic sectors, including the cultural and creative sectors and the social economy, can address social and economic transformations.
- Help develop evidence based policy responses for inclusive growth and upward socio-economic convergence. Buttress the EU’s resilience to economic, social, and financial shocks.
- Develop and test innovative approaches that address social challenges, including via experimentation, behavioural studies and social innovations.
- Contribute to the implementation of internationally agreed agendas (SDGs, decent work agenda, etc.) and the promotion of EU core values;
- Support the implementation of robust evidence-based strategies in the management of mobility and migration and the integration of migrants in European societies.
- Promote the value, monitoring, protection, access to and sustainable use of European cultural heritage and its contribution to the cultural and creative sectors.
  - Build evidence of the innovation capacity of cultural and creative industries and their role as innovation triggers in other economic sectors as well as other societal domains.

##### **4.1. Democracy and Governance**

The implementation of the research activities will assist in the re-invigoration and modernisation of democratic governance. The aim is to develop innovations, policies and institutions that expand political participation, social dialogue, civic engagement and gender equality. Activities will also enhance transparency, the effectiveness of public policy-making, accountability and legitimacy and will equally improve trust in democratic institutions, safeguard liberties and the rule of law, and protect democracy from multidimensional threats. Rich historical perspectives will set the frame for soundly understanding present developments and the help the mapping of future pathways. In the medium to long term, the knowledge, data, scientifically robust recommendations and innovations generated will enhance decision making on all aspects relevant to democratic governance:

- R&I will support and strengthen core democratic values. While enshrined in international, EU and national laws, pluralism, tolerance, non-discrimination, justice, solidarity, human dignity, are all concepts that require a deeper analysis of the dynamic meaning they have in our societies. This includes the analysis of the changing practices through which such meanings emerge and are sustained.
- Research will also serve to foster awareness and exercise of democratic rights and enhance active citizenship (including from the perspective of vulnerable and under-represented groups)<sup>54</sup>. It will help restore trust in governance, close the gap between perceptions and reality, and respond to threats to the electoral process and democracy<sup>55</sup>. Activities will empower citizens to manage better their personal data, including data created and/or accessed by public administrations.
- Knowledge generated should allow the formulation of policy recommendations in support of transparency, responsiveness, accountability, inclusiveness and effectiveness of democratic governance at all levels.
- Similarly, activities in the Cluster will feed into EU policies on the protection of fundamental rights and the application of the rule of law.
- R&I will help address the impacts and explore the potential of technological and scientific advancements, including big data, , online social networks and artificial intelligence on democracy. It will also aim to increase transparency and accountability of governments and lead to the development of strategies to counterbalance disinformation and the manipulated polarisation of public opinion.
- As such, it will also help assess the state of safeguards of democratic systems, analysing in this context the role of media, including digital media. Research will also help understand social network communication and build on education and media literacy as gateways to democratic participation. Knowledge generated will lead to policy recommendations regarding the role of digital technology in participatory democracy and active and inclusive citizenship.
- R&I will also target culture's value to democracy, by analysing relationships between a number of cultural and democratic dimensions such as active cultural engagement and democratic openness; political engagement; trust in society and well-being.
- R&I will investigate the ways public decisions are taken based upon the interplay of available information, the role of evaluations and experimentations and public perceptions.
- Finally, activities funded under this R&I priority will systematically analyse the impact of economic and socio-spatial inequalities on political representation and participation and explore ways to reverse negative trends.

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<sup>54</sup> Ensure the equal enjoyment of all human rights and fundamental freedoms for persons with disabilities as per the UN Convention on the rights of persons with disabilities.

<sup>55</sup> Merkel W. (2019) Past, present and future of Democracy: A Policy Review of Framework Programme Projects. DG RTD/EC.

Kepel, G. and Rougier, B. (2016) Addressing terrorism: European Research in Social Sciences and the Humanities in Support to Policies for Inclusion and Security. DG RTD/EC;

## 4.2 Cultural Heritage

The implementation of these research activities will result in better access, understanding of and engagement with cultural heritage. They will support the emergence of a sense of belonging based on the common roots and riches of the diversity of European cultural heritage. R&I results will contribute to European integration by providing better, wider and more equal access to culture, cultural heritage and the arts. Knowledge generated will support the emergence of new forms of cultural expression, at the cross roads between different creative sectors. Horizon Europe activities will also enhance the governance of European cultural heritage institutions and networks. Most importantly, they will improve protection, enhancement, conservation and more efficient restoration of European cultural heritage. Research activities shall increase the quality standards for conservation and restoration of European cultural heritage. R&I will provide solutions for making the EU a world leader in cultural heritage conservation technologies, management, digitisation and curation of digital heritage assets. Supported activities will provide research and innovation for developing sustainable and inclusive cultural tourism in Europe. They will also increase capacities for the protection of endangered cultural heritage and deployment of preventive measures against the illicit trade in cultural goods. R&I will also help the preservation of endangered languages. Finally, R&I will support sustainable growth and job creation through contributing to a European industrial policy for cultural and creative industries including design.

- Support the EU's policy objective in monitoring, safeguarding and transmitting cultural heritage, fostering cultural and creative sectors and promoting cultural diversity.
- Share and boost access to and participation in cultural heritage through innovative approaches, new and emerging technologies, including digitisation and increased cultural literacy. Support the use of digitised historical collections and archives for ground-breaking new interpretations of the past.
- Build on the role of intangible heritage (e.g. crafts, festivals, music, dance etc.), traditions, values and identities and new forms of cultural expression in the development of new approaches for more cohesive, and sustainable societies.
- Promote new educational and training pathways and skills to make the existing cultural heritage protection practices compatible with societal transformation (data society).
- Promote policies and projects leading to ensuring gender equality in the cultural heritage sector.
- Investigate the social construction, usage (and reflexive character) of cultural heritage at the national, European and international levels.
- Develop cutting-edge conservation and restoration technologies and methods and provide innovative, integrated, sustainable and participative management models.
- Connect cultural heritage with the creative and cultural sectors, with a view to spurring inclusive growth, jobs, social cohesion and diversity.
- Break the boundaries between creativity, production, promotion and access to content, innovative business models and technological advances in the cultural and creative sectors and link analogue and digital heritage and intercultural cooperation.

- Research old and new forms of cultural and artistic expression to promote tangible and intangible heritage and intercultural cooperation and valorise traditional skills and reuse existing assets.
- Provide research capacities for European cultural diplomacy and for underpinning the European Union's leading role in international cooperation for preventing and fighting illicit trafficking in cultural goods and for the protection of endangered cultural heritage, also in conflict zones.
- Develop new approaches, concepts and practices for sustainable, accessible and inclusive tourism, including cultural tourism.
- R&I will contribute to sustainable development through research and innovation for the conservation, safeguarding, developing and regeneration of cultural landscapes.

### **4.3 Social and Economic Transformations**

The implementation of these research activities will contribute to a comprehensive European strategy for inclusive growth, ensuring no one is left behind, including through the accumulation and preservation of human capital in the face of old and new risks. It will equally support productivity gains and social and economic resilience. Activities will support the governance of migration and the integration of migrants and populations of immigrant background. They will also contribute to EU migration and mobility policies, both internal and external. The overall knowledge generated will feed into the design of institutions in line with the above mentioned objectives and will facilitate the assessment of policy needs and outcomes in the field of the societal and economic transformations.

- Research will support policies for inclusive growth and upward convergence via a strategy of social and economic investments, structural reforms and productivity enhancing policies in line with the European Pillar of Social Rights and the EU's policies on smart, inclusive and sustainable growth.
- Research will also assess the role of specific sectors as relevant, including cultural and creative sectors and the social economy, for today's social and economic transformations.
- Similarly, activities will help reverse inequalities, develop human capital, increase equal opportunities and tackle social exclusion taking into account long-term trends and risks with a view to advancing the EU's employment, education and social inclusion policies. R&I will boost the EU's capacity to monitor perceptions of key socio-economic trends and better anticipate needs and developments. Such information is needed e.g. for strategies for inclusive education, training and lifelong learning for high value added skills, which can facilitate social mobility and economic growth.
- Another objective will be to assess the multidimensional impacts of globalisation, demographic changes and technology, including digitalisation and automation, on the future of work and skills needs, productivity, employment, taxation, welfare, social services and the public sector; in the wide variety of social, economic and territorial contexts in Europe.
- Gender equality in all social, political, economic and cultural domains shall be covered. Addressing intersections between gender and other social categories, such as disability, sexual orientation and ethnicity, will also be a focus.
- Equally, activities will facilitate the EU's response to new impacts of globalisation and economic competition with a view to fairness as well as economic and social sustainability

and resilience (integrating a territorial dimension). The goal will be to strengthen resilience through shock absorption mechanisms including at EU level via fiscal, monetary, social protection, labour market and macro prudential policies.

- Activities will bring the benefits of digital transformation to education and training, by making optimal use of emerging technologies (such as AI, data analytics or blockchain). They will support innovative learning environments and provide teachers and educators with the adequate skills, knowledge and awareness of opportunities.
- R&I will support the digital transformation and modernisation of public administrations and help them meet citizens' and other stakeholders' expectations regarding user-centric/personalised service provision, including where service provision is threatened by social or spatial challenges.
- Activities in this R&I orientation will also support EU migration and mobility policies. Research will focus on analysing past and current dynamics of migration and integration, future trends and projections, societal impacts of migration of refugees and other migrants, and the effects of migration policies. It will help understand and address drivers and transformations underlying migration. Activities will contribute to strengthening mobility and migration governance in Europe and globally, by improving the quality of the data landscape and evidence-based knowledge.

## **European Partnerships**

A partnership approach is used in case it will more effectively achieve objectives and targeted impacts than regular calls for proposals of Horizon Europe. Thus, European Partnerships shall be established for addressing European or global challenges only in cases where they will more effectively achieve objectives of Horizon Europe than the Union alone and when compared to other forms of support of the Framework programme.

The following areas for future partnerships with a lead under this cluster have been identified:

- Linking the past to the future: cultural heritage and the cultural and creative sectors
- Social transformations and inequalities

## **Missions**

One of the main novelties of Horizon Europe is the introduction of missions; high-ambition, high-profile initiatives which will put forward concrete solutions to challenges facing European citizens and societies. Missions are currently in the process of being defined within five areas;

- adaptation to climate change including societal transformation
- cancer
- healthy oceans, seas, coastal and inland waters
- climate-neutral and smart cities
- soil health and food

Accomplishing missions will require a cross-cutting approach, drawing on research and innovation activities defined not only through individual Clusters, but across Horizon Europe and beyond. Research and innovation activities within this Cluster thus have the potential to support missions in all of the above-mentioned areas. The synergies between each mission and cluster will be further explored as possible missions take shape.