

## Horizon EUROPE - Specific Programme

proposal for a Decision of the Council [ST\_8550/19\_INIT]

### **PILLAR II - Global Challenges and European Industrial Competitiveness**

#### **CLUSTER II - Culture, Creativity and Inclusive Society**

The EU is confronted by many challenges, some of which are also global challenges. The scale and complexity of the problems are vast, need to be tackled jointly and matched by adequate, properly trained and skilled human resources, by the appropriate amount of financial resources and a proportionate effort in order to find solutions. These are precisely the areas where the EU must work together; smart, flexible and joined-up for the benefit and well-being of all our citizens.

Greater impact can be obtained through aligning actions with other nations and regions of the world within international cooperation along the lines indicated by the United Nations 2030 Agenda for Sustainable Development and the Sustainable Development Goals and the Paris climate agreement. Based on mutual benefit, partners from across the world will be invited to join EU efforts as an integral part of research and innovation for sustainable development.

Research and innovation are key drivers of sustainable and inclusive growth and technological and industrial competitiveness. They will contribute to finding solutions to today's problems, and the problems of tomorrow, in order to reverse as quickly as possible, the negative and dangerous trend that currently links economic development with the growing use of natural resources and growing social challenges. This will turn the challenges into new business opportunities and into rapid benefits for society.

The EU will benefit as user and producer of knowledge, technologies and industries showcasing how modern industrialised, sustainable, inclusive, creative, resilient, open and democratic society and economy can function and develop. The growing economic-environmental-social examples of the sustainable economy of the future will be fostered and boosted, be they for: health and well-being for all; or resilient, creative and inclusive societies; or societies strengthened by civil security; or available clean energy and mobility; or a digitised economy and society; or a transdisciplinary and creative industry; or space-related, marine or land-based solutions; or a well-functioning bioeconomy, including food and nutrition solutions; sustainable use of natural resources, protection of the environment, climate change mitigation and adaptation, all generating wealth in Europe and offering higher quality jobs. Industrial transformation will be crucial, as well as developing EU innovative industrial value chains.

New technologies affect virtually all policy areas. For each separate technology there is often a combination of social and economic opportunities, opportunities for efficiency and quality and improvement of the government, consequences for employment and education, but also possible risks for safety, privacy and ethics. Technology policy therefore necessarily requires an integral weighing of interests, and cross-sectoral cooperation and strategy formulation.

Research and innovation under this pillar of Horizon Europe is grouped into integrated, non-siloed broad clusters of activities. Rather than addressing sectors, the investments aim at systemic changes for our society and economy along a sustainability vector. These will only be achieved if all actors, both private and public, engage in co-designing and co-creating research and innovation; bringing together end-users, scientists, technologists, producers, innovators, businesses, educators, policy-makers, citizens and civil society organisations. Therefore, none of the clusters is intended for only one set of actors and all activities will be implemented primarily by collaborative research and innovation projects selected on the basis of competitive calls for proposals.

In addition to addressing global challenges, activities in the clusters will also develop and apply, key enabling and emerging technologies (either or not digital-based) as part of a common strategy to promote the EU's industrial and social leadership. Where appropriate this will use EU space-enabled data and services. All TRL levels up to 8 will be covered in this pillar of Horizon Europe without prejudice to Union competition law.

Actions will generate new knowledge and develop technological and non-technological solutions, bring technology from lab to market and to develop applications including pilot lines and demonstrators, and include measures to stimulate market uptake and to boost private sector commitment and incentives to standardisation activities within the Union. Technologies require critical mass of European researchers and industry to establish world leading eco-systems, that include state of the art technology infrastructures e.g. for testing. Synergies with other parts of Horizon Europe and the EIT, as well as other programmes will be maximised.

The clusters will boost the quick introduction of first-of-its-kind innovation in the EU through a broad range of embedded activities, including communication, dissemination and exploitation, standardisation as well as support to non-technological innovation and innovative delivery mechanisms, helping create innovation friendly societal, regulatory and market conditions such as the innovation deals. Pipelines of innovative solutions originating from research and innovation actions will be established and targeted to public and private investors as well as other relevant EU and national or regional programmes. Synergies will be developed with the third pillar of Horizon Europe in that perspective.

Gender equality is a crucial factor in order to obtain sustainable economic growth. It is therefore important to integrate a gender perspective in all global challenges.

## Cluster 2: 'Culture, Creativity and Inclusive Society'

### 2.1 Rationale

The EU stands for a unique way of combining economic growth with sustainable development goals and social policies, with high levels of social inclusion, shared values embracing democracy, human rights, gender equality and the richness of diversity. This model is constantly evolving and needs to deal with the challenges from amongst other things, globalisation and technological change and rising inequalities.

The EU must promote a model of inclusive and sustainable growth while reaping the benefits of technological advancements, enhancing trust in and promoting innovation of democratic governance, fostering education, combatting inequalities, unemployment, marginalisation, discrimination and radicalisation, guaranteeing human rights, fostering cultural diversity and European cultural heritage and empowering citizens through social innovation. The management of migration and the integration of migrants will also continue to be priority issues. The role of research and innovation in social sciences, humanities, and arts, as well as in the cultural and creative sectors, in responding to these challenges and achieving the EU's goals is fundamental. In particular SSH aspects are included in all intervention areas of this cluster.

The magnitude, complexity, intergenerational and trans-national character of the challenges call for multi-layered EU action. Addressing such critical social, political, cultural and economic issues only at national level would carry the danger of inefficient use of resources, fragmented approaches and dissimilar standards of knowledge and capacity.

Research and Innovation activities in this Global Challenge will be overall aligned with the EU's priorities on Democratic Change; Jobs, Growth and Investment; Justice and Fundamental Rights; Migration; A Deeper and Fairer European Monetary Union; Digital Single Market. It will respond to the commitment of the Rome Agenda to work towards: "a social Europe" and "a Union which preserves our cultural heritage and promotes cultural diversity". It will also support the European Pillar of Social Rights, and the Global Compact for safe, orderly and regular migration. Synergies with the Justice Programme and with the Rights and Values Programme, which support activities in the area of access to justice, victims' rights, gender equality, non-discrimination, data protection and promotion of the European citizenship, as well as with the Creative Europe and Digital Europe programme, Erasmus, Erasmus+ and European Social Fund Plus, will be exploited.

Activities will contribute directly to the following Sustainable Development Goals (SDGs) in particular: SDG 1 - No Poverty; SDG 3 – Good Health and Well-Being for People; SDG 4 - Quality Education; SDG 5 - Gender Equality; SDG 8 – Decent Work and Economic Growth; SDG 9 – Industry, Innovation and Infrastructure; SDG 10 - Reducing Inequalities; SDG 11- Sustainable Cities and Communities; SDG 16 – Peace, Justice and Strong Institutions.

## 2.2 Areas of Intervention

### 2.2.1 Democracy and Governance

Trust in democracy and established political institutions seems to be receding. Disenchantment with politics is increasingly articulated by anti-establishment and populist parties and a resurgent nativism. This is compounded by socio-economic inequalities, high migration flows and security concerns, among others. Responding to present and future challenges requires new thinking on how democratic institutions at all levels must adapt in a context of greater diversity, global economic competition, rapid technological advancements and digitisation, with citizens' experience of democratic discourses, practices and institutions being crucial.

#### **BROAD LINES:**

- The history, evolution and efficacy of democracies, at different levels and in different forms; the role of education, cultural and youth policies as cornerstones of democratic citizenship;
- The role of social capital and access to culture in strengthening democratic dialogue and civic participation, open and trusting societies;
- Innovative and responsible approaches to support the transparency, accessibility, responsiveness, accountability, trustworthiness, resilience, effectiveness and legitimacy of democratic governance in full respect of fundamental and human rights and of the rule of law;
- Strategies to address populism, racism, polarisation, corruption, extremism, radicalisation, terrorism and to include, empower and engage citizens;
- Analysis and development of social, economic and political inclusion and inter-cultural dynamics in Europe and beyond;
- Better understand the role of journalistic standards and user-generated content in a hyper-connected society and develop tools to combat disinformation;
- The role of multi-cultural including spiritual identities, in relation to democracy, citizenship and political engagement, as well as EU founding values such as respect, tolerance, gender equality, cooperation and dialogue;
- Support research to understand identity and belonging across communities, regions and nations;
- The impact of technological and scientific advancements, including big data, online social networks and artificial intelligence on democracy, privacy and the freedom of speech;
- Deliberative, participatory and direct democracy and governance and active and inclusive citizenship, including the digital dimension;
- The impact of economic and social inequalities on political participation and democratic governance, and research on to what extent it can contribute of reversing inequalities and combatting all forms of discrimination including gender to a more resilient democracy;
- Human, social and political dimensions of criminality, dogmatism and radicalisation, in relation to those engaged or potentially engaged in such behaviour as well as to those affected or potentially affected;

- Combatting disinformation, fake news and hate speech, and their impact in shaping the public sphere;
- The EU as an international and regional actor in multilateral governance, including new approaches to science diplomacy;
- Efficiency of justice systems and improved access to justice based on judiciary independence and principles and human rights, with fair, efficient and transparent procedural methods both in civil and criminal matters.

### **2.2.2 Cultural Heritage**

The European cultural and creative sectors build bridges between arts, culture, spiritual beliefs and experiences and cultural heritage, business and technology. Furthermore, Cultural and Creative Industries (CCIs) play a key role in reindustrialising Europe, are a driver for growth and are in a strategic position to trigger innovative spill-overs in other industrial sectors, such as tourism, retail, media and digital technologies and engineering. Cultural heritage forms an integral part of the cultural and creative sectors and is the fabric of our lives, meaningful to communities, groups and societies, giving a sense of belonging. It is the bridge between the past and the future of our societies. A better understanding of our cultural heritage and how it is perceived and interpreted are vital to creating an inclusive society in Europe and worldwide. It is also a driving force of European, national, regional and local economies and a powerful source of inspiration for creative and cultural industries. Accessing, conserving, safeguarding and restoring, interpreting and harnessing the full potential of our cultural heritage are crucial challenges now and for future generations. Cultural heritage, tangible and intangible, is the major input and inspiration for the arts, traditional craftsmanship, the cultural, creative and entrepreneurial sectors that are drivers of sustainable economic growth, new job creation and external trade. In this sense, both innovation and resilience of cultural heritage need to be considered in collaboration with local communities and relevant stakeholders. It also may serve as an agent of cultural diplomacy and as a factor of identity building and cultural and social cohesion.

#### **BROAD LINES:**

- Heritage studies and sciences, with cutting edge technologies and innovative methodologies, including digital ones;
- Access to and sharing of cultural heritage, with innovative patterns and uses and participatory management models;
- Research for the accessibility of cultural heritage through new technologies, such as cloud services, including but not limited to a European cultural heritage collaborative space , as well as encouraging and facilitating transmission of know-how and skills. This will be preceded by an impact assessment;
- Sustainable business models to strengthen the financial foundation of the heritage sector;
- Connect cultural heritage with emerging creative sectors, including interactive media, and social innovation;

- The contribution of cultural heritage to sustainable development through conservation, safeguarding, developing, and regeneration of cultural landscapes, with the EU as a laboratory for heritage-based innovation and sustainable cultural tourism;
- Conservation, safeguarding, enhancement, restoration and sustainable management of cultural heritage and languages including the use of traditional skills and crafts or cutting edge technologies including digital;
- Influence of cultural memories, traditions, behavioural patterns, perceptions, beliefs, values, sense of belonging and identities. The role of culture and cultural heritage in multi-cultural societies and patterns of cultural inclusion and exclusion.

### **2.2.3 Social and Economic Transformations**

European societies are undergoing profound socio-economic and cultural transformations, especially as a result of globalisation and technological innovations. At the same time there has been an increase in income inequality in most European countries<sup>11</sup>. Forward-looking policies are needed, with a view to promoting sustainable and inclusive growth, gender equality, well-being and reversing inequalities, boosting productivity (including advancements in its measurement), socio-spatial inequalities and human capital, understanding and responding to migration and integration challenges and supporting intergenerational solidarity, intercultural dialogue and social mobility. Accessible, inclusive and high quality education and training systems are needed for a more equitable and prosperous future.

#### **BROAD LINES:**

- Knowledge base for advice on investments and policies especially education and training, for high value added skills, productivity, social mobility, growth, social innovation and job creation. The role of education and training to tackle inequalities and underpin inclusion, including school-failure prevention;
- Social sustainability beyond GDP- only indicators especially new economic and business models and new financial technologies;
- Statistical and other economic tools for a better understanding of growth and innovation in a context of sluggish productivity gains and/or structural economic changes;
- New governance models in emerging economic areas and market institutions;
- New types of work, the role of work, upskilling, trends and changes in labour markets and income in contemporary societies, and their impacts on income distribution, work-life balance, working environments, non-discrimination including gender equality and social inclusion;
- Greater understanding of the societal changes in Europe and their impact;
- The effects of social, technological and economic transformations on access to safe, healthy, affordable and sustainable housing;
- Tax and benefits systems together with social security and social investment policies, with a view to reversing inequalities in a fair and sustainable way and addressing the impacts of technology, demographics and diversity;

- Inclusive and sustainable development and growth models for urban, semi-urban and rural environments;
- Understanding human mobility and its impacts in the context of social and economic transformations, considered in the global and local scales for better migration governance, respect of differences, long-term integration of migrants including refugees and impact of related policy interventions; respect of international commitments and human rights and issues of development aid and cooperation; greater, improved access to quality education, training, labour market, culture, support services, active and inclusive citizenship especially for the vulnerable, including migrants;
- Tackling of major challenges concerning European models for social cohesion, immigration, integration, demographic change, ageing, disability, education, poverty and social exclusion;
- Advanced strategies and innovative methods for gender equality in all social, economic and cultural domains, and to deal with gender biases and gender-based violence;
- Education and training systems to foster and make the best use of the EU's digital transformation, also to manage the risks from global interconnectedness and technological innovations, especially emerging online risks, ethical concerns, socio-economic inequalities and radical changes in markets;
- Modernisation of public authorities governance and management systems to engage citizens and meet their expectation regarding service provision, transparency, accessibility, openness, accountability and user centricity.