ANNEX 2 - 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 research and innovation actions supported under this cluster. The key research and innovation priorities will respond to the following challenges:

1.1 Enhancing democratic governance
Democracies are more fragile and more vulnerable than in the past. The Freedom in the World Report (2019) 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 a 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[70].

1.2 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[71]. The EU's "United in 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 restauration of cultural goods with innovative techniques in the cultural and creative industries with a view to the creation of jobs, growth and wealth.

The cultural and creative industries are at the heart of the creative economy. They make a significant contribution to the EU economy and play a crucial role in fostering innovation, promoting new sustainable and more inclusive business models. There is a need for further research on the most effective ways for enabling crossovers between cultural and creative industries and other sectors of the economy.

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[70] Merkel W. (2019) Past, present and future of Democracy: A Policy Review of Framework Programme Projects. DG RTD/EC.
[71] Special Eurobarometer 466 (2017) on cultural heritage;
Sonkoly, G. and Vahtikari, T. (2018) Innovation in Cultural Heritage Research: For an Integrated European Research Policy. DG RTD/EC.

1.3 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 like artificial intelligence in the production process could lead to automation rates of one third to two thirds of today's tasks.[72] According to other estimates, approximately 14% of jobs in the OECD countries are highly automatable, equivalent to 66 million jobs.[73] 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[74]. 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.

Education and training, are key long-term factors in preventing and reversing inequalities and promoting equal opportunities, inclusion and social mobility. However, the educational outcomes of younger generations are still determined to a large extent by the socio-economic background of their parents rather than by their own potential. Promoting and ensuring inclusion and equity in education and training is thus fundamental in breaking these patterns.

In this context, it will be important to also reflect on the nature of economic growth and the need to better capture the different dimensions of social progress. It is increasingly important to distinguish between the different purposes of measurement: economic activity, social welfare, and sustainability and to develop relevant indicators.

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 policy solutions. Research should contribute to integration, through dispelling myths and biases[75].

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[72] 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

[73] Nedelkoska, L. and G. Quintini (2018), "Automation, skills use and training", OECD Social, Employment and Migration Working Papers, No. 202, OECD Publishing, Paris.

[74] 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.

[75] King, R. and Lulle, A. (2016) Research on Migration: Facing Realities and Maximising Opportunities. DG RTD;

2. EU Policy Objectives

Cluster 2 Culture, Creativity and Inclusive Society will enable decision makers to meet challenges, adopt new paradigms, and policies for change in a context of fast paced transformations, transitions 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.

Cluster 2 will address EU priorities that give a new push to European democracy; support an economy that works for people; make Europe fit for the digital age; protect our European way of life; make Europe Stronger in the World; better manage migration and mobility; protect our cultural heritage.

3. Targeted Impacts

Delivering on Horizon Europe's impact pathways Cluster 2 Culture, Creativity and Inclusive Society strategic research and innovation 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.
- Promote research and innovation across the culture and creative sectors, fostering the value, protection access to and sustainability of culture across Europe.
- Support EU migration and mobility policies, both internal and external.
- Help reverse social, spatial, 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.
- Create high quality new knowledge, foster its diffusion and improve its take up in policy-making.

4. Key Research and Innovation Orientations

Research and innovation activities in this Cluster will help develop social, political and economic analysis, evidence based policy recommendations, innovations and foresight in all (three) Key research and innovation 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;

- 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;

- 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;

- 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.

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:

- Research and innovation will 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)[76]. It will help restore trust in governance, close the gap between perceptions and reality, and respond to threats to the electoral process and democracy[77]. 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.

- Research and innovation 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. Attention will be paid to issues of privacy, the use of personal data, accountability and the protection of citizens' rights as cornerstones of democratic trust. Activities 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

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[76] 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.

[77] 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;

network communication and their impact, 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.

- Research and innovation 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.

- Research and innovation 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 research and innovation priority will systematically analyse the impact of economic, gender and socio-spatial inequalities on political representation and participation and explore ways to reverse negative trends. In this context, research will also examine issues related to economic democratic control, social and ecologic sustainability and social well-being.

4.2 Cultural Heritage
The implementation of these research activities will result in better access to, understanding of and engagement with cultural heritage. They will support the emergence of a sense of belonging based on the common roots of the diversity of European cultural heritage. Research and innovation results will contribute to European integration by providing better, wider and more equal access to culture, heritage and the arts. Horizon Europe activities will also enhance the governance and cooperation of European cultural heritage institutions and networks. Most importantly, they will improve the 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. Research and innovation will provide solutions for making the EU a world leader in 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. Research and innovation will also help the preservation of endangered languages. Finally, research and innovation will support European policies for cultural and creative industries contributing to sustainable growth and job creation.

- Support the EU's policy objective in monitoring, safeguarding and transmitting cultural heritage, fostering cultural and creative sectors and promoting cultural diversity.

- Share and increase 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 new methodologies of digital humanities for ground-breaking, new interpretations of the past

- Build on the role of intangible heritage (e.g. language, spiritual beliefs, crafts, festivals, music, dance etc.), traditions, identities and new forms of cultural and artistic expression, in the development of new approaches for more cohesive, and sustainable societies.

- Promote new educational and training pathways and skills to adapt current and future cultural heritage protection practices; and the creation and promotion of new forms of cultural expression compatible with societal transformations (e.g. the data society).

- Promote policies and projects improving gender equality in the cultural heritage sector.

- Investigate the social construction, quality and usage 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 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 the reuse of 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 cultural tourism.

- Research and innovation will contribute to sustainable development through research and innovation for the conservation, developing, accessing and regeneration of cultural landscapes.

- Promote new education models to foster the cross-overs between art and other disciplines (e.g. engineering, digital technology, physics etc.).

- Investigate the impact of creative and artistic intervention into innovation processes.

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 their fair distribution 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. Research and innovation 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.

- Activities will give further impetus to the development of new indicators going beyond the mainstream ones (e.g. GDP) and making the case for a more holistic understanding of societal well-being.

- 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.

- Support policies for children and youth in a variety of fields, including educational opportunities and poverty, migration and integration, political participation, sustainability, the digital economy etc. Activities will also 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.

- Research and innovation 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 research and innovation 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.

5. International Cooperation

The intervention areas under this cluster will benefit from drawing on insights and perspectives from international cooperation. Engaging in international cooperation will allow for a better assessment of challenges in their global, regional or local context.

To this end, work with international partners will be undertaken on issues such as multilateral governance, the drivers and governance of migration, the democratic governance of cultural diversity, and the crises in the EU neighbourhood. International collaborations will also allow for broader connections when addressing global trends in democratic governance, intercultural relations and cooperation on cultural heritage, inclusive growth, and decent work and fair working conditions in the context of globalisation.

6. European Partnerships

No European Partnerships are currently suggested under this cluster. However, a legislative procedure is ongoing concerning the Commission proposal on the Strategic Innovation Agenda of the EIT 2021-2027 that identifies Cultural and Creative Industries as a priority field for a new KIC, and that is relevant in the context of this cluster.

7. Missions

Depending on the scope of future specific Missions, activities within the Cluster Culture, Creativity and Inclusive Society might be particularly relevant to the Mission(s) identified within the "Climate Adaptation including Societal Transformation" mission area, as well as other mission areas.