



#HorizonEU

# THE EU RESEARCH & INNOVATION PROGRAMME

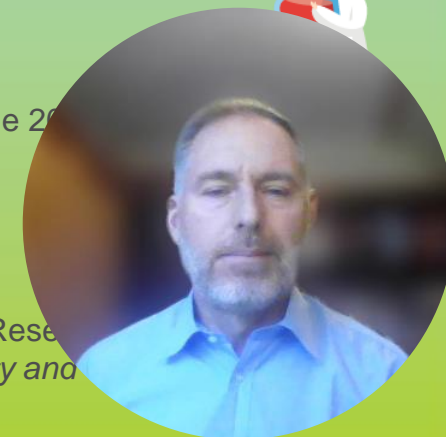
2021 – 2027

## CLUSTER 2

InfoDay Work Programme 2021  
15 May 2025

### Rickard Bucksch

Policy Officer  
Directorate-General for Research and Innovation  
Unit 'Democracy, Equality and



Research and  
Innovation

# Horizon Europe Cluster 2, Work Programme 2025: **CULTURAL HERITAGE AND CCIS**



## EXPECTED IMPACT

The full **potential** of cultural heritage, arts and cultural and creative industries and sectors as drivers of both sustainable **innovation** and a European **sense of belonging** is realised through a continuous **engagement** with society, citizens and economic sectors.

### GREEN

Support adaption and mitigation and strengthen the role of CH&CCIs as drivers of a sustainable climate transition



European Partnership for Resilient Cultural Heritage

### DIGITAL

Support CH&CCIs to become leaders in the digital transition and contribute to innovative human-centric digital solutions



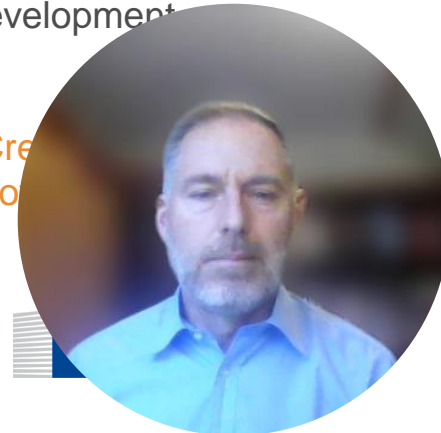
European Collaborative Cloud for Cultural Heritage

### INNOVATIVE

Enable the contribution of the Arts, CH and CCIs to a prosperous and sustainable economic and social development



Culture and Creative Industries European Innovation Partnership

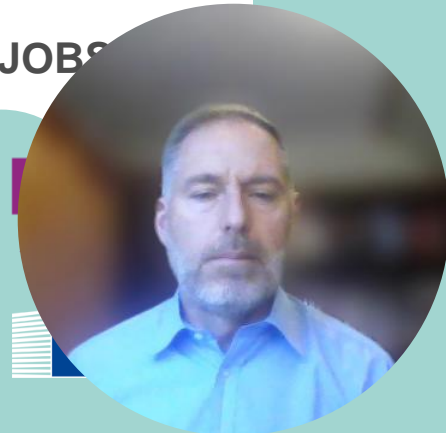


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# A GREEN EUROPEAN CULTURAL HERITAGE



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 **ARTS** TO CREATE **SUSTAINABLE ECONOMIC GROWTH** AND **JOB**



# HORIZON-CL2-2025-02-HERITAGE-02-two-stage:

*Innovative approaches to intangible cultural heritage for societal resilience (RIA)*

€ 12.0  
million

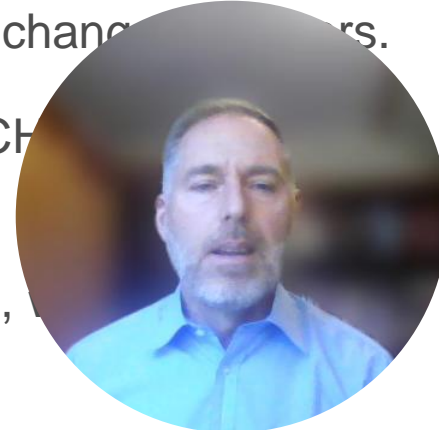
~3 projects

## Expected outcomes

- Policymakers are provided with a multi-dimensional overview of intangible cultural heritage's (ICH) role in societal challenges and in the context of European social, economic and cultural dynamics
- Policymakers have access to an array of methods, strategies and tools for incorporating ICH in community resilience planning, broadening the engagement of local communities with ICH, ICH innovative safeguarding and communication, ICH as resource for creative design and for sustainable development

## Scope

- Lack of understanding of ICH role for societal resilience and for climate mitigation and adaptation. Need to assess risks and address threats to ICH from conflicts, migration, globalisation, climate change, etc.
- Need for innovative approaches to safeguard, document, communicate and revitalise ICH, with the involvement of communities.
- Evidence is needed to support ICH as a strategic resource for sustainable development, to prevent overuse and ensuring fair distribution of benefits.





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## 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.

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# HORIZON-CL2-2025-01-HERITAGE-04:

## *Leveraging artificial intelligence for creativity-driven innovation (RIA)*

€ 15.0  
million

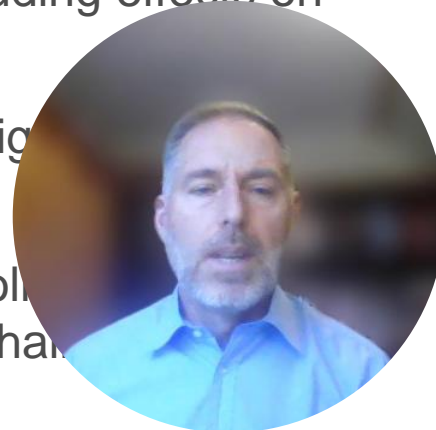
~3 projects

### Expected outcomes

- Policymakers, CCI and stakeholders gain insights into AI's impact on CCI and the future of creative work
- Policymakers are provided with evidence-based recommendations to foster a fair marketplace respecting artistic freedom and to harness creativity and the arts for innovative, human-centric, ethical AI applications, serving CCI and society.
- Mechanisms are put in place to facilitate interaction, knowledge sharing and joint undertakings among artists, CCI, AI specialists and other experts.

### Scope

- AI deployment has far-reaching impacts on the future of creative and cultural work, including effects on markets and audiences
- Untapped potential of creativity and the arts to contribute to the design trustworthy intelligence, meeting people's needs, addressing bias and promoting cultural diversity
- Need to foster a sustainable innovation ecosystem for CCI by fostering cross-domain collaboration, integrating AI in areas where it is most needed, optimizing processes, and addressing challenges such as employment shifts and skills development, to enhance competitiveness.



# HORIZON-CL2-2025-01-HERITAGE-05:

## *Evolution of culture in a virtualising world (RIA)*

€ 10.5  
million

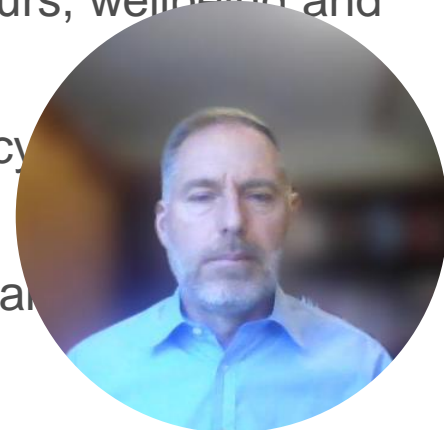
~3 projects

### Expected outcomes

- Deeper understanding of the impacts on culture when an ever-larger share of citizens' experiences and memories stem from virtual worlds
- Research and knowledge-based measures that help realise the opportunities of virtual worlds in accordance with European values and mitigate the most important threats
- Contributions towards making Europe a global leader in virtual worlds that contribute to wellbeing, social cohesion and resilience in addition to competitiveness and growth

### Scope

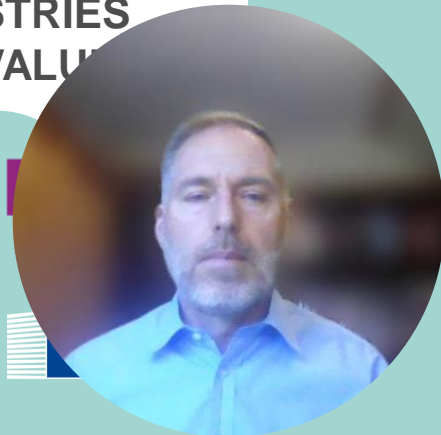
- Lack of research on how the virtualisation of life affects culture, values, beliefs, behaviours, wellbeing and resilience
- Consolidated, trustworthy evidence-based knowledge is needed to devise effective policy development in desirable directions
- Proposals should choose a focus that has the potential to bring decisive benefits and manage to analyse these areas with sufficient depth



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## 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 AND SHARING KNOWLEDGE** ACROSS SOCIETIES.
3. ALLOWS **CULTURAL AND CREATIVE INDUSTRIES AND THE ARTS** TO **PROJECT EUROPEAN VALUES** IN THE WORLD.





## HORIZON-CL2-2025-01-HERITAGE-06:

*Europe as a global powerhouse of design for sustainable competitiveness (RIA)*

€ 13.5  
million

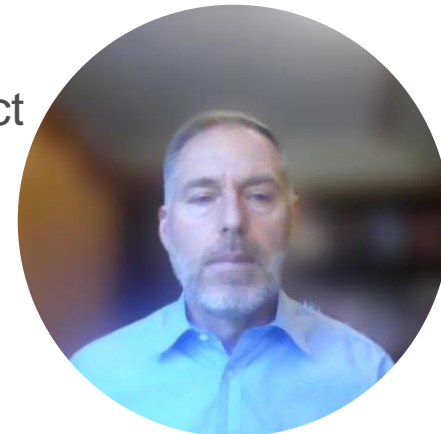
~3 projects

### Expected outcomes

- Enhanced understanding of the European design sector including its cross-sectoral relevance; key strengths, opportunities, challenges
- Evidence-base for measures to foster a thriving European design sector at the forefront of driving sustainable competitiveness

### Scope

- Design is a key value creation process across industries (& non-profit activities), largely deciding the environmental impact of a product or service
- Nevertheless, research on design as a driver of sustainable competitiveness is limited
- Proposals are should choose a focus that can be expected to deliver a significant impact



## HORIZON-CL2-2025-01-HERITAGE-07:

*Cultural Strategies for Peace: culture and creativity as catalysts for conflict prevention and post-conflict reconciliation (RIA)*

€ 12.0  
million

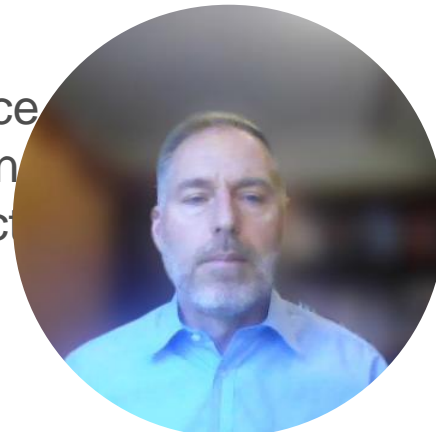
~3 projects

### Expected outcomes

- Diplomacy, culture, research organisations gain insights into the strategic importance of culture and the arts in conflict prevention and post-conflict reconciliation and better understand how culture can contribute to peacebuilding and security and how it can be manipulated to fuel conflict.
- Public authorities, international organisations, NGOs and society benefit from a knowledge-base of case studies, patterns, adaptable models, recommendations on the innovative integration of culture in strategies for reconciliation, preparedness, security, conflict prevention and sustainable peace building.

### Scope

- Rapidly evolving geopolitical dynamics require innovative approaches to security frameworks and peacebuilding strategies, necessitating the integration of culture and the arts.
- Need to understand how culture and the arts can strengthen community identity, enhance preparedness, facilitate dialogue, promote reconciliation and help address fragmentation, extremism, migration, and regional tensions, while also being manipulated to fuel conflict.



## HORIZON-CL2-2025-01-HERITAGE-08:

*Bridging historical past and future potential through conservation, preservation, and adaptive use of Europe's contentious and dissonant heritage (CSA)*

€ 3.5  
million

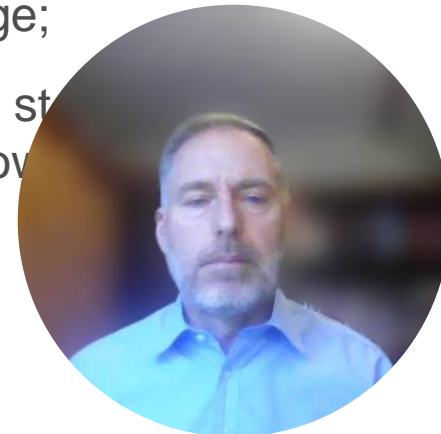
~1 project

### Expected outcomes

- CCIs and local authorities have access to innovative solutions to better preserve, restore and transform neglected heritage sites and landscapes
- The collaboration between academic researchers and practitioners is strengthened and support the exploitation of tangible results in real-world applications for research related to contested heritage
- A Strategic Research and Innovation Agenda is available for this field of study; Policy makers are provided with policy recommendations to address the lack of awareness of contested heritage

### Scope

- While various local projects and networking efforts already exist, there is a need for a better understanding of the impact of dissonance and contestation surrounding cultural heritage;
- Cultural heritage also comprises troubles past, with contested or also neglected assets, still from totalitarian or colonial regimes , for example. Societies need a collective reflection on how this type of heritage too.



## HORIZON-CL2-2025-01-HERITAGE-09:

*Impacts of culture and the arts on health and well-being (CSA)*

€ 2.0  
million

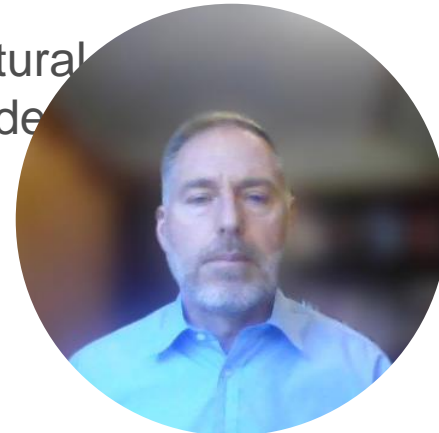
*~1 project*

### Expected outcomes

- Policy makers and stakeholders are aware of the impacts of arts and culture on health, well-being and social cohesion and are equipped with policy recommendations and with practical guides on to implement cross-sectorial policies and programmes in this field
- Research gaps in this field are documented and explained further and implementation science supported by presenting new scalable and replicable best practices

### Scope

- While there has been a major increase of research into the effects of culture and the arts on health and well-being, it is still far from being taken up widely
- There is a need to reinforce and mainstream the cross-sectorial cooperation among cultural, social, youth, education and humanitarian/relief sectors as well as researchers and academic institutions, State and Associated countries in this field





**DEADLINE TO APPLY**  
**16 September 2025**  
**17:00 Brussels time**





# Tips



Read the **topic text**, the **general introduction** and the **general annexes** carefully!



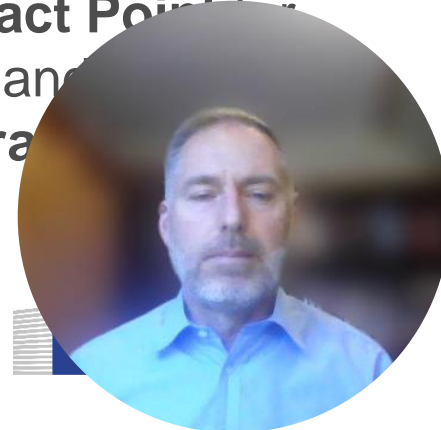
Start **early** & submit **before** the deadline



Connect to the **live InfoDay 15 May** and ask questions via **Slido**



Ask your **National Contact Point** for help and **brokerage**





# Thank you!

## # HorizonEU

<http://ec.europa.eu/horizon-europe>



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