

# Feedback opportunity for the work programme 2025

## Cluster 2 - Culture, Creativity and Inclusive Society

### Destination 1: Innovative Research on Democracy and Governance.

#### **Draft expected impacts:**

Proposals for topics under this destination should set out a credible pathway to contributing to the following expected impacts of the Horizon Europe Strategic Plan:

- Democratic governance and rule of law is reinvigorated, societal resilience to internal and external threats to democratic processes is enhanced, and active and inclusive citizenship and protection of fundamental rights is facilitated.

Research and innovation will support European policies for democracy, rule of law and EU citizenship, including relating to free, fair, transparent and inclusive elections, trustworthiness and accountability of institutions and policy-making processes, safeguarding of fundamental rights, freedom of expression and independence of media and the judiciary, fight against polarisation, extremism, and disinformation including foreign information manipulation. The aim is to benefit both EU internal and external policies in these fields.

The expected impact will be achieved through generating new knowledge and understanding, and developing strategies, methods and innovative solutions, as well as policy recommendations under the following three priorities:

- GLOBAL CHALLENGES - Fostering democracy and promoting EU values in times of geopolitical shifts and global poly-crisis,
- RESILIENT DEMOCRACIES – Increasing the resilience of democracy in the face of external and internal threats,
- AGILE INSTITUTIONS & INCLUSIVE SOCIETIES – Modernising democratic institutions and public sector processes for the 21st century.

A special focus will be put on fostering the impacts on policymaking, civic education, and the experimentation with democratic innovations by practitioners and public institutions.

#### **Main expected outcomes:**

- A sound understanding of present developments and a meaningful mapping of future pathways are achieved, through empirical analysis, put in social, cultural, historical and global perspectives, in combination with theoretical rigor, experimentation and normative reflection.
- Transparency, responsiveness, accountability, inclusiveness and effectiveness of democratic governance are supported at all levels, by new knowledge and out-of-the-box innovative methods and ideas for evidence-based policy recommendations.
- Help restore trust in governance, through evidence-based approaches and methodologies which help narrow the gap between citizen's perceptions and hopes and reality, and by responding to threats to the electoral processes and democracy overall.

- Enablers, barriers and other key elements for empowering citizens to manage better their personal data, including data created and/or accessed by public administrations, are identified.
- New knowledge on democratic governance challenges and political phenomena supports the implementation of internationally agreed agendas (SDGs, etc.), EU policy priorities, and the promotion of EU core values.
- Compilation and analysis of longitudinal data throughout the topical areas to further improve research outputs and facilitate new innovative approaches and tracing the impact on policy making and democratic governance of past research results and innovations in the field of democracy and rule of law.
- A wider roll-out of science-based innovations in democratic governance is facilitated, as experimentation and testing actions provide a better understanding of the challenges for the up-take of research results in different contexts.

# Feedback opportunity for the work programme 2025

## Cluster 2 - Culture, Creativity and Inclusive Society

### Destination 2: Innovative research on European cultural heritage and cultural and creative industries

#### Draft expected impacts:

Proposals for topics under this destination should set out a credible pathway to contributing to the following expected impacts of the Horizon Europe Strategic Plan:

- The full potential of cultural heritage<sup>1</sup>, 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.

Research and innovation will support European policies that strengthen the innovation potential of cultural heritage, arts and cultural and creative industries<sup>2</sup> and sectors, contributing to sustainable growth and job creation. R&I actions will contribute to the European Green Deal goals, to increase societal resilience and to strengthen EU soft power. Investments will result in better access to, understanding of and engagement with creative activities and cultural heritage. Actions will contribute to improve the protection, conservation and more efficient restoration of European cultural heritage assets and will strengthen collaboration between its different institutions and specialists.

The expected impact will be achieved through actions under the following three priorities:

**GREEN:** Supporting cultural and creative industries and sectors and Europe's cultural heritage institutions to contribute to climate action and climate change mitigation, fostering adaptation to the consequences of climate change, inspiring solutions, averting risks, dealing with inevitable losses and damages and mobilising institutions' resources to accompany European citizens and societies in an inclusive, socially and culturally sustainable climate transition.

**European partnership for resilient cultural heritage** will be launched, with a view to pool resources from the EU and Member States and Associated Countries for a common strategic research agenda under the green priority.

**DIGITAL:** To support Europe's cultural heritage, the arts and cultural and creative industries and sectors to take full advantage of the enormous opportunities offered by the digital transition, as well as to contribute to innovative, high quality, human-centric digital solutions.

In the 2025 to 2026 period continued support will be given to the establishment of a **European Collaborative Cloud for Cultural Heritage**, in order to strengthen the collaboration and co-creation among

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<sup>1</sup> In the context of Horizon Europe Cluster 2, the term 'cultural heritage' should be understood as including all forms of cultural heritage: Tangible, intangible, living, etc.

<sup>2</sup> Under Destination cultural heritage and the cultural and creative industries (CCIs) of Horizon Europe Cluster 2, as a starting point the definition of CCIs proposed in the European Parliament Resolution 'A coherent EU policy for cultural and creative industries' will be used. See further: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016IP0486&from=EN>

cultural heritage institutions and scientists, and open new avenues for heritage research, depending on the progress of the projects selected under the 2023 and 2024 calls.

**INNOVATIVE:** Creative and cultural aspects drive innovation and growth to an ever-greater degree. They are crucial in ensuring social cohesion and wellbeing. They strengthen the global soft power of the EU, enhance cooperation with third countries and foment inter-cultural understanding. Actions under this priority will contribute to a more inclusive and resilient society and a more innovative economy in various ways and will build bridges to research relating to social transformations under Destination 3.

A special focus will be put on fostering a **culture- and creativity-driven European innovation ecosystem**, with cultural heritage, the arts and cultural and creative industries and sectors at its heart.

**Main expected outcomes:**

- Europe's cultural heritage and cultural and creative industries become drivers of an inclusive green transition towards the European Green Deal goals.
- Cutting-edge conservation and restoration technologies and methods, and innovative and sustainable management models, make Europe a world leader in sustainable heritage management.
- R&I contribute to sustainable conservation, development and regeneration of cultural landscapes.
- Europe's cultural heritage institutions and its cultural and creative industries take full advantage of a digital collaborative ecosystem to contribute decisively to sustainable economic growth, social cohesion as well as to the protection of cultural heritage at risk.
- A better understanding of the implications of artificial intelligence developments for creativity-driven innovation is developed, and its potential is unleashed.
- Strengthened use of cutting-edge digital tools and collaborative platforms by Europe's cultural heritage institutions and research community support new breakthrough research and extensive collaboration and co-creation between various stakeholders, including CCIs.
- Innovative business models and technological advances strengthen the cultural and creative industries and increase their global competitiveness.
- Increased access to and participation in culture and cultural heritage is achieved through innovative approaches as well as new and emerging technologies.
- Europe's cultural heritage, the arts and cultural and creative industries strengthen the European sense of belonging, contribute to inclusivity and reinforce European values.
- Strong interaction between old and new forms of cultural and artistic expression promotes tangible and intangible heritage, arts and intercultural dialogue.
- New technologies and methods contribute to counteract illicit trafficking and other misuse of cultural goods.
- New approaches, concepts and practices foment sustainable, accessible and inclusive cultural tourism.

# Feedback opportunity for the work programme 2025

## Cluster 2 - Culture, Creativity and Inclusive Society

### Destination 3: Innovative research on social and economic transformations.

#### **Draft expected impacts:**

Projects funded under this destination should contribute to the following expected impacts in the strategic plan:

- Strengthening social and economic resilience and sustainability
- Boosting inclusive growth and reducing vulnerabilities effectively

The expected impacts reflect the two-pronged nature of the destination. On the one hand, research funded by this destination will improve the understanding of how the macro drivers of change (technological change, climate change, new global trade patterns, along with migration, human mobility, and other demographic changes) impact society and inform policy makers on how to mitigate negative consequences and harness newly created opportunities. The results obtained should improve the understanding of the interplay between different drivers of change and their social, ethical, political, and economic implications. The improved understanding of these challenges and their economic, social, and distributional impacts will fill in the research gaps while also inform the design and assessment of policies addressing existing and emerging challenges, including in the areas of education, well-being and mental health.

On the other hand, research and innovation investment should be geared towards deepening the understanding of how ongoing changes impact society, with a specific emphasis on the key objectives of boosting inclusive and sustainable growth and effectively reducing vulnerabilities, poverty and inequalities. This knowledge should provide valuable insights to policymakers to design and assess policies that effectively address vulnerabilities while capitalizing on emerging opportunities.

Overall, the Cluster's activities will help promote the EU's inclusive growth, resilience, and fair transition towards climate neutrality, in line with the European Pillar of Social Rights and its Action Plan, the European Education Area, the EU's policies on quality jobs and sustainable development, the New Pact on Asylum and Migration and the EU's just transition policy framework

#### **Main expected outcomes:**

- Policymakers at regional, national and EU level are provided with recommendations to address the prevalence of gender-based violence (GBV), including tech-facilitated GBV, in different social and economic contexts, based on the collection and analysis of data.
- Employers, practitioners, and civil society organisations are supported in their work on the prevention, protection, prosecution, and provision of services in addressing GBV, including through best practice sharing, mutual learning and the development of consent education material.

- Policymakers and education practitioners build capacity to use and generate evidence in education and training policy and practice.
- Policymakers are supported with evidence-based recommendations on key skills and competence development, taking into account the impact of the learning environment, including the use of digital tools in everyday life.
- Policymakers are able to design, implement and deploy interventions for youth with mental health conditions and to improve their education, training and work trajectories. Policy-ready research results and evidence on the well-being and mental health of people, based on a human-centred research perspective, will feed into this process.
- The autonomy, quality of life, social integration and participation of persons with intellectual and physical disabilities at different levels (education, family, work, society, etc) are enhanced through innovative, evidence-based policy approaches. Persons with intellectual and physical disabilities, their representative organisations, civil society organizations, policymakers and relevant institutions at national / local / regional level are identified and engaged in the process.
- Policymakers and relevant social partners have a deeper knowledge of impacts of working time reduction on inequality, productivity, well-being and sustainability of welfare systems in the context of the changing labour market, including demographic changes and the transition towards climate neutrality.
- Support relevant policymakers to anticipate and manage labour reallocations more effectively based on an improved understanding of the mechanisms of geographic mobility and of past industrial transformations, as well as what successful policies and measures were used to combat their negative externalities.
- Policymakers receive actionable advice on policy measures effective in reducing the prevalence of un(der)declared work and/or its adverse social consequences.
- Policymakers have better understanding of differences in career trajectories of women and men following childbirth and their consequences for gender inequalities in the labour market. They also understand better the consequences of parental work decisions for children's well-being.
- Policymakers are supported in implementing the EU migration agenda, specifically the New Pact on Asylum and Migration, through robust and evidence-based insights to help them remain responsive to both current issues and future migration dynamics.
- Europe's economic and social model adapts to help prevent and reduce intergenerational disparities. Societal resilience is strengthened and intergenerational fairness in the social, digital, green, and demographic transitions is ensured through a better understanding of intergenerational disparities for effective integration of people of all ages in society.
- Policymaking organisations at national and international level effectively integrate climate change considerations into migration policies, with the help of innovative policy frameworks and tools.
- Policymakers are supported in the design of new policies to address existing and emerging challenges, notably in the area of well-being (societal and individual) and mental health. The connection between arts and culture, health, well-being, and social inclusion is strengthened.

