

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 heritage¹, 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 industries² 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

¹ 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.

² 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.