

Horizon Europe - Work Programme 2023-2024
Culture, creativity and inclusive society

OPCIÓN 1.

EN

Horizon Europe

Work Programme 2023-2024

5. Culture, creativity and inclusive society

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Introduction

Cluster 2, 'Culture, Creativity and Inclusive Society' aims to meet EU goals and priorities on enhancing democratic governance and citizens participation, on the safeguarding and promotion of cultural heritage, and to respond to and shape multifaceted social, economic, technological and cultural transformations. Cluster 2 mobilises multidisciplinary expertise of European social sciences and humanities for understanding fundamental contemporary transformations of society, economy, politics and culture. It aims to provide evidence-based policy options for a socially just and inclusive European green and digital transition and recovery.

The EU is strongly committed to the UN Sustainable Development Goals (SDGs), many of which have an important impact on culture, creativity, and inclusive society, notably: SDG 1 (No poverty), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 16 (Peace, Justice, and Strong Institutions), with their specific targets to achieve a better and more sustainable future for all.

Proposals are invited against the following three (3) destinations:

Activities contributing to the destination "**Innovative Research on Democracy and Governance**", will provide knowledge, data, scientifically robust recommendations to reinvigorate democratic governance and improve trust in democratic institutions. In the long-term, this will contribute to help safeguard fundamental rights to empower active and inclusive citizenship. By doing so, they will also strengthen accountability, transparency, effectiveness and trustworthiness of rule of law-based institutions and policies. Activities will develop recommendations to protect liberties and the rule of law, and shield democracy from multidimensional threats. They will aim to expand political participation, social dialogue and social inclusion, civic engagement and gender equality. The destination will also mobilise social sciences and humanities expertise for analysing and responding to the consequences of Ukraine's invasion by Russia and the changing geopolitical context of European neighbourhood and enlargement policies.

Activities contributing to the destination "**Innovative Research on the European Cultural Heritage and the Cultural and Creative Industries**", will promote better access and engagement with cultural heritage and improve its protection, enhancement and restoration. Research and innovation will support sustainable growth and job creation through the cultural and creative industries and contribute to integrate them into the European industrial policy as drivers for innovation and competitiveness.

At the same time, through destination "**Innovative Research on Social and Economic Transformations**", actions will help tackle social, economic and political inequalities, support human capital development and contribute to a comprehensive European strategy for inclusive growth. This also involves understanding and responding to the impacts of



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technological advancements and economic interconnectedness with a view to social resilience. The destination will also support EU migration and mobility policies, both internal and external, while aiming to promote integration.

Horizon Europe is the research and innovation support programme in a system of European and national funding programmes that shares policy objectives. Through the programme, special attention will be given to ensuring cooperation between universities, scientific communities and industry, including small and medium enterprises, and citizens and their representatives, in order to bridge gaps between territories, generations and regional cultures, especially caring for the needs of the young in shaping Europe's future. Calls could be EU Synergies calls, meaning that projects that have been awarded a grant under the call could have the possibility to also receive funding under other EU programmes, including relevant shared management funds. In this context, project proposers should consider and actively seek synergies with, and where appropriate possibilities for further funding from, other R&I-relevant EU, national or regional programmes (such as ERDF , ESF+ , JTF , EMFF , EAFRD and InvestEU), where appropriate, as well as private funds or financial instruments.

The EU's Recovery and Resilience Facility (RRF) aims at financing projects that directly tackle the economic and social impacts from the Coronavirus crisis and support the green and digital transition. For project ideas that directly contribute to these objectives and that have a strong focus in one Member State it is advisable to check access to the RRF for a fast and targeted support.

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DESTINATION 2.

DESTINATION: INNOVATIVE RESEARCH ON EUROPEAN CULTURAL HERITAGE AND CULTURAL AND CREATIVE INDUSTRIES - BUILDING OUR FUTURE FROM THE PAST

Europe's rich cultural heritage and strong creative tradition not only reflect our past, but **shape our future**. It is by building on this foundation and developing our strengths that we can face the great challenges of our time with confidence, and shape a future based on European values and the respect of human rights. Europe's cultural heritage is very much alive because it is the result of the interaction between people and their environment, and above all of the collective effort of EU citizens, who all have the same right to enjoy their rights.¹⁵

Convinced that cultural heritage is an important part of the "social" dimension of democracy and sustainability, the Horizon Europe calls under this destination invite suggestions for policies and practices to address, at all levels of action, current challenges and provide innovative responses. Europe's wealth of monuments and sites and its creative diversity of traditions, crafts, arts, architecture, literature, languages, theatre, films and music is a unique asset. It enriches our lives, fosters social and cultural cohesion and contributes to a sense of belonging. It also underpins an economy generating more employment than the automotive industry and a similar trade balance as food, drinks and tobacco combined. Many of Europe's multinationals build their international success on the European heritage and creativity. At the same time, the sector is nurturing large numbers of dynamic small and micro enterprises, creating employment not the least for young people, while deploying their creativity not only to generate income but also to contribute to social and cultural sustainability, well-being and projecting European values at home and abroad.

This destination adopts a people-centred perspective and places cultural heritage at the very heart of the European economy and its sustainable development. European R&I activities under this destination will support and strengthen European cultural heritage and cultural and creative industries essentially under three areas:

GREEN: Europe's cultural heritage and its cultural and creative industries need to share their responsibilities for adapting to the consequences of climate change, and mobilise their resources to support European citizens and societies for an inclusive, socially and culturally sustainable climate transition. A participatory approach to European cultural heritage and technological transformations in the preservation of tangible and intangible heritage will guide new endeavours.

R&I actions will focus on, for example, supporting the cultural and creative industries to turn the challenges of the climate transition into opportunities, and become drivers of an inclusive



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societal transition. R&I actions will foment the development of new environmentally friendly technologies and methods to manage, restore and preserve cultural heritage, with a view to making Europe a world leader in sustainable management of cultural heritage. R&I will also strengthen our capacity to manage anthropogenic threats. Support to the New European Bauhaus initiative is part of this area, integrating the core New European Bauhaus values of sustainability, inclusion and aesthetics.

DIGITAL: The digital transition promises enormous opportunities for Europe's cultural heritage and cultural and creative industries, but also serious challenges. It is important to ensure that, through the digitisation, EU citizens benefit from cultural heritage and be enabled to contribute to its enrichment.

R&I actions will focus on, for example, innovative approaches to empower the cultural and creative industries, including its many micro enterprises, to reap the benefits of using digital technologies, creating more appealing and valuable products, services and experiences for its users. R&I actions will deepen our knowledge on what, how and why digitised and digital cultural heritage may be exploited, reaping the benefits while avoiding the many pitfalls, and creating societal value. Collaborative platforms for cultural heritage and cultural and creative industries will be supported, including a cloud platform for European cultural heritage institutions. Such platforms will strengthen the collaboration and co-creation among cultural heritage institutions and with other stakeholders in the cultural heritage domain, widen access for citizens and strengthen research. Also, cooperation between different actors within the cultural and creative industries and between the CCIs and other economic sectors and industries will be strengthened.

INNOVATIVE: To an ever greater degree, creative and cultural aspects drive socio-ecological innovation, participatory democratic processes and economic growth. Successful new digital and physical products and services need to be appealing and attractive, adapted to cultural particularities. Similarly, societal transformations such as the green and digital transitions depend on behavioural changes, which are largely based on changes in lifestyle, culture and perceptions. In such processes, the human is at the centre, and cultural heritage, the arts and the cultural and creative industries are key.

R&I actions will cover a variety of subjects, such as strengthening the innovation capacity of the cultural and creative industries, and their capability to act as innovation engines. Actions will focus both on cultural heritage and cultural and creative industries holistically, as an innovation ecosystem, and on specific CCI sectors such as music, filmmaking and video games. Actions will also foment innovation in cultural tourism, as well as explore innovative connections between cultural expressions and democracy and politics. Actions will also support the development of new innovative technologies and methods to restore, preserve and manage cultural heritage, as well as re-inforce the role of Europe's cultural heritage in promoting European values among EU citizens and abroad.



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Towards a Policy Dialogue and Exchange of Best Practices on Knowledge Valorisation

[edited by Stefanie Kalff-Lena]

2021

Directorate-General for Research and Innovation
Prosperity Directorate

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1 Introduction

The fight against the coronavirus has demonstrated the crucial role of research and innovation (R&I) in informing policy, in making our societies resilient and in rebuilding the economy. Valorising research results and scientific knowledge is key to deliver new responses to the challenges and opportunities the EU is facing, in particular the twin climate and digital transitions. More efforts are necessary to turn scientific knowledge into solutions that benefit the wellbeing of citizens and economic prosperity. Europe has to put its knowledge to work.

A new European Research Area (ERA) for Research and Innovation¹ will reinforce the transformation of R&I results into the economy and society among its strategic objectives. This aims to ensure Europe's competitive leadership in the global race for technology while improving the environment for business R&I investment, deployment of new technologies and enhancing the take up and visibility of research results in the economy and society as a whole. A new ERA will support European companies to become world leaders and foster technological sovereignty in key strategic areas (e.g. Artificial Intelligence and data, quantum computing, batteries, hydrogen, health, critical materials and technologies, smart mobility, food, security) in line with the model of open strategic autonomy. At the same time, it is crucial to increase citizen participation in technology choices, thereby ensuring acceptance and broad uptake.

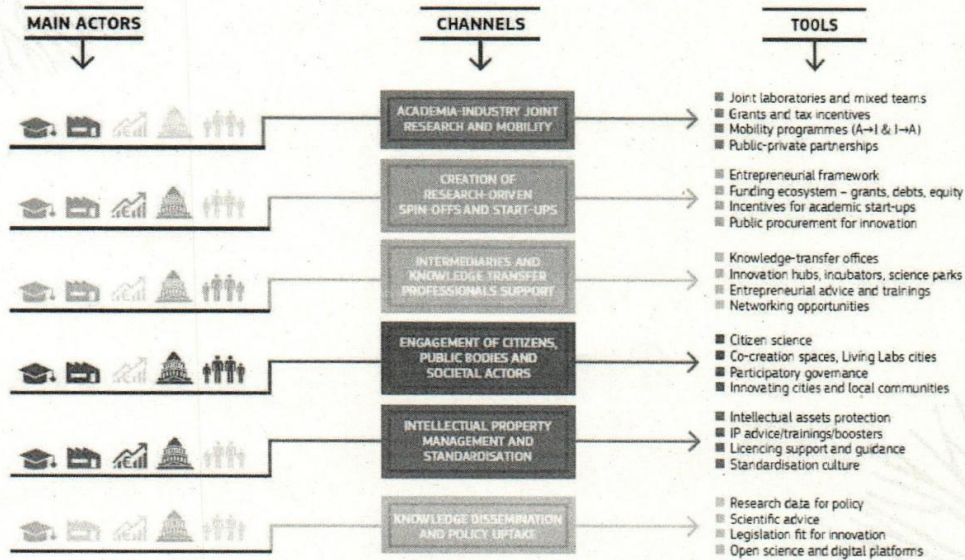
As stated in the Science, Research and Innovation Performance of the EU 2020 Report², Europe needs to maximise the value of R&I results by promoting a culture of knowledge valorisation, ensuring that knowledge-based institutions know how to manage their intellectual capital and improving the links between academia, industry, citizens and policymakers.

The Commission has initiated a number of activities to address these objectives starting with increased awareness raising³. Particular emphasis is put on the management of intellectual property, including in the European Framework Programme for Research and Innovation. The Manifesto for EU Covid-19 Research⁴ is a concrete example for facilitating access to knowledge and boosting its use to fight the pandemic. Moreover, Directorate-General Research and Innovation has published a first stocktaking and policy review of 'R&I valorisation channels and tools'⁵ in Europe and beyond.



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From the publication 'R&I valorisation channels and tools':



Many strategies and instruments have been developed to enhance knowledge management, sharing and valorisation at European, national and regional level. However, this wealth of experience has not been capitalised on in a structured way. An in-depth exchange among policy makers and stakeholders at European level is needed. It should enable peer learning and jointly strengthening knowledge valorisation in the EU. It should take account of the paradigm shift from treating 'knowledge transfer' as a supply-side issue towards an approach based on dynamic knowledge flows and co-creation among different types of actors, including increasingly civil society; and it should consider the new challenges to international research cooperation while safeguarding EU interests.

The survey 'Towards a Policy Dialogue and Exchange of Best Practices on Knowledge Valorisation' asked for feedback and comments from EU Member States and interested EEA countries on concrete areas for a policy dialogue and exchange of best practices. The survey also collected best practices by drawing on the expertise of the participating countries.

This report summarises the results of the survey, which ran from 23 April until the end of June 2020. In total, 23 countries participated: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Greece, Ireland, Italy, Lithuania, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, and Sweden.

The feedback has been very rich, which is particularly gratifying as the survey contained many open questions. We thank all those involved for their valuable contributions!

This provides a robust basis for the evaluation of the survey and for drawing conclusions. Taking account of the survey results, the next steps are outlined in last chapter of this report. They shall be further developed and implemented together with Member States and stakeholders with the aim to co-create a sustainable European policy of knowledge valorisation.

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2 Key Takeaways

Key challenges:

- **Managing knowledge assets in open R&I systems.** Reconcile Open Science/Open Innovation with IP exploitation strategies underpinning EU policy objectives; strengthen modern IP management in public research organisations
- **Incentivising and connecting valorisation partners.** Connect valorisation partners from research, industry and society in a more efficient way ensuring a comprehensive and systemic approach to the uptake of science-based solutions
- **Citizen engagement for knowledge valorisation.** Come to a common understanding of the objectives, role and means of 'citizen engagement' in knowledge valorisation
- **Funding of knowledge valorisation activities.** Adopt a strategic approach to knowledge valorisation funding, which is interlinked with research funding, equipped with corresponding resources and uses a mix of instruments taking account of best practices developed across Europe

Actions:

- **Policy dialogues and exchange of best practices.** Set up policy dialogues and exchanges of best practices among Member States addressing the challenges above and taking account of the specific topics identified in this report (e.g. Knowledge Transfer Offices)
- **Sharing experiences among all stakeholders.** Support sharing experiences and successful approaches among stakeholders, among different types of stakeholder groupings and with policy makers
- **Targeted events.** Design events with clear objectives that determine the appropriate format, scope and level of participation to ensure relevance and impact
- **New tools and formats.** Explore further ways to spread best practices, for example via platforms, trainings, awareness raising etc.



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Conclusions and Next Steps

This survey confirms the Member States' great interest in policy dialogue and exchange of best practices on knowledge valorisation. It has identified key challenges and provides guidance and background material (collection of best practices) for areas of future action, including for the involvement of stakeholders.

Taking account of the survey results, the Commission plans concrete steps to strengthen knowledge exploitation in Europe in co-creation with the Member States. Creating real added value requires close cooperation and contributions from all stakeholders across the EU. Co-design and co-creation with Member States, and other stakeholders, will ensure that policy dialogues, events and measures are designed and implemented efficiently and effectively. Members States that have volunteered to get particularly involved may play a leading role in taking certain actions forward.

Next steps:

- As part of a new ERA for Research and Innovation, the Commission envisages a **review and update of the 2008 Recommendation on the management of intellectual property in knowledge transfer activities and Code of Practice**¹². The discussions and consultations have been launched at the European Research & Innovation Days 2020 (22-24 September). The challenges and issues identified in this survey are crucial to inform the debate.
- The Commission will strengthen the **policy dialogue on knowledge valorisation** with Member States in the ERA context. Links with other policy areas (e.g. Open Science, industry and IPR, training and skills development) will be sought to create synergies and to achieve a broad systemic approach considering all relevant aspects and actors in the valorisation process.
- Taking up the priorities identified in this report, a first set of **events for exchange of best practices and peer learning** will be co-designed and co-implemented with Member States and, where appropriate, stakeholders. Suitable formats under 'Covid-19 conditions' will be explored. It could be discussed whether to develop a common label and promotion for this type of event.
- A **'Mutual Learning Exercise (MLE) on Knowledge Valorisation'**, under the Policy Support Facility, is planned to be launched in 2021 as soon as the pandemic allows. It will focus on an appropriate sub-set of the identified priority aspects to be developed notably with the Member States that have signalled interest in a leading role. All interested Member States will be invited to join and contribute.
- Responding to the request to deploy new tools and formats to spread best practices, the Commission will set up an **IT platform on Knowledge Valorisation** (Knowledge Valorisation Platform) in 2021. The scope and functionalities of the IT platform will have to be oriented to the needs of the potential users and could be gradually expanded as required. It could potentially offer possibilities to share model practices in different ways online (e.g. videos, podcasts, interviews, texts, links), to stimulate contacts and dialogue (e.g. discussion groups) and to offer trainings (e.g. developed by national entities). To be relevant it will be crucial that Member States and other stakeholders are actively involved in the IT platform by contributing content, steering discussion groups etc. The collection of best practices in the annex to this report will be a starting point.

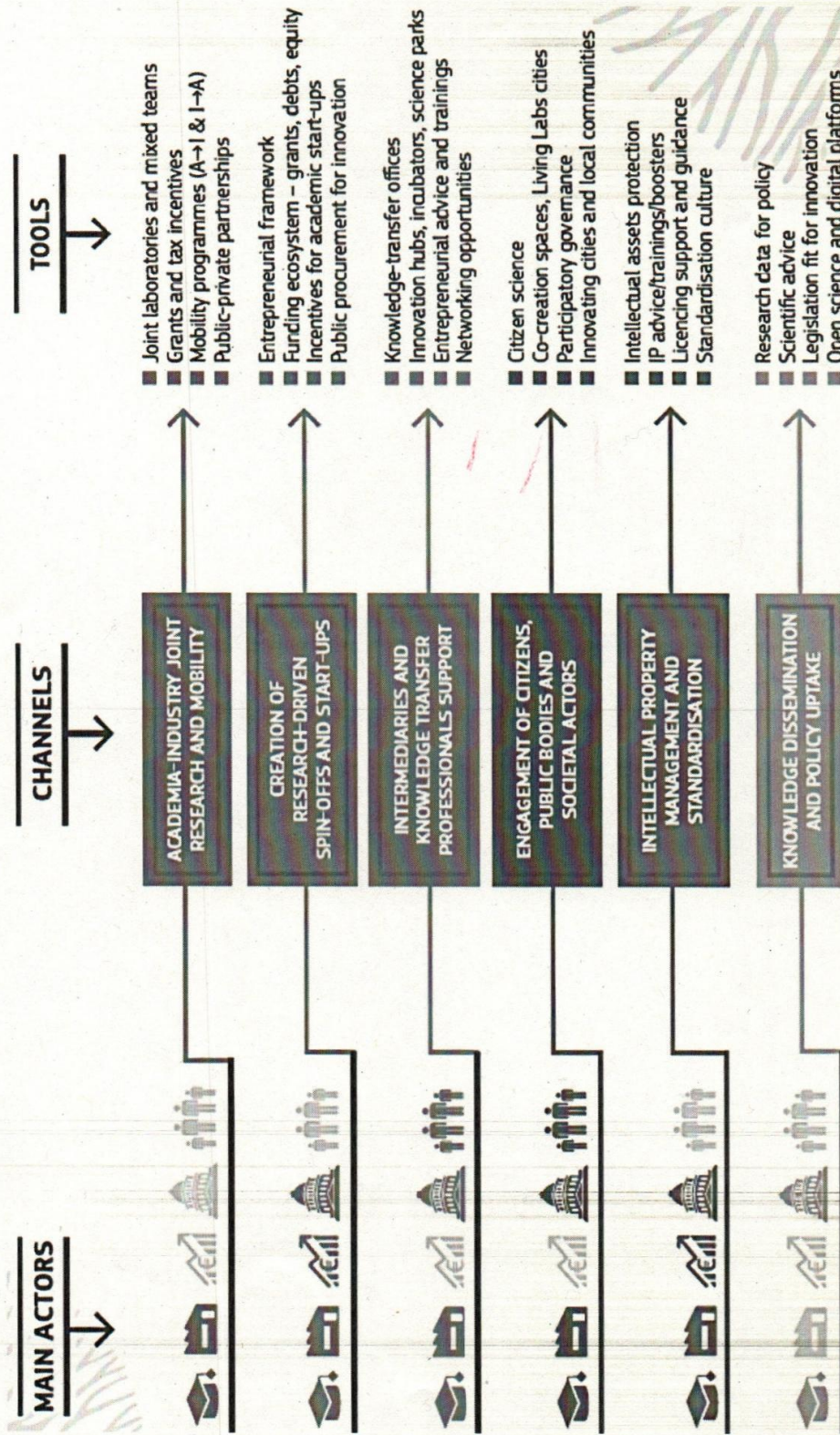
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- As a further new tool, a **European competition of knowledge valorisation practices** could be explored. For example, Member States could agree on the specific topic of the competition, and they could also be involved in the selection of the winners. One important selection criterion should be the transferability of the competing solutions in different national/regional R&I systems. The competition should allow for an in-depth analysis of the proposed practices, and its results could feed into the envisaged IT platform. Member States are invited to provide their feedback to this idea.
- In line with the survey result emphasising academia-industry interactions, the 'European Skills Agenda' of June 2020 has announced to test a new **talent-based industry-academia knowledge exchange**. This demand-driven scheme aims to make it easier for companies, especially in the widening countries, to capitalise on European R&I skills and talent to meet their research and innovation needs. The test phase is under preparation and expected to be launched in 2021.
- The Commission also plans an **IP awareness raising campaign for knowledge generators** in 2021 as part of the forthcoming IP Action Plan that was announced in the New Industrial Strategy for Europe¹³.
- The new **Horizon Europe** Framework Programme for Research and Innovation is set to boost smart management and valorisation of R&I results while striking a good balance between openness (Open Science/Open Innovation) and closeness/protection to safeguard Union interests. It will provide the opportunity to test and develop new approaches and guidelines. The **Manifiesto for EU Covid-19 Research**¹⁴ is a concrete action to fight the pandemic with research results and to foster a new culture of knowledge valorisation.

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Cuadro de la opción 2 (para mejorar visibilidad).



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