THE EU RESEARCH & INNOVATION PROGRAMME 2021 – 2027

Information Days – Cluster 2
Call 2022
CULTURAL HERITAGE DESTINATION
European Cultural Heritage and the cultural & creative industries Intervention Area

Main Challenges

• Cultural heritage faces huge challenges due to climate change, pollution, natural or man-made disasters, looting, etc.

• The access to cultural resources requires high quality digitalization and curation of digital heritage assets

• Europe's CCIs have not sufficiently managed to translate their creativity into innovations and increase their international competitiveness

• The social fabric and collective consciousness of our societies are eroding.

• Cultural heritage risks losing its role in strengthening a sense of belonging and fostering shared value
European Cultural Heritage and the cultural & creative industries Intervention Area

**AIM**

- To safeguard and promote cultural heritage and increase the innovation potential and competitiveness of the Arts and the Cultural and Creative Industries

**R&I Expected Impact**

- The full potential of cultural heritage, arts and cultural and creative sectors as a driver of sustainable innovation and a European sense of belonging is realised through a continuous engagement with society, citizens and economic sectors as well as through better protection, restoration and promotion of cultural heritage
European Cultural Heritage and the cultural & creative industries Intervention Area

Destination’s priorities

- Protect, conserve, restore and safeguard the European cultural heritage, promote its use as one of the substantial European resources, boost its traditional and contemporary arts and create wider awareness
- Explore the economic role and innovation potential of CCIs and promote their competitiveness in EU and abroad
- Preserve monuments and artefacts in a green way by using cutting-edge conservation and restoration technologies and methods
EUROPEAN CULTURAL HERITAGE AND CULTURAL & CREATIVE INDUSTRIES INTERVENTION AREA

GREEN
- Mitigate the effects of climate change and natural hazards on cultural heritage
- The new European Bauhaus: shaping a greener and fairer way of life
- Protection of artefacts and cultural goods from anthropogenic threats

DIGITAL
- Elucidate the role of perceptions, formed by traditions, values and beliefs, in shaping European societies and politics in the 21st century
- Safeguard endangered languages in Europe
- Games and culture shaping our society

INNOVATIVE
- Towards a competitive, fair and sustainable European music ecosystem
- Increase the potential of the international competitiveness of the European filmmaking industry
- Traditional crafts for the future
- Promoting our cultural heritage and Arts home and abroad
HORIZON-CL2-2022-HERITAGE-01-08: Effects of climate change and natural hazards on cultural heritage and remediation (RIA) – 12M€

**Call 2022**

**Scope**

- Explore **innovative and sustainable ways** to protect monuments, historical buildings, archaeological sites and cultural landscapes from climate change effects, natural hazards and environmental pollution
- **Consider** rural and remote areas, coastal and maritime cultural landscapes and underwater heritage
- Encourage **cooperation with European Neighbourhood countries** as appropriate for achieving their objectives and increasing impact.

**Expected outcome**

- **Safeguard and protect Europe’s cultural heritage** from the effects of climate change and natural hazards
- **Explore innovative and sustainable ways** to **protect cultural heritage** and cultural landscapes from climate change, disaster risks and pollutants
HORIZON-CL2-2022-HERITAGE-01-07: Protection of artefacts and cultural goods from anthropogenic threats (RIA) – 12M€

Call 2022

Scope

• Explore methods, sustainable and detectable technologies/materials of non-destructive marking as well as ways to identify cultural objects

• Contribute to provenance research of cultural heritage, as well as to further awareness raising and mobilizing the actors involved

• Encourage interdisciplinary cooperation with local, regional and national authorities, cultural and creative stakeholders and young people, as well as international cooperation

Expected outcome

• Develop non-destructive methods and digital tools for the protection, identification, traceability and safeguarding of cultural goods and for the research of European endangered cultural heritage

• Support the deployment of preventative measures against looting and illicit trade of cultural goods, through evidence based research

• Raise awareness and among citizens, stakeholders, experts, policy makers and all actors involved strengthen cooperation
HORIZON-CL2-2022-HERITAGE-01-10: The New European Bauhaus – shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts (RIA) – 6M€

Call 2022

Scope

- **Leverage** the power of creativity and innovation **by architects, designers and artists** in contemporary societies to shape a better way of living, **quality of experience** and the quality of built environment.

- Paving the way to **inclusion, participation and creation of more resilient communities**, in line with the principles of environmental, social, cultural and economic **sustainability**.

- Fully exploit the **potential of multi-disciplinary research**, combined with CCIs professionals’ and stakeholders’ engagement on innovative artistic practices in living spaces, aimed to **apply solutions to heritage sites and cultural landscapes**, for well-being, sense of belonging, as well as new opportunities for the recovery.

Expected outcome

- Create **innovative architectural and design solutions** for the use of new forms and materials in line with the European Green Deal.

- Leverage the **social function of architecture, arts and design**, combining functionality and sustainability with aesthetics, arts and culture, driving social inclusion and accessibility.

- Examine cultural transformations driving sustainability and **explore new cooperation paths**.
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 jobs.
Scope

- Examine the factors that influence and change Europeans’ perceptions over time, under different circumstances.
- Address the role of values and socio-political behaviour in perceiving and dealing with emergencies and economic crises, such as the COVID-19 pandemic, as well as in interacting with politics and political legitimacy in the EU.
- Provide recommendations on how to better address the different perceptions.
- Identify lessons learnt during the COVID-19 crisis and the recovery period, and provide policy scenarios for facing future crises and building resilient and sustainable post-crisis societies.

Expected outcome

- Increase understanding on the factors that change people’s perceptions, their relationship to Europe's historical and cultural past and how they can contribute to the creation of a more inclusive vision of cultures and values.
- Comprehend how perceptions influence society’s response and preparedness during times of crisis, such as the COVID-19 pandemic and its impact on post-crisis European cohesion.
- Bring EU policy making closer to people, with an emphasis on young people’s values.

**Call 2022**

**Scope**

- **Revitalize the endangered languages, by encouraging and supporting their use** as well as their intergenerational transmission.

- Explore measures in different areas such as the educational, cultural and creative sectors for the safeguarding of the endangered languages.

- Collect **best practices** and endangered language resources and tools that should be made widely available.

- Establish a **set of guidelines** for revitalizing endangered languages in Europe and set up a website.

**Expected outcome**

- **Enhance cooperation** at the European level between key actors and stakeholders within endangered languages communities.

- **Empower local communities** and promote citizens’ engagement, including young, in the sustainable management of their own linguistic resources.

- **Strengthen the minority languages** and reinforce the central role of multilingualism in Europe.
HORIZON-CL2-2022-HERITAGE-01-09: Games and culture shaping our society (RIA) – 9M€

Call 2022

Scope – Proposals should

• address gaps in knowledge on the cultural value, impact and innovation potential of games
• address risks such as social exclusion, intolerance and harassment, with a view to policy options and actions
• address the role of games in culture and shaping European societies, cohesion and values
• address legal and IPR issues
• involve relevant stakeholders, including CCIs, non-commercial interests and policy makers

Expected outcomes – at least two of the following

• Evidence of the impact of games on European society, including their cultural value and risks
• Evidence of the innovation potential of games and play
• New knowledge on the role of the games industry and non-commercial creative practices to benefit society
• Improved knowledge of legal and IPR issues linked to the gaming population and games industry
• Proposals for improving games in terms of positive impact on society and individuals
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**.
HORIZON-CL2-2022-HERITAGE-01-05: Towards a competitive, fair and sustainable European music ecosystem (RIA) – 9M€

**Call 2022**

**Scope:**

- **Measure the economic and societal impact of music sector:**
  - definitions: on national and European repertoire,
  - estimations: professionals, music for free,
  - long term sustainability of streaming models: live events, COVID impact, etc.
  - evolution and future trends: social media platforms and channels, new forms of “home-made creation” production, etc.

- **Measure the economic and societal impact of music sector:**
  - across population segments: playing, performing, creating and consuming
  - people engagement with music in the age of social media, internet and television...

**Expected outcome:**

- Improved methodologies and indicators, examine transformations, increase transparency, innovation, tools for policy - Music Moves Europe
HORIZON-CL2-2022-HERITAGE-01-06: Increase the potential of the international competitiveness of the European filmmaking industry (RIA) – 12M€

Call 2022

Scope

• Assess the needs and developments of the European filmmaking industry, taking into account the dynamics of different sub-sectors and their limitations

• Compare the competitiveness of the European filmmaking industry with that of main competitors

• Identify and pilot business models and a methodology that will assess the users preferences on filmmaking

• Analyse the impact of the crisis and provide solutions to address such impacts, also in a future potential crisis

Expected outcome

• Increase the competitiveness of the European filmmaking industry in the international arena by promoting the European cultural activity and cultural diversity.

• Foster knowledge on the needs and developments of the European filmmaking industry

• Provide evidence of the users preferences on filmmaking and how to better measure them

Call 2022

Scope – Proposals should

• understand the techniques of traditional artefacts and reproduce traditional artefacts and techniques by combining them with new technologies

• identify new areas of application and markets for professions combining traditional crafts with new technologies

• develop methodologies to combine traditional crafts with new technologies and bring together concerned stakeholders to set up clusters to bring new products and services to the market

• include proposals for training curricula in the new technologies

Expected outcomes – at least two of the following

• Revived traditional crafts techniques combined with new and emerging technologies

• Traditional know-how combined with new technologies create new/improved products, services and professions

• Platforms, methodologies and training create jobs and revives enterprises where tradition meets the future

• Sustainable networks encompassing research, CHIs, CCIs and others promote innovation, jobs and growth
HORIZON-CL2-2022-HERITAGE-01-02: Europe’s cultural heritage and arts - promoting our values at home and abroad (RIA) – 9M€

Call 2022

Scope – Proposals should

• contribute new knowledge and identify ways to reinforce common European action to promote Europe’s culture, values and interests for the benefit and prosperity of our societies

• assess the actions of competitors and evaluate the effectiveness of common European actions and its potential

• contribute to identify more effective ways, including digital solutions and cutting-edge technologies to promote common European interests at a global level

• cooperate with cultural and creative sectors and a wide range of stakeholders

Expected outcomes – at least one of the following

• Better awareness and understanding of European arts, culture and values within the EU and beyond

• Wider exposure to the diversity of European art, culture and values for European and international partners

• Reinforced common European action to promote Europe’s culture and economic interests internationally
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.
Thank you!

# HorizonEU

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