Cluster 2:
Culture, creativity and inclusive society

Vrije Universiteit
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EUROPEAN UNION

#HorizonEU

HORIZON
EUROPE

Programme

Rijksdienst voor Ondernemend Nederland

1. Horizon Europe – introduction & policy background
2. Example – working from an impact perspective
3. Cluster 2 – Culture, creativity and inclusive society 2022 calls

Introduction & Policy Background

Horizon 2020
2014-2020
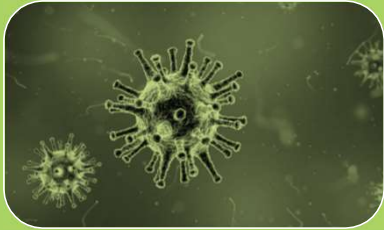**€ 70 billion**

Horizon Europe
2021-2027
€ 95 billion

HORIZON EUROPE

Excellent Science

Global Challenges

Innovative Europe

Widening participation & ERA

HORIZON EUROPE

Excellent Science

- erc
- Research Infrastructures

Global Challenges

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry, Space
- Climate, Energy, Mobility
- Agrifood, Bioeconomy, Natural Resources and Environment

Joint Research Centre

Innova

- INN
- European Innovation Ecosystems
- eit | European Institute of Innovation & Technology

HE total
Cluster 2:
EUR 1,9 billion

WP 2021-2022
EUR 423 million

Widening participation & ERA

Pillar 2: Characteristics

Global Challenges

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry, Space
- Climate, Energy, Mobility
- Food, Bioeconomy, Natural Resources, Agriculture and Environment

Joint Research Centre

> 'Top down' topics: what is your solution to the problem?

> European co-operation: companies, knowledge institutes, universities, governmental and non-profit organisations

> Innovation Actions & Research and Innovation Actions

≥ 3 partners from 3 MS/AS (min. 1 MS)

> Coordination and Support Actions

≥ 1 partner (mostly more)

> 70-100% funding rate (exceptions for specific cases)

> TRL ca. 4 to 7
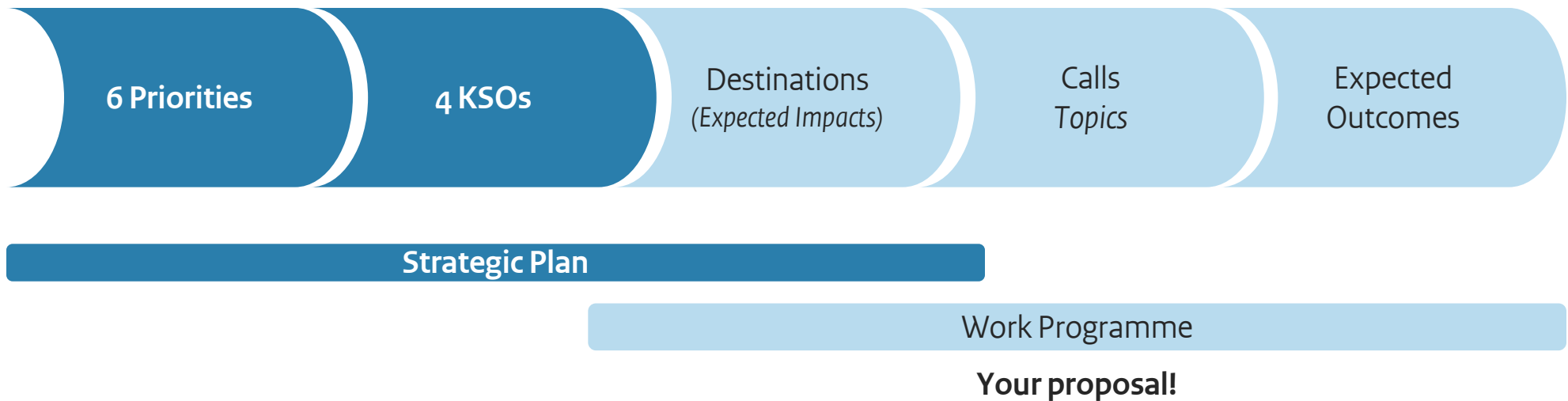
> Impact

> Systemic innovation

6 Commission priorities (2019-2024)

- A European Green Deal
- A Europe fit for the digital age
- An economy that works for people
- A stronger Europe in the world
- Promoting our European way of life
- A new push for European democracy

From policy priorities to designing your project

| 6 Priorities | 4 KSOs | Destinations *(Expected Impacts)* | Calls *Topics* | Expected Outcomes |

Strategic Plan

Work Programme

Your proposal!

THE **DESTINATION** IS CLEAR
- **HOW** YOU GET THERE,
IS **UP TO YOU**

Example – working from an impact perspective

Topic: HORIZON-CL2-2022-HERITAGE-01-03: The role of perceptions, formed by traditions, values and beliefs, in shaping European societies and politics in the 21st century

Expected EU contribution	between EUR 2 and 3 million
Type of action	Research and Innovation Action (RIA)
Technology or societal readiness level	not mentioned in this topic

Expected outcomes:

Projects should contribute to all of the following expected outcomes:

- Analyse the different factors that form and change people's perceptions, such as beliefs, values, traditions, economy, history, culture, age and gender, among others.
- Understand in which way these factors influence and 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, both European and global.
- Apprehend the way perceptions shape European societies' understanding of and responses to the European project.
- Analyse the ways in which 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.
- Provide recommendations to bring EU policy making closer to people, with an emphasis on young people's values and behaviour when perceiving pressing social, economic and environmental challenges.

Scope:

Values, norms, traditions, beliefs, our historical past, mentalities, age or gender - to name just a few - shape our perceptions, the way we see our societies and the role of the individual, the state and the economy in it. This means that, while speaking of the same subjects, our underlying understanding of them might vary to a certain degree. This has caused misunderstandings and frictions in the European integration process over time, including inter-generational differences. **Research should scrutinize the idea of a socially and culturally coherent Europe.** While research has tackled various aspects of this topic, it is however necessary to further undertake an **in-depth investigation** of the role of these factors in and their impact on the European integration process. Proposals under this topic will **identify and examine the factors that influence and change people's perceptions of the European project over time**, under different **geographical, political or socio-economic circumstances**. Changes may also affect how people's perceptions are expressed and become visible in **different media** (e.g. social media, language). Research should also address the role of values and socio-political behaviour in perceiving and **dealing with emergencies** and economic crises, such as the COVID-19 pandemic. Lessons learnt during the COVID-19 crisis and the recovery period could be used to **provide policy scenarios** for facing future crises and building resilient and sustainable post-crisis societies. Finally, proposals should investigate the role of perceptions in understanding and interacting with politics and political legitimacy in the EU. They should provide **recommendations** on how to address these different perceptions in the policy shaping and implementation of the EU integration process.

Destinations

Destination 2 – Innovative research on the European Cultural Heritage and the Cultural and Creative Industries

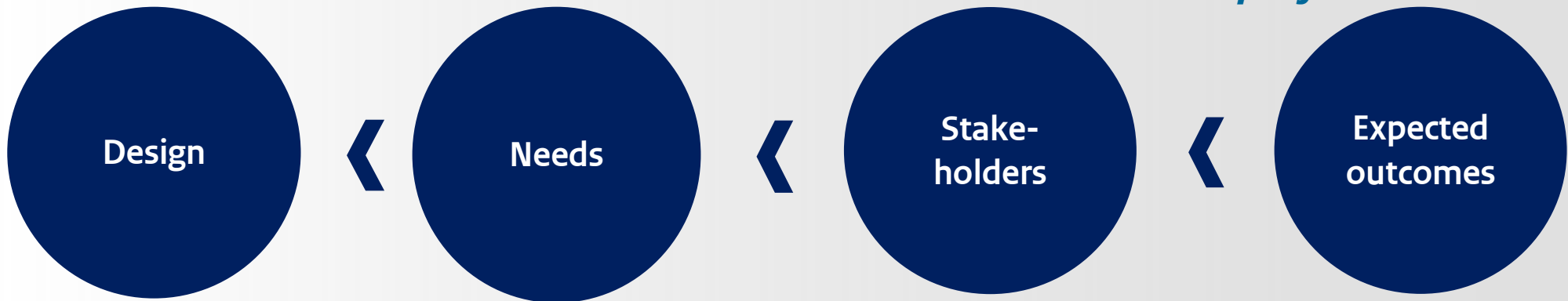**Expected Impacts (Strategic Plan)**
Destinations (benefits for society)

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.

Call / Topic

The role of perceptions, formed by traditions, values and beliefs, in shaping European societies and politics in the 21st century

Expected Outcomes

- *Analyse the different factors that form and change people's perceptions, such as beliefs, values, traditions, economy, history, culture, age and gender, among others.*
- *Understand in which way these factors influence and 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, both European and global.*
- *Apprehend the way perceptions shape European societies' understanding of and responses to the European project.*
- *Analyse the ways in which 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.*
- *Provide recommendations to bring EU policy making closer to people, with an emphasis on young people's values and behaviour when perceiving pressing social, economic and environmental challenges.*

How to deal with impact and project development?

Design 〈 **Needs** 〈 **Stake-holders** 〈 **Expected outcomes**

Then how should you **design/set up** your project (which main questions should you ask?) in order to get the 'things' your stakeholders need?

What will each stakeholder **need**? To be able to reach that effect/impact?

Which **stakeholders** have a 'stake' here, or are part of the impact, or will be influenced by the project output (positively or negatively).

Found in topic tekst! + all information on relevant Destination, Priorities, etc.

THE KEY TO SUCCESS:

~~Ask the EC to fund your research~~

Help the EU to solve its problems!

Cluster 2: Culture, creativity and inclusive society

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- Aims to meet EU goals on:

  - enhancing democratic governance and citizens participation,

  - the safeguarding and promotion of cultural heritage,

  - responding to and shaping multifaceted social, economic, technological and cultural transformations

- Sustainable Development Goals:

  - SDG 1, SDG 3, SDG 4, SDG 5, SDG 8, SDG 10, SDG 11, SDG 12, SDG 16

- Policies on migration and mobility

- Societal impacts of the coronavirus pandemic

Destination 1 – Innovative Research on Democracy and Governance

Destination 2 – Innovative Research on the European Cultural Heritage and the Cultural and Creative Industries
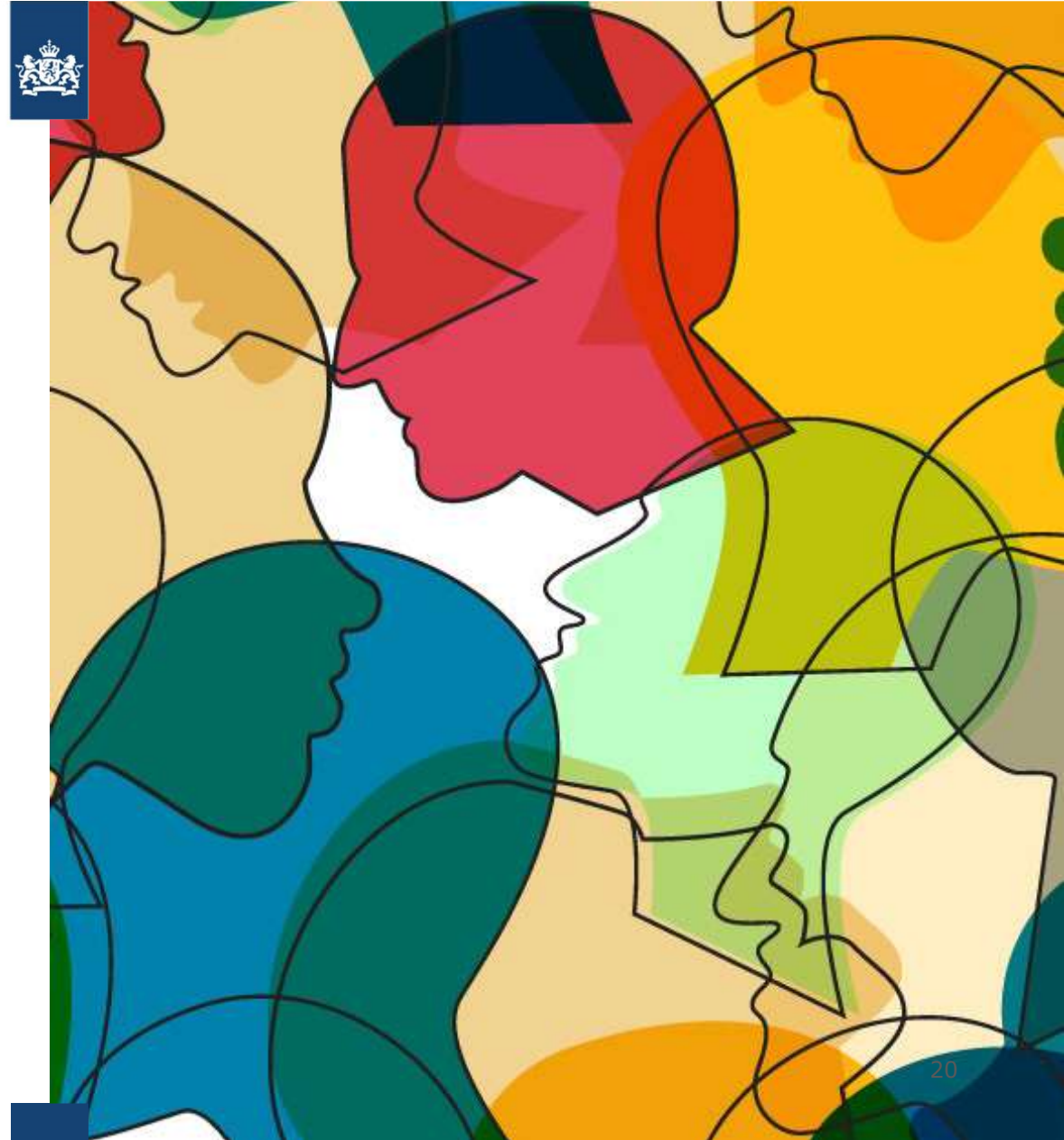
Destination 3 - Innovative Research on Social and Economic Transformations

Destination 1 – Innovative Research on Democracy and Governance

- › **2022 Call - Reshaping democracies**
- › Artificial intelligence, big data and democracy
- › The future of democracy and civic participation
- › The impact of inequalities on democracy
- › Education for democracy
- › Evolution of political extremism and its influence on contemporary social and political dialogue
- › Media for democracy – democratic media
- › Politics and the impact of online social networks and new media
- › Representative democracy in flux
- › Global governance for a world in transition: Norms, institutions, actors
- › **DRAFT**: Network for innovative solutions for the future of democracy

Destination 2 – Innovative Research on the European Cultural Heritage and the Cultural and Creative Industries

›   **2022 Call - Research and innovation on cultural heritage and CCIs**

›   Safeguarding endangered languages in Europe

›   Europe's cultural heritage and arts - promoting our values at home and abroad

›   The role of perceptions, formed by traditions, values and beliefs, in shaping European societies and politics in the 21st century

›   Traditional crafts for the future: a new approach

›   Towards a competitive, fair and sustainable European music ecosystem

›   Increase the potential of the international competitiveness of the European filmmaking industry

›   Protection of artefacts and cultural goods from anthropogenic threats

›   Effects of climate change and natural hazards on cultural heritage and remediation

›   Games and culture shaping our society

›   The New European Bauhaus – shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts

›   **DRAFT**: A culture and creativity driven European innovation ecosystem – a collaborative platform

Destination 3 - Innovative Research on Social and Economic Transformations

> **2022 Call - A sustainable future for Europe**

> Public policies and indicators for well-being and sustainable development

> The impact of spatial mobility on European demographics, society, welfare system and labour market

> Conditions of irregular migrants in Europe

> Decision-making processes of (aspiring) migrants

> Gender and social, economic and cultural empowerment

> Overcoming discrimination for an inclusive labour market

> Conditions for the successful development of skills matched to needs

> Strengthening racial, ethnic and religious equality

> Return and readmission of irregular migrants in the EU

> Socio-economic effects of ageing societies

> **DRAFT**: Knowledge platform and network for social impact assessment of green transition policies

Cluster 2 key information

› Work Programme: [direct link](#) and see [F&T portal](#)

› 2022 Call open: 20, January 2022

› Deadline: 20, April 2022

› Total budget 2021-2022: 422 mEuro

› Budget increase achieved in the last round of Horizon Europe trilogue! Budget increased from €1 billion to **€1,9 billion for the period 2021-2027**.

› Topic information:
  - All single stage calls
  - 43 RIA's + 7 CSA's (2021-2022)
  - Budget indication for RIA: 2-3 mEuro per project(dest. 1 and 3) 3,5-4 mEuro per project (dest. 2)
  - 3 projects per topic (RIA), for CSA 1 project per topic

SSH Integration

› SSH in Horizon Europe: flagged topics

› SSH in Missions

› SSH Integration Monitoring report

› NCP network Net4Society
  www.net4society.eu

  – Factsheet succesful integration of SSH

  – Succes stories

  – Opportunities document (forthcoming)

Success stories in SSH integration

Compilation of factsheets on SSH integration presenting success stories in other Societal Challenges

(PDF, 5,62 MB)
Successful integration of SSH in Horizon 2020

Keys to successful integration of social sciences and humanities (SSH) in Horizon 2020

(PDF, 1,03 MB)
Opportunities for Researchers from the Social Sciences and Humanities (SSH)

Thank you!

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