CULTURE, CREATIVITY AND INCLUSIVE SOCIETY

What is this about?

The EU stands for a unique way of combining economic growth with high levels of social protection and inclusion, shared values including democracy, human rights, gender equality, and the richness of diversity. This model is constantly evolving and needs to deal with multidimensional challenges. H2020 Societal Challenge 6 devoted significant resources to fostering a greater understanding of Europe and providing solutions for inclusive, innovative and reflective European societies. Building on its achievements research and innovation activities under Horizon Europe's Cluster 2: Culture, Creativity and Inclusive Society focus on democratic governance, cultural heritage, and social and economic transformations. The priorities chosen are interconnected and respond to the most pressing social, political, economic and cultural concerns and expectations of European citizens. They provide a clear picture of what benefits and solutions citizens and different stakeholders can expect from relevant R&I actions.

- **Democracy:** Assist in the re-invigoration and modernisation of democratic governance. The aim is to develop innovations, policies and institutions that expand political participation, social dialogue, civic engagement and gender equality. Activities also seek to enhance transparency, the effectiveness of public policy-making, accountability and legitimacy and equally aim to improve trust in democratic institutions, safeguard liberties and the rule of law

- **Cultural Heritage:** Promote better access to, understanding of and engagement with cultural heritage. Research and innovations activities will seek to improve the protection, enhancement, conservation and more efficient restoration of European cultural heritage and enhance governance structures and cooperation. They will equally support the emergence of a sense of belonging based on the common roots of the diversity of European cultural heritage. R&I will also support European policies for cultural and creative industries contributing to sustainable growth and job creation.

- **Social and Economic Transformations:** Contribute to a comprehensive European strategy for inclusive growth. Activities will help reverse inequalities, develop skills and human capital, and tackle social exclusion and gender discrimination taking into account long-term trends and risks with a view to advancing the EU's employment, education and social inclusion policies. Scientific knowledge generated will equally contribute to the governance of migration and the integration of migrants and populations of immigrant background.

Some facts and figures

- Europe's creative and cultural sectors represent 4.2% of the EU's GDP and account for 8.4 million jobs, equal to 3.7% of total employment in the EU.
- European democracy faces a series of challenges, including the rise of Eurosceptic political parties, inequality and declining levels of trust to political institutions.
- 118 million people in Europe are at risk of poverty and social exclusion, and 14 million young people are not in education, employment or training.
- Automation impact: 14% of jobs in 32 OECD countries are highly automatable, equivalent to 66 million jobs.

Key policies

- Commission priorities: An economy that works for people; A Europe fit for the digital age; Protecting our European way of life; A stronger Europe in the world; A new push for European democracy.
- European Pillar of Social Rights; upward convergence in labour market and social affairs.
- EU2020 targets (Employment, R&D, Education, Fighting poverty and social exclusion).
- Rome Agenda: working towards 'a social Europe' and 'a Union which preserves our cultural heritage and promotes cultural diversity'.
- UN Sustainable Development Goals, and particularly SDGs 1 (No Poverty), 5 (Gender Equality), 8 (Decent work and economic growth), 10 (Reduced Inequalities), 16 (Peace, justice, rule of law).

Example projects from Horizon 2020

- Democracy: RECONNECT/'Reconciling Europe with its Citizens through Democracy and the Rule of Law', aims at understanding and providing solutions to the recent challenges faced by the European Union (EU). With an explicit focus on strengthening the EU's legitimacy through democracy and the rule of law, RECONNECT seeks to build a new narrative for Europe, enabling the EU to become more attuned to the expectations of its citizens. The project generates policy recommendations that are citizen-focused and consistent with the EU's principles going to the root of the Union's challenges.
- Cultural heritage: COURAGE creates an electronic registry of collections of cultural opposition in all former socialist countries in Europe. GIFT develops virtual customisable museum experiences or tours to address and, ultimately, better understand the complex ways in which users may confront art and heritage content.
- Social and Economic Transformations: TECHNEQUALITY. Technological innovations, such as robotics, big data, increased computing power and machine learning, promise great potential for increasing productivity and boosting general welfare. Furthermore, these innovations play a crucial role in securing the competitiveness and growth of EU economies. However, technological innovations may also have an impact on social inequalities (income, skills, wellbeing and health). The goal of the project is to improve the understanding of the relation between current technological innovations and social inequalities, by: Providing better predictions of the consequences of technological innovations for the European labour markets; Understanding which skills are crucial for productive growth and how skill differences can lead to (technology-driven) inequalities

in income, education, wellbeing and health; Researching how education (lower, higher and vocational) can prepare today's children and workers for tomorrow's labour market; Assessing how governments can avoid large-scale poverty caused by technological unemployment.

- Understanding social exclusion: DARE aims to increase our understanding of why and how young people become radicalised and our capacity to effectively counter radicalisation. ISOTIS addresses the nature, causes and impact of early emerging social and educational inequalities in the context of socioeconomic, cultural and institutional processes.

Head of Unit: Harald HARTUNG
Contact person: Harald HARTUNG