



Informare

**privind apelurile deschise în WP 5 Culture, Creativity and Inclusive Society 2025,
Destination Innovative Research on European Cultural Heritage and Cultural and Creative Industries**

Iunie 2025

2025

Apel	Descriere	Termen limită /Buget proiect
Evolution of culture in a virtualising world HORIZON-CL2-2025-01-HERITAGE-05	Expected outcomes: • A deepened understanding is developed and made available to researchers (including from SSH disciplines), policy-makers and industry professionals of the possible key long-term impacts on culture • Research and knowledge-based measures with a long-term view are developed and put in practice that guide development towards realising the opportunities linked to the virtualisation of life while mitigating the most important threats. • Significant contributions are made towards making Europe a global leader in virtual worlds that contribute to wellbeing, social cohesion and resilience in addition to competitiveness and growth. Scope: Based on research findings and scientific knowledge, projects should furthermore develop measures that would help realise the opportunities of cultural evolution in virtual and blended worlds, and mitigate the most important threats. Proposals are not expected to address all aspects of the virtualisation of life, but should choose a focus that has the potential to bring decisive benefits, and should make sure to analyse these areas with sufficient depth to create a solid knowledge base.	16 September 2025/2500000 to 3500000 Euros
A European Collaborative Cloud for Cultural Heritage – Innovative use cases HORIZON-CL2-2025-01-HERITAGE-03	Expected outcomes: Findings from thorough end-to-end testing based on real use cases contribute to a seamlessly working, user-friendly, inclusive and powerful European Collaborative Cloud for Cultural Heritage (ECCCH). By documenting and communicating the use cases deployed, a wide collection of innovative uses of the ECCCH is elaborated, which contributes to exemplify and illustrate its benefits and attract new users and user groups. By identifying and implementing improvements and engaging with users, significant contributions are made for the ECCCH to be widely used by European cultural heritage professionals and researchers. Scope: This topic aims at implementing real use cases and carrying out demanding end-to-end testing of the platform and its tools, in order to verify its capabilities and improve the ECCCH.	16 September 2025/2500000 to 4000000 Euros



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	The activities carried out should make use of several of the key features of the ECCCH, including the user tools implemented on it. Such key features may include use of the advanced digital twins, of the large-scale cooperation and co-creation features, of the digital continuum or of the advanced features for commercial cooperation with, for example, cultural and creative industries. Activities should involve a wide range of different organisations from across Europe, in accordance with the focus chosen. Entities from at least five different Member States or Associated Countries should be involved as active users of the ECCCH platform. Also, entities of different characteristics should be involved, such as small and large organisations, from different subsectors/areas of activity or scientific disciplines, etc.	
Cultural Strategies for Peace: culture and creativity as catalysts for conflict prevention and post-conflict reconciliation HORIZON-CL2-2025-01-HERITAGE-07	Expected outcomes: • Organisations active in diplomacy, culture, research (including SSH disciplines), and education gain insights into the strategic importance of culture, including cultural heritage and the arts, in the contemporary geopolitical context. • Public authorities, international organisations, NGOs, and society benefit from the empirical knowledge base derived from extensive case study collection, analysis, and evaluation, and from the identification of patterns and best practices, offering adaptable models for integrating culture into sustainable peacebuilding, conflict prevention, preparedness and post-conflict reconciliation. • Policymakers receive evidence-based recommendations and guidelines for innovative, sustainable peacebuilding strategies working with culture and aligned with EU principles and values. • Mechanisms fostering ongoing collaboration among researchers, practitioners, and policymakers are established, to ensure sustained progress in culture for security, foreign policy, and sustainable peace, and to support continuous advancement and integration of knowledge beyond the projects' conclusion. To pursue the expected outcomes, proposals might, by way of example: • Identify successful approaches to integrating cultural heritage as a strategic asset into foreign policy and security frameworks. • Explore the potential of cultural heritage as common ground for conflicting parties	16 September 2025/3000000 to 4000000 Euros

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	• Examine intangible cultural heritage and traditional knowledge as sources for peacebuilding strategies, fostering people-to-people connectivity, cooperation, and trust. • Explore strategies and approaches at the intersection of art and culture, emergency management, and community resilience. • Collect and analyse case studies of peacebuilding initiatives involving cultural and creative expressions and the arts, including bottom-up practices. • Analyse current policies to identify gaps and opportunities for integrating culture and peacebuilding into security and development frameworks. • Develop policy guidelines and frameworks to help policymakers incorporate cultural strategies into peacekeeping, security and social development agendas. • Explore digital technologies for enhancing cultural exchange and dialogue in peacebuilding. • Explore the imaginaries, narratives, and metaphors currently prevalent in the AI sector, • Develop metrics for evaluating the impact of cultural initiatives on peacebuilding, preparedness, and conflict resolution. • Conduct empirical studies to measure long-term benefits of these programmes on economic stability, social cohesion, and well-being in conflict-affected areas. • Investigate how culture can be manipulated, instrumentalised and exploited to provoke conflict, including the tactical use of cultural identity and cultural appropriation to incite tensions. • Investigate how cultural heritage of troubled pasts can be approached, providing new insights on how co-existence narratives of the past can contribute to reconciliation, reconstructive learning, and mutual understanding. In this respect, complementarities with topic HORIZON-CL2-2025-01-HERITAGE-08 might be sought. • Collect and analyse good practices related to leveraging cultural heritage, culture, and creativity to address societal challenges such as fragmentation, polarisation, rising extremism, migration, the refugee crisis, and regional and local tensions. • Investigate how intersectional factors such as gender, age, citizenship, and socioeconomic status affect participation in and outcomes of cultural peacebuilding initiatives. • Assess the differential impacts on various demographic groups and develop strategies for inclusivity.	
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	• Evaluate the role of cultural institutions and practices in restorative and transformative justice. • Conduct longitudinal studies to assess long-term effects of cultural interventions on community resilience, social cohesion, and economic recovery in post-conflict regions. • Identify key determinants of sustainability of cultural peacebuilding efforts and consolidate understanding of how to sustain peace once achieved. • Investigate the link between culture, cultural heritage, and sustainable economy, examining their effects on post-conflict recovery, reconstruction and sustainable peace. • Establish sustainable collaboration mechanisms to ensure continuous engagement among key stakeholders, researchers, practitioners, and policymakers, including in diplomacy, promoting robust and long-lasting exchange and cooperation.	
Bridging historical past and future potential through conservation, preservation, and adaptive use of Europe's contentious and dissonant heritage HORIZON-CL2-2025-01-HERITAGE-08	Expected outcomes: • Dialogues between academics, local authorities and communities are strengthened by a Strategic Research and Innovation Agenda identifying trends, drivers, gaps and opportunities and highlight the added value for further research in this area. • Academic researchers and practitioners (including from SSH disciplines) collaborate to apply tangible research findings in real-world contexts, addressing challenges posed by contested heritage, threatened by neglect, deterioration or abandonment. • Cultural and Creative Industries (CCIs) and local authorities have access to innovative solutions to revitalise and reconsider contested cultural heritage to ensure its preservation, conservation, and adaptability for use while engaging future generations in tackling complex historical challenges. • Policy makers and public authorities are equipped with actionable recommendations to tackle the lack of awareness on contested heritage, with a focus on education and sustainable cultural tourism as key areas for action. Scope: • Proposals should explore the multiple perspectives on troubled pasts and their impact on cultural heritage, with a focus on heritage assets connected to colonial, totalitarian and authoritarian regimes which may be linked biased or discriminatory beliefs. • Proposals should establish a collaborative and multidisciplinary network of professionals. It could rely on expertise from given disciplines and fields, such as: anthropology, history, heritage science (focused on	16 September 2025/2500000 to 3500000 Euros



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	conservation and exhibition and museum curation), media and intercultural communication, political science and science education.	
Leveraging artificial intelligence for creativity-driven innovation HORIZON-CL2-2025-01-HERITAGE-04	Expected outcomes: Projects should contribute to at least three of the following expected outcomes: • Policy makers, Cultural and Creative Industries (CCI) and other stakeholders gain insights into the impact of AI, including, but not limited to, generative AI, on artists, creatives, cultural professionals, creative businesses and on the market for cultural and creative goods and services, as well as on the future of creative work. • Policy makers, research (including SSH disciplines), education, industry, and society benefit from robust, evidence-based policy recommendations and concrete solutions promoting a mutually beneficial interplay between CCI and AI. These policy recommendations and solutions aim for a fairer marketplace that fosters transparency, fairness, non-discrimination, diversity, and accountability by design, while respecting artistic freedom. • Policy makers, the CCI, and stakeholders are provided with case studies and evidence-based policy recommendations to harness the CCI' potential for AI innovation and promote human-centric, unbiased AI applications. • Frameworks, protocols, and tools for managing intellectual property and personality rights in AI development, training, and use, addressing unauthorised data use and legal breaches, are available to CCI and public authorities. • Mechanisms or platforms, such as CCI-led competence centres or hubs, are proposed to facilitate interaction among artists, creatives, AI specialists, cultural institutions, and creative businesses. To address the multifaceted intertwining between AI and the CCI, and to foster a sustainable, innovative environment, the following areas could contribute to this topic's expected outcomes: • Explore the impact of AI - including generative AI, and emerging AI systems - on CCI markets and audiences, ranging from individual artists and creators to processes, services, products, and consumer interactions. • Investigate AI's current and potential applications within CCI that enhance creativity, innovation, and competitiveness. • Focus on AI integration in those cultural and creative industries where it is most disruptive or most needed to optimise processes and reap business opportunities,	16 September 2025/4000000 to 5000000 Euros

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	identifying key risks, changes in employment and job profiles, and the need for upskilling, reskilling, and capacity building. • Develop a sound understanding of how the intersection of CCI and AI can drive innovation both within the CCI and across other sectors, promoting business processes that respect and promote cultural diversity, foster the discoverability of European content and protect and reward human creativity. • Investigate the underexplored potential of creativity and the arts to engage with AI developments and collaborate with AI specialists and third parties when appropriate. This can aim to design trustworthy, ethical, user-friendly intelligent systems that meet people's needs, enhance user experience, safeguard cultural diversity, address biases (including biases towards gender, sex, age, race or ethnicity, sexual orientation, and migrant status) boost CCI's competitiveness, and promote societal adoption of AI. • Develop pilots, guidance, and innovative toolkits, including use cases, checklists, and algorithms, addressing CCI needs and values, cultural diversity, and the protection of intellectual property rights, including copyright and related rights. • Facilitate interaction among artists and creatives, AI developers, cultural institutions, creative businesses, and third parties as appropriate, to promote knowledge transfer and enhance AI-powered innovation in CCI. • Provide mechanisms or platforms for collaborations, peer learning, and knowledge sharing to build capacity and foster creativity-led innovation, while integrating humanistic perspectives into AI through dialogues that blend creativity and the arts with AI communities within research, policy, and practice. • Assess the role cultural organisations can play in training AI systems in their areas of competence to represent multilingualism and cultural diversity in digital environments and to foster accessibility, and the extent to which AI contributes to their value creation, enhancing traditional methods and practices and personalising engagement with their public. • Devise strategic recommendations for policies and practices that foster a mutually beneficial relationship between AI and CCI, propose fair rights management solutions and address employment, skills, and innovation challenges.	
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Innovative approaches to intangible cultural heritage for societal resilience HORIZON-CL2-2025-02-HERITAGE-02-two-stage	Expected Outcome: Projects should contribute to the following expected outcome: Policymakers are provided with a multi-dimensional overview and assessment of intangible cultural heritage (ICH) role in contemporary societal challenges and European social, economic, and cultural dynamics. A comprehensive analysis of ICH's potential for societal resilience and its contribution to climate change mitigation and adaptation becomes available. Additionally, proposals should contribute to at least two of the following expected outcomes: • Policymakers (at all levels), public authorities and stakeholders have access to an array of innovative practices, strategies, and tools for incorporating ICH in community resilience planning, for ICH innovative safeguarding and for expanding community engagement with ICH practice, safeguarding, and communication. This includes awareness of gender dynamics in ICH practices. • Innovative policies aimed at preserving ICH amid disasters, conflicts, migration, and population displacements are supported by data and knowledge. • New methodological approaches and tools using digital technologies for documenting, communicating, and transmitting ICH become available. Community engagement with ICH, particularly among youth, crucial for sustainable and intergenerational transmission of living cultural practices, is broadened. • The sustainable use of ICH as source of inspiration for creative designs and practices, to spur sustainable development and provide a valuable resource to communities, e.g. for attracting cultural tourism, is enhanced. Measures to prevent overuse, inappropriate use, and depletion are strengthened. • A future research agenda is devised for sustainable ICH practices respecting cultural diversity, human rights, and gender equality; cultural aspects of societal resilience will be addressed. Scope: Proposals should consider involving communities bearing and practicing intangible cultural heritage alongside with researchers and other stakeholders. Proposals should build on existing knowledge, activities, and networks, notably those funded by the European Union. They should complement ongoing Horizon Europe projects and are expected to liaise with the European Partnership on Resilient Cultural Heritage (see HORIZON-CL2-2025-03-HERITAGE-01).	Stage I: 16 September 2025 Stage II: 17 March 2026 Budget: 3000000 to 4000000 Euros
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	The Commission expects funded projects to regularly coordinate with relevant Cluster 2 projects (including those under the European Partnership on Resilient Cultural Heritage) to ensure complementarity of deliverables and outcomes, where appropriate.	
Sursa informatiilor: EU Funding & Tenders Portal Programul de lucru WP 5, Culture, Creativity and Inclusive Society 2025		