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DEGLI STUDI
DI MILANO

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New opportunities for Cultural Heritage and Environment in Horizon Europe (HE)
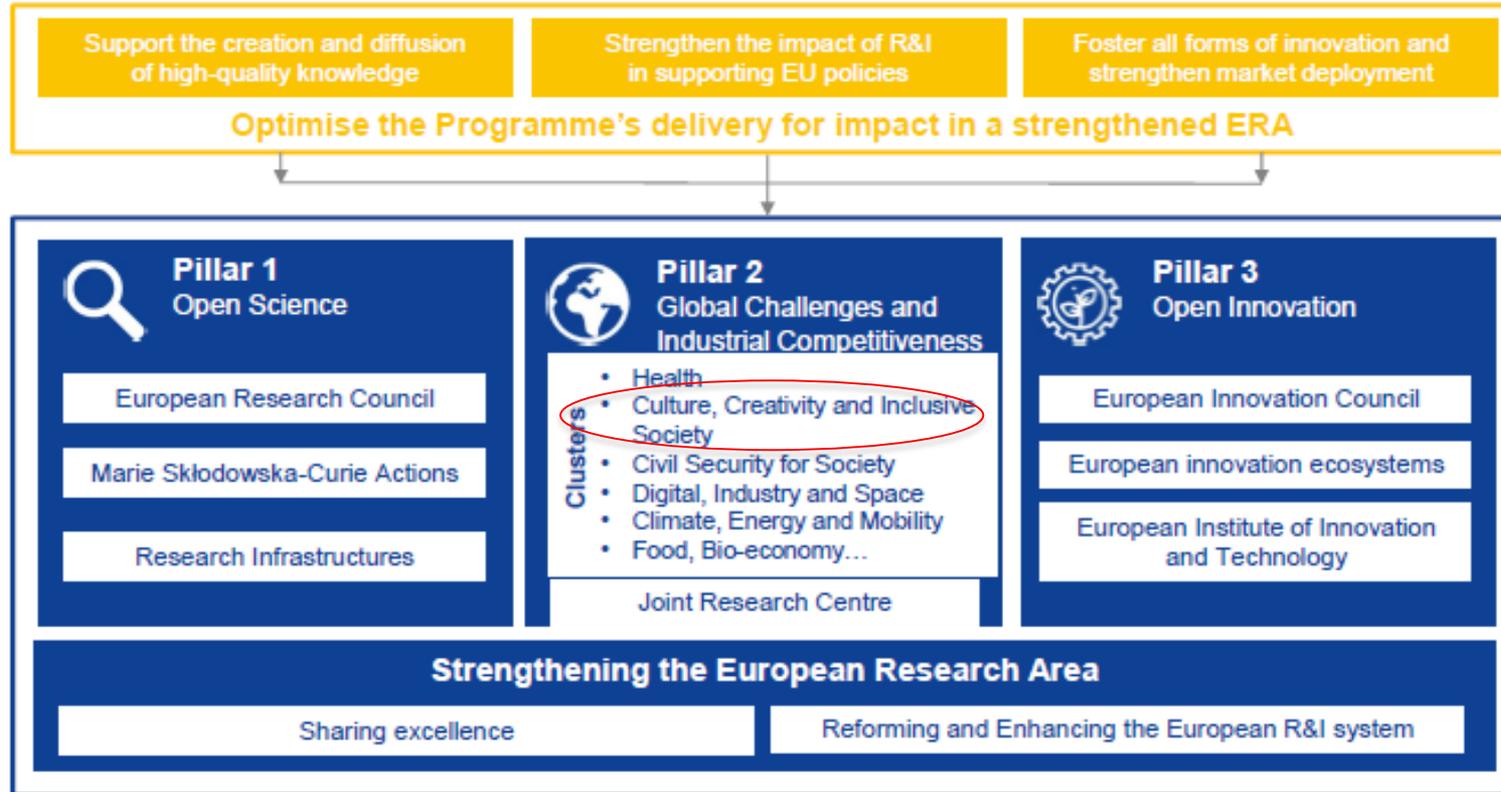
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Horizon Europe: evolution not revolution

Specific objectives of the Programme

Support the creation and diffusion of high-quality knowledge	Strengthen the impact of R&I in supporting EU policies	Foster all forms of innovation and strengthen market deployment

Optimise the Programme's delivery for impact in a strengthened ERA

Pillar 1
Open Science

- European Research Council
- Marie Skłodowska-Curie Actions
- Research Infrastructures

Pillar 2
Global Challenges and Industrial Competitiveness

Clusters
- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society
- Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bio-economy…

Joint Research Centre

Pillar 3
Open Innovation

- European Innovation Council
- European innovation ecosystems
- European Institute of Innovation and Technology

Strengthening the European Research Area

Sharing excellence	Reforming and Enhancing the European R&I system

European Commission

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Destinations

1. Democracy and Governance

2. **Cultural Heritage**

3. Social and Economic Transformations

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

1. Share and **increase access** to and **participation in cultural heritage** through innovative approaches, new and emerging technologies, including **digitisation** and increased cultural literacy.

2. Improve the **protection, enhancement, conservation** and more efficient restoration/regeneration of cultural heritage/cultural landscapes

3. Develop new approaches, concepts and practices for **sustainable, accessible and inclusive cultural tourism**.

Cultural Heritage – main intervention areas (2)

1. Strengthen the innovation potential of **cultural and creative industries**
2. Develop cutting-edge **conservation and restoration technologies** and methods and provide innovative, integrated, sustainable and participative management models.
3. Preservation of **endangered languages/traditional crafts**

Why you should participate to a HE collaborative project

- Get research funds (also for future research!)

- Improve your international reputation

- Strengthen your international network

- Use your expertise to give your contribution to a societal challenge

- Participate to a multi-disciplinary and multi-sectorial research (and beyond) environment

Funding and Tenders Portal

1-Finding opportunities https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home

2-How to participate https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/how-to-participate

Examples of financed projects

1. TRANSFORMATIONS-17-2019 - Societal challenges and the arts

2. DT-TRANSFORMATIONS-11-2019 - Collaborative approaches to cultural heritage for social cohesion

1. ARTIS (New methodology for better art assessment): ARTIS is a collaboration to **theoretically explore**, **empirically capture**, and c**o-create** individual and societal change via the transformative power of art. We argue that to make better policy that advances art's efficacy, it is necessary to build a systematic program that combines empirical and theoretical research with perspectives of **artists, art educators, and other art stakeholder**s

2. AMASS (The arts: A social sculpture): AMASS, an arts-based action research project, aims to create concrete opportunities for people to come together and accompany artists as agents in creative projects and interpretations. This **multidisciplinary** project will consider a wide field of disciplines and through participatory approaches, it will use practical methods from the field of service design to explore the role of the arts in mitigating societal challenges, aiming at capturing, assessing and harnessing the **societal impact** of the arts and further generate social impact through **policy recommendations**

3. ARTSFORMATION (Mobilising the Arts for an Inclusive Digital Transformation): ARTSFORMATION will respond through **research, innovation and applied artistic practice** to these societal challenges, by equitably developing the capacity of artists and citizens alike - including those from geographically remote, socio-economically excluded minority, refugee and migrant backgrounds- to respond cohesively in making their communities and groups resilient and adaptive in the 4th Industrial Revolution.

4. CreaTures (When the arts address climate change): The project draws on **pilot research** that shows how collaboration, reflection and **direct engagement** are key to changing the public's orientation to environment issues.

1. SPICE (Social cohesion, Participation, and Inclusion through Cultural Engagement): The overall aim of the project is to foster diverse participation in the heritage domain through a process of ""citizen curation"". Citizens will be supported to: **develop their own personal interpretations of cultural objects; work together to present their collective view of life through culture and heritage; and gain an appreciation of alternative cultural viewpoints**. The consortium comprises: **three SMEs** from the visitor guide (GVAM), mobile game (PadaOne) and data mining (CELI) sectors; **four heritage institutions** (Design Museum Helsinki, Irish Museum of Modern Art, Gallery of Modern Art Turin, Hecht Museum); **and seven research centres** (Bologna, Aalto, Aalborg, OU, UCM, Turin, Haifa) with expertise in codesign, museology, HCI, Linked Data, narratology, ontologies, visualisation and user modelling

2. TRACTION the project will use opera to define new forms of artistic creation through which marginalised groups can tell the stories that matter now. Experimental projects will be held in Barcelona's inner-city neighbourhoods, Ireland's rural communities and Portugal's prison for juvenile delinquents in Leiria. It will propose new approaches as regards opera creation, digital media, and social integration and community development

3. MEMEX Smartphones can help build social cohesion. MEMEX promotes social cohesion through collaborative, heritage-related storytelling tools that provide access to tangible and intangible Cultural Heritage (CH) for communities at risk of exclusion.