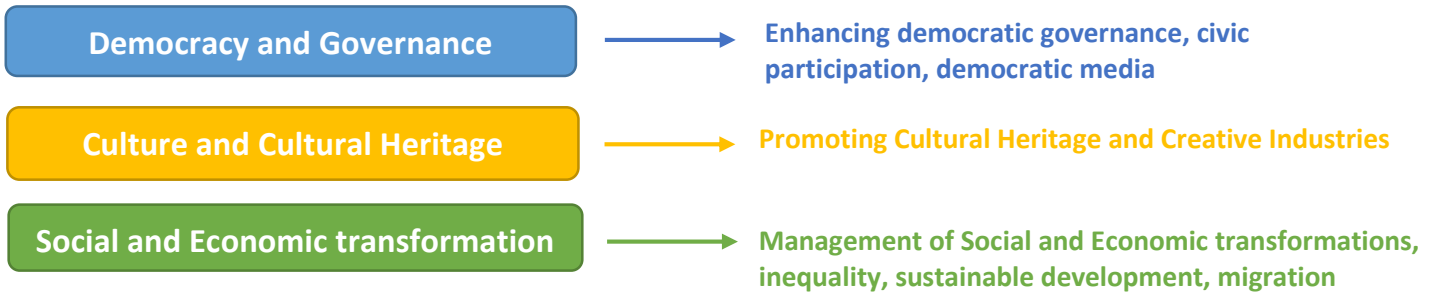


## CLUSTER 2. CULTURE, CREATIVITY AND INCLUSIVE SOCIETY

### Global Challenges and Areas of intervention



### EU Policy Objectives

Cluster 2 aims to address EU priorities that

- give a new push to European democracy, enhancing **participation, pluralism, non-discrimination**;
- protect cultural heritage, fostering a **creative economy** as well as sustainable and inclusive business models;
- better manage **migration** and **mobility**, enhancing **integration**;
- reflect on economic growth, reversing **inequalities** and promoting equal opportunities, fostering **social welfare** and the **transition** to a low carbon economy.



Cluster2 will contribute to the implementation of internationally agreed United Nation Sustainable Development Goals.



R&I activities within this Cluster have the potential to support missions in all areas.

Cancer	Soil health and food	Healthy oceans, seas, coastal and inland waters	Adaptation to climate change, including societal transformation	Climate-neutral and smart cities
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### Targeted impacts

- Support **policy action in favour of democracy**, its stability, and its further development with a view to enhancing representation, participation, openness, pluralism, cultural participation, respect of diversity, non-discrimination, the protection of fundamental rights and the rule of law
- Help tackle political extremism and polarisation and restore trust to governance
- Help **protect historical sites and monuments**, cultural landscapes, artefacts, museums, archives, as well as languages, customs, traditions, and values
- Promote research and innovation across the culture and creative sectors, fostering the value, protection access to and sustainability of culture across Europe

Support EU migration and mobility policies, both internal and external  
 Help **reverse social, spatial, economic, cultural and political inequalities** and their causes and promote gender equality  
 Assess and respond to the social, ethical, political and economic impacts of drivers of change (technology, globalisation, and changing demographics) in the wide variety of social, economic and territorial contexts in Europe

## Key R&I Orientations

### | ENHANCING DEMOCRATIC GOVERNANCE

- Build up evidence and policy recommendations on enhancing democracy and good governance, to help restoring trust in governance, close the gap between perceptions and reality, and respond to threats to the electoral process and democracy.
- Explore the potential of technological and scientific advancements, including big data, online social networks and artificial intelligence on democracy, to increase transparency and accountability of governments and to counterbalance disinformation of public opinion.

### | PROMOTING CULTURAL HERITAGE

- Develop cutting-edge conservation and restoration technologies and methods and provide innovative, integrated, sustainable and participative management models.
- Share and boost access to and participation in cultural heritage through innovative approaches, new and emerging technologies, including digitisation and increased cultural literacy.
- Develop new approaches, concepts and practices for sustainable, accessible and inclusive tourism, including cultural tourism.

### | MANAGEMENT OF SOCIAL AND ECONOMIC TRANSFORMATIONS

- Elucidate the societal – including political, ethical, cultural, gender and economic - effects of technological advancements and the impact of drivers of change (such as globalisation, ageing etc.) on jobs, skills, education, productivity, income, welfare and inequalities.
- Support EU migration and mobility policies. Research will focus on analysing past and current dynamics of migration and integration, future trends and projections, societal impacts of migration of refugees and other migrants, and the effects of migration policies



### European Partnerships

No European Partnerships are currently suggested under this cluster. However, a legislative procedure is ongoing concerning the Commission proposal on the [Strategic Innovation Agenda of the EIT 2021-2027](#) that identifies Cultural and Creative Industries as a priority field for a new [Knowledge and Innovation Community](#).