

Work programme 2025 feedback opportunity - Cluster 2 – Culture, Creativity and Inclusive Society Destination 2

Fields marked with * are mandatory.

The work programme 2025 will implement the key strategic orientations set out in the [Horizon Europe strategic plan 2025-2027](#). Respondents are invited to consult the relevant cluster annexes of the strategic plan before answering the questionnaire.

Introductory questions

The feedback opportunity for the Horizon Europe work programme 2025 is carried out at the level of the 'Destinations'.

This is the survey about the **Cluster 2 – Culture, Creativity and Inclusive Society work programme part, Destination 2 'Innovative research on European cultural heritage and cultural and creative industries'**.

* Have you already replied to one of the other surveys related to the Horizon Europe work programme 2025?

- Yes
- No

* 1. I am giving contribution as

- Individual, providing feedback in my personal capacity
- Representative of an academic/research organisation
- Representative of a company/business organisation
- Representative of a consumer organisation
- Representative of an environmental organisation
- Representative of a public authority
- Representative of a non-governmental organisation (NGO)
- Social partner
- Other

* 2. Your name

Enrico

* 3. Your surname

Turrin

* Your email

eturrin@fep-fee.eu

* 5. The focus of your work is

- Global
- European
- National
- Regional and / or local

* 6. What country are you / your organisation based in?

Belgium

* 7. Name of the organisation

Please mention N/A if you reply as an individual

Submission on behalf of several organisations: Federation of European Publishers (FEP-FEE), Coordination of European Picture Agencies Stock, Press and Heritage (CEPIC), Independent Music Companies Association (IMPALA), Video Games Europe (VGE)

* 8. What is the size of your organisation?

Please select N/A if you reply as an individual

- Less than 10 employees
- Between 11 and 50 employees
- Between 51 and 250 employees
- More than 250 employees
- N/A

* 9. What is your transparency register number?

Please mention N/A if you don't have one

398541467-53, 844063451685-53, 12383069253-19, 20586492362-11

Questions on the orientations for work programme 2025

Please find here the orientations for the Cluster 2 – Culture, Creativity and Inclusive Society work programme part, Destination 2 'Innovative research on European cultural heritage and cultural and creative industries'. The **orientations provide the impacts and outcomes** expected from the actions to be funded in 2025.

Please click the link to download the orientations

The questions below relate to the expected impacts and outcomes as outlined in the orientations document.

1. How relevant are the expected outcomes for achieving the expected impacts described in the orientations? Please select the answer from the scale where '1' means that the expected outcome is not relevant at all, and '10' – that it is very relevant.

	1	2	3	4	5	6	7	8	9	10
Europe's cultural heritage and cultural and creative industries become drivers of an inclusive green transition towards the European Green Deal goals.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cutting-edge conservation and restoration technologies and methods, and innovative and sustainable management models, make Europe a world leader in sustainable heritage management.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
R&I contribute to sustainable conservation, development and regeneration of cultural landscapes.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Europe's cultural heritage institutions and its cultural and creative industries take full advantage of a digital collaborative ecosystem to contribute decisively to sustainable economic growth, social cohesion as well as to the protection of cultural heritage at risk.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A better understanding of the implications of artificial intelligence developments for creativity-driven innovation is developed, and its potential is unleashed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthened use of cutting-edge digital tools and collaborative platforms by Europe's cultural heritage institutions and research community support new breakthrough research and extensive collaboration and co-creation between various stakeholders, including CCIs.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Innovative business models and technological advances strengthen the cultural and creative industries and increase their global competitiveness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Increased access to and participation in culture and cultural heritage is achieved through innovative approaches as well as new and emerging technologies.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Europe's cultural heritage, the arts and cultural and creative industries strengthen the European sense of belonging, contribute to inclusivity and reinforce European values.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong interaction between old and new forms of cultural and artistic expression promotes tangible and intangible heritage, arts and intercultural dialogue.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New technologies and methods contribute to counteract illicit trafficking and other misuse of cultural goods.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New approaches, concepts and practices foment sustainable, accessible and inclusive cultural tourism.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. For the expected outcomes mentioned above, please explain why you find them relevant/not relevant.

1500 character(s) maximum

Our organisations (FEP, CEPIC, IMPALA, VGE) believe that Horizon Europe can be a powerful tool to leverage new technologies and their impact on CCIs. The CCIs encompass a diverse range of sectors, from the picture industry, books and music to videogames; they are a most valuable asset for Europe. However, the current focus on cultural heritage in Cluster 2, while valuable, significantly overlooks the role of the CCIs in driving economic growth, content creation and job creation. An adjusted approach is needed, one that supports Europe's CCIs in enhancing their global competitiveness and integrates the role of new technologies in fostering creative innovation within CCIs.

While we have identified only two priorities above as relevant, we encourage the Commission to enter a dialogue with industry leaders, so that the next funding cycle can be adjusted to address trends and needs of the CCIs. Horizon Europe has potential to empower CCIs to further harness the potential of technological advances and become a powerful driver of growth and competitiveness.

3. For the orientations presented, what is missing, should be further expanded or reformulated? Please explain why?

3000 character(s) maximum

While acknowledging the significance of cultural heritage, the orientations lack a robust focus on the Cultural and Creative Industries (CCIs) which drive job creation, growth and competitiveness. We therefore kindly suggests taking into consideration the following:

-Needs of CCIs beyond cultural heritage: The current focus on cultural heritage institutions (CHIs), although valuable, neglects the broader CCIs landscape. Our sectors are a crucial engine for job growth and economic prosperity in Europe, and their specific needs require re-calibrating and re-targeting the support. While CHIs play a role in the CCIs ecosystem, they are not the primary drivers of job creation.

-Value the role of CCIs to drive growth and competitiveness: By not prioritising CCIs, the program misses the opportunity to nurture Europe's creative talent and foster a competitive global advantage. The CCIs are a significant contributor to Europe's soft power and cultural influence on the world stage.

-Strengthen the communication strategy of Horizon towards relevant stakeholders: The lack of a clear communication strategy and stakeholder engagement has made the programme invisible and disconnected from the CCI's actual needs: We find it problematic that the main CCIs are unaware of upcoming projects and funding proposals. This situation hinders effective participation by CCIs, in relevant proposals. Without clear communication of program goals and objectives, or a dedicated space for voicing their needs and concerns, CCIs are less likely to actively engage and contribute their expertise.

Reformulation suggestions:

-Enhance stakeholder engagement and communication: The program should establish clear communication channels, outlining goals, funding priorities, and expected outcomes. Additionally, a dedicated mechanism for continuous dialogue with leading European industry clusters should be implemented. This ongoing communication and stakeholder engagement would ensure that CCIs are not only aware of program opportunities but also have a platform to voice their needs and contribute to shaping the program's direction.

-Reformulate the Cluster 2: to drive innovation and market growth in CCIs, funding and evaluation criteria should be tailored based on industry dialogue. This means, among others, empowering creators with the skills and knowledge to leverage both new and existing technologies, including AI, as tools to enhance their creativity, not replace them. The focus should be on supporting the development and market uptake of new technologies (and adaptation of existing ones), business models, and innovative content formats within CCIs, and addressing skills and training challenges. Additionally, copyright education is crucial for both creators, to protect their work, and technology providers, to understand how copyright safeguards the entire creative value chain.

Horizon Europe can thus become a powerful tool for boosting the competitiveness of Europe's CCIs.

Background Documents

[Privacy statement.pdf](#)

Contact

[Contact Form](#)

