

Cluster 2: Culture, Creativity and Inclusive Society

MishMash Centre for AI and Creativity

Siv Haugan and Anette Askedal

National contact points and national experts, cluster 2

Research Council of Norway





1. Cluster 2
2. Work Programme 2026–2027: key calls & timeline
3. New European Partnerships
4. Support from the Research Council of Norway



Horizon Europe

Total budget: EUR 95,5 billion

Excellent Science (EUR 25 billion)	Global Challenges and European Industrial Competitiveness (EUR 53.5 billion)	Innovative Europe (EUR 13.4 billion)
European Research Council (ERC) (EUR 16.0 bn.)	Clusters <ol style="list-style-type: none">1. Health (EUR 8.2 bn.)2. Culture, Creativity and Inclusive Societies (EUR 2.3 bn.)3. Civil Security for Society (EUR 1.6 bn.)4. Digital, Industry & Space (EUR 15.3 bn.)5. Climate, Energy and Mobility (EUR 15.1 bn.)6. Food, Bioeconomy, Natural Resources, Agriculture & Environment (EUR 9.0 bn.) EU Joint Research Centre (JRC) (EUR 2.0 bn.)	European Innovation Council (EIC) (EUR 10.1 bn.)
Marie Skłodowska-Curie Actions (MSCA) (EUR 6.6 bn.)		Innovation Ecosystems (EUR 0.5 bn.)
Research Infrastructures (EUR 2.4 bn.)		European Institute of Innovation and Technology (EIT) (EUR 3.0 bn.)
Widening participation and strengthening the European research area (EUR 3.4 billion)		
Widening participation and spreading excellence (EUR 3.0 bn.) Reforming and enhancing the European R&I system (EUR 0.4 bn.)		



Cluster 2: Areas of intervention



Democracy and Governance



Cultural Heritage and the Cultural and Creative Industries



Social and Economic Transformations

Cluster 2

CULTURE, CREATIVITY & INCLUSIVE SOCIETY





Selected calls - HERITAGE

Deadline: 23 September 2026:

- Artistic intelligence
- *AI integration in CCSI work practice:*
- *Creative alliances*

Deadline: 23 September 2027

- *Societal impact of cultural heritage*



EN

Horizon Europe

Work Programme 2026-2027

5. Culture, Creativity and Inclusive Society

(European Commission Decision C(2025) 8493 of 11 December 2025)



HERITAGE

Cultural Heritage and the Cultural and Creative Industries

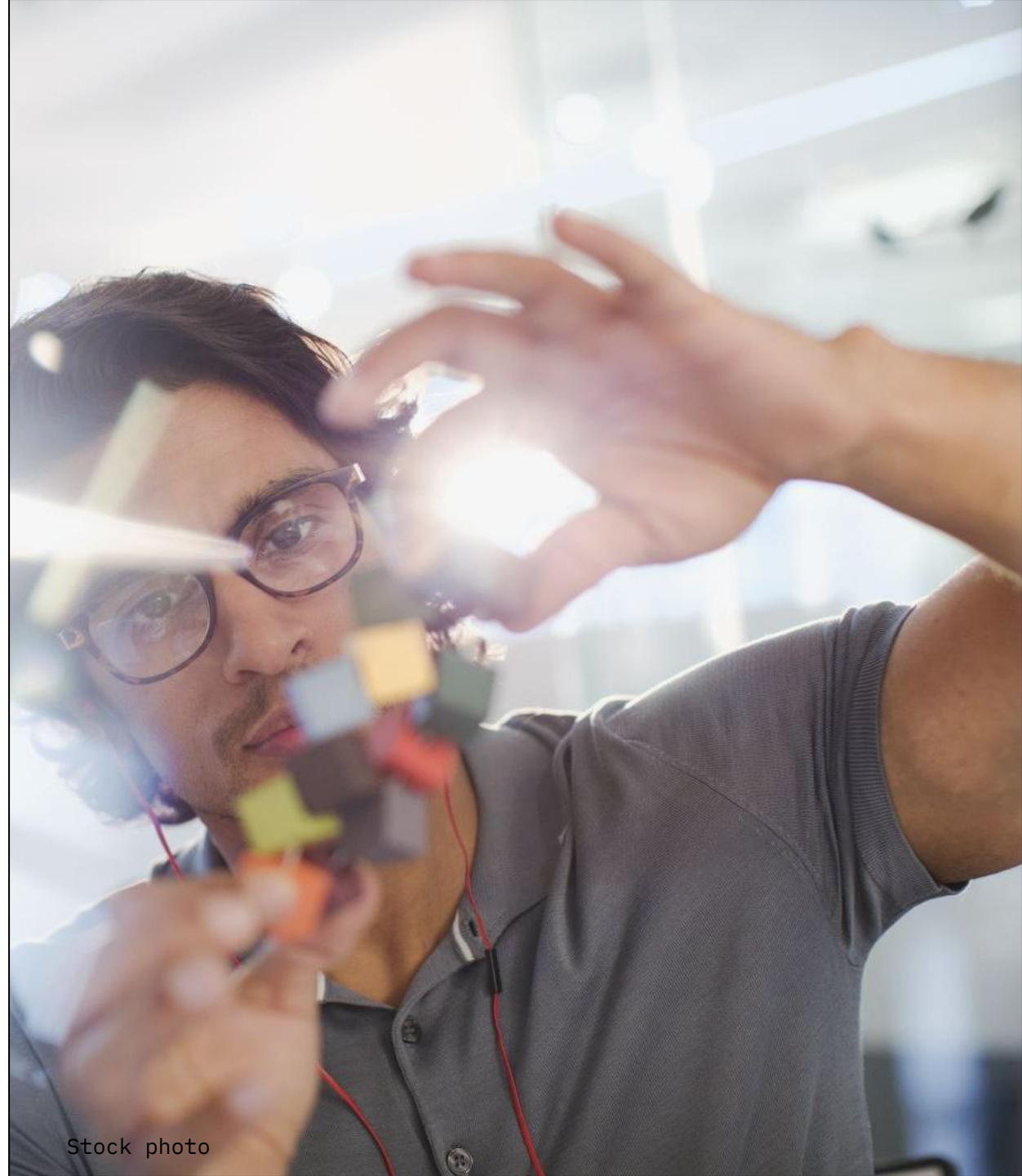
Expected impact:

Proposals for topics under this Destination should set out a credible pathway to contributing to the following expected impact:

The full potential of cultural heritage, arts and cultural and creative industries and sectors as drivers of both sustainable innovation and a European sense of belonging is realised through a continuous engagement with society, citizens and economic sectors.

Relevant EU-strategy:

A Culture Compass for Europe (2025)



Stock photo



HORIZON-CL2-2026 01-HERITAGE-01

“Artistic intelligence”: harnessing the power of the arts to address complex challenges, enhance soft skills and boost innovation and competitiveness

Projects should:

- Develop tools, methods & guidance for collaboration
- Strengthen art–science–technology ecosystem
- Address societal challenges across sectors
- Generate evidence and impact assessment approaches
- Engage artists in interdisciplinary innovation

Demonstrate impact (choose ONE):

- Enhancing soft skills (creativity, critical thinking, etc.)
- Artist-led pilots with emerging technologies (AI, XR, immersive)

Research and Innovation Action

15 mill. EUR (3 projects expected to be funded)





HORIZON-CL2-2026 01-HERITAGE-03

AI integration in CCSI work practice: catalysing innovation and competitiveness

- Assess AI readiness and identify barriers in CCSI
- Develop strategies, tools & guidelines for AI integration
- Enable co-created solutions using data and digital infrastructures
- Deliver ethical, inclusive and scalable AI solutions
- Strengthen competitiveness, business models and innovation capacity

Demonstrate impact (choose ONE or BOTH):

- Scalable AI pilots across value chains to drive innovation and efficiency
- Inclusive, ethical AI pilots for diversity, accessibility and engagement

Innovation Action

15 mill. EUR (3 projects expected to be funded)





HORIZON-CL2-2026-01-HERITAGE-05

Creative alliances: Fostering global partnerships in cultural policies and CCI innovation

- Promote international cooperation on cultural policy and creative industries through equal partnerships.
- Develop strategies and recommendations for sustainable, inclusive partnerships.

Two distinct but interconnected focuses:

Focus 1: Cultural and creative industries' innovation beyond border.

Focus 2: International cultural relations for global resilience.

Research and Innovation Action

15 mill. EUR (4 projects expected to be funded)





HORIZON-CL2-2027-01-HERITAGE-07:

Societal impact of cultural heritage

Examines how cultural heritage shapes societal outcomes.

Analyses both positive and contested impacts of heritage.

Generates evidence to support policy and practice

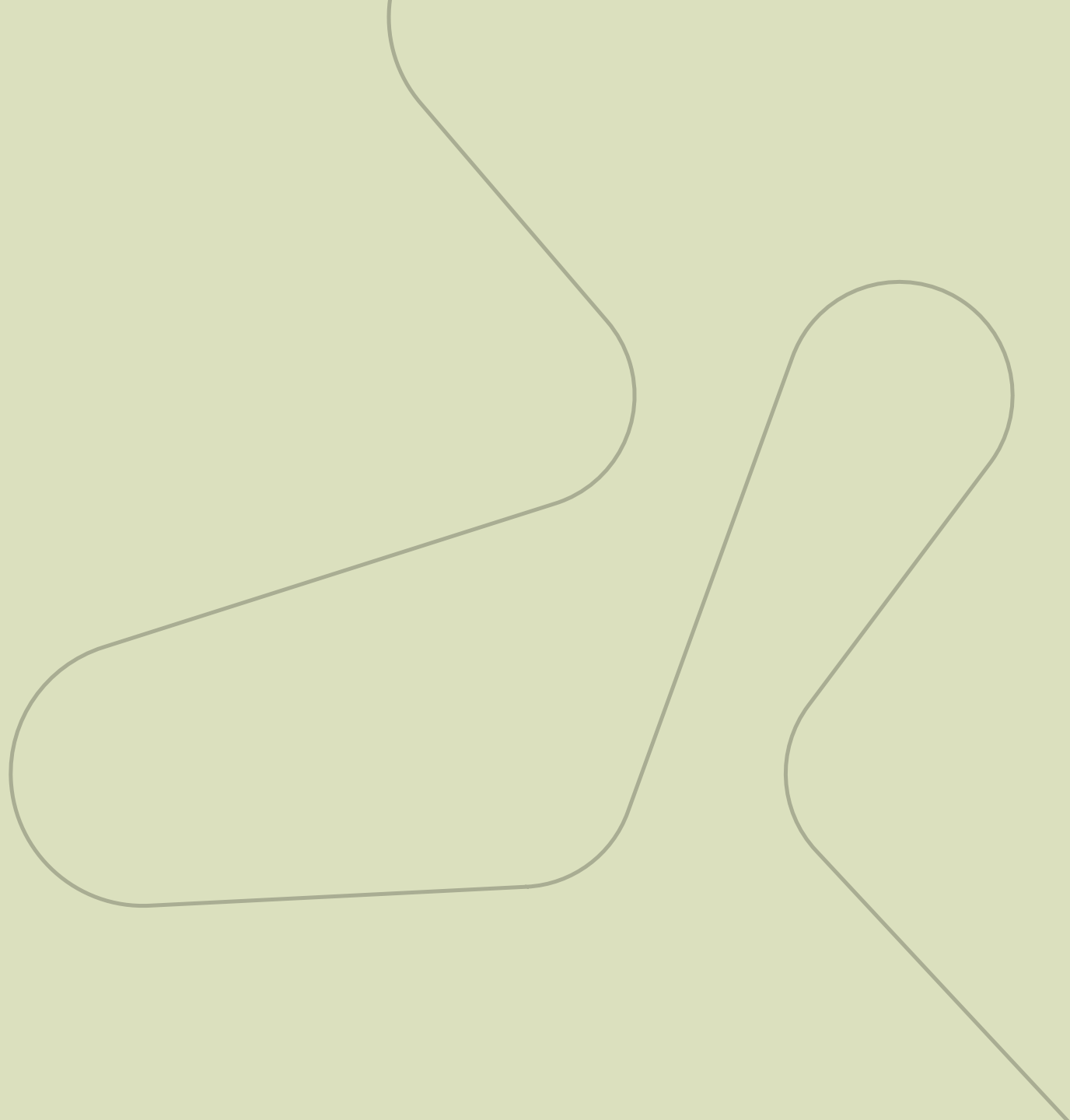
Promotes inclusive and participatory approaches

Research and Innovation Action
15 mill. EUR (5 projects expected to be funded)



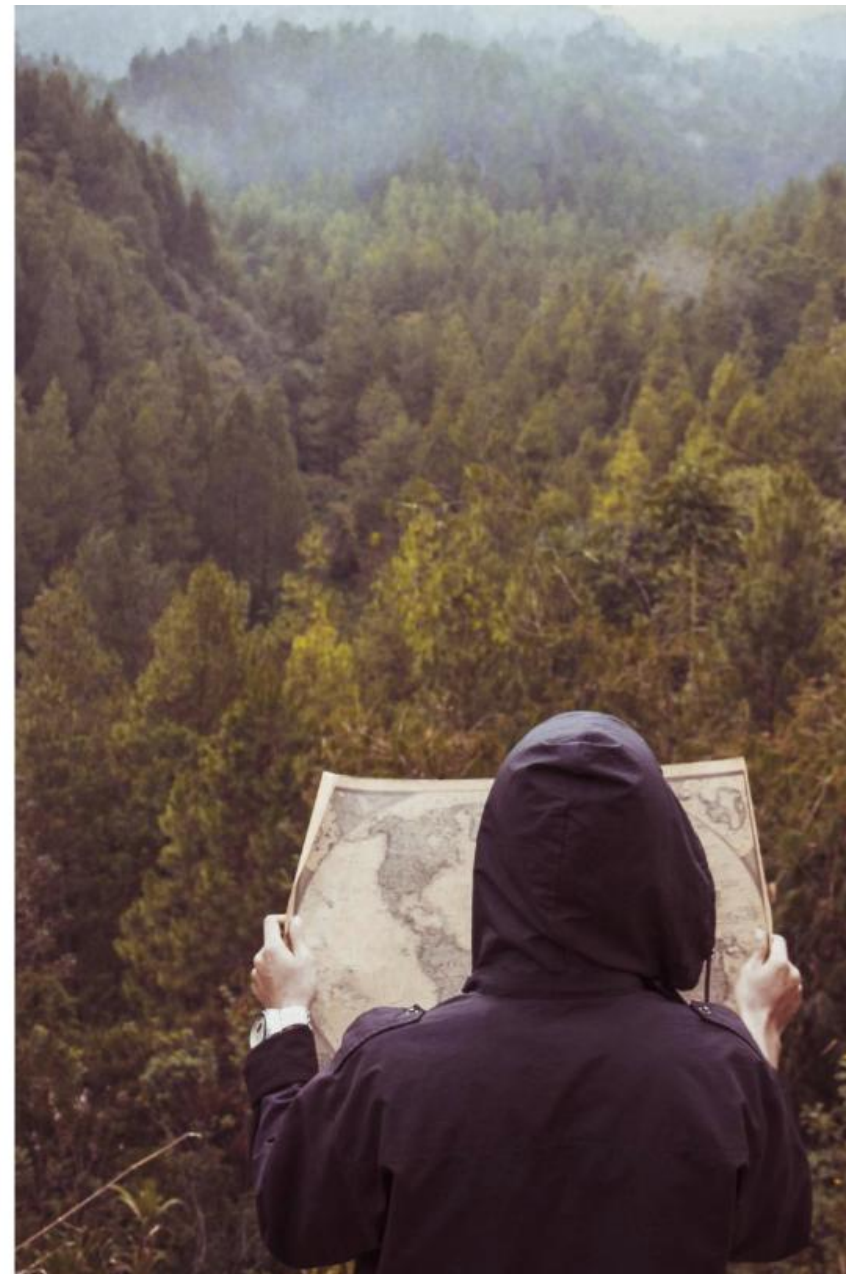


Some Advices



Call analysis

- Understand clearly the Commission's expectations
- Ensure compliance with the additional admissibility and eligibility conditions (if any)
- Guarantee being "within scope"
- Maximise alignment with the call objectives
- Ease your job in designing the proposal



Example of topic analysis

- Needs and challenges that need addressing
- Objectives to be achieved
- Activities to conduct / methodologies to use
- Outputs
- Cross-cutting priorities
- Target groups and stakeholders

Expected Outcome:

This topic aims at supporting activities that are enabling or contributing to one or several impacts of destination 1 "Staying healthy in a rapidly changing society". To that end, proposals under this topic should aim for delivering results that are directed, tailored towards and contributing to all of the following expected outcomes:

- **Health care professionals, national/regional public authorities** and **other relevant actors** in key settings (e.g. schools, workplaces, etc.):
 - Have access to and apply evidence-based, innovative, cost-effective/cost-neutral, large-scale, comprehensive **strategies and interventions** for the **promotion of mental health and the prevention of mental ill health**, targeting the most **vulnerable populations**;
 - Adopt **clinical guidelines, best practices, implementation strategies and policy recommendations** (as applicable to them) to **mitigate the mental health burden and help cope with the (combined) effects of a transforming Europe** (e.g. the socio-economic consequences of the COVID-19 pandemic, climate change, environmental degradation, energy transition, demographic and migration factors, digitalisation, and exponential technological advancements);
- The **scientific community** together with the **public authorities** anticipate new and emerging risks to mental health associated with a transforming Europe, contributing to better and inclusive public mental health preparedness.
- **Citizens** have access to and make use of **new tools and services** to take informed decisions about their wellbeing and mental health care needs (including for self-management and self-care).
- Citizens feel less stigmatised and marginalised due to their mental ill health.

Scope:

Against the backdrop of a transforming Europe and in the midst of a global pandemic, the EU is committed to lead the transition to a healthier planet and a new digital world. The **health and wellbeing of its citizens is a prerequisite** to achieve this aspiration.

On the one hand, **extreme weather and environmental disasters have risen dramatically** over the last decade. Links between these events and serious mental health problems, including anxiety, depression, post-traumatic disorder and suicide, have been reported. Moreover, several new words such as "eco-anxiety", "ecoparalysis" and "ecological grief" have been coined to express the **acute and/or chronic effects on mental health caused by climate and environmental changes**.

Accordingly, the proposed research should aim to deliver in all three dimensions listed below, focusing on one or several of the (combined) effects of a transforming Europe highlighted in the "Expected Outcomes"¹⁴.

1. **Provide a comprehensive knowledge base of how a transforming Europe can influence mental health in a fast-evolving society, especially in the most vulnerable populations, by consolidating data from relevant sources and/or acquiring new data, and by reviewing existing methodologies.**
2. **Develop and implement (pilot and/or scale-up) interventions, which promote wellbeing and prevent mental illness to help cope with and mitigate the stress of a changing society, including digitalisation, climate change and/or other factors highlighted in the "Expected Outcomes"**.⁸The interventions should target relevant settings (e.g. workplaces, schools) and the most vulnerable population (e.g. children and adolescents, the elderly, people with pre-existing health conditions and co-morbidities and other high-risk groups such as socio-economically disadvantaged groups, migrants, etc.). **Integration of care and coordination among different settings from communities to health care is desirable. The effectiveness of the interventions should be evaluated, inter alia, in terms of health outcomes, (comparative) cost-effectiveness, implementation facilitators and barriers.** Depending on the aspects covered by the proposed research, desired outputs may include, but are not limited to:
 - **Evidence-based guidelines for health care professionals** on the **promotion of mental wellbeing and prevention of mental illness related to ICT and climate and environment change (including screening methods)**.
 - **Evidence-based pedagogical practices for education professionals** to foster mental health promotion in schools (including higher education) and/or via eLearning.
 - **Consultation during school time** to educate **students** (e.g. on coping with change) and to **detect early students at risk**.
 - **Educational material and campaigns** targeting the most **vulnerable groups** (e.g. children and the elderly), **disseminated via the most appropriate and effective media and communication channels**, to improve health literacy, skills, attitudes and self-awareness **leading to a better (self-)management of wellbeing and/or mental ill health**.
 - **Studies on occupational mental health in the workplace**, in particular in **small and medium-sized enterprises**, (e.g.): i) understanding the impact of a 24-hour digital economy on workers' well-being, also in terms of managerial control mechanisms, work-life balance and privacy and developing/piloting new methods to protect and support workers' well-being in this respect; ii) designing information and training campaigns for workers to integrate the already visible impacts of digitalisation-induced changes into the professional risk assessment processes; iii) developing return-to-work programmes, also exploring innovative collaboration between mental health services, (life-long) education, and employment sectors. This will ensure appropriate support to better integrate individuals affected by mental ill health in the workforce and the society.



Tips from evaluators

- **Interdisciplinary panel:** The evaluators come from different disciplines. Make sure that the project description is easily accessible to everyone, even if the topic is complex.
- **Educational text:** Write simply and focused and have a common thread through the text. Feel free to use visual elements. A good project summary is important.
- **Respond to the requirements:** Clearly show that you are responding to everything that is requested. The process is rigid and schematic – if something is left out, you get a move
- **Consortium:** Have 3-4 core partners writing the application. Start early and get others to read through. Select partners carefully and highlight how their contributions respond to the call.





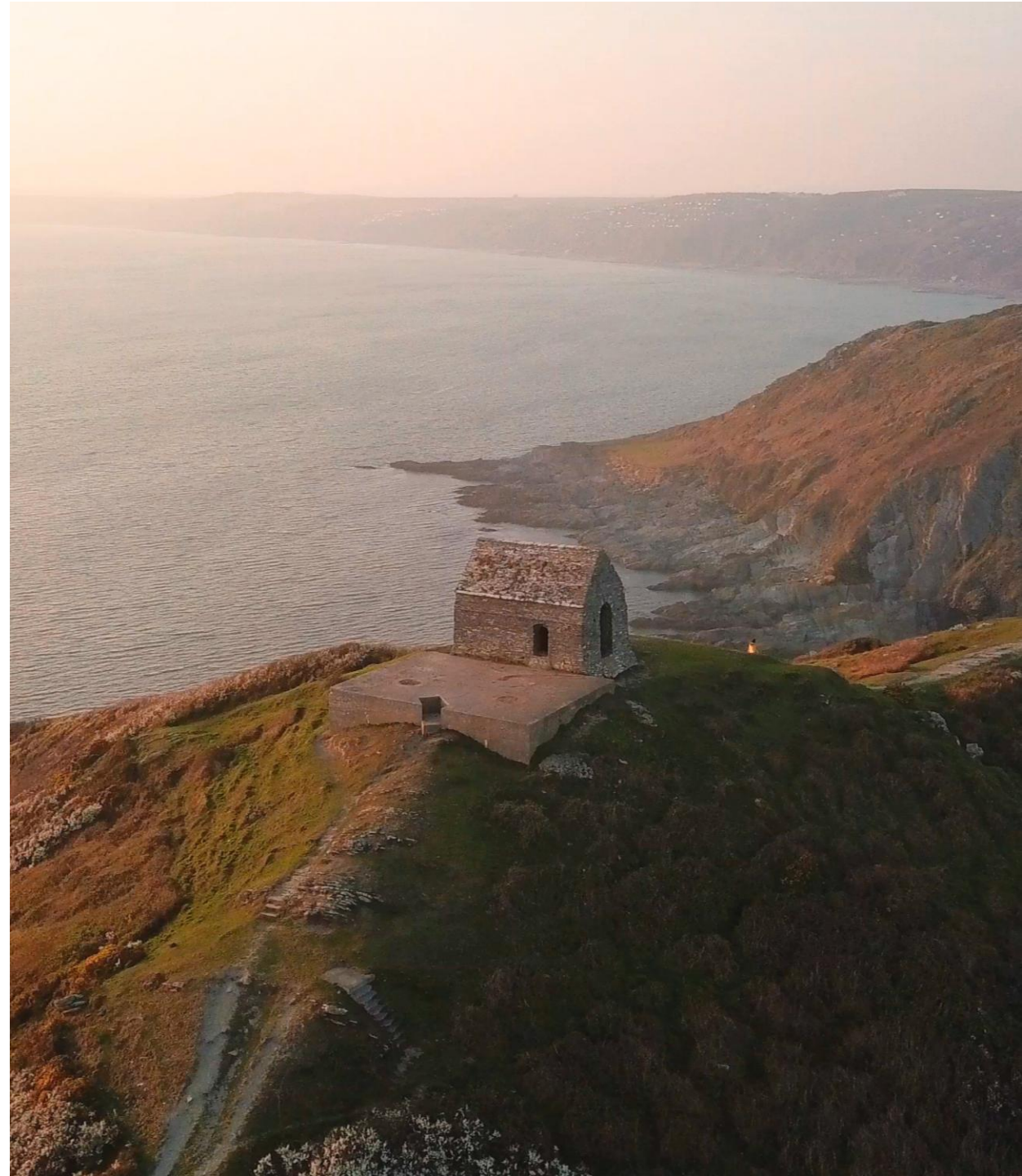
New partnerships in Horizon Europe related to cluster 2





Resilient Cultural Heritage

- Supports R&I to protect and restore cultural heritage against climate change, natural hazards, and human-induced risks.
- Approved by the commission late 2025 - grant agreement expected spring 2026
- Norway participated through the Research Council of Norway, Ministry of Climate and Environment and Ministry of Culture and Equality
- First call in 2026: Laying the foundations - risk and impact assessment and management





Social Transformations and Resilience

- R&I programme with, but not limited to, the social sciences and humanities (SSH) to explore and make use of their potential to strengthen resilience, fairness, inclusiveness, and social cohesion in the light of changes in climate and environment, technology, demography, and unexpected shocks.
- Impact area:
 - i. Welfare services
 - ii. The future of work
 - iii. Education and skills development
 - iv. Just transition to climate neutrality
- First call: 2027





Support and information





Brokerage event 1.-2. June in Paris



1 June 2026 - 2 June 2026
75013 Paris, France
65 rue des grandes Moulins
University INALCO

Net4Society Matchmaking Event for 2026 Cluster 2 calls

[Register now](#)

Registration open until 25 May 2026

72



Registered participants

70



Participants in matchmaking

0



Booked meetings



Cluster 2 Info Day

INFO DAYS
CLUSTER 2
CULTURE, CREATIVITY & INCLUSIVE SOCIETY
26 MAR 2026 | 9:30 CET

BEFORE THE EVENT:
Ask your questions
via SLIDO

Horizon Europe info days - Cluster 2 Culture, creativity and inclusive society

[Events | The research and innovation community platform](#)

Day 1

- 09:30 Welcome and opening of the event**
26 March 2026
09:30 - 10:00 (GMT+01:00)
[Watch replay](#) [Show details](#)
- 10:00 Destination 'Innovative Research on Democracy and Governance'**
26 March 2026
10:00 - 11:00 (GMT+01:00)
[Watch replay](#) [Show details](#)
- 11:15 Destination 'Innovative Research on the European Cultural Heritage and the Cultural and Creative Industries'**
26 March 2026
11:15 - 12:15 (GMT+01:00)
[Watch replay](#) [Show details](#)
- 13:30 Destination 'Innovative Research on Social and Economic Transformations'**
26 March 2026
13:30 - 14:30 (GMT+01:00)
[Watch replay](#) [Show details](#)
- 14:45 Cross-cutting issues: Tips for applicants and novelties**
26 March 2026
14:45 - 15:45 (GMT+01:00)
[Watch replay](#) [Show details](#)



RCN-support

- NCP guidance and assistance
- PES – Support for Project Establishment
- Open café
- Reading days
- Horizon Europe courses



Horizon Europe course offerings



COURSE

B.2 Horizon Europe Proposal Writing – Focus: Impact

Where: Norges forskningsråd, Drammensveien 288 Oslo

Target group: Project Managers and EU or Research Advisors involved in Horizon Europe proposals. Level 2 (intermediate). The courses are not open to private consultants/ consultant companies advising on Horizon Europe

Fee: The course is free of charge. However, if you fail to attend without prior notice, or cancel after the deadline, a fee of NOK 1,000 will apply. Valid reasons for absence are limited to illness, court summons, or military service.

Registration deadline: Apr. 16 at 15:00

22 Apr 09:00–23 Apr 15:00

more dates ^



COURSE

B.1 Horizon Europe Proposal Writing: the first steps (Oslo)

Where: Norges forskningsråd, Drammensveien 288 Oslo

Target group: Project Managers and EU or Research Advisors involved in Horizon Europe proposals. Level 1 (beginner). The courses are not open to private consultants/ consultant companies advising on Horizon Europe

Fee: The course is free of charge. However, if you fail to attend without prior notice, or cancel after the deadline, a fee of NOK 1,000 will apply. Valid reasons for absence are limited to illness, court summons, or military service.

Registration deadline: 21. Apr 15:00

28 Apr 09:00–15:00

more dates ^

→ 27 May 2026



WEBINAR

E.1 Lump sum proposals, budgets and projects

Target group: Beginners in Horizon Europe seeking thematic insight and practical guidance – open to all roles. Level 1 (beginner) . The courses are not open to private consultants/ consultant companies advising on Horizon Europe

Fee: Free

Registration deadline: 01. Apr 12:30

Digital: Live streaming

8 Apr 09:00–12:30

more dates ^

→ 3 Feb 2026

→ 8 June 2026

Add to my calendar

Share

Course overview

Proposal reading day 20. May



COURSE

Proposal reading day for Clusters 2 and 6 in Horizon Europe

Where: The Research Council of Norway, Drammensveien 288, 0283 Oslo

Target group: Researchers and administrative staff who are working on a proposal for Cluster 2 or Cluster 6.

Fee: Free

Registration deadline: 18 May at 15:00

20 May 12:00–15:00

[Register here](#)

[Add to my calendar](#) [Share](#)

About the event

The Research Council of Norway organises a proposal reading day for researchers and administrative staff who are working on a proposal for Cluster 2 (culture, creativity and inclusive societies) or Cluster 6 (food, bioeconomy, natural resources, agriculture and the environment) in Horizon Europe.

On the reading day, you will have the opportunity to review proposals that have received funding from Cluster 2 and Cluster 6. This allows you to learn how a successful project can be structured.



NCP-team for Cluster 2



Anette Askedal
ane@rcn.no



Siv Haugan
sh@rcn.no