



Horizon Europe Research policy – Cultural tourism

Discovery Europe

Workshop on International Cultural Tourism 4 November 2020

Ann Uustalu DG Research and Innovation -Unit Fair societies and Cultural heritage

Under the current research and innovation programme H2020 more than €500 million has been invested in actions that:

- develop tools and methodologies for preserving tangible and intangible cultural heritage
- protect endangered heritage from illicit trafficking
- foster access to cultural heritage through digital means
- promote cultural tourism for regional socio-economic development
- strengthen cooperation between museums and heritage sites
- explore the conditions for a successful Cultural and Creative Industries' sector incl. business models and innovative solutions to boost sustainable employment and growth



H2020 topic - Innovative approaches to urban and regional development through cultural tourism

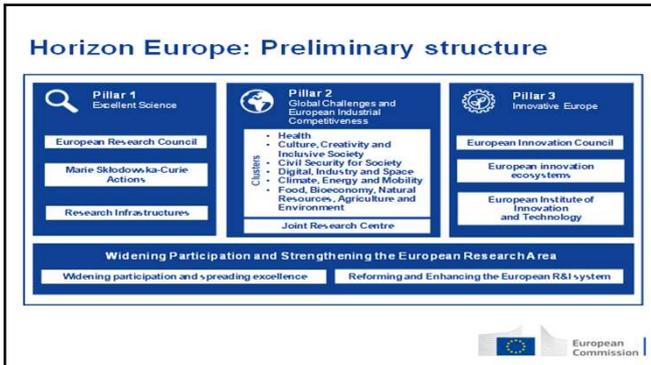
TRANSFORMATIONS – 04- 2019 (RIA) and 2020 (IA)

- Innovative strategies and pilot solutions for successful and sustainable cross border, regional and local cooperation in cultural tourism, including those for management, training and services.
- solutions should be developed and tested in wide and diversified partnerships of stakeholders.
- measuring and understanding the various impacts of cultural tourism

On-going projects (RIA) 2020 : IMPACTOUR <https://www.impactour.eu/>, SPOT <http://www.spotprojecth2020.eu/>, SmartCulTour <http://www.smartcultour.eu/>

New projects (IA) starting early 2021 (grant agreements in pipeline)





Horizon Europe Strategy 2021-24

Builds on EC priorities incl. Next Generation EU recovery and resilience 750 bn €

EUROPEAN GREEN DEAL

EUROPE FIT FOR THE DIGITAL AGE

NEW PUSH TO EUROPEAN DEMOCRACY

AN ECONOMY THAT WORKS FOR THE PEOPLE

PROTECT OUR EUROPEAN WAY OF LIFE

Key Strategic Orientations:

- Promoting an open strategic autonomy by leading the development of key digital and enabling technologies, sectors and value chains
- Restoring Europe's ecosystems and biodiversity, and managing sustainably natural resources to ensure food security and a clean and healthy environment
- Making Europe the first digitally led circular, climate-neutral and sustainable economy through the transformation of its mobility, energy, construction and production systems
- Creating a more creative, resilient and democratic European society

European Commission

Horizon Europe Cluster 2: Cultural Heritage and CCIs

Expected impact:

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.

R&I activities e.g:

- better access to, understanding of and engagement with cultural heritage, culture and the arts
- better safeguarding of and getting best value /use of cultural heritage
- support for policies on cultural and creative industries contributing to sustainable growth and jobs

https://ec.europa.eu/info/horizon-europe-next-research-and-innovation-framework-programme_en

European Commission
