



CLUSTER 2  
CULTURE, CREATIVITY &  
INCLUSIVE SOCIETY

HORIZON  
EUROPE



EU Research & Innovation: Driving a green,  
digital & innovative European Cultural Heritage

# BUILDING OUR FUTURE FROM THE PAST

## A **GREEN** EUROPEAN CULTURAL HERITAGE



1. Drives **sustainable** and more **equitable** urban and rural **regeneration** and promotes innovative **restoration** and **conservation technologies**.
2. Provides the **perspectives** we need to embrace the **green transition**.
3. Leverages the **Cultural** and **Creative Industries** and **Arts** to create **sustainable economic growth** and **jobs**.

## A **DIGITAL** EUROPEAN CULTURAL HERITAGE



1. Speeds-up **discoveries**, facilitates **understanding**, enriches **cultural experiences** and promotes access to **Europe's cultural treasures**.
2. Protects and transmits tangible and intangible **cultural assets** and fosters a common **European Cultural Heritage** collaborative space.
3. Allows **Cultural** and **Creative Industries** and **the Arts** to lead the way to a new **human-centred digital world**.

## AN **INNOVATIVE** EUROPEAN CULTURAL HERITAGE



1. Provides **Cultural** and **Creative Industries** and **the Arts** with a **competitive edge**, makes them more robust and **increases their employment potential**.
2. Sustains **social cohesion** by **engaging citizens** and **sharing knowledge** across societies.
3. Allows **Cultural** and **Creative Industries** and **the Arts** to project **European values** in the world.

More information: [Cultural heritage and Cultural and Creative Industries](#)

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