Le opportunità per il settore culturale e la partecipazione italiana in Horizon 2020

Elena Maffia, APRE
Societal Challenge 6 “Europe in a changing world – Inclusive, Innovative and Reflective Societies”
Struttura del programma

**Excellent Science**
- European Research Council
  - Frontier research by the best individual teams
- Future and Emerging Technologies
  - Collaborative research to open new fields of innovation
- Marie Skłodowska Curie actions
  - Opportunities for training and career development
- Research infrastructures (including e-infrastructure)
  - Ensuring access to world-class facilities

**Industrial Technologies**
- Leadership in enabling and industrial technologies
  - ICT, nanotechnologies, materials, biotechnology, manufacturing, space
- Access to risk finance
  - Leveraging private finance and venture capital for research and innovation
- Innovation in SMEs
  - Fostering all forms of innovation in all types of SMEs

**Societal Challenges**
- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine and maritime research & the bioeconomy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate action, resource efficiency and raw materials
- Inclusive, innovative and reflective societies
- Security society

European Institute of Innovation and Technology (EIT)
- Spreading Excellence and Widening Participation
- Science with and for society
- Joint Research Center (JRC)
- Euratom
Eranet: HERA

- Gestione attraverso il CNR
- Contributo italiano: 3Mln €

http://heranet.info/welcome-hera-humanities-the-european-research-area

JPI Cultural Heritage

- Gestione: MIBACT e MIUR

http://www.jpi-culturalheritage.eu/
EC Communication
Towards an integrated approach to cultural heritage for Europe

Recommended Actions

1. **Heritage-led urban regeneration:** Identify 30 cities successful in using CH as a driver of growth (blueprint)
2. **Heritage-led rural regeneration:** Identify 30 rural landscapes (blueprint)
3. **Inclusive governance:** Prize for CH projects that build social cohesion and understanding
4. **Innovative business models for CH:** projects on demand-driven re-use of CH

In Horizon 2020

• Beni culturali **tangibili**: sviluppo metodi di conservazione, efficientamento energetico

• Beni culturali **intangibili**: il ruolo della memoria, l’identità culturale europea, la storia europea
## Cosa non finanzia Horizon 2020

<table>
<thead>
<tr>
<th>No</th>
<th>Sì</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restauro monumenti</td>
<td>Sviluppo di nuove modalità, tecnologie, materiali per il restauro dei monumenti</td>
</tr>
<tr>
<td>Organizzazione di eventi culturali, festival</td>
<td>• fondamenti dell’identità culturale europea,</td>
</tr>
<tr>
<td></td>
<td>• Impatto che l’organizzazione di festival europei ha sulla coesione sociale europea</td>
</tr>
<tr>
<td></td>
<td>• Solo se è una parte minima di un progetto di ricerca e solo se riguarda i risultati della ricerca svolta (vedi VMUST)</td>
</tr>
<tr>
<td>Attività sociali ed educative</td>
<td>Sviluppo di nuovi approcci educativi</td>
</tr>
<tr>
<td>→ Erasmus plus</td>
<td></td>
</tr>
<tr>
<td>Supporto ad associazioni culturali</td>
<td>Solo se sono partner di un progetto di ricerca e svolgono un’attività</td>
</tr>
</tbody>
</table>
# Temi di ricerca 2014/15

<table>
<thead>
<tr>
<th>Tema</th>
<th>Topic</th>
<th>Proposte finanziate</th>
<th>Coord. IT (partner)</th>
<th>Budget totale M€</th>
<th>Budget IT M€</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SC6 – Inclusive Societies</strong></td>
<td>Emergence and transmission of European cultural heritage and Europeanisation</td>
<td>2</td>
<td>0 (4)</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>The cultural heritage of war in contemporary Europe</td>
<td>1</td>
<td>0</td>
<td>2,5</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Innovation ecosystems of digital cultural assets</td>
<td>3</td>
<td>1 (8)</td>
<td>9,3</td>
<td>2,3</td>
</tr>
<tr>
<td></td>
<td>Advanced 3D modelling for accessing and understanding European cultural assets</td>
<td>4</td>
<td>1 (6)</td>
<td>14</td>
<td>2,6</td>
</tr>
<tr>
<td><strong>SC3 - Energy</strong></td>
<td>Energy strategies and solutions for deep renovation of historic buildings</td>
<td>1</td>
<td>0 (1)</td>
<td>5</td>
<td>0,4</td>
</tr>
<tr>
<td><strong>SC7 – Sicurezza</strong></td>
<td>Mitigating the impacts of climate change and natural hazards on cultural heritage sites, structures and artefacts</td>
<td>N.A.</td>
<td>N.A.</td>
<td>10</td>
<td>N.A</td>
</tr>
<tr>
<td><strong>ICT</strong></td>
<td>Technologies for creative industries, social media and convergence</td>
<td>6</td>
<td>2 (10)</td>
<td>20</td>
<td>3,9</td>
</tr>
<tr>
<td><strong>NMBP</strong></td>
<td>Materials-based solutions for the protection or preservation of European cultural heritage</td>
<td>2</td>
<td>2 (11)</td>
<td>14,2</td>
<td>5,2</td>
</tr>
<tr>
<td><strong>INFRA</strong></td>
<td>Integrating and opening existing national and regional research infrastructures of European interest</td>
<td>1</td>
<td>1 (3)</td>
<td>7,0</td>
<td>2,1</td>
</tr>
<tr>
<td><strong>TOTALE</strong></td>
<td></td>
<td>19</td>
<td>7 (43)</td>
<td>87</td>
<td>17,5</td>
</tr>
</tbody>
</table>
ERC: progetti finanziati

- Approccio bottom up
- Panel SH5 Cultures and Cultural Production: Literature, philology, cultural studies, anthropology, study of the arts, philosophy.
- 2 progetti finanziati con circa 3M€

Starting grant 2014
- **Titolo**: Papyri and Latin Texts: INsights and Updated Methodologies. Towards a philological, literary, and historical approach to Latin papyri
- Host institution: Università Degli Studi Di Napoli Federico II
- Contributo 1,5 M€

Starting grant 2015
- **Titolo**: In praise of community: shared creativity in arts and politics in Italy (1959-1979)
- Host institution: Università Degli Studi Di Roma La Sapienza
- Contributo: 1,5 M€
MSCA: progetti finanziati nel panel SOC

- Finanzia la mobilità dei ricercatori
- 2 esempi di progetti finanziati

1. **Titolo**: Multi-functionalization of hydroxyapatite for restoration and preventive conservation of marble artworks
   - Contributo per IT: 244.269 €
   - Host institution: Alma Mater Studiorum-universita Di Bologna

2. **Titolo**: Family, Power, Memory: Female Monasticism in Italy from 700 to 1100
   - Host institution: Universita Ca' Foscari Venezia
   - Contributo per IT: 180.277 €
## Linee di finanziamento 2016/17

<table>
<thead>
<tr>
<th>Tema</th>
<th>Topic</th>
<th>Budget totale M€</th>
<th>No indicativo progetti</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SC6 – Inclusive Societies</strong></td>
<td>Contemporary histories of Europe in artistic and creative practices</td>
<td>2.5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Participatory approaches and social innovation in culture</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Cultural heritage of European coastal and maritime regions</td>
<td>2.5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>European cultural heritage, access and analysis for a richer interpretation of the past</td>
<td>9</td>
<td>3-4</td>
</tr>
<tr>
<td><strong>SC5 Ambiente</strong></td>
<td>Cultural heritage as a driver for sustainable growth</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Innovative financing, business and governance models for adaptive re-use of cultural heritage</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td><strong>ICT</strong></td>
<td>Support technology transfer to the creative industries</td>
<td>14</td>
<td>14-28</td>
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<tr>
<td></td>
<td>Boost synergies between artists, creative people and technologists</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td><strong>NMPB</strong></td>
<td>Innovative solutions for the conservation of 20th century cultural heritage</td>
<td>12*</td>
<td>1-2 *</td>
</tr>
<tr>
<td><strong>TOTALE</strong></td>
<td></td>
<td>98</td>
<td>44</td>
</tr>
</tbody>
</table>
CULT-COOP-04-2017: Contemporary histories of Europe in artistic and creative practices

- How various contemporary artistic and creative practices represent Europe, European identity and Europeanisation
- How the EU CH of tomorrow is created today
- **Budget: 2,5 M€**
- 1 progetto
CULT-COOP-06-2017: Participatory approaches and social innovation in culture

- assess the current state of cultural institutions
- investigate new ways to develop the role of European culture ministries, cultural institutions and their networks as cultural service providers and hubs of social innovation

- **Budget**: RIA – 2,5 M€

- A social platform for improving the excellence of European heritage management and related policy making,
- heritage stakeholders’ representatives from research communities, heritage sites, libraries, archives, museums, and other public or private collections, NGOs, associations, policy-makers at European, national, regional or local levels.

- **Budget**: CSA – 1,5 M€
6. Europe in a changing world – Inclusive, Innovative and Reflective societies

CULT-COOP-07-2017: Cultural heritage of European coastal and maritime regions

- How to improve the management and the preservation of European coastal and maritime cultural landscapes
- Tangible (towns, harbours, light houses, ..) and intangible (myths, daily practices, crafts, ..) heritage
- **Budget:** RIA - 2,5 M€
CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction

- Development of highly innovative technologies, methods and ICT tools to significantly improve the ‘digital encounter’
- Create new ways of personalised storytelling, interactivity and adaptive guidance, bridging the physical and the digital world.

**Budget: RIA – 10 M€**
- Budget per progetto: 2,5 M€

- Develop a sustainable platform on how to improve the collaboration among the entire community, in order to build up a common roadmap for future activities

**Budget per 1 CSA: 1 M€**
6. Europe in a changing world – Inclusive, Innovative and Reflective societies

CULT-COOP-09-2017: European cultural heritage, access and analysis for a richer interpretation of the past

- Create affordable and efficient digital access, documentary methods analysis and preservation services for cultural resources
- **Budget totale: 9 M€**
- **Budget per progetto: 2-3 M€**
5. Climate Action, Resource Efficiency and Raw Materials

SC-21- 2016-2017: Cultural heritage as a driver for sustainable growth

- Develop novel heritage-led systemic approaches and solutions for sustainable growth
- Accentu sinergie con fondi strutturali (ESIF)
- Heritage-led urban regeneration (2016)
  - 1 Progetto da max 10 M€
- Heritage-led rural regeneration (2017)
  - 1 Progetto da max 10 M€
5. Climate Action, Resource Efficiency and Raw Materials

SC5-22-2017: Innovative financing, business and governance models for adaptive re-use of cultural heritage

- Map, analyse and propose innovative models for adaptive re-use of CH
  - **Budget: 15 M€**
  - 3 progetti da 5 M€
NMBP-35-2017: Innovative solutions for the conservation of 20th century cultural heritage

- Develop innovative solutions (functional materials or techniques) for the conservation of tangible 20th century CH
- Take into account environmental and human risk factor

- **Budget:** 12 M € (stima)
- 1-2 progetti da circa EUR 6 - 8 M €
ICT-21-2016: Support technology transfer to the creative industries

- Increase competitiveness of the European creative industries by stimulating ICT innovation in SMEs
- Fostering exchanges between the creative industries SMEs and providers of innovative ICT solutions

- **Budget: 14 M€**
- **Budget per progetto: 0.5-1 M€**
ICT-36-2016: Boost synergies between artists, creative people and technologists

- Establish a structured dialogue between creative people and technologists
  - **Budget: 3 M€**
  - 1 progetto

- Integration of artists in R&I projects across all ICT objectives in WP 2016/17
- Implementation of a STARTS prize
  - **Budget: 5 M€**
  - 1 progetto da 4 M€ e 1 progetto da 1 M€
Mappatura di tutte le politiche, i Programmi di finanziamento e le attività finanziate dalla Commissione europea.

Elena Maffia

NCP Societal Challenge 6
"Europe in a changing world – Inclusive, Innovative and Reflective society"
"Spreading Excellence and Widening Participation"

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