

CULTURE & CREATIVITY CLUSTER

ANNUAL WORK PLAN 2025

CLUSTER DESCRIPTION AND KEY PRIORITIES

ERRIN’s **Culture and Creativity Cluster** includes the activities of the **Cultural Heritage and Tourism Working Group**, **Design and Creativity Working Group** and **New European Bauhaus Task Force**, aligning their efforts to address key EU priorities and strengthen the R&I capacities of the regional innovation ecosystems of the ERRIN members. Operating as a Cluster enables the Working Groups and Task Force to deliver more impactful messages with a collective voice, enhancing their influence on key EU strategies and initiatives. The cross-sectoral perspective further fosters innovative, holistic approaches to complex challenges while enhancing collaboration.

The Cluster actively monitors and engages with major EU priorities and strategies in the field of cultural heritage, tourism, creative industries and design, including the **Horizon Europe Programme**, its **partnerships** and the **New European Bauhaus initiative**. It gathers intelligence to support regions' roles in macro-regional strategies and interregional knowledge-sharing. Further strategic initiatives of interest to the Cluster are the **New European Bauhaus Facility**, the **EIT Culture and Creativity KIC**, the **Tourism Transition Pathways**, the **EC Expert Group on Cultural Heritage**, the new **Horizon Europe Partnership on Resilient Cultural Heritage**, the **Pact for Skills on CCIs** and the **EU Design Day**.

In 2025, ERRIN will engage in a new INTERREG project, PROSPERO, focussing on the CCI’s in regional development, and a second project the NEB Junction, currently under Grant Agreement preparation and set to kick off in 2025, aiming at setting up national NEB Hubs. More details about each Working Group, Task Force and project can be found at the end of this file.

CLUSTER CALENDAR

Date	Topic	Responsible
4 March	Cluster meeting the Culture and Creativity Cluster	Cluster activity
30 April	Climate Change and Cultural Heritage	Cultural Heritage & Tourism WG
20 May	Project development session on CCI-related calls	Cluster activity
21 May	EU Design Day	Design & Creativity
Autumn	“Third places” supporting skills – boosting NEB implementation	Design & Creativity NEB Task Force
November	Safeguarding the past, securing the future: How and why protecting Cultural Heritage in nature and man-made conflicts and crisis. Learnings from the EU and Ukraine.	Cultural Heritage & Tourism WG

ACTIVITIES

Breakfast meeting Culture and Creativity Cluster: kicking-off 2025

4 March | 09:30–11:30

Cluster activity

Responsible co-leaders: all leaders

In-person

This informal coffee meeting will offer an opportunity for all ERRIN members of the Cluster to come together to network and learn about the 2025 activities of the Cultural Heritage and Tourism Working Group, Design and Creativity Working Group and New European Bauhaus Task Force.

The event has been designed with an emphasis on interaction and collaboration. After the presentation of the Cluster Annual Work Plan 2025, interactive sessions will give members the opportunity to discuss their potential involvement in the planned work and identify key Horizon Europe calls of interest to set the stage for the project development activities in 2025. Members will learn, among others, about the next edition of EU Design Days, combined with a cluster-level project matchmaking session on CCI-related calls to come this year, policy sessions on cultural heritage, the NEB implementation and the workstream to capitalise the legacy of the CHARTER project and the exploration of the establishment of an interregional skills partnership for cultural heritage, or broader CCI's.

Climate change and Cultural Heritage

30 April 2025 | 10:00–12:00

Cultural Heritage & Tourism WG

Responsible co-leaders: Lorna Murphy, Katinka Sætersdal Remøe

In-person

Climate change is one of the most urgent and significant threats facing cultural heritage globally today, with the negative impacts of climate change impacting on the structural integrity of cultural heritage sites worldwide. However, cultural heritage has the potential to significantly help in the fight against climate change. Traditional skills, such as traditional building skills, as well as traditional perspectives on land and nature, have the power to help mitigate against the impacts of climate change. This session will explore how culture, and cultural heritage, can contribute to policy such as the EU Green Deal and Europe's fight against climate change more widely and present a range of good practices from members.

Potential speakers:

- Culture Action Europe/Europa Nostra/Chair expert group climate change and cultural heritage
- Project examples: EU-project [HeriTACE - SINTEF](#) and other examples from ERRIN members (open call to express interest)

CCI project development session

20 May | 13:00–17:30

Cluster activity

Responsible co-leaders: all leaders

In-person

The Culture and Creativity Cluster is organising an in-person project development session in Brussels, following the official publication of the 2025 Horizon Europe Cluster 2 and NEB calls. Depending on the feedback received during the cluster kick-off meeting early March, we will launch a bottom-up call to action inviting members to express their interest via the Project Development Tool. Building on the expressions of interest received, the co-leaders assess on which calls the session will be focussing on, and plan further matchmaking opportunities. The session targets stakeholders and practitioners in the CCI sector located in the regions, supported by their Brussels based representatives. This session will be organised back-to-back with the 13th edition of EU Design Day, taking place the day after on 21 May, aiming to attract a big regional participation.

EU Design Day

21 May | 9:00–16:00

Design & Creativity WG

Responsible co-leaders: all leaders

In-person

The 13th edition of EU Design Day will happen in Brussels on 21 May 2025 and will target practitioners from the design and creativity sectors for a networking opportunity with familiar and new faces from regions across Europe, while being inspired by insightful initiatives and projects.

This year's edition is organised back-to-back with the Cluster's project development session on 20 May and will be dedicated to the EU Design Day after tomorrow: which skills, technologies and new approaches for resilient CCI's in a changing world? The panels will revolve around three topics:

- Touching design: Ecodesign and bio-based materials
- Imagining design: AI and digital design
- Experiencing design: communities and cross-sectoral design

“Third places” supporting skills – boosting NEB implementation

September/October | TBC

Design & Creativity WG jointly with NEB Task Force

Responsible co-leaders: Marie-Laurence Com, Loriane Henninot and Annamaria Cosattini

In-person

Urban planners seeking to stabilise neighborhoods are focusing on the critical role that “third places” can play in strengthening our sense of community. Third places is a term coined by sociologist [Ray Oldenburg](#) and refers to places where people spend time between home (‘first’ place) and work (‘second’ place). They are locations where ideas are being exchanged, people have a good time and build relationships (read more [here](#)). Third places contribute to the emergence of new learning models, through doing and sharing, while diversifying the types of spaces where training can be organised.

This session follows up on the previous edition of [EU Design Days](#), where the concept of third places was presented, and it showed further potential in exploring the existing third places around Europe. In this meeting, different examples of third places functioning in the member regions will be presented.

Safeguarding the past, securing the future: How and why protecting Cultural Heritage in nature and man-made conflicts and crisis. Learning from the EU and Ukraine.

November | TBC

Cultural Heritage and Tourism WG

Responsible co-leaders: Martina Hilger, Marie-Laurence Com

In-person

This engaging and informative Working Group meeting will be dedicated to exploring the critical topic of protecting cultural heritage in times of crisis and conflict. With a focus on safeguarding the past while securing the future, this session will feature European Commission speakers (DG ECHO, EEAS, DG EAC) who will present the current state of play regarding EU actions and initiatives in this domain. Drawing from the EU's experiences and learnings from Ukraine, the discussion will address how to preserve cultural heritage under challenging circumstances and how regions can increase their capacity in this field – short-term and long-term. It should not be forgotten that safeguarding cultural heritage is politically extremely important since in times of crisis, artistic and cultural heritage is often systematically targeted, seeking also to “rewrite history” to better justify its aggression.

The Working Group will launch a call for practices to gather existing and innovative approaches and strategies on increasing the preparedness of stakeholders in the cultural heritage sector. This initiative aims to foster knowledge-sharing and strengthen regional capacities to protect heritage in times of crisis.

OPPORTUNITIES AND OUTPUTS IN ERRIN PROJECTS

Two new ERRIN projects will be launched under this Cluster in spring 2025:

- **PROSPERO** is an INTERREG EUROPE project that aims to enhance policy innovation at regional level, leveraging the CCI as drivers for substantiable regional development, contributing to efforts in climate adaptation, competitiveness of SME's, social services, digitalisation, NEB and funding and investments. ERRIN will work with several members involved in the pilot schemes, collect good practices and organise peer-learnings. The project will start on 1 May 2025.
- Through its involvement in the **NEB Junction** project, a new Horizon Europe Coordination and Support Action currently under Grant Agreement preparation and set to kick off in 2025, ERRIN will be focussing on the implementation of the NEB at local level, with the aim of identifying gaps and needs for an effective NEB Facility.
- Results of ERRIN projects of interest to the members:
 - [Be.CULTOUR](#) promoting circular cultural tourism
 - Replication opportunity: the Be.[CULTOUR](#) Guidebook

- [Be.CULTOUR Toolkit](#)
 - [Be.CULTOUR Policy Brief with potential link with FP10](#)
- CHARTER, the European Sector Skills Alliance for Cultural Heritage
 - For regions [Six regional cultural heritage case studies, conducted by ERRIN](#)
 - For EU, national and regional policymakers [CHARTER Recommendations and inspiring examples](#)
 - For Education & Training providers: [Guidelines for innovative and emerging VET, HE, LLL paths for cultural heritage](#)
 - [Summary: A new model for profiling a future-proof heritage practice](#)
 - [Summary: Actions for supportive Education and Training in a forward-looking cultural heritage sector](#)
 - [Summary: Cultural heritage sector integrated dynamics](#)
 - [Feasibility study: Towards a European Observatory for Cultural Heritage skills, training and education](#)
 - [Cultural Heritage Skills Alliance and Action Plan: Recommendations for Sustainable Strategies](#)

OTHER ISSUES/TOPICS TO BE MONITORED:

Other new initiatives announced by the European Commission: the AI strategy for cultural and creative industries, the Cultural Compass, the Framework for culture and cultural Heritage

National and regional roll-out of the NEB Facility

Follow up on the results of the NEB call for small municipalities up to 20.000 inhabitants and in rural areas.

Strengthen the policy dialogue with the identified relevant EU institutions

The Cluster will further develop a long-lasting relationship with all DG's relevant for the CCI sector in the European Commission, in particular with DG EAC. As a NEB partner, ERRIN aims to strengthen the policy dialogue with the EU institutions, with the NEB Task Force driven by the most active members in the NEB topic. In particular, the NEB task force will continue a dialogue with JRC, EU Parliament (Friends of the NEB), EU Commission (Working group in DG REGIO) and National Contact Points (NCPs).

Building on the learnings of the CHARTER project

Six ERRIN members piloted regional skills development for cultural heritage in the [CHARTER project](#) (Alentejo, Basque Country, Bremen, Tuscany, Sibiu County and Västra Götaland). Building on their learnings, ERRIN's will explore the establishment of an Interregional Skills Partnership under the umbrella of the Cluster. We will invite the CHARTER Regions to share their learnings and seek synergies and new collaborations with the S3 Partnership for cultural and creative ecosystems, the Large-Scale Skills Partnership for CCI, widening the engagement of other regions and their regional stakeholders, like higher education institutions prioritising on cultural heritage, or broader CCI's, in the context of the European University Alliances for instance. We will also explore synergies and [EARLALL](#).

MORE INFORMATION LEADERS AND PROJECTS

New European Bauhaus Task Force



The goal of the **New European Bauhaus Task Force** is to follow up the EU level developments of the initiative as well as showcase activities carried out on the local level to demonstrate concrete examples and results and build momentum towards a stronger NEB initiative. One of the main objectives of the Task Force is to develop members' understanding of the NEB initiative and, consequently, their capacity to maximise their engagement with it, particularly engaging their local ecosystems and building new collaborations. As a NEB partner, ERRIN aims to strengthen the policy dialogue with the EU institutions, with the NEB Task Force driven by the most active members in the NEB topic.

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Cultural Heritage and Tourism Working Group



The **Cultural Heritage and Tourism Working Group** has two main lines of action: Sustainable Tourism and Cultural Heritage, and the policies and actions that link the two areas. In this context, the Working Group investigates R&I-related measures to mitigate touristic flows' environmental and social impact and encourage the transition towards sustainable tourism and cultural policies and practices. To this end, the Working Group supports ERRIN members in the uptake of digital technologies and the development of skills/competences in the Cultural Heritage and Tourism sectors, facilitating exchanges of good practices and developing new projects.

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- Katinka Sætersdal Remøe, Trøndelag European Office, katinka.remoe@trondelageo.no

Design and Creativity Working Group



The **Design & Creativity Working Group** aims to raise awareness of design and creativity as tools and drivers for innovation in different European sectors. Our objectives are the following: Present design and creativity as relevant and interesting approaches to different (societal) challenges; especially in relation to sectors that do not yet work with design (thinking) and creativity, showcase the importance of design & creativity through good examples and concrete cases, create a strong and vital community among our stakeholders across Europe through a bottom-up approach, connect designers, thinkers, business, policy and society interested in finding common solutions for different challenges, create opportunities for the Working Group members to develop project proposals, share their ideas, stories, ongoing activities with the EU community.

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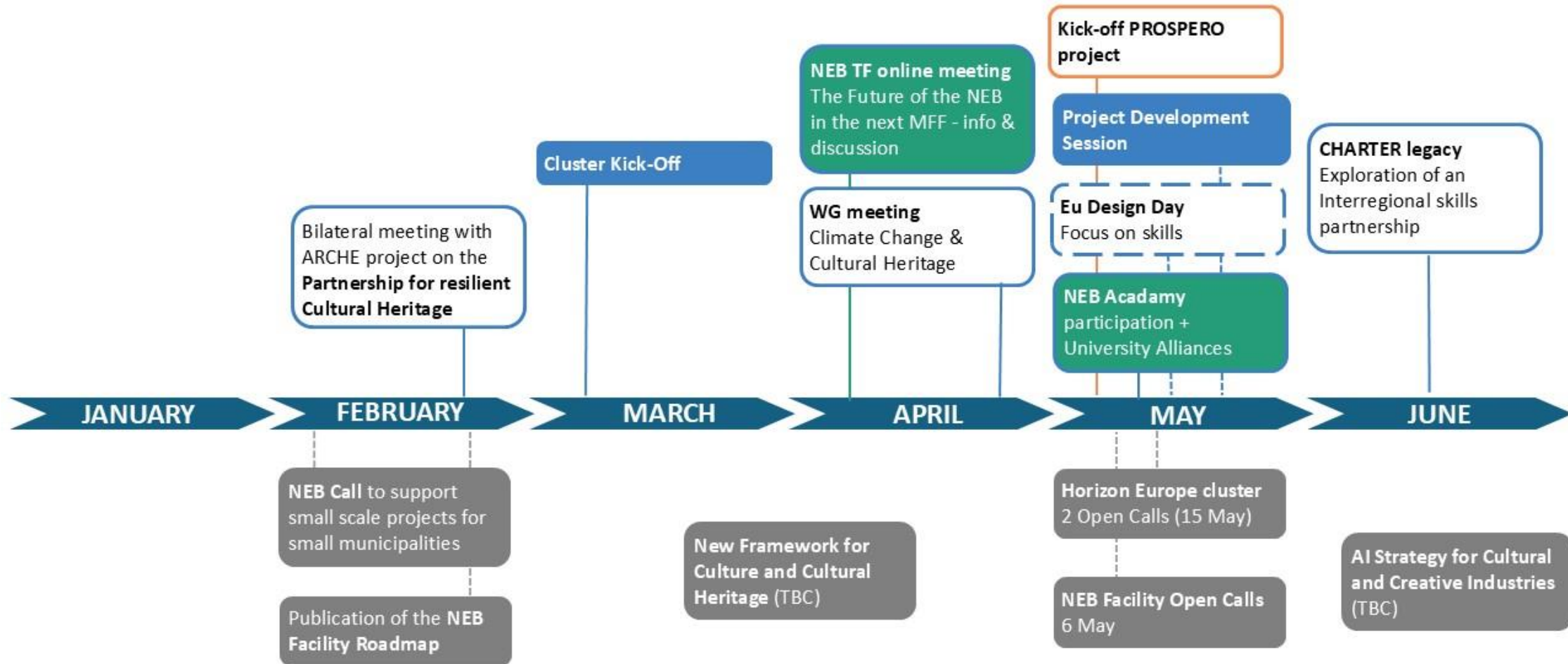
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CULTURE & CREATIVITY CLUSTER 2025 TIMELINE



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