



Economic
and Social
Research Council

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Social Sciences & Humanities in Horizon Europe

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Presented by UK National Contact Point for Horizon Europe:
Culture, Creativity and Inclusive Society (Cluster 2)

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[Other UK National Contact Points](#)



HORIZON EUROPE

THE NEXT EU RESEARCH & INNOVATION
PROGRAMME (2021 – 2027)

European Commission vision and priorities

European Commission's priorities for 2019-2024

- A European Green Deal
- A Europe fit for the digital age
- An economy that works for people
- A stronger Europe in the world
- Promoting our European way of life
- A new push for European democracy

SUSTAINABLE DEVELOPMENT GOALS:

- Good Health and Well –being
- Gender Equality
- Decent Work and Economic Growth
- Reduced Inequalities
- Sustainable Cities and Communities
- ...



Horizon Europe and the Social Sciences and Humanities (SSH)

- Support research and innovation activities in the field of social sciences and humanities
 - Including advancing scientific knowledge in this domain
 - Increase the economic and societal impact of the programme
- SSH should be fully integrated across all clusters in Pillar 2
 - As well as within in Pillar 1 and 3; Missions; European Partnerships
 - Dedicated flagged calls
- SSH experts should be included in expert committees and evaluation panels
- The level of mainstreaming of SSH should be monitored across the Programme
 - [5th monitoring report on SSH flagged projects](#)



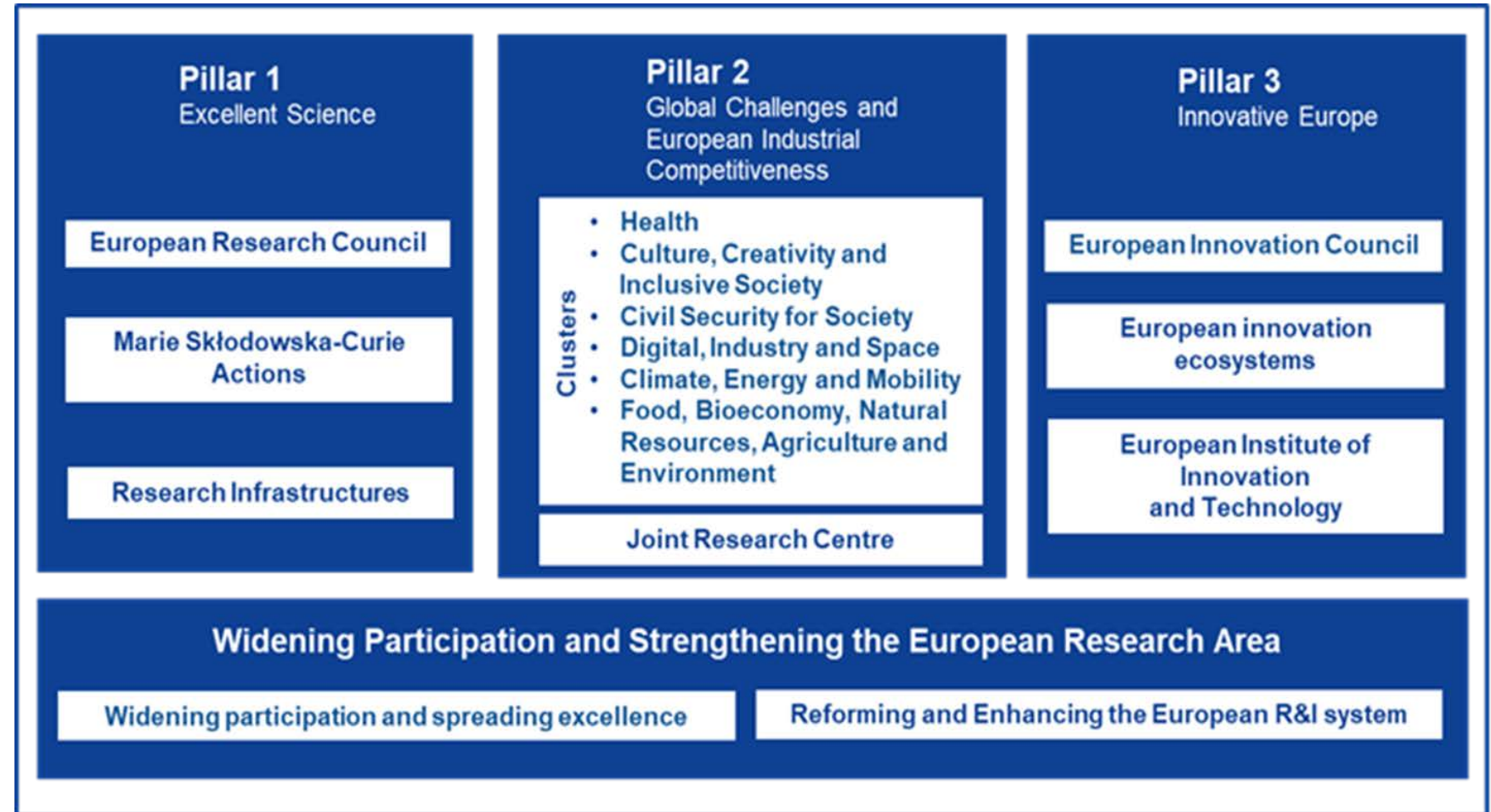
Importance of SSH in the R&I landscape

- Interdisciplinarity and inclusion of SSH is a prerequisite for addressing a number of societal challenges
- Key to understanding the relationships between human behaviour and major global challenges, but also to the effectiveness of the solutions we propose to address them
- Supports meaningful societal impact and is a key element in fostering the necessary behavioural change
- Opens up new policy questions and identifies new societal needs
- Develops and promulgates new social ‘technologies’ and defines a more holistic approach to technology governance
- Proactively critiques current technologies and structures
- Contributes substantially to strengthening society’s ability to embrace and drive change
- To better understand the socio-economic outcomes of research policy itself and to enhance its societal impact in the future
- **The larger the project and the greater the technical breakthroughs and social impacts envisioned, the greater the need for a SSH contribution**

Overall structure

Pillar I: Excellent Science

- Support the creation and diffusion of scientific excellence, high-quality knowledge, methodologies and skills, technologies and solutions to global social, environmental and economic challenges



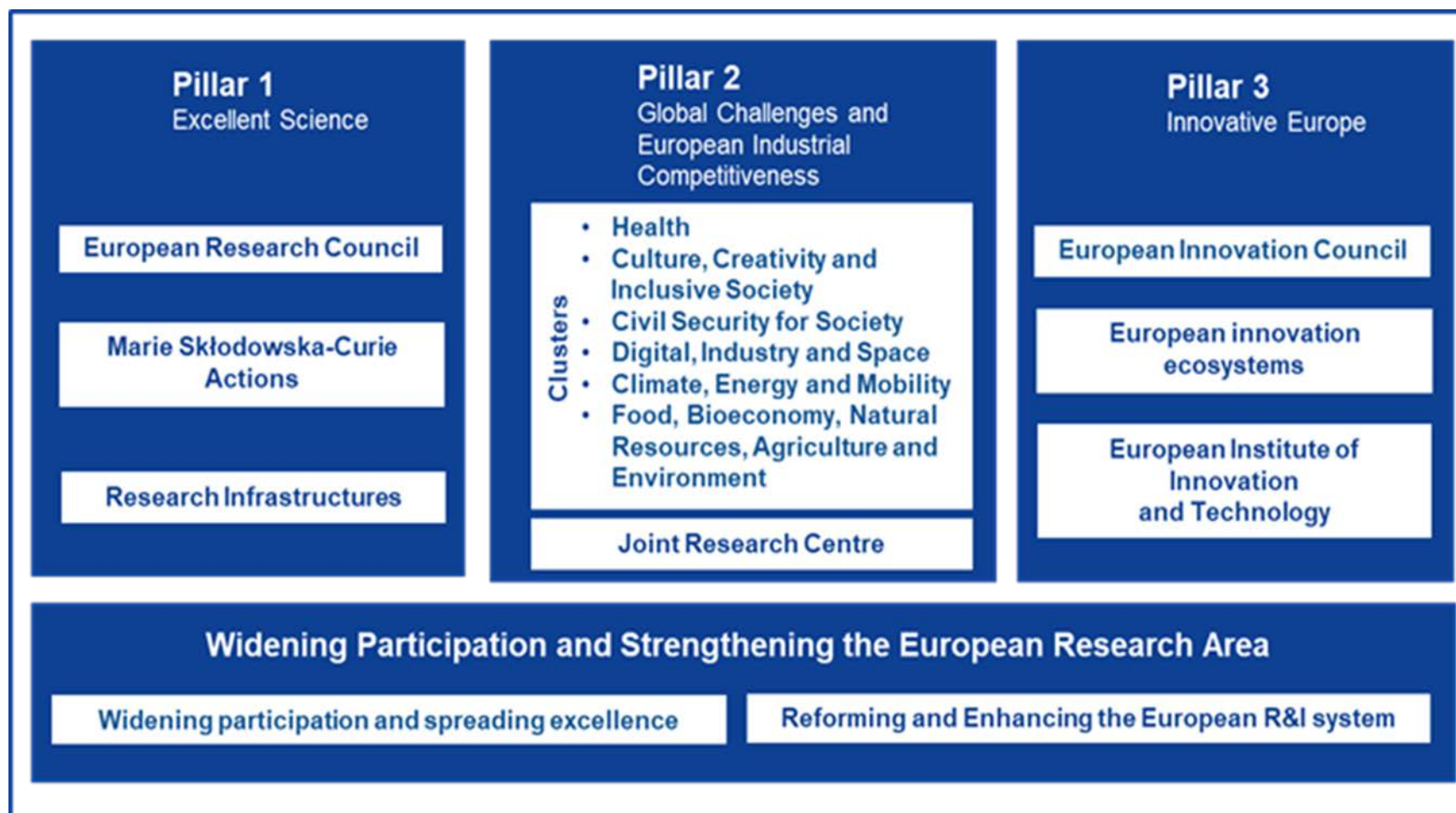
Policy related links

- International cooperation emphasised in topics requiring to look beyond EU
- Gender aspects must be addressed where relevant
- Integrates the principle of responsible research and innovation, including ethics, and encourages interdisciplinarity

Strengthening the European Research Area

Destination 3: Reforming and enhancing the EU research and innovation system

- Macro-economic modelling for R&I
- Societal trust in science, research and innovation
- Citizen science
 - capacity-building and brokering network, support & recognition to citizen science in the European Research Area
- Developing a STE(A)M roadmap for Science Education in Horizon Europe
- Gender equality
 - Centre of excellence, policy coordination, inclusive Gender Equality Plans...
- Research ethics
 - The challenges of research ethics & integrity in response to crisis; Reliability & trust in quality of research ethics expertise in the context of new/emerging technologies; The empirical & behavioural approach to research ethics & integrity
- Uptake and use of R&I results for EU resilience and future preparedness
- A European competence centre for science communication



Pillar II

Cluster	Areas of Intervention	
Health	<ul style="list-style-type: none"> • Health throughout the life course • Non-communicable and rare diseases • Tools, technologies and digital solutions for health and care, including personalised medicine 	<ul style="list-style-type: none"> • Environmental and social health determinants • Infectious diseases, including poverty-related and neglected disease • Health care systems
Culture, creativity and inclusive society	<ul style="list-style-type: none"> • Democracy and Governance • Social and economic transformations 	<ul style="list-style-type: none"> • Culture, cultural heritage and creativity
Civil security for society	<ul style="list-style-type: none"> • Disaster-resilient societies • Protection and Security 	<ul style="list-style-type: none"> • Cybersecurity
Digital, Industry and space	<ul style="list-style-type: none"> • Manufacturing technologies • Advanced materials • Next generation internet • Circular industries • Space, including Earth Observation • Emerging enabling technologies 	<ul style="list-style-type: none"> • Key digital technologies, including quantum technologies • Artificial Intelligence and robotics • Advanced computing and Big Data • Low-carbon and clean industry
Climate, Energy and Mobility	<ul style="list-style-type: none"> • Climate science and solutions • Energy systems and grids • Communities and cities • Industrial competitiveness in transport • Smart mobility 	<ul style="list-style-type: none"> • Energy supply • Buildings and industrial facilities in energy transition • Clean, safe and accessible transport and mobility • Energy storage
Food, bioeconomy, natural resources, agriculture and environment	<ul style="list-style-type: none"> • Environmental observation • Agriculture, forestry and rural areas • Circular systems • Food systems 	<ul style="list-style-type: none"> • Biodiversity and natural resources • Seas, oceans and inland waters • Bio-based innovation systems in the EU Bioeconomy

SSH opportunities in Cluster 1: Health

Staying healthy in a changing society

- **Mental health**: models of cognition and social behaviour to understand/improve management of mental health conditions; arts, if relevant; stigma & novel social dynamics; socioeconomic & cultural contexts
- **Digital empowerment & health literacy** of citizens; impact on wellbeing, productivity & the economy; social/economic determinants of **inequities**
- **Personalised prevention**: holistic approach (taking into account behavioural/life style factors)
- **Obesity**: socio-economic/lifestyle factors & consumer behavior, association to obesity prevention; inequality aspects

Living and working in a health-promoting environment

- Exposure to electromagnetic fields: communication methods/tools for **engaging citizens** in preventive actions, concerns & trust; socio-economic/cultural aspects
- Health impacts of climate change: **societal implications** on health systems (occupational health & development of adaptation measures); education & uptake
- Socio-economic costs/benefits of health impacts related to environmental stressors

Tackling diseases and reducing disease burden

- Care of cancer patients: **health equity of proposed interventions**, incl. equitable access (gender, socio-economic factors in health; ethical/cultural considerations)
- **AI solutions for treatment and care**: gender aspects, socio-economic/lifestyle/behavioural factors & other social determinants of health (inc. early development)
- **Non-communicable diseases risk reduction in adolescence and youth**: socio-behavioural interventions; equitable implementation/impact
- **Global Research Collaboration for Infectious Disease Preparedness**: social sciences for research response to public health emergencies

Access to innovative, sustainable and high-quality health care

- **Equitable health care systems**: health economics, sociology, anthropology
- Health care innovation procurement network: market analysis; acceptance with users; health economics
- **Pricing/payment models for health innovations**: economic/political science, sociology

SSH opportunities in Cluster 3: Civil Security for Society

Protection against Crime and Terrorism

- Disinformation and fake news: cultural and societal aspects; fundamental rights
- Domestic and sexual violence: socio-psychological knowledge; awareness of citizens; skills, training, use of tools
- Attacks to public spaces: impact on quality & openness
- Trafficking of cultural goods: combining social research with technological development and applications
- Societal dimensions of environmental crime & firearms/drugs/human trafficking
- Child sexual abuse/exploitation: psychologists, psychiatrists, forensic psychologists, criminologists, sociologists
- Online identity theft: societal aspects/impacts; perception of freedom, justice and security
- Organisational cultures and human interactions in the forensic context
- Online radicalisation through gaming culture
- Surveillance of public spaces, behaviour of citizens, effects on local communities
- Corruption: social and economic impacts

Increased cybersecurity

- Business continuity in critical sectors: organisational perspective

Disaster-resilient society for Europe

- Risk exposure/public awareness of multi-hazards: human-hazard interactions; risk awareness /actions (influenced/shaped by cultures /traditions)
- Disaster risk reduction for extreme climate events: multi-risk governance frameworks and multi-risk thinking (social and behavioural sciences)
- Assessment of disaster risks: results from the perspectives of the users (co-design/development /dissemination/evaluation)
- Citizen preparedness in disaster/crisis-related emergency
- Citizens' behavioural and psychological reactions in disaster/crisis
- Disaster risk pricing assessment
- Societal impact assessment/creation for security research technologies
- Social innovations as enablers of security

Climate neutral, circular and digitised production

- AI/robotics for smart manufacturing: human-centric approaches
- Rapid reconfigurable production: skills requirements/training adapted to needs
- Smart production lines: user-friendliness of hard/software; demonstrate benefits for workers

Resilient industry

- Renovation in social and affordable housing districts

Digital and emerging technologies for competitiveness

- AI, data and Robotics at work: trustworthiness and acceptability by workers
- Robotics cognition: robot acceptance with human-centric, advanced behavioural models
- European Network of Excellence Centres in robotics: human factors, non-discrimination
- Quantum Technologies Flagship initiative: social implications & ethics, privacy/security
- Robotics capabilities in key sectors: human robot interaction design, behavioural intelligibility of robot interaction and action; trustworthiness/acceptability at design stage
- Training and Education on Quantum Technologies

Human-centred and ethical development of technologies

- Gender, race and other biases in AI
- AI to fight disinformation: the development of tools require involvement of social network sciences and social sciences
- Trustworthy open search and discovery
- Uptake of digital technologies through art-driven experimentations
- Workforce skills for industry 5.0: social and economic impacts on labour markets and business models; redefining work activities and automatable tasks utilising tools of SSH
- AI for human empowerment
- eXtended Reality Technologies: societal applications; uptake; ethics

SSH opportunities in Cluster 5: Climate, Energy and Mobility

Towards climate neutrality

- Circular economy & climate change mitigation: citizen behaviour/engagement
- **Socially inclusive** climate neutrality & social and economic changes
- **Economic decision-making methods** on climate/environmental policies
- Socio-economic risks of climate change
- Social science for land-use strategies

Cross-sectoral solutions for the climate transition

- **Just transition** & climate-neutral/sustainable economies and societies: **inequality** & climate change impacts, policies and transition pathways; **policy options & measures** with environmental benefits + justice
- SSH research communities in climate, energy & mobility

Sustainable, secure and competitive energy supply

- **Educational aspects** for renewable energy and renewable fuel technologies
- **Market uptake of renewable energy systems**: renewable energy sector policy and market dynamics; societal acceptance of renewable energy facilities & installations
- Wind energy in the social environment: impacts of wind installations on communities; **energy citizenship** of wind energy and farms; social awareness, engagement and acceptability of wind energy; participatory processes in wind farm development
- **Energy consumers and communities**: support citizens in the energy transition
- Renewable energy incorporation in agriculture and forestry
- Sustainability, quality & **social inclusion in built environment & cultural heritage**

Safe, Resilient Transport and Smart Mobility

- Electric Bus Rapid Transit System: socio-cultural aspects (acceptability/socio-economic benefits)
- Connected, Cooperative and Automated Mobility systems/services: **socio-economic impacts; inclusiveness; uptake; societal/citizen/user needs/aspects**
- **Delivery methods and business/operating models** to optimise road transport
- Controlling infection on large passenger ships
- Human factors in aviation: Human Digital Interface design, integration of AI into human crews/teams; **trust in AI** by human operators and flying public
- **Highly automated vehicles**: user-centric Human-Machine-Interface design
- Human behavioural model to assess CCAM solutions vs human driven vehicles
- Explainable and trustworthy AI concepts, techniques and models for CCAM
- Predictive safety assessment framework/safe urban environment for vulnerable road users

SSH opportunities in Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment

Biodiversity and ecosystem services

- The economics of nature-based solutions
- Socio-economic driving forces & epidemic risk
- Indirect drivers of biodiversity loss; biodiversity-relevant transformative changes in society and business
- Biodiversity in policy making, science and governance
- Natural capital accounting
- Consumption, trade, behaviour & biodiversity
- Socio-economic factors & biodiversity action

Rural, coastal and urban communities

- Rural diversity & social transitions (socio-economic factors)
- Empowerment of users of the sea
- Boosting women-led innovation in farming and rural areas
- Labour conditions and health and safety at work in farming
- Marine ecosystem services & socio-economic models
- Social innovation in food sharing & urban food resilience
- Socio-politics of nature-based solutions
- Empowering rural communities/smart villages for societal change
- Nature-based therapy for health and well-being

Food systems

- Sustainable production: behavioural approach; policy/business shifts; farmers' decision-making & socio-economic factors); consumers' behaviour
- Social externalities of food for incentivising sustainable choices; policy/business strategies
- Change in consumption behaviour to nutritious and sustainable food (acceptance, adherence; socio-economic, behavioural, cultural factors)
- Socio-economics of pesticide use in agriculture
- Food loss and waste prevention
- Malnutrition: knowledge/advice for empowerment

Governance, environmental observations & digital solutions

- Training and skills development in bio-based systems; social attitudes
- Bioeconomy education for young people
- Mobilise society to transform food systems for co-benefits
- Governance of marine policies
- Consumer-focused labelling for bio-based products
- Governance, economic/financial sustainability of water systems
- Urban citizen observation + authoritative measurement
- Empower citizens to exercise "data rights" in food and nutrition
- Co-creation in multi-actor projects
- Impacts of digital technologies in agriculture

Missions & Partnerships

Missions

- a portfolio of actions across disciplines intended to achieve a **bold and inspirational and measurable goal** within a set timeframe, with **impact** for society and policy making as well as relevance for a significant part of the European population and wide range of European citizens
- first funding for preparatory activities to help shape future Missions: feasibility studies, information campaigns and identifying needs
- budget of up to €5 million for each mission
- **European Bauhaus** - Commission initiative to shape a cultural and architectural movement around the European Green Deal
 - An open call for five demonstrators, autumn 2021

Healthy oceans, seas,
coastal and inland
waters

Adaptation to climate
change, including
societal
transformation

Climate-
neutral and
smart cities

Soil health and
food

Cancer

Partnerships

- The new **EIT KIC “Cultural and Creative Sectors and Industries (CCSI)”** will
 - Reduce fragmentation and catalyse regional development
 - Power new ventures, technologies, and digitalisation
 - Train the next generation of innovators in the CCSIs
 - Publication of call text Oct/Nov 2021
 - Closure of call for proposals March 2022

Thank you!

Questions?