Horizon Europe Information Days – Cluster 4
29-30 June 2021
Destination “Human-centered and Ethical Development of Digital and Industrial Technologies”
Session “Systemic approaches to make the most of the technologies within society and industry”
30 June 2021 at 09:00-10:00 hrs
Systemic approaches to make the most of the technologies within society and industry

HORIZON-CL4-2021-HUMAN-01-17: Awareness raising on Intellectual property (IP) management for European R&I (CSA)

HORIZON-CL4-2021-HUMAN-01-18: Fostering standardisation to boost European industry’s competitiveness (CSA)

HORIZON-CL4-2021-HUMAN-01-19: Testing innovative solutions on local communities’ demand (CSA)

HORIZON-CL4-2021-HUMAN-01-20: Piloting a new industry-academia knowledge exchange focussing on companies’ needs (CSA)

HORIZON-CL4-2021-HUMAN-01-26: Workforce skills for industry 5.0 (RIA)

HORIZON-CL4-2021-HUMAN-01-21: Art-driven use experiments and design (RIA)
On questions related to proposal submission and evaluation, and Model Grant Agreement, please refer to

Webinar: How to prepare a successful proposal in Horizon Europe (24 March 2021)
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210324.htm

On questions related to communication, dissemination, exploitation, please refer to

Webinar: Dissemination & Exploitation in Horizon Europe (9 June 2021)
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210609.htm
Q&A on Topics:

HORIZON-CL4-2021-HUMAN-01-17: Awareness raising on Intellectual property (IP) management for European R&I (CSA)

HORIZON-CL4-2021-HUMAN-01-18: Fostering standardisation to boost European industry's competitiveness (CSA)

Please enter your questions in slido
Q&A on Topics:

HORIZON-CL4-2021-HUMAN-01-19: Testing innovative solutions on local communities’ demand (CSA)

HORIZON-CL4-2021-HUMAN-01-20: Piloting a new industry-academia knowledge exchange focusing on companies’ needs (CSA)

Please enter your questions in slido
Q&A on Topic:

HORIZON-CL4-2021-HUMAN-01-26: Workforce skills for industry 5.0 (RIA)

Please enter your questions in slido
Q&A on Topic:

HORIZON-CL4-2021-HUMAN-01-21: Art-driven use experiments and design (RIA)

Please enter your questions in slido
Thank you

# HorizonEU

http://ec.europa.eu/horizon-europe
HORIZON-CL4-2021-HUMAN-01-17: Awareness raising on Intellectual property (IP) management for European R&I (CSA)

Awareness campaign and specific activities to support academia, research institutions and SMEs on the management and valorisation of IP to demonstrate public value

Expected Outcomes:

• Increased awareness among knowledge generators of the importance of the generation, protection, management and use of IP for the development of key technologies and achieving sovereignty in strategic value chains.
• Stronger open innovation ecosystems by providing guidance and best practice examples on how to use the intellectual property.
• Increased and optimised use of intellectual assets to promote innovation with high value to the economy and society.

EU contribution per project: around EUR 1.00 million
Indicative budget: EUR 1.00 million
Type of Action: Coordination and Support Actions
TRL: -
HORIZON-CL4-2021-HUMAN-01-18: Fostering standardisation to boost European industry's competitiveness (CSA)

A one-stop-shop offering solutions to foster standardisation as a means of knowledge valorisation

Expected Outcomes:

- Reinforcing the links between research, innovation and standardisation ensuring that standardisation is an integral part of the European research and innovation landscape.
- Facilitating the entry to market of innovative solutions, which could address major societal challenges such as climate change and digitalisation.
- Promoting standardisation as an important enabler towards the enhancement of the competitive edge of the European industry.
- Helping in the development of agile standards by identifying the major bottlenecks of the standard-setting process.

EU contribution per project: around EUR 1.00 million
Indicative budget: EUR 1.00 million
Type of Action: Coordination and Support Actions
TRL: -
HORIZON-CL4-2021-HUMAN-01-19: Testing innovative solutions on local communities’ demand (CSA)

Matching local communities’ needs with research results, co-creating and testing innovative solutions across Europe

Expected Outcomes:
• Increased societal uptake of new technologies and knowledge-based solutions, achieved through better understanding of societal needs and higher societal acceptance;
• Increased place-based innovation and experimentation, through testing of up to 100 innovative new solutions in partnership with cities and local communities, research and industry, drawing on local characteristics and strengths;
• Increased innovation capacity across Europe, through new models of co-creation and exchange of good practices and learning from experimentation, so that innovative solutions are shared and adapted to the needs of local communities (avoiding ‘one size fits all’).

EU contribution per project: around EUR 5.00 million
Indicative budget: EUR 5.00 million
Type of Action: Coordination and Support Actions
TRL: -
HORIZON-CL4-2021-HUMAN-01-20: Piloting a new industry-academia knowledge exchange focussing on companies’ needs (CSA)

Support co-creation teams of students, researchers and companies own R&D personnel to solve company’s R&I and business challenges

Expected Outcomes :
• Stronger industrial ecosystems in Europe through reinforced industry-academia collaboration.
• Enhanced use of the European pool of talents and skills supporting European industry to deliver innovative solutions.
• Upskilling university students for their entrepreneurial and transversal skills by offering early exposure to real business environment and problem solving.
• Increased competitiveness of the European industry by facilitating access to knowledge and talents.

EU contribution per project: around EUR 2.00 million
Indicative budget: EUR 2.00 million
Type of Action: Coordination and Support Actions
TRL: -
HORIZON-CL4-2021-HUMAN-01-26: Workforce skills for industry 5.0 (RIA)

The main scope is to consider the nature of job transformations in the context of the 4th industrial revolution – and establish an “Industry 5.0 platform” for future skill requirements.

Expected Outcomes:
• A quantitative and qualitative assessment of the nature of job transformations in the context of the 4th industrial revolution, estimating and mapping the emerging occupations. Establishment of an “Industry 5.0 platform” for future skill requirements improving the critical understanding of the ‘black box’ of new jobs creation;
• guidance and recommendations, including avenues for new learning and training systems, for policy-makers, businesses, individuals, to reduce the skills’ gaps, to cope with possible unemployment effects, to foster industrial competitiveness while enhancing inclusiveness.

EU contribution per project: around EUR 5.00 million
Indicative budget: EUR 5.00 million
Type of Action: Research and Innovation Actions
TRL: start at TRL 4 and achieve TRL 6 by the end of the project
Art-driven use experiments and design

Ralph Dum
Ralph.Dum@ec.europa.eu

Peter Friess
Peter.Friess@e.europa.eu

More info on https://www.starts.eu/art-driven-use-experiments-and-design-starts-call-2021/
S+T+ARTS: European approach to innovation rooted in the arts

Activities envisaged by this call

- **STARTS Lighthouse**: Elaborate in one or more of the sectors identified in the call concrete challenges to which artists jointly with end-users/stakeholders can help propose concrete solutions.

- Open calls for **STARTS residencies** for artists and artist-SME teams. **Follow/mentor** these residencies so they contribute to overall goals of project.

- Provide access for artists to cutting edge technology so they can reflect on novel uses and impact on society.

‘Arts add a necessary human dimension to technology that many engineers underestimate.’

*(Roberto Viola, Director General of DG CONNECT)*
Art-driven experiments and design towards a human-centred approach to innovation

**Expected outcome:**

- Art-driven design of disruptive products and services respecting the human dimension.

- Art-driven adoption of digital technologies in industry and in society.

- End-Users (industry, SMEs or regional authorities) in the identified sectors start to team up with the arts to tackle social and ecological challenges.

- Art-driven design increases trust in/acceptance of digital technologies in society.

**Budget:**

We envisage to fund **three projects** with a maximum of **2.85 MEUR** requested EC funding.

At least **400 kEUR** for FSTP for artists, **at least 800 kEUR** for artists-SME pairs.