Europe is characterised by a variety of different peoples, traditions, regional and national identities as well as by different levels of economic and social development. It has a very rich intellectual and historical basis with many European and non-European influences that have shaped it over the centuries and continue to do so today. These processes have been further reinforced in recent decades by technological progress facilitating mobility and the flow of information. The European integration process, bringing countries closer to each other, breaking down barriers to mobility and fostering cooperation, has also made an important impact. As a result of these long-term processes, the European societies feature a large diversity of values and lifestyles, views and beliefs, identities and cultures that influence on daily basis the European economy, society, politics and law. Also, studies contributing to the understanding of Europe's intellectual basis, creative capacity, cultural identity and history rely more and more on digital expressions of culture and identity. Advanced search and modelling and preservation technologies will maximise the value of tangible and intangible heritage and of collections in libraries, archives, museums, galleries and other public institutions.

This call will explore the European diversities and the opportunities they bring, enhancing the understanding of Europe's intellectual and creative basis and paving the way for the European society to critically reflect upon itself, including its historical, cultural and normative roots and the historical trajectories of Europe’s democratic institutions. By addressing the key issues of cultural heritage, identity formation as well as intellectual, artistic, creative and historical legacy of the European Union, this research will contribute to a more resilient, innovative and creative European society pursuing the goal of 'Unity in diversity' whose importance and relevance has been highlighted by the recent financial and economic crisis. It will also foster the potential of digital technologies for facilitating the modelling, analysis, understanding and preservation of European cultural heritage, thus allowing richer interpretations and user experiences, as well as creative re-use.

Proposals are invited against the following topics:

**REFLECTIVE-2-2015:**

Emergence and transmission of European cultural heritage and Europeanisation

Specific challenge: The history of Europe and over sixty years of European integration have fostered the emergence of cultural heritage at different levels – local, regional, national and, recently, European. In all its forms, cultural heritage, values and language are crucial for the collective memories and sociability of groups but also for the personal development of citizens, enabling them to find their place in society. They also serve as a source of inspiration for the development of people's personalities and talents. Extending to the very heart of Europe and constituting a basis for EU construction, they play a key role in providing a sense of European belonging and EU citizenship as distinct from, but combined with, national citizenship. Cultural heritage and values are at the heart of our capability of overcoming the current EU crisis which could well provide the stimulus for revising EU policies so as to provide a solid basis for the emergence of a truly European cultural heritage and for passing it to future generations.

Scope: The multidisciplinary and comparative research will focus on the emergence of a European cultural heritage in a historical perspective. It will address how the local, regional, national and European aspects of cultural heritage are interlinked, how they are understood or not by citizens and
encouraged or not by various stakeholders and promoters of cultural heritage. It will also analyse how this interplay of cultural heritage at different levels impacts on Europeanisation and the citizens' perceptions on Europe. This research should include both tangible and intangible cultural heritage as well as less established or popular examples of cultural heritage in the area of the living arts and consider contemporary trends in arts and culture in the shaping of tomorrow's European cultural heritage in order to enrich the study differentiating between commercial and non-commercial aspects. The research will also focus on the multilingual nature of the European heritage, seeking to gain a deeper understanding of the axiological, linguistic, social and cultural aspects of multilingualism and how they ensure the transmission of cultural heritage across generations and borders.

The links between the valorization of this combined cultural heritage and various forms of formal and non-formal education and training, as well as the development of social, axiological, linguistic, cultural and political memories or imaginaries, should be studied in order to assess potential trends towards various forms of European cultural heritage and its links with Europeanisation. This should also include the assessment of the touristic potential of the EU level cultural heritage.

The Commission considers that proposals requesting a contribution from the EU of between EUR 1.5 and 2.5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: Research will support the EU cultural policies linked to fostering the emergence, transmission and use of cultural heritage at local regional, national and, in particular, European level.
It will provide the different stakeholders at all relevant levels in various sectors of cultural heritage with a pragmatic approach to sharing its development and preservation at the different levels, suggesting innovative synergies between various levels of responsibility.
These activities are expected to offer practical advice, best practices and a set of proposals regarding European cultural and educational institutions that could promote European cultural heritage and its use in Europe and internationally in full cooperation with relevant authorities and experts and the due participation of EU citizens at relevant levels.

Type of action: Research and innovation actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

REFLECTIVE-3-2015: European cohesion, regional and urban policies and the perceptions of Europe

Specific challenge: Regional policies were the second largest part of the EU budget in the period of 2007-2013 and they will maintain a large budget share in the new multiannual financial framework as well. The contribution of these policies towards European economic, social and territorial cohesion has been constantly monitored and critically analysed in recent years. On the contrary, our knowledge is much less significant on the contribution of this vast European policy to a positive identification with the European project as such or to the emergence of a valued, popular sense of European identity among the beneficiary population.

Europe's regions are very diverse in terms of institutional history, distinct cultural (or even linguistic, ethnic or national) identities as well as administrative and governance functions. In some regions, indigenous peoples' issues and demands are affected and challenged by European policies. In the context of a perceived democratic deficit of the EU and bearing in mind the importance of local practices and mental representations in the construction of identities, it is highly important to analyse the triangular relationship between European regions, the European framework for the application of cohesion, regional and urban policies (including the notion of smart specialisation
and the role of creativity in modern development policies) and the impact of European regional policies on a positive identification with the European construction.

Scope: The tailor-made, multidisciplinary, geographically balanced and comparative research will aim at exploring the interplay between (1) European regions with highly different administrative roles, civil participation, history, culture, creativity and identity, (2) the application of cohesion, regional and urban policies in the EU, including the subsidiarity aspects and decentralised decision-making and the aims of smart specialisation and (3) the contribution of regional policies to a positive identification with the value-based European integration project by European societies. In analysing the potential of EU cohesion, regional and urban policies for fostering a more positive identification with the European project, it is crucial to also incorporate the interplay with regional policy regulatory implementation experiences, both positive and negative. Based on a critical review and assessment of the existing conceptual and methodological background supported by modern creative practice, the research should include a comparative analysis of genuine and innovative case studies from Members States with different current and historical territorial administrative frameworks and regional identities in order to identify the channels by which European regional policies impact the perception of Europe by its citizens. Finally, the research activities should consider the impact and effectiveness of communication efforts related to EU-financed regional development projects.

The Commission considers that proposals requesting a contribution from the EU of between EUR 1.5 and 2.5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: The research is expected to make major conceptual, methodological and analytical contribution towards a better understanding of the relationship between European regional policies, local and regional identities and the perception of the added value of the EU by its citizens. These activities will inform communication strategies at the EU, Member State and regional levels regarding the European regional policies and specific projects. They will provide insights on how to adapt these communication efforts to local and regional realities in order to maximise their impact. At the same time the research will consider how to increase the civic appreciation of these policies and how to improve regional policy relevance and efficiency.

Type of action: Research and innovation actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

REFLECTIVE-4-2015:
Cultural opposition in the former socialist countries

Specific challenge: Numerous documents and objects in various collections testify to the rich variation of independent cultural movements and activities against the regimes in the former socialist countries in Europe. These documents of an era, which shaped - and still influences - the attitude of several generations of today’s EU citizens towards their political and social participation, understanding of the new democratic reality and formulation of the new societal identity, are however widely dispersed and fragmented and as such often unknown to or neglected by the general public.

Scope: The comparative research will firstly examine various types of collections witnessing the widest possible spectrum of the cultural opposition movements and activities in former socialist countries – today’s and potential future Member States of the EU. It should analyse to what extent and how the objects in these collections - be it various types of independent literature or documents witnessing opposition expressed through visual or performing arts, religious and other activities - are known and used for informing EU citizens, and especially the young people of the EU, on the
anti-communist past. In order to fulfill this task, the collections in various countries should be identified and their electronic register created. Historical circumstances influencing the creation of documents/objects they contain should be clarified and various types and features of those objects should be analysed. Secondly, various types of the country-specific cultural opposition movements in the former socialist countries should be analysed and ways how their activities reflected and reacted to the oppression from the communist regime should be investigated. Finally, the question whether, to what extent and how such movements contributed to the fall of socialist regimes and to the creation of the modern diverse societies, should be addressed. To support this investigation, the archives of the secret police and other oppression bodies of the socialist state could also be explored in order to understand the position of the communist regime vis-à-vis the outputs of the researched cultural opposition movements. The Commission considers that proposals requesting a contribution from the EU of between EUR 1.5 and 2.5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts. Expected impact: The research will have multiple impacts. Firstly, the developed register of these collections will contribute to their better promotion as an important testimony to anti-communist opposition in Europe and will foster cooperation among institutions holding them. Secondly, a set of recommendations based on such research findings will propose methods for a preservation of these, future cultural heritage, objects and will give guidance on the role of the European Union in this respect. The findings from the analysis of country-specific anti-communist cultural movements will, among others, be of use for pedagogical processes. Finally, the guidance on how the collections and the results of the analytical part of the research should be used will focus on raising awareness and preserving memories in the EU on lessons learned from the socialist past of today’s and potential future EU members. Type of action: Research and innovation actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

REFLECTIVE-5-2015: The cultural heritage of war in contemporary Europe

Specific challenge: European nations and societies have had ambiguous relation to war since the beginning of the age of modern nation states. Wars represented the culmination of patriotic efforts and cemented national identities. The horrors of wars pushed the same societies, nations and their elites to overcome traditional rivalries and to engage in the European construction after World War II. The Nobel Peace Price received by the European Union in 2012 and the upcoming Europe-wide memorial events related to the first centenary of the outbreak of World War I and to the 70th centenary of the end of World War II put in relief in an expressive way the many layers of the cultural heritage of war, whether for local communities, for national or for European identities. Scope: The multidisciplinary, geographically balanced and comparative research will aim at exploring the complex relationship that contemporary European societies have with the tangible and intangible cultural heritage of the major armed conflicts fought on their soil in the 20th century (inter alia World War I and World War II but also Balkan wars, civil wars, revolutions, etc.). The research will map the use of the cultural heritage of the selected major armed conflicts in memorial practices, media and popular culture, political appropriation, education, heritage preservation and related cultural heritage tourism. It will explore and conceptualise the role that this cultural heritage plays in local and national identities and in the practices and narratives laying the foundation of European identities. It will explore links between national cultural heritage traditions and assess how these can be better articulated.
Comparison with cases from geographical regions outside of Europe could further deepen the comparative aspects of the research. The Commission considers that proposals requesting a contribution from the EU of between EUR 1.5 and 2.5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: Research under this topic will significantly deepen knowledge on the – sometimes contradictory – local, national and European aspects of the cultural heritage of wars and other major armed conflicts. It will provide innovative ways, networks, tools and policy advice on how to maintain and preserve this rich and diverse element of the European cultural heritage and how to promote it further in communication, education and tourism at the level of the whole EU. It is expected that these activities will create a lasting dynamic in this specific field of European cultural heritage by putting into place new networks of researchers, local communities, education providers and specialists of heritage preservation and tourism. The research will also provide genuine and innovative policy recommendations concerning the valorisation, in an inclusive European perspective, of this difficult but fundamental cultural heritage of contemporary Europe. Strong emphasis will be put on the development of new inter-institutional initiatives and high quality new education tools and material that reinterpret cultural heritage and allow the development of new shared cultural perspectives in Europe.

Type of action: Research and innovation actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

REFLECTIVE-6-2015:
Innovation ecosystems of digital cultural assets

Specific Challenge: The digital age has revolutionised our habits, behaviours and expectations. The utilisation of digital technologies for research in the humanities and social sciences demonstrates the need for innovation at the service of scholarship and its advancement. The shift to digital is impacting on identities and cultures and transforming the shape of the knowledge that we will transmit to future generations as our legacy. This specific challenge responds to the growing urge to share the wealth of cultural resources, research and knowledge in our collections. It will show how digital cultural resources can promote creativity and generate innovation in research, lead to richer interpretations of the past, bring new perspectives to questions of identity and culture, and generate societal and economic benefits. Europe’s vast cultural heritage can be transformed into digital assets, whose integration and reuse through research-led methods can create value for European cultural institutions and heritage, tourism and the cultural and creative industries. The objective is to enhance the analysis of cultural resources to improve our understanding of how European identity can be traced, constructed or debated, and to use those resources to foster innovation across sectors.

Scope: Support and promote access to and resuse of cultural heritage resources as part of research and innovation. Projects should enable new models and demonstrations of the analysis, interpretation and understanding of Europe's cultural and intellectual history and/or bring cultural content to new audiences in novel ways, through the development of new environments, applications, tools, and services for digital cultural resources in scientific collections, archives, museums, libraries and cultural heritage sites. The developed technologies or services should be generated in the context of humanities research perspectives (identity, culture, questions of place, historical and cultural knowledge) alongside meeting real user needs. They should stimulate cross-border, cross-lingual multi-disciplinary research of Europe's cultural heritage, enabling collaboration, partnerships and co-production of knowledge across sectors and communities of researchers and users. Proposals should demonstrate appropriate methods of re-using and
repurposing digital assets, paving the way for wider exploitation of Europe's cultural resources and boosting innovation.
The Commission considers that proposals requesting a contribution from the EU between EUR 2 million and 4 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: Activities under this topic will stimulate new research perspectives for the humanities and social science communities, provide innovative and creative methods for approaching cultural assets, generate tools and resources to access and exploit the rich and diverse European digital cultural heritage in a sustainable way, and promote further its use allowing its reinterpretation towards the development of a new shared culture in Europe.
It is expected that these activities will create a viable and sustainable cross-border, cross-lingual and/or cross-sector exploitation of European digital cultural heritage assets by putting into place new networks of researchers, scholars, ICT professionals and specialists of digital heritage.
Type of action: Innovation actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

REFLECTIVE-8-201514: Communication and dissemination platform

This activity directly aimed at supporting the development and implementation of evidence base for R&I policies and supporting various groups of stakeholders is excluded from the delegation to Research Executive Agency and will be implemented by the Commission services.

Specific challenge: This support action has a twofold purpose. First, it is aimed at contributing to the provision of consolidated information on the findings of EU-funded projects in the area of inclusive, innovative and reflective societies, developing communication materials for policy makers, academics, journalists or the general public (for example writing reviews or ‘policy briefs’), and improving the quality of existing texts. This includes helping to guarantee an improved access to research projects’ data.
Second, it is necessary to organise in a professional way the dissemination activities for research results in the area of inclusive, innovative and reflective societies (workshops, conferences or other types of ad hoc events) in order to complement European Commission activities, using the latest information and communication technologies and tools.
Scope: The supporting action should foster dialogue and cooperation amongst researchers themselves (not only from EU-funded projects but also those funded by other international or national organisations when relevant) and between researchers and other stakeholders (policy makers, public institutions, civil society, trade unions, practitioners etc.), from a multidisciplinary policy perspective and focussing on innovation, inclusion and growth.
Such “Research and Policy Communities”, in the form of groups or ad hoc debates, would contribute to the review of past and on-going EU research, the design of research agendas and dissemination and valorisation strategies, the identification of data collection challenges and the assessment of impact on the development of policies. Tools like internet platforms or social networks may be used. Dissemination at national level must be addressed, via specific events, networks of national facilitators or other modalities of action. The need to translate material to EU languages in order to reach the relevant stakeholders should be taken care of.
The platform should cover in particular (but not only) the themes related to the European economic and financial reform, the problems of young people in Europe, cultural heritage, values and diversities in Europe as well as the EU role as a global actor. The Commission considers that proposals requesting a contribution from the EU in the order of EUR 1 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: The support action will bring together researchers on the topics selected for EU funding, creating communities with multidisciplinary perspectives that will ensure effective dissemination and take up of EU-funded research results increasing therefore substantially their visibility. The action is also expected to provide insights on how to improve the availability and quality of data as well as contribute to the development of the European Research Area, in particular in the field of social sciences and the humanities and to the development of future research agendas.

Type of action: Coordination and support actions

The conditions for this topic are provided at the end of this call and in the General Annexes.

CONDITIONS FOR THIS CALL

Publication date: 11/12/2013
Deadline(s) 17 18

REFLECTIVE-2-2015 [07/01/2015 at 17.00.00 Brussels time]
REFLECTIVE-3-2015 [07/01/2015 at 17.00.00 Brussels time]
REFLECTIVE-4-2015 [07/01/2015 at 17.00.00 Brussels time]
REFLECTIVE-5-2015 [07/01/2015 at 17.00.00 Brussels time]
REFLECTIVE-6-2015 [21/04/2015 at 17.00.00 Brussels time]
REFLECTIVE-8-2015 [07/01/2015 at 17.00.00 Brussels time]

17 The Director-General responsible may delay this deadline by up to two months
18 The deadlines provided in brackets are indicative and subject to a separate financing decision for 2015.
Overall indicative budget: EUR 23.00 million from the 2014 budget and EUR 26.50 million from the 2015 budget

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Eligibility and admissibility conditions: The conditions are described in parts B and C of the General Annex to the work programme.

Evaluation criteria, scoring and threshold: The criteria, scoring and threshold are described in part H of the General Annex to the work programme, with the following exceptions:

- For the criterion Impact, the following standard sub-criterion is not applicable:
  - Strengthening the competitiveness and growth of companies by developing innovations that meet the needs of European and global markets; and by delivering such innovations to the

Evaluation procedure: At least 1 proposal per topic will be selected for funding provided it passes all evaluation thresholds. The procedure for setting a priority order for proposals with the same score is given in part H of the General Annex.

The full evaluation procedure is described in the relevant guide associated with this call.

Indicative timetable for evaluation and grant agreement:

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<th>REFLECTIVE-2-2015</th>
<th>Information on the outcome of the evaluation (single or first stage)</th>
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<th>Indicative date for the signing of grant agreements</th>
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<td>Maximum 5 months after the final date for submission</td>
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<td>Maximum 3 months from the date of informing applicants</td>
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19 Subject to the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or if the budget is not adopted as provided for in the system of provisional twelfths
20 The budget amounts are indicative and will be subject to a separate financing decision to cover the amounts to be allocated for 2015.
Consortium agreements: In line with the Rules for Participation and the Model Grant Agreement, participants in Research and Innovation Actions or in Innovation Actions are required to conclude a consortium agreement prior to grant agreement.

http://www.apre.it/ricerca-europea/horizon-2020/bandi/#tema36