EUROPEAN CULTURAL
AND CREATIVE INDUSTRIES
INNOVATION POLICY PLATFORM

Cultural and Creative Industries enabling green transitions: Is the New European Bauhaus a catalyst?

POLICY RECOMMENDATIONS
FROM POLICY LAB 2

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Key Recommendations

In this ekip Policy Lab report we analyse how innovation policies and current funding instruments enable the potential of the cultural and creative industries (CCI) in the green transition of European society. We specifically zoom in on New European Bauhaus (NEB) and analyse to what extent NEB has been a catalyst for CCI to participate in the green transition so far, which transition roles for CCI actors are particularly stimulated through NEB and to what extent NEB is complemented with other support mechanisms (policy instruments and other) that encourage the CCI to take up roles in the green transition.

We conclude that the NEB proves to be a unique opportunity for many CCI actors to participate in green transition projects. It has been a first real step of working with the contribution of CCI in sustainable development on a macro level. However, we also find that the NEB prohibits the CCI from being a truly equal partner among innovation actors in catalysing the green transition. The NEB implicitly excludes a number of CCI subsectors from being involved, it lacks a clear direction and scope and lacks sustainable funding mechanisms for CCI actors to be involved beyond (short-term) projects, among others.

RECOMMENDATIONS TO FURTHER STRENGTHEN OPENINNOVATION WITH THE CCI IN THE CONTEXT OF THE GREEN TRANSITION

Better engage the CCI in the process of goal setting and strategic decision taking on innovation strategies related to the green transition;

- Recognise and leverage the strategic thinking capabilities of CCI actors within ecosystems. Lead by example as policy maker, and actively engage CCI actors in strategic discussions on innovation roadmaps and policy instruments supporting the green transition.
- Give CCI actors an equal voice in the development of the vision for open innovation fostering the green transition. Their involvement should not be tokenistic, but rather integrated into the core decision-making processes.

Recognise the unique competencies of CCI actors across various roles and processes within the innovation system, not just as promoters of awareness but also as (potential) experimenters, creators, designers, communicators, catalysts, and project managers:

- Recognise and empower CCI as key players in innovation policies and instruments, granting them the possibility to engage in all stages of the innovation process, as equal innovation agents in green transition innovation systems.
- Develop innovation instruments and frameworks supporting the green transition, that actively promote and foster partnerships between CCI and other sectors to enhance the breadth and depth of innovation, both within the CCI, other sectors and society at large.
- Leverage the imaginative power, critical thinking and communicative strengths of CCI to ensure that innovation efforts resonate culturally and socially, with a positive impact on climate.

Design a more balanced portfolio of funding opportunities – from EU to local funding - that allow CCI actors to take up their multiple transformative roles in different context:

- Provide financial support that is also accessible for CCI actors for projects that are exploratory in nature, transdisciplinary and whose impacts and outcomes are not yet determined. This type of funding encourages risk-taking and experimentation (including on the collaboration settings), which are essential for breakthrough innovations.
- Financially support the participation of CCI actors in innovation networks focused on the green transition. This funding should allow all innovation partners – including CCI actors – to participate in a balanced and equitable partnership, thus better ensuring that projects are founded on mutual respect and shared responsibility.
- Develop funding mechanisms to scale up successful practices identified and driven by CCI (e.g. in NEB projects), ensuring sustainable impact.

Provide strategic recognition of the diverse skills sets that transformative innovations – such as innovations for the green transition – require and that go beyond scientific and technological skills:

- Provide strategic recognition of the diverse skills sets that transformative innovations – such as innovations for the green transition – require and that go beyond scientific and technological skills.
- Take further steps in fully recognising the value of the arts in STEAM, including in the context of the green transition.

Recognise the valuable role of CCI infrastructures as experimentation and innovation infrastructures related to the green transition:

- Recognise and provide innovation funding for the role that CCI infrastructures can play in transformative green innovation trajectories, especially in local (urban and rural) ecosystems and in close cooperation with other innovation actors and with citizens. Explore the possibilities of further mobilising the EU structural funds in that respect.
- Provide EU support and funding for the development of cross-sectoral research infrastructures that are equipped with resources, technologies and mentors, where CCI actors can experiment and test innovative ideas, in collaboration with stakeholders from other sectors.

1 Introduction

Since 2015, the **UN 2030 Agenda for Sustainable Development**[1] and its 17 Sustainable Development Goals (SDGs) have become guiding principles across European policies including for the green transition. In 2019, with the **European Green Deal**[2], the EU set its own ambitious goals for carbon emissions reduction, addressing 12 of the 17 SDGs and placing environmental sustainability at the forefront of EU policy. The objective of the European Green Deal is to reduce emissions by 55% in 2030 and being Net Zero in 2050. However, the green transition goes beyond solely reducing emissions. It is a multi-faceted transition that requires improved biodiversity, mobility, cleaner oceans and water, a regenerative circular economy and energy and a different relation with nature all in all. Essential is that this transition develops and evolves in a fair way.

In 2020, the **New European Bauhaus (NEB)**[3] - an EU interdisciplinary flagship initiative bringing the world of science and technology, art and culture together – was launched to bring the ambitions of the EU Green Deal closer to the everyday lives and experiences of EU citizens. The aim of NEB is to inspire citizens and society at large to envision and create a future that is beautiful, sustainable, and inclusive, addressing the pressing challenges of climate change and social inequality. It draws inspiration from the original Bauhaus movement, which combined art, craftsmanship, and technology to revolutionise design and architecture in the early 20th century.

[1] United Nations (2015). Resolution adopted by the General Assembly on 25 September 2015 [without reference to a Main Committee (A/70/L.1)] 70/1. Transforming our world: the 2030 Agenda for Sustainable Development. https://documents.un.org/doc/undoc/gen/n15/291/89/pdf/n1529189.pdf?token=HGZOWTnG4UWJQ3bHvN&fe=true

[2] European Commission (2019). Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions: The European Green Deal (COM/2019/640 final). https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A52019DC0640. the 2019 European Green Deal aimed at reducing net greenhouse gas emissions in the EU by at least 55% by 2030, compared to 1990 levels.

[3] https://new-european-bauhaus.europa.eu/index_en

- What makes NEB unique is that it includes the competencies of CCI as one of the key assets for achieving a more sustainable future. It promotes collaboration across disciplines, encouraging architects, artists, scientists, and citizens to work together and take up different roles in the green transition. The NEB initiative also mobilises several EU research & innovation funding instruments to support the achievement of the NEB objectives. Since its launch in 2020, many NEB projects have been funded and implemented, and CCI actors and other stakeholders have been involved.

- In this paper we analyse to what extent NEB – together with other EU policy initiatives – provides a supportive framework for CCI actors to participate in the green transition. The paper builds on an extensive literature review done by *ekip* researchers[4], as well as a Policy Lab organised on April 16th 2024 in Brussels in the context of the NEB Festival. In the Policy Lab, a mix of CCI actors, intermediary organisations and policy makers from different governance levels participated.[5]

> *"The green transition is more than reducing emissions, it's about redefining our relationship with nature and society."*

2 Engaging CCI In the green transition: an (EU) policy landscape analysis

- In past years, the green transition has been a top priority for EU institutions. Currently, discussion and debates on the green transition and/or sustainable development are ubiquitous and promoted by different sources and levels. Respectively, (policy) initiatives to contribute to these developments are motivated in different ways, and here the NEB counts as one among the many, even though as a relevant and influential factor. The broad scope of promoting culture in, for, and as sustainability within the NEB programme goals, results in a **rich diversity of various NEB initiatives on the national and sub-national levels**. The spectrum of NEB projects has been explained in the report 'New European Bauhaus at the local and regional level'[6], in the 2023 NEB Progress Report[7], the NEB Lab website,[8] and on the NEBD ashboard.[9]

  Between 2020 (launch NEB) and now, NEB has been increasingly recognised, supported, and referred to by various (policy) instances and in various policy instruments.. This is clear, for example, in the national strategy in Sweden, **Kreativa Sverige!** (2022) that focusses on "promoting sustainable development of businesses in the cultural and creative industries".[10] In this strategy, the EU's directive power on the theme is explained and the respective chapter details the NEB, although with comments that illustrate the NEB's strong connection to urban planning and housing. (*Kreativa Sverige!* 2022, 171–172).

Box 1 Kretiva Sverige!

On November 3, 2021, the Swedish government decided to appoint a special investigator to propose a comprehensive national strategy aimed at promoting the long-term and sustainable development of cultural and creative industries throughout the country over the next ten years. On August 5, the investigation presented its report Creative Sweden! National Strategy for Promoting Sustainable Development for Companies in Cultural and Creative Industries. Although the focus of this strategy is mainly on CCI rather than the role of CCI in the green transition, it is still a fitting exa mple of designing and catalysing an effective strategy with a specific purpose.

See -Kreativa Sverige! Nationell strategi för främjande av hållbar utveckling för företag i kulturella och kreativa branscher - Regeringen.se

[4] This paper contains extracts from a more extensive Scoping Note on NEB, to be published (forthcoming) in the ekip Knowledge Bank: Knowledge Bank Archive - Ekip Engine.
[5] We refer to the Annex for the Policy Lab programme and participants list.
[6] https://op.europa.eu/en/publication-detail/-/publication/9d16f276-4554-11ee-9854-01aa75ed71a1/language-en
[7] https://new-european-bauhaus.europa.eu/about/progress-report_en
[8] https://new-european-bauhaus.europa.eu/about/neb-lab_en
[9] https://web.jrc.ec.europa.eu/dashboard/NEB/index.html
[10] https://www.regeringen.se/rattsliga-dokument/statens-offentliga-utredningar/2022/08/sou-2022_44/

- A recent regional initiative from Finland, **the LuoTo project**, addresses the variety of CCI spheres and aims at offering "guided principles for the transition of creative industry towards a well-functioning and lowcarbon future in circular economy" and confirms that "creative spheres have the unique possibility to influence changes in culture and behaviour". [11] In this way, the project and its deliverable, the "Diverse creative industries building sustainability – Action plan for the ecological sustainability transition of the creative industries" (2024) would well correspond with the spirit of the Agenda 2030 and the SDGs, as well as with the Green Deal and the NEB. However, the action plan (currently only available in Finnish) does not refer to NEB at all. Instead, the document refers to The Nordic Green Roadmap for Cultural Institutions (2023).[12] At the same time, "Towards Sustainable Architecture – Finland's national architectural policy programme 2022–2035" refers to the NEB and considers it as a key international factor in architecture policy (p. 58).[13]

- In past years, different EU instruments have been adapted or set up to support CCI in the green transition – NEB being only one of them, as summarized in a recent study for the CULT Committee[14] (see Box 2)

Box 2 EU funding supporting CCI in the green transition

Creative Europe is undergoing a significant transformation. Driven by the EP's call for a "greener" Creative Europe[15], and aligned with the ambitions of the European Green Deal, the programme is actively integrating environmental considerations into its funding mechanisms, bringing the programme also in line with the overall EU target of dedicating 30% of the budget to climate objectives.

Horizon Europe also contributes to the greening of the CCI. While its primary focus areas are research excellence and tackling climate change, the programme fosters connections between cultural and sustainability goals. For instance, Cluster 5 on Climate, Energy and Mobility specifically addresses this intersection[16] by funding projects that combine research on cultural preservation with environmental responsibility.[17]

EU Cohesion Policy's funding scope extends beyond traditional cultural activities, encompassing various initiatives that promote environmental sustainability within the CCI[18]. In a 2022 report from the EC to the EP, Council, EESC and CoR[19] it is highlighted how cohesion policy supports measures that reduce the environmental footprint of cultural institutions and sites. These measures include energy efficiency upgrades, renewable energy adoption, waste management solutions, and circular economy practices. Additionally, it promotes the development of green infrastructure, a factor crucial for e.g. sustainable cultural tourism.

In 7 out of the 22 approved recovery and resilience plans of EU Member States, financial investment from the **Recovery and Resilience Facility (RRF)** is foreseen to support the green transition in the CCI.Investments relate to renovations to increase energy efficiency of cultural buildings and sites (HR, IT, PT, SK), safeguarding heritage sites from climate change (EL) as well as incentives for green and climate-friendly projects by cultural actors (AT, FR).[20]

Beyond initiatives stimulating the green transition of the CCI itself, EU policy initiatives **that promote the CCI as a driver of a green and just transition** have also been introduced, NEB being exemplary in this category. The NEB connects with existing EU policies and funding mechanisms like Horizon Europe, Creative Europe, and cohesion policies, to ensure that the NEB's vision is integrated across various EU programmes, maximizing its impact and facilitating access to resources for cultural actors engaged in sustainability initiatives. For example, CrAFt-Creating Actionable Futures[21] is a Horizon Europe project that is inspired by the NEB and brings cities, citizens, policymakers, arts, and academia together to coshape the transition to climate neutrality by 2030. More than 30 European universities and schools of arts and design are engaged in supporting their local cities, with more than 100 students engaged in STEAM teams (Science, Technology, Engineering, Arts, Mathematics), internships and local capacity building.

Source: IDEA Consult et al. (2024)[22]

[11] https://uudenmaanliitto.fi/en/projects/luoto-outlines-for-sustainable-future-in-creative-industry/
[12] https://norden.diva-portal.org/smash/get/diva2:1808513/FULLTEXT01.pdf
[13] https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/163757/VN_2022_1.pdf?sequence=1&isAllowed=y
[14] IDEA Consult, imec-SMIT-VUB, KUL-CiTIP, Amann S. and Heinsius J. 2024, Research for CULT Committee – EU culture and creative sectors policy – overview and future perspectives, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels. Forthcoming
[15] European Parliament (2020). European Parliament resolution of 15 September 2020 on effective measures to 'green' Erasmus+, Creative Europe and the European Solidarity Corps (2019/2195(INI)). https://www.europarl.europa.eu/doceo/document/TA-9-2020-0211_EN.html
[16] Destination 4, dedicated to energy transition in buildings, funds research on energy efficiency renovation strategies for historical buildings. This not only promotes sustainability but also ensures the preservation of cultural heritage.
[17] See e.g. ARCHE – Alliance for Research on Cultural Heritage in Europe (2022-2025), funded under Horizon Europe. https://www.heritageresearch-hub.eu/arche-home/
[18] European Parliament (2020). European Parliament resolution of 15 September 2020 on effective measures to 'green' Erasmus+, Creative Europe and the European Solidarity Corps (2019/2195(INI)). https://www.europarl.europa.eu/doceo/document/TA-9-2020-0211_EN.html
[19] Report from the Commission to the European Parliament, the Council, the European Economic and Social Committee and theCommittee of the Regions on the cultural dimension of sustainable development in EU actions (COM/2022/709 final). https://eurlex.europa.eu/legal-content/EN/TXT/?uri=COM:2022:709:FIN

- Nonetheless, whether the specific contribution of culture to the green transition and sustainability is sufficiently recognised outside of the industries itself, is debated[23]. CCI actors are rarely seen as relevant innovation actors that can contribute to achieving more sustainability and the green transition. In 2021, the Council of the European Union gave its Conclusions on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative. It underlined that "While respecting Europe's diverse cultural heritage, the NEB initiative aims to create an enabling context to transform the living environment and make our way of life more beautiful, sustainable and inclusive, inter alia through innovation and high-quality architecture, design, urbanism, and many other artistic and creative areas."[24] While it is clear that NEB wishes to embrace different forms of culture into its sphere of impact, it is possible that an element of exclusivity or selectiveness is nevertheless present, or, that the concept of culture is interpreted from the perspectives of architecture and design emphasising "other artistic and creative areas" that are closer to those two spheres of cultural and creative activity.
- Also in the Creative Europe programme, environmental sustainability is included as a cross-cutting priority, however this is only focused on internal greening (i.e. within the CCI itself). This emerges also from the European Parliament review report of the implementation of the new Creative Europe programme 2021-2027[25]. In the report, a strong reference is made to the digital transformation and the post-pandemic recovery, whilst the green transition and the EU strategic autonomy are tackled to a much lesser extent.
- While culture and creativity are easily linked to each key area of the European Green Deal, the EIT Climate-KIC[26] is the only green transition-oriented voice that explicitly mentions the CCI in its major strategy and vision papers. One of the eight strategies in the EIT Climate-KIC Strategy 2024-2030[27] sees a clear role for the CCI in the green transition. As the strategy is called "Illustrations of viable common futures to engage imagination and aspiration", it indicates how creative industries, arts, media, and culture can use their storytelling and imagining different futures to inspire and give meaning.
- The strategy connects CCI to innovation efforts and with the objective "to guide the discussion about change toward pre-political common ground, emphasising wellbeing, sufficiency, education, work, nature, and health". If one considers NEB's values, it emerges that there is an emphasis on people's culture and heritage, but less on creativity and creation. NEB projects appear to primarily target CCI actors from architecture, design, art, and heritage. CCI such as gaming, music, performing arts, are very minimally mentioned. Moreover, when it comes to the creative aspects of the industries—i.e., design, architecture, etc.—the focus is often on internal greening and product innovation (and business, although to a lesser extent). Little has been done to integrate values, such as NEB values, and promote green transformation in society through culture and creativity in collaborative and participative practices. In short, the potential of the creative ways to promote transformation are not yet being fully explored and exploited at policy level. In regional and local policies, there is not always explicit reference to CCI, and they remain still more separated from innovation in the green transition. The reason for this partially could be a lack of organised voice from the CCI in the cities, unawareness with other stakeholders (e.g. local authorities, knowledge centres,...) about the potential contributions that CCI actors can make, as well as the requirement to deliver impact measurement. A good example, however, of potential change is the IPA-project, funded by EraNet Cofund Urban Transformation Capacities (ENUTC) call, where art and design are the focal points as means for urban change towards greener environments. The call's scope is to emphasise the importance of imagination, creativity, and the cultural sector.[28]
- During the research, ekip identified greening initiatives in the context of projects (financially) supported by cultural policy. However, few policy initiatives were found that focus on getting the outcomes to reach further than the usual cultural audiences (which is crucial if you want to engage a broad audience and diverse groups of citizens, such as in the green transition). Nevertheless, through the literature review and the Policy Lab discussions, many illustrations were collected of how CCI actors (can) contribute to the green transition in multiple ways and beyond traditional interactions with cultural audiences.

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[20] https://ec.europa.eu/economy_finance/recovery-and-resiliencescoreboard/assets/thematic_analysis/scoreboard_thematic_analysis_culture.pdf
[21] https://craft-cities.eu/
[22] IDEA Consult, imec-SMIT-VUB, KUL-CiTIP, Amann S. and Heinsius J. 2024, Research for CULT Committee – EU culture and creative sectors policy – overview and future perspectives, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels. https://www.europarl.europa.eu/RegData/etudes/STUD/2024/752453/IPOL_STU(2024)752453_EN.pdf
[23] See UNESCO 2022 https://unesco.org.uk/wp-content/uploads/2022/02/Evaluating-the-Impacts-of-Cultural-Heritage-forSustainable-Development-Brief-Report.pdf and https://amassproject.weebly.com/uploads/1/3/2/4/132499556/amass_white_paper_final.pdf
[24] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021XG1213%2803%29
[25] https://www.europarl.europa.eu/doceo/document/A-9-2023-0425_EN.html
[26] https://eit.europa.eu/our-communities/eit-climate-kic
[27] https://www.climate-kic.org/wp-content/uploads/2023/12/Transformation-with-Urgency-EIT-Climate-KIC-Strategy-2024-2030.pdf
[28] https://cordis.europa.eu/project/id/101003758. Future by Lund and Lund University, together with PLAI (RO) and HvA (NL) are partners in this project.

3 The multiple roles of CCI in enabling the green transition

- The CCI commonly have a great willingness and proactive attitude (and quite often also leadership) in conveying the climate crisis message, more than other industries.[29] CCI voices from different sectors and levels have called to give them a more prominent place in accelerating the green transition through innovation, by translating the complex issues to society and make it inherent to everyone. They have shown that it can be done in many (effective) ways, by (re)imagining, narrating, experiencing, anticipating, and reflecting on human experiences.[30] This multitude of CCI' roles in the green transition has also been further explored during the ekip Policy Lab in April 2024. In the next paragraphs we summarise the main roles identified. The report also contains several inspiring examples related to the transformative power of CCI that have been shared by Policy Lab participants.

3.1 THE X-CURVE OF TRANSITION

- To create a richer understanding of transition dynamics and structure the different (potential) roles of CCI in the green transition, the transition curve of the Dutch Research Institute for Transitions (DRIFT)[31] was used. This framework is particularly useful to visualise the interrelated processes of breakdown and buildup in transition processes, and to reflect on the different roles that stakeholders (institutions, network organisations, policy makers…) can take up in these processes. The framework was used during the Policy Lab to exchange on and collect examples of CCI actors taking up diverse roles in green transition processes.

> *"Independent artists and SMEs face significant time and budget constraints in adapting to AI tools."*

Transitions imply deep systemic change developing over a long period of time, but within non-linear transition dynamics in which changes take place. Transition dynamics consist of two patterns occurring simultaneously:

PATTERNS OF BREAKDOWN

Progress is achieved through continuous **optimization** and improvement of the system. However, when the maximum optimization point is reached, incremental changes no longer contribute to optimization but instead lead to the breakdown of the system. Unsustainable practices and structures are questioned, leading to system **destabilisation** and resulting in **chaos**. Ultimately, the unsustainable practices **break down** and **phase out.**

PATTERNS OF BUILD-UP

The underlying patterns of build-up involve shaping alternative ways of thinking, working, and organizing the system. These new practices arise through **experimentation**, far from the prevailing system. Over time, these alternatives become better developed and integrated into the system, **accelerating** the process of diffusion. The practices become widespread, and new structures in the system **emerge**. Eventually, a vision and guiding principles are developed to **institutionalise** the new structures and catalyze the **stabilisation** of the envisioned future.

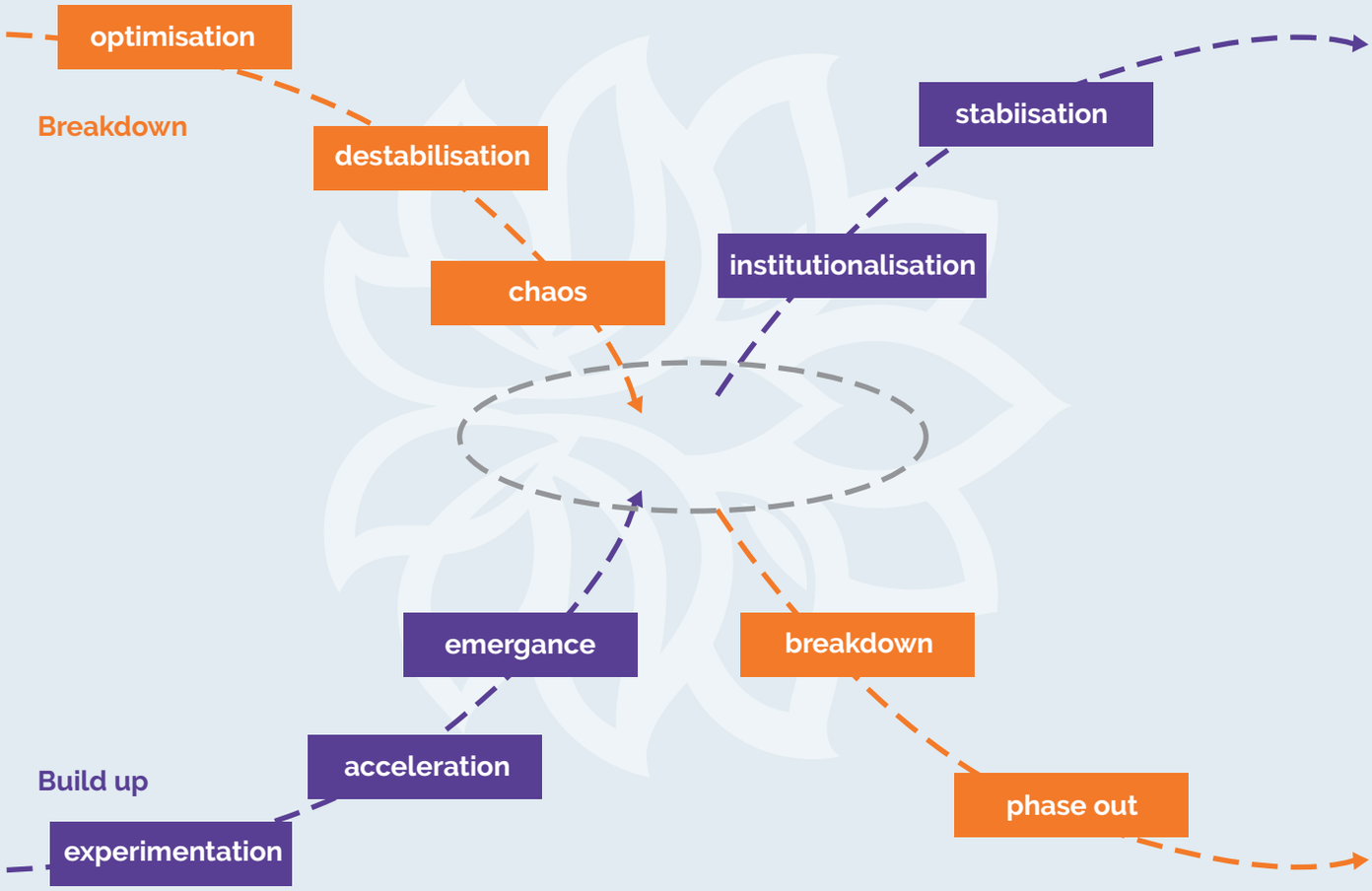
> *"The New European Bauhaus bridges science, technology, art, and culture to make sustainability tangible in daily life."*

[29] https://pec.ac.uk/assets/publications/PEC-Creative-Industries-and-the-Climate-Emergency-The-Path-to-Net-Zero-PECResearch-Report.pdf

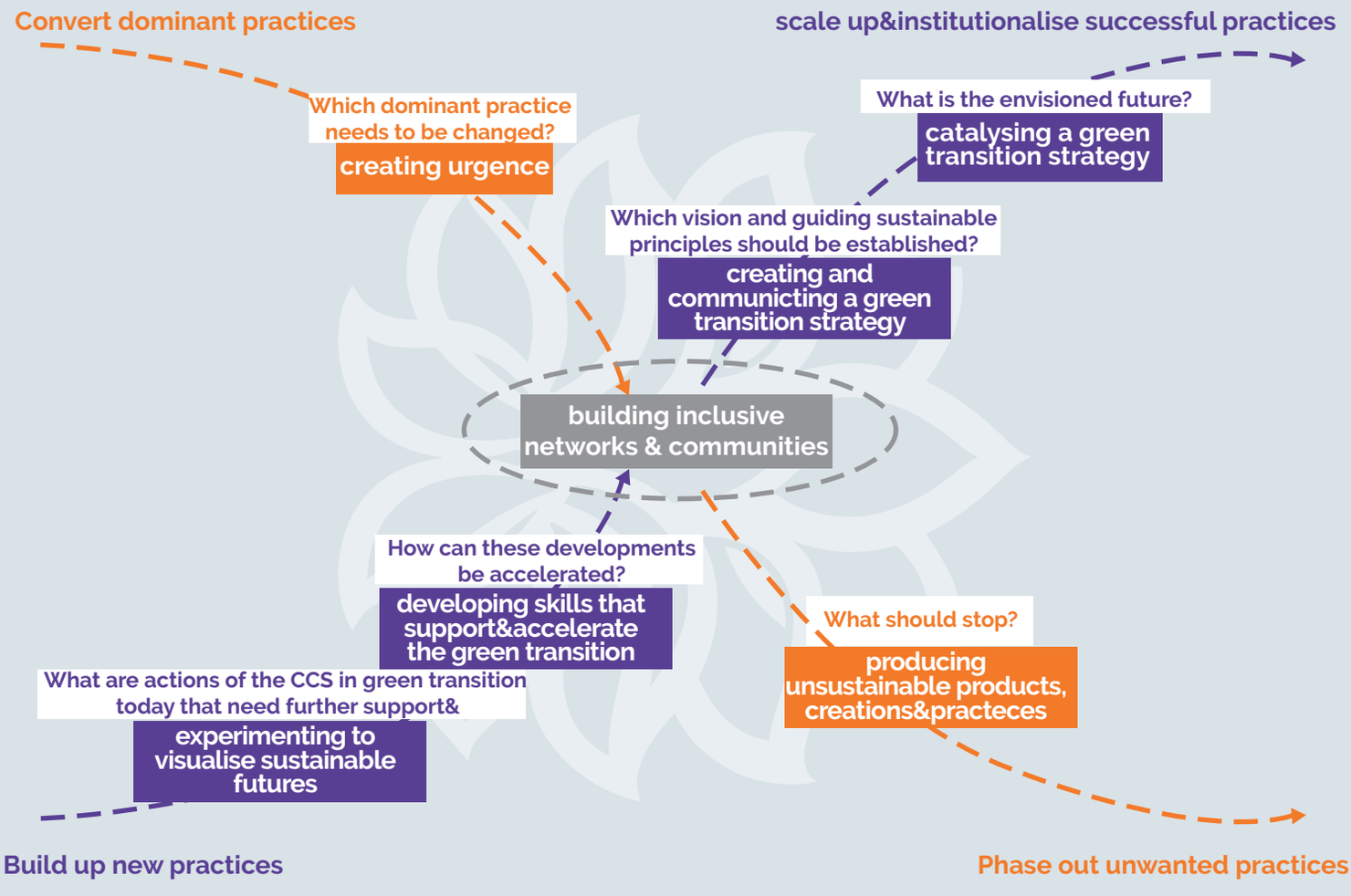
[30] Horizon EU project CreaTures has done research on the transformative strategies creatives use https://creatures-eu.org/wpcontent/uploads/2022/10/CreaTures_D2.4.pdf or how they call it now 'creative pathways to change' https://creaturesframework.org/creative-practice/creative-pathways.html

[31] X-Curve-booklet-DRIFT-EIT-Climate-KIC-2022-1.pdf (eur.nl)

The X-curve - DRIFT



The roles of CCS in the green transition



3.2 CCI FACILITATING PATTERNS OF BREAKDOWN

3.2.1 Convert dominant practices

The dominant role of the CCI in the green transition at the moment relates to creating urgency and awareness about the issue and its related consequences. According to the views of stakeholders that participated in the Policy Lab, cultural actors:

- possess the unique **skills of (re)imagining,narrating, experiencing, anticipating, and reflecting** on human experiences to translate complex issues to society and make it inherent to all;
- can **convince people** that the green transition is a positive movement that is needed for society;
- can raise awareness about unsustainability of dominant practices and integrate ideas into policy through creative interventions and advocacy;
- can **counter the push** for continuous consumption and economic growth;
- can incorporate biodiversity in key areas;
- can anchor abstract ideas emotionally;
- Can apply **storytelling methods** (visual harvesting; poetry, theatre plays etc.) to inspire, make content accessible, point out responsibilities of different actors.

This transition role (creating urgence and awareness) of culture has been widely recognised by policymakers and sector professionals on both international and European levels, most recently in the MONDIACULT 2022 Declaration[32].

The Shell Trial



Following the climate lawsuit that "Milieudefensie" filed against oil giant Shell in 2018, theater makers Anoek Nuyens and Rebekka de Wit created "The Shell Trial." The piece illustrates how the various key parties in the climate crisis (Shell, the government, citizens, future generations, consumers) adopt entrenched positions and pass responsibility among themselves. The central question of the piece is: "Who is responsible for what in the climate crisis?" The theater piece is performed in various theaters and locations, aiming to raise public awareness about the shared responsibility of different parties in the climate crisis.

See *The Shell Trial – De zaak Shell*



Alpha Mission Delos

Alpha Mission Delos focuses on integrating mythology, art, and technology to promote the regeneration of our planet. This initiative supports the green transition by hosting events and activities that raise awarenessand inspire action towards environmental sustainability. The mission aims to blend cultural heritage with modern scientific and artistic efforts to address ecological challenges and foster a sustainable future.

See *Alpha Mission Delos – From Mythology to Art & Technology for the Regeneration of our Planet*

[32] UNESCO World conference on cultural policies and sustainable development MONDIACULT 2022, Mexico City 28-30 September 2022: proceedings. (2024). https://doi.org/10.58337/aivc1941

Art for Futures Lab



The Art for Futures Lab is an online future museum consisting of a research-based archive that collects already existing sustainable and planet-friendly innovations. During 'Future Prototyping Workshops' in the Art for Futures Lab, participants are encouraged to explore the archive, select a series of innovations and construct a scenario for the year 2050.

The Lab is cross-sector and participatory based on the Wuppertal transformation model, which primarily invites civil society to develop visions for the future. The initiative binds citizen power for knowledge transfer and the co-imagination of new narratives. Futures become co-creatively visualized and designed to be the foundation for active communities and to discover relevant, maybe adaptable solutions. An important goal of the initiative is the implementation of knowledge and experience, as well as increasing the reach of the creative and innovative possible solutions. The initiative combines this with artistic research as well as the expertise of visual creation from film and art to co-productions of various media and spaces of experience alternating between the digital and analog world.

See *https://artforfutureslab.com/about/*

3.2.1 Convert dominant practices

To play an effective and credible role in the green transition, it is important for cultural actors to be selfaware of the negative effects their own sector exerts on the environment and act upon it. The production of unsustainable products, creations and practices should be phased out. According to Policy Lab participants, CCI actors should:

- strive for a regenerative consumption model of cultural products that not only aims to minimise negative impact but creates a positive impact on the environment and society;
- set up cross-sectoral collaborations to maximise the effects of such a regenerative consumption model.

> *"CCIs are not only adapting to change, they are shaping how Europe imagines a sustainable future."*

Museum of Circular Economy



On the 1st of October 2022, MUCE, the world's first Museum of Circular Economy, opened its doors. The pop-up museum was founded and created by Nina Maat, who wanted to create a place to reflect on the transition towards a more sustainable society with art as the means of translation. The artworks exhibited are the result of a dialogue between artists, knowledge institutions, and (smaller and larger) companies that integrate circular principles into their operations.

See *Home - Muce*

3.3 CCI STIMULATING PATTERNS OF BUILD-UP

3.2.1 Convert dominant practices

Today, CCI mainly play a role in the green transition by posing critical questions, raising awareness and issuing calls to action. But more than speculating about how things should be different, CCI can try out these speculations themselves and in collaboration with other sectors. Following the idea of **enacted speculation**[33], CCI can set up social testing grounds to perform sustainable practices. From this testing ground, bottom-up initiatives can emerge and lessons be drawn on how to further grow these practices. According to the Policy Lab participants, cultural actors (can) take up the following roles:

- research and **pilot new practices** through CCI-science collaborations;
- **influence and inspire audiences** to envision a future, based on principles and practices to build a green environment;
- **build bridges** between citizens and institutions, stakeholders, audiences, beneficiaries, public investors and communities to transfer effective ideas between them;
- **set up creation structures** for small players in the CCI-green transition field;
- guide (the lost) society towards opportunities for a green transition;
- **introduce practice-based research** on a larger/ institutional scale/ in other sectors;
- **defamiliarise** the present and unsustainable practices that need to be changed;
- **rethink** unsustainable practices and production methods from both creative and business view point;
- **provide local hubs and spaces** to develop skills, build communities and create new participation models;
- **act as circular practitioners** to trigger behavioural change by modelling possible futures;
- be **early adopters** of sustainable practices.

[33] Cultural Institutions as Testing Grounds: Aric Chen and the Power of Enacted Speculations – KoozArch

HopfON



The mission of HopfON is to create a sustainable building culture based on environmental responsibility, efficient use of local resources, and innovation. They aim for a world where building materials not only conserve resources, but also contribute to a livable and aesthetically pleasing environment. HopfON experiments with transforming agricultural waste into highquality building materials. They are committed to developing sustainable solutions that are economically viable and positively impact society and the environment. By utilizing agricultural waste and converting it into high-quality construction materials, they strive to close the material loop and contribute to the circular economy.

See *HopfON - Start*

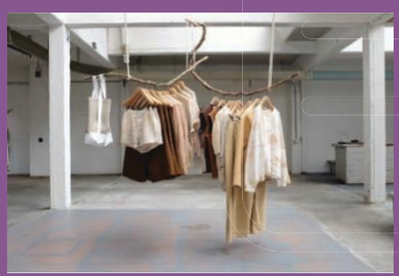
The Building Centre



Since 1931, the Building Centre has provided a platform for exchanging and developing knowledge about the built environment. Their mission is to inspire, connect, and empower individuals to enhance the quality of the built environment. They are dedicated to involving all members of society as active participants in shaping the future of construction. The Centre offers a forum for public engagement, learning and developing skills through a programme of free exhibitions, events, educational activities, and more, all held in inspiring workspaces. In 2023, they hosted the Retrofit Reimagined Festival, which centered around the foundational question: "What if the climate transition and retrofit of our homes and streets were designed, owned, and governed by the people who live there?"

See Home | Building Centre

Hul le Kes



Hul le Kes promotes the green transition through sustainable and circular fashion practices. The organization focuses on upcycling, using natural dyes, and extending the lifecycle of garments with mending and dyeing services. They emphasise the use of centuryold linen and upcycled fabrics, integrating social enterprise elements to foster inclusivity and community engagement.

See Homepage - Hul le Kes

MB Architecture



MB Architecture implements sustainable design strategies in their architectural projects. Their approach includes using energyefficient materials, such as structural insulated panels and charred wood for durability and minimal maintenance. They also incorporate sustainable construction practices like recycling materials from demolished structures and utilising prefabricated modular systems, which reduce waste and construction time.

See mb-architecture.com

Ars Electronica Festival



Ars Electronica is a festival that merges art, technology, and society, focusing on how technological advancements can contribute to sustainable development. It promotes the green transition by showcasing innovative projects that integrate digital technology with ecological awareness. The festival includes exhibitions, workshops, and conferences that highlight the role of new technologies like VR, AI, and biotech in fostering environmentally sustainable practices and solutions.

See Ars Electronica Festival

3.2.1 Convert dominant practices

To scale-up and institutionalise the transition process, CCI (can) take up the role of (co-)creators and disseminators of the green transition strategy. According to Policy Lab participants, CCI professionals:

- **increase local readiness** and local buy-in for green projects;
- create cross-sectoral synergies;
- can fully exploit and explore creative ways to **promote transformation** at policy level;
- increase **awareness of human rights** needed for a green/ just transition;
- can implement innovative **measuring methods** of efforts towards the green transition;
- **deliver CCI examples** of inclusion/reevaluation regional and remote areas, of reevaluation cultural-heritage capital of the periphery, of bridging the gaps as an inspiration for strategy development;
- **challenge** communities and CCI colleagues from other CCI sectors on opinions related to the green transition;
- can **lower thresholds** for the wider audience by providing digestible information and facilitating structured discussion;
- should be involved and invited to **take part in policy discussions;**
- **use CCI methodologies in policy discussions** to rethink systems and tackle wicked problems

Creatives for Climate



Creatives for climate is a non-profit organisation, that uses creativity to take action. It consists of a global network of creative professionals dedicated to addressing the climate crisis through their work. The organisation leverages the power of creativity to drive systemic change by raising awareness, inspiring action, and advocating for sustainable solutions. Members collaborate on various projects, campaigns, and initiatives to influence public opinion and policy towards a more sustainable future. Through art, design, communication, and innovation, Creatives for Climate aims to mobilise the creative community to contribute meaningfully to the fight against climate change.

See Creatives for Climate

Hot Poets



Hot Poets is an initiative that combines the power of poetry with environmental activism to address climate change. This organisation brings together poets and climate scientists to create compelling and emotive works that highlight the urgency of the climate crisis and inspire action. Through performances, publications, and collaborations Hot Poets aims to engage diverse audiences, fostering a deeper emotional connection to climate issues. Their goal is to use the evocative nature of poetry to influence public perception and motivate change towards a more sustainable future.

See Hot Poets - Hot Poets

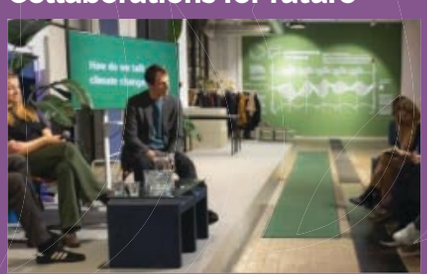
Viable cities



Viable Cities is a strategic innovation programme in Sweden focused on achieving climate-neutral cities by 2030. The organization collaborates with 23 cities and various government agencies to accelerate the green transition through systemic change in urban environments. Their approach involves developing Climate City Contracts, which outline specific actions and goals for cities to reduce emissions and enhance sustainability

See Home | Viable Cities

Collaborations for future



Collaborations for Future is a design research programme that fosters partnerships between the creative sector and scientific fields to address climate challenges. By promoting innovative and sustainable collaboration methods, they aim to develop effective solutions for climate change. The programme facilitates unexpected collaborations, workshops, and events that bridge the gap between designers and scientists, encouraging creative approaches to environmental issues.

See Collaborations for Future

Guideline for organising environmentally friendly events



Tartu 2024 promotes the green transition by setting guidelines for organizing environmentally friendly events. These guidelines cover sustainable practices in materials and purchases, catering and water use, waste management, transport, energy and resource efficiency, environmental consideration, and communication. The aim is to minimise the environmental impact of events, encourage the use of reusable and eco-friendly materials, promote sustainable transportation, and ensure efficient energy use.

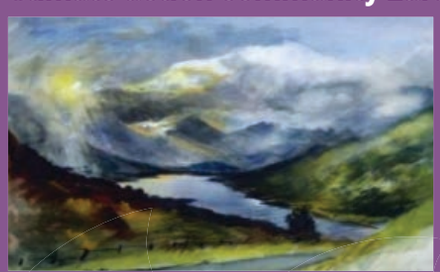
See Guidelines for Organising Environmentally Friendly Events - Tartu 2024

Shift Culture

SHIFT Culture focuses on fostering the green transition through training cultural leaders on sustainable practices aligned with the UN Sustainable Development Goals (SDGs). They develop and disseminate resources, including eco-guidelines, carbon calculators, and climate adaptation strategies, to integrate environmental sustainability into cultural networks and platforms. Their initiatives aim to equip cultural organisations with the tools and knowledge needed to drive systemic change towards a more sustainable future

See SHIFT Culture

Climate action community Europeana



Europeana's Climate Action Community focuses on addressing the climate emergency within the digital cultural heritage sector. They promote cooperative and sustainable actions to reduce the environmental impact of digital transformations. The community facilitates knowledge exchange, raises awareness about climate action, and supports the integration of sustainable practices in cultural heritage institutions through task forces, working groups, and workshops.

See Climate Action Community | Europeana PRO

To finally reach the envisioned future of a beautiful, sustainable and inclusive society, the green transition strategy should be catalysed by all involved actors. CCI also can take up this role of catalyse.

CCI professionals can do so, by:

- participating in the decision-making process of the green transition;
- being jointly responsible for monitoring the transition strategy;
- acting as model actor of green practices;
- nudging behaviour into concrete actions.

Building inclusive networks and communities' is placed at the center of the transition curve because the cultural and creative industries can only fully perform the aforementioned roles and actions when they are part of larger cross-sectoral networks and communities.

Opzoomeren



Opzoomeren Rotterdam is a community-driven initiative in Rotterdam, Netherlands, aimed at improving neighborhood cohesion and quality of life. The programme encourages residents to take collective action in enhancing their local environment by organizing activities such as street clean-ups, social events, and beautification projects. Opzoomeren focuses on fostering a sense of community, empowering residents to take pride in their neighborhoods, and promoting social interaction and cooperation. Through these grassroots efforts, the initiative seeks to create safer, cleaner, and more vibrant communities across Rotterdam.

See Home - Opzoomer Mee

4 NEB: strengths to take forth

The above analysis illustrates how the CCI are able to collaborate with citizens, knowledge partners, industry and wider communities towards green innovation and change. Examples of CCI' engagement in building a greener future are rapidly increasing[34] and the roles they can play are diverse (see previous section). But despite the commitment and exemplary activities, a systemic approach to include CCI actors in the green transition is lacking. Governments at a national and regional level have an essential role to play, but many are looking for more policy guidance and incentives. [35] From the policy side, the green transition innovation focus has been mainly on technological, industrial, and economic aspects. The awareness on the potential of the CCI in this transition is not always there and the (innovation) impact of the CCI often cannot be made strong enough to receive funding and support by public bodies.

NEB is a distinctive initiative which has involved a diverse array of people over a relatively short span of time and has proven to be a unique opportunity for many CCI actors to participate in green transition projects. While it has been a first real step of working with the contribution of CCI in sustainable development on a macro level, there are more steps to take.

In summary, Table 1 and Table 2 highlight the key strengths and weaknesses that should be taken into account to get insights about how to distil NEB principles and lessons learned into action plans and roadmaps to incorporate into existing policies and R&D agendas.

> *"Creativity is a driver of transformation: reimagining and narrating new ways of living"*

[34] See https://culturalfoundation.eu/wp-content/uploads/2021/12/Gijs-de-Vries_To-make-the-silos-dance.pdf

[35] See https://pec.ac.uk/assets/publications/PEC-Creative-Industries-and-the-Climate-Emergency-The-Path-to-Net-Zero-PECResearch-Report.pdf

Table 1: NEB's strengths

Cross-policy

NEB is integrated in calls throughout different EU programmes[36] and a variety of topics; from biodiversity to city, transformation, governance, health, and communities[37]

Transdisciplinarity

Transdisciplinarity is generally not considered and promoted in EU calls and funding. However, projects such as NEB allow collaborations between people and institutions from different fields in a flexible manner.

A springboard for engagement and experimentation

NEB has been a good tool to convince and initiate a project and allows for room for experimentation where the stakes are not that high.

Proximity

There are local 'NEB chapters', Labs and working groups across the EU who freely discuss and adapt NEB principles to their own context and innovation ecosystems

Table 2: NEB's weaknesses

Unclear in scope and broad (diversity of directions)

There is a lack of widespread understanding of the original Bauhaus movement, making it challenging to articulate the essence of this new iteration without delving into historical context. However, it's important to note that numerous innovations and ideas align with NEB values. Nonetheless, there's also a clear divergence among these concepts, and they may not always complement each other seamlessly.

Not inclusive to all CCIs; focus on the built environment and its physical entities

In the mission proposal of New European Bauhaus, the first sentence was: "European Commission proposed a new Horizon Europe Mission on the New European Bauhaus to make the green transformation of the built environment more accessible, affordable and attractive to neighbourhoods."[38] Additionally, the NEB position paper by Culture Action Europe indicated: "Despite the proclaims, however, culture does not seem to be an equal partner in the NEB so far, notwithstanding the wide participation of cultural and creative stakeholders in the cocreation phase. …. In this sense, we believe the New European Bauhaus should be part of a broader Cultural Deal for Europe,triggering—among other things—a major shift in public policy, combining bottom-up participatory approaches to cocreate spaces and ways of (well)- living together, and empowering the people (and their working conditions) beyond buildings."[13]

Eurocratic and still too much top-down

The NEB concept has roots in a Euro-centric perspective, which may not resonate with all stakeholders in cultural and creative industries (CCIs) (including their needs and/or barriers to participate) or other sectors. The NEB position paper by Culture Action Europe indicated: "So far, the initiative has been promoting free calls for ideas, often exploiting already precarious cultural workers and benefitting from their quality labour, while not foreseeing any fair remuneration for it."[39]

[36] Horizon Europe, European Regional Development Fund, LIFE, Digital Europe, Single Market Programme, COSME, Erasmus+, Creative Europe, European Solidarity Corps: https://joint-research-centre.ec.europa.eu/jrc-news-and-updates/new-europeanbauhaus-horizon-europe-eu-mission-pipeline-2023-07-19_en

[37] European Commission, Directorate-General for Research and Innovation, Schellnhuber, H., Widera, B., Kutnar, A. et al., Horizon Europe and new European Bauhaus NEXUS report – Conclusions of the High-Level Workshop on 'Research and Innovation for the New European Bauhaus', jointly organised by DG Research and Innovation and the Joint Research Centre, Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2777/49925

[38] https://ec.europa.eu/newsroom/neb/items/797054/en

[39] https://cultureactioneurope.org/files/2022/03/CAE-NEB-Position-Paper.pdf

From the literature review and the discussions during the Policy Lab, we conclude that NEB particularly provides a fertile framework for CCI to take up the following transformative roles:

- **Creating awareness about the urgency of the green transition:** The aim of the NEB initiative is to connect the European Green Deal to our daily lives and living spaces. The initiative highlights the urgency of the green transition by highlighting the value of sustainable practices and inspire European to imagine and build together a sustainable and inclusive future. They showcase existing projects that contribute to the green transition on their website, award inspiring examples of existing ideas from young talents with New European Bauhaus prizes and organise the New European Bauhaus Festival to spread the word.
- **Building new inclusive networks and communities** at project level that go beyond the classic triple helix actors: The NEB inspires a movement to facilitate and steer the transformation of our societies along the values of sustainability, aesthetics and inclusion. The initiative invites citizens, experts, businesses and institutions to join the movement by participating in the platform for experimentation and connection, becoming a friend or a partner of the initiative. The NEB opened its activities by initiating a series of conversations at different locations in Europe, to collect ideas and challenges. They launched a platform where inspiring sustainable projects can be shared. Different types of actors can get involved in the NEB, by becoming either Friend or Partner of the NEB. Friends of the NEB[40] have the role to support the NEB community and are involved in the different events of the initiative. Partners of the NEB[41] help to build and inspire the NEB communities, by organising conversations, meetings & conferences, identifying practices and concepts that enact the NEB principles and co-create with citizens in the context of the NEB.
- **Phasing out the production of unsustainable products and practices:** The NEB encourages Europeans to imagine a beautiful, sustainable and inclusive future. By only including sustainable ideas and practices in the movement, NEB contributes to the phase-out of productions of unsustainable products and practices.
- **Experimenting to visualise sustainable futures:** The NEB invites citizens, experts, businesses and institutions to reimagine sustainable living in Europe and beyond and provides a platform to showcase their beautiful, sustainable and inclusive projects. In addition to this platform, the NEB supports experiment that can catalyse positive change by providing access to EU funding.

On the other hand, the following challenges related to NEB prohibit the CCI from being a truly **equal partner among innovation actors in catalysing the green transition strategy** in society:

- **Implicit exclusion of some CCI:** The NEB's close association with living spaces has led to a focus on the built environment, which prioritizes architecture, physical heritage, and design. This focus may implicitly exclude CCI that do not directly connect with the built environment, such as e.g. the music sector.
- **Limited involvement of certain CCI:** While NEB has engaged several CCI among its 800 partners, the involvement of artists and a few other CCI has been limited. There is an opportunity to reconsider the role of CCI from a more inclusive and expansive viewpoint, positioning them as real drivers for change in a transdisciplinary green transition.
- **Limited understanding and direction:** There is a limited understanding of the connection between creative practice and social change in the green transition. There is also a need for greater direction on how to support powerful creative practices that can contribute to this transition.
- **Reliance on existing knowledge and practices:** NEB is perceived as not focused on creating new patterns and situations, relying instead on existing knowledge and practices. This may limit the potential for innovative approaches to the green transition.
- **No offer of substantial financial backing** for CCI actors in green innovation trajectories

These challenges suggest a need for a broader and more inclusive approach to integrating CCI into the NEB initiative and other policy initiatives stimulating the green transition, to ensure that all forms of creative practice are recognized and leveraged to contribute to a sustainable future. It also highlights the importance of fostering a deeper understanding of the transformative power of creative practices in driving social change.

[40] Any for-profit organisation or public authority can apply to become a Friend of the New European Bauhaus. See https://neweuropean-bauhaus.europa.eu/get-involved/call-friends_en

[41] Any entity, except for-profit organisations and public authorities, can become New European Bauhaus is permanently open.

See https://new-european-bauhaus.europa.eu/getinvolved/call-partners_en

5 Pathways for policy makers to further stimulate CCI' contribution to the green transition



HOW CAN WE MAKE CURRENT INNOVATION POLICIES MORE INCLUSIVE FOR THOSE CCI ACTORS THAT WANT TO CONTRIBUTE TO THE GREEN TRANSITION?

In the second part of the Policy Lab, several moderated parallel break-out sessions were organised for the participants to discuss and exchange about options for policy makers to strengthen open innovation with the CCI in the context of the green transition.

To structure the policy interventions that were discussed during the Policy Lab, the research team **clustered the input from the Policy Lab around different 'building blocks' that appear critical to establish an open innovation system** in which CCI can fully participate to make the green transition happen – both within the CCI and in society at large.

In the next paragraphs, policy options related to the following building blocks are presented in more detail:

- Vision/goal setting within the system
- (Open) innovation culture
- Access to finance
- Skills and competencies
- Infrastructure for open innovation

> *"The transition to a fair, inclusive, and sustainable Europe begins where culture meets innovation."*

5.1 VISION/GOAL SETTING OF AN OPEN INNOVATION ECOSYSTEM FOR THE GREEN TRANSITION

To fully harness the potential of the CCI in innovation for the green transition, CCI should already be given a prominent and equal role in the development of the strategic vision and goal setting. According to Policy Lab participants, their unique skills and perspectives can challenge the status quo, foster also out-of-thebox thinking and enhance the overall effectiveness and inclusivity of innovation strategies, be it at the local, regional or European level. However, the analysis and exchanges during the Policy Lab pointed out that CCI actors are rarely invited to participate in the process of goal setting and strategic decision taking on innovation strategies related to the green transition.

Pathways for policy makers to bring change:

- **CCI engagement in strategy development:** Recognise and leverage the strategic thinking capabilities of CCI actors within ecosystems. Lead by example as policy maker, and actively engage CCI actors in strategic discussions on innovation roadmaps and policy instruments supporting the green transition. With their ability to foster creativity and transdisciplinary innovation thinking, they can contribute their insights and expertise to shape a more dynamic, inclusive and responsive innovation ecosystem.
- **Equal voice on strategic level:** Give CCI actors an equal voice in the development of the visionfor open innovation fostering the green transition. Their involvement should not be tokenistic, but rather integrated into the core decision-making processes. This equal representation will ensure that the ecosystem benefits from diverse perspectives and creative solutions, ultimately leading to more robust and sustainable innovation outcomes.

5.2 (OPEN) INNOVATION CULTURE

To have maximum impact, the unique competencies of CCI actors should be strategically embedded across various roles and processes within the innovation system. CCI should be recognized not just as promoters of awareness but also as (potential) experimenters, creators, designers, communicators, catalysts, and project managers. Their involvement in innovative experiments, decision-making, project management, communication, and monitoring can drive effective and sustainable innovation, particularly in the green transition.

Pathways for policy makers to bring change:

- **Empowerment and recognition:** Recognise and empower CCI as key players in innovation policies and instruments, granting them the possibility to engage in all stages of the innovation process from ideation to implementation and evaluation, and take up prominent roles as experimenters, designers, and project managers, i.e. as equal innovation agents in green transition innovation systems.
- **Cross-sectoral collaboration:** Develop innovation instruments and frameworks supporting the green transition, that actively promote and foster partnerships between CCI and other sectors to enhance the breadth and depth of innovation, both within the CCI, other sectors and society at large. Policymakers can play a crucial role in fostering collaborations between scientific research institutions and CCI to pilot new practices. In the context of technology foresight for example, CCI can stimulate innovation and contribute human-centric technologies and methodologies.
- **Cultural and social resonance of innovation:** Achieving the green transition is not solely a technological challenge to be solved, but requires major changes in the way that citizens behave, companies develop their businesses, communities organise themselves, etc. It requires major imagination, engagement and acceptance efforts. Also, as was the message in the 2023 EU Foresight study: "The green transition will be just or not". Leverage the imaginative power, critical thinking and communicative strengths of CCI to ensure that innovation efforts resonate culturally and socially, with a positive impact on climate.[42] At the local level, creative hubs or socio-cultural centres (can) play an important role in fostering the cultural and social resonance of innovations for the green transition.[43]

5.3 ACCESS TO FINANCE

During the Policy Lab, it was repeated multiple times that access to finance is a very important challenge for CCI actors to participate in open innovation systems. The precarious financial frameworks in which many CCI actors operate (e.g. freelance contracts, short term project funding) combined with a lack of more long-term funding for the development of inclusive innovation systems with CCI, makes it challenging for CCI actors to participate in green innovation trajectories in a more structured manner. Policy Lab participants also highlighted that – even though there are growing funding opportunities at the EU level for CCI to participate in green innovation projects (see also Box 1) – the barriers for participation are often too high for CCI actors. It is important to design a balanced portfolio of funding opportunities – from EU to local funding - that allow CCI actors to take up their multiple transformative roles in different context.

Pathways for policy makers to develop a more coherent innovation funding portfolio for CCI actors in the green transition:

- **Flexible funding for experimental and innovative projects:** Provide financial support for projects that are exploratory in nature, transdisciplinary and whose impacts and outcomes are not yet determined. These projects may range from being highly successful to encountering failures, which is an acceptable part of the innovation process. This type of funding encourages risk-taking and experimentation (including on the collaboration settings), which are essential for breakthrough innovations. It allows CCI to explore new ideas, new innovation partnerships and methodologies without the pressure of guaranteed success, fostering an open creative environment where learning from failures is valued as much as successes.
- **Funding for green innovation collaborations:** Financially support the participation of CCI actors in innovation networks focused on the green transition. This funding should allow all innovation partners – including CCI actors – to participate in a balanced and equitable partnership, thus better ensuring that projects are founded on mutual respect and shared responsibility. It encourages interdisciplinary collaboration, leveraging diverse expertise to address complex environmental challenges and create sustainable solutions. The existing S+T+ARTS programme44 – specifically promoting arts-science collaborations - is an interesting initiative in that respect.
- **Scalability and Sustainability:** Develop funding mechanisms to scale up successful practices identified and driven by CCI (e.g. in NEB projects), ensuring sustainable impact.

[42] See Mont, O., Lehner, M., & Heiskanen, E., Nudging, a tool for sustainable behaviour? Swedish EPA, 2014.

[43] See e.g. Ranczakowska A.M., M. Fraioli, A. Garma, Just Sustainability from the Heart of Communities. The Transformative Power of Socio-Cultural Centres, ENCC, May 2024.

5.4 SKILLS AND COMPETENCIES

Through projects funded under Creative Europe and Erasmus+, the EU provides support for the CCI to adopt the necessary skills, including related to the green transition.[45] At the same time, CCI have unique competencies to bring into open innovation processes (storytelling, art-based interventions, circular design methodologies,…). Thanks to their ability to communicate in an unconventional, creative, and engaging way, they can also translate complex content into comprehensible language and as such critically convey research results to society and its sub-target groups (young people, adults, students, elderly people, etc.), as well as give voice to reflections, doubts or other emotions in society that come with new knowledge and innovations. However, these skills and competencies are currently underestimated and sometimes even unknown to other innovation actors and policy makers.

Pathways for policy makers to bring change:

- Recognition of CCI unique innovation skills: Provide strategic recognition of the diverse skills sets that transformative innovations – such as innovations for the green transition – require and that go beyond scientific and technological skills. 'The Power of Design Agenda' by the Dutch organisations Top Sector Creative Industry and CLICKNL can be inspirational in that respect.

Box 3: Top Sector Creative Industry and CLICKNL (NL) promoting the KEMs – Key Enabling Methodologies



The unique CCI skills set is explicitly highlighted in the 'The Power of Design Agenda' ('Agenda Ontwerpkracht') by the Dutch organisations Top Sector Creative Industry and CLICKNL, launched in March 2024. Moreover, the organisations identified a set of key methods, strategies, tools and practices for professionals contributing to solving societal challenges and transformative (mission-driven) innovation – called KEMs (Key Enabling Methodologies) – in which art-based methods and the role of CCI actors as transformation agents are highly valued.

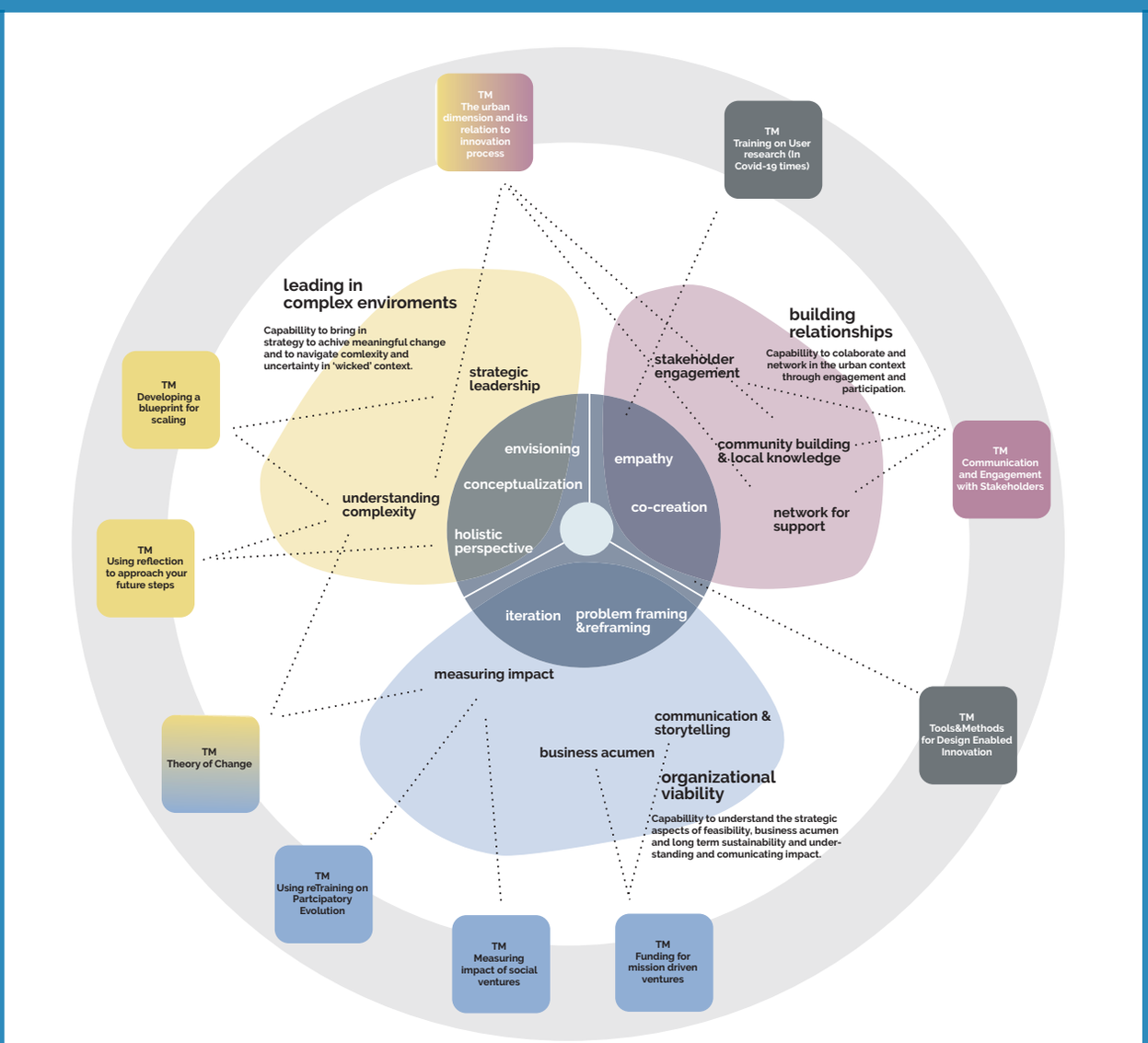
See https://www.clicknl.nl/en/kems/

- **From STEM to STEAM:** In past years, the EC and EP have promoted STEAM, among others with the aim of developing more fit-for-purpose STEM and ICT higher education programmes by connecting STEM and ICT education with the arts, humanities and social sciences. However, the necessity to take further steps in fully recognising the value of the arts in STEAM, including in the context of the green transition, has been stressed in the 2023 Voices of Culture report on the green transition[46]: "[…] continuous exchange must be established between STEM and CCSI in order to allow CCSI to adopt new scientific methods, and for STEM to avail itself of the creative, cultureshaping content and communication capabilities of CCSI. A necessary step further would be the real integration of art in STEM and active promotion of STEAM." This was also echoed by Policy Lab participants: "Integrate sustainability topics into art and design curricula to inspire students to explore and address environmental challenges creatively, while developing interdisciplinary courses that blend art, science, and environmental studies for a holistic understanding of sustainability. Collaborate with CCI to implement green campus initiatives like student-led recycling programs and sustainable art installations and offer extracurricular activities such as eco-fashion shows and environmental film clubs to promote sustainability through creative projects."

[46] Voices of Culture (2023b). Culture and Creative Sectors and Industries driving Green Transition and Facing the Energy Crisis – Brainstorming report. Brainstorming Report 'Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis' now available - Voices of Culture

Case Designscapes: Design-enabled innovation for urban contexts

The Designscapes projects developed the 'Design-enabled Innovation' Capabilities Framework which shows the variety of skills and capabilities needed for innovation in the urban context. These capabilities can also be seen as different roles that an urban innovator can take or how CCIs could add value.



See https://designscapes.eu

5.5 INFRASTRUCTURE FOR OPEN INNOVATION

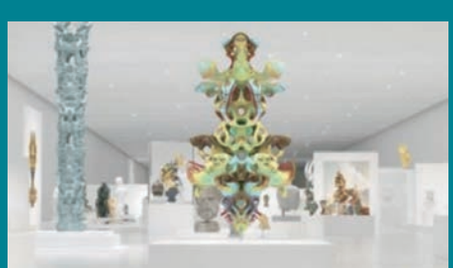
During the Policy Lab, the concept of speculative enactments[47] was highlighted as an important innovation method in the context of the green transition, and where the CCI can provide social testing grounds to implement and evaluate sustainable practices. These testing grounds can foster the emergence of bottom-up initiatives, which can be accelerated into successful practices. CCI organisations such as e.g. creative hubs, socio-cultural centres, libraries or heritage sites can play a meaningful role as

[47] Speculative enactment constitutes an effort to meaningfully improvise elements of possible futures with participants. Participants are encouraged to act in a speculative setting. Their actions (or non-actions) have consciously meaningful outcomes, either immediately, or longer term. These outcomes are primarily social (e.g., meeting someone, acting in public), and emotional (e.g., feeling awkward, managing impressions), but are achieved and made accountable through their interaction with speculative materials and settings. See e.g. https://dl.acm.org/doi/10.1145/3025453.3025503

research infrastructure in relation to the green transition, including in rural areas. [48] But CCI infrastructures are rarely seen nor recognised as valuable innovation infrastructures, and often lack the financial means to take up this role.

- **CCI-based research infrastructures**: Recognise and provide innovation funding for the role that CCI infrastructures can play in transformative green innovation trajectories, especially in local (urban and rural) ecosystems and in close cooperation with other innovation actors and with citizens. Explore the possibilities of further mobilising the EU structural funds in that respect.
- **Cross-sectoral labs for CCI experimentation**: Provide EU support and funding for the development of cross-sectoral research infrastructures that are equipped with resources, technologies and mentors, where CCI actors can experiment and test innovative ideas, in collaboration with stakeholders from other sectors. This collaborative approach can enhance the scalability and impact of sustainable practices, driving a more profound and integrated green transition within the CCI and wider. The S+T+ARTS community (see box below) can be an interesting community to build on and further develop a network of transdisciplinary research infrastructures focusing on transformative innovations enabling the green transition.

S+T+ARTS Programme



See S+T+ARTS

The EU funded programme (under Horizon) S+T+ARTS combines science and technology with artistic perspectives to provide valuable insights for research and business and develop more creative, inclusive and sustainable technologies. The programme offers residencies for knowledge sharing and collaboration; academies to bridge the gap between arts and technology through education; residencies for knowledge sharing and collaboration; regional centers to expand the initiative locally and thematic pilots and prizes to support innovative technologies developed with artists for contemporary challenges. Recent projects explore AI and Hyper-Performance computing in areas such as media, disinformation, XR environments, climate change, food security, urban development, and factory automation. In response to ongoing digitalization, S+T+ARTS adopts a holistic and human-centered approach.

[48] see e.g. . Ranczakowska A.M., M. Fraioli, A. Garma, Just Sustainability from the Heart of Communities. The Transformative Power of Socio-Cultural Centres, ENCC, May 2024; Torre, A. and Filippi, M. (2024), State of policies and S3s on innovation and CCIs in nonurban areas, IN SITU project report. https://insituculture.eu/resource/state-of-policies-and-s3s-on-innovation-and-ccis-in-nonurban-areas-deliverable-5-1-d5-1/

ANNEX I: POLICY LAB PROGRAMME AND PARTICIPANTS

Programme of the Policy Lab

Time	Session
09:30 – 10:00	Registration and welcome coffee
10:00 – 10:15	Welcome and introduction to the Policy Lab *Alexandre Lotito (Technopolis Group) & Isabelle De Voldere (IDEA Consult)*
10:15- 10:30	The scope of the Policy Lab: Cultural and creative industries enabling green transition *Davide M. Parrilli (Post-doctoral researcher TUDelft & ekip consortium member)*
10:30 – 10:45	Setting the scene: Harnessing the power of creativity for a greener future *Majken Kalhave, Executive Director Creative Denmark*
10:45 – 11:00	Introduction to the breakout-sessions: How do innovation policies and current funding instruments enable the potential of the CCIs in the green transition of European society? *(Moderated by ekip-consortium members)*
11:00 – 11:35	Interactive breakout-sessions Mapping transition roles of CCIs in the green transition (part 1) *(Moderated by ekip-consortium members)*
11:35 – 11:55	Coffee break
11:55 – 13:00	Interactive breakout-sessions Mapping transition roles of CCIs in the green transition (part 2) *(Moderated by ekip-consortium members)*
13:00 - 14:00	Lunch & *ekip* policy corner
14:00 – 14:15	Plenary report of the breakout-sessions *(Ekip-consortium members)*
14:15 – 16:00	Breakout-sessions: policy recommendation design-sprints Which innovation policy-interventions do we need to start, continue or adapt? For interventions that should be started or adapted, describe the proposed intervention more in detail: • Which type of intervention is it? (funding, stimulate networking, regulation etc.) • On which sector does this intervention focus? • On which type of innovation does this intervention focus (social, tech etc.)? • Are there cross-sectoral partners involved? If yes, which? • On which level should this intervention be implemented (EU, national, regional)? • What is the goal of the intervention? What actions should this intervention lead to? *(Moderated by ekip consortium members)*
16:00 - 16:30	Plenary: conclusion and next steps *Key good practices and recommendations identified* *Speaker: ekip consortium member*

Venue: IDEA Consult office, Brussels

Participants to the Policy Lab

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