

Project CULTURAL: KB National Library coordinates the development of an international AI Competence Centre for the cultural sector

KB National Library, together with an international consortium of universities, research institutes and cultural organisations, has been awarded €5 million in funding through Horizon Europe for the research project CULTURAL. Over the next four years, the project will lay the foundation for a virtual international Competence Centre for AI in the cultural and creative sectors. From 2030 onwards, the centre will support cultural institutions and creators in the responsible use of artificial intelligence.

Responsible use of AI

How can we protect cultural diversity and creative autonomy in the age of generative AI? This is the central question driving CULTURAL. The project explores how AI can be used responsibly within the audiovisual sector and public cultural institutions, such as libraries, archives and museums. Particular attention is given to ethics, governance, labour market impact, inclusivity and AI literacy.

Through impact assessments, international policy comparisons and Living Labs, CULTURAL will develop knowledge, tools and practical guidelines for the responsible use of AI. The Living Labs will bring together creators in music, film, gaming and digital storytelling to co-design and test human-centred AI tools. The project will also produce a global benchmarking analysis to inform European policymakers and lay the foundation for an international Competence Centre that, from 2030 onwards, will support knowledge sharing, collaboration and expertise development across the cultural sector.

Supporting the cultural sector

“AI is transforming the cultural sector as profoundly as previous technological revolutions. On the one hand, it offers new opportunities for creators and cultural institutions, while on the other it raises important questions about ethics, ownership, diversity and public values. Through CULTURAL, we are working with partners across Europe to build knowledge about what works, what we collectively consider desirable and which values we want to safeguard. We are proud that KB National Library can play a leading role in this effort, initiated by Prof. Jeroen van den Hoven (member KB General Executive Council) and Dr. Xin Gu (Monash University),” says Rosemarie van der Veen-Oei, Head of Research at KB National Library.

International consortium

The project is carried out by an international consortium of universities, research institutes and cultural organisations from The Netherlands, Italy, Luxembourg, Scotland, Croatia, France and South Africa. The consortium includes Delft University of Technology, the National Research Council of Italy (CNR), Monash University European Research Foundation ETS, the University of Luxembourg, the University of Edinburgh, the

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Horizon Europe

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