HORIZON EUROPE · CLUSTER 2 · PARTNER SEARCH PROFILE

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TOPIC OF INTEREST

HORIZON-CL2-2027-01-HERITAGE-04 — Culture, heritage and cultural and creative industries for health and well-being.

*Also open to the 2027 Cluster 2 democracy topics **DEMOCRACY-01** and **DEMOCRACY-09**.*

PARTNER AND ORGANISATION

Bijan Aryana, PhD (NTNU Norway, 2013), Docent in Design for Wellbeing (Chalmers, 2025), is Associate Professor in the Division of Design & Human Factors and Director of the MSc programme in Industrial Design Engineering at Chalmers University of Technology.

Chalmers is a leading Swedish technical university conducting research and education in engineering and science, with a sustainable future as its overarching global vision and an extensive track record in large-scale European funding.

RESEARCH TEAM

Design & Human Factors is a division of about 30 researchers working across human-centred design, sustainable mobility, human–machine interaction, circular design, and health and well-being. We have a strong track record in inclusive design, crisis communication and preparedness, and design for mental well-being, with established public- and private-sector partners.

PROJECT IDEA AND CONTRIBUTION TO THE TOPIC

The topic asks how arts- and culture-based experiences can support people in crises. I contribute expertise in design, human-centred technology, and participation: co-creating and evaluating culture-based well-being interventions with groups often left out, including multilingual and migrant communities, people with low digital or health literacy, and users of public mental health services.

In an earlier crisis-preparedness project, we used information design to shift the public from passive recipients to active resources. This model can transfer to cultural and creative interventions without collecting special-category personal data.

Another relevant example is our work on responsible AI companions for mental well-being at work, including co-creation, co-design, and evaluation of AI companion concepts with stakeholders, technology developers, and primary and secondary users.

These experiences give a consortium a tested route for adding responsible technology and participatory methods to culture-based interventions.

POTENTIAL ROLE IN THE PROJECT

- Lead or co-lead the work package on co-design and participatory methods across sites.
- Provide a Nordic empirical site through Swedish psychiatric and municipal services and Swedish technology sector using our existing network.
- Lead or contribute to the dissemination, exploitation, and communication work package.
- Contribute inclusive design and accessibility expertise across all work packages.

PREVIOUS EXPERIENCE

Research Projects (Leading & Collaborative)

- *User participation in crisis and contingency work: From passive recipient to active resource (2021–2024)* Role: Co-applicant | Theme: Design for crisis
- *Making AI Companions Responsible (2022–2023)* Role: Main applicant | Theme: Design for well-being
- *Personal protective equipment: Strategies and recommendations for increased use through adaptation to users (2020–2022)* Role: Researcher | Theme: Design for safety and well-being
- *MoJo: Demonstration of a sustainable mobility service for employees at Campus Johanneberg (2020–2022)* Role: Researcher / Collaborator | Theme: Design for sustainable mobility
- *Campus MaaS: A tool for transition? (2020–2021)* Role: Researcher / Collaborator | Theme: Design for sustainable mobility

- *Designing Healthcare Personal Protective Equipment by Focusing on Physical and Thermal Comfort (2019–2020)* Role: Researcher / Collaborator | Theme: Design for safety and well-being
- *Design for mobile mental health (2018–2020)* Role: Researcher / Collaborator | Theme: Design for well-being

Educational, Social Impact & Enterprise Projects

- *Lancaster China Catalyst Programme (2017–2018)* Theme: Empowering UK businesses and students to work in China and understand the Chinese innovation context
- *U Start Project (2016–2019)* Theme: Empowering local businesses and start-ups with design

OTHER PROJECTS

- Currently working on a COST Action proposal on design for disagreement and societal resilience as the main proposer, with about 30 participants from 17 countries.
- Previous positions at Lancaster University in the UK and NTNU in Norway with potential network for collaboration.
- Acting as main supervisor or co-supervisor of three PhD projects and many MSc theses at Lancaster and Chalmers. Collaboration and attracting in-kind and sponsorship resources from a wide range of companies and public sector organizations in master courses.

CONTACT DETAILS

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