

PhDs must be pitched within one of five social science challenges

Theme	Exemplary challenges
Living Sustainably	Climate change; Net Zero, green & circular economies; biodiversity & conservation; ecosystem services; energy, food & resource security; environmental risks, resilience & justice; environmental understanding, education & behaviour change; group norms; managing population movements linked to environmental change; conservation across age and cultures.
Healthy Thriving Communities	Health & social care; wellbeing; health inequalities; public policy, services & goods; poverty; equality, diversity & inclusion; place, identity & citizenship; voluntarism; transport & mobility; neighbourhood dynamics; housing & homelessness; families, childhood & youth; ageing; schools, education trajectories, & effective interventions; intergroup interactions; migration.
Inclusive Economic Growth	Mechanisms, regulatory frameworks & policies that promote inclusive growth; macro-economic (in)stability; taxation & fiscal policies; global, regional, place-based & demographic inequalities; education & skills; lifelong learning; labour market outcomes; fair work & pay gaps; sustainability & legitimacy of growth strategies; economic decision making.
Secure, Effective, & Trusted Institutions	Shifting geopolitical orders & the role of institutions; future international trade frameworks; operation, effect & legitimacy of democratic institutions; effective legal frameworks & systems for ensuring justice; human rights; forced displacement; modern slavery; peacebuilding & conflict resolution; diversifying leadership.
Transformative Technologies for Society	Societal shaping & outcomes of AI, robotics & VR/ immersive media; socio-economic aspects of transformative technologies, including face recognition, computer vision & natural language processing; digital technologies in education, (mental) health, and justice; societal engagements with cybersecurity; fintech & livelihood strategies; technological change & future of work; digital divides and digital inclusion.