



First meeting
of the
**European Year of Cultural
Heritage 2018**
Stakeholders' Committee

Brussels, 28th April 2017



European Year
of
cultural
heritage

union, knowledge, sustainable, empowerment, resource, society, generations, creativity, dissemination, environment, quality, dissemination, safeguarding, valuing, values, community, significance, excellence, roots, cohesion, benefits, participation, responsibility, understanding, inspiration, principles, dialogue, conservation, diversity, identity, economy, remembrance, inheritance, future, people, nature, awareness

#EuropeForCulture

2018

A photograph of a cave interior. The walls are covered in numerous stalactites of various lengths and shapes. A pool of water in the foreground reflects the cave's features. The lighting is warm and focused on the rock formations.

Part I:

The Year's objectives

Cultural Heritage...

- Has an unquestionable **social and educational value**
- Has a considerable yet underestimated **economic potential**
- Is a positive topic of **international cooperation**

Cultural heritage is not only a legacy from the past, it is also a resource for our future

Why a EYCH?

- To encourage the **sharing and appreciation** of Europe's cultural heritage as a **shared resource**;
- To raise awareness of **common history and values**;
- To reinforce a sense of belonging to a **common European space**.



The EY will:

- Promote cultural heritage as a pivotal component of **cultural diversity and inter-cultural dialogue;**
- Highlight the best means to ensure **conservation, safeguarding of cultural heritage and enjoyment by a wider and more diverse audience;**
- Promote cultural heritage's contribution to **the economy;**
- Promote cultural heritage as an important element of the **relations between the EU and third countries.**



What is a European Year?



2015

European year

for development



The European Year of Volunteering 2011

What is Cultural Heritage?

Resources inherited from the past in all forms and aspects: **tangible, intangible and digital** (born-digital and digitised).

This includes: monuments, sites, landscapes and natural sites, skills, practices, knowledge and expressions of human creativity, collections conserved and managed by museums, libraries and archives, and film heritage.



**Gothic architecture in
Spain and Poland**



Mediterranean diet
Cyprus, Croatia, Spain, Greece, Italy,
Portugal



**Wadden Sea
Denmark, Germany,
Netherlands**

By Ralf Roletschek CC BY-SA 3.0 via Wikimedia Commons



**Digital Cultural Heritage
Europeana**

Photo by Ida Tietgen Høyrup

Part II:

The Year's implementation



Where?

- Projects and events will take place **all across Europe**
- EU delegations will also promote the EYCH in **third countries**





Who? – beneficiaries

- Children, young people
- Cultural heritage professionals
- Wider audience
- Heritage followers





Who? – actors

- Member States, regional or local authorities
- **civil society**
- professionals
- and especially European citizens

The European Year belongs to all!





How?

Management of the Year:

National level

- **National Coordinators** will manage the Year in Member States
- **Multipliers**: Creative Europe desks, Commission and European Parliament representations, **cultural heritage stakeholders**, the cultural sector, etc.



How?

Management of the Year:

European level

- Joint effort of **European Institutions**
- Joint effort of **different departments of the Commission**: DG GROW (cultural tourism), DG Environment (Natura 2000), RTD (Horizon 2020), etc.

"A transversal approach with a view to creating synergies between the various Union programmes and initiatives that fund Cultural Heritage".



How?

Management of the Year:

European level

- The Commission will be assisted by a **Committee of stakeholders**
- **UNESCO, ICCROM, the Council of Europe** will also be closely associated.



How?

Initiatives at European level:

Total budget of 8 million euros

- **Communication campaign:** visual identity, website, Eurobarometer survey, communication toolkits etc.
- **Numerous events,** starting with the launch of the Year at the European Cultural Forum.

Some events...





How?

Transnational projects and funding at European level:

Calls for projects under several EU funding programmes:

- **Creative Europe** – a dedicated call to be launched in Q4 2017
- Calls and projects under **Erasmus+**, **Horizon 2020**, **COSME**, **structural funds** etc.
- **10 European initiatives**

Part III:

**10 European initiatives
clustered under 4 objectives**





Engagement

- **Shared heritage:** bringing Europe's cultural heritage, history and shared values closer to people
- **Heritage at school:** discovering Europe's treasures at an early age
- **Youth for heritage:** engaging the younger generation

Value

- **New uses for heritage:** re-imagining industrial, religious or military sites
- **Tourism and heritage:** promoting sustainable cultural tourism

Protection

- **Cherishing heritage:** developing quality standards for interventions in the historic environment and at heritage sites
- **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks at heritage sites

Innovation

- **Heritage-related skills:** enhancing education and training for the traditional and new professions
- **Heritage for all:** fostering participation and social innovation
- **Science for heritage:** using research, innovation, science and technology for a better conservation and presentation of heritage



**Engagement:
Shared heritage**



**Engagement:
Heritage at school**

**Engagement:
Youth for heritage**





**Value:
New uses for heritage**



Value:
Tourism and heritage



**Protection:
Cherishing heritage**

**Protection:
Heritage at risk**





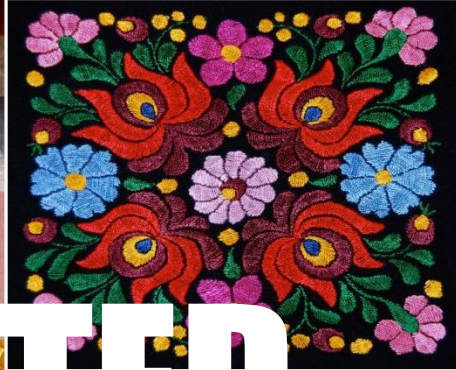
**Innovation:
Heritage-related skills**



**Innovation:
Heritage for all**



**Innovation:
Science for heritage**



UNITED IN DIVERSITY

Thanks!



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