

EUROPEAN INITIATIVE no 9:

Heritage for all: citizen participation and social innovation

INNOVATION PILLAR



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WHY? - Objectives

The European Year is an invitation to "encourage approaches to cultural heritage that are **people-centered, inclusive, forward-looking**, more integrated, sustainable and cross-sectoral" and to "promote innovative models of **participatory governance** and management of cultural heritage, **involving all stakeholders**, including public authorities, the cultural heritage sector, private actors and civil society organisations"¹

In the spirit of the **Faro convention** of the Council of Europe, this initiative promotes a wider understanding of heritage and its relationship to **communities** and **society**. Research, experimentation and practice will engage and empower a large number of actors to care for heritage. New management models will be tested, **social innovation** and links with other sectors will be encouraged.

Objects, places, traditions are important not by themselves, but because of the meanings and uses that people attach to them and the values they represent. Heritage is a common good, it does not only belong to professionals, but to communities and people in general. The initiative will aim at placing people and communities at the center of cultural heritage management, and involving them in making decisions about heritage. It should also promote transversal approach to cultural heritage, cutting across several public policies beyond the cultural (i.e. social cohesion, regional development, education, the digital agenda, research and innovation), **thus contributing to social innovation in European societies and promoting the role of heritage as a strategic resource for sustainable Europe**.

FOR WHOM? - Target groups

Heritage professionals, development bodies, tourism agencies, education, cultural and creative industries, academic experts, arts practitioners, professionals in archives and galleries, associations and interest groups representative of non-professionals and local societies, and policy-makers in local, regional and national authorities

WHAT? - Content of the initiative

The "Heritage for all" initiative draws inspiration from the report of the **Open Method of Coordination group on participative governance**, including a theoretical background and best cases from the Member States, that was produced in 2017 as part of the 2014-2019 Work Plan for Culture.

The initiative will have two main components running concomitantly:

Component I – Improving evidence/research and exchange of good practice

¹ Decision (EU) 2017/864 , Art. 2 specific objective 2(a and b).

"The **Horizon 2020 social platform "REACH"** (1,5 mio euros) will map existing research and practice in participatory preservation, reuse and management of cultural heritage. It will also identify emerging European heritage communities, evaluate bottle-necks and opportunities in the financial and legal environment and create European networks working on participative governance. Ultimately, the REACH social platform will help heritage communities to connect.

A **large Horizon2020 research project** worth 2.5 mio € will critically assess the current state of cultural institutions and focus on how to develop further the role of cultural ministries and heritage institutions to develop them into cultural service providers and hubs of social innovation.

The initiative will also identify and showcase successful cases of people-centered approaches to heritage and will share them through physical workshops, local encounters, co-creation experiences, international conferences and the interactive spaces on the online portals.. Moreover, the extensive knowledge gathered by the European Capitals of Culture, winners of the European Heritage Awards, the European Heritage Label and the European Heritage Days will be promoted through various communication channels. This initiative will promote international, European and national comparative research and best practice on cultural heritage as a provider of social innovation.

Component II- Testing and policy recommendations

In cooperation with the Council of Europe, the Commission will implement the pilot project STEPS, which engages communities in two European cities, Lisbon and Rijeka, in the heritage mapping of their neighborhoods, creating, testing and evaluating a methodology for participative governance. Four other pilot projects of the social platform REACH will target minority (Roma) heritage, institutional heritage, rural heritage and small towns' heritage.

Those tests will result in a number of policy recommendations which will be presented and discussed with national and regional policy makers in the framework of several conferences throughout 2018.

Timeline: throughout the year

WHEN? - Key Events

Activities will be highlighted during the following events taking place throughout 2018:

- March 2018: the joint EAC-RTD conference on science for heritage, Brussels
- June 2018: European Cultural Heritage Summit, Berlin (tbc)
- June 2018: Final events of the STEPS project with the Council of Europe in Lisbon and Rijeka
- October 2018: Presentation of STEPS at the final conference of the 120 cities of the Council of Europe Intercultural Cities Network (location tbd)
- November 2018: joint RTD-EAC conference 'Cultural heritage alive', Brussels.
- TBC - Conferences organized by La Valetta (ECOC 2018) and Matera (ECOC 2019)

PARTNERS:

- Within the Commission, services dealing with Culture, Innovation and Research will play a key role in this initiative.
- Council of Europe

- UNESCO
- Citizen-driven initiatives dedicated to cultural heritage
- European Capitals of Culture
- Project leaders of H2020 and Creative Europe- funded initiatives.