

Memo

Second meeting of the Stakeholders Committee and First Joint meeting with National Coordinators

(Brussels, 7 and 8 September 2017)

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President of ICOM Europe

The European Year of Cultural Heritage on the move...

The preparation of the European Year of Cultural Heritage (EYCH) is approaching the decisive moment when different actions are to be launched and decisions to be taken.

1. Calendar of events:

2017

- up to 22 November 2017: presentation of projects under the special call of Europe Creative to support cooperation projects related to the European Year for Cultural Heritage 2018 (see details below)
- EUROBAROMETER: Key figures on citizen perception of Cultural Heritage in Europe: Report and facts Sheet: December 2017 (during the European Culture Forum)
- 7-8 December: Official presentation of the program and launching of the EYCH during the the 2017 edition of the European Culture Forum, Milan, Italy. The European Culture has been officially announced through our different social media outlets:
 - European Commission - DG Education and Culture website:
https://ec.europa.eu/programmes/creative-europe/events/20171207-european-culture-forum-2017_en
 - Creative Europe Facebook page:
<https://www.facebook.com/CreativeEuropeEU/photos/a.607489815956197.1073741828.603554766349702/1435258609845976/?type=3&theater>
 - Creative Europe Twitter account:
https://twitter.com/europe_creative/status/880002836062363648

2018

- Innovation and Cultural Heritage”: Thematic month and High-level H2020 conference, Brussels, March 2018
- Social media campaign with success stories: March 2018
- RTD Policy Review on cultural heritage, March 2018
- Networking and Launch event of all new 2020 research projects on Cultural Heritage, Brussels, The House of European History, October 2018
- “Heritage Alive” conference and Fair of EU Innovators on Cultural Heritage, Brussels, November 2018
- Catalogue of EU R&I results and prototypes to accompany the Fair of EU Innovators on cultural heritage, November 2018

2. Branding

-Motto/Slogan

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

-Logo



Obs: the logo acts also as official label to be awarded under request of promoters of events (see details below)

3. EYCH LABEL

Attribution (still under considerations)

National Coordinators, EU General Directorates and Stakeholders NGOs, according to the following criteria:

-National events: National Coordinators

-European events:

-EU funded projects: European GD in charge of EU programs;

-Any other projects: Stakeholders NGOs in their respective fields of specialty.

Type of activity can get the EYCH logo

In line with Decision (EU) 2017/864 the following activities are eligible:

(a) initiatives and events to promote debate and raise awareness of the importance and value of cultural heritage and to facilitate engagement with citizens and stakeholders;

(b) information, exhibitions, education and awareness-raising campaigns

(c) the sharing of experience and good practices of national, regional and local administrations and other organisations, and the dissemination of information

(d) the undertaking of studies and research and innovation activities and the dissemination of their results on a European or national scale;

(e) the promotion of projects and networks connected to the European Year, including via the media and social networks. More concretely, the activities can include, for example cultural events or performances, media events launch events, exhibitions, shows; information, education or awareness-raising campaigns; festivals, including film festivals; conferences, symposia, fora, debates; studies, surveys; trainings/ workshops; research activities; visits and exchanges; as well as digital projects.

This list is not exhaustive

Criteria for the labeling of projects with the EYCH logo

The main criterion to award the EYCH logo should be the project's relevance for the EY objectives. The project/event should answer one or several of the objectives of the EYCH, as defined in Art 2 and 3 of Decision (EU) 2017/864 (http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=uriserv:OJ.L_.2017.131.01.0001.01.ENG). The activity should ideally ensure the sharing of knowledge and experience, by following an inclusive and participatory approach and/or facilitating engagement of citizens and stakeholders. The activity should ideally have a short, medium and/or long term impact and reach out to wide and diversified audiences.

4. Lines of financing

4.1. Creative Europe call dedicated to the EYCH 2018:

-**Name and number:** "Support for cooperation projects related to the European Year of Cultural Heritage 2018" (EACEA 35/2017)

-**Themes:**

-Reinforcing a sense of belonging to a common European space

-Promoting cultural heritage as a source of inspiration for contemporary artistic creation

-**Key features:**

-€5 million in total

-3 participant countries

-up to €200 000 per project, representing maximum 60% on the total eligible budget.

-NB: Cultural heritage remains eligible under the 2 categories of the other 2018 call (smaller and larger cooperation projects)

-**Timetable:**

-Launch of the call: September 2017

-Deadline for applications: 22/11/2017

-Signing of contracts: May/June 2018 (costs eligible since January 2018)

-**Web link:**

https://eacea.ec.europa.eu/sites/eacea-site/files/2._call_notice_eacea_35_2017-culture-ce-2018_en_.pdf

4.2. H2020 research and Innovation in Cultural Heritage II

A few research topics:

-Innovative and affordable solutions for the preventive conservation of cultural heritage

-Cultural tourism

-The societal value of culture

-Digital Single Market and European Culture

-Historic urban areas and climate change

-Cultural Landscapes

Networks and cultural diplomacy

-Social platform on endangered cultural heritage and on illicit trafficking of cultural goods (CSA)

- International network to promote cultural heritage innovation and diplomacy (CSA)
- EU R&I Ambassadors on Cultural Heritage
- Community of Innovators on Cultural Heritage

Research and Innovation in the agenda of the forthcoming European year of Cultural Heritage

In 2016-17, over €100 million for research and innovation in the field of cultural heritage will be available under Horizon 2020, the EU's research funding programs. This increase in funding recognizes cultural heritage as an investment opportunity where research and innovation can make a difference.

Future calls for financed projects. Themes:

- Innovation and affordable for the preservative conservation of cultural heritage
- Cultural Tourism
- The societal value of culture
- Digital Single Market and European Culture
- Historic urban areas and climate changes
- Cultural Landscapes

4.3. Others

EU Tourism funding opportunities can be used as a tool to be potentiated in the benefit of cultural, cultural heritage and the EYCH in particular.

<https://www.google.be/search?q=eu+funding+guide+tourism&oq=tourism+eu+funding+g&aqs=chrome.1.69i57j0j69i60.16677j0j8&sourceid=chrome&ie=UTF-8>

Case-studies linking for EU Natural Heritage 2020 Program to Cultural Heritage: an inspirational tool

http://ec.europa.eu/environment/nature/natura2000/management/pdf/case_study_natura2000_cultural_heritage.pdf

INTERREG, MRS, Urban Agenda, Ors
ERASMUS+

5. Documents to consult

See in ICOM Europe web site:

- Research for Cultural Heritage (ppt/pdf)
- Call for Proposals EACEA 35/2017: Support for European cooperation projects related to the European Year of cultural Heritage 2018 (doc/pdf)
- Digital for Culture (ppt/pdf)
- How to invest in Culture through R3S, MRSs, Urban Policy, Outermost Regions (ppt/pdf)
- European Maritime Heritage and Culture (ppt/pdf)
- ERASMUS+ and Heritage (ppt/pdf)
- EYCH_onepage information (pdf)
- Community of innovators and EU R&I Ambassadors on Cultural heritage (ppt/pdf)
- Linking Natura 2000 and cultural heritage (ppt/pdf)
- Guide on EU Funding for the Tourism Sector (pdf)
- Engaging citizens with the Europe's Cultural Heritage
- National Coordinators EYCH (pdf)
- Stakeholders EYCH (pdf)