

# European Year of Cultural Heritage



# European Year of Cultural Heritage 2018

*“Cultural heritage is not only  
a legacy from the past, but also  
a resource for our future”*

Tibor Navracsics, European Commissioner in charge  
of Education, Youth, Culture and Sport

# Slogan

**Our Heritage:  
Where the Past Meets the Future.**

# Scope

**Past and Present**

**Cultural and Natural**

**European and non-European**

**(European Year and not “of European Heritage”)**

# Key Dates

**30 August 2016**

Commission proposes the year

**11 May 2017**

Decision on the European Year of Cultural Heritage entered into force

**6 July 2017**

Newly published Natura 2000 Report

(Do you know that cultural heritage is also about nature?)

**13 July 2017**

Commission adopts proposal for a regulation on imports of cultural goods

# Key Dates

**18 September 2017**

Call for Support for cooperation projects related to the EYCH

**22 November 2017**

Call for projects related to the European Year of Cultural Heritage closes

**7-8 December 2017**

Official launch at the European Culture Forum

**2018 - January until December**

Events and activities around Europe

# Goals

The aim of the European Year of Cultural Heritage is to encourage more people to discover and explore Europe's cultural heritage, and to reinforce a sense of belonging to a common European family.

In 2018, the emphasis will be on:

- Cultural heritage's value to society;
- its contribution to the economy;
- its role in European cultural diplomacy;
- the importance of safeguarding it for the enjoyment of future generations.

# What in store?

During 2018, thousands of activities and celebrations will take place all across Europe.

**10 major European initiatives** will make sure the Year has an impact beyond 2018.

These initiatives will be implemented by the European Commission in collaboration with key partners (Council of Europe, UNESCO and other European organizations)

The 10 initiatives will maximize support for four objectives:

engagement  
sustainability  
protection  
and innovation.



## Ten initiatives, four objectives

### ENGAGEMENT

**Shared heritage:** cultural heritage belongs to us all

**Heritage at school:** children discovering Europe's most precious treasures and traditions

**Youth for heritage:** young people bringing new life to heritage

### SUSTAINABILITY

**Heritage in transition:** re-imagining industrial, religious, military sites and landscapes

**Tourism and heritage:** responsible and sustainable tourism around cultural heritage

### PROTECTION

**Cherishing heritage:** developing quality standards for interventions on cultural heritage

**Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

### INNOVATION

**Heritage-related skills:** better education and training for traditional and new professions

**All for heritage:** fostering social innovation and people's and communities participation

**Science for heritage:** research, innovation, science and technology for the benefit of heritage

# **EUROPEAN INITIATIVE no 1:** **Sharing heritage, history and values, to bring Europeans closer together**

Component 1 – Special EYCH edition of the European Heritage Days

Component 2 – Special EYCH editions of European Heritage Label, and the EU Prize  
for Cultural Heritage/Europa Nostra Award

Component 3 – Sharing heritage, digitally. New web & mobile app for cultural heritage  
developed by the Joint Research Centre (JRC) and Europeana project: Connecting  
European Citizens through shared culture

Component 4 – WeAre#EuropeForCulture project

**Still under discussion**

## **EUROPEAN INITIATIVE no 2:**

### **Heritage at school: children discovering Europe's most precious treasures and traditions**

Component 1 – Valorizing Erasmus + projects focusing on Europe's cultural heritage and stimulating new initiatives

Component 2 - Awareness raising activities for school children: UNESCO project and a toolkit for schools

Component 3 – Activities for children in the framework of the European Heritage Days

Component 4 – European Economic and Social Committee initiative - empowering secondary school children

**Still under discussion**

## **EUROPEAN INITIATIVE no 3:**

### **Youth for heritage: young people bringing new life to heritage**

Component 1 – A joint project with UNESCO: Empowering European youth through a Young Heritage Experts Forum

Component 2 – Youth volunteering for cultural heritage within existing EU schemes (from European Volunteering Service to European Solidarity Corps)

Component 3 – Engaging with young people using social media

- (1) A project with the Google Cultural Institute (under preparation) The implementation of this project is to be confirmed.
- (2) Social media competitions

**Still under discussion**

**EUROPEAN INITIATIVE no 4:**  
**Heritage in transition: re-imagining industrial, religious  
and military spaces for the regeneration of urban and rural  
areas**

Component 1 – Exchange of good practice

Component 2 – Engagement

Component 3 – Urban/rural regeneration and sustainable development

Still under discussion

## **EUROPEAN INITIATIVE no 5:**

### **Tourism and heritage: promoting sustainable cultural tourism**

Component 1 – Towards policy recommendations on sustainable cultural tourism

Component 2 – Natural heritage and Natura 2000

Component 3 – Promoting Europe's Cultural Routes

- (1) Cultural routes with the Council of Europe
- (2) UNESCO World Heritage Journeys in the EU
- (3) The Balkans itineraries

Component 4 – Awarding excellence - European Destination of Excellence Award

Still under discussion

**EUROPEAN INITIATIVE no 6:**  
**Cherishing heritage: developing quality standards for  
intervention on cultural heritage**

Component 1 – Research and sharing good practice

Component 2 – Consultation and consensus building.

Still under discussion

**EUROPEAN INITIATIVE no 7:**  
**Heritage at risk: Fighting against illicit trade in cultural goods and managing risks in heritage sites**

Component 1 – Regulatory measures

Component 2 – Awareness raising and capacity building activities

Component 3 – Improving evidence and sharing experience

Component 4 – Cooperation with third countries

**Still under discussion**



**EUROPEAN INITIATIVE no 8:**  
**Skills for Heritage: enhancing education and training for  
the traditional and new professions**

Component 1 – Experience sharing and policy recommendations

Component 2 – Opportunities for cultural heritage professionals

Component 3 – Training actions for young people

**Still under discussion**

## **EUROPEAN INITIATIVE no 9:**

### **Heritage for all: citizen participation and social innovation**

Component 1 – Improving evidence/research and exchange of good practice

Component 2 – Testing and policy recommendations

**Still under discussion**

**EUROPEAN INITIATIVE no 10:**  
**Science for heritage: research, innovation, science and  
technology for the benefit of heritage**

Component 1 – Promoting Excellence

Component 2 – Generating expertise

Component 3 – Component 3 – Promoting good practices and rewarding excellence

**Still under discussion**