EU strategic approach to Cultural Heritage

S3 THEMATIC WORKSHOP:
SMART SPECIALISATION AND CULTURAL HERITAGE:
AN ENGINE FOR INNOVATION AND GROWTH

ROME, 25 NOVEMBER 2016

Cultural Heritage and the EU

CH protection and preservation

- primarily national/ local competence

EU role:

- *Article 3.3 TEU "The Union shall...ensure that **Europe's cultural heritage** is **safeguarded** and **enhanced**"*

- *Article 167 TFEU "..the Union shall...encourage cooperation between Member States and...**support**...and **supplement**...their action in the...**conservation and safeguarding of cultural heritage of European significance***
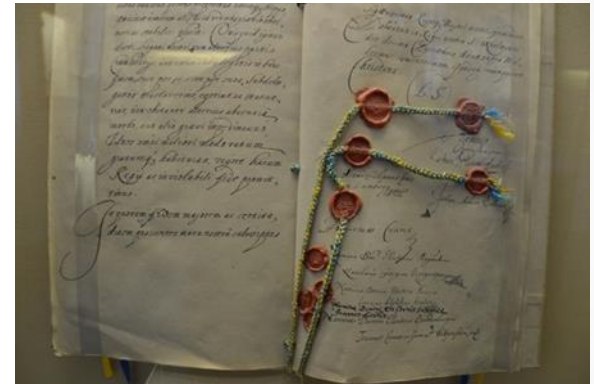
Cultural heritage is a **European resource**

- Producing social and environmental capital
- Reaching out citizens and new audiences
- Speaking to contemporary needs and concerns
- Inspiring innovation
- Support the flourishing of cultural and creative sectors
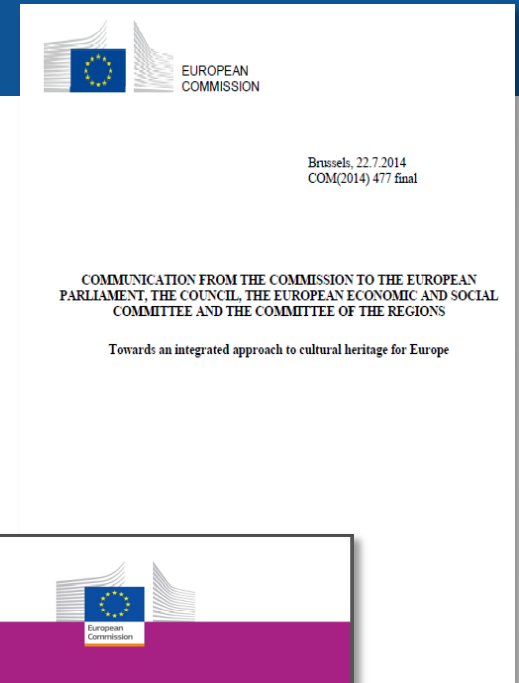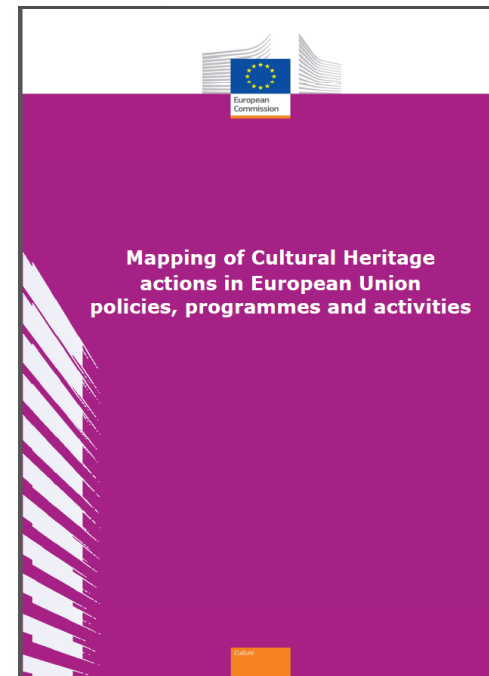
EU policy on cultural heritage

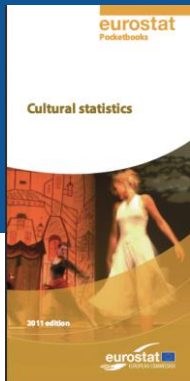July 2014 policy communication *Towards an integrated approach to cultural heritage for Europe*

+ mapping report

- how **heritage benefits EU**, intrinsically & economically
- how **EU** policies & programmes can **benefit heritage**

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2014:477:FIN

http://ec.europa.eu/culture/library/reports/2014-heritage-mapping_en.pdf

EUROPEAN COMMISSION

Brussels, 22.7.2014
COM(2014) 477 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Towards an integrated approach to cultural heritage for Europe

Mapping of Cultural Heritage actions in European Union policies, programmes and activities

From evidence to impact
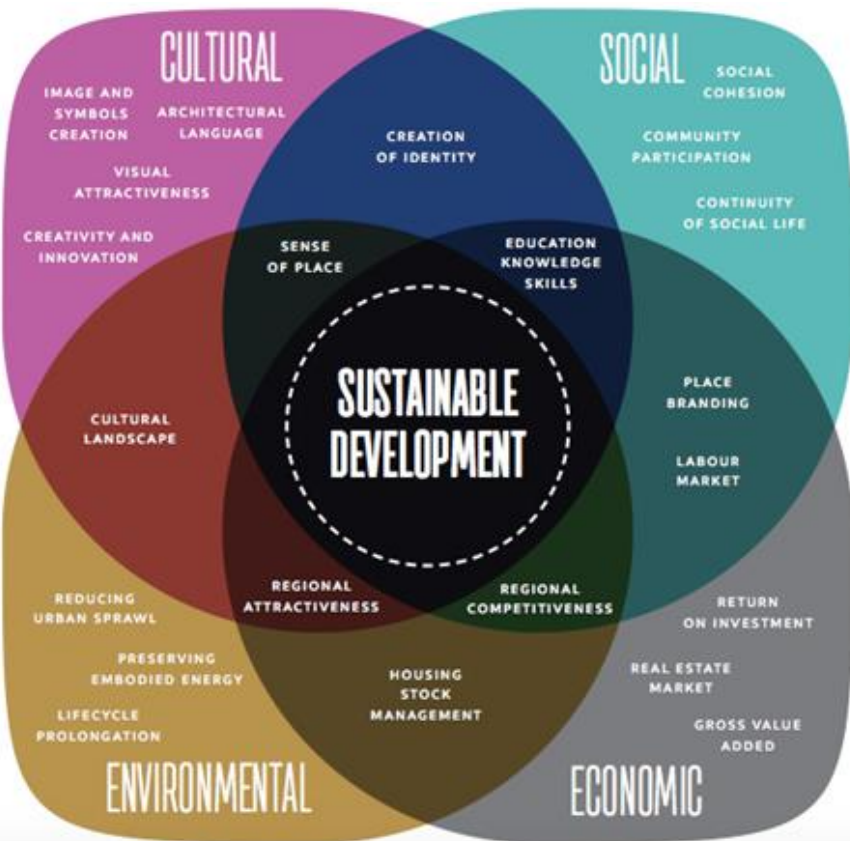
How to do it?

"Upstream" perspective on cultural heritage impact

Environmental

Social

Economic

Cultural
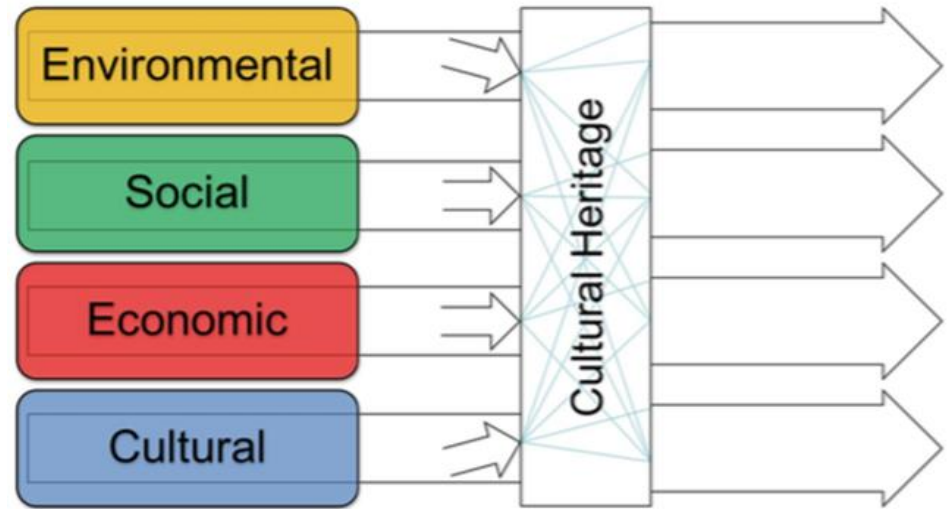
Cultural Heritage

(CHCfE consortium)

European Commission

Integrated approach is not a choice... is a need

Research

Environment

Intercultural dialogue

Audiences
Creative sector
SME's
Heritage
professionals

Management of shared resources

Knowledge + **S**kills

Training

Access and Participation

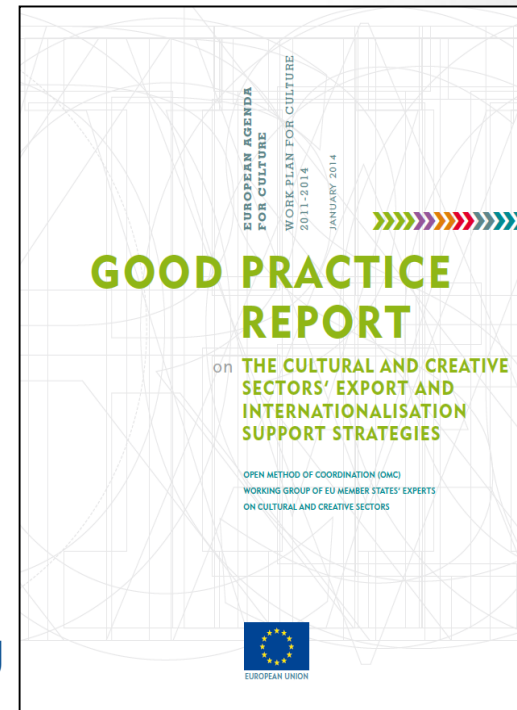# Environmental ecosystem

Cultural ecosystem

Heritage = a priority of the Work Plan for Culture 2015-2018

Expert groups:

1) **participatory governance** for cultural heritage (2015-2016)

2) **heritage skills, training and knowledge transfer** (2017-2018)

Studies:

- **Risk assessment and prevention** for safeguarding cultural heritage from the effects of natural disasters and threats caused by human action (2016)

- **Illicit trafficking** in cultural objects (2016).

EUROPEAN AGENDA FOR CULTURE
WORK PLAN FOR CULTURE 2011-2014
JANUARY 2014

GOOD PRACTICE REPORT

on **THE CULTURAL AND CREATIVE SECTORS' EXPORT AND INTERNATIONALISATION SUPPORT STRATEGIES**

OPEN METHOD OF COORDINATION (OMC)
WORKING GROUP OF EU MEMBER STATES' EXPERTS
ON CULTURAL AND CREATIVE SECTORS

EUROPEAN UNION

2018 to become the European Year of Cultural Heritage Regions to be key actors!

EYCH 2018 – key objectives

• **promoting the role of cultural heritage as a pivotal component of cultural diversity and intercultural dialogue, highlighting the best means to ensure its preservation and restoration and its enjoyment by a wider and more diversified public, thereby promoting social inclusion and integration.**
• **enhancing the contribution of cultural heritage to the economy and the society**
• **promoting cultural heritage as a vital element of the Union's international dimension, building on the interest in partner countries for Europe's heritage and expertise**

EYCH 2018 – will start at grassroots

"Declaring a European Year of Cultural Heritage is an effective way of raising public awareness, disseminating information about good practices and promoting research and innovation as well as policy debate. By creating an environment for simultaneously promoting these objectives at Union, national, regional and local levels, it can achieve greater synergy and a better use of resources. "

"The general objective of the European Year shall be to encourage and support the efforts of the Union, the Member States and regional and local authorities, in cooperation with the cultural heritage sector and broader civil society, to protect, safeguard, re-use, enhance, valorise and promote Europe's cultural heritage."

(Proposal for EP/Council Decision on EYCH, Council General Approach 22/11/2016)

# EYCH 2018 – link with smart specialisation

Specific objective of the EYCH:

"To encourage regional and local development strategies that tap into the potential of cultural heritage, including through the promotion of sustainable tourism"

(Proposal for EP/Council Decision on EYCH, Council General Approach 22/11/2016)

76 regions in Europe = CCIs as a priority
14 regions in Europe
= cultural heritage as a priority

(source: EYE@RIS3)
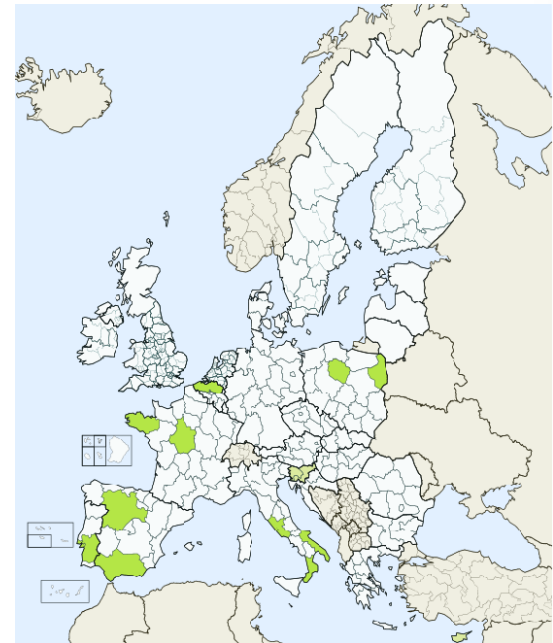
EYCH 2018 – proposed measures

(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) sharing of experience and good practices of national, regional and local administrations, and other organisations, and disseminating information about cultural heritage, including via Europeana;

(d) undertaking studies and research and innovation activities

(da) promote projects and networks connected to the European Year, including via media and social networks.

the list is open....

Preparing for the EYCH
- EU funding for cultural heritage

Cultural heritage and the EU structural funds

The funding for culture in the Operational Programmes through the EU Cohesion Policy's Structural and Investment Funds for 2014-2020, aimed at promoting more balanced and sustainable territorial development of EU regions can be estimated to over EUR 9 billion.

Within the European Regional Development Fund (ERDF), €5.269 billion is earmarked to go directly to culture, out of which EUR 4.770 billion to cultural heritage (versus € 3.2 billion in 2007-2013)

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Cultural heritage and the EU structural funds

**Heritage counts for Europe:**

"Special focus and recognition should be given to the positive contribution of heritage to regional and local sustainable development — as a strategic resource for "smart, sustainable and inclusive growth" and as a basis for fostering "inclusive, innovative and reflective societies" — in the context of the mid-term review of the Structural Funds (in 2016—2017) and the preparation for the next generation of Structural Funds beyond 2020."

CULTURAL HERITAGE

COUNTS

FOR EUROPE

FULL REPORT
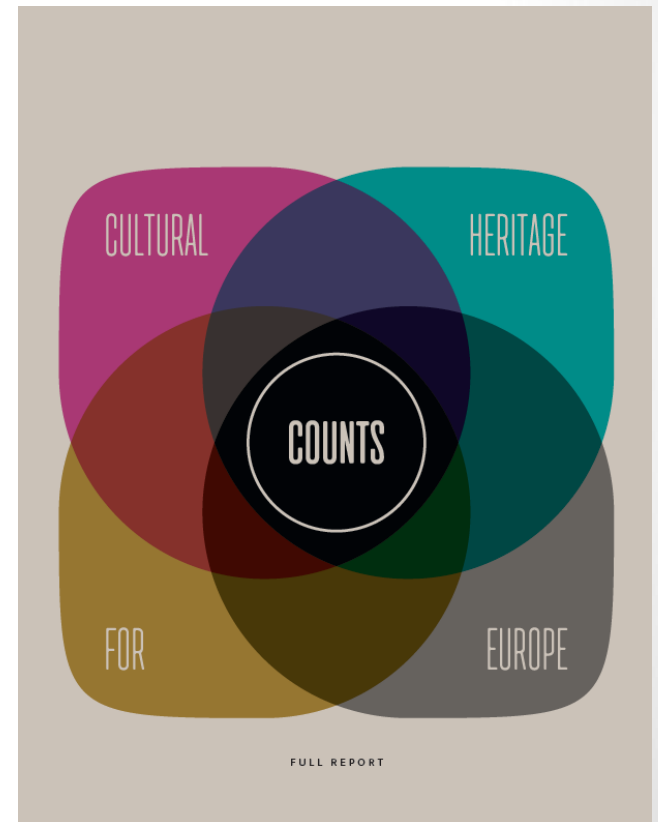
Cultural Heritage - European Fund for Strategic Investment (EFSI)

- Cultural and creative industries are a priority for spending

- Building projects: regions to team up? Linking heritage to big investment projects?

- Capacity building throughout the technical assistance strand
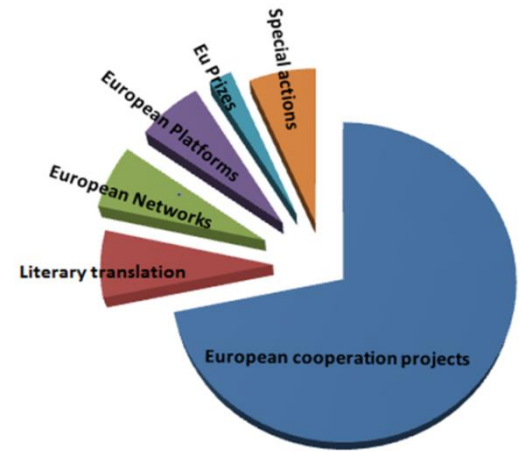
Creative Europe (culture strand)

- cooperation projects **(427   +/- 20% of all projects)**
- platforms
- networks, e.g. EUROPA NOSTRA

EU Prize for Cultural Heritage
EU Prize for Contemporary Architecture
European Heritage Label

HORIZON 2020

Research and Innovation
Budget €80 billion 2014 - 2020

Heritage-related research and innovation are available under all three pillars of the programme: **excellent science, industrial leadership, and societal challenges**

+/- €50M per year

CULT-COOP-06-2017: Participatory approaches and social innovation in culture (open, 2nd deadline 2.2. 2017)

CULT-COOP-07-2017: Cultural heritage of European coastal and maritime regions (open, 2nd deadline 2.2. 2017)

CULT-COOP-09-2017: European cultural heritage, access and analysis for a richer interpretation of the past (open, 2nd deadline 2.2. 2017)

18

COSME

Tourism Action Plan:

- development and/or promotion of sustainable transnational thematic tourism products;

- the development and/or promotion of niche products exploiting synergies between tourism and creative industries at European level (e.g. European Route around high-end products) ;

- transnational public and private partnerships developing tourism products targeting specific age groups;

- capacity building schemes for managers, destination managers, entrepreneurs.

https://ec.europa.eu/growth/sectors/tourism/support-business_en

ERASMUS +

funding for skills creation

e.g. HECTOR Programme (Heritage and Cultural Tourism Open Resources for innovative training schemes).

HEritage and Cultural Tourism Open Resource
for innovative training schemes related to the Cultural Routes of the Council of Europe

http://www.culture-routes.net/projects/european-projects/hector-project

Implementing the integrated approach at EU level….

- EU Prize for Cultural Heritage / Europa Nostra Awards
- European Union Prize for Contemporary Architecture / Mies van der Rohe Award
- European Heritage Label
- European Heritage Days

And also (the list is not exhaustive):
- RTD (JPI)
- MARE (coastal and maritime heritage)
- HOME (Europe for Citizens - Remembrance),
- GROW (Cultural tourism support and promotion + EU-China Year of Tourism)
- CNECT (Europeana, Film heritage)
- NEAR (Med Culture)
- ENV (synergies with natural heritage + indicators)
- FPI (Ext relations + EU Delegations)
- JRC (Creative Cities Index)
- REGIO (Visibility)
- AGRI (Rural areas)

Integrated approach at regional level….. reflected in RIS3

- culture heritage plays a key role in **socio-economic development on the territories**

- key role of **innovation**

- **holistic approach**: cultural heritage addressed in several policies beyond the cultural ones: education, agriculture and rural development, regional development, social cohesion, maritime affairs, environment, tourism, the digital agenda, research and innovation, and communication

- **participatory governance,** engaging with citizens and administrations at all levels of governance

… implementing the integrated approach on the territories

Thank you!

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