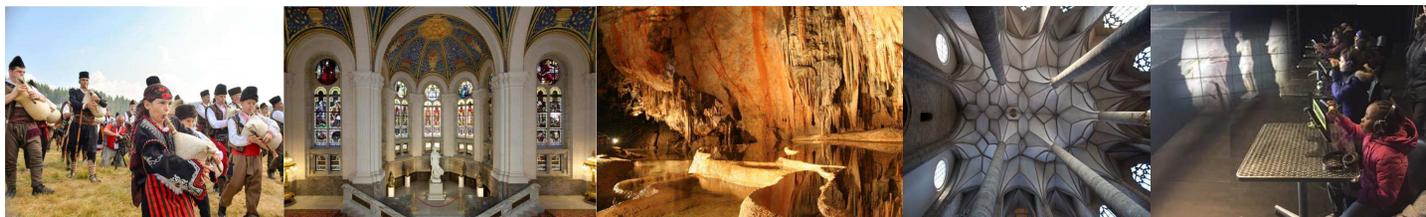


OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Public Hearing Contribution of Rural Areas to EYCH 2018
5 June 2018





Outline EYCH 2018

- **Introduction to Cultural Heritage**
- **Implementation**
- **Communication Campaign**
- **Events**
- **Legacy including Sustainable Cultural Tourism**

What is cultural heritage?

Resources inherited from the past in all forms and aspects - **tangible, intangible and digital**. Including:

- Monuments and sites
- Landscapes and natural sites
- Skills, knowledge and expressions of human creativity (oral traditions, festivals, songs, gastronomy etc.)
- Collections in museums, libraries and archives (paintings, books, artefacts, etc.)
- Film heritage

Why a Year for Cultural Heritage?

- 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 **Europe**; and
- To better **protect, safeguard, reuse, enhance, valorise** and **promote** Europe's cultural heritage.



Where?

- Projects and events are taking **all across Europe**
- EU delegations are promoting the Year **outside the EU**



For whom?

- Children (10-15)
- Young people (15-25)
- The wider public
- Cultural heritage professionals

And all curious people!





Implementation

Management of the Year at national level

- A **decentralised initiative**
- Managed by **National Coordinators** appointed by Member States



Implementation

Management of the Year at European level

- Joint effort of **European Institutions**: Commission, Parliament, Council of the EU, European External Action Service, European Economic and Social Committee and the Committee of the Regions.
- With **DG Education and Culture** in the lead, it is a joint effort of **different departments of the Commission, including DG AGRI, DG GROW, DG ENV et al** - focusing on: rural landscapes (CAP), tourism, regional development, environment, education, social cohesion, audio visual policy etc.



Implementation

Management of the Year at European level

The Commission is assisted by a **Committee of stakeholders**, comprising 35 representative organisations – including Europa Nostra

https://europa.eu/cultural-heritage/about_en

International organisations

including UNESCO and the Council of Europe are also closely associated



<http://www.voicesofculture.eu/>



Communication Campaign

- A **communication campaign** at European level to complement communication strategies and plans at Member States level ([*website and newsletter*](#)) and *Eurobarometer survey*
https://europa.eu/cultural-heritage/news/eurobarometer-2018-results-have-been-published_en
- Highlighting the **European dimension** of cultural heritage
- Events and projects responding to the Year's objectives, can receive **the label of the Year** – by National Coordinators + EC/members of Stakeholders Committee
(All projects and events have to respond to one of the objectives of the Year)



Events

What is happening?

Projects and events are taking place **all across Europe in cities and rural areas**

First quarter of 2018:

- Over **10 high level events** at European level
- Over **2 500 events** held at national level, involving over **1 million people**
- Over **9 800** events expected by the end of 2018



- ❑ **Highlighted events on the EYCH website**
- ❑ **Lists of events on national websites**

Upcoming European events



Deutsches
Nationalkomitee für
Denkmalschutz



Stiftung
Preussischer Kulturbesitz



Co-funded by the
Creative Europe Programme
of the European Union



www.european-cultural-heritage-summit.eu



Events and initiatives

Legacy

Creative Europe dedicated call

COOP 3-"Support to cooperation projects related to EYCH"

- ✓ €5 million
- ✓ 3 participant countries
- ✓ Up to € 200 000 per project, representing maximum 60% of the total eligible budget.
- ✓ **68** Eligible applications received, **308** organisations represented
- ✓ **29** Projects selected - 2 projects particular relevance to rural areas
– "Roots and Roads – heritage stories to connect contemporary European audiences" and "Food is Culture" – communicating the importance of gastronomy.

A New European Agenda for Culture

- Launched last week – **announced Action Plan for Culture**
- Raise awareness of Europe's shared and diverse heritage. Aims to use the full potential of culture in building a more inclusive and fairer Union
- Support innovation, creativity, sustainable jobs and growth + reinforcing the external relations of the EU.
- ECOC, EHL, EU Cultural Prizes, CIs with large geographic spread

Ten European initiatives responding to 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



Sustainable Cultural Tourism

- Cultural Heritage is a significant creator of jobs across Europe
- Number of persons directly employed the Cultural Heritage Sector is estimated at over 300,000
- Cultural Heritage is estimated to produce 26.7 indirect jobs for each direct job

Source: Cultural Heritage Counts for Europe 2015

Sustainable Cultural Tourism

Debate around the concept of '**sustainable tourism**'

Sustainable - suggests a state that can be maintained and perhaps even unchanging

Tourism implies constant adaptation to consumer demands

EYCH – providing opportunities to explore the relationship between the cultural heritage and cultural tourism; encouraging discussions around the concept of the sustainability of cultural heritage along with the economic benefits of tourism

Sustainable Cultural Tourism

EC established Open Method of Coordination (OMC) expert group on sustainable cultural tourism (**SCT OMC**)

23 M/S plus IS

- Good practices are being identified → mapping methods and tools to make the cultural heritage of Europe accessible to and interoperable with a sustainable system of tourism promotion and marketing
- Examined case studies – impact on local communities
- Final meeting in September
- Will present recommendations and guidelines at ECTN conference in Pafos in October 2018

Sustainable Cultural Tourism

Member States

Austria, Belgium, Bulgaria, Czech Republic, Germany, Spain, Estonia, Finland, France, Greece, Croatia, Hungary, Ireland, Italy, Lithuania, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, and Sweden

Iceland

Sustainable Cultural Tourism

Rural Dimension

DG GROW: COSME Programme

European Cultural Routes

UNESCO World Heritage Journeys in the EU

Developing 4 trans-European Cultural Routes - World Heritage sites. Highlighting clear European dimension. Comprises one anchor place + several under-exploited sites in order to disperse cultural tourism to less-known sites and areas

www.visitEUworldheritage.com

Synergies with creative and high-end industries <https://ec.europa.eu/easme/en/cosme> and

<https://ec.europa.eu/easme/en/cos-tourcci-2017-3-03-supporting-promotion-and-development-transnational-thematic-tourism-products>

EDEN - European Destinations of Excellence – promoting sustainable tourism development. Themes include rural tourism, intangible heritage, local gastronomy

<http://edenineuropen.eu>

Copernicus – satellite data enabling the monitoring & protection of cultural heritage

www.Copernicus.eu



Sustainable Cultural Tourism

Rural Dimension

Liaison DG ENV:

Relationship with natural heritage and conservation areas under the European network Natura 2000

EU Action Plan for Nature, People and the Economy includes activities to strengthen these links and connect them to the EYCH

(1) Evaluation of spatial overlaps between Natura 2000 and cultural heritage areas + development and dissemination of good practices and case studies on integrated management

(2) The pan-European Natura 2000 Awards in May 2018

[Natura 2000 Award website](#)



Sustainable Cultural Tourism

Rural Dimension

Liaison with Council of Europe:

- (1) Cultural routes – DG REGIO – Routes4U project - 25 routes crossing the EU Macro Regions. Kick off meeting was held in March – examining cultural heritage as a resource for sustainable growth
- (2) European Heritage Days (EHD) - over 70,000 events every year – many events in rural areas.

Sustainable Cultural Tourism

- 22 March - European Destinations of Excellence (EDEN) Awards
- 19 April - NECSTouR Workshop
- 21 May - Natura 2000 Day International Day for Biodiversity
- 21 May - Green Week - exploring possible areas of cooperation for example heritage in transition and sustainable tourism around cultural heritage
- June - World Environment Day
- June - European Green Capital and European Green Leaf Awards Ceremony
- June - Museum week
- 21 June Interactive workshop at the "Sharing Heritage- sharing Values" Berlin Summit (ETC, ECTN, NECSTouR and Europa Nostra)
- 18-19 October, Sofia: an informal meeting of EU tourism ministers EUSDR (TBC)
- 25-26 October - European Cultural Tourism Network (ECTN) Conference
- 5-6 November - Meeting of the European Capitals of Culture mayors in Florence

Further Information

Creative Europe - cities and regions (January 2015 - September 2017). Case studies with heritage and rural areas - assets for socio-economic development.

<http://www.cultureforcitiesandregions.eu>

Reflection Group "Farming the Historic Landscape" March 2017

Cultural Heritage on how to integrate cultural heritage in future CAP

https://cultureelerfgoed.nl/sites/default/files/publications/farming_the_historic_landschap_0.pdf

Report - Economia Creativa March 2018 - selected examples of innovative audience development practices with cultural heritage – cases from rural areas.

<https://culturalheritageaudiencedevelopment.wordpress.com/the-report>

<http://>

Cherishing Heritage - expert working group – developing quality principles for interventions on cultural heritage - EU funding – launch at end of year.

Study examining the nature and extent of ESIF funding for education and training, culture, sport and youth

[Study - Research for CULT Committee - ESIF and culture, education, youth & sport – the use of European Structural and Investment Funds in policy areas of the Committee on Culture & Education - PE 617.475 - Committee on Culture and Education](#)



Ways to keep informed



<http://europa.eu/cultural-heritage>



#EuropeForCulture



EAC-EYCH2018@ec.europa.eu



[Legal basis](#)

