WHY? • OBJECTIVES
Objects, places and traditions are important because of the meanings and uses that people attach to them and the values they represent. In the spirit of the Council of Europe’s Convention on the Value of Cultural Heritage for Society (Faro convention), this initiative aims to promote a wider understanding of heritage as a common good by placing people and communities at the centre and involving them in decision-making.

Social innovation is being encouraged, as well as ways of increasing civic participation in managing cultural heritage.

FOR WHOM? • TARGET GROUPS
Heritage professionals, cultural and creative sectors, experts and practitioners, associations and interest groups representative of non-professionals and local societies, and policymakers in local, regional and national authorities.

WHAT? • CONTENT OF THE INITIATIVE
The ‘Heritage for all’ initiative draws inspiration from the work of an EU expert group that worked on participative governance of cultural heritage. The group identified best practices from EU Member States and their findings were published in early 2018.

The initiative has three main components:

COMPONENT I – IMPROVING EVIDENCE/RESEARCH AND EXCHANGE OF GOOD PRACTICE
Two projects funded by Horizon 2020, the EU research programme, are contributing to develop, test and promote innovative models of participatory governance:

• The Horizon 2020 social platform ‘REACH’ with an investment of €1.5 million to map research and practice in participatory preservation, reuse and management of cultural heritage. It will also evaluate bottlenecks and opportunities and will create European networks that help heritage communities to connect.

• Another large Horizon 2020 research project, ‘Culturelabs’ (worth €2.5 million), is assessing the current state of cultural institutions and focus on how to support them to become cultural service providers and hubs of social innovation, in cooperation with the Council of Europe.

• The initiative is also identifying and showcasing successful cases of people-centred approaches to heritage in existing EU schemes, such as the European Capitals of Culture, the European Heritage Awards, the European Heritage Label and the European Heritage Days.

KEY DATES:
• 20 March 2018
  European Commission High Level Conference on Innovation and Cultural Heritage in Brussels (Belgium)
• 15-16 November 2018
  Fair of European Innovators in Cultural Heritage in Brussels (Belgium)
COMPONENT II – TESTING AND POLICY RECOMMENDATIONS
In cooperation with the Council of Europe, the Commission is currently implementing the pilot project STEPS, which is engaging communities in Lisbon and Rijeka in the heritage mapping of their neighbourhoods. The project is examining viable models for participative governance and will measure the impact of these approaches to cultural heritage as a resource for community development and cohesion. The project will present recommendations to national and regional policymakers at several conferences throughout 2018.

In addition, four other pilot projects of the social platform REACH target minority (Roma) heritage, institutional heritage, rural heritage and small towns’ heritage.

KEY DATES:
- 27 September 2018
  Annual coordinators meeting of the Intercultural Cities in Rijeka (Croatia)
  Presentation by the mappers to 40 cities of the Intercultural Cities programme in the framework.
- October 2018
  Final event of the STEPS project with the citizens and the Rijeka city council (Croatia)
  Final event of the STEPS project with the citizens and the Lisbon city council (Portugal)
- 13 November 2018
  Final conference of the STEPS project with the Council of Europe, Strasbourg (France)

COMPONENT III – PROMOTING THE COUNCIL OF EUROPE CONVENTION ON THE VALUE OF CULTURAL HERITAGE FOR SOCIETY (FARO CONVENTION)
‘The Faro Way’, a joint action of the Commission and the Council of Europe, was launched in June 2018 in order to increase the number of signatories and ratifications of the Faro Convention among EU and Council of Europe Member States and promote its implementation. A study on the lessons learnt with the promotion and implementation of Faro so far will be undertaken. Policy guidance will be issued, as well as documentary films. Up to three promotional seminars will be undertaken by the end of 2019.

KEY DATES:
- Second half of 2018
  First promotional seminar with representatives from Ministries of signatory and non-signatory States

PARTNERS
- Within the European Commission, services dealing with culture, innovation and research
- Council of Europe

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