



European Year of Cultural Heritage 2018

Digital Cultural Heritage and Europeana

Luxembourg, 11 May 2017



European Year
of
cultural
heritage

union, knowledge, sustainable, empowerment, resource, society, generations, creativity, dissemination, environment, quality, dissemination, safeguard, valuing, values, community, significance, excellence, roots, cohesion, benefits, participation, responsibility, understanding, inspiration, principles, dialogue, conservation, diversity, identity, economy, remembrance, inheritance, future, people, nature, awareness

#EuropeForCulture

2018

Why a EYCH?

- 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 a **common European space**.



The EYCH will:

- Promote cultural heritage as a pivotal component of **cultural diversity and inter-cultural dialogue.**
- Highlight the best means to ensure **conservation, safeguarding of cultural heritage and enjoyment by a wider and more diverse audience.**
- Promote cultural heritage's contribution to **the economy.**
- Promote cultural heritage as an important element of the **relations between the EU and third countries.**

What is Cultural Heritage?

Resources inherited from the past in all forms and aspects: **tangible, intangible and digital** (born-digital and digitised).

Includes: monuments, sites, landscapes, skills, practices, knowledge and expressions of human creativity, collections of museums, libraries, archives, and film heritage.

Where?

- Projects and events will take place **all across Europe**
- EU delegations will also promote the EYCH in **third countries**





Who? Beneficiaries

- Children, young people
- Wider audience
- Cultural heritage professionals
- Heritage supporters





Who? Actors

- Member States, regional and local authorities;
- Civil society;
- Professionals; and
- Especially European citizens

**The European Year
belongs to all!**





How?

Management of the Year

European level

- Joint effort of **European Institutions.**
- Joint effort of **different departments of the Commission:**
DG CNECT, DG Environment (Natura 2000), DG GROW (cultural tourism), RTD (Horizon 2020), etc.

"A transversal approach with a view to creating synergies between the various Union programmes and initiatives that fund Cultural Heritage"



How?

Initiatives at European level:

Total budget of 8 million euros

- **Communication campaign:** visual identity, website, Eurobarometer survey, communication toolkits etc.
- **Numerous events,** starting with the launch of the Year at the European Cultural Forum.



European
Commission

Some events

EUROPEAN CAPITAL
OF CULTURE
2018



European Heritage Days



LEEUWARDEN
FRYSLÂN European capital of culture
2018 Kulturele Haadstêd fan Europa
Cultuerele Hoofdstad van Europa



EUROPEAN
CULTURE FORUM



How?

Transnational projects and funding at European level

Calls for projects under several EU funding programmes:

- **Creative Europe** – a dedicated call to be launched in Q4 2017
- Calls and projects under **Erasmus+, Horizon 2020, COSME, structural funds** etc.
- **10 European initiatives**



Engagement

- **Shared heritage:** bringing Europe's cultural heritage, history and shared values closer to people
- **Heritage at school:** discovering Europe's treasures at an early age
- **Youth for heritage:** engaging the younger generation

Value

- **New uses for heritage:** re-imagining industrial, religious or military sites
- **Tourism and heritage:** promoting sustainable cultural tourism

Protection

- **Cherishing heritage:** developing quality standards for interventions in the historic environment and at heritage sites
- **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks at heritage sites

Innovation

- **Heritage-related skills:** enhancing education and training for the traditional and new professions
- **Heritage for all:** fostering participation and social innovation
- **Science for heritage:** using research, innovation, science and technology for a better conservation and presentation of heritage

Stakeholders

European level

- The Commission is assisted by a **Committee of stakeholders.**
- **Europeana, UNESCO, ICCROM, the Council of Europe** are closely associated.



How?

Management of the Year:

National level

- **National Coordinators** will manage EYCH in Member States.
- **Multipliers**: Creative Europe desks, Commission and European Parliament representations, **cultural heritage stakeholders**, the cultural sector, etc.



National Coordinators - survey

First meeting held on 25 April 2017

Europeana key partner

Survey conducted in advance of meeting

70% assigned to Ministry of Culture. Remaining belong to NCIs or Govt agencies for CH.

50% set-up an external advisory group for EYCH

5 MS have allocated budget for the Year. (Ranging from 16,000 EUR to 3.6 million EUR)

National Coordinators – Key points

Importance of Cooperation projects: need for pan-European projects (transnational) and long-term initiatives - able to build a legacy.

Capitalise on existing EU programmes like the European Heritage Label/prizes.

Developing synergies with international organisations: the Council of Europe, ICCROM and UNESCO.

Better integration of intangible, digital and natural heritage.

Stakeholders

Meeting held on 28 April 2017.

Representatives from 35 Stakeholders (310 applications received).

Includes key partners – Europeana, UNESCO, ICCROM, the Council of Europe.

Stakeholders – Key points

Highlighted non-elitist and inclusive approach. (Europeana – digital dimension could support this purpose)

Suggested more emphasis on transversal issues in European initiatives e.g. sustainability, tourism & accessibility.

Citizens shouldn't be seen as a passive audience: aim should be to empower them.

Legacy.

Europeana

Draft decision of the European Parliament & Council:

".....the dissemination of information about cultural heritage, including via Europeana".

Attended both NC and S/H meetings.

Number of conversations and meetings on themes for EYCH.

Advising on EYCH website.

Thanks!

Questions?

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