

Europa Nostra & European Heritage Alliance:

Together towards the European Year of Cultural Heritage 2018

*ECTN Special Workshop « Sustainable Cultural Tourism, EYCH 2018 and beyond »
Brussels, 30 November 2016*

**Piet Jaspaert,
Vice-President, Europa Nostra**



- **Europa Nostra**
- **European Heritage Alliance 3.3**
- **‘Cultural Heritage Counts for Europe’ Report**
- **European Policy for Heritage**
- **European Year of Cultural Heritage 2018**

EUROPA NOSTRA

ABOUT US



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Europa Nostra is the **pan-European federation of heritage organisations**

It covers **40 countries** in Europe

Europa Nostra is **the voice of the civil society** committed to the safeguarding and promotion of Europe's cultural and natural heritage

Our pan-European **network** is comprised of:

- **250 heritage NGOs**
- **150 public bodies or private organisations or companies**
- **1000 individuals**

ABOUT US



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**Founded in Paris
in 1963**

**Europa Nostra is headquartered
in The Hague**

**Liaison office
in Brussels**



OUR PRESIDENT



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THE Voice of Cultural Heritage



3 PILLARS OF EUROPA NOSTRA'S ACTION



**Lobbying
for cultural heritage**



**Celebrating excellence
through Awards**



**Campaigning to save
endangered heritage**



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AWARDS

What had begun in 1978 as a European NGOs awards scheme became in 2002 the **European Union Prize for Cultural Heritage/Europa Nostra Awards**.

- **2,611 applications** from 48 countries since 2002
- **447 Awards winners** from 39 countries since 2002



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EU PRIZE FOR CULTURAL HERITAGE / EUROPA NOSTRA AWARDS

The Awards honour every year:

- up to **30 outstanding heritage achievements**
- **7 Grand Prix laureates**
- **1 Public Choice Award**

The Awards are given in **4 categories**:

- Conservation and Restoration
- Research
- Dedicated Service to Heritage by individuals or organisations
- Education, Training and Awareness-Raising

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DANGER

Through ‘**The 7 Most Endangered**’ programme, launched in partnership with the **European Investment Bank Institute** in 2013, Europa Nostra seeks to mobilise partners to rescue the most threatened heritage sites in Europe.

7 Most Endangered 2016 were announced in March 2016
Venice Lagoon was declared **THE most endangered** site in Europe



Archaeological Site of Ererouyk and Village of Ani Pemza
- ARMENIA



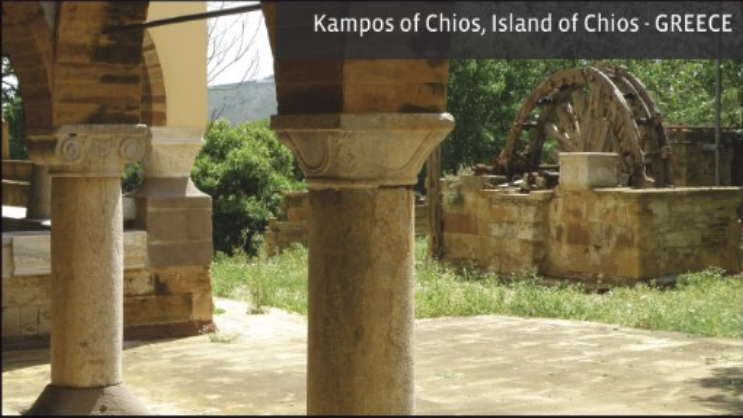
Ancient City of Hasankeyf and its Surroundings - TURKEY



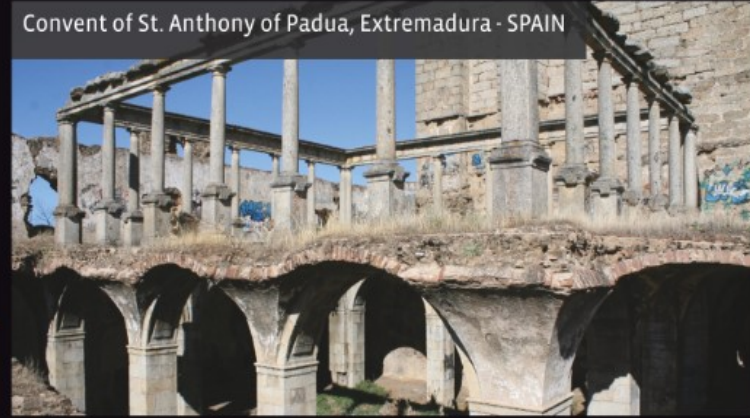
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7 MOST ENDANGERED 2016

Kampos of Chios, Island of Chios - GREECE



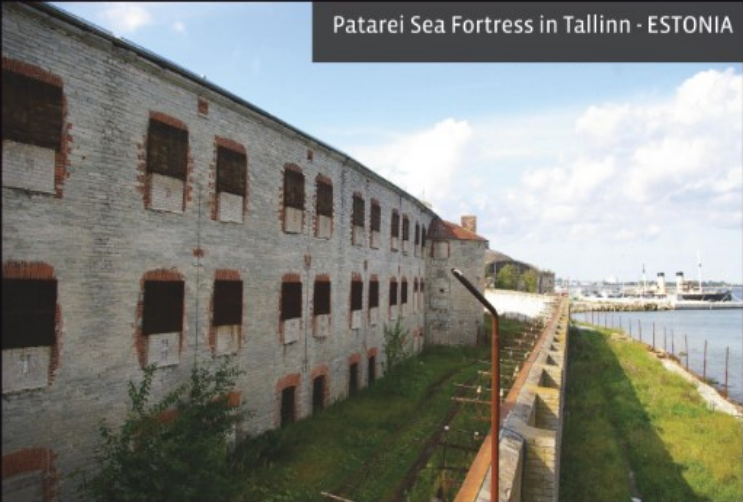
Convent of St. Anthony of Padua, Extremadura - SPAIN



Colbert Swing Bridge in Dieppe
Normandy - FRANCE



Patarei Sea Fortress in Tallinn - ESTONIA



Helsinki-Malmi Airport - FINLAND



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LOBBYING

Over 50 years, Europa Nostra has worked to influence policy at national and European levels.

- Growing perception as stakeholder on behalf of the civil society
- Partner as well as for the European Union and for the Council of Europe
- Reaching out globally through cooperation with UNESCO, ICOMOS and INTO



'STRONGER TOGETHER'

- Launched in **June 2011** in Amsterdam
- **Informal platform** covering the wider field of heritage
- Membership: **37 European or international networks**
- 1 blog : www.europeanheritagealliance.eu
- Concrete output: **EYCH**, Report **'Cultural Heritage Counts for Europe'**
- Coordination of the Alliance - Part of Europa Nostra's Network project **'Mainstreaming Heritage'** supported by the **Creative Europe programme**

THE EUROPEAN HERITAGE ALLIANCE 3.3



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'STRONGER TOGETHER'



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The members of the platform

1. [ACCR](#) (Association des Centres Culturels de Rencontres)
2. [AEERPA](#) (European Association of Architectural Heritage Restoration Companies)
3. [ANCBS](#) (Association of National Committees of the Blue Shield)
4. [CIVILSCAPE](#) (European Landscape Convention)
5. [ECCO](#) (European Confederation of Conservator-Restorers' Organisations)
6. [ECF](#) (European Cultural Foundation)
7. [ECOVAST](#) (European Council for the Village and Small Town)
8. [ECTN](#) (European Cultural Tourism Network)
9. [ECTP-CEU](#) (European Council of Spatial Planners)
10. [E-FAITH](#) (European Federation of Associations of Industrial and Technical Heritage)
11. [EHHA](#) (European Historic Houses Association)
12. [ELO](#) (European Landowners' Organisation)
13. [EMH](#) (European Maritime Heritage)
14. [EMA](#) (European Museum Academy)
15. [EMF](#) (European Museum Forum)
16. [ENCATC](#) (European Network of Cultural Administration Training Centres)
17. [ENCoRE](#) (European Network for Conservation-Restoration Education)

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The members of the platform

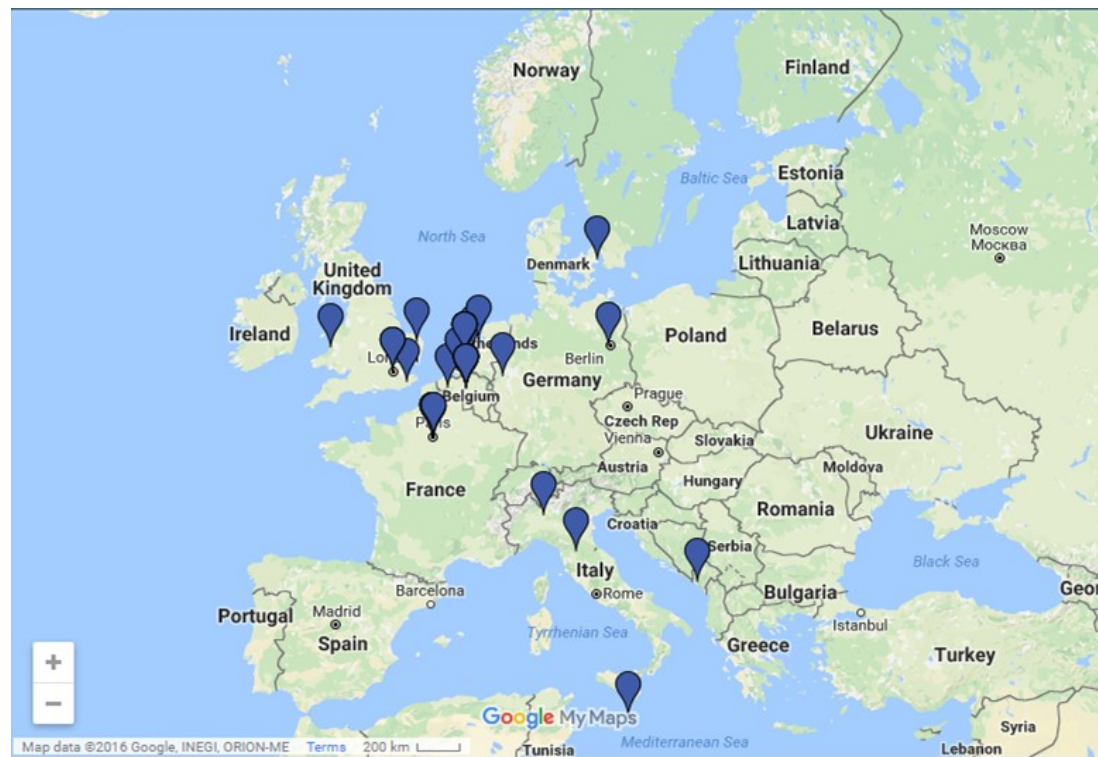
18. [ERIH](#) (European Route of Industrial Heritage)
19. [EUROCLIO](#) (European Association of History Educators)
20. [EUROCITIES](#) (The Network of Major European Cities)
21. [EUROPA NOSTRA](#) (The Voice of Cultural Heritage in Europe)
22. [EWT](#) (European Walled Towns)
23. [FEDECRAIL](#) (European Federation of Museum and Tourist Railways)
24. [FRH](#) (Future for Religious Heritage –European Network for historic places of worship)
25. [Heritage Europe-EAHTR](#) (European Association of Historic Towns and Regions)
26. [ICOM](#) (International Council of Museums)
27. [ICOMOS](#) (International Council on Monuments and Sites)
28. [IFLA Europe](#) (International Federation of Landscape Architects)
29. [INTO](#) (International National Trusts Organisation)
30. [INTO Europe](#) (International National Trusts Organisation)
31. [ISOCARP](#) (International Society of City and Regional Planners)
32. [NEMO](#) (Network of European Museum Organisations)
33. [OWHC](#) (Organisation of World Heritage Cities)



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The members of the platform

34. [RANN](#) (Réseau Art Nouveau Network)
35. [SEE Heritage Network](#) (South East European Heritage Network)
36. [TICCIH Europe](#) (The International Committee for the Conservation of the Industrial Heritage)
37. [UIA workgroup Heritage Region 1](#) (International Union of Architects)



THE EUROPEAN HERITAGE ALLIANCE 3.3
Meetings in Leipzig, 8-10 November 2016



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Meeting of the European Heritage Alliance 3.3

&

**Exchange of views on the European Year of Cultural Heritage 2018 with
Michel Magnier, Director Culture & Creativity,
DG Education & Culture, European Commission**





‘Towards the European Year of Cultural Heritage 2018’

Public debate & presentation of the German edition of the Executive Summary and Strategic Recommendations of the European Report ‘Cultural Heritage Counts for Europe’



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Action Plan for EYCH 2018 & beyond



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- **Enhance communication (internally and externally) :**
 - organise 3 meetings per year in Brussels
 - slogan, website, promotional video
 - Ongoing liaison and consultation
- **Joint lobbying actions:**
 - Regular meetings with EU Institutions
 - Joint letter to Prime Ministers of EU MS to be sent in December
- **Key events & meetings:**
 - “Show-casing plenary meeting”, Brussels, November 2017 during European Culture Forum and launch of the EYCH
 - Plenary meetings and conferences in 2018/2019 to ensure the EYCH follow-up

Major Lobby Instrument: The CHCFE project

The Consortium

- **Europa Nostra** (project coordinator)
- **International Cultural Centre** (Krakow) – research partner
- **Raymond Lemaire International Centre for Conservation** (KU Leuven, Belgium) – research partner
- **ENCATC** (The European Network on Cultural Management and Cultural Policy Education)
- **Heritage Europe – EAHTR** (European Association of Historic Towns & Regions)
- **Heritage Alliance** (partnership institution from Great Britain)



This project is co-funded
by the Culture Programme of
the European Union

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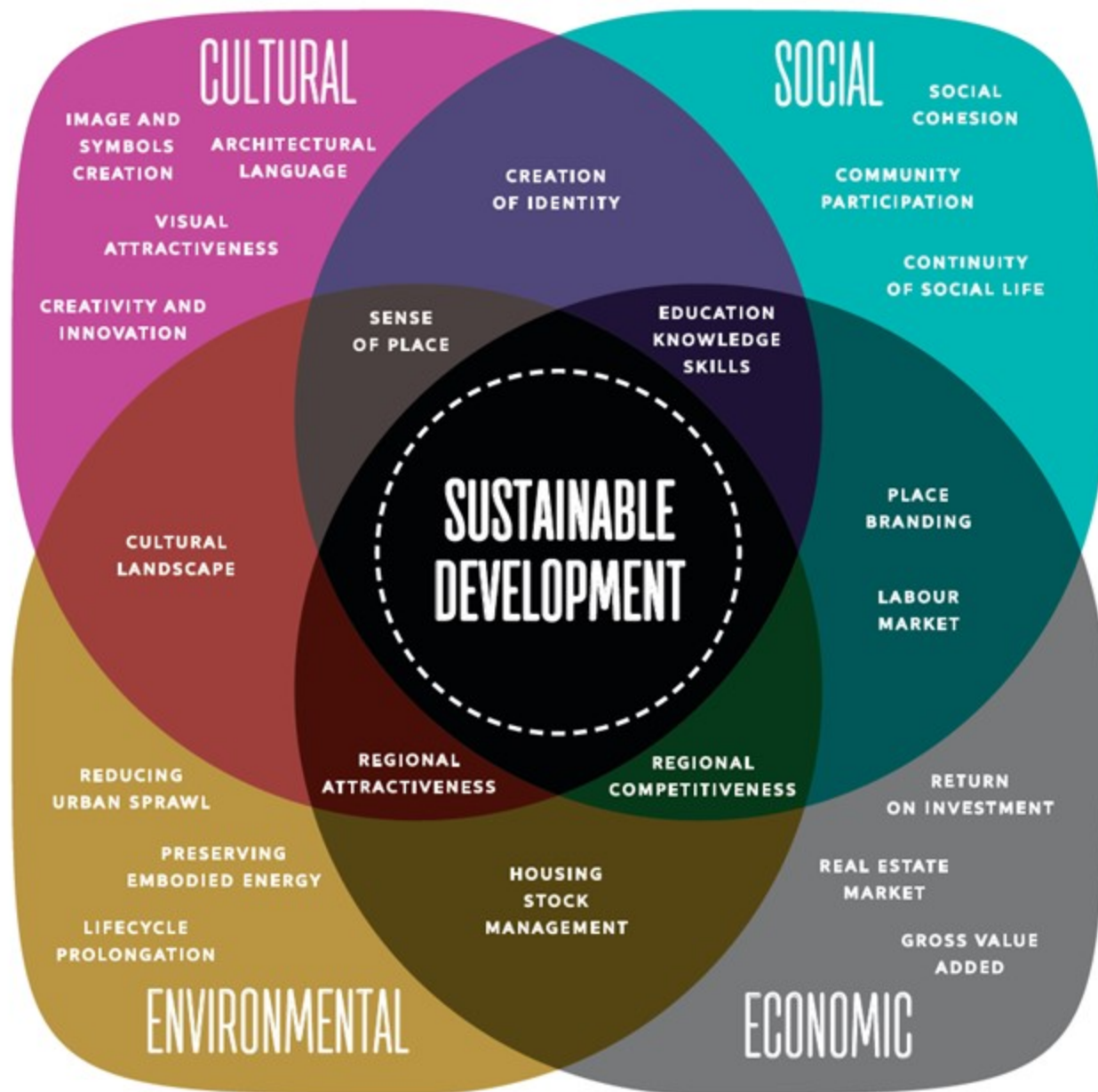
COUNTS

FOR
EUROPE

CULTURAL
HERITAGE

COUNTS

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Key findings

- Cultural heritage is a key component and contributor to the attractiveness of our regions
- Cultural heritage provides regions a unique identity
- Cultural heritage is a significant creator of jobs
- Cultural heritage is a source of creativity and innovation
- Cultural heritage provides good return on investment



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Key findings

- Cultural heritage contributes to the quality of life
- Cultural heritage stands for sustainability
- Cultural heritage stimulates education, feelings of belonging and personal development
- Cultural heritage is a social capital, delivers social cohesion and fosters integration

Executive summary (en, no, es, it, de, nl, pl) & **full report** (en) available at:

<http://blogs.encatc.org/culturalheritagecountsforeurope/outcomes/>

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LOBBYING

Cultural Heritage in EU policy

2014, 2015 and 2016 were historic years for cultural heritage in Europe.

The EU Council of Culture Ministers, the European Commission and the European Parliament and the Council of Europe spent a lot of energy reflecting upon the importance of cultural heritage in EU policy.

The result is the adoption of five far-reaching official documents defining cultural heritage, highlighting its role in attaining various EU objectives and delineating an integrated approach at EU level:

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Cultural Heritage in EU policy

- 21 May 2014: [Council Conclusions](#) on cultural heritage as a strategic resource for a sustainable Europe,
- 22 July 2014: European Commission [Communication](#) Towards an integrated approach to cultural heritage for Europe
- 12 November 2014: Council [Conclusions](#) on participatory governance including a Work Plan for Culture (2015-2018)
- 8 September 2015: [European Parliament Resolutions](#) Towards an integrated approach to cultural heritage for Europe

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Cultural Heritage in EU policy

- June 2016, Council of Europe, CDCPP, [Proposal for European Cultural Heritage Strategy for the XXI Century](#)
- 30 August 2016: Proposal for a decision of the European Parliament and of the Council on a [European Year of Cultural Heritage](#)
- 11-12 October 2016: Committee of the Regions opinion
- [22 November 2016: Council of the EU decision](#)

EUROPEAN YEAR of CULTURAL HERITAGE 2018 (EYCH)



Overall Objectives

- ‘The overall objective of the European Year is to encourage the **sharing** and **appreciation** of Europe’s cultural heritage, to raise awareness of **common history and values**, and to reinforce a **sense of belonging** to a common European space.’
- ‘The general objectives 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, valorize and promote Europe’s cultural heritage.’

(Council of the European Union, *General approach*, 22 November 2016)

EUROPEAN YEAR of CULTURAL HERITAGE 2018 (EYCH)



Overall Objectives (ctd.)

- Pivotal component of cultural diversity & intercultural dialogue
 - Audience development
 - Heritage education
 - Social inclusion & integration
- Contribution to economy & society
 - Underpin cultural and creative industries
 - Inspire creation & innovation
 - Promote sustainable tourism
 - Enhance social cohesion
 - Generate long-term employment
- Important for relations between Union and third countries

EUROPEAN YEAR of CULTURAL HERITAGE 2018 (EYCH)



Specific Objectives

- People-centred, inclusive, forward-looking policies
- Participatory governance involving all stakeholders
- Good practices, innovative re-use & contemporary interventions
- Accessibility for all
- Synergies within environmental, architectural & planning policies
- Regional and local development

EUROPEAN YEAR of CULTURAL HERITAGE 2018 (EYCH)



Specific Objectives

- Development of specialised skills & knowledge management
- Contemporary creation and innovation
- Education, children, young & elderly people
- Post-conflict reconciliation & conflict prevention
- Dissemination of research
- Prevent illegal trafficking
- Highlight historical anniversaries in 2018

DNK – German Cultural Heritage Committee

- Launched the idea for European Year in 2014 and proposed 2018
- 2018 coinciding with end of WWI
- Looked for support of Europa Nostra
- Joint lobbying of DNK, Europa Nostra and European Heritage Alliance at European level
- “Sharing Heritage” as proposed slogan:
Sharing stands for: Giving & receiving, strengthening & enriching
- A positive and cohesive message to Europe and to European citizens



EYCH – Some initiatives

Europa Nostra's European Heritage Summit 2018 in Berlin

- Highest representatives of EU Institutions, Member States and Civil Society
- Public events: policy discussions, networking, exchanges of best practices
- **Involvement of EHA & Reflection Group:**
- To participate in each other's initiatives
- To organise side events (e.g. own Board / Council meetings)



... from Members of the Alliance (selection)

- European Museum Forum Poland
- ECTN: project on cultural routes, European week of cities and regions, tourism manifesto
- Civilscape: taskforce for preparing the Year, 12 events over 3 years (each event together with a local partner)
- Future for Religious Heritage
- Interpret Europe
- ICOMOS Europe
- EHHA: open house day for privately owned buildings « Our House, Our Future »



EYCH – European Agenda

- November 2017 – launch of EYCH at the « European Culture Forum 2017 » (Brussels)
- 18 April 2018 – World Heritage Day
- 9 May 2018 – Europe Day
- Throughout September 2018 – European Heritage Days
- European logo for labelling
- Promotion campaign
- Web platform with rolling agenda



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EYCH – Challenges and opportunities

- EYCH more than a sequence of national events
- Cooperation with national coordinators
- Lobbying for national funding
- Cross-border partnerships
- Focus on European influence through history
- Reveal « European » layers in national cultural heritage
- Which legacy do we want to leave after 2018?
- Multiple belonging does not have to threaten national identity



Heritage interpretation

- A strategy to connect citizens with their heritage
- Provokes thinking and reflection
- Aims at conscious citizenship
- Furthers integration by acknowledging, enhancing and celebrating the exciting and challenging cultural diversity within Europe's cultural heritage as a whole

Thank you for your attention!

**Piet Jaspert,
Vice-President, Europa Nostra**

