

# OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
[#EuropeForCulture](#)





(1) Why this Year?

(2) What's happening?

(3) How can you take part?

***Get involved!***  
***This is YOUR Year!***

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# Why a European Year?

- **Raise awareness**
- Encourage **debate** and **dialogue**
- Leave a **policy legacy**



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# 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, etc.)
- Collections in museums, libraries and archives (paintings, books, artefacts, etc.)
- Film heritage

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# Why a Year for Cultural Heritage?

- To encourage the **sharing and appreciation** of Europe's cultural heritage as a **shared resource**;
- To encourage a **better protection/use** of heritage by all involved
- To raise awareness of **common history and values**;
- To reinforce a sense of belonging to **Europe**

# Eurobarometer on Cultural Heritage



## ✓ Knowledge and perceived importance of cultural heritage

68% of Europeans would like to know more about Europe's cultural heritage.

## ✓ Values attached to Europe's cultural heritage

82% take pride in it, and agree it can improve quality of life and a sense of belonging to Europe

70% agree they feel pride in cultural heritage from a European country other than their own, or that living close to places related to Europe's cultural heritage can give people a sense of belonging to Europe.

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# Where, for whom?

- Children (10-15)
  - Young people (15-25)
  - Local communities
  - The wider public
- **All across Europe**
  - **Beyond Europe, through our EU delegations around the world**





**National coordinators**  
**28 MS**  
+ EP, CoR, EESC observers



**European Parliament**



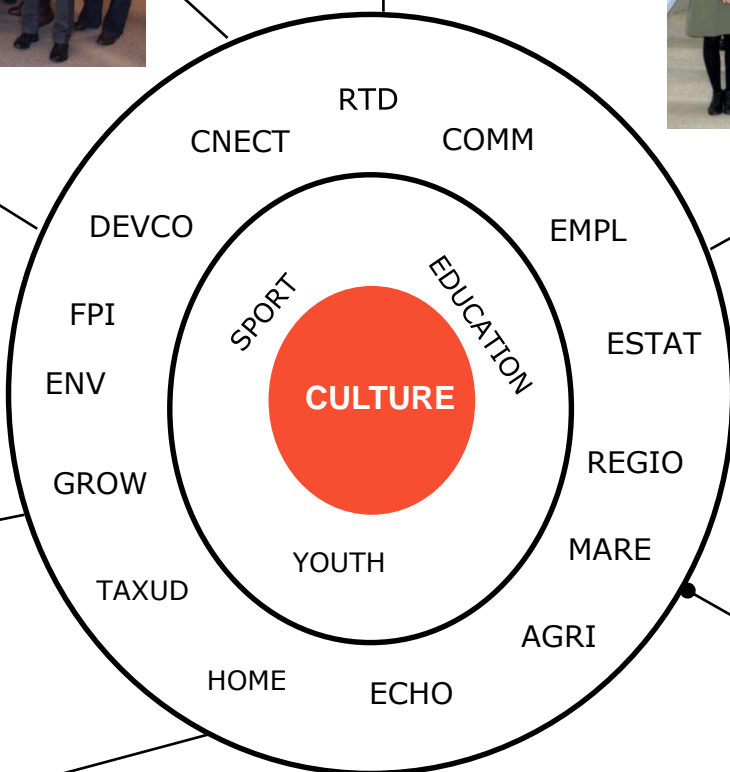
**EU Presidencies**  
**BG and AT**



**Stakeholders' Committee**  
**37 Members**  
(incl. Unesco, CoE)  
+ EP observer

**Other EU institutions:**  
**EEAS**  
**CoR**  
**EESC**

**EU Representations and Delegations**



**EUROPEAN COMMISSION**  
**EYCH Task Force**

# EYCH - Governance





# What is happening?

## **1.Events**

Raising awareness, participating, celebrating, discussing

## **2. Communication campaign**

Reaching out, Engaging

## **3. Transnational projects and 10 European initiatives**

Building a legacy, fostering transnational cooperation

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# Events

Events are taking place  
**all across Europe**

- Over **100 events** at European level
- Over **7840 events** at national level.
- More coming!

**See details on the EYCH website and national websites!**



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# Upcoming European events

## European Youth Event, Strasbourg 1-2 June



# Upcoming European events



Deutsches  
Nationalkomitee für  
Denkmalschutz



Stiftung  
Preussischer Kulturbesitz



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

**REGISTRATION TO OPEN IN MARCH ON**

**[www.european-cultural-heritage-summit.eu](http://www.european-cultural-heritage-summit.eu)**



# Upcoming European events



EUROPEAN HERITAGE DAYS

Journées européennes du patrimoine

[Register](#) | [Login](#) | [Contact Us](#)



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Initiatives](#)

[European Year of  
Cultural Heritage](#)

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[EHD Programme ▾](#)

The **European Heritage Days** are the most widely celebrated **participatory cultural events** shared by the citizens of Europe

[Events map](#)

[Explore by country](#)

[Search events](#)

[Tangible heritage](#)

[Map search](#)

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# Labelling of events

## What can be labelled?

- Cultural events or performances, along with media and launch events, exhibitions, shows;
- information, education or awareness-raising campaigns;
- festivals, including film festivals;
- conferences, symposia, forums debates;
- studies and surveys;
- training sessions/workshops; research activities;
- visits and exchanges;
- digital projects, etc...

# Labelling of events

## Who awards the label?

- National coordinators - to projects and initiatives taking place in **Member States**
- European Commission and the members of the Stakeholders' Committee - to **cross-border** projects & EU funded projects

See [https://europa.eu/cultural-heritage/how-label-your-event-eych-2018\\_en](https://europa.eu/cultural-heritage/how-label-your-event-eych-2018_en)

**SE national coordinator:** Ann-Louise Dahlgren, Swedish National Heritage Board, [ann-louise.dahlgren@raa.se](mailto:ann-louise.dahlgren@raa.se)

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## Example of a labelled event:

### **"May its first peals utter 'peace'" - Ringing Bells across Europe for the International Day of Peace" (coordinated by Germany)**

We therefore invite all owners of bells in Europe:  
Let us all ring our bells together everywhere in  
Europe for the International Day of Peace on  
21 September 2018, from 18:00 to 18:15 Strasbourg  
time, and join in a wonderful experience of  
SHARING HERITAGE!

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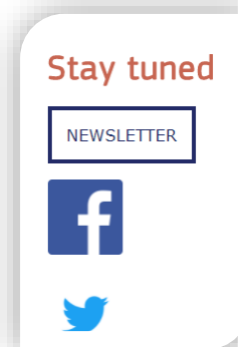
That's Sharing Heritage. Where  
the past meets the future!





# Communication: Digital tools

- EYCH Website in **24 languages**
- Bi-monthly Newsletter
- Social media **2 facebook** and **2 twitter accounts** - **300 000 followers**
- EYCH video in **24 languages** + other videos
- **8 Key visuals**
- EYCH photo bank, **high definition material** on the EYCHJ web site



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# Communication: Printed material

- **EYCH Spotlight brochure in 24 languages**
- **Q&A about the Year**  
[http://europa.eu/rapid/press-release MEMO-17-5066 en.htm](http://europa.eu/rapid/press-release_MEMO-17-5066_en.htm)
- **Roll-ups and posters in 24 languages**
- **Creative Europe brochure valorising 15 cultural heritage projects and project factsheets**



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A large iceberg floats in a deep blue ocean under a bright blue sky with scattered white clouds. The visible tip of the iceberg is jagged and white, while the submerged portion is much larger, showing a complex, textured structure of ice. The water surface is slightly rippled.

**Events and initiatives**

**Legacy**

# Towards a legacy of the Year - Key themes

## 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



# Heritage in transition: re-imagining industrial, religious, military sites and landscapes

- Aims at
  - promoting **good practice** and smart ways to transform Europe's industrial, religious and military heritage for new use(r)s
  - turning it into a driver of **sustainable development** for European cities and regions.
- Target groups: Local/regional authorities and communities, heritage professionals and architects.
- 3 components



# Who takes part?

- EC services dealing with culture, regional development, research and innovation
- Creative Europe networks: **Future for Religious Heritage**, European Route of Industrial Heritage (ERIH), Architects' Council of Europe (ACE)
- ICOMOS Committees: **PRERICO** (on places of religion and rituals), IcoFort (on military heritage)
- Urban Group of the European Parliament, European Committee of Regions; Eurocities

# Future for Religious Heritage

A non-faith organisation open to all, bringing together those working to protect religious heritage across Europe.

- 38 Countries
- 56 Full Members
- 88 Associate Members

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# Survey on religious heritage

- A poll run in April **2014** by Future for Religious Heritage (FRH), powered by Sociovision and Toluna
- Sample: **6000** citizens over 18 from 8 EU countries (France, Germany, UK, Spain, Belgium, the Netherlands, Poland and Sweden)
- Do you personally think that preserving and protecting churches and other religious buildings is crucial for your community's current and future life? **79%** YES (absolutely or rather)



# Survey on religious heritage

- Do you personally think that preserving and protecting churches and other religious buildings is crucial for your community's current and future life? **79%** YES (absolutely or rather)
- According to you, churches and other religious buildings
  - should be solely dedicated to religious practice and events related to religion? **56%** YES (absolutely or rather)
  - can be open to other non-religious cultural activities (e.g. concerts, conferences, exhibitions) if such activities can finance their maintenance and preservation? **72%** YES



# Torch Initiative



Torch initiative as a metaphor



Traveling across Europe



The torch ends in Paris with more than 60 stories



Collecting stories that are connected to religious heritage

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# FRH 2018 activities

- **Photowalk** in Paris, Asti (Italy) and Middelburg (NL) on 6 May 2018
- 4th Biennial **Conference** (Paris, 11-13 October): "Religious heritage. Europe's Legacy for the Future"
- Religiana: developing an **app** for religious heritage sites

## (4) Heritage in transition: re-imagining industrial, religious, military spaces for the regeneration of urban and rural areas

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### Main components:

- Exchange of good practice in heritage renovation and re-use
- Engaging with communities: Torch initiative, cross border twinning for adaptive re-use, events with young people
- Urban/rural regeneration and sustainable development: valorising EU funded projects e.g. ROCK- Regeneration and Optimisation of Cultural Heritage in creative and Knowledge cities

**Beneficiaries:** local and regional policy makers, heritage professionals and architects, researchers, civil society

**Reference to the EYCH legal basis:** Objectives 2(c), 2(e), 2(l)



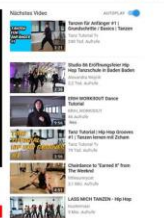
An Roinn  
Cultúir, Oidhreachta agus Gaeltachta  
Department of  
Culture, Heritage and the Gaeltacht



### Shaping the Future – Urban Regeneration and Adaptive Reuse Towards Developing a Culture of Innovation and Design

A cross-sectoral co...

Frid



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# Component I: Exchange of good practice

- Conference on Urban Regeneration and Adaptive Reuse, Dublin - 9 March 2018
- Session of **European Cultural Heritage Summit** on Adaptive Reuse, Berlin - 20 June 2018
- FRH conference on religious heritage, Paris – 11/13 October 2018
- **Architects' Council of Europe** conference on Adaptive re-use, Leeuwarden – 23 November 2018



## Component II: Engagement

- Work it out! A pan-European dance performance in ERIH sites - 1 May 2018
- Open doors days for **private houses/chapels** throughout Europe - 24-27 May 2018
- Bell owners will ring their bells throughout Europe - 21 September 2018
- E-Faith activities dedicated to adaptive re-use of industrial heritage - October 2018



## Component III: Urban/rural regeneration and sustainable development

- **Horizon 2020** projects ROCK and CLIC will develop circular business & financial models for cultural heritage adaptive reuse
- **Erasmus+** projects EuropeTour (cultural tourism in rural areas) and REVAB (open training system on the restoration and reuse of farm buildings)
- **URBACT** projects on the reuse of vacant spaces

# Protecting the Jewish Cemeteries of Europe

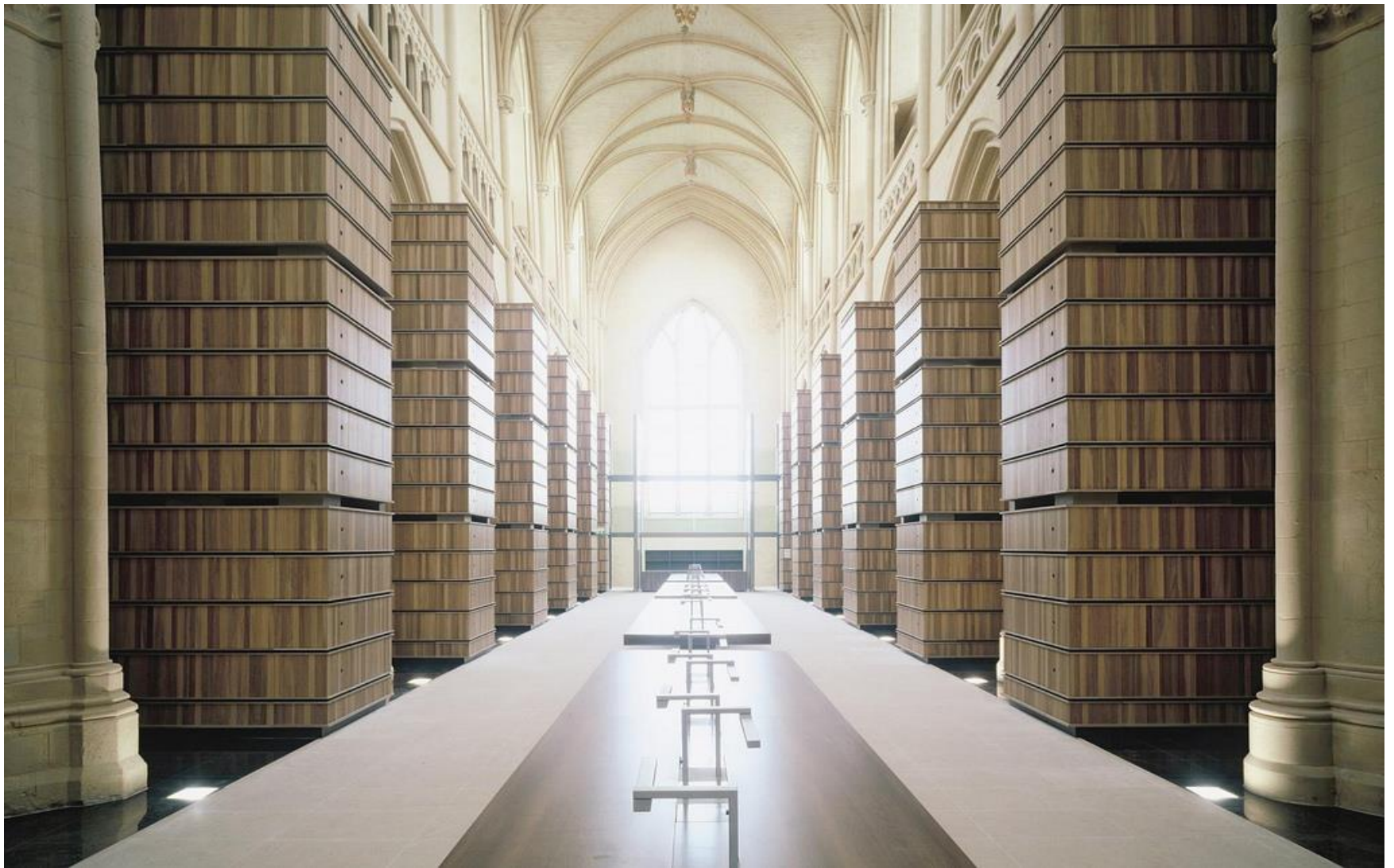
## Objectives:

- To conduct a **mapping** of at least 1500 Jewish cemeteries in European countries, each of which presents a unique challenge;
- Highlight **good practice** in preserving and restoring Jewish burial sites;
- Identify specific opportunities for cross-fertilisation and stronger interactions between various stakeholders;
- Pave the way for **future** interventions using local, national and European Union resources for heritage-related activities.

# Abbaye d'Ardenne, Normandy







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# Thank you!



<https://ec.europa.eu/cultural-heritage>



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**EAC-EYCH2018@ec.europa.eu**



[Legal basis](#)



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