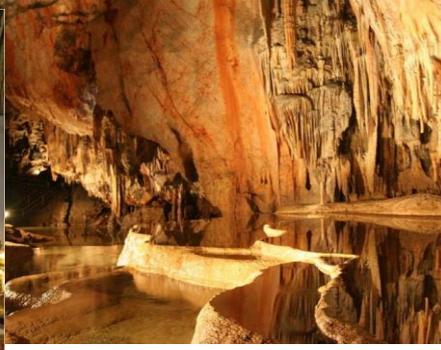


# OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
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(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**





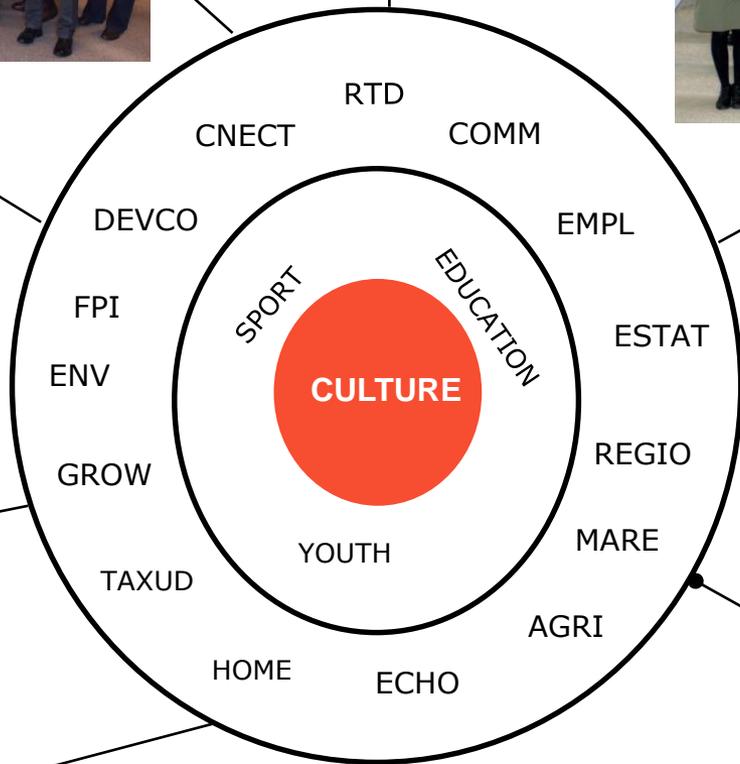
**National coordinators**  
**28 MS**  
 + EP, CoR, EESC observers

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



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

**European Parliament**



**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



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# 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](#)



[EHD Events](#)

[Heritage Initiatives](#)

[European Year of Cultural Heritage](#)

[Open Calls & Heritage Events](#)

[Cultural Heritage](#)

[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](#) [Satellite](#)

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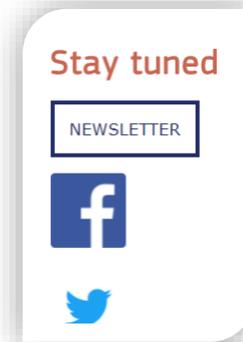
That's Sharing Heritage. Where the past meets the future!





# 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>
- **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 clear blue ocean under a bright blue sky with scattered white clouds. The visible tip of the iceberg is on the left side of the frame. The water surface is slightly rippled. The background shows a distant horizon with more ice formations.

**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



### 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)



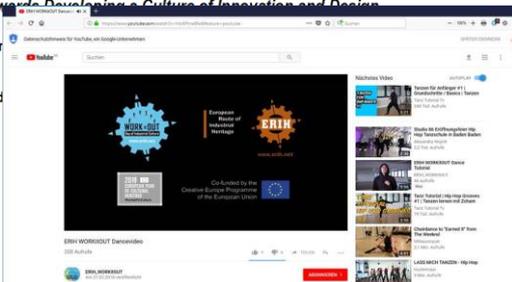
An Roinn  
Cultúir, Oidhreacht agus Gaeltachta  
Department of  
Culture, Heritage and the Gaeltacht



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

A cross-sectoral co...

Frid



### FRH PHOTOWALK

Sunday | 6 May 2018 | 2:30 PM

A walk along a pre-defined route, featuring the most interesting religious buildings of the city chosen for collective picture taking. **One day. Three cities. Open to everyone passionate about religious heritage.**

Asti Italy | Paris France | Middelburg The Netherlands

#FRHPhotowalk | www.frh-europe.org

FRH  
Future for Religious Heritage

### Davos Declaration 2018

Conference of Ministers of Culture  
20-22 January 2018, Davos, Switzerland

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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# 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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**Legal basis**



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