

## REPORT

### FIRST MEETING OF THE STAKEHOLDERS' COMMITTEE FOR THE EUROPEAN YEAR OF CULTURAL HERITAGE 2018

Friday, 28<sup>th</sup> April 2017

#### FRAMING

On April the 28th, the **first meeting of the Stakeholders' Committee** that will support the Commission in the implementation of the European Year of Cultural Heritage at Union level was held. The list of participants and the agenda are available in annex. The aim of the meeting was to present and discuss the preparatory work carried by the Commission (COM) at EU level, to obtain feedback from key EU civil society actors and to provide a networking occasion for the group to identify opportunities for cooperation on the European Year.

Representatives from the **35 organisations** and bodies composing the Committee were present, along with the task force for the Year in the European Commission, Directorate General for Education and Culture, Directorate D. The meeting was chaired by Michel Magnier (Director in charge of Culture and Creativity, DG EAC).

Director General for Education and Culture Martine Reicherts delivered an opening speech, emphasizing the truly European nature of the project: the Year will allow shortening the distance between citizens and EU institutions. The Stakeholders' Committee will have a crucial role in helping to build bridges and spread the message of the Year.

Catherine Magnant (Head of the Year Task force) first explained the composition of the Stakeholders' Committee. Participants were selected according to the content and breadth of their work, their experience in the field of cultural heritage and their outreach at European level. Vision and planned actions for the Year were also taken into account to differentiate applications of a similar nature. She pointed out that altogether; stakeholders reach out to 45 million people, a very promising figure for the European Year's outreach.

# **PESENTATION OF THE EUROPEAN YEAR OF CULTURAL HERITAGE 2018: KEY OBJECTIVES, GOVERNANCE, IMPLEMENTATION**

The EYCH task force presented the objectives and implementation plans for the Year, the 10 European initiatives that will build a legacy for the Year and the most recent developments on the future communication campaign (*see PPT attached*). The Committee provided constructive feedback during the following discussion. The main points were:

## **Governance**

- Europa Nostra congratulated the COM for the variegated composition of the Committee, already a milestone for the Year. A suggestion was made to invite representatives from the CoR, the EP and the EESC as observers to next meetings.

## **Partnerships**

- Some stakeholders (ICCROM, UNESCO Liaison Office in Brussels, EUNIC and European Music Council, European Cultural Tourism Network), stressed the need to collaborate with non-EU countries. ICCROM can serve as a bridge to third countries, as outreach to worldwide stakeholders is a core element of ICCROM's mandate.
- For EUNIC, the European External Action Service should have an active role in promoting the Year outside the EU. Guidelines for EU delegations abroad should be developed, taking into account delicate issues like colonisation and contentious heritage.
- The UNESCO offered support for the Year through their networks, resources and particularly by sharing their school material (i.e. Patrimonito).

## **Transnational projects and cooperation**

- The broad definition of cultural heritage adopted by the Year is an opportunity for different professional sectors, often isolated, to work together. This opportunity is not to be missed (NEMO, European Music Council).
- A way to raise awareness of common European Heritage is by promoting exchange and mobility programmes for professionals (CIVILSCAPE).
- It is important to find links and commonalities among cultural heritage elements in different countries. This could be done through twinning local thematic associations (E-FAITH).
- A de-centralised approach in labelling is pertinent. However, it is crucial to ensure there is a European dimension in the labelled initiatives (UNESCO Liaison Office in Brussels).
- The Year represents an opportunity to share Europe's cultural identity outside the EU area (UNESCO Liaison Office in Brussels).
- The broad definition of cultural heritage and the key topics selected by the Commission is a good sign for trans-sectorial cooperation (Michael Culture).

- ECTN has setup two current projects in the Interreg Europe interregional cooperation programme of high relevance to EYCH2018, namely CHRISTA Project on intangible heritage, industrial heritage, heritage interpretation and digitization, and Cult-RInG Project on cultural routes, with combined budget of 3.1 Million EUR. ECTN wishes to include in the EYCH2018 activities and planned events of the above projects in 11 EU countries and seek opportunities to maximise their impact during the Year.

## The 10 European Initiatives

- The importance of including contemporary creation to reinvent and reinterpret heritage, as well as involving artists was mentioned by different stakeholders (NEMO, Europa Nostra, Fondazione Matera Basilicata).
- Some stakeholders suggested including marginal and unknown heritage (E-FAITH) as well as abandoned heritage and landscapes (ICOMOS International Scientific Committee on Economics of Conservation) into the agenda.
- When talking about heritage at risk, the focus should be set on empowering communities in safeguarding their heritage and transmitting conservation skills (Regional Centre for the Safeguarding of Intangible Cultural Heritage in South-Eastern Europe).
- Climate change could also be considered as a factor of risk for Cultural Heritage (European Cultural Tourism Network).
- Some stakeholders suggested increased highlighting of transversal issues in the 10 European initiatives, such as sustainability (ICOMOS, Europa Nostra); tourism and accessibility (European Museum Forum, European Cultural Tourism Network) and societal issues (Michael Culture).
- Digital cultural heritage, its use and re-use is too a transversal and trans-sectorial issue for all initiatives, especially in relation with targeted audiences such as young people (Michael Culture).
- ECTN is very pleased about the 5th initiative on 'Tourism and heritage: promoting sustainable cultural tourism', on which ECTN is highly active having compiled the 'Charter for Sustainable Cultural Tourism', currently in public consultation, which will be launched as a final version in December 2017 to coincide with the launch of EYCH2018. ECTN is available to take a lead on this 5th initiative, as well as to offer inputs to 'New uses for heritage', 'Heritage at risk', including climate change mitigation and adaptation measures for cultural tourism attractions, and 'Heritage for all', in terms of physical and intellectual accessibility to heritage for visitors. ECTN can also support the initiatives on 'Shared heritage' in terms of cultural values and 'Cherishing heritage' in terms of quality schemes, for sustainable tourism.

## COMMUNICATION: TARGET GROUPS, MESSAGES AND ACTIONS

### a) Target groups

- ECTP-CEU, Interpret Europe and CIVILSCAPE representatives stressed that citizens should not be seen as a passive audience: some are proactively in charge of their heritage. The campaign should focus on empowering citizens instead.
- Representatives from ICCROM and CIVILSCAPE stressed the importance of a non-elitist, inclusive approach. For Europeana, the digital dimension could support this purpose, as it allows a wider and more diverse audience to be reached. The Year should reach ordinary people in their everyday lives (ICOM EUROPE). ICCROM mentioned Erasmus as a good example which enabled people to travel.
- Some stakeholders (Europa Nostra, Future for Religious Heritage, ECTP-CEU) suggested targeting regional and local policy makers in order to incite a change of mind-set.
- Other suggested target groups were: social entrepreneurs (ICOMOS), private managers and entrepreneurs in order to create links to business sector (European Historic Houses Association), and cultural tourism destination authorities and visitors (ECTN).

### b) Key messages

- The Year should highlight cultural heritage as an element for societal issues such as social cohesion, particularly the inclusion of newcomers (Council of Europe). A way to include migrants and refugees could be through storytelling (Federation for European Storytelling).
- The narrative for the Year should highlight rights and responsibilities over Cultural Heritage (Council of Europe).
- The Council of Europe and NEMO remarked that the Year could potentially be misused for nationalistic purposes and by populist politicians.
- The personal and emotional dimensions and capturing people's personal links with cultural heritage were highlighted as key elements for the communication campaign: "Cultural heritage has a different meaning for everybody" (Europeana); "Heritage is inside people" (ICCROM); "Get involved, your stories are our heritage" (Future for Religious Heritage), "Heritage is a part of us" (Federation for European Storytelling), "Cultural Heritage, the heart of our society" (Future for Religious Heritage), "Heritage for All" (European Museum Forum) were some suggested narratives.
- The more heritage is shared, the stronger it becomes (Regional Centre for the Safeguarding of intangible Cultural Heritage)
- Heritage skills can be acquired through education (Federation for European Storytelling) in both formal and non-formal settings.
- Not education *about* heritage but education *through* heritage (supported by ENCACT and Future for Religious Heritage). Heritage can convey life skills and important values, such as diversity.
- The communication campaign needs to create links between the local and the European dimension (Europa Nostra).

- Heritage is a common good and shared responsibility. Spending in Cultural Heritage is an investment, not a cost (ICOMOS).
- The Year should at every possible level stress/showcase the integrated approach on Cultural heritage (Future for Religious Heritage).
- The campaign should be dovetailed with initiatives for sustainable cultural tourism, such as our Charter and the 'European Tourism Manifesto for Growth & Jobs' (of which ECTN and Europa Nostra are signatories), coordinated by the European Travel Commission (ECTN).

### c) Actions

- In order to reach young generations, children, targeting teachers, guardians, parents and grandparents is needed, as well as work with educators for long-life learning (European Museum Forum). Other suggestions to reach young people were through gaming and digital support (NEMO, Michael Culture).
- Some suggested ways to involve youth were through well-known bloggers and using platforms like YouTube, Instagram and Snapchat (UNESCO, ICCROM). Nevertheless, social media have a limited value in the long-term and focus should be set on the educational experience and giving young people an active role (European Youth Forum). To achieve this, schools should be involved but also use informal learning (i.e. through youth organisations). Other suggestions were through physical and digital volunteering (Europa Nostra, European Music Council).
- Some suggestions for a greater reach of the communication campaign were to rely on multipliers like Europa Nostra award winners, heritage label sites and artists (Europa Nostra) and to activate partners that would increase visibility of actions like advertising on trains and public transport (Council of Europe).
- A suggested action was to use Museums as a European Landmark. Indeed, 12 of the most visited world Museums are European. European exhibits could be arranged on the basis of this idea and a label could be established to facilitate translational insurances of artworks (ICOM EUROPE).
- A suggested action was to launch a competition for users to provide European cultural heritage photos, to be used as promotional material for the Year (ENCATC, supported by Future for Religious Heritage).
- A suggested action was to produce a small movie/video, with the core message "Unity through diversity", touching upon emotion. The video would transmit that we are all Europeans united in a shared history, recognisable in everyday life. Music speaks to the heart, so does cultural heritage. (Future for Religious Heritage)
- A suggested action was a communication campaign based on "Heritage in danger" in Europe, collecting pictures of abandoned heritage/ landscapes as a way to call on the community and institutions for conservation, regeneration and valorisation of "hidden treasures" in Europe (ICOM).
- ECTN plans to hold its annual Cultural Tourism Conference and Award contest next year in the frame of EYCH2018 (most likely in Greece) and all stakeholders are welcome.

## OUTCOMES AND LEGACY

- The Year must be more than a sum of national events (ICOMOS).
- A desirable outcome of the Year would be the improvement of transnational cooperation between professionals (ICOM EUROPE).
- An expected outcome of the Year is to improve cultural heritage management at regional level. A toolkit including best practices and use of EU funding could be created (CIVILSCAPE).
- The Year will have a legacy if it is able to impact on heritage education, which is now very sectorial and traditional (ENCATC). The Year should improve youth education and the transmission of knowledge and skills in the long-term (Regional Centre for the Safeguarding of Intangible Cultural Heritage in South-Eastern Europe).
- The Year should support the implementation of the 2030 agenda for Sustainable Development (ICOMOS) and the EU Urban agenda (ECTP-CEU).
- A legacy of the Year could be the development of tools and indicators and the transfer of good practices (Council of Europe, ICOMOS).
- A possible legacy would be the use of cultural heritage actions as democracy training (Council of Europe).
- For the UNESCO Liaison Office in Brussels, the Year represents a political opportunity to increase investment in culture in future programming periods.
- A desirable outcome for the Year would be to better use cultural heritage for educational purposes and for the development of key competences: promote education through heritage, not about heritage (Federation for European Storytelling).
- An expected outcome for the Year is to forge connections between experts, politicians and the civil society (E.C.C.O.).
- The Year should also support cultural and heritage tourism by exploiting synergies with sustainable tourism actions and promoting Europe as No 1 destination in the World, including synergies with the EU-China Tourism Year 2018 (ENCT).

## NEXT STEPS

- The COM will set up a **collaborative platform** to exchange information (format to be decided).
- Members of the Stakeholders Committee are invited to put at Commission's disposal **audio-visual material**, including high quality pictures, to be used during the year. Material can be sent to: EAC-EYCH2018@ec.europa.eu
- Stakeholders are invited to take ownership of the hashtag for the Year **#EuropeForCulture**
- Next meeting: first week of **September**, back-to back with National Coordinators' meeting.

