



2018 EUROPEAN YEAR OF CULTURAL HERITAGE

#EuropeForCulture



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THE EUROPEAN UNION WILL IMPLEMENT ACTION ON CULTURAL HERITAGE

2018 was the European Year of Cultural Heritage. Over the course of these 12 months, the European Year showcased the wealth and diversity of Europe's cultural heritage, highlighting its role in driving economic and social development, and in creating a shared sense of identity and building Europe's future.

WHAT NOW?

To make sure the Year has a lasting impact beyond 2018, the Union will implement 60 concrete EU actions, which aim to promote cultural heritage as a resource for the future, involving a wide range of stakeholders and policies, based on evidence.

The actions cover five thematic areas, helping to meet the main challenges facing cultural heritage as well as its potential for Europe. The areas are also those where EU action can bring the highest added value, and where joint European action is needed to make a difference.



CULTURAL HERITAGE FOR AN INCLUSIVE EUROPE: PARTICIPATION AND ACCESS FOR ALL

- The EU will continue to award the European Heritage Label to sites that play a symbolic role in Europe's history, culture or the development of European integration. The Creative Europe Programme will help to make the Label visible and increase its impact, for instance by supporting networking among the Heritage Label sites, starting in 2019.
- In a joint EU-UNESCO project funded by Creative Europe, the Commission will map the use of heritage education tools in schools. This will help provide guidance and tools to integrate the safeguarding of intangible cultural heritage both in school curricula and in extra-curricular activities.
- The EU will continue to create opportunities for young people to engage in cultural heritage activities under the European Solidarity Corps
- In 2019, the European Commission will launch the #WeareEuropeForCulture project. It will fund pop-up exhibitions in public spaces, highlighting personal stories and items that have a connection with cultural heritage. It aims to reach people who normally have less contact with cultural heritage.





CULTURAL HERITAGE FOR A SUSTAINABLE EUROPE: SMART SOLUTIONS FOR A COHESIVE AND SUSTAINABLE FUTURE

- In 2019, the Commission will publish the second edition of the Cultural and Creative Cities Monitor, a benchmarking and monitoring tool launched in 2017. The Monitor is an interactive online tool that enables cities to compare and learn from each other on aspects such as citizens' satisfaction with local cultural facilities, the presence of cultural heritage sites and venues as well as their capacity to attract audiences (for example museum visitors, tourist overnight stays) and to generate jobs.
- A new Task Force financed under Horizon 2020 will provide expert advice to cities on how to finance and manage the reuse of cultural heritage buildings in line with circular economy models.
- The European Capital of Smart Tourism is a new EU initiative rewarding innovative and smart tourism in European cities. In 2019, Helsinki and Lyon will hold the title. The prize is designed to provide a platform for European cities to cooperate and share success stories of smart tourism.



CULTURAL HERITAGE FOR A RESILIENT EUROPE: SAFEGUARDING ENDANGERED HERITAGE

- To reinforce the fight against the illicit trafficking of cultural goods, the European Commission will publish a study in 2019. This will help authorities better understand the volumes as well as routes used by traffickers to enter the EU. It will also provide an overview of existing new technology tools to combat this crime.
- The EU will work to further boost the quality of management of Europe's cultural heritage sites by establishing quality principles and guidelines on the use of EU funds for this purpose, together with the International Council on Monuments and Sites.

- Upgrading historical buildings in Europe to increase their capacity to resist earthquakes is increasingly important. At the same time, we also want to make cultural heritage buildings more energy efficient. From 2019, the Commission's Joint Research Centre will develop a novel approach to support the simultaneous seismic and energy retrofitting of existing historical buildings in its iRESIST+ project.



CULTURAL HERITAGE FOR AN INNOVATIVE EUROPE: MOBILISING KNOWLEDGE AND RESEARCH

- The EU's Earth Observation Programme, Copernicus, observes our planet and delivers free and open data. Based on a study presented in October 2018, the European Commission will use Copernicus services when defining policy objectives for the benefit of heritage preservation and management.
- A preparatory action funded by the European Parliament will identify innovative business models for the management of family-owned heritage houses in Europe and provide policy recommendations and tools to secure their future in a sustainable way.
- The EU will continue to support the development of specialised skills and competences and improve knowledge management and knowledge transfer in the cultural heritage sector, including through the Erasmus+ programme. The aim is to map skills at risk of being lost, gather statistical evidence, define occupational profiles and develop frameworks for raising awareness and attracting young people to heritage professions.



CULTURAL HERITAGE FOR STRONGER GLOBAL PARTNERSHIPS: REINFORCING INTERNATIONAL COOPERATION

- The European Commission will fund new projects in the EU's Southern Neighbourhood to engage young people and regional institutions with cultural heritage and to promote cultural diversity as a vital element to prevent violent extremism.
- The European Commission will support partner countries in the Western Balkans, Eastern Neighbourhood and Southern Neighbourhood by providing technical assistance, information exchange and peer-to-peer learning on cultural heritage, using the Technical Assistance and Information Exchange instrument.
- The EU will set up an international network for cultural heritage innovation and diplomacy under Horizon 2020. EU expertise will assist third countries in protecting cultural heritage through trainings, and fostering the creation of innovative, tailored made solutions for different areas (EU Neighbourhood countries, Latin America, Africa, Asia).



EUROPEAN YEAR OF CULTURAL HERITAGE 2018 IN FIGURES

- The 2018 European Heritage Days were dedicated to the European Year. With around 60,000 events in Europe, they reached over 30 million people.
- Creative Europe dedicated €5 million to 29 cooperation projects promoting cultural heritage. The projects covered a broad range of innovative collaborations between organisations from different EU Member States. Some aimed at raising the awareness of Europe's common history and values while others fostered synergies between heritage and contemporary creation.
- The Horizon 2020 programme invested €66 million in research and innovation projects dealing with cultural heritage.
- 38 culture and cultural heritage Europe-wide networks were official partners and contributed to the Year's success. The Council of Europe and UNESCO were closely associated.
- Over 10,000 projects received the official label of the European Year of Cultural Heritage.