



2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
[#EuropeForCulture](https://twitter.com/EuropeForCulture)

# EUROPEAN FRAMEWORK FOR ACTION ON CULTURAL HERITAGE

COMMISSION STAFF WORKING DOCUMENT

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# TABLE OF CONTENTS



**4**  
1. INTRODUCTION



**5**  
2. WHY A FRAMEWORK  
FOR ACTION ON  
CULTURAL HERITAGE?



**7**  
3. SCOPE AND AMBITION OF  
THE EUROPEAN FRAMEWORK  
FOR ACTION ON  
CULTURAL HERITAGE



**8**  
4. PRINCIPLES OF  
THE EUROPEAN FRAMEWORK  
FOR ACTION ON  
CULTURAL HERITAGE



**10**  
5. FIVE PILLARS



**14**  
6. CONCLUSION



**15**  
ANNEX • FIVE PILLARS,  
14 CLUSTERS OF ACTIONS



## 1. INTRODUCTION

Cultural heritage is a common good passed from previous generations as a legacy for those to come.

The European Year of Cultural Heritage 2018<sup>1</sup> aimed at celebrating cultural heritage as a shared resource, raising awareness of common history and values, and reinforcing a sense of belonging to a common European cultural and political space. It created the momentum for cultural heritage to be placed higher on the EU's agenda, through an integrated approach.

At the Gothenburg Leaders' Summit in November 2017, Heads of States and Government confirmed their commitment to a Union which preserves its cultural heritage and promotes cultural diversity. The European Council in December 2017 highlighted the European Year of Cultural Heritage as a pivotal opportunity to increase awareness of the social and economic importance of culture and heritage.

The European Framework for Action on Cultural Heritage, announced in the new European Agenda for Culture<sup>2</sup>, responds to the invitation of European Leaders and cultural stakeholders. It builds on the results of the European Year of Cultural Heritage and ensures its legacy by developing further concrete actions.

The Framework for Action promotes and puts into practice an integrated and participatory approach to cultural heritage, and contributes to the mainstreaming of cultural heritage across EU policies. The European Parliament<sup>3</sup>, the Council of the European Union<sup>4</sup>, the Committee of the Regions<sup>5</sup> and the Economic and Social Committee<sup>6</sup> support this approach.

1 Decision (EU) 2017/864 of the European Parliament and of the Council of 17 May 2017 on a European Year of Cultural Heritage (2018).

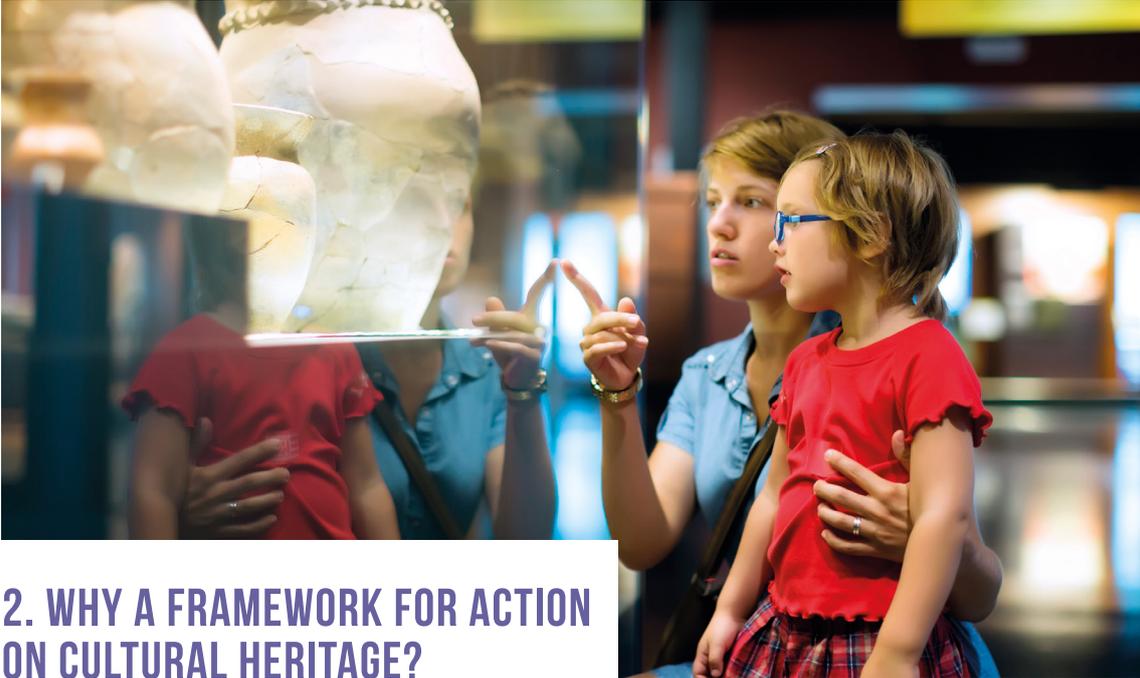
2 Commission's communication on a new European agenda for culture COM(2018)267.

3 European Parliament resolution of 8 September 2015 towards an integrated approach to cultural heritage for Europe (2014/2149(INI)) OJ C 316, 22.9.2017, p. 88–98.

4 Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe (OJ C 183, 14.6.2014, p. 36); Council conclusions on participatory governance of cultural heritage (OJ C 463, 23.12.2014, p. 1); Council conclusions on the need to bring cultural heritage to the fore across policies in the EU (2018/C 196/05) (OJ C 196, 8.6.2018, p. 20–22).

5 Opinion of the Committee of the Regions – Towards an integrated approach to cultural heritage for Europe (OJ C 195, 12.6.2015, p. 22).

6 Opinion of the European Economic and Social Committee on the contribution of Europe's rural areas to the 2018 Year of Cultural Heritage ensuring sustainability and urban/rural cohesion.



## 2. WHY A FRAMEWORK FOR ACTION ON CULTURAL HERITAGE?

### LOOKING BEYOND THE EUROPEAN YEAR OF CULTURAL HERITAGE

The European Year of Cultural Heritage was a wide-ranging and inclusive initiative involving all EU institutions<sup>7</sup>, all EU Member States<sup>8</sup>, nine partner countries<sup>9</sup> as well as a broad array of cultural stakeholders, including the European Heritage Alliance 3.3<sup>10</sup>. There was a dedicated pan-European communication campaign. More than 11,700<sup>11</sup> events were held across Europe, and over 10,000 initiatives received the official label of the European Year of Cultural Heritage<sup>12</sup>. It involved large and diverse audiences: dedicated activities had reached over 6 million people by the end of the third quarter of 2018. In addition, the 2018 European Heritage Days engaged up to 30 million people in over 70,000 events across Europe, raising their awareness of the European dimension of cultural heritage.

The European Commission made substantial funding available for cultural heritage projects across different EU funding programmes, encouraging people-centred, inclusive, and sustainable approaches. Promoting synergies with other sectorial policies was also a key feature, and 19 European Commission services took part in the Year's actions.

The objective of this Framework for Action is to capture the momentum created during the European Year of Cultural Heritage, through a continued series of short to medium-term actions. It provides an overview of the commitments taken by the European Commission in this respect.

7 The European Parliament, The Committee of the Regions, the European Economic and Social Committee mobilised their respective resources to contribute to the European Year of Cultural Heritage.

8 The European Year of Cultural Heritage was a decentralized initiative. In EU Member States it was implemented by National Coordinators designated by the relevant Ministries. Associated countries also appointed National Coordinators for this purpose.

9 Albania, Bosnia and Herzegovina, former Yugoslav Republic of Macedonia, Montenegro, Serbia, Georgia, Iceland, Norway and Switzerland.

10 <http://europeanheritagealliance.eu/>

11 Figures from 2018 Q1, Q2 and Q3.

12 The European Year of Cultural Heritage label (comprising a logo, a slogan and a hashtag) was available for activities, events and projects contributing to achieving one or more of the objectives of the 2018 European Year of Cultural Heritage, as stated in Article 2 of Decision (EU) 2017/864.

## MOBILISATION OF STAKEHOLDERS

The announcement of the European Framework for Action in May 2018 led to a wide mobilisation of stakeholders.

The *'Berlin Call to Action'*<sup>13</sup> of June 2018, prepared by Europa Nostra<sup>14</sup>, the German Cultural Heritage Committee<sup>15</sup>, and the Prussian Cultural Heritage Foundation<sup>16</sup>, calls for an *'ambitious European Action Plan for Cultural Heritage as a lasting legacy of the European Year [...] holistic and interconnected with other key EU policy agendas and priorities'*. In their views, an action plan should be coherent with the Council of Europe Convention on the Value of Cultural Heritage for Society (the *'Faro Convention'*<sup>17</sup>), and the European Heritage Strategy for the 21st century.

The *Berlin Call* also stresses the need for a strong external dimension in the Framework for Action, in line with the United Nations 2030 Agenda for Sustainable Development. It was signed by Ministers of Culture, Members of the European Parliament, as well as numerous stakeholder organisations and individuals.

Culture Action Europe<sup>18</sup> in its *'Fast Forward Heritage manifesto'*<sup>19</sup> welcomes the contemporary understanding of cultural heritage in the context of the European Year of Cultural Heritage, and calls for the implementation of *'an inclusive and forward looking definition of cultural heritage across policies, programmes and actions, and the subsequent adaptation of definitions, objectives and tools'*.



13 <http://www.europanostra.org/wp-content/uploads/2018/09/Berlin-Call-Action-Eng.pdf>

14 Europa Nostra is a pan-European federation of non-governmental organisations working in the field of cultural heritage.

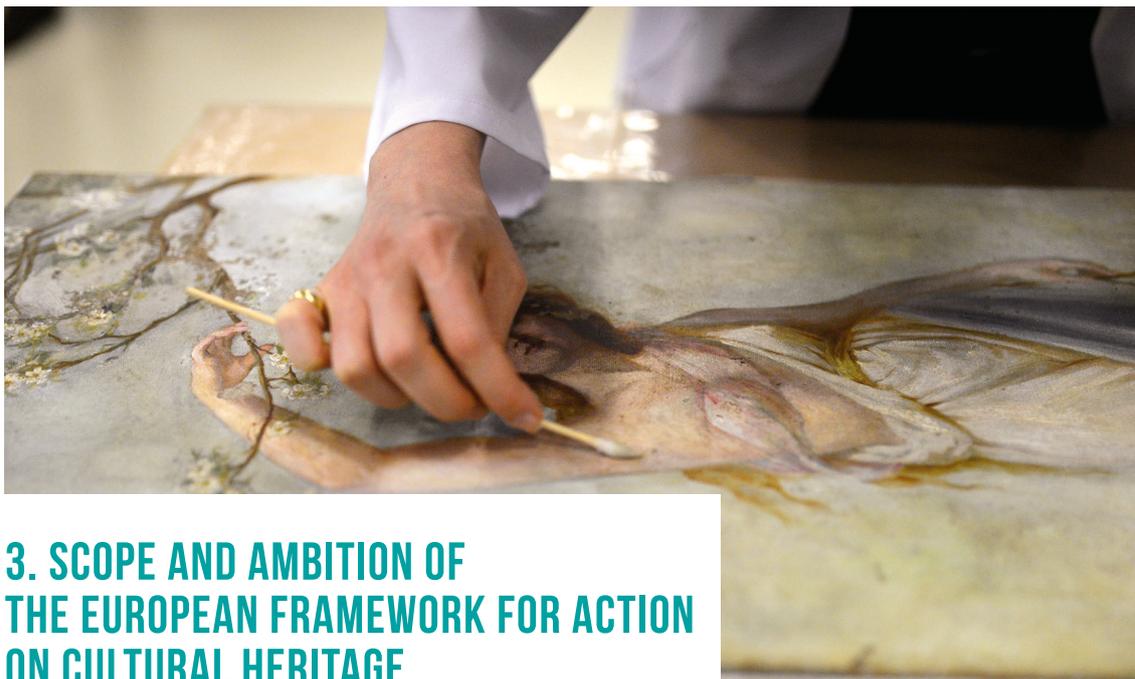
15 European Year of Cultural Heritage National Coordinator in Germany.

16 The Prussian Cultural Heritage Foundation (Stiftung Preussischer Kulturbesitz- SPK) is a cultural institution in Germany <http://www.preussischer-kulturbesitz.de/>

17 <https://www.coe.int/en/web/conventions/full-list/-/conventions/treaty/199>

18 Culture Action Europe is a large network of cultural organisations, artists, activists, academics and policy-makers.

19 <https://cultureactioneurope.org/advocacy/fast-forward-heritage/>



### 3. SCOPE AND AMBITION OF THE EUROPEAN FRAMEWORK FOR ACTION ON CULTURAL HERITAGE

The Framework for Action aims to set a common direction for heritage-related activities at European level, primarily in EU policies and programmes. It can also serve as an inspiration for regions and cities in Europe, as well as for cultural heritage organisations and networks when developing their own actions on cultural heritage.

It was prepared through regular exchanges with EU Member States, EU Council Presidencies, the European Parliament, civil society organisations, cultural operators and international organisations such as the Council of Europe and UNESCO. It also builds on lessons learned from ten long-term projects entitled ‘European Initiatives’<sup>20</sup> carried out by the European Commission as part of the policy input to the European Year of Cultural Heritage. A wide range of Commission services, international organisations and cultural heritage organisations contributed to the implementation of these European initiatives.

The Framework for Action will complement the Council’s new Work Plan for Culture. The new Work Plan organises voluntary cooperation between EU Member States in the field of culture from 2019 to 2022. Sustainability in cultural heritage is one of its five main strands and it comprises several actions. As these actions will be implemented with the support of the European Commission, they are included in this Framework.

At national level, the European Commission invites Member States to draw up similar frameworks for heritage on a voluntary basis, to complement the Framework for Action.

The European Framework for Action on Cultural Heritage is aligned with the Council of Europe’s European Cultural Heritage Strategy for the 21st century adopted in 2017, with the United Nations 2030 Agenda for Sustainable Development, and with the Sendai Framework for Disaster Risk Reduction 2015-2030<sup>21</sup>.

20 [https://ec.europa.eu/culture/content/overview\\_en](https://ec.europa.eu/culture/content/overview_en)

21 <https://www.unisdr.org/we/coordinate/sendai-framework>



## 4. PRINCIPLES OF THE EUROPEAN FRAMEWORK FOR ACTION ON CULTURAL HERITAGE

### HOLISTIC APPROACH

The European Framework for Action on Cultural Heritage looks at the tangible, intangible and digital dimensions of cultural heritage as inseparable and interconnected<sup>22</sup>. Its actions encourage a wider understanding of the ideals, principles and values embedded in Europe's cultural heritage, particularly those underpinning European integration, promoting heritage education and interpretation.

It also looks at cultural heritage as a resource for the future, to be safeguarded, enhanced, and promoted, also by encouraging synergies with contemporary creation. It puts people at its heart, stimulating access and engagement and promoting audience development, with a focus on local communities, children and young people, as well as people with disabilities, thereby fostering social inclusion and integration.

Finally, sustainability and innovation are central principles underpinning the Framework for Action and its approach to cultural heritage.

### MAINSTREAMING AND INTEGRATED APPROACH

This Framework for Action re-affirms and puts into practice the principle of mainstreaming of cultural heritage in different EU policies. Building on the 2014 Commission Communication<sup>23</sup>, as well as 2017 Council conclusions<sup>24</sup>, it is the first document to set out an integrated approach to cultural heritage at European level. It cuts across diverse EU policy areas: regional, urban and rural development, education and social cohesion,

<sup>22</sup> 'cultural heritage consists of the resources inherited from the past in all forms and aspects – tangible, intangible and digital (born digital and digitized), including monuments, sites, landscapes, skills, practices, knowledge and expressions of human creativity, as well as collections conserved and managed by public and private bodies such as museums, libraries and archives' Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe (2014/C 183/08).

<sup>23</sup> Commission Communication 'Towards an integrated approach to cultural heritage for Europe' COM(2014) 477.

<sup>24</sup> EUCO 19/1/17 REV 1.

digital transformation, environment (including nature conservation), tourism, accessibility<sup>25</sup>, the sustainability agenda and climate change adaptation, research and innovation and external relations.

### EVIDENCE-BASED POLICY MAKING

Evidence-based decision-making is as necessary in the cultural heritage field as it is in other policies. In that respect, the Framework entails several actions aimed at measuring the impact of actions on cultural heritage. Through its statistical office, Eurostat, the European Commission will also keep improving the methodology and tools to collect data for cultural statistics, in cooperation with the statistical offices of EU Member States. It will also contribute to similar efforts at international level by cooperating with organisations such as the UNESCO Institute for Statistics<sup>26</sup> and networks like the European Group on Museum Statistics<sup>27</sup>.

### MULTI-STAKEHOLDER COOPERATION

The European Year of Cultural Heritage had a specific governance framework. It included a group of National Coordinators from 28 EU Member States, the 9 associated countries<sup>28</sup> and a Stakeholders' Committee<sup>29</sup> representing 38 European cultural heritage networks and international organisations, set up to assist the European Commission. The novelty of the approach was an extensive and efficient coordination among EU Member States, EU institutions<sup>30</sup>, civil society and different European Commission services.

To maintain the spirit of cooperation and continue the policy dialogue, the European Commission is establishing an informal Commission expert group – the **Cultural Heritage Forum**. This Forum will be a platform for consultation and exchanging ideas and best practices, involving all actors mentioned above. It will follow the implementation of the Framework for Action. The purpose of the Forum will be to promote public policies that ensure the long-term value and sustainability of Europe's cultural heritage based on an integrated approach.

25 The EU and all its Member States are parties to the UN Convention on the Rights of Persons with Disabilities, which is thus part of the EU legal order. The Convention contains accessibility as a general principle and is an obligation stated in Art 9. While the Convention does not contain any explicit exception for cultural heritage sites and museums, the Committee on the Rights of Persons with Disabilities, indicated that *'The provision of access to cultural and historical monuments that are part of national heritage may indeed be a challenge in some circumstances. However, States parties are obliged to strive to provide access to these sites. Many monuments and sites of national cultural importance have been made accessible in a way that preserves their cultural and historical identity and uniqueness.'*

26 UNESCO UIS <http://uis.unesco.org/>

27 European Group on Museum Statistics- EGMUS <https://www.egmus.eu/>

28 Albania, Bosnia and Herzegovina, Serbia, Montenegro, the former Yugoslav Republic of Macedonia, Georgia, Iceland, Norway and Switzerland.

29 [http://www.voicesofculture.eu/wp-content/uploads/2017/07/Stakeholder-committee\\_VoC.pdf](http://www.voicesofculture.eu/wp-content/uploads/2017/07/Stakeholder-committee_VoC.pdf)

30 The European Parliament, the Committee of the Regions and the European Economic and Social Committee were observers.



## 5. FIVE PILLARS

This Framework for Action is based on five pillars, which are as follows:

1. Cultural heritage for an inclusive Europe: participation and access for all;
2. Cultural heritage for a sustainable Europe: smart solutions for a cohesive and sustainable future;
3. Cultural heritage for a resilient Europe: safeguarding endangered heritage;
4. Cultural heritage for an innovative Europe: mobilising knowledge and research;
5. Cultural heritage for stronger global partnerships: reinforcing international cooperation.

To each pillar corresponds a limited number of clusters of actions<sup>31</sup>. A detailed description of the 14 clusters, and the activities that they comprise, can be found in the Annex.

The European Commission is implementing the activities described in the Framework for Action in cooperation with relevant institutions, organisations and partners. These actions will also be supplemented by complementary initiatives carried out by culture and cultural heritage stakeholder organisations and communities, without which cultural heritage cannot be kept alive.

### PILLAR 1: CULTURAL HERITAGE FOR AN INCLUSIVE EUROPE

Cultural heritage has the potential to contribute positively to people's lives and to European societies as a whole. It can do so by improving psychological and social wellbeing or strengthening social inclusion<sup>32</sup>. Engagement with cultural heritage also fosters a sense of belonging to a European community, based on common cultural legacies, historical experiences and shared values.

To make the most of this potential the widest possible access to cultural heritage, in all its forms, must be ensured for all people. This includes those who are economically disadvantaged, socially deprived or persons with reduced mobility or disabilities.

<sup>31</sup> The actions described in the document, including the ones in the Annex, are subject to the existing financial programming of the respective spending programmes and to the availabilities under the relevant annual budgetary procedures. Moreover, the announced actions will have to comply with the relevant and respective annual work programmes.

<sup>32</sup> Council conclusions on cultural heritage as a strategic resource for a sustainable Europe (2014), Council conclusions on participatory governance of cultural heritage (2014) and Commission's Communication on Strengthening European Identity through Education and Culture (2017).

The Commission supports digitisation and online accessibility of Europe's cultural heritage material, facilitating citizens' access and engagement with cultural heritage, as well as promoting the wide use and re-use of the digitised material in different sectors<sup>33</sup>.

However, stimulating participation in cultural heritage activities remains a challenge. According to a recent Eurobarometer Survey<sup>34</sup>, almost half of Europeans (48%) said they are not involved with cultural heritage in any way. Yet, the same survey shows that 68% of respondents would like to know more about Europe's cultural heritage. In addition, 80% believe that cultural heritage is important for the European Union as a whole and not only at the national level. 88% of respondents agreed that schools should teach Europe's cultural heritage.

To meet this challenge, the Framework for Action focuses on three clusters of actions: a) engaging the wider public, including via digital means; b) engaging school children and empowering young people; and c) breaking barriers to access. Ultimately, the goal is to utilise the cohesive power of cultural heritage to build a more inclusive Europe.

In order **to engage the wider public**, the European Commission is reinforcing the visibility and increasing the impact of existing EU initiatives such as the European Heritage Label, the European Heritage Days and the European Heritage Award. Moreover, Creative Europe and the Europe for Citizens programmes are also funding bottom-up heritage projects. Finally, Europeana<sup>35</sup>, Europe's digital cultural heritage platform, will continue leveraging the potential of digital engagement of wider audiences with cultural heritage.

Another cluster of actions aims at **engaging and empowering the younger generations** for the benefit of Europe's cultural heritage. This will be achieved through actions in schools, Erasmus+, Discover EU and the European Solidarity Corps. Combined, these will seize the potential of heritage as a tool for education, youth development and active citizenship.

A third cluster of actions aims at **breaking barriers to access** and fostering an increased engagement of hard-to-reach groups with cultural heritage. Projects such as the #WeareEuropeForCulture is targeting groups who live in isolation, poverty, and are excluded from education, learning or employment, while the EU Access City Award will continue to promote ways to make it easier for people with disabilities to enjoy cultural heritage.

## PILLAR 2: CULTURAL HERITAGE FOR A SUSTAINABLE EUROPE

Cultural heritage is an irreplaceable resource that can enhance social capital, boost economic growth and secure environmental sustainability. As highlighted in the United Nations 2030 Agenda for Sustainable Development, culture, including cultural heritage and the creative industries, has an important role in achieving inclusive and sustainable development.

To leverage this potential, the Framework for Action entails three clusters of actions aiming at a) regenerating cities and regions through cultural heritage; b) promoting adaptive re-use of heritage buildings; and c) balancing access to cultural heritage with sustainable cultural tourism and natural heritage.

With the aim of regenerating **cities and regions through cultural heritage**, a first cluster of actions will be dedicated to developing pragmatic, sustainable and integrated solutions to urban and regional challenges.

A second cluster of actions will encourage the **smart restoration and adaptive re-use of heritage buildings**, as well as supporting the sharing of good practices and promoting excellence in this field.

<sup>33</sup> Commission Recommendation on the digitisation and online accessibility of cultural material and digital preservation (2011) (2011/711/EU).

<sup>34</sup> Eurobarometer on cultural heritage, 2017.

<sup>35</sup> [Europeana.eu](http://Europeana.eu)

Finally, a third cluster of actions will concentrate on **improving policies and practices on sustainable cultural tourism**, and promoting practices and approaches that are sustainable, smart and innovative. These actions will also promote **Europe's natural heritage** as a factor of competitiveness and of sustainable and inclusive growth.

### PILLAR 3: CULTURAL HERITAGE FOR A RESILIENT EUROPE

Cultural heritage is fragile and vulnerable to destruction and decay due to numerous factors. First, natural disasters and threats caused by human actions (deliberate and unintentional). This includes climate change.

Secondly, conflict is also a threat to cultural heritage. Looting and illicit trafficking, often brought about by conflict, take place today at an unprecedented scale and can sometimes finance terrorism.

Finally, low quality or ill-conceived cultural heritage interventions are another risk factor.

Safeguarding cultural heritage is not only a national competence; it is also an EU responsibility, as set out in the founding Treaties<sup>36</sup>. In the public mind too, the EU bears responsibility: according to a recent Eurobarometer Survey conducted by the European Commission, 40% of Europeans think the EU should do the most to protect Europe's cultural heritage<sup>37</sup>.

Against this backdrop, the Framework entails three clusters of actions aiming at a) fighting against illicit trafficking of cultural goods; b) raising the quality of physical interventions on cultural heritage and; c) protecting cultural heritage against natural disasters and climate change.

Actions to **fight against the illicit trafficking of cultural goods** and protect endangered cultural heritage include building the capacity of enforcement authorities and heritage professionals to tackle these issues and support the exchange of good practices in the field.

The second cluster of actions aims at **raising the quality of physical interventions on cultural heritage implemented by national, regional and local authorities**. This will particularly be the case when those interventions are EU-funded<sup>38</sup> and are supporting capacity-building and the transfer of knowledge in this field.

Finally, to **protect cultural heritage against natural disasters and climate change**, a set of actions are being developed to research, develop and disseminate evidence-based and cost-effective strategies and tools. These will be used to manage risks and improve the resilience of Europe's cultural heritage in the event of natural disasters and against the intensifying effects of climate change.

### PILLAR 4: CULTURAL HERITAGE FOR AN INNOVATIVE EUROPE

Digital technologies offer unprecedented opportunities for us to improve public access to cultural heritage assets and allow for their curation and re-use<sup>39</sup>. Innovative technologies, such as virtual or augmented reality, can also enhance people's experiences with cultural heritage, while digital tools such as 3D scanning play a major role in the preservation and restoration of physical heritage assets<sup>40</sup>.

Innovation is not only technological; it also takes place in the social sphere. The role of communities living with cultural heritage assets is changing. A more participative approach in the safeguarding and management

36 Article (3)3 of the TEU states that the Union shall ensure that Europe's cultural heritage is safeguarded and enhanced. Article 167 of the TFEU defines the EU role as one of encouraging cooperation between Member states to support the safeguarding of cultural heritage of European significance.

37 Special Eurobarometer on Europeans and cultural heritage (2017).

38 By 'intervention on cultural heritage' it is intended any action which impact, or have potential to impact, upon structures, places or sites of heritage interest, causing any physical change or alteration.

39 Commission in the Recommendation on the digitisation and online accessibility of cultural material and digital preservation (2011) (2011/711/EU).

40 Digital solutions in the field of cultural heritage (2018). A Policy Brief from the Policy Learning Platform on Environment and resource efficiency. Interreg Europe.

of cultural heritage<sup>41</sup> is called for. There is a need for new models that engage local communities, as for example in the social economy, and a wide range of stakeholders through open, participatory and inclusive processes<sup>42</sup>.

Finally, to ensure the long-term sustainability of Europe's cultural heritage, it is essential that the knowledge and skills which underpin European expertise in heritage preservation and conservation are transferred to future generations.

To address the challenges above, the Framework entails three clusters of actions aiming at a) capitalising on technological tools for innovation on cultural heritage; b) fostering social innovation; and c) strengthening skills in the field of cultural heritage.

Under the first cluster of actions, **technological tools for innovation on cultural heritage** are being developed for the preservation and curation of cultural heritage, scaling-up existing research and facilitating cooperation in the field.

The second cluster of actions is looking at **social innovation** by reinforcing the role of civil society in cultural heritage governance. These will also promote further experimentation and scientific studies on how participating in cultural heritage activities impacts on people's wellbeing and health.

The third cluster of actions is looking at **cultural heritage competences** and how they can be boosted by supporting innovation in heritage professions.

#### PILLAR 5: CULTURAL HERITAGE FOR A STRONGER GLOBAL PARTNERSHIPS

The 2014 Commission Communication 'Towards an integrated approach to cultural heritage for Europe'<sup>43</sup> outlined the role of cultural heritage in international relations and development policies. It highlighted the EU's commitment to foster cooperation on cultural heritage and contribute to its protection, in cooperation with organisations such as the Council of Europe and UNESCO.

During the European Year of Cultural Heritage the EU Strategy for international cultural relations has been effectively put into practice. This strategy builds on the interest and needs in partner countries and on Europe's expertise in cultural heritage preservation.

The Framework entails two clusters of actions to reinforce cultural heritage cooperation. The first cluster targets geographical zones. The second cluster of actions entails horizontal/global actions aiming at strengthening international cooperation on heritage worldwide, in the framework of EU external relations activities.

41 Study 'Participatory governance of cultural heritage' (2018) Report of the OMC working group of Member States' experts.

42 Council conclusions on participatory governance of cultural heritage OJ C 463, 23.12.2014 and Commission Communication 'Towards an integrated approach to cultural heritage for Europe' COM(2014) 477.

43 <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX:52014DC0477>



## 6. CONCLUSION

The 2018 European Year of Cultural Heritage marked a turning point for Europe's evergrowing movement for cultural heritage, and it also confirmed the possibility to use cultural heritage to advance a more peaceful, prosperous, inclusive and sustainable Europe.

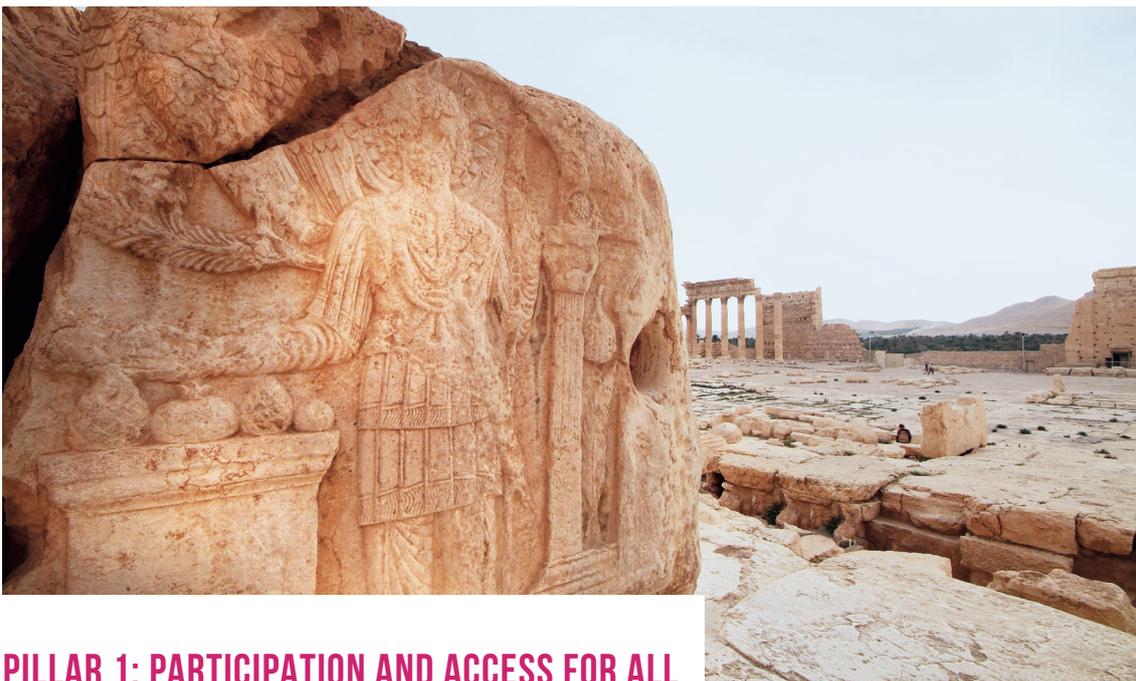
The actions presented in the Framework will be launched in 2019 and 2020. However, the principles identified can be seen as sketching the outlines of a longer term vision for the management and safeguarding of Europe's cultural heritage. Inspired by a wide range of policy documents adopted by the European Commission and the Council since 2014, their validity was further tested throughout the European Year of Cultural Heritage.

Following the spirit and approach adopted for the European Year of Cultural Heritage, the implementation of the Framework will be a collective endeavour taken by all actors concerned. While the Commission has the lead for the implementation of the activities presented in this Framework, its success will also be measured by the level of engagement of other EU institutions, the EU Member States, local and regional authorities, culture and cultural heritage organisations and civil society.

# ANNEX



**FIVE PILLARS, 14 CLUSTERS OF ACTIONS**



## PILLAR 1: PARTICIPATION AND ACCESS FOR ALL

The European Year of Cultural Heritage initiated a range of efforts to engage younger and older generations, professionals, and local communities with cultural heritage and its European dimension.

The actions taken included:

- ▶ Engaging the wider public through highly visible and participatory initiatives. For example, 30 million people took part in the 60 000 events of the special edition of the European Heritage Days, which was dedicated to the European Year of Cultural Heritage;
- ▶ Promoting digital means to broaden access to cultural heritage. This was achieved in cooperation with Europeana, the EU's digital platform for cultural heritage. Europeana implemented numerous outreach activities to support the digital accessibility of heritage resources, engage citizens with digitised heritage and promote the use and re-use of digital content for educational purposes;
- ▶ The European Commission's Joint Research Centre also developed the online platform 'Story maps'<sup>1</sup>. These maps provide users with interactive and easily accessible information about EU-led cultural heritage initiatives in Europe. In addition, on 7 December 2018, the Joint Research Centre launched a free and open-source app entitled 'Cultural gems'. This app enables residents and tourists to share and discover hidden cultural treasures in a selected number of European cities;
- ▶ Raising awareness of Europe's cultural heritage and the need to safeguard it through heritage education. This was achieved through widely-known European schemes like Erasmus+ and the eTwinning platform, which half a million educational professionals engage with;
- ▶ Developing the eTwinning book 'Europe's cultural heritage through eTwinning'<sup>2</sup>. This book unpacks the various aspects of cultural heritage and offers examples of eTwinning projects, as well as ideas for related activities;

1 <http://eucommission.maps.arcgis.com/apps/MapJournal/index.html?appid=e3e538d4e4b743c8a6bc7a363fbc2310>

2 <https://www.etwinning.net/eun-files/Online%20-%20eTwinning%20publication%202024.09.2018.pdf>

- ▶ Launching a Toolkit and an online game in all EU languages to support teachers of any subject or discipline in bringing cultural heritage into the classrooms<sup>3</sup>;
- ▶ Inviting 15,000 young Europeans to discover Europe's cultural heritage through the pilot initiative DiscoverEU;
- ▶ Efforts were made to mobilise young people as volunteers for heritage protection through the European Solidarity Corps;
- ▶ Promoting actions undertaken by civil society to engage with the wider public, such as initiatives by Civilscape<sup>4</sup>, EFAITH<sup>5</sup> acting with volunteers and local thematic heritage associations, or Interpret Europe<sup>6</sup>, who published a toolkit on how to engage citizens with Europe's cultural heritage<sup>7</sup>;
- ▶ Training of museums professionals on how to encourage cultural participation and invest in children and young people, with the network of European Museums Organisations (NEMO<sup>8</sup>);
- ▶ Fostering synergies between cultural heritage and contemporary creation, through a dedicated call for projects under Creative Europe, and initiatives of cultural operators such as that developed by Pearle\*, the European Theater Convention and Opera Europe, entitled 'On Stage 2018'<sup>9</sup>;
- ▶ Promoting links between cultural and natural heritage on numerous occasions like the EU Open Doors day, the Natura 2000 day<sup>10</sup>, and through social media;
- ▶ Supporting the development of key competences for lifelong learning relevant to cultural heritage. These include multilingualism, understanding of shared values, the notion of identity and the capacity to express oneself via a range of cultural media. This is due to continue as a follow up to the 2018 Recommendation on Key Competences for Lifelong Learning<sup>11</sup>.

## NEW ACTIONS WITHIN THE PILLAR

The Framework foresees to continue and scale up these initiatives, as well as develop three new clusters of actions: a) engaging the wider public, including via digital means; b) engaging school children and empowering young people; c) breaking barriers to access.

### CLUSTER OF ACTIONS 1:

#### Engaging the wider public, including via digital means

The visibility and impact of three emblematic EU initiatives in the field of heritage will be boosted: **the European Heritage Label, the European Heritage Days and the European Heritage Awards.**

The EU gives the European Heritage Label to sites that play a symbolic role in Europe's history, culture or the development of European integration. The 38 existing sites are all concrete examples of European values and identity, explained directly to citizens and thus made tangible. As of 2019, through a Creative Europe Programme dedicated action, the European Commission will make funding available to increase the visibility and impact of the Label. The grant will also support joint projects and networking among the Heritage Label sites.

3 [https://europa.eu/teachers-corner/sites/teacherscorner/files/files/eych-2018-toolkit-teachers\\_en.pdf](https://europa.eu/teachers-corner/sites/teacherscorner/files/files/eych-2018-toolkit-teachers_en.pdf)

4 <https://civilscape.eu/en/about/>

5 <http://e-faith.org/>

6 <http://www.interpret-europe.net/feet/home/>

7 [http://www.interpret-europe.net/fileadmin/Documents/publications/ie\\_engaging\\_citizens\\_with\\_europes\\_cultural\\_heritage\\_co.pdf](http://www.interpret-europe.net/fileadmin/Documents/publications/ie_engaging_citizens_with_europes_cultural_heritage_co.pdf)

8 <https://www.ne-mo.org/about-us.html>

9 <https://www.pearle.eu/activity/on-stage-2018>

10 [http://ec.europa.eu/environment/nature/natura2000/EUnatura2000day/index\\_en.htm](http://ec.europa.eu/environment/nature/natura2000/EUnatura2000day/index_en.htm)

11 Council Recommendation of 22 May 2018 on key competences for lifelong learning, OJ C 189, 4.6.2018.

The European Heritage Days is a joint initiative of the EU and the Council of Europe providing access to thousands of rarely opened sites and special events. During the European Year of Cultural Heritage, the EU doubled the scheme's budget and launched two pilot initiatives: the European Heritage Makers Week and the Call for European Heritage Stories. Both of these sought to engage with local communities. As of 2019, the European Commission will continue funding these initiatives to make sure they evolve into yearly activities and foster wider participation. In addition, the European Commission plans to revise the scheme in 2020 to further highlight its European dimension.

As of 2019, the European Commission will encourage cooperation between European level cultural heritage initiatives which celebrate best practices and outstanding achievements related to heritage conservation, management, research, education and communication. These include the European Heritage Days, the European Heritage Label and the European Prize for Cultural Heritage/Europa Nostra Awards. Synergies with the macro-regional Fora where relevant, as well as using cooperation platforms and networks will be further exploited.

The potential of digital access to cultural heritage will also be fostered. It is estimated that 10% of our cultural heritage is currently digitised and even less is available online. To tackle this challenge the European Commission will work towards strengthening **Europeana**<sup>12</sup> even further, in line with the new strategy for the Europeana Initiative<sup>13</sup>, so as to support and steer cultural heritage institutions in making high-quality cultural heritage material accessible in the digital age. Europeana will also continue running thematic campaigns on common European themes<sup>14</sup>, to inspire citizens' participation and engagement with Europe's shared heritage.

In addition, as of 2019, the European Commission will continue **making film heritage accessible** through the MEDIA strand of the Creative Europe programme. In addition, a special project involving the restoration and digitisation of a number of classic European films and the organisation of screening events in cinemas and venues of a special architectural and heritage value will be supported through the cross-sectorial strand of the MEDIA programme as of the last trimester of 2018 and throughout 2019.

Finally, the European Commission will foster cultural heritage as a key enabler of citizen participation and a vehicle of shared values such as dialogue and diversity. As of 2019, the European Commission will continue financing **bottom-up cultural heritage projects through two programmes: Creative Europe and Europe for Citizens**. Creative Europe financially bolsters the cultural and creative sectors in Europe; while Europe for Citizens supports initiatives that bring Europeans together to address issues of common concern, increase their awareness of fundamental values and ultimately their involvement with the EU.

## CLUSTER OF ACTIONS 2:

### Engaging school children and empowering young people

Raising awareness of the importance and value of Europe's cultural heritage amongst young people is a precondition if we are to ensure the future sustainability of our cultural heritage.

During the European Year of Cultural Heritage, the European Commission promoted learning about cultural heritage in schools through the e-twinning scheme. In 2019, a **joint EU-UNESCO project** funded by Creative Europe will map heritage education tools in schools, with a focus on intangible heritage. This will occur throughout the EU Member States and it shall provide guidance and tools for integrating intangible cultural heritage safeguarding in school curricula and extra-curricular activities. A group of up to eight school teams will also be trained in the implementation of pilot activities related to intangible cultural heritage.

Further work with schools will also be undertaken by **Europeana**. As of 2019, with funding from the Connecting Europe Facility, Europeana will develop partnerships with Ministries of Education in Member States and with pan-European education networks (EU Schoolnet, Euroclio, eTwinning) to bring digital cultural content to schools.

<sup>12</sup> Europeana currently provides online access to over 58 million cultural items from more than 3,700 European heritage institutions.

<sup>13</sup> Commission report on the evaluation of Europeana and the way forward, COM(2018) 612.

<sup>14</sup> Such as the Europeana Migration campaign.

In addition, young people will be mobilised around cultural heritage activities under flagship EU initiatives such as the **European Solidarity Corps and DiscoverEU**. The European Solidarity Corps offers opportunities for young people to volunteer or work in projects that benefit communities and people around Europe. During the European Year of Cultural Heritage, young people supported professionals in conservation works and they benefitted from training in heritage institutions. As of 2019, the European Commission will continue to promote the European Solidarity Corps as a platform whereby young volunteers can be mobilised for the benefit of Europe's cultural heritage.

In 2018, the new pilot action DiscoverEU offered 18-year-olds the opportunity to discover Europe's cultural heritage. Around 15,000 young Europeans were awarded and received a pass to visit at least one other EU Member State, predominantly via train, to explore the diversity of Europe's heritage and attend some of the events related to the European Year of Cultural Heritage. The European Commission will ensure the continuation and development of this initiative.

Finally, the promotion of cultural heritage in education, and traditional sports and games as a form of intangible heritage in Erasmus+ will continue.

Erasmus+ provides young people with the opportunity to engage with different cultures and languages through study and training periods abroad and through strategic partnership projects. In the 2018 Erasmus+ annual work programme, in recognition of the importance of the European Year of Cultural Heritage, cultural heritage was included as a priority for all strategic partnerships. Cultural heritage was a key focus of actions such as eTwinning – the community of teachers in schools across Europe – and the School Education Gateway platform. Through Erasmus+, the European Commission will continue to fund intercultural exchanges among students and support their participation in cultural heritage-related volunteering and educational projects. Promoting traditional sports and games will continue to be a priority of small and collaborative partnerships of the Erasmus+ sport chapter.

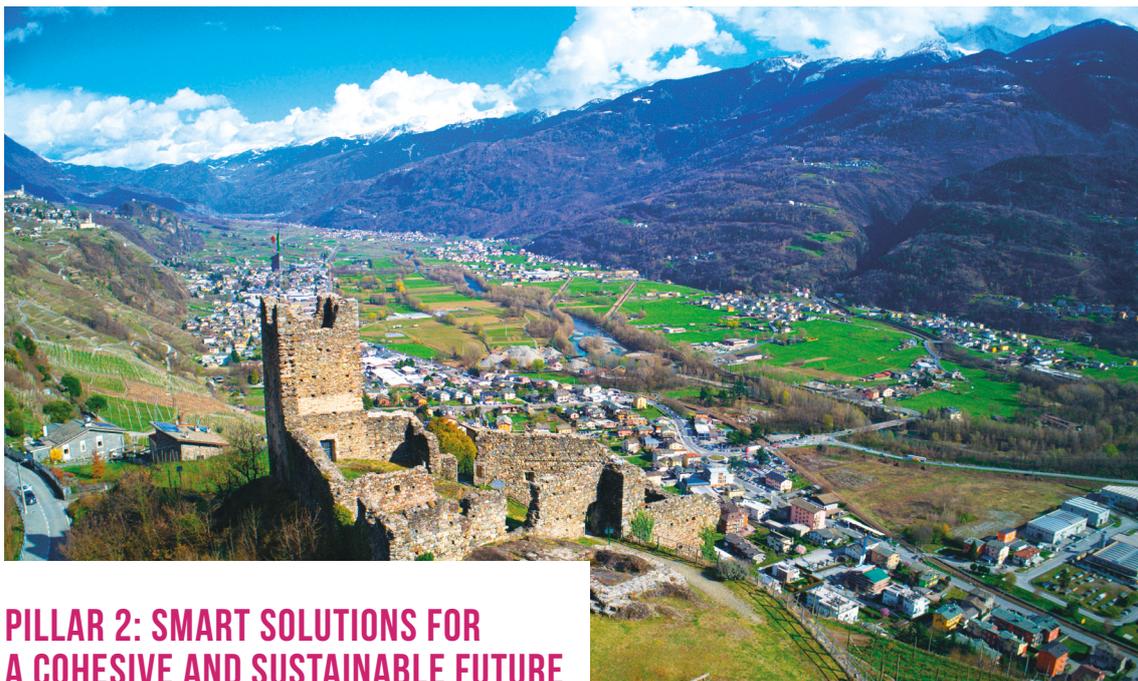
### CLUSTER OF ACTIONS 3: Breaking barriers

**This action area will target hard-to-reach audiences** who do not participate in cultural heritage-related activities. People tend not to engage with cultural heritage because of factors such as isolation, poverty and exclusion from education.

In early 2019, the European Commission will launch a project called **#WeareEuropeForCulture**. This project aims to reach younger and older people who do not interact with cultural heritage. The project will fund pop-up exhibitions in public spaces, highlighting personal stories, items in connection with cultural heritage. These pop-up exhibitions will take place in 7 to 10 Member States, and results will be disseminated through workshops and communication activities.

In addition, through the **EU Access City Award**, the European Commission and European cities will continue promoting ways to make it easier for people with disabilities to enjoy cultural heritage, on an equal basis with others. This prize rewards European cities that have made outstanding efforts to become more accessible and inclusive to those with disabilities. During the European Year of Cultural Heritage, the European Commission added a special prize for the 'accessibility of cultural heritage'. From the 2020 edition of the prize, the European Commission will award it annually as a special mention<sup>15</sup>.

15 Subject to the quality of applications received.



## PILLAR 2: SMART SOLUTIONS FOR A COHESIVE AND SUSTAINABLE FUTURE

During the European Year of Cultural Heritage, the European Commission and partner organisations implemented a range of actions to integrate cultural heritage into environmental, architectural and planning policies. One example was promoting the transformation of Europe's industrial, religious and military heritage for new uses.

The European Year of Cultural Heritage fostered significant exchanges of knowledge and experience among stakeholders (architects and local/regional authorities, among others) and networks in the field of religious, industrial, and military heritage. During these exchanges it became clear that this approach to sustainability can also work effectively for other abandoned or underused heritage buildings: former schools, hospitals, railway stations, abandoned cinemas, theatres, hotels, offices, former public housing and 'ghost villages'.

The European Year of Cultural Heritage highlighted the contribution of sustainable cultural tourism to urban and regional development. It was also an opportunity to explore how to balance the sustainability of cultural heritage with the benefits of tourism, not just in economic terms, but also for the well-being of local communities.

The actions taken included:

- ▶ Exchanging good practices and peer learning on adaptive re-use of religious, military and industrial heritage;
- ▶ Supporting cultural heritage through EU-funded projects for urban and rural regeneration and sustainable development (European Structural and Cohesion Funds, URBACT, Erasmus+ and Horizon 2020);
- ▶ Identifying and disseminating good practices in the use of investments from the European Regional Development Fund, including the Interreg programmes, to better protect, re-use, enhance and promote cultural heritage<sup>16</sup>;
- ▶ Exploring and promoting links between cultural and natural heritage, in particular with nature conservation areas under the European network Natura 2000<sup>17</sup>;

16 E-book 'Connecting Cultures, Connected Citizens'  
<http://www.interact-eu.net/library#1843-e-bookconnecting-cultures-connected-citizens>

17 [http://ec.europa.eu/environment/nature/natura2000/management/pdf/case\\_study\\_natura2000\\_cultural\\_heritage.pdf](http://ec.europa.eu/environment/nature/natura2000/management/pdf/case_study_natura2000_cultural_heritage.pdf)

- ▶ Promoting highly visible participative actions undertaken by civil society actors such as the ‘Torch initiative’<sup>18</sup>, ‘Work it out’ dance event<sup>19</sup>, ‘Europe’s Private Heritage Week’<sup>20</sup> and ‘European Fortress Day(s)’<sup>21</sup>;
- ▶ Promoting the Council of Europe’s cultural routes and other sustainable tourism initiatives developed by the EU, such as the European Destinations of Excellence (EDEN) Awards and European Capital of Smart Tourism;
- ▶ Developing policy recommendations<sup>22</sup> for sustainable cultural tourism along with a new definition of sustainable cultural tourism;
- ▶ Launching the ‘Barcelona Declaration’<sup>23</sup> to improve sustainability and competitiveness of the social and cultural impacts of tourism in Europe;

## NEW ACTIONS WITHIN THE PILLAR

The Framework sets out ways to continue and scale up these initiatives and implement three clusters of actions to a) regenerate cities and regions through cultural heritage; b) promote adaptive re-use of heritage buildings; c) balance cultural heritage with sustainable cultural tourism and with natural heritage.

### CLUSTER OF ACTIONS 4:

#### Regenerating cities and regions through cultural heritage

The New European Agenda for Culture, adopted by the European Commission in May 2018, recognises that cities and regions across the EU are at the forefront of culture-led development, as demonstrated by the success of the European Capitals of Culture. Consequently, these urban centres are natural partners for experimentation, anticipating trends and exploring models of social and economic innovation.

In 2019, the European Commission will launch **a joint project with the Organisation for Economic Co-operation and Development**. This project will aim to equip local authorities and stakeholders with the tools needed to maximise the impact of culture, creativity and cultural heritage for local development.

In addition, in 2019, within the framework of European Spatial Planning Network (ESPON) 2020 Cooperation Programme co-financed by the European Regional Development Fund, **empirical evidence on the impact of material cultural heritage on the most important economic sectors in 10 selected countries and regions** will be provided<sup>24</sup>. The study will be continued in 2019 to propose a pan-European methodology and territorial analysis on the impact of cultural heritage on society, including quality of life<sup>25</sup>. The objective is to build evidence and knowledge on how the presence of cultural assets and associated investments contribute to regional, rural and urban development and improved territorial cohesion.

Moreover, in 2019, the European Commission will also release the second edition of the Cultural and Creative Cities Monitor<sup>26</sup>, a new benchmarking and monitoring tool aimed at facilitating peer-learning processes

18 Launched by Future for Religious Heritage to collect personal memories relating to religious heritage. See <https://www.frh-europe.org/projects/frh-torch/>

19 Initiated by European Route of Industrial Heritage to celebrate industrial culture on the 1st of May, the event will be repeated in 2019. See <https://www.erih.net/eych-2018/erih-dance-event-work-it-out/>

20 <http://www.europeanhistorichouses.eu/eych-2018/european-private-heritage-week/>

21 <https://forten.nl/european-fortress-day/>

22 Sustainable Cultural Tourism Open Method of Coordination Working Group.

23 Initiated by NECSTouR in cooperation with the European Travel Commission, Europa Nostra, European Cultural Tourism Network with the support of European Heritage Alliance 3.3.

24 ESPON Targeted Analysis ‘The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts through a Set of Common European Socio-economic Indicators’.

25 ESPON Study ‘Cultural Heritage as a Source of Societal Well-being in European Regions’. See prior information notice here: <https://ted.europa.eu/TED/notice/udl?uri=TED:NOTICE:4651782018:TEXT:EN:HTML>

26 2017 Edition of the Cultural and Creative Cities Monitor available at: <https://compositeindicators.jrc.ec.europa.eu/cultural-creative-cities-monitor/>

between peer cities based on similar population, income and employment. The Monitor allows 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 (e.g. museum visitors, tourist overnight stays) and generate jobs.

Focusing on cultural heritage within the **Urban Agenda for the EU** will naturally be part of this cluster of actions. The Urban Agenda is a multi-level working method, which promotes cooperation between different stakeholders to identify and tackle urban challenges. In 2019, a new Partnership on Culture and Cultural Heritage will start. It will bring together Member States, urban authorities, regions, city consortia, the European Commission and other stakeholders. Its objective is to develop a voluntary action plan on key issues related to culture and heritage in European cities and to make proposals for improvements on regulation, funding and knowledge sharing.

Interreg and macro-regional strategies will continue to support cultural heritage, including through macro-regional cooperation platforms and networks.

**URBACT**, the EU programme supporting cities to develop pragmatic, sustainable and integrated solutions to urban challenges, is equally part of this cluster of actions. During the European Year of Cultural Heritage, several URBACT projects allowed networks of cities to exchange and disseminate good practices in different fields. One such example included the re-use of military and abandoned heritage spaces for sustainable urban regeneration. In January 2019, the European Commission will launch a call for new Networks which want to engage with cultural heritage topics.

Finally, the European Commission, through the Horizon 2020 programme, will launch a call to finance **innovation actions on strategies and solutions for cities**. With a total budget of EUR 25 million, the ambition is to re-activate and re-generate historic urban areas and cultural landscapes. The call will be launched by the end of 2018 so that the selected projects can contribute to foster innovation for adaptive re-use and leveraging of heritage assets in 2019 and the following years.

#### **CLUSTER OF ACTIONS 5: supporting the adaptive re-use of heritage buildings**

Smart restoration and adaptive re-use of unused heritage buildings can bring economic and social dynamism to cities and regions, while reducing unsustainable urban sprawl.

During the European Year of Cultural Heritage, EU-funded networks, the European Commission and other relevant stakeholders cooperated to share experiences, discuss challenges and identify quality principles on the re-use of cultural heritage. At the end of 2018, a Declaration on 'Adaptive re-use of the built heritage: Preserving and enhancing the values of our built heritage for future generations'<sup>27</sup> was adopted by stakeholders on 23/11 in Leeuwarden as a legacy of the European Year of Cultural Heritage initiative 'Heritage in Transition'. The document highlights the possible benefits of adaptive reuse and lists a number of quality principles to reconcile heritage values with contemporary architecture. In 2019, the European Commission will disseminate the Leeuwarden Declaration and support its implementation among relevant authorities and stakeholders.

Based on these findings, in 2019-2020 through its Creative Europe programme, the European Commission will support **peer learning for local, regional and national policy makers on the re-use of heritage buildings**. Study visits and exchanges will allow for an evaluation of existing good practices of the re-use of heritage buildings in Europe and will ensure transfer of knowledge among policy-makers.

27 [https://www.ace-cae.eu/fileadmin/New\\_Upload/5\\_Policies/2018/LEEWARDEN\\_DECLARATION\\_FINAL\\_EN.pdf](https://www.ace-cae.eu/fileadmin/New_Upload/5_Policies/2018/LEEWARDEN_DECLARATION_FINAL_EN.pdf)

In addition, as of 2019, a Task Force launched with the support of the Horizon 2020 programme will provide expertise and advice **on financing and managing the re-use of built heritage in cities in line with circular economy models**. Members of the Task Force include several EU-funded research and innovation projects, UN agencies, international funding agencies and relevant stakeholders in the field of cultural heritage, sustainable urban regeneration and circular economy.

#### CLUSTER OF ACTIONS 6:

##### Balancing cultural heritage with sustainable cultural tourism and boosting synergies between natural and cultural heritage

If not managed or organised in a balanced way, visitor numbers can pose a risk to cultural heritage sites, the local communities and the surrounding environment.

During the European Year of Cultural Heritage, the lack of a pan-European overview on the existing knowledge base regarding over-tourism was identified. In 2019, with the support of the Creative Europe programme, the European Commission will conduct **research and studies on carrying capacity at sensitive sites**, including intangible cultural heritage practices.

In 2019, the European Commission will also launch, via the Horizon 2020 programme, a call for proposals to fund **projects assessing how the presence, development, decline or absence of cultural tourism has affected the development of European regions and urban areas**. When relevant, there will be a focus on the use of European funds. The action aims at identifying good policies and practices on cultural tourism, as well as providing strategic guidance on the efficient use of European Structural Investment Funds for this purpose.

In addition, with the support of the COSME programme, the European Commission will encourage **sustainable tourism in the European Destinations of Excellence**<sup>28</sup>. The European Destinations of Excellence is an EU initiative rewarding destinations for their efforts in developing tourism models that ensure social, cultural, economic and environmental sustainability. During the European Year of Cultural Heritage, the European Commission labelled 19 little known destinations, which are showing excellence in developing a tourism offer based on cultural heritage. In 2018-2019, ad-hoc grants are foreseen under COSME, Europe's programme for small and medium sized enterprises, to promote all 158 European destinations of excellence selected since 2007.

The **European Capital of Smart Tourism** is a new EU initiative rewarding innovative and smart tourism in European cities<sup>29</sup>. Smart tourism responds to new challenges and demands in a fast-changing sector, including, among others, accessibility, sustainability and the valorisation of cultural assets, including cultural heritage. The European Commission launched the first edition in 2018 and two cities will hold the title of the 2019 European Capital of Smart Tourism, while four other cities receive awards in the four categories of the competition (digitisation, accessibility, sustainability, creativity and cultural heritage). A second round of selection is foreseen for the 2020 European Capitals of Smart Tourism. The initiative seeks to provide a platform for the cooperation and exchange of good practices on smart tourism between European cities.

The 'World Heritage Journeys in the EU' is an EU initiative, implemented by the European Commission in cooperation with UNESCO within the framework of a Preparatory Action proposed by the European Parliament. It aims at developing and promoting four thematic trans-European cultural routes linking 34 iconic and lesserknown UNESCO World Heritage sites in 19 European countries<sup>30</sup>. The project will also improve the governance of the four trans-European journeys by enabling heritage and destination management authorities, working with local communities to develop shared objectives and responsibilities to implement the marketing and promotions strategies.

28 [https://ec.europa.eu/growth/tools-databases/eden/about/themes\\_en#y2017](https://ec.europa.eu/growth/tools-databases/eden/about/themes_en#y2017)

29 <https://smarttourismcapital.eu/>

The initiative is based on a proposal from the European Parliament, which secured its funding for 2018 – 2019 through a Preparatory Action and is implemented by the European Commission.

30 A consumer friendly digital platform (<http://visitEUWorldHeritage.com>) developed with National Geographic and available in English, French and Chinese will be promoted throughout 2019, particularly in long haul source markets (e.g. China and North America).

Furthermore, with the support of the COSME programme, the European Commission will promote synergies between Tourism and Cultural and Creative industries (CCIs). Two calls for proposals on the synergies between tourism and CCIs were launched in 2017 and 2018. 6 projects<sup>31</sup> awarded under the first call for proposals will develop and promote transnational tourism products, such as routes, itineraries, tourism offers, specifically related to Europe's cultural heritage, with a particular focus on using CCI-related technologies in promoting these tourism products and enhancing visitor's experience. In addition, 7 projects under the second call for proposals<sup>32</sup> will create tourism offers capitalising on the creative potential of CCIs and will develop innovative services and products to enhance existing or develop new tourism experiences. The implementation of selected projects will run until 2021.

In 2019 the European Commission, through the European Maritime Fisheries Funds, will continue supporting the discovery of Underwater Cultural Heritage sites for their survey, conservation, protection and valorisation. It will also continue promoting Community-led Local Development strategies established from a bottom up approach with local communities identifying and promoting projects that support the sustainability of cultural heritage<sup>33</sup>. Finally, the European Marine Observation and Data Network (EMODnet) will keep assembling, harmonising and makes available data and digital map layers on underwater cultural heritage.

**Finally, in order to boost synergies between natural and cultural heritage**, in 2019, the European Commission will publish a **report on synergies and integrated management of natural and cultural heritage in Natura 2000**<sup>34</sup>, with a focus on sustainable tourism. The Commission will also explore the possibility to develop the **European Heritage Awards for Natural Heritage in close cooperation with the Natura 2000 Award**<sup>35</sup> or as part of other existent prizes. The Natura 2000 Award recognises excellence in the management of Natura 2000 sites – an EU-wide ecological network of nature conservation areas. During the European Year of Cultural Heritage, the Award supported the promotion of Europe's natural heritage and the recognition of close linkages between natural and cultural assets.

Last but not least, rural areas embody outstanding examples of cultural and natural heritage that not only need to be preserved, but also be promoted as a factor of competitiveness and of sustainable and inclusive growth. The Horizon 2020 research project RURITAGE<sup>36</sup> will, over the next four years, develop a **new heritage-led rural regeneration paradigm to transform rural areas in sustainable development demonstration labs**, through the enhancement of their unique cultural and natural heritage potential.

31 <https://ec.europa.eu/docsroom/documents/29223>

32 [https://ec.europa.eu/growth/content/support-transnational-thematic-tourism-linked-cultural-andcreative-industries\\_en](https://ec.europa.eu/growth/content/support-transnational-thematic-tourism-linked-cultural-andcreative-industries_en)

33 Some project examples can be found on the FARNET (fisheries area network).  
[https://webgate.ec.europa.eu/fpfis/cms/farnet2/about/at-a-glance/farnet\\_en](https://webgate.ec.europa.eu/fpfis/cms/farnet2/about/at-a-glance/farnet_en)

34 Developed under Action 14 of the Action Plan for nature, people and the economy  
[http://ec.europa.eu/environment/nature/legislation/fitness\\_check/action\\_plan/index\\_en.htm](http://ec.europa.eu/environment/nature/legislation/fitness_check/action_plan/index_en.htm)

35 [http://ec.europa.eu/environment/nature/natura2000/awards/index\\_en.htm](http://ec.europa.eu/environment/nature/natura2000/awards/index_en.htm)

36 <https://en.unesco.org/ruritage>



### PILLAR 3: SAFEGUARDING ENDANGERED CULTURAL HERITAGE

The European Year of Cultural Heritage initiated a large-scale mobilisation to improve the way cultural heritage is protected at European level. From developing quality principles for interventions in cultural heritage, to enhancing cooperation in risk management<sup>37</sup>, and countering illicit trafficking, the ultimate goal is to enhance the protection and the resilience of Europe's cultural heritage.

The actions taken included:

- ▶ Identifying and sharing good practices on disaster risk management, providing for the first mapping of strategies and tools at EU level entitled 'Study on Safeguarding Cultural heritage from Natural and Man-Made Disasters' contributing to the implementation of the Sendai Framework for Disaster Risk Reduction and paving the way for improved cooperation among Member States<sup>38</sup>;
- ▶ Supporting research and capacity building projects to improve understanding of disaster risks to cultural heritage, through the collection of disaster loss data<sup>39</sup> and better evidence-base, among others, and to further investigate the impact of natural disaster on cultural heritage and strengthen preventive measures;
- ▶ Researching the illicit trade of cultural goods and the use of available technologies to combat it; contributing to a deeper understanding of this criminal activity and how to curb it;
- ▶ Strengthening the capacity of local authorities to investigate heritage-related crimes and in cooperation with UNESCO raise awareness of the European art market on the implications of illegal trading;
- ▶ Mobilising the cultural heritage and historic preservation sectors for climate action in support of the Paris Agreement on the occasion of the Climate Heritage Mobilisation. This was organised for the Global Climate Action Summit 2018, in cooperation with ICOMOS<sup>40</sup>;

37 Decision No 1313/2013/EU of the European Parliament and the Council of 17 December 2013 on a Union Civil Protection Mechanism.

38 <https://publications.europa.eu/en/publication-detail/-/publication/8fe9ea60-4cea-11e8-be1d-aa75ed71a1/language-en/format-PDF/source-71040971>

39 In line with Sendai Framework for Disaster Risk reduction, target C (Estimate Direct Economic Loss), [https://www.unisdr.org/files/43291\\_sendaiframeworkfordrren.pdf](https://www.unisdr.org/files/43291_sendaiframeworkfordrren.pdf)

40 <http://climateheritage.org/>

- ▶ Identifying the most threatened monuments, sites and landscapes in Europe and mobilising public and private partners at all levels to find a viable future for these heritage gems through the 7 Most Endangered programme<sup>41</sup>, in cooperation with Europa Nostra.

## THE FUTURE: NEW ACTIONS WITHIN THE PILLAR

The Framework outlines how to continue and scale up these initiatives by outlining three clusters of actions aiming at: a) fighting the illicit trafficking of cultural goods; b) raising the quality of physical interventions on cultural heritage; and c) protecting cultural heritage against natural disasters and climate change.

### CLUSTER OF ACTIONS 7:

#### Fighting against illicit trafficking of cultural goods

The legislative proposal of the European Parliament and the Council for a **Regulation on the import of cultural goods**<sup>42</sup>, aimed at countering the illicit import and trafficking of cultural goods, is under discussion. The Regulation will provide harmonised rules and standards of control at the EU borders upon the moment cultural goods enter the EU. However, legislation alone cannot eradicate the problem, and additional measures are needed.

In March 2019, the European Commission will release a **study which will provide policymakers and enforcement authorities with a better understanding of the routes and volumes used by traffickers to enter the EU**. It will also have an overview of existing new technology tools that can be used to combat this crime.

The EU will also strengthen its **cooperation with UNESCO and the Council of Europe on the other**. During the European Year of Cultural Heritage, two joint EU-UNESCO activities were launched: the Capacity-building Conference 'Engaging the European art market in the fight against the illicit trafficking of cultural property' and the 'Training the European judiciary and law enforcement officials on the fight against the illicit trafficking in cultural property'. In 2019, this project will target additional judiciary and law enforcement professionals in the EU, and in selected third countries.

While initiatives to protect endangered cultural heritage and to stop their illicit trade are numerous, they are mostly uncoordinated. This is why, under Horizon 2020, the European Commission will create a **platform on endangered cultural heritage and illicit trafficking of cultural goods**. As of 2019, the platform will bring together researchers, stakeholders and policy makers. They will exchange good practices, promote mutual learning and coordination, and identify knowledge and intervention gaps. The platform shall become a major European reference for transnational and interdisciplinary networking in this area.

### CLUSTER OF ACTIONS 8:

#### Raising the quality of interventions in the European historical environment and cultural heritage sites

Low-quality interventions on cultural heritage can damage irreplaceable historical elements, their environment and related intangible heritage practices.

During the European Year of Cultural Heritage, an expert group coordinated by the International Council on Monuments and Sites (ICOMOS), in cooperation with the European Commission, worked to identify **quality principles (with a focus on EU funded interventions) interventions in the European historical environment and cultural heritage sites**. In November 2018, the expert group presented a document on quality principles and

41 <http://7mostendangered.eu/>

42 [https://ec.europa.eu/taxation\\_customs/sites/taxation/files/cultural\\_goods\\_proposal\\_en.pdf](https://ec.europa.eu/taxation_customs/sites/taxation/files/cultural_goods_proposal_en.pdf)

guidelines for interventions on cultural heritage. In 2019, the European Commission will submit these principles to a public consultation so that they can later guide future discussion on the use of EU funds for this purpose<sup>43</sup>.

In addition, with the assistance of the Creative Europe programme, the European Commission will organise in 2019 and 2020 **peer learning and study visits for regional and city-level policy makers**. This will be to promote knowledge-transfer on quality principles for interventions on tangible cultural heritage.

**A platform set up via Horizon 2020** will also bring together researchers, professionals, stakeholders and policy makers to map problems, practices and policy gaps relating to the impact assessment and the quality of interventions in the European historical environment and cultural heritage sites. It is envisaged that the selected project will commence in December 2019. As of 2020, the platform will become a reference point for transnational and interdisciplinary cooperation in this area.

Finally, within the framework of a pilot project proposed by the European Parliament, the European Commission will support a broad survey of at least 1,500 **Jewish cemeteries** in five selected European countries (Lithuania, Slovakia, Greece, Ukraine and Moldova). The project will also aim to identify good practices of preserving Jewish burial sites and propose a model for their successful safeguarding, including through community involvement.

#### CLUSTER OF ACTIONS 9: Protecting cultural heritage against natural disasters and climate change

Upgrading historical buildings in Europe with regard to their capacity to resist earthquakes is increasingly important after a number of dramatic recent earthquakes, notably in Italy and Greece. At the same time, we also want to make cultural heritage buildings more energy efficient. As of 2019, the Joint Research Centre will work on a research project called iRESIST+. This will develop a **novel approach for the simultaneous seismic and energy retrofitting of the existing historical buildings**.

If not addressed, climate-change and natural hazards can increasingly damage cultural heritage. During the European Year of Cultural Heritage, with the support of Horizon 2020, the European Commission funded with a total budget of EUR 18 million research and innovation projects aimed at developing and testing new solutions to improve the resilience of historic settlements and foster their sustainable reconstruction in case of disasters. Starting in June 2019, these projects will contribute to the development and dissemination of evidence-based and cost-effective **adaptation and mitigations strategies as well as to methodologies, plans and other remedial tools to safeguard Europe's cultural heritage**.

In addition, between 2019-2020, with the support of the European Commission, a group of experts from EU Member States working under the Open Method of Coordination<sup>44</sup> will **analyse and share innovative policy measures towards heritage sites in relation to climate change**. There will be a specific focus on energy efficiency, transformation of cultural landscapes and the safety of heritage under extreme climate circumstances.

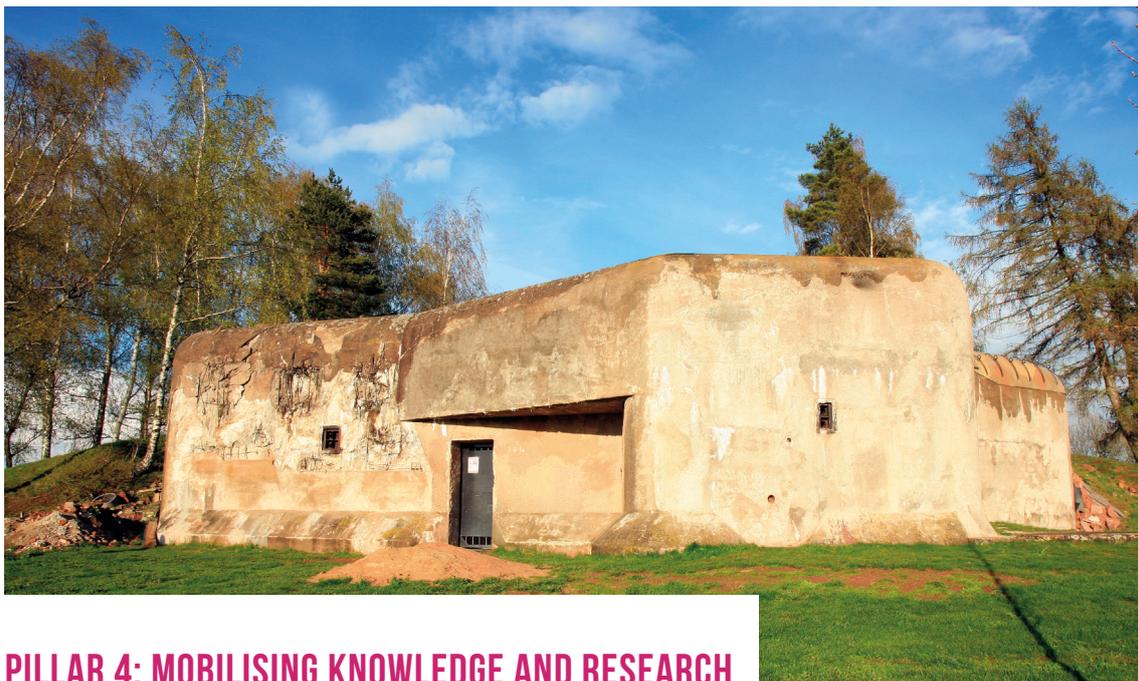
In 2019, following a review of ongoing and past Horizon 2020 research and innovation projects which seek to improve the **resilience of cultural heritage and protect it from multiple risks**, the European Commission will publish a report with the results and experts' recommendations for policies. This will contribute to the dissemination and application of research results.

Finally, in the framework of the Union Civil Protection Mechanism<sup>45</sup>, the European Commission finances prevention and preparedness projects including in the field of cultural heritage. This contributes *inter alia* to enhance the collection of data and foster prevention, preparedness and response capacities in the event of a natural disaster.

<sup>43</sup> Including coordination with environmental impact assessments required under EU legislation, esp. the appropriate assessments under the Habitats Directive 92/43/EEC.

<sup>44</sup> The Open Method of Coordination is a voluntary form of cooperation between EU Member States.

<sup>45</sup> Commission Implementation Decision C(2017) 8567 final of 19.12.2017 adopting the Annual Work Programme 2018 in the framework of Decision No 1313/2013/EU of the European Parliament and of the Council on a Union Civil Protection Mechanism.



## PILLAR 4: MOBILISING KNOWLEDGE AND RESEARCH

The European Year of Cultural Heritage initiated a large-scale effort to foster the emergence of innovative and cutting-edge solutions to the challenges of the cultural heritage sector. This included technological innovation and research to preserve and enhance cultural heritage, as well as social innovation to develop new and more inclusive governance models.

During the European Year of Cultural Heritage, the European Commission took action to:

- ▶ Provide funding for heritage-related research and innovation projects through seven calls for proposals by the Horizon 2020 programme, with a total investment of more than EUR 66 million and additional budget for covering bottom-up proposals;
- ▶ Promote excellence and showcase good practice of EU-funded scientific research, including through dissemination activities and high-level events and conferences;
- ▶ Generate and disseminate knowledge, including the publication 'Policy Review: Innovation in Cultural Heritage Research'<sup>46</sup> the Cordis Results Pack entitled 'Heritage at Risk: EU research and innovation for a more resilient cultural heritage'<sup>47</sup> and the publication entitled 'Innovative solutions for Cultural Heritage'<sup>48</sup>;
- ▶ Develop a manual of good practices for cultural and education institutions. The manual provides recommendations on skills, training and knowledge transfer in traditional and emerging heritage professions (by a group of national experts and the European Commission under the Work Plan for Culture 2015-2018<sup>49</sup>);
- ▶ Support the development of innovative tools designed for the benefit of cultural heritage in close collaboration with the Joint Research Centre;

46 <https://publications.europa.eu/en/publication-detail/-/publication/1dd62bd1-2216-11e8-ac7301aa75ed71a1>

47 <https://publications.europa.eu/en/publication-detail/-/publication/1dcbe60b-79ba-11e8-ac6a01aa75ed71a1/>

48 <https://publications.europa.eu/en/publication-detail/-/publication/2a7477b0-e988-11e8-b69001aa75ed71a1/language-en>

49 <http://data.consilium.europa.eu/doc/document/ST-16094-2014-INIT/en/pdf>

- ▶ Support the European Week of Conservation-Restoration, organised by the European Confederation of Conservator-Restorers' Organisations to raise awareness of the importance of conservation-restoration in safeguarding cultural heritage;
- ▶ Co-fund a joint EU-Council of Europe pilot project entitled 'STEPS'. The project engaged communities in Lisbon and Rijeka in the mapping of cultural heritage in their neighbourhoods. It aimed at examining viable models for participatory governance and measuring the impact of these approaches to cultural heritage as a resource for community development and cohesion;
- ▶ Explore spatial overlaps between cultural and natural sites<sup>50</sup>;
- ▶ Publish the report of the EU expert group on participatory governance of cultural heritage<sup>51</sup>.

## THE FUTURE: NEW ACTIONS WITHIN THE PILLAR

This Framework outlines how to continue and scale up these initiatives and implements three clusters of actions to: a) capitalise on technological tools for innovation on cultural heritage and; b) foster social innovation; and c) boost skills in the field of cultural heritage.

### CLUSTER OF ACTIONS 10: Technological tools for innovation on cultural heritage

During the European Year of Cultural Heritage, the Horizon 2020 programme made a significant contribution to the preservation of cultural heritage by means of cutting-edge research, the development of advanced materials for conservation and the use of advanced digital technologies, including 3D technologies.

Digitisation still focuses mainly on capturing the visual appearance of objects, collections or sites. With heritage being both tangible and intangible, the challenge is to develop more dynamic and personalised digital resources. Through the Horizon 2020 Societal Challenge 6 programme, the European Commission will fund **research and innovation projects on advanced digitisation and curation of digital assets**, with a view to develop new technologies and methods that will help present cultural heritage in a comprehensive and attractive way. This call for proposals, with a tentative budget of EUR 20 million, will be published in the end of 2019.

In addition, the **Community of Innovators in cultural heritage**<sup>52</sup> launched by the European Commission at the end of 2018 in order to bridge the gap between research, market and society, will provide a virtual international environment where innovators will share results, exchange ideas, find new partners, create new synergies and develop new strategies. It will also support the dissemination of research and innovation results in heritage-related topics.

Finally, in 2019, **Copernicus services will be extended to cultural heritage**. The EU's Earth Observation Programme, Copernicus, observes our planet and delivers free and open data which represent a valuable resource for cultural heritage monitoring and preservation at European and global level. During the European Year of Cultural Heritage, the European Commission led the study 'Copernicus services in support to Cultural Heritage', which was presented in October 2018. As of 2019, the European Commission will keep utilising Copernicus services for the benefit of heritage preservation and management.

50 <http://ec.europa.eu/environment/nature/natura2000/management/pdf/Nature-and-Culture-leafletweb.pdf>

51 <https://publications.europa.eu/en/publication-detail/-/publication/b8837a15-437c-11e8-a9f401aa75ed71a1/language-en>

52 <http://innovatorsinculturalheritage.eu/>

### CLUSTER OF ACTIONS 11: Foster social innovation and cultural heritage competences

The Council of Europe Framework Convention on the Value of Cultural Heritage for Society (the so-called 'Faro Convention') promotes a wider understanding of heritage and its relationship to communities and society.

During the European Year of Cultural Heritage, the European Commission and the Council of Europe launched a joint project to **promote the 'Faro Convention' principles**, encourage the role of civil society in heritage governance and increase the number of EU Member States signatories. In 2019, this will lead to a series of workshops and the publication of a study on lessons learned and recommendations.

In addition, the European Commission intends to promote **further experimentation and scientific studies on the impact of cultural production and participation on people's wellbeing and health**. The objective is to provide a more solid scientific basis for a new cycle of public health policies that take into account the benefits of culture in promoting a better quality of life, disease prevention strategies and complementary medicine. As of 2019, via the Creative Europe programme, the European Commission will support communication actions to disseminate the results of ongoing experimentation and research in the field.

It is vital for the EU to reinforce and capitalise on its leadership in the global arena on innovative aspects of heritage policies. In 2019, in order to jointly develop concrete solutions, the European Commission will launch a series of three yearly meetings on the future of heritage, meant as **global problem solving platforms**. These platforms will involve national governments and their agencies, key global institutions, experts and young global leaders. Through the Creative Europe programme, the platform meetings will be held between 2019 and 2020, starting in Dublin (heritage and social innovation), continuing in Prague (heritage, digital platforms and cultural and creative sectors) and concluding in Lisbon (heritage and urban regeneration).

The platforms will help disseminate the results of ongoing experimentation and research among cultural heritage institutions and stakeholders and in the field of social policies. For example, these could include the integration of cultural expertise in social psychology, cognitive and social neuroscience, anthropology, sociology and economics.

Finally, the preparatory action of the European Parliament to promote **innovative business models for private heritage houses** in Europe has been launched. It will identify innovative business models for the management of family-owned heritage houses and provide policy recommendations and tools to secure their future in a sustainable way. Launched in summer 2018, the project will carry out a survey, organise workshops and deliver results at a final conference in September 2019.

### CLUSTER OF ACTIONS 12: boosting skills in cultural heritage professions

As of 2019, building on the recommendations that EU Member States' experts presented in December 2018<sup>53</sup>, the European Commission will support the initial and continuing development of qualified professionals and improvement in knowledge management and knowledge transfer in the cultural heritage sector through projects, including under the Erasmus+ programme.

Through Erasmus+ calls, the objective will be to map skills at risk, gather statistical evidence, define occupational profiles and develop frameworks for raising awareness and attracting the young generations to heritage professions.

53 Open Method of Coordination expert group set up by the Council Work Programme for Culture 2014-2018.



## PILLAR 5: REINFORCING INTERNATIONAL COOPERATION

The European Year of Cultural Heritage has supported the implementation of the EU Strategy for international cultural relations, building on the interest and needs in partner countries and on Europe's expertise on cultural heritage.

Partner countries have been involved in the activities of the European Year of Cultural Heritage, through organising events, being part of cooperation programmes and running communication campaigns.

Nine non-EU countries have been associated to the European Year of Cultural Heritage, including countries in the Western Balkans, the Eastern Partnership and the European Economic Area<sup>54</sup>.

The European Year of Cultural Heritage went global also thanks to EUNIC, the EU National Institutes of Culture, who held a number of dedicated events, and to the support of the EU Delegations. Many of them developed a range of initiatives, which activated local partnerships and brought Europe's cultural heritage closer to local communities around the world. For example:

- ▶ EU Delegations in Mexico, Argentina, Cuba, China, Canada, the Republic of Mauritius and the Republic of Seychelles hosted photo exhibitions dedicated to the European Year of Cultural Heritage;
- ▶ The EU Delegation in India organised a conference on EU-India Partnership on Cultural Heritage Conservation;
- ▶ The EU Delegation in the US organised a public event on digital preservation of cultural heritage in collaboration with Europeana;
- ▶ The EU Delegation in the Dominican Republic curated a rich cultural programme for the 'Europe Week', including national competitions, cultural events, workshops and a European Gastronomic Festival;
- ▶ The EU Delegations in China and South Korea dedicated their annual EU Film Festival to the topic of film heritage;

<sup>54</sup> Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Georgia, Norway, Iceland and Switzerland.

- ▶ The EU Delegation to the former Yugoslav Republic of Macedonia launched a call for proposals to finance projects related to the European Year of Cultural Heritage;
- ▶ The EU Delegation in Russia organised and supported a cultural programme, including a photo exhibition on sculptural heritage, film and theatre festivals and the 'Discover Your Europe at the Hermitage' Festival with exhibitions, workshops, lectures, film screenings, music and outdoor games.

## THE FUTURE: NWHIN THE PILLAR

This Framework sets out ways to capitalise on activities initiated during the European Year of Cultural Heritage. It also identifies three clusters of actions aiming at strengthening international cooperation on cultural heritage.

### CLUSTER OF ACTIONS 13:

#### Actions targeting geographical zones

In 2019, the European Commission will launch a **new programme for Culture and Creativity in the Eastern Partnership, which will include a focus on cultural heritage**. This programme will build on the successful results of its predecessor, which provided technical assistance for cultural and creative sectors and enhanced cultural heritage protection at local level. The new programme will keep investing in cultural heritage. The countries benefitting will be the six Eastern Partnership countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

In 2019, new funding will be devoted to **projects in the Southern Neighbourhood that seek to engage young people and regional institutions with cultural heritage** and to promote cultural diversity as a vital element to prevent violent extremism. The launch of a call for proposals for cultural heritage projects in the Southern Neighbourhood is planned in the first quarter of 2019. The eligible countries will be Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia.

In addition, in 2019, the European Commission will launch a **new EUR 45 million European programme in Tunisia**. This will support the diversification of tourism, the development of crafts, design value chains and the enhancement of cultural heritage. The programme will aim to: i) renovate around fifteen remarkable buildings and develop routes in the old centre of Medinas; ii) support projects integrated into renovated buildings; (iii) redevelop and valorise the Carthage Museum and the UNESCO Square; iv) establish an interpretation centre promoting the wealth of the Carthage site.

Building on the successful examples of recent years, in 2019 the European Commission will support partner countries by providing **technical assistance, information exchange and peer-to-peer learning on cultural heritage**. This will be done using the Technical Assistance and Information Exchange Instrument Partnership Instrument, including in the Western Balkans, East Neighbourhood and South Neighbourhood.

During the European Year of Cultural Heritage, the EU invested EUR 3.4 million to highlight the value of the **Heritage Corridors on the Silk Road**. This initiative is supported by the European Union's Global Public Goods and Challenges programme and will continue until 2021. It involves mainly Iran, Afghanistan and Central Asian countries (Uzbekistan, Turkmenistan, Tajikistan, Kazakhstan and Kyrgyzstan). Its main aims are to foster job creation through the conservation and enhancement of cultural heritage, support local development strategies, sustainable tourism, skills development, social cohesion, identity building and knowledge exchange.

Finally, as from 2019, the Instrument contributing to Stability and Peace will finance a **joint EU-UNESCO project to protect cultural heritage and diversity in complex emergencies** in countries such as Iraq, Libya, Syria and Yemen. This project aims to support the safeguarding of cultural heritage at risk, whilst reinforcing the positive role of culture in promoting resilient, culturally diverse societies and help develop more sustainable approaches to peace and stability in transitional contexts.

#### CLUSTER OF ACTIONS 14: Horizontal/Global actions

The Common Security and Defence Policy can play a role in the protection of cultural heritage. As appropriate and within means and capabilities, CSDP missions can promote, in cooperation with EU Delegations and other relevant EU partners, activities in the field of the protection of cultural heritage (identification, monitoring, mentoring, exchange of good practices and – within the framework of external financing instruments – building capacity of local partners for the protection of cultural heritage).

Finally, in 2019, the Horizon 2020 programme will allow for the establishment of an **international network for cultural heritage innovation and diplomacy**. This will capitalise on EU expertise in the field of cultural heritage to provide assistance in third countries, particularly where cultural heritage is at risk. This network will provide trainings, mobilise knowledge and foster innovative, tailored solutions in the different areas where it will operate (EU Neighbourhood countries, Latin America, Africa, Asia).

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