



2018



EUROPEAN YEAR
OF CULTURAL
HERITAGE

#EuropeForCulture

EYCH 2018 and the
Study on
Safeguarding
Cultural Heritage
from Natural and
Man-Made Disasters

Final meeting
Brussels, 30 October 2017
Rue Joseph II, 70 Room 00/13

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Cultural Heritage and the EU

May 2014 Council Conclusions on cultural heritage as a strategic resource for a sustainable Europe

July 2014 Commission Communication Towards an integrated approach to cultural heritage for Europe

November 2014 Council Conclusions on participatory governance of cultural heritage

November 2014 Priority in the Work Plan for Culture 15-18

April 2015 Opinion of the Committee of the Regions

September 2015 Resolution of the European parliament

2018 European Year of Cultural Heritage



PL 14_0000(20150025)
Towards an integrated approach to cultural heritage for Europe
European Parliament resolution of 16 September 2015 on an integrated approach to cultural heritage for Europe (2014/2220(INI))

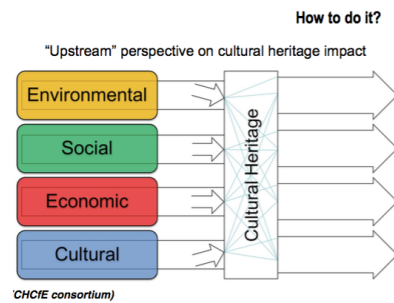
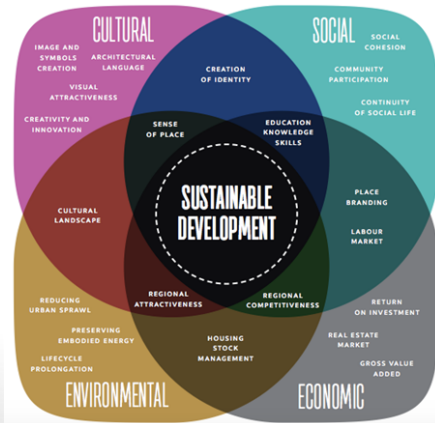
The European Parliament,
having regard to the Treaty on the Functioning of the European Union (TFEU) which states that the Commission shall 'report to the Council, the Parliament and the Committee of the Regions' with a view to Article 167(1) TFEU;
having regard to Article 167(1) of the Treaty on the Functioning of the European Union (TFEU);
having regard to the Charter of Fundamental Rights of the European Union, and in particular Article 22 thereof;

Date: in 12 pts



European
Commission

Holistic / Cross-cutting nature of heritage



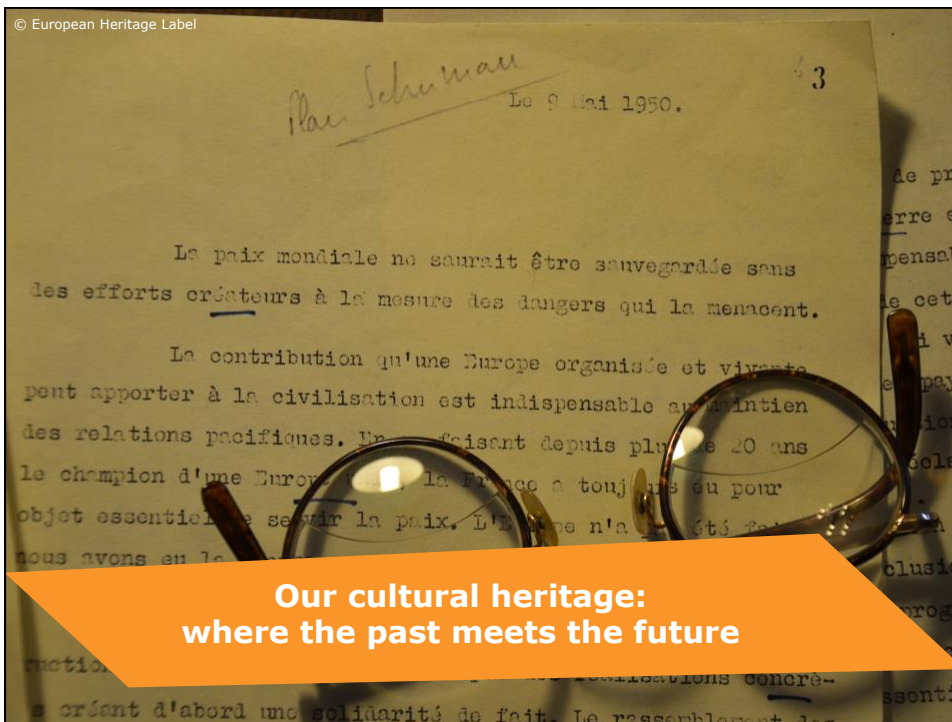
Date: in 12 pts



Why a Year for Cultural Heritage?

- To encourage the **sharing and appreciation** of Europe's cultural heritage as a **shared resource**;
- To raise awareness of **common history and values**;
- To reinforce a sense of belonging to **Europe**; and
- To better **protect, safeguard, reuse, enhance, valorise** and **promote** Europe's cultural heritage.





What is cultural heritage?

Resources inherited from the past in all forms and aspects: **tangible, intangible and digital**. Including:

- Monuments and sites
- Landscapes and natural sites
- Skills, knowledge and expressions of human creativity (oral traditions, festivals, songs, etc.)
- Collections in museums, libraries and archives (paintings, books, artefacts, etc.)
- **Film heritage**



Where?

- Projects and events will take place **all across Europe**
- EU delegations will also help promote the Year **outside the EU**



For whom?

- **Children (10-15)**
- **Young people (15-25)**
- The wider public
- Cultural heritage professionals

And all curious people!



How?

Management of the Year at national level

- **National Coordinators** manage the Year in Member States.
- **Supported by Multipliers:** Creative Europe desks, Commission and European Parliament representations, cultural heritage stakeholders, the cultural sector, etc.



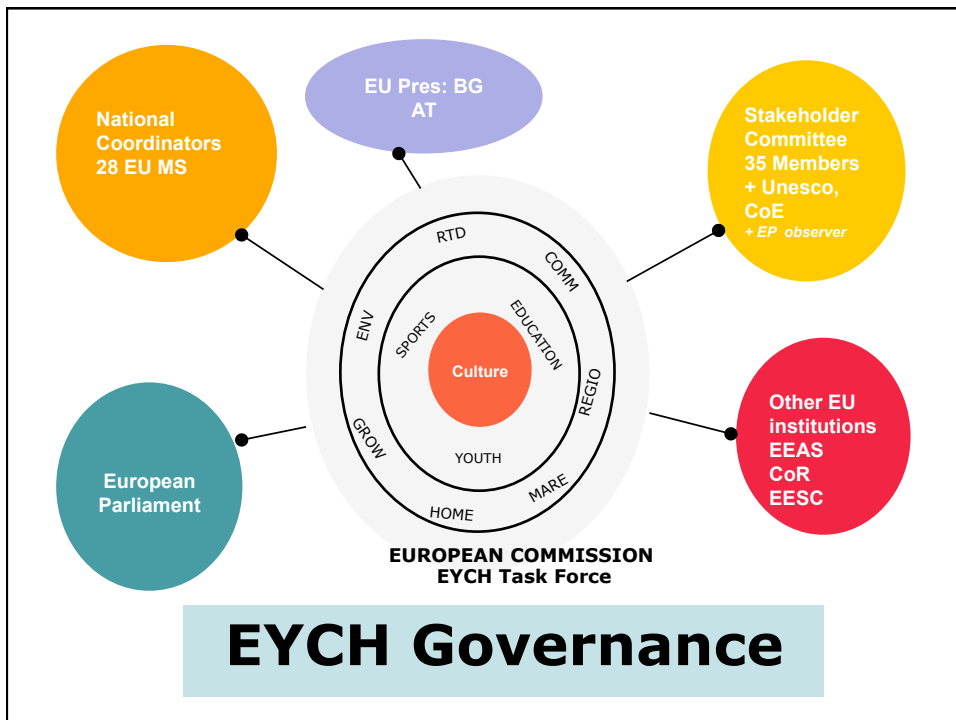
How?

Management of the Year at European level

- Joint effort of **European Institutions**: Commission, Parliament, Council of the EU, European External Action Service, Committee of the Regions and European Economic and Social Committee.
- With **DG Education and Culture** in the lead, a Joint effort of **different departments of the Commission**
- a **Committee of stakeholders**, composed of 35 representative organisations, including UNESCO and the Council of Europe. EICR is a member



<http://www.voicesofculture.eu/>





Projects at EU level

- Transnational cooperation projects through the dedicated **Creative Europe call**
- Ten highly-visible **European initiatives**, implemented by the Commission in cooperation with partners that will ensure the legacy of the Year after 2018

Total budget of EUR 8 million for 2017 and 2018



Creative Europe call dedicated to the EYCH

Key features:

- ✓ €5 million in total
- ✓ 3 participant countries
- ✓ Up to € 200 000 per project, representing maximum 60% of the total eligible budget.
- ✓ NB- Cultural heritage remains eligible under the 2 categories of the other 2018 CE call (smaller and larger cooperation projects)



https://ec.europa.eu/programmes/creative-europe/culture/european-cooperation-projects_en

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Creative Europe call dedicated to the EYCH 2018

2 themes:

- Reinforcing a sense of belonging to a **common European space**
- Promoting cultural heritage as a source of inspiration for **contemporary artistic creation**



© European Heritage Label



Creative Europe call timeline



Launch of call
18 September 2017



Deadline for submissions
22 November 2017



Signing of contracts
May/ June 2018 (TBC)

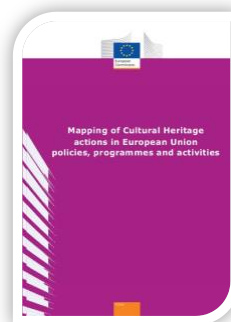
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How?

IN ADDITION :

- Funding for cultural heritage will be available through different EU programmes:
- **Erasmus+**,
- **Horizon 2020**,
- **COSME**,
- **Europe for Citizens**,
- **EU structural and cohesion funds**, etc.



"A remarkable publication"

The Budapest Observatory

Ten European initiatives four pillars

Engagement

- **Shared heritage:** cultural heritage belongs to us all
- **Heritage at school:** children discovering Europe's most precious treasures and traditions
- **Youth for heritage:** young people bringing new life to heritage

Sustainability

- **Heritage in transition:** re-imagining industrial, religious, military sites and landscapes
- **Tourism and heritage:** responsible and sustainable tourism around cultural heritage

Protection

- **Cherishing heritage:** developing quality standards for interventions on cultural heritage
- **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

Innovation

- **Heritage-related skills:** better education and training for traditional and new professions
- **All for heritage:** fostering social innovation and people's and communities participation
- **Science for heritage:** research, innovation, science and technology for the benefit of heritage

Commission Culture



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Events and
communication



Key events in 2018

European Culture Forum

- Launch of the Year, 07-08 December 2017, Milan

College meeting and Launch of the Year by the Bulgarian Presidency

- 11-12 January 2018, Sofia (date tbc)



<http://ec.europa.eu/culture/forum/>

European Heritage Days

- September 2018
- Thousands of events and access to rarely opened sites; over 30 million participants



<http://www.europeanheritagedays.com/>

Key events at European level

- ✓ **Opening Ceremony of ECoC Valletta 2018**
 - **20 January 2018**
- ✓ **Opening Ceremony of ECoC Leeuwarden 2018**
 - **27 January 2018**
- ✓ **Joint RTD -EAC high level Conference on European Research for Cultural heritage**
 - **20 March 2018, Brussels**
- ✓ **Bulgarian Presidency conference on Cultural heritage**
 - **End of March 2018, Bulgaria**
- ✓ **European Heritage Label Ceremony 2018**
 - **April 2018, Brussels**



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Key events at European level

- ✓ **European Summit of Cultural Heritage/European Union Prize for Cultural Heritage / Europa Nostra Awards 2018 Ceremony**
 - **20-24 June 2018, Berlin**
- ✓ **European Heritage Days 2018**
 - **August- September 2018, throughout Europe**
- ✓ **Congress on Cultural Heritage**
 - **18-19 October 2018, Vienna**
- ✓ **Closing conference by Austrian Presidency**
 - **11-12 December 2018, Vienna**

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Key events at national level

- ✓ **A list of planned events in Member States**

19 Member states
Over **230** events
(as of 4 September)

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Highlighted events in EYCH campaign website

- ✓ **Up to 5 events per Member State will be flagged**
- ✓ **The selection will aim at showcasing inspiring events taking place across Europe**



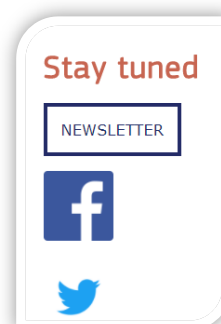
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Communication campaign

- **Visual identity**, logo and slogan
- PPTs and flyers in **all EU languages**
- **Website**
- EYCH **communication toolkits**
- **Newsletter**





Labelling of events



National coordinators will award the label to projects and initiatives taking place in Member States
Commission and the members of the stakeholders' committee will award the label to cross-border projects and EU funded projects

IMPORTANT: all projects and events have to respond to one of the objectives of the Year

**OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE**



- **Fill-in the online form and request the EYCH label:**

<https://ec.europa.eu/eusurvey/runner/RequestLabelEYCH2018>

EUROPEAN YEAR OF CULTURAL HERITAGE 2018:
REQUEST TO USE THE LABEL OF THE YEAR

Fields marked with * are mandatory.



EUROPEAN YEAR OF CULTURAL HERITAGE 2018:
REQUEST TO USE THE LABEL OF THE YEAR

About the EYCH 2018 Label

2018 will be the European Year of Cultural Heritage (EYCH 2018). The overall objective of the Year is to encourage the sharing and appreciation of Europe's cultural heritage, to raise awareness of our common history and values, and to reinforce a sense of belonging in a common European space.

The Year will have its own visual identity, comprising a logo, a slogan and a hashtag.



Your role as multipliers in the Communication Campaign

- ✓ Make use of these materials in your communication and promotional activities including:
 - **Online** (via your website, social media channels and newsletters)
 - **Offline** (organising events and meetings, print publications)
 - **And sharing within your networks!**
- ✓ Use the **visual identity of the Year** (please see the guidelines)
- ✓ Use the hashtag **#EuropeForCulture**

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