

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



The European Year of Cultural Heritage 2018

1. Events

Raise awareness, participate, celebrate, discuss

- Over **100 events** at European level
- Over **7840 events** at national level

2. Projects and 10 European initiatives

Build a legacy, foster transnational cooperation

- **Funding** for cultural heritage across different EU programmes (from Creative Europe, E+, H2020 to EU structural and cohesion funds)
- 40 Interreg/urban projects are using the **label** of the year
- **Policy:** quality standards, urban regeneration, regional development, sustainable cultural tourism....



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Towards a legacy of the Year

Key themes

Engagement

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

Sustainability

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

Protection

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

Innovation

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

OUR HERITAGE:
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Heritage in transition: re-imagining industrial, religious, military sites and landscapes

- Aims at promoting **good practice** and smart ways
 - to transform Europe's industrial, religious and military heritage for new use(r)s;
 - to turn it into a driver of **sustainable development** for European cities and regions.
- Target groups: Local/regional authorities and communities, heritage professionals and architects.
- 3 components



Component I: Exchange of good practice

- Old sites and new functions: Sharing our built heritage with the next generation, EHHF, Luxemburg – 16/18 May
- **European Cultural Heritage Summit**: Workshop on Adaptive Reuse, Berlin - 20 June 2018
- FRH conference on religious heritage, Paris – 11/13 October 2018
- **Architects' Council of Europe** conference on Adaptive Reuse, Leeuwarden – 24 November 2018



Component II: Engagement

- Torch of Heritage and Culture: from Leeuwarden (8 January 2018) to Paris (12 October 2018)
- **Work it out!** A pan-European dance performance in ERIH sites - 1 May 2018
- Open doors days for private chapels throughout Europe - 24-27 May 2018
- E-Faith activities dedicated to **adaptive re-use** of industrial heritage - October 2018



Component III: Sustainable development

- **URBACT** projects on the reuse of vacant spaces
- **Erasmus+** projects EuropeTour (cultural tourism in rural areas) and REVAB (open training system on the restoration and reuse of farm buildings)
- **Research and Innovation**

EU Research and Innovation

Approach

- **'Heritage Alive'** section of Horizon 2020: CH as a strategic living resource for the society, the economy and the environment.

H2020 projects

- **4 H2020 projects on urban and landscape regeneration and adaptive reuses of built heritage** will be running in 2018.
- They involve **more than 50 among cities and regions across Europe for a total of 30 ME funding**. Other projects will be funded under 2019 call.

New R&I initiatives

- **Task Force on 'Circular business & financial models for cultural heritage adaptive reuse'** (clustering R&I projects)
- Set up of an open **'Community of Innovators on CH'**. A platform that will include innovators on adaptive reuses.

R&I Event for 2018: 'Fair of European Innovators on CH' - 15 and 16 November 2018 in Brussels

Recent **policy projects** (DG EAC)

focussing on peer-learning about the creative economy at local level, urban regeneration and social inclusion through culture:

- **Culture for Cities and Regions**
- **European Creative Hubs Network (ECHN)**
- **Cultural and Creative Spaces and Cities**



CULTURE
for Cities and Regions

CULTURE FOR CITIES AND REGIONS



Funded by the
Creative Europe Programme
of the European Union



KEA

EUROPEAN AFFAIRS



ERRIN

European Regions
Research and Innovation Network

-
- An initiative from the European Commission, fully funded by Creative Europe
 - Highlight successful cultural investments in European cities and regions
 - Peer learning and knowledge transfer



Culture for cities and regions.
Final event - Ghent 2017



All cities are different,
but they share the
same CHALLENGES.
Sharing knowledge is
very important!

Cities have many
to LEARN from
each others.

Ian Ward, Deputy leader.
Councillor at Birmingham City Council

71 case studies focusing on impacts and transferability



CULTURE
for Cities and Regions



Successful investments in culture
in European cities and regions: a
catalogue of case studies



KEA
Keskus- ja aluekehitys
laitos

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www.cultureforcitiesandregions.eu



CULTURE
for Cities and Regions

15 study visits to build a broad learning community

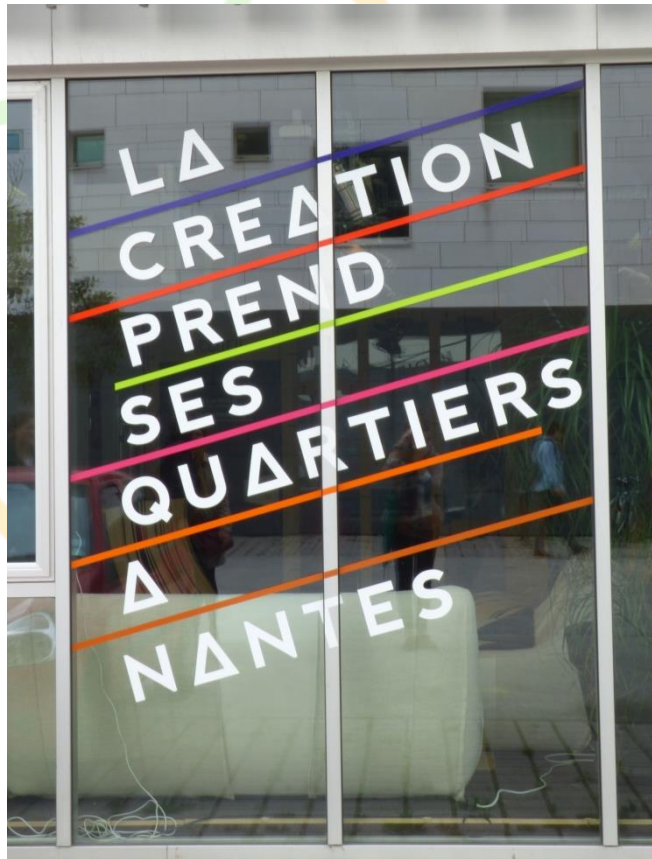


Nantes
Wallonia
Nord-Pas de Calais
Bologna
Dundee
Birmingham
North Portugal
Helsinki-Espoo
Lodzkie region
Sofia
Antwerp
Aarhus
Barcelona
Regensburg
Vilnius

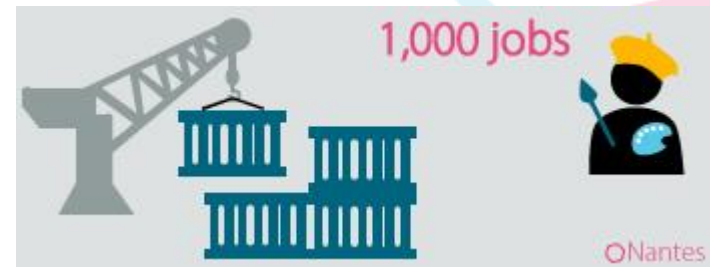


CULTURE
for Cities and Regions

Did you know ...



.... that the culture-led regeneration of the 'Island of Nantes' will host more than 1,000 creative jobs by 2018?



CULTURE
for Cities and Regions

Expert coaching for 10 cities and regions

- Help cities develop tailor-made solutions
- Coaching visits:
 - team of “facilitators”: experts and peers
 - local team to prepare the coaching visit
- Reports from coaches with tailor made set of recommendations



Main recommendations from coaches

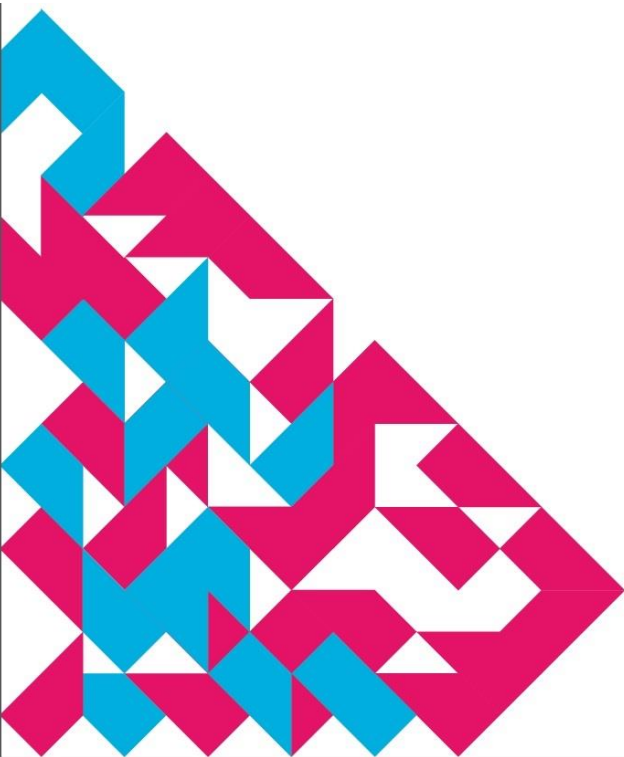
Governance	Management and capacity building by the cultural administrations; communication and coordination among departments and staff members; cooperation between the city and different administrative levels, breaking down boundaries; prioritisation of goals
Local authorities as enablers	Local authorities as facilitators, brokers rather than makers; shared ownership and responsibilities; leadership
Engagement and participation	Participation in decision making by stakeholders and charitable organisations/NGO; audience development, focus on demand rather than offer; cooperation with citizens, building trust
Evidence-based policies	Monitoring and evaluation tools
Local attractiveness	Define values; attractiveness and uniqueness of the city; city branding and development of a narrative for marketing purposes



EUROPEAN

CREATIVE HUBS

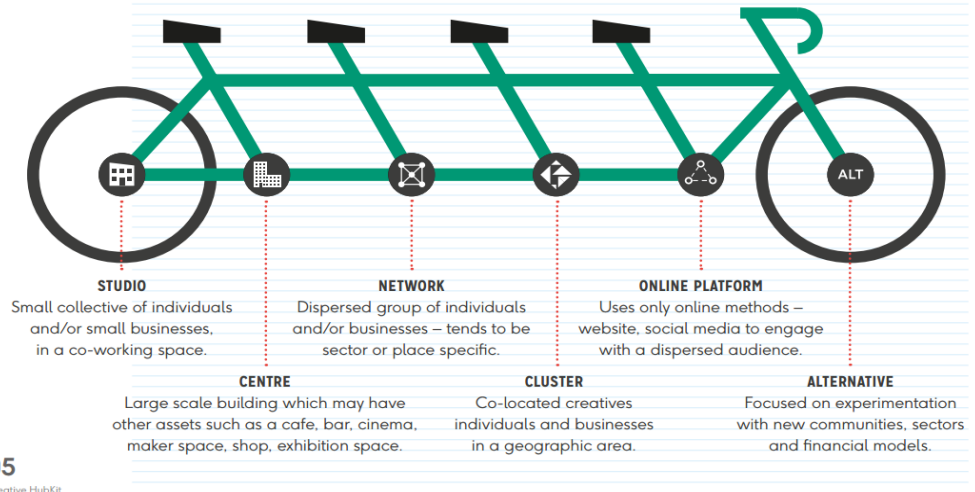
NETWORK



Co-funded by the
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of the European Union

What is a Creative Hub?

- CREATIVE SPACE
- MULTIDISCIPLINARY
- COMMUNITY
- MISSION-LED



Different hub models as defined in the British Council [Creative HubKit](#), developed by Creative Edinburgh & Creative Dundee.

- (LOCAL) IMPACT ORIENTED



ECHN in a nutshell



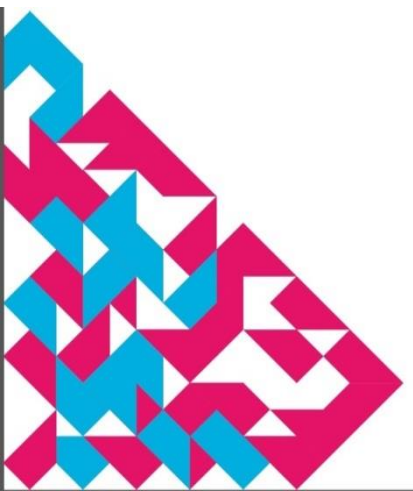
Co-funded by the
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Aim:

To enhance the ecosystem that supports the development and growth of the creative and cultural sectors through **transnational exchange of experience and knowledge.**

Objectives:

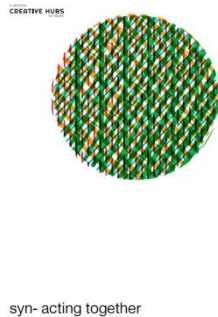
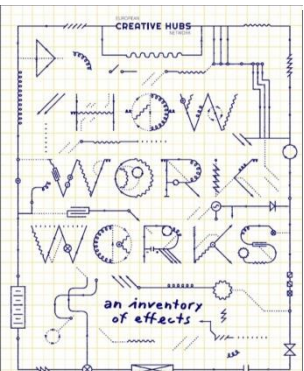
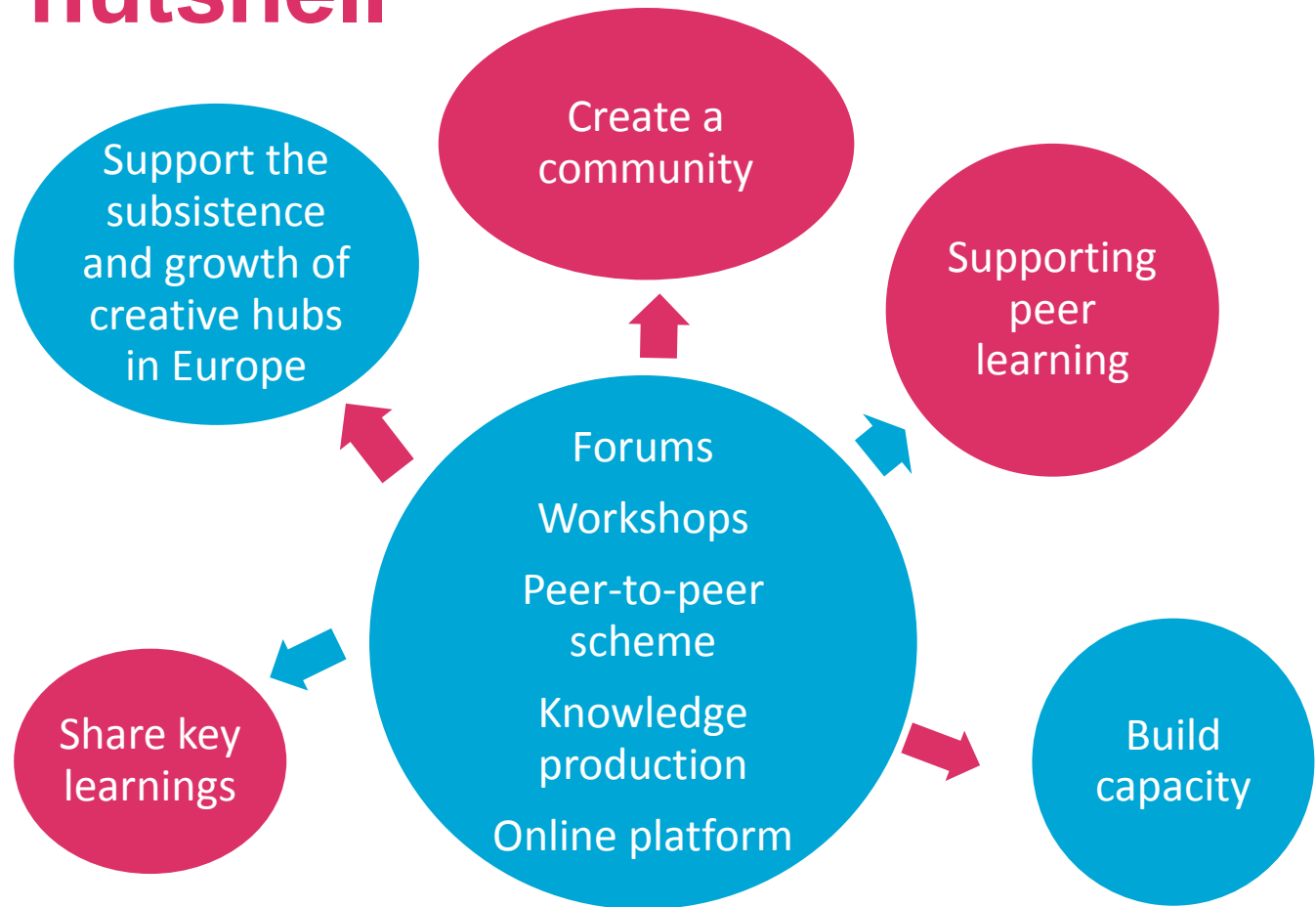
- 1. To support the capacity-building and growth of creative hubs in Europe**
- 2. To create a community of experienced creative hubs leaders across Europe**
- 3. To promote hubs as innovative models to support the creative economy in Europe**



betahaus



ECHN in a nutshell



Creative Hubs & their areas of impact relevant to the urban context

Environmental

- **urban garden;**
- community farming;
- bee keeping;
- **solar energy;**
- **recycling;**
- DIY workshops;
- resource sharing;
- **recycled materials for building renovations;**
- **repair café;**
- **roof garden;**
- car pooling;
- paperless procedures;
- **eco hackathons;**
- cycling schemes;

Social and well-being

- **literacy programs for youth and unemployed;**
- community breakfasts;
- Friday thematic bars;
- yoga and mindfulness classes;
- dance classes and sport activities;
- games night;
- **child care;**
- **activities with refugees;**
- **fundraising for social impact organisations;**
- book fairs;
- art exhibitions;
- **reaching out to local community and minorities;**
- tree planting;

Creative Hubs on urban regeneration



Photo: Taktal (Glasgow, UK)

Creative Hubs on youth employment

1

**THE CHANGING
NATURE OF
WORK**

2

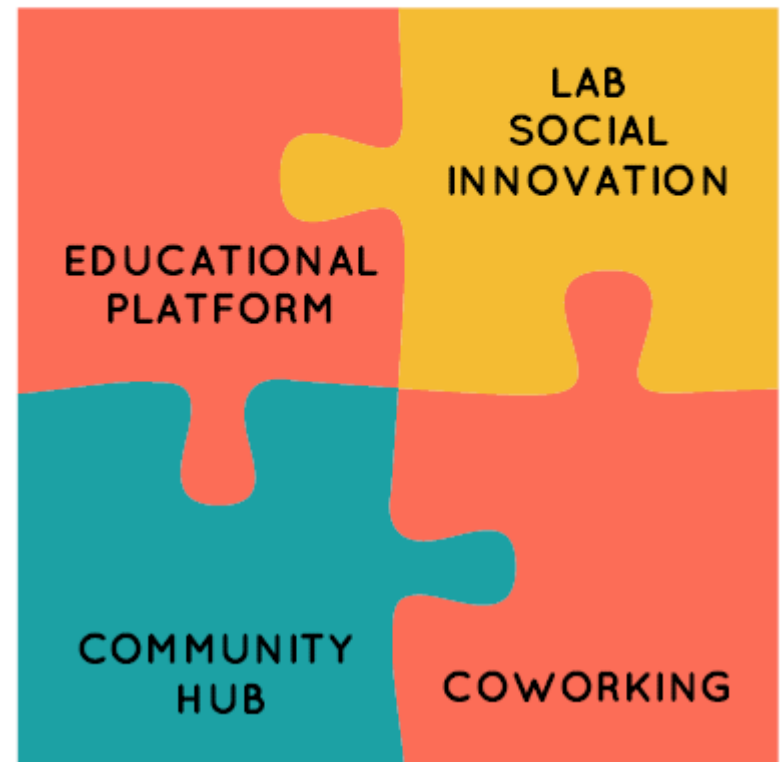
**LACK OF
CAPACITY TO
ABSORB
INNOVATION**

3

**SKILLS
MISMATCH**



Warehouse



*Photo: Warehouse Coworking
(Marche, Italy)*

Creative Hubs on education and bridging skills gap



*Photo:
La Colaboradora
(Spain)
Fablab Limerik
(Ireland)*

Creative Hubs on social inclusion



Photos: Bios-Romantso (Athens, Greece)



NEW

"Cultural and Creative Spaces and Cities"

Timing: expected to **start in mid-2018** (for 2 years)

Objectives:

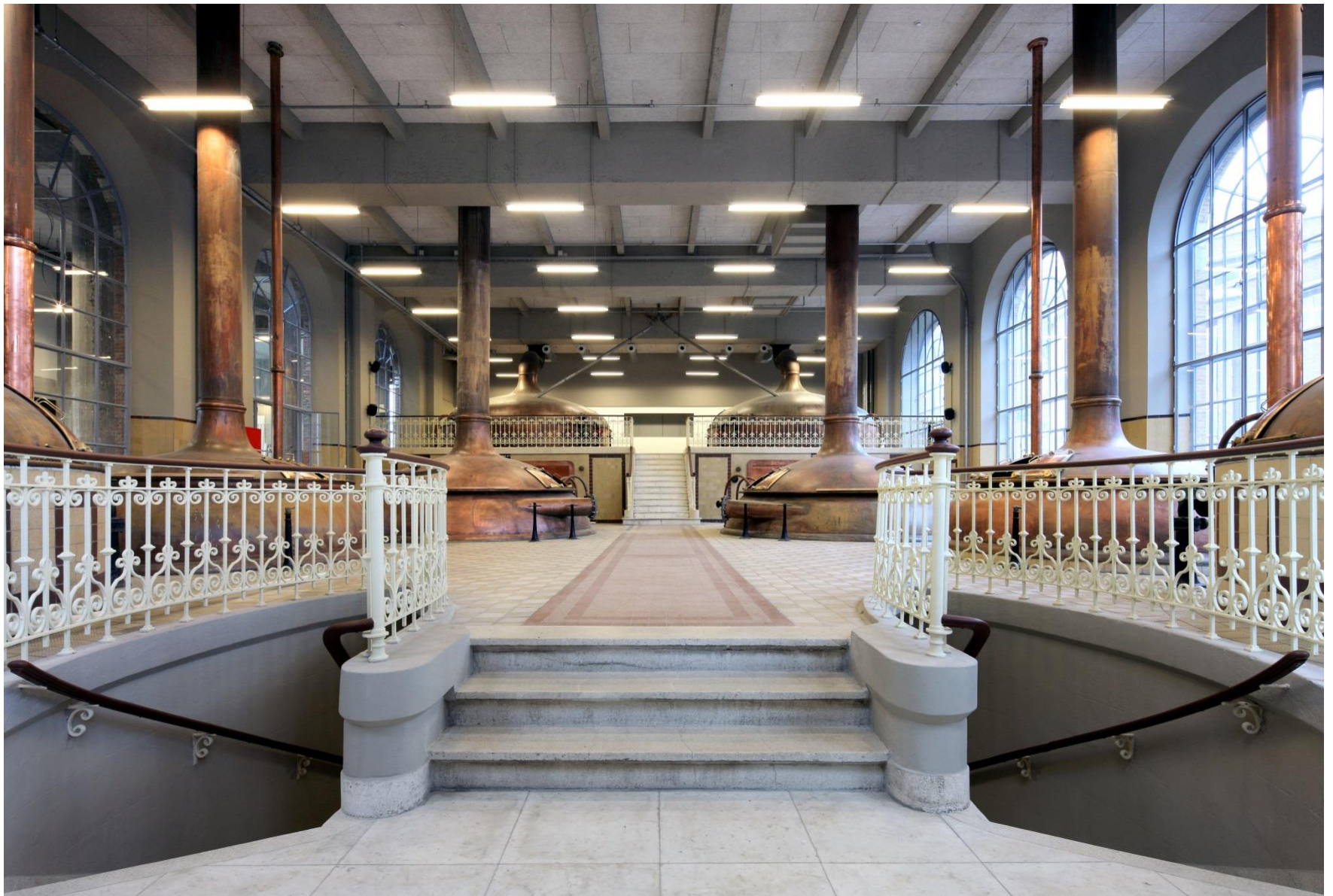
- bring closer together **cultural and creative spaces** and local **decision-makers**,
- help to better valorise **public spaces** for **social and urban regeneration** through **culture**,
- share best practice concerning **social inclusion** and the relations of cultural and creative spaces with their **neighbourhoods**,
- explore and share best practice of cultural and creative spaces with aspects of the **collaborative economy** and **innovative models** for the **delivery of public services**.

De Hoorn, Leuven



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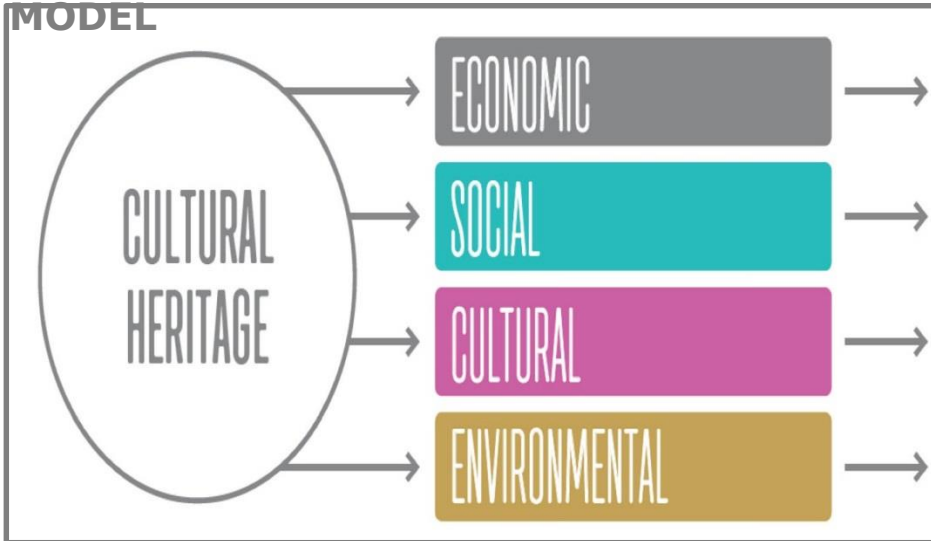


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**DOWNSTREAM
MODEL**



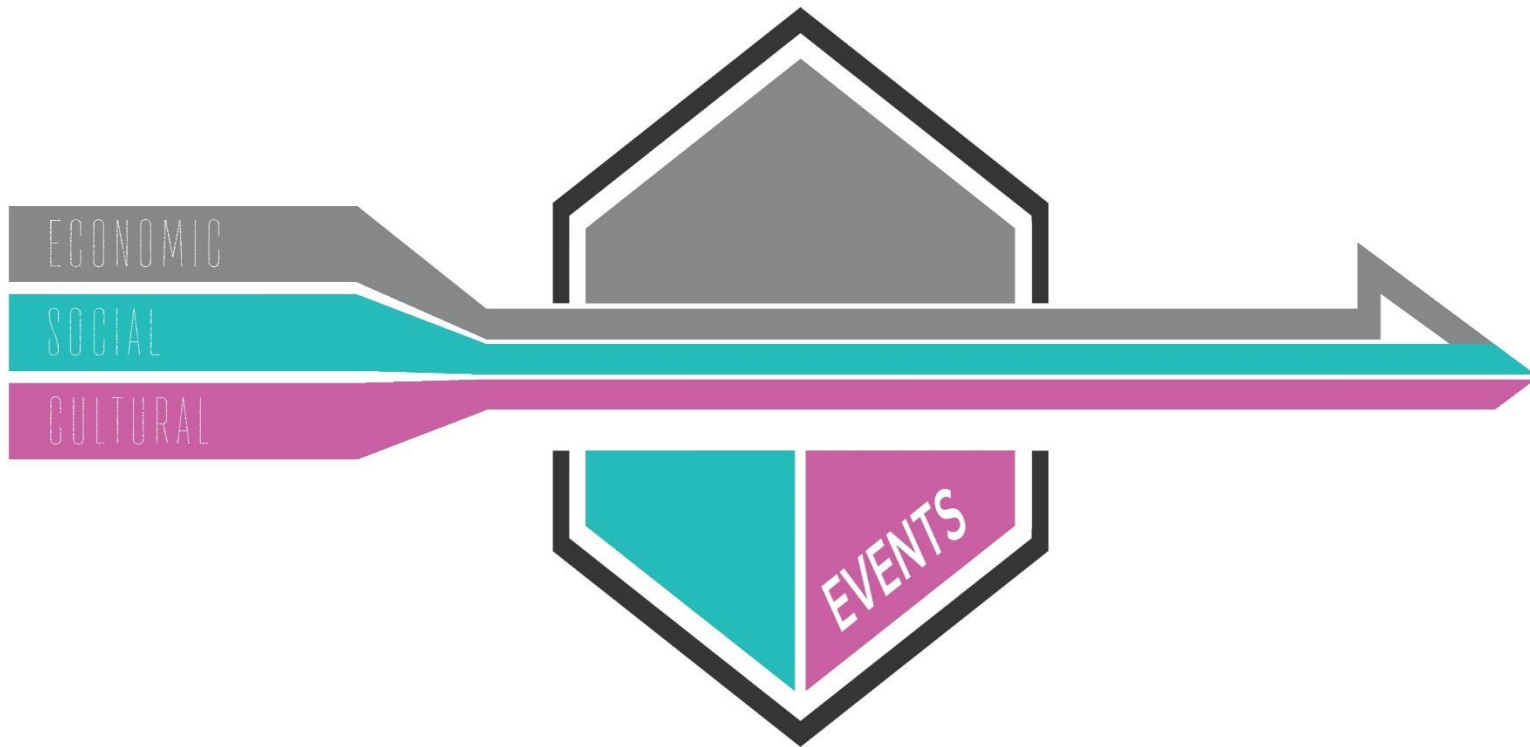
**UPSTREAM
MODEL**

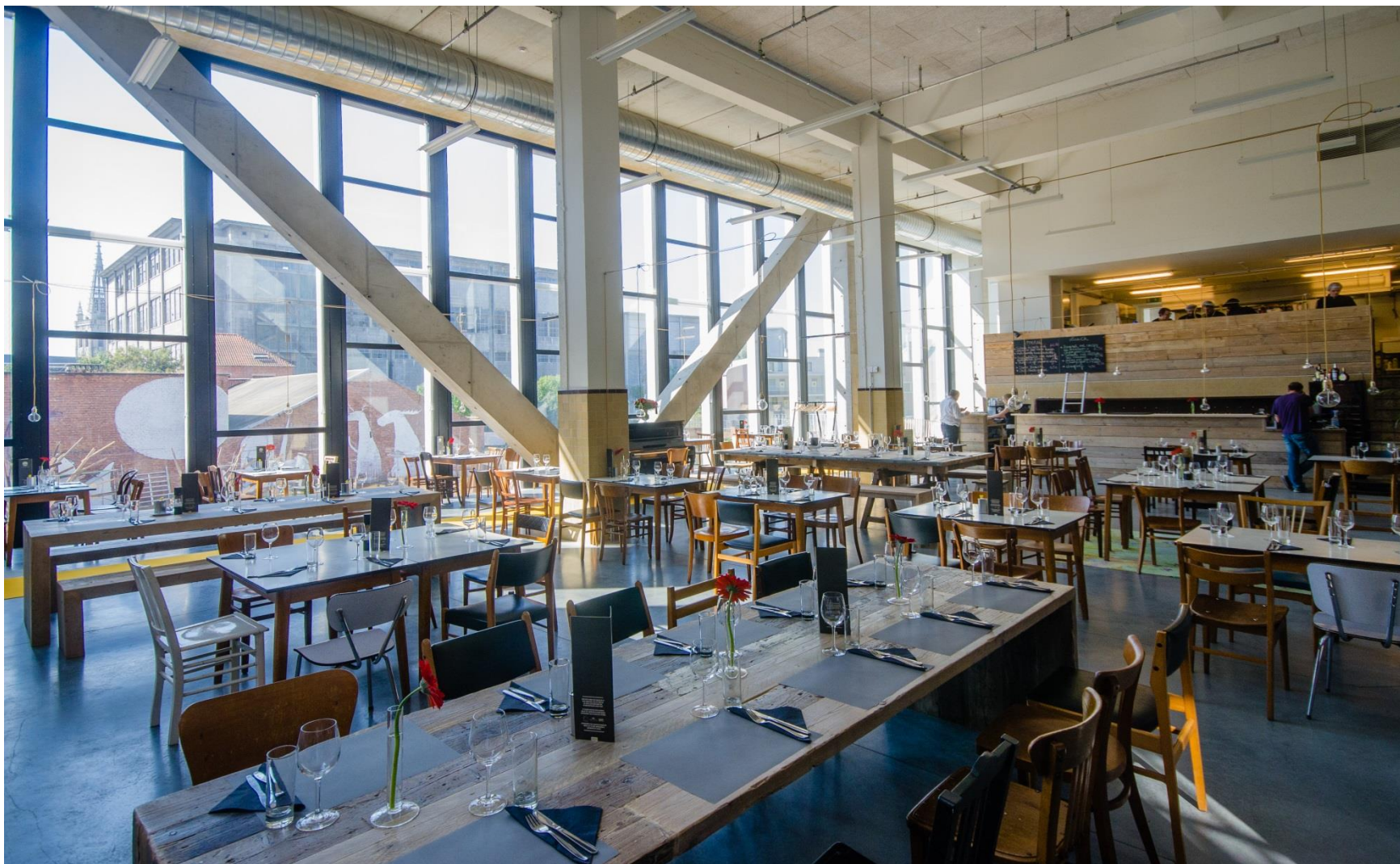


ECONOMIC

CREATIVE
INDUSTRIES

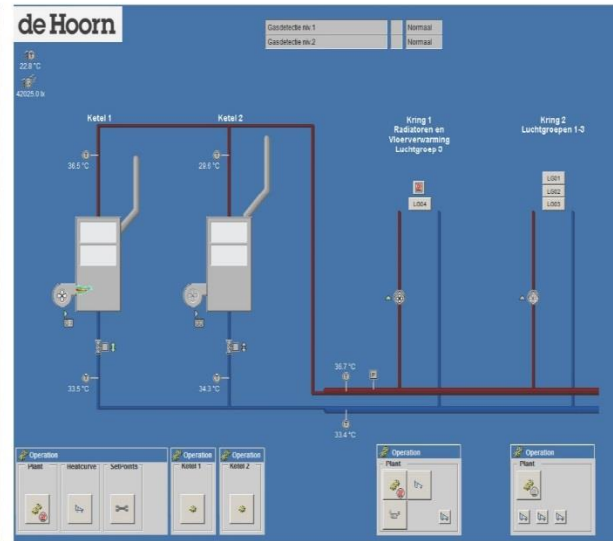
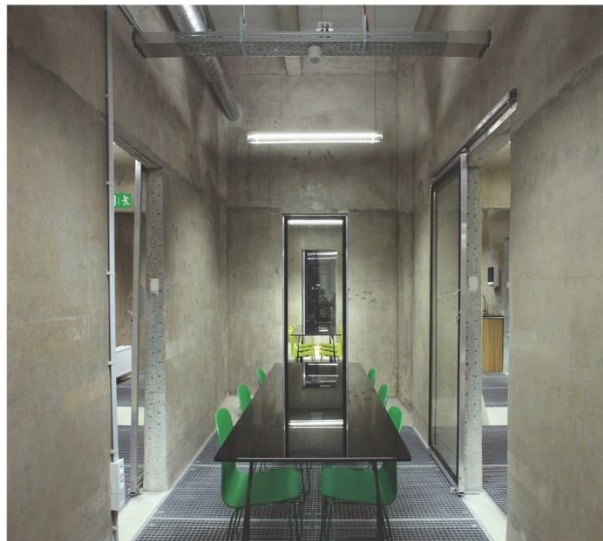






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Florence Lisbon Prague Athens Dublin Paris Sant Guimarães Lisbon Prague Warsaw Vienna Zagreb Ljubljana Lisbon Prague Warsaw Vienna Zagreb Ljubljana

EUROPEAN CAPITALS OF CULTURE



Competition starts at least 6 years in advance, cities need to:

- ENGAGE with their citizens and stakeholders
- DEVELOP an ambitious programme, integrated into development strategy
- HAVE all new cultural infrastructure READY for the start of the year

58 CITIES

From Athens in 1985 to Leeuwarden (NL) & Valletta (Malta) in 2018

- 2019 Plovdiv (Bulgaria) and Matera (Italy)
- 2020 Galway (Ireland) and Rijeka (Croatia)
- 2021 Timisoara (Romania) and Elefsina (Greece) and Novi Sad (Serbia)
- 2022 Esch (Luxembourg) and Kaunas (Lithuania)

Thank you!



<https://ec.europa.eu/cultural-heritage>



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EAC-EYCH2018@ec.europa.eu



Legal basis



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