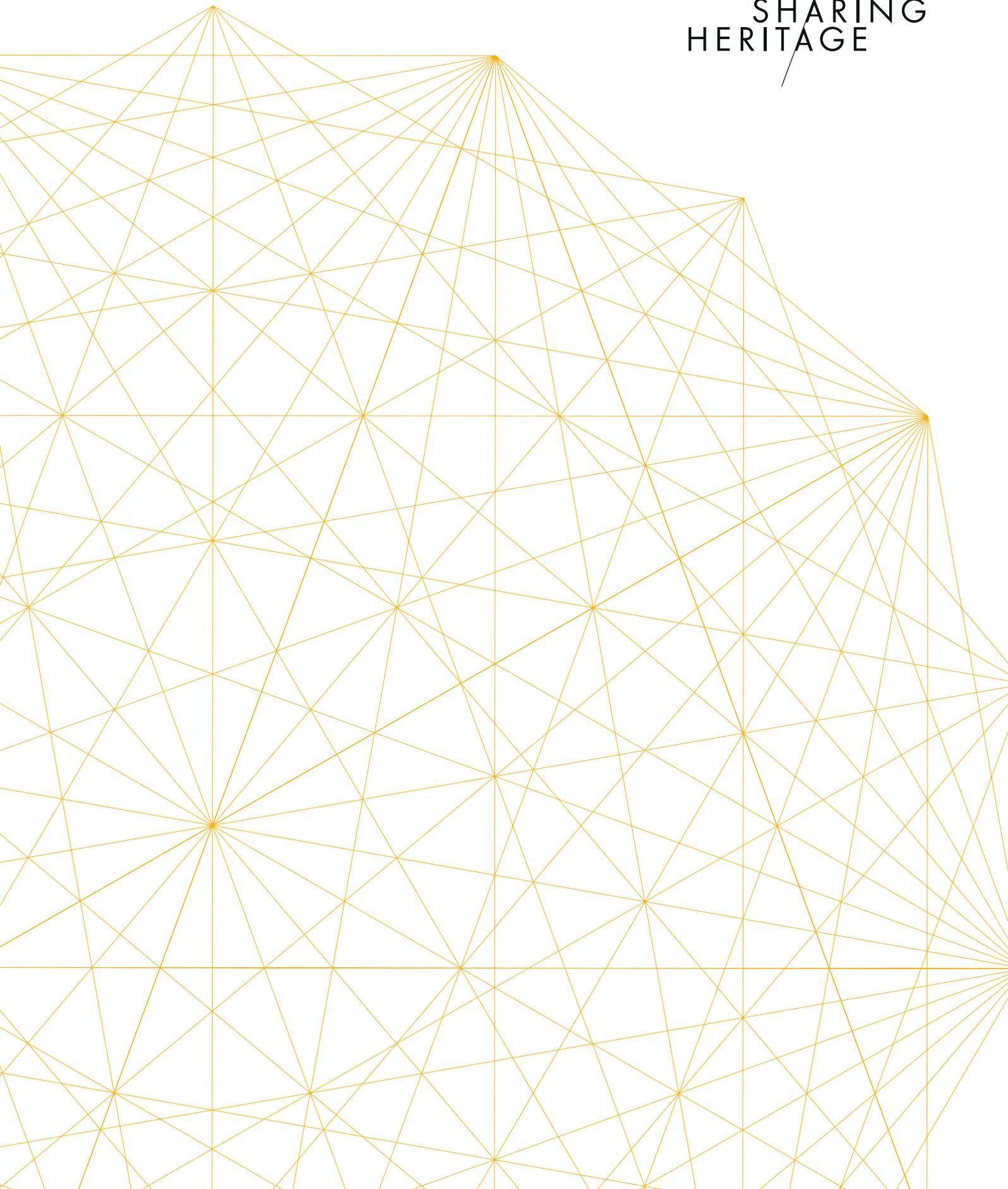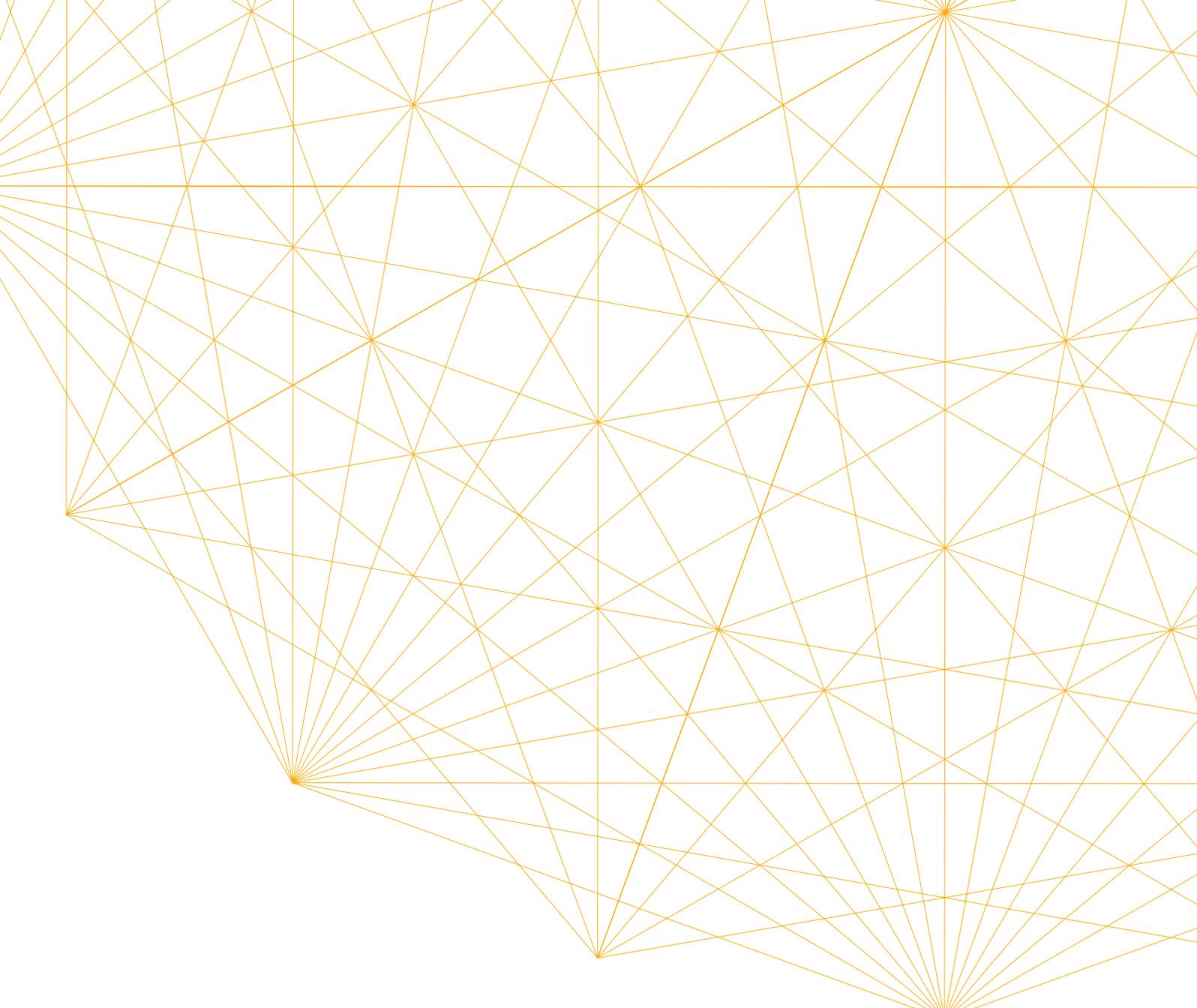EUROPEAN CULTURAL
HERITAGE YEAR 2018
SHARING
HERITAGE

European Cultural Heritage Year 2018

Notes on the plan for the European Cultural Heritage Year

EUROPEAN CULTURAL HERITAGE YEAR 2018

CONCEPT PAPER

in response to:

/ the European Parliament resolution of 8 September 2015 towards an integrated approach to cultural heritage for Europe which calls on the European Commission, "in the context of the development of the new integrated approach to cultural heritage, … to designate, preferably for 2018, a European Year of Cultural Heritage, with an adequate budget and with the aim, amongst other things, of disseminating and increasing awareness and education among future generations in respect of the values of the European cultural heritage and its protection, and to submit the draft programme for the European Year to Parliament no later than 2016";

/ the "Council conclusions on participatory governance of cultural heritage" of the 3349th Council meeting "Education, Youth, Culture and Sport" of the European Union on 25 November 2014 calling on the European Commission to propose a European Year of Cultural Heritage;

/ the Namur Declaration, the result of the 6th Council of Europe conference of ministers responsible for cultural heritage on 23–24 April 2015 welcoming the initiative and asking the European Union to work with the Council of Europe and the states parties of the European Cultural Convention;

drafted and agreed in Luxembourg on 24 September 2015 by:

/ the Reflection Group "EU and Cultural Heritage": experts from: Belgium, Bulgaria, Germany, France, Greece, Italy, Luxembourg, Latvia, Lithuania, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom and the EC's DG Education and Culture; additional experts in the open working group "ECHY 2018" from: Estonia, Austria, Portugal, Slovakia; organizations with observer status: ENCATC, Europa Nostra, NEMO, European Council of Spatial Planners – ECTP-CEU,, Europae Archaeologiae Consilium and German Cultural Heritage Committee,

recorded by:
German Cultural Heritage Committee/Federal Government Commissioner for Culture and the Media

THE AIM OF THE EUROPEAN CULTURAL HERITAGE YEAR is to share our common cultural heritage and its potential for identification, participation and development with each other in the light of a heterogeneous European social structure and against the background of current political, social and economic challenges. It is the best witness to Europe's rich history, which has been strongly influenced by values such as diversity, tolerance and intercultural dialogue. The European Cultural Heritage Year builds in particular upon the fact that our shared cultural heritage is always both local and European. The European Year highlights this dimension and uses it to respond to current challenges. It also builds on new opportunities to preserve and develop cultural heritage while underscoring the need to do so, because our cultural heritage is an essential, unique, irreplaceable part of Europe's social and economic potential which is closely tied to many other areas and is thus the foundation of our shared development in Europe.

GREATER RELEVANCE

The European Cultural Heritage Year is intended to activate and make visible the many positive effects of cultural heritage activities on other areas of life, society and the economy.

The European Commission's communication "Towards an integrated approach to cultural heritage for Europe" of July 2014,[1] to which the European Parliament recently responded in its resolution "Towards an integrated approach to cultural heritage for Europe",[2] points to the great, though largely underutilized, social and economic value of cultural heritage. The communication and resolution explain in detail what an important role cultural heritage has directly and indirectly for economic development, jobs and especially social cohesion. They also point out the various close ties between cultural heritage, research and development, education, cultural and creative industries, tourism and nature conservation as well as regional and rural development.

A number of other, more recent reports, initiatives and opinions also refer to the significant but still unrealized potential of cultural heritage for further European development: the current report of the Horizon 2020 expert group, "Getting cultural heritage to work for Europe"; [3] the report "Cultural Heritage Counts for Europe", published in June 2015;[4] the opinion of the EU Committee of Regions on the Commission's communication;[5] and the opinions of the European Parliament's CULT, REGI and TRAN committees.[6]

These reports stress that the commitment to cultural heritage can lead to lasting, integrative and economic growth, can act as a strong driver of regional development and tourism, encourages innovative and sustainable economic activity by small and medium-sized enterprises, promotes research and development and lifelong learning and can also improve social cohesion and integration. Overall, it is clear that cultural heritage activities not only help preserve and enhance a unique, irreplaceable European resource, but that such activities can also provide stimulus in many other areas as well.

The European Cultural Heritage Year therefore also addresses what the agenda of European Commission President Jean-Claude Juncker, "A new start for Europe", calls global challenges to which the European Union must respond:[7] the ongoing digital revolution, competition for innovation and skills, scarcity of natural resources, impacts of climate change and population ageing. At the same time, the communication mentioned above demonstrates the great potential of engagement in the area of cultural heritage to stimulate growth, create jobs (especially for young people) and attract investment – the agenda's first, central demand.

The European Year also draws on the Namur Declaration, the result of the 6th Council of Europe conference of ministers responsible for cultural heritage on 23–24 April 2015, which calls for a renewed strategy for the role of cultural heritage in the light of the changing European socio-economic and cultural context.[8] It shares the aims of this strategy – emphasizing European values and promoting shared efforts to develop and preserve cultural heritage – and its priorities, such as stressing the possible contribution of European cultural heritage to Europe's quality of life, attractiveness and cultural diversity.

[1] Communication of the European Commission, "Towards an integrated approach to cultural heritage for Europe", COM(2014)477 final (July 2014), http://ec.europa.eu/culture/library/publications/2014–heritage–communication_en.pdf.

[2] Resolution of the European Parliament, "Towards an integrated approach to cultural heritage for Europe", P8_TA-PROV(2015)0293 (8. September 2015),http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+TA+P8-TA-2015-0293+0+DOC+PDF+V0//en

[3] Report "Getting cultural heritage to work for Europe", http://bookshop.europa.eu/en/getting-cultural-heritage-to-work-for-europe-pbKI0115128/

[4] Report "Cultural Heritage Counts for Europe", http://www.encatc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE_FULL-REPORT.pdf

[5] Opinion of the Committee of the Regions on the communication "Towards an integrated approach to cultural heritage for Europe", EDUC-V/046 COR-2014-05515-00-00-AC-TRA (16./17. April 2015), https://toad.cor.europa.eu/ViewDoc.aspx?doc=cdr%5ceduc-v%5cdossiers%5ceduc-v-046%5cEN%5cCOR-2014-05515-00-00-AC-TRA_EN.docx&docid=3068473

[6] See the report "Towards an integrated approach to cultural heritage for Europe", A8-0207/2015 (24 June 2015), http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+REPORT+A8-2015-0207+0+DOC+PDF+V0//EN

[7] http://www.eesc.europa.eu/resources/docs/jean-claude-juncker---political-guidelines.pdf

[8] Namur Declaration (23–24 April 2015), http://www.coe.int/t/dg4/cultureheritage/heritage/6thConfCulturalHeritage/Namur-Declaration-final.pdf

DESIRED EFFECTS

Europe's cultural heritage is a unique and irreplaceable resource: The European Cultural Heritage Year is intended to initiate and deepen the more advanced, integrative and sustainable utilization of cultural heritage and to optimize its potential to promote social and regional cohesion and integration. Possible effects of the European Year include:

/ establishing (educational) formats which convey values such as diversity, tolerance and intercultural dialogue using evidence from Europe's rich history;

/ establishing new digital services, such as blogs, to increase awareness among younger generations in particular of the value of Europe's cultural heritage in an attractive format;

/ carrying out and increasing the visibility of projects using improved strategies for managing cultural heritage with the participation of the public sector, private actors and civil society;

/ disseminating and applying the results to promote the development of skills, and thus ultimately to the continuing acquisition of qualifications and securing jobs;

/ increasing and diversifying cultural tourism by mapping out "shared paths, axes and swathes", "melting pots and interfaces" and border regions;

/ creating a transboundary platform to share information about funding opportunities, best practices, cross–border networks, news and current events related to cultural heritage across Europe;

/ intensifying or initiating cooperation, for example through the use of complementary and cross–border funding opportunities;

/ increasing the visibility of existing European cultural heritage initiatives, such as the EU Prize for Cultural Heritage/Europa Nostra Awards, and increasing the impact of existing European funding programmes such as Creative Europe.

The results of current efforts to develop cultural statistics showing direct and indirect effects can serve as a basis for evaluating the desired effects.

PLAN FOR THE EUROPEAN YEAR

The **programmatic focus** for the year is "Society in Transition", which reflects ongoing and diverse social change in Europe, not least the current challen–ges posed by increasing numbers of refugees seeking protection in Europe. This focus also makes clear that the discussion should concentrate on people. Three aspects in particular are to be discussed during the European Year: cultural diversity, demographic change and sustainability. This will give the European Year its political and economic relevance. >>

The European Year is intended to reach the entire spectrum of society. A special **target group** is younger generations who are the "heirs of the heritage", along with persons who have had only limited access to cultural heritage up to now. **Education** and the **participation of society** will be given special scope in order to achieve the goal of active participation and identification with cultural heritage, also using the new possibilities offered by digitization. Discovering and understanding Europe's cultural diversity and non-European links improves our shared dialogue; and cultural orientation and recognizing the value of one's own cultural heritage, together with intercultural dialogue, promotes acceptance of the cultural identities of others.[9]

The European Year will provide the opportunity for a comprehensive **exchange** among European partners at all levels. The European Year will be organized by the European Union in cooperation with the Council of Europe.[10] All European countries that are not member states of the European Union as well as all political, professional, social and regional institutions and civil society will be invited to become actively involved, especially via participatory procedures.

The European Cultural Heritage Year is to be held in **2018**, which is not only the 100th anniversary of the end of World War I, considered the first major catastrophe of the 20th century, but also a year in which many European countries celebrate the 100th anniversary of their modern independence. So 2018 is especially appropriate for such a European Cultural Heritage Year, because it reminds us that Europe's

history and cultural heritage are marked by centuries of wars and conflicts on its way to peaceful and cooperative co-existence. In this context, it should also be noted that 2018 marks the 400th anniversary of the start of the Thirty Years' War in 1618 and the 370th anniversary of the Peace of Westphalia, which ended the war in 1648. Our cultural heritage enables us to understand European history and its message.

The European Year will include **all forms of cultural heritage** – tangible, intangible and digital[11] – in cooperation with the public and private institutions where they are kept, looked after and promoted: museums, memorial sites, archives, libraries, private collections, associations, etc. **Archaeological and built heritage** can serve as a **starting point**, because it is the most visible expression of our shared European cultural history, one that we see every day. Other forms of tangible and intangible cultural heritage can also be included, as the various forms of cultural heritage best illuminate each other. The European Year will also highlight the many connections between cultural heritage and other areas such as research and development, education, cultural and creative industries, tourism and nature conservation as well as regional and rural development.

9 See also European Manifesto for Multiple Cultural Affiliation, Council of Europe, 2007 (https://www.coe.int/t/dg4/cultureheritage/heritage/Identities/Manifeste_europeen_pour_appartenance_culturelle_EN.pdf); The Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), Council of Europe, 2005 (http://conventions.coe.int/Treaty/en/Treaties/Html/199.htm); UNESCO-Convention on the Protection and Promotion of the Diversity of Cultural Expressions (20 October 2005), http://unesdoc.unesco.org/images/0014/001429/142919e.pdf.
10 http://europa.eu/about-eu/basic-information/european-years/index_en.htm
11 See Council conclusions on cultural heritage as a strategic resource for a sustainable Europe, paragraph 2, 2014/C 183/08 (21 May 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG0614%2808%29&from=EN

NOTES ON THE PLAN FOR THE EUROPEAN CULTURAL HERITAGE YEAR

ADDITIONAL IMPETUS AND CONNECTIONS

Important impetus for a European Cultural Heritage Year comes from the recent reassessment of cultural heritage as social and economic capital and from new opportunities to preserve and develop cultural heritage.

The end of Europe's division into two antagonistic political systems and the process of unification have offered an opportunity to emphasize shared cultural heritage which today can help foster a sense of shared identity throughout Europe and beyond, as reflected in the cross-border UNESCO World Cultural Heritage properties, the Council of Europe's cultural routes (such as the Via Regia and Via Francigena) and the sites of the Reformation and of the Iron Curtain recognized in the first phase of the European Heritage Label. Highlighting Europe's cultural heritage as a means of fostering a shared identity will also help to relativize the current focus on the economic aspects of the European project. At the same time, highlighting Europe's cultural heritage has the potential to help in developing joint solutions to current challenges, including migration, demographic change and climate change, from a European perspective.

The planning and organization of the European Year can also draw on various efforts aimed at better utilizing the potential of this heritage:

In addition to the Commission communication "Towards an integrated approach to cultural heritage for Europe" and the European Parliament's resolution of the same name,[12] including the comments of the EU's Committee of the Regions,[13] these include above all the Council conclusions on participatory governance of cultural heritage of November 2014,[14] primarily intended to make cultural governance more open, participatory, effective and consistent, and the Work Plan for Culture (2015–2018),[15] which discusses in particular issues such as training in traditional and new occupations in the field as well as risk assessment given the impacts of natural disasters and human-caused threats.

A European Cultural Heritage Year can also put current issues and challenges related to monument preservation on the agenda for discussion all across Europe. Reaching agreement on a broad definition of sustainability that supports cultural heritage efforts can be a key aspect, also against the backdrop of the recent Council conclusions on cultural heritage as a strategic resource for a sustainable Europe[16] and the UN's post-2015 agenda for sustainable development.[17] >>

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[12] Resolution of the European Parliament, "Towards an integrated approach to cultural heritage for Europe", P8_TA-PROV(2015)0293 (8 September 2015), http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+TA+P8-TA-2015-0293+0+DOC+PDF+V0//en

[13] Opinion of the Committee of the Regions on the communication "Towards an integrated approach to cultural heritage for Europe", EDUC-V/046 COR-2014-05515-00-00-AC-TRA (16–17 April 2015), https://toad.cor.europa.eu/ViewDoc.aspx?doc=cdr%5ceduc-v%5cdossiers%5ceduc-v-046%5cEN%5cCOR-2014-05515-00-00-AC-TRA_EN.docx&docid=3068473

[14] Council conclusions on participatory governance of cultural heritage, 2014/C 463/01 (25 November 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG1223%2801%29&from=EN Additional results are expected from the OMC Group "Participatory Governance of Cultural Heritage".

[15] See also Conclusions of the Council and of the Representatives of the Governments of the Member States, meeting within the Council, on a Work Plan for Culture (2015–2018), 2014/C 463/02 (2015).

[16] Council conclusions on cultural heritage as a strategic resource for a sustainable Europe, 2014/C 183/08 (21 May 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG0614%2808%29&from=EN

[17] See also Draft outcome document of the United Nations summit for the adoption of the post-2015 development agenda, A/69/L.85, http://www.un.org/ga/search/view_doc.asp?symbol=A/69/L.85&Lang=E

In its communication "Towards an integrated approach to cultural heritage for Europe", the European Commission also pointed out the value of cultural heritage in promoting cultural diversity and intercultural dialogue beyond Europe's borders. This is another key motivation for a European Cultural Heritage Year. Here it is possible to build on the extensive efforts by the Council of Europe[18] as referred to also in the Namur Declaration in the context of calling for a renewed strategy for the role of cultural heritage in view of socio–economic and cultural changes in Europe.[19]

The European Year builds on these current discussions and serves as a multiplier for ideas, results and experience.

IDENTIFYING WITH EUROPE: AIMS

Our tangible and intangible cultural heritage is not only a witness to our history; it also helps individuals identify with their surroundings in an ongoing process. But what role does preserving and appreciating cultural heritage play in creating a sense of identity, especially among young people from different cultural and social backgrounds? Who will be willing to take on this heritage in the future? How can we build bridges to other cultures? Are we paying enough attention to the shared European dimension of cultural heritage? And how can cooperation at regional and local level be organized?

The aim of the European Cultural Heritage Year is to further establish our shared cultural heritage as a tool for fostering identification, in line with the motto "Sharing Heritage".

More attention will be paid to the European and interregional perspective, and cultural education will be strengthened and intensified. Discovering and under–standing Europe's cultural diversity and non–European links, for example the development of European civilization through contacts with the Orient in ancient times, improves our shared dialogue; and cultural orientation and recognizing the value of one's own cultural heritage, together with cultural heritage–based intercultural dialogue, promotes acceptance of the cultural identities of others.[20] In this sense, each individual can already be the starting point for disco–vering cultural heritage – cultural heritage can thus also act as a (social) mediator in society, for example between children and young people, older people, immigrants, etc. The extraordinary relevance of this potential is demonstrated not least by the current challenges of integrating refugees seeking protection in Europe.

The European Year will include all forms of cultural heritage – tangible, intangible and digital[21] – in cooperation with the public and private institutions where they are kept, preserved and shared. Archaeo–logical and built heritage can serve as a starting point, because it is the most visible expression of our shared European cultural history, one that we see every day. Architectural monuments and archaeological sites are important and visible points of reference for local and regional identities and identification with landscapes; this attribute is rarely controversial. They make an important contribution to regional cohesion. By virtue of their diversity and local proximity, architectural monuments and archaeological sites also offer a unique opportunity to experience history and culture. They are authentic sites in one's immediate surroundings.

[18] See, for example: European Manifesto for Multiple Cultural Affiliation, Council of Europe, 2007 (https://www.coe.int/t/dg4/cultureheritage/heritage/Identities/Manifeste_europeen_pour_appartenance_culturelle_EN.pdf); The Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), Council of Europe, 2005 (http://conventions.coe.int/Treaty/en/Treaties/Html/199.htm); UNESCO-Convention on the Protection and Promotion of the Diversity of Cultural Expressions (20 October 2005), http://unesdoc.unesco.org/images/0014/001429/142919e.pdf.
[19] Namur Declaration (23–24 April 2015), http://www.coe.int/t/dg4/cultureheritage/heritage/6thConfCulturalHeritage/Namur–Declaration–final.pdf
[20] See also European Manifesto for Multiple Cultural Affiliation, Council of Europe, 2007 (https://www.coe.int/t/dg4/cultureheritage/heritage/Identities/Manifeste_europeen_pour_appartenance_culturelle_EN.pdf); The Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), Council of Europe, 2005 (http://conventions.coe.int/Treaty/en/Treaties/Html/199.htm).
[21] See Council conclusions on cultural heritage as a strategic resource for a sustainable Europe, paragraph 2, 2014/C 183/08 (21 May 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG0614%2808%29&from=EN

Other forms of tangible and intangible cultural heritage, along with the museums, memorial sites, archives, libraries, etc. where they are kept, preserved and shared, can also be included, as the various forms of cultural heritage best illuminate each other. Tangible and intangible cultural heritage is often closely linked to architectural and archaeological situations; at the same time, architectural monuments and archaeological sites come to life when presented in connection with other forms of cultural heritage. Many European intellectual, social and political trends, such as humanism and the Enlightenment, are manifest not only in the architectural record but also at symbolic sites associated with them.

One focus of the European Year will be to add the neighbourhood and European view of cultural heritage to the regional and national perspective. Monuments and cultural heritage sites tell and document how deeply aspects of one's own cultural history are also rooted in neighbouring countries, particularly in Europe, where the next national borders are generally no more than a few hours' drive away. Culture is much more European than people tend to realize. The aim is to raise awareness of these connections – these European "paths, axes and swathes", "melting pots and interfaces", these shared border regions – in order to create a stronger identification with Europe and as a prerequisite for further European integration.

Many European cultural landscapes require multiple countries to work together in preserving, maintaining and developing them also as an opportunity for cultural tourism. Preservation, education and use embedded within a framework of cultural tourism can be better organized as a cross-border endeavour.

The neighbourhood and European perspective also enables a broader and more intensive discussion of quality standards for preserving and developing cultural heritage. Also in view of the great variations in current standards and assessments, options for sharing standards and experience can be offered and discussed. Ultimately, it will become clear that commitment to developing and preserving cultural heritage does not end at national or European borders.

The second main focus of the European Year will be strengthening and intensifying cultural education and outreach to raise awareness of cultural heritage, not least in view of the potential of using cultural heritage to increase awareness of Europe's rich history and teach the resulting European values such as diversity, tolerance and intercultural dialogue. The special target group of the European Year will be younger generations, the "heirs of the heritage", as well as persons who have had only limited access to cultural heritage up to now.

Archaeological and built heritage have so far played only a minor role in this regard. With their diversity and local proximity, architectural monuments and archaeological sites also offer a unique opportunity for children and young people in particular to experience history and culture and other tangible and intangible cultural heritage directly and as part of their daily lives. It is important to utilize this potential.

The results and recommendations of the various recent European skills development initiatives could lay the groundwork for more intensive cultural education efforts, both for younger generations and for lifelong learning.[22] Such efforts could also build on the most recent Council conclusions on primary education[23] by showing that cultural heritage education is one way to promote creativity, innovation and digital competence.

In both of these areas, the neighbourhood and European perspective and cultural education, there are already tried and tested formats which can be consolidated and further developed in the European context.[24] >>

[22] For an overview see http://ec.europa.eu/education/policy/strategic-framework/skills-development_de.htm

[22] Council conclusions on the role of early childhood education and primary education in fostering creativity, innovation and digital competence, 2015/C 172/05 (27 May 2015), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52015XG0527%2804%29&from=EN

[24] See also the section "Sharing experience: Project formats" below.

The ongoing digitization of cultural assets also offers new opportunities for preserving and developing cultural heritage.[25] The European Year should also make intensive use of these opportunities, while at the same time noting and discussing the related risks to cultural heritage.[26]

For example, ongoing digitization enables new and better ways to convey the importance of cultural heritage, in line with the motto "Sharing Heritage": As demonstrated by the website Europeana.eu, digitization creates new possibilities for cooperation between the public, the research community, the business community and culture; it can provide new potential for development, for example through tourism; it can convey the breadth and diversity of cultural heritage as well as interconnections; it creates new and better ways to reach certain target groups and thus to improve cultural heritage outreach, above all in the field of cultural education; it helps people combine their efforts on behalf of cultural heritage, for example via social media; it creates new possibilities for research and development, especially with regard to interdis‑ciplinary projects; and it gives everyone easier access to cultural heritage. Digitization is not a substitute for the authentic but rather enables a better approach to the authentic and its appreciation.

What all these aims have in common is that our cultural heritage is their unique and essential resource. But to survive, this heritage – above all archaeological sites, build monuments and structures as well as historical and cultural landscapes – requires constant care. To preserve their value as witnesses to history, all cultural objects and artefacts must be maintained for future generations as intact and authentic as possible in their original context. But even though magnificent European cultural landscapes, intact villages, carefully restored old town centres and individual monuments are crucial to social well‑being and local identity and are greatly valued by the public, efforts to protect, preserve and maintain them face increasing difficulties. But protecting and preserving cultural heritage should always take priority, so it is necessary to find new and better ways of communicating the purpose and benefits of protection and preservation.

"SOCIETY IN TRANSITION": PRIORITIES

Europe has always been characterized by ongoing and diversified social change, which constantly creates new tasks for heritage protection and conservation, especially with regard to access to and understanding of cultural heritage. The European Cultural Heritage Year will give special attention to three current challenges, also because of their many links to the motto "Sharing Heritage": cultural diversity, demographic change and sustainability.

// CULTURAL DIVERSITY

Europe is culturally open and colourful and decisively marked by its cultural diversity. Europe has a long been home to many different population groups and the scene of much migration, both voluntary and forced, across sovereign borders. And mass migration based on various factors is affecting Europe again today. People living in a single location in Europe come from a variety of cultural backgrounds and are influenced by widely differing ethnic and cultural factors.[27] This is demons‑trated by the fact that there are minorities everywhere in Europe and that Europe's cultural boundaries do not always match up with notions of nation‑states.

Work with cultural heritage must recognize and preserve the diverse interactions between cultures not only to take advantage of our cultural heritage as a tool for creating a sense of identity, but also to establish an ongoing cultural dialogue and improve acceptance for and preservation of cultural heritage, also that beyond Europe. >>

[25] See also: UNESCO–Charter on the Preservation of Digital Heritage (15 October 2003), http://unesdoc.unesco.org/images/0013/001331/133171e.pdf#page=80.
[26] The ongoing digitization of cultural property and the related opportunities and risks are also supposed to be a focus of the Dutch Presidency of the Council of the European Union in the first half of 2016; insights gained here could be applied to the European Year.
[27] See also European Manifesto for Multiple Cultural Affiliation, Council of Europe, 2007 (https://www.coe.int/t/dg4/cultureheritage/heritage/Identities/Manifeste_europeen_pour_appartenance_culturelle_EN.pdf); The Framework Convention on the Value of Cultural Heritage for Society (Faro Convention), Council of Europe, 2005 (http://conventions.coe.int/Treaty/en/Treaties/Html/199.htm).

// DEMOGRAPHIC CHANGE

All countries are increasingly feeling the effects of demographic change. Our society is becoming both more diverse and older. At the same time, it is becoming more segregated by age: Younger people are leaving areas that offer fewer economic opportunities, while older people often remain behind. The age structure is changing in almost every European region, with some specific regional differences. This trend has various impacts on cultural heritage as well. Outreach (for example, how best to address older adults, or new forms of volunteering), preservation and development (accessibility for those with a disability, accessibility using public transport) all constitute new challenges in this area. Demographic change in all its forms represents a challenge to Europe and its cultural heritage.

// SUSTAINABILITY

Sustainability has become a fundamental policy principle; in this context, cultural heritage is even regarded as a "strategic resource".[28] As a result, cultural heritage work, in particular with regard to architectural monuments, faces growing demands for sustainable development.

At the same time, climate change is having a major impact on humans and nature in Europe. Cultural heritage is also directly affected by these changes: for example, the growing risk of damage to archaeological sites, historical gardens and parks or entire cultural landscapes caused by storms, drought or natural disasters. The close connections between cultural heritage and natural resources are also very clear in this context. A new energy policy is also an important part of the agenda for dealing with climate change. For example, many countries are working hard to expand the use of renewable energy sources while reducing energy consumption. This is often a reason for renovating architectural monuments at great expense.

All three of these challenges apply especially to (large) cities with their wealth of culture in a small area, above all because architectural monuments are usually tourist attractions and established elements of the urban landscape. But smaller cities and towns,

rural areas and cultural landscapes too are increasingly discovering the potential of their cultural heritage as an economic factor and basis for identification. Tourism and competition are common reasons, also against the backdrop of a new awareness of architectural history and demographic effects. But developing tourism based on cultural heritage often requires significant resources from smaller cities and towns and less-populated regions. As in larger cities, competence networks can help through sharing and pooling resources. All possibilities and questions should be thoroughly discussed with other countries in an exchange of experience.

SHARING EXPERIENCE: PROJECT FORMATS

The European Cultural Heritage Year is intended to stress the sharing of experience: Best practices will be identified and optimized, and new projects will be initiated, in exchange with European partners at every level: Those are not only the UNESCO, the Council of Europe, the European Union and their institutions that could be involved in such an initiative, like the Committee of Regions (EU) and the Congress of Local and Regional Authorities (CoE) but also, in close cooperation, the civil society and all further political, professional and social institutions – above all the institutions where our cultural heritage is kept and looked after, including private collections, clubs, public administration, expert groups and sponsor organizations. Cooperation should be based on participatory procedures.[29]

All funded projects should have the potential to continue successfully and effectively also after 2018. The central aim of all projects is the participation of society. Projects in the field of cultural education (especially for younger generations) and cross-border or interregional project formats will receive special consideration.

Here is a brief selection of exemplary projects and existing formats: >>

[28] Council conclusions on cultural heritage as a strategic resource for a sustainable Europe, 2014/C 183/08 (20–21 May 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG0614%2808%29&from=EN
[29] Accordingly: Council conclusions on participatory governance of cultural heritage, 2014/C 463/01 (25 November 2014), http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG1223%2801%29&from=EN

EUROPEAN FORMATS
//AT THE LEVEL OF THE COUNCIL OF EUROPE:

/ Since 1987, nearly 30 thematic routes linking cultural heritage sites have been designated **Cultural Routes of the Council of Europe,** including the Via Regia and the Via Francigena: One of the major European trade routes, the Via Regia connects east and west, from Kraków, Wrocław, Bautzen and Erfurt to Paris, while the Via Francigena runs north–south, from Canterbury to Rome, and is to be extended to Jerusalem. Both routes bear witness to centuries of trans–European cultural transfer. All the routes are closely identified with the local area.

//AT THE LEVEL OF THE EUROPEAN UNION:[30]

/ The **European Heritage Label** is awarded to cultural heritage of special importance for European history. Since 2013, when the label became an EU initiative, sites have been proposed every two years.

/ The **EU Prize for Cultural Heritage / Europa Nostra Awards** was launched in 2002. Every year, it honours most outstanding heritage achievements in four different categories.

/ The **European Regional Development Fund** (ERDF) also funds activities in the cultural heritage sector, it for example supports projects at local level involving small–sized enterprises.

//AT THE LEVEL OF EUROPEAN ACTORS AND NETWORKS:

/ The **European Route of Industrial Heritage** (ERIH) is a network comprising the most important sites of Europe's industrial heritage. It currently includes more than a thousand sites in 43 European countries, with 80 anchor points constituting a virtual main route. Sixteen regional routes enable travellers to delve more deeply into the industrial history of these landscapes.

/ The **Association of European Royal Residences** (ARRE), created from the Network of European Royal Residences, is intended to improve Europeans' access to their shared cultural heritage and to promote the sharing of knowledge and best practices. Almost all members use their buildings to display and house extensive collections, thus impressively demonstrating how combining various forms of cultural heritage enhances our experience and understanding of all forms of cultural heritage.

/ Founded in 2003, the **European Garden Heritage Network** (EGHN) has been systematically expanded, and by early 2014 included more than 150 parks and gardens in ten European countries. With twelve regional routes and five European themes, the network illuminates the history and special character of each site as well as their shared regional and European characteristics.

/ Since 2011, the **European Heritage Alliance 3.3** provides an informal platform which brings together 35 major European and international networks of professionals, volunteers, (private) owners and educators that are dedicated to the safeguard of Europe's museums, historic buildings and sites, cultural landscapes, historic cities and villages, with the aim to jointly promote the value of cultural heritage for Europe's economy, society and environment.

/ The virtual library **Europeana.eu** links native digital and digitized forms of cultural heritage from a wide variety of European collections, offering greater possibilities for (scientific) research and exchange. The website can also be used to show connections between cultural heritage in different regions. >>

[31] See also: Mapping of cultural heritage actions in European Union policies, programmes and activities (2014), http://ec.europa.eu/culture/library/reports/2014–heritage-mapping_en.pdf

CULTURAL EDUCATION PROJECTS

/ Especially when it comes to culture, young people are more likely to be interested in the subject if it is presented by people their own age. This is the idea behind **"Schüler führen Schüler"**, in which school pupils lead tours of their peers, for example through museums. This format is already being used to great success in many places in Europe, but the number of participating institutions can be significantly increased.

/ At **European Heritage Campuses,** organized by various institutions, young people gather for a few weeks to work on projects at cultural heritage sites. More projects in this format should be offered, with a greater focus on attracting participants from different countries and on preserving and increasing access to cultural heritage in border regions. Helpful experience could come from the **"Jugendbauhütten"**, a programme run by the German Foundation for Monument Protection (DSD) in which young people learn traditional building techniques and restore architectural monuments, also in cross-border projects with Poland.

/ In the framework of the European Parliament's **European Youth Event** and other similar formats, young people are encouraged to develop original ideas for the future of Europe and in this way learn more about current policy challenges. It is a good idea to put issues related to developing and pre–serving cultural heritage on the agenda of forums like these, as it makes individuals aware of the European dimension of cultural heritage and of their own cultural and social identity.

/ The same applies to various initiatives, such as **Euroskills**, which are intended to prepare young people for the labour market by teaching (crafts) skills. Here too, it is a good idea to establish cultural techniques, such as traditional methods of weaving, as a part of the programme and in this way improve the chances of preserving and developing cultural heritage.

CROSS-BORDER OR INTERREGIONAL COOPERATION

/ The cities along the Baltic coast bear witness to centuries of trade and cultural transfer. The **Council of the Baltic Sea States** is a forum for developing common strategies for preservation and the development of tourism as well as for fostering a sense of identity aimed at enhancing political and economic responsibility.

/ **ArcheoMed Sites** is aimed at creating a network of institutions in the Mediterranean region to work on behalf of developing and preserving archaeological sites in urban areas. It is above all interested in sharing experience and standards and providing support through the network for its various members.

/ The **Danube Limes Brand** is a network of archaeological sites in six countries of the Danube region extending to the Black Sea which builds on the transnational UNESCO World Cultural Heritage property "Frontiers of the Roman Empire" in North West Europe.

/ With partners in nine European countries, the project **Cradles of European Culture** follows the traces of "Francia Media", a political construct that existed from 843 to 1033 in the heart of medieval Europe. The project aims to reveal the roots of the European idea in the early Middle Ages and increase awareness of the cultural heritage of this period and its importance in and for Europe.

Long-term documentation of existing, success–ful projects and those initiated and further developed for the European Year could be provided through the European Parliament's proposed transboundary web portal for cultural heritage and funding opportunities.[31]

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[31] Resolution of the European Parliament, "Towards an integrated approach to cultural heritage for Europe", paragraph 7a, P8_TA-PROV(2015)0293 (8 September 2015), http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//NONSGML+TA+P8-TA-2015-0293+0+DOC+PDF+V0//en