

Activating cultural heritage in Interreg

5 December 2018 | Vienna

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Welcome remarks

- **Anna Steiner**, Federal Chancellery Austria, European and International Cultural Policy
- **Commissioner Crețu**, DG REGIO, video remark
- **Erminia Sciacitano**, *European Commission* . DG EAC



Corina CREȚU

European Commissioner for Regional Policy

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

Activating cultural heritage in Interreg

5 December 2018
Vienna (AT)



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Objectives of EYCH 2018

- 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.



2018 buzzing with activity

Events

- Over **11 500**
- **6.2 million** people
- **EYCH Closing event** in Vienna 6-7 Dec



Projects labelled

Over **900 EU**

29 € 5 million Creative Europe dedicated call

Over **7 900 National**

28 EU MS + **9** Associated Countries



WHERE THE PAST MEETS THE FUTURE

OF CULTURAL HERITAGE #EuropeForCulture

Connecting Cultures, Connected Citizens



67 Interreg projects Labelled

Interreg A – Cross-Border Co-operation

Interreg IPA-CBC

Interreg B – Transnational Co-operation

Interreg C – Interregional co-operation

EU Week of cities and Regions 2018



Around **6 200** participants

3 EYCH Workshops Coop Cult and Succeed (EAC, REGIO Interact)

Interreg



Regio Stars Awards 2018

Topic of the year: Investing in cultural heritage

Nant Gwrtheyrn - West Wales and the Valleys, UK

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WHERE THE PAST
MEETS THE FUTURE



A large iceberg floats in a clear blue ocean under a bright blue sky with scattered white clouds. The iceberg's tip is above the water surface, while its much larger, jagged base is submerged. The water is a deep, clear blue, and the sky is a lighter, vibrant blue. The horizon line is visible in the distance, showing a range of low mountains or hills.

Events and initiatives

Legacy

Mainstreaming

*“The coordination of the European Year at Union level shall have a **transversal** approach with a view to creating synergies between the various Union programmes and initiatives that fund projects in the field of cultural heritage”*



Synergies with: **environment, architectural and planning policies**; Regional and local **development** strategies; **Sustainable tourism**; **Contemporary creation**; **Education** and **lifelong learning**; Intercultural **dialogue**, post-conflict reconciliation and conflict prevention; **Research** and **innovation**; Preventing **illicit trafficking** of cultural goods;

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4 “Pillars”, 10 European initiatives

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



Council
EU Presidencies
BG and AT

National coordinators
28 MS
+ NO, IS, CH and Western balkans as observers

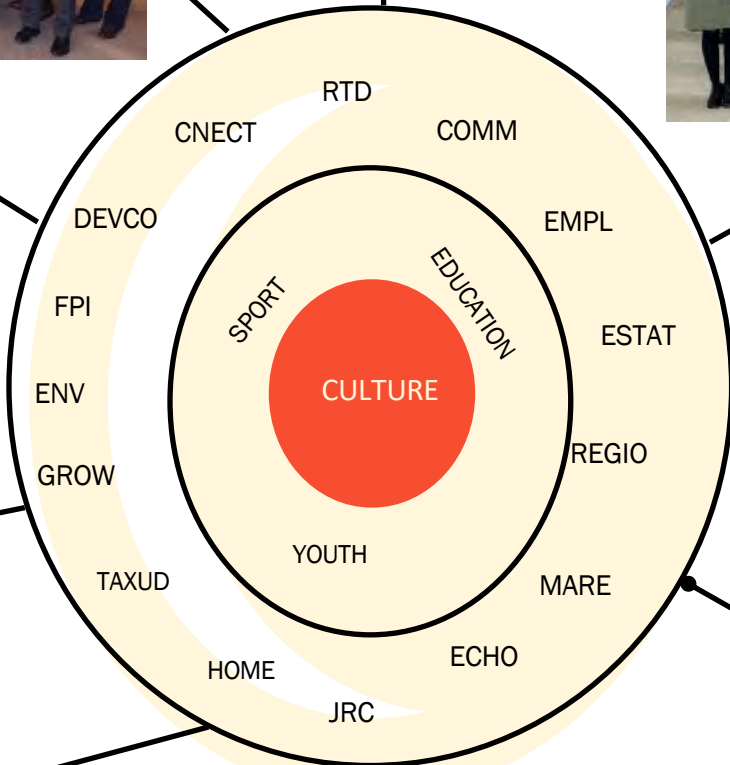
Stakeholders' Committee
35 Members (incl. Unesco, CoE)

Other EU institutions:
EEAS
CoR
EESC

EU Representations and Delegations



European Parliament



EUROPEAN COMMISSION
EYCH Task Force

EYCH - Governance



(6) Cherishing heritage: developing quality standards for intervention on cultural heritage



Main elements:

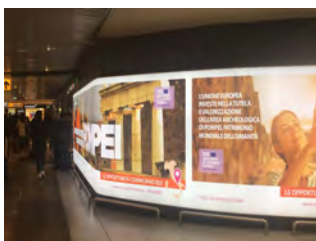
- Research and sharing of good practice
 - expert working group coordinated by ICOMOS
- Stakeholders' consultation and consensus building
- A high-level conference to validate and disseminate results

Beneficiaries: Policy makers, cultural heritage professionals, heritage institutions, civil society

Reference to the EYCH legal basis: Objectives 2(c)



Horizon **2020 SC 6 - Social platform** on the impact assessment and the quality of interventions in European historical environment and cultural



heritage sites (CSA) Deadline: 14 March 2019.
 Conference 'Cherishing heritage: Quality principles for interventions on cultural heritage', 22-23 November 2018, Venice

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(7) Heritage at risk: fighting against illicit trade in cultural goods and managing risks in heritage sites



Main components:

- Regulatory measures - Regulation on imports of cultural goods
- Awareness raising and capacity building activities
 - engaging the European art market in the fight against illicit trafficking
 - training modules to enforcement authorities
- Improving evidence and sharing experience: studies on safeguarding cultural heritage from natural and man-made disasters, and on the dimension of illicit trade in cultural goods in the EU; social platform on cultural heritage in danger
- Cooperation with third countries

Beneficiaries: national authorities competent for heritage protection, policy makers, enforcement authorities, art market, research communities

Reference to the EYCH legal basis: Objectives 2(k), 2(m)



INTERNATIONAL CONFERENCE: SAFEGUARDING CULTURAL HERITAGE FROM NATURAL AND MAN-MADE DISASTERS



INTERNATIONAL CONFERENCE
DANUBE UNIVERSITY KREMS (AUSTRIA)
JANUARY 23, 2018

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EU Action Plan for Cultural heritage



European Commission
May 2018

A New European Agenda for Culture

“ We want a Union where citizens have new opportunities for cultural and social development and economic growth. A Union which preserves our cultural heritage and promotes cultural diversity. ”

Declaration of the Leaders of 27 Member States and of the European Council, the European Parliament and the European Commission, Rome, 25 March 2017




**THE BERLIN CALL TO ACTION
CULTURAL HERITAGE
FOR THE FUTURE OF EUROPE**

- **Legacy** of the European Year of Cultural Heritage
- Keeping the **momentum** - engagement of stakeholders, Member States and EU institutions
- **Continuity**, without prejudice to the next MFF
- **Mainstreaming** - Open, inclusive and integrated approach
- **Governance**

ACTION 1 DEVELOPING THE EUROPEAN ACTION PLAN FOR CULTURAL HERITAGE

We call for an ambitious European Action Plan for Cultural Heritage as a lasting legacy of the European Year of Cultural Heritage. This Action Plan which is already announced in the recently adopted [New European Agenda for Culture](#), must be prepared and implemented with full involvement and engagement of all relevant public and private stakeholders, including civil society. It must also be holistic and interconnected with other key EU policy agendas and priorities, fully in line with the recent [conclusions of the EU Council](#). We refer to objectives and policy areas such as social cohesion, regional development, urban development, rural development, environment, maritime and tourism policies, sustainability agenda and climate change adaptation, research and innovation, digital policy, education and skills and, of course, the youth. This Action Plan should furthermore also have a strong external dimension since the European Union must also take global responsibility and reach out to partners across and beyond the borders of the EU. The Action Plan should therefore be coherent with the Council of Europe's Faro Convention on the Value of Cultural Heritage for Society and its recent [European Heritage Strategy for the 21st century](#), and with the [UN Agenda 2030 for Sustainable Development](#).

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Thank you!



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



#EuropeForCulture



EAC-EYCH2018@ec.europa.eu



[Legal basis](#)



2018 
EUROPEAN YEAR
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HERITAGE
#EuropeForCulture



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Agenda: 10.00 – 12.30

- Welcome remarks
- Interact capitalisation work and the e-book ‘Connecting Cultures, Connected Citizens’
- Cultural intervention: BLUEMED project, Interreg MED programme
- Cultural heritage as an important asset for the economy, *panel discussion*
- Cultural intervention: VirtualArch project, Interreg Central Europe programme
- Using cultural heritage to facilitate additional improvements in other sectors, *panel discussion*

12.30 - 13.30 Lunch break

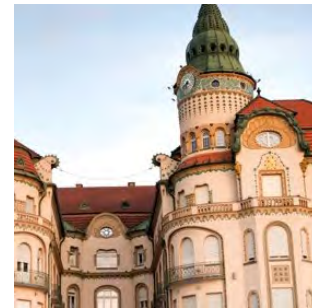
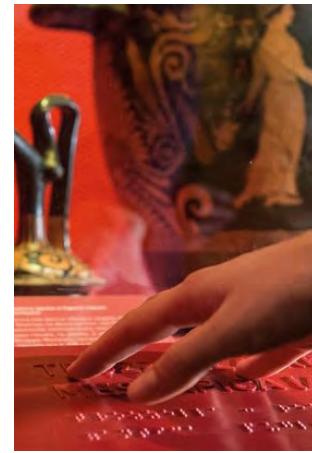
Agenda: 13.30 – 17.30

- What does Interreg Europe do in cultural heritage: *Venelina Varbova, Interreg Europe, presentation and Q&A*
- What does ESPON do in cultural heritage: *Zintis Hermansons, ESPON programme, presentation and Q&A*
- Macro regional cooperation and cultural heritage, *Marco Onida, DG REGIO, presentation and Q&A*
- Cultural heritage in Interreg and possible links to other initiatives, *panel discussion*
- Wrap up and next steps

Networking cocktail and exhibition

Objectives

1. To raise awareness of the achievements of Interreg cultural heritage projects
2. To present the variety of Interreg cultural heritage projects
3. To create a platform for Interreg programmes and projects to exchange their experience and knowledge in the field of cultural heritage
4. The presentation of the e-book promoting the Interreg projects that have been labelled under EYCH 2018
5. To promote Interact's capitalisation efforts



Connecting Cultures, Connected Citizens

Connecting Cultures, Connected Citizens

Inspiring examples of Interreg cultural heritage projects in the framework of the 2018 European Year of Cultural Heritage



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Quote from the project

Project picture, acronym and title



One of the big achievements to-date has been bridging the gap between local people and heritage professionals. This removes any barriers between actors and helps in creating networks and knowledge exchange.



www.liviheri.wordpress.com
www.centralbaltic.eu

€ 0,60 million

EU 0,46 million

5 partners

01.09.2015
30.11.2018

The LiviHeri project's aim is to learn how to live in, maintain and cherish an historic town, while preserving its characteristic environment and liveability. The project is based on the recognition of similarities and differences between the participating towns of Rauma (Finland), Visby (Sweden), Kuldīga and Aizpute (Latvia). A number of joint tourist attractions based on cultural and natural resources as well as joint tourist products are being devised. Participating towns are also developing joint social media platforms, which will enhance simultaneous activities, shared experiences and crowd-sourced innovations. The project will ultimately produce three new joint tourist packages, two new tourist attractions and three new identification and awareness raising campaigns.



Project story description

Link to project and Programme information
QR feature

Basic project information

Projects of Cross-Border programmes

20_Rising of green rooms value

21_Paths of wood. Cultural history and natural diversity

22_Ardenne Cyclo

23_Destination Terrils.eu

24_Golden Leie Lys

25_LiviHeri

26_Terra Salina

27_Gardens of Lake Constance. Nature and culture in the garden

28_Migration from Vorarlberg to Upper Swabia from the 19th to 21st century

29_Virtual Forum of History

30_Wine and Knowledge at Lake Constance

31_Explore values of nature. Create values of life

32_Kulturachse Nord

33_1753 Trail - A cultural project on the limit

34_ATLAS

35_Development of UNESCO Natural and Cultural assets

36_CLAUSTRAS+

37_DETTOX

38_FLUMEN DURIUS

39_RENERPATH

40_Livonian Culinary Route

41_Industrial Heritage

42_UNESCO-tourism

43_Coastal hiking

44_Green Railway

45_ESCAPE

46_e-documenta Pannonica

47_Back in the day

Projects of IPA Cross-Border programmes

50_TransGourmeTour

51_TOGETHER

52_Together for Common Future of Common Cultural Heritage

53_Youth-together

54_Living Archives - Relics of Common cultural heritage

55_Traditional Architecture from a New Perspective

56_Konkordia

57_Modernization and preservation of Water Castle

Projects of Transnational programmes

60_AlPFoodway

61_CCAIps

62_YOUrALPS

63_AtlaSWH

64_Atlantic Youth Creative Hubs

65_MMIAH

66_BhENEFIT

67_COME-IN!

68_European Cultural Route of Reformation

69_Forget Heritage

70_InduCult2.0

71_ProteCHt2save

72_REFREsh

73_VirtualArch

74_CultPlatForm_21

75_DANUrB

76_LENA

77_INtegrated Slow, Green and Healthy Tourism Strategies

78_Danube GeoTour

79_Iron-Age-Danube

80_NETWORKD

81_ART NOUVEAU

82_SOSTURMAC

83_BLUEMED

84_ENERPAT

85_Smart Heritage City

86_HeritageCARE

Projects of Interregional programmes

90_Collaborative Digitization of Natural and Cultural Heritage

91_CHRISTA

92_CRE:HUB

93_Smart Specialisation Creative Districts

94_CRinMA

95_Cult-RInG





96_Green Pilgimage

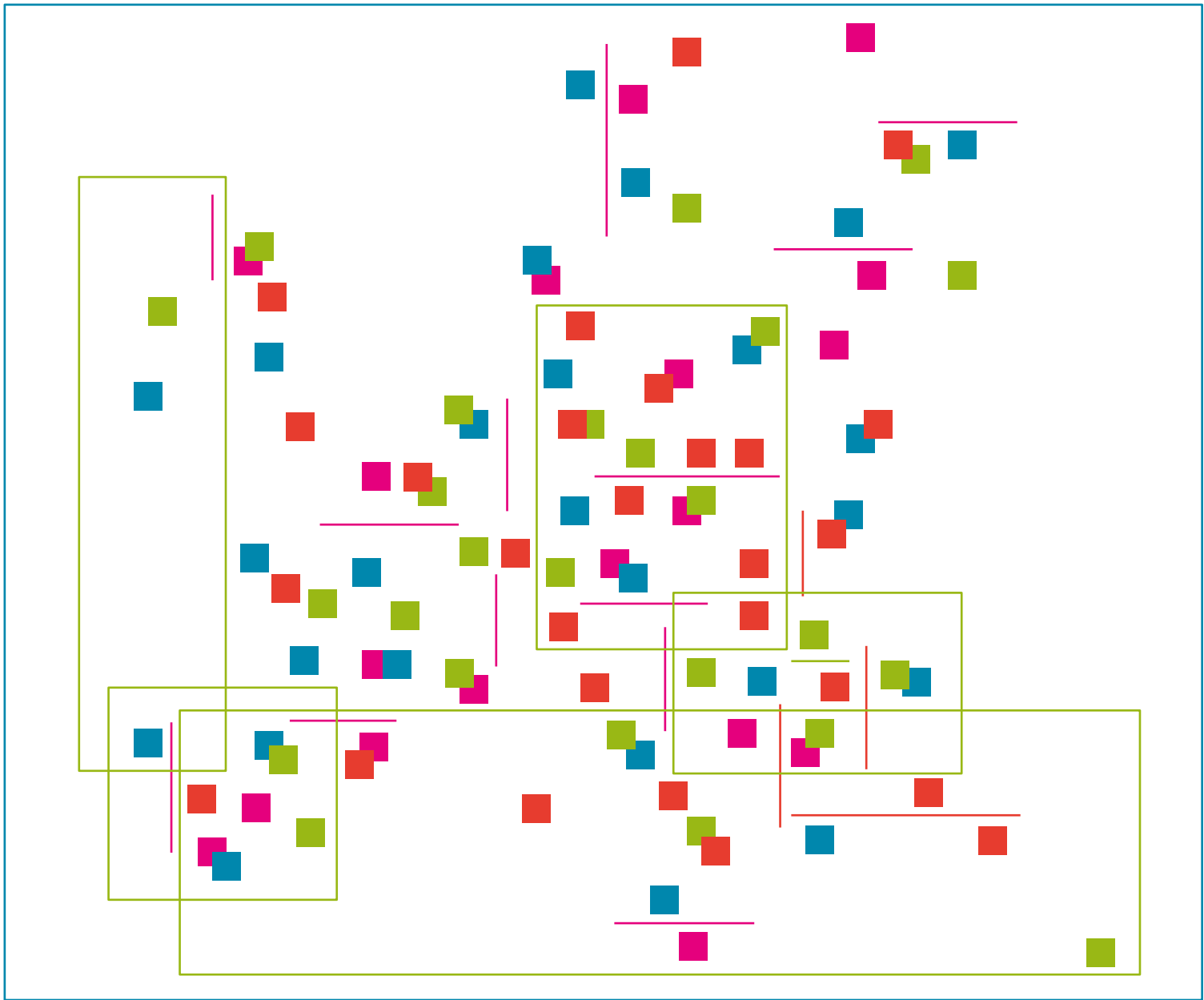
97_SHARE

Projects' map

This map wants to ideally display how, through cooperation among regions and citizens thanks to cultural heritage projects financed by Interreg programmes, Europe could be better connected and share our common cultural values and traditions. Culture has both tangible and intangible aspects that altogether identify the uniqueness of the continent and people.

The map suggests how possible cooperation and connections between regions and countries are building up a common continent of shared history, values and heritage.

-  Cross-border co-operation >>
-  Cross-border co-operation IPA >>
-  Transnational co-operation >>
-  Interregional co-operation >>



Concepts' map

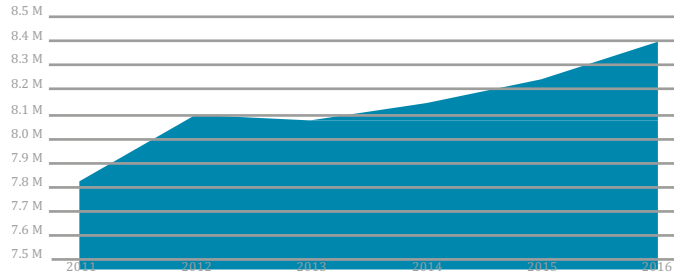
garden education migration art nouveau liveability historic structures
woodwork slow tourism data abandoned intangible heritage
hub maritime water castle bicycle virtual reality history
diversity salt protected areas lake creative cultural tourism geopark
revitalise river sustainable digitisation ancestor foodway
hiking accessibility open-air energy rehabilitation underwater wine

trail social innovation nature relics coastline arts renovation
restorers biosphere preventive conservation industrial route pilgrimage
maritime mountain archeology gourmet smart heritage railway
coal heaps reformation volunteering iron age unesco natural hazards
mediaeval non-technological skiing alps historic town treasury
industrial culture culinary walk of peace architecture heritage assets

These concepts represent the thematic diversity of projects shown in this e-book.
By clicking on each concept you'll be redirected to the project related to it.
The concepts are based on the main idea each project is focussing on.

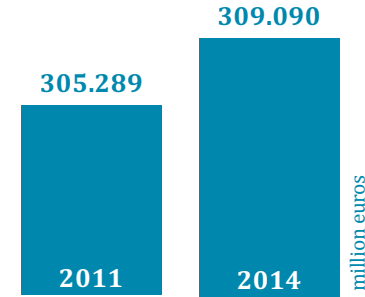
Socio-economic impact and perception of culture heritage in the EU

Cultural employment



Cultural sectors' turnover

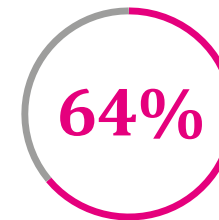
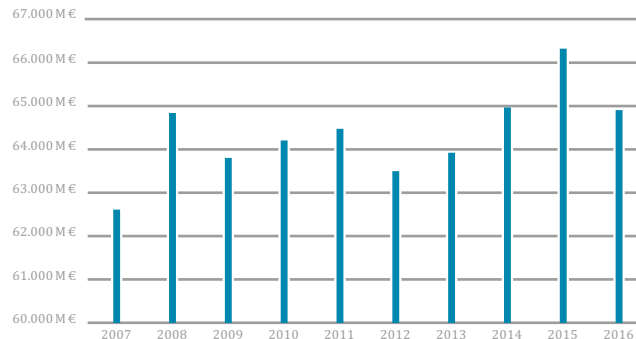
In 2014 the cultural sectors' turnover (the total value of market sales of goods and services) was around EUR 310 billion, which represented 5.2 % of the turnover of total sectors.



In 2016 around 8.4 million people in the EU were working in a cultural sector or occupation. This represents 3.7 % of the total number of employed people.

46% female cultural employment (2016)

Government expenditure on cultural services



Europeans took part in at least one cultural activity (2015)

0,4% of GDP in 2016

The majority of public expenditure on 'recreation, culture and religion' at EU level was devoted to 'cultural services'.

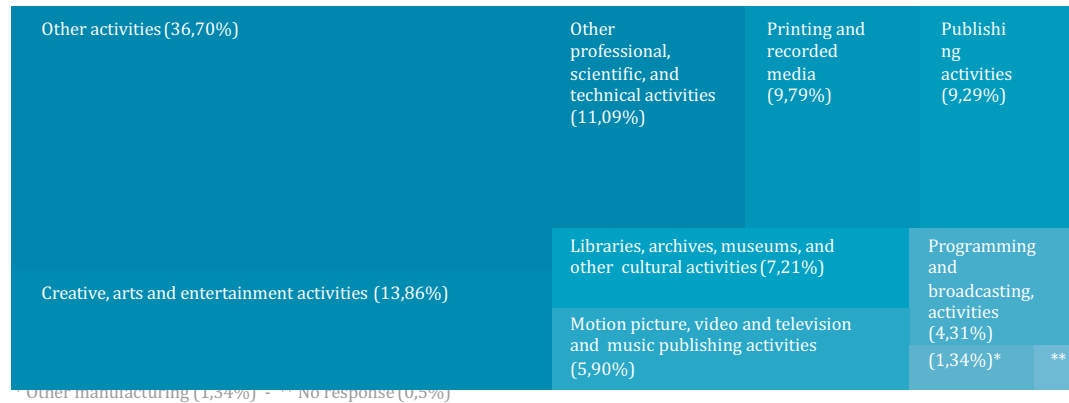
Source: Eurostat and Special Eurobarometer 466: Cultural heritage.

Enterprises

700.000

In 2014, there were 700.000 cultural market-oriented enterprises in the EU, which corresponded to 6.3 % of all enterprises in total (except trade, financial and insurance activities).

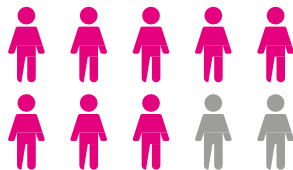
Cultural employment by activity sector (2016)



Europeans would like to know more about Europe's cultural heritage (2017).



Europeans believe that, through globalisation, European culture will become more dynamic and widespread in the world (2017).



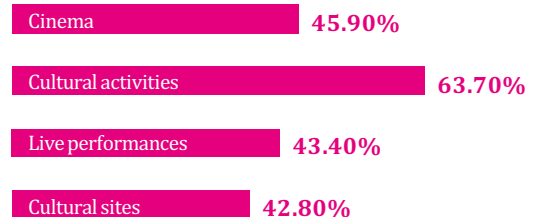
In 2017, eight out of ten Europeans think the diversity of European culture is an important added-value.

0,9%

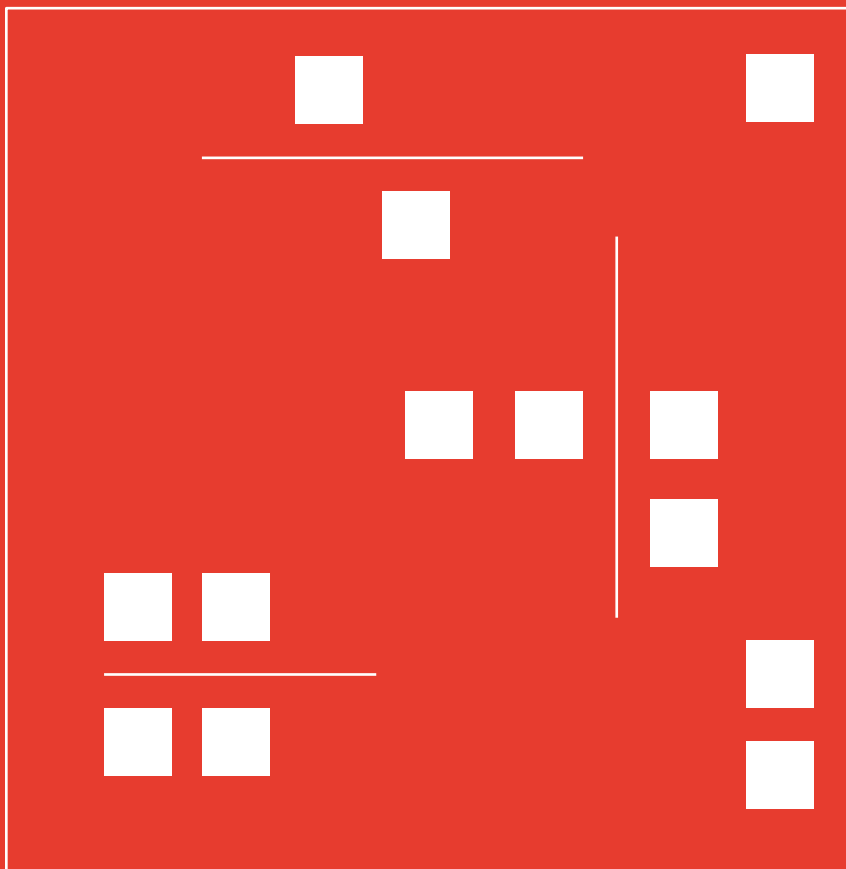
(2016)

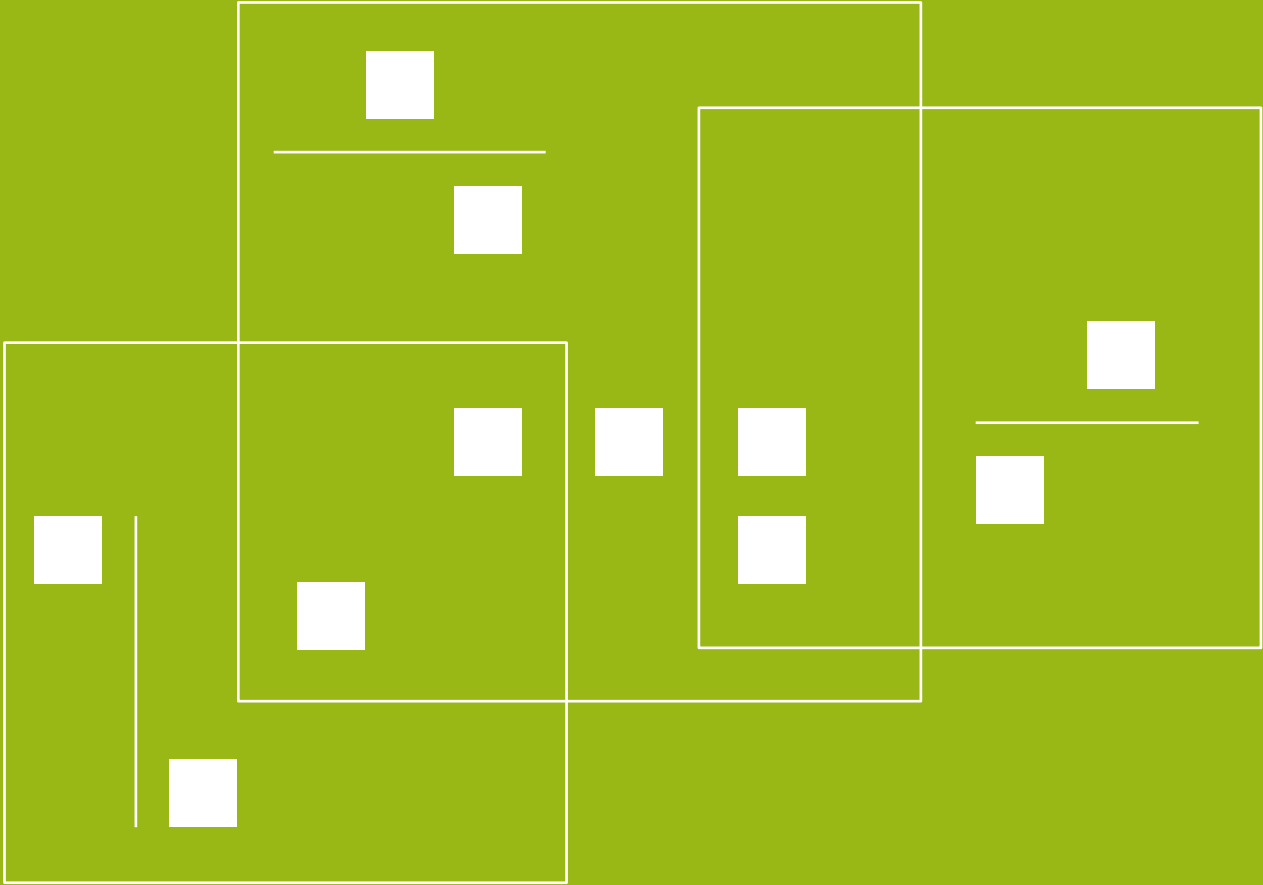
EU governments average expenditure in cultural services

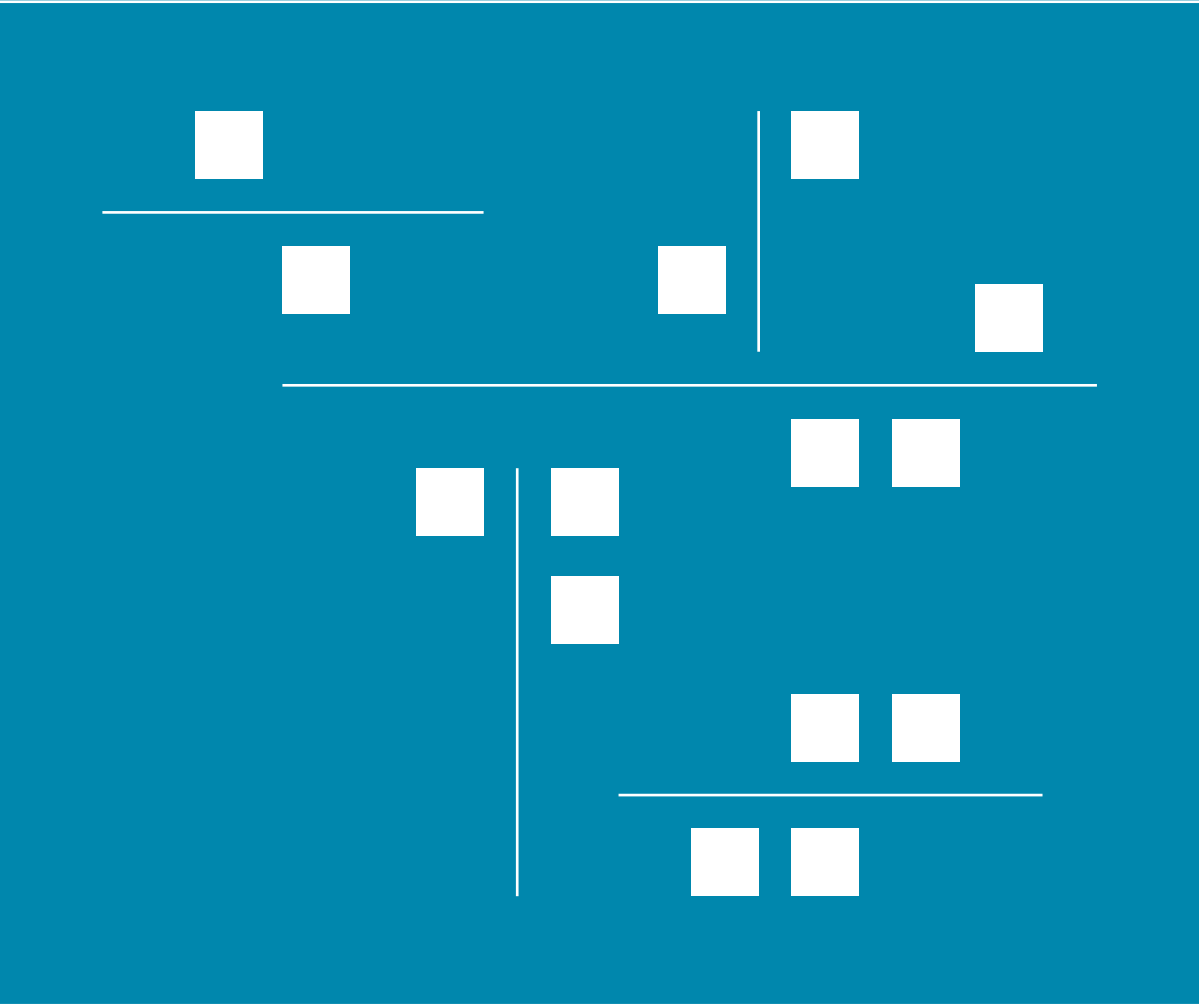
Frequency of participation in cultural activities in the last 12 months (2015)











Credits & Acknowledgments

We would like to thank all the Interreg programmes and projects which provided us with data, information and illustrations. Your cooperation is very much appreciated!

Programmes

Interreg A – Cross-border

Interreg V-A Austria-Czech Republic, Interreg V-A Austria-Germany/Bayern, Interreg V-A Belgium-France (France-Wallonie-Vlaanderen), Interreg V-A France-Switzerland, Interreg V-A Germany-Austria-Switzerland-Liechtenstein (Alpenrhein-Bodensee-Hochrhein), Interreg V-A Germany-The Netherlands, Interreg V-A Italy-Austria, Interreg V-A Italy-Croatia, Interreg V-A Poland-Denmark-Germany-Lithuania-Sweden (South Baltic), Interreg V-A Slovenia-Croatia, Interreg V-A Spain-Portugal, Interreg V-A Estonia-Latvia, Interreg V-A Slovenia-Hungary

Interreg IPA-CBC

IPA CBC Bulgaria-Turkey, Interreg-IPA CBC Hungary-Serbia, IPA CBC Romania-Serbia

Interreg B – Transnational

Interreg V-B Alpine Space, Interreg V-B Atlantic Area, Interreg V-B Central Europe, Interreg V-B Danube, Interreg V-B Madeira-Azores-Canarias, Interreg V-B Mediterranean, Interreg V-B South West Europe

Interreg C – Interregional

Interreg Europe

Editorial team: Ivano Magazzù & Daniela Minichberger with the contribution of Tom O'Connell.

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This publication is available, in English only, at <http://www.interact-eu.net/library/#1843-e-book-connecting-cultures-connected-citizens>

**DOWNLOAD
the e-book
HERE:**



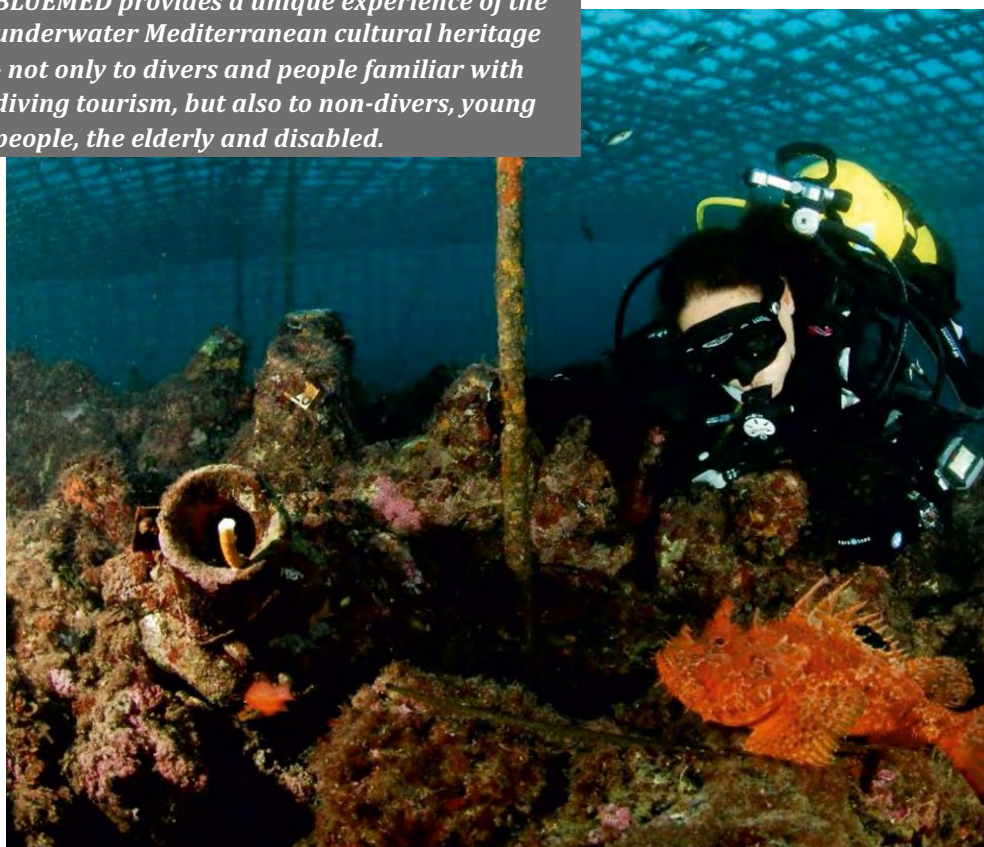
THANK YOU!



Cultural intervention

Aggeliki Veneti, BLUEMED project, Interreg MED programme

BLUEMED provides a unique experience of the underwater Mediterranean cultural heritage - not only to divers and people familiar with diving tourism, but also to non-divers, young people, the elderly and disabled.



BLUEMED

The BLUEMED project aims to protect and promote the Mediterranean's natural and cultural resources. It will do this by enhancing sustainable development policies for a more efficient valorisation of underwater natural resources and cultural heritage in coastal and adjacent maritime areas in accordance with UNESCO 2001. The project is also looking at strengthening sustainable and responsible coastal and maritime tourism in the MED Area.



€ 2,80 million

EU 2,38 million

10 partners

01.11.2016
31.10.2019

www.bluedmed.interreg-med.eu

Interreg
Mediterranean



A large sea turtle is swimming horizontally across the frame, positioned slightly above the center. It is moving from left to right. The background is a vibrant, clear blue ocean with a dense coral reef visible below and around the turtle. The lighting is bright, suggesting a sunny day. The text 'BLUEMED' is overlaid on the turtle's shell in a large, white, sans-serif font. Below it, the words 'Sustainable Tourism' are written in a smaller, white, sans-serif font. A thin, wavy white line is positioned below the text, following the curve of the turtle's body.

BLUEMED

Sustainable Tourism