



Cultural heritage in the EU: policies, strategies, funding, links with cultural tourism

Maciej Hofman, maciej.hofman@ec.europa.eu

Policy Officer @ European Commission, DG EAC, Culture
Policy Unit

I. Setting the scene

**II. Recent strategic documents and
EYCH 2018**

**III. Examples of projects and
initiatives**

I. Setting the scene



- ❑ Member States **are responsible for their own cultural sectors** (art. 167 TFEU)
- ❑ The EU *shall contribute to the **flowering of the cultures** of the Member States, while respecting their **national and regional diversity** and at the same time bringing the **common heritage** to the fore*
- ❑ EU helps to **address common challenges, promote cultural diversity, protect cultural heritage, ease obstacles to cultural mobility, support cultural and creative industries**, etc.





The "cultural" momentum

- **G7 for Culture Ministers** on "*Culture as an instrument of dialogue among peoples*" (Florence, January 2017)
- **Leaders' meeting** (Gothenburg, November 2017)
- **The European Year of Cultural Heritage 2018**
- **Davos Declaration:** *European Ministers of Culture call for a policy of high-quality Baukultur* (January 2018)
- **New European Agenda for Culture** and Staff Working Document (May 2018)
- **EU Work Plan for Culture 2019** (November 2018)
- **European Framework for Action on Cultural Heritage** (December 2018)



The New European Agenda for Culture (May 2018)

https://ec.europa.eu/culture/news/new-european-agenda-culture_en

3 dimensions:

1. Social dimension:

harnessing the power of culture and cultural diversity for social cohesion and well-being

2. Economic dimension:

supporting culture-based creativity in education and innovation, and for jobs and growth

3. External dimension:

Strengthening international cultural relations





Work Plan for Culture 2019-22 (November 2018)

https://ec.europa.eu/culture/news/2018/new-work-plan-culture-start-2019_en

Priorities:

- 1. Sustainability in cultural heritage**
- 2. Cohesion and well-being**
- 3. An ecosystem supporting artists, cultural and creative professionals and European content**
- 4. Gender equality**
- 5. International cultural relations**

17 concrete actions to be carried out over 4 years



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

THE EUROPEAN YEAR OF
CULTURAL HERITAGE

Results



- **37** countries
- **38** stakeholder organisations
- **19** Commission's DGs
- EU institutions/bodies
- Over **23 000** events reaching **12,8 million** people
- **14 000** labelled projects and events. incl. over **900** EU funded projects (Interreg, Creative Europe, H2020, Erasmus +, etc.)
- The **social media** campaign reached some **18 million** people (FB/Insta=10.9 million and Twitter = 6.9million).



European Framework for Action on Cultural Heritage (Dec 2018)

<https://ec.europa.eu/culture/sites/culture/files/library/documents/staff-working-document-european-agenda-culture-2018.pdf>

5 Pillars, +60 actions

- Cultural heritage for an **inclusive** Europe: participation and access for all
- Cultural heritage for a **sustainable** Europe: smart solutions for a cohesive and sustainable future
- Cultural heritage for a **resilient** Europe: safeguarding endangered heritage
- Cultural heritage for an **innovative** Europe: mobilising knowledge and research
- Cultural heritage for **stronger global partnerships**: reinforcing international cooperation.



MI

OUR HERITAGE
WHERE THE PAST MEETS THE FUTURE



Cultural heritage for a sustainable Europe: Smart solutions for a cohesive and sustainable future

UPDATE



- Maximising impact of culture, creativity and cultural heritage for **local development** (with [OECD](#)) to start early 2020
- Second edition of the [Cultural and Creative Cities Monitor](#) (JRC) – 190 cities - launched 8 October 2019
- Promoting 55 recommendations of the EU Member States' expert group on **Sustainable Cultural Tourism**
- Horizon 2020 call on “Innovative approaches to urban and regional development through **cultural tourism**” – evaluation taken place – 3 projects commence early 2020. Second call opens 5 November 2019 (IA Innovation action) – see [here](#)

OUR HERITAGE:
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MEETS THE FUTURE



Cultural heritage for a sustainable Europe:
Smart solutions for a cohesive and sustainable
future

UPDATE (continued)



Awareness raising of importance of sustainable cultural tourism

- Building on 55 recommendations for sustainable cultural tourism

New definition

Sustainable cultural tourism is the **integrated** management of cultural heritage and tourism activities in conjunction with the **local community** creating social, environmental and economic benefits for all stakeholders, to achieve tangible and intangible cultural heritage conservation & sustainable tourism development

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2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
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III. Examples of projects



<http://www.interact-eu.net/library#1843-e-book-connecting-cultures-connected-citizens>



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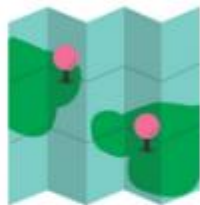
III. Examples of projects



CULTURE
for Cities and Regions

71

case studies



15

thematic
study visits



10

coached cities
and regions



150 beneficiary cities



www.cultureforcitiesandregions.eu



Funded by the Creative
Europe Programme
of the European Union

III. Examples of projects



FIND EXAMPLES @ CREATIVE EUROPE PROJECT RESULTS WEBSITE

<http://ec.europa.eu/programmes/creative-europe/projects/>

37 projects for keyword: tourism

Download list as Excel (max. 1000 lines)

List

Map

Project Title	Description	Start Year	Countries	
Heritage for PEOPLE	The project "VerSus+ / Heritage for PEOPLE", focuses on the transmission of knowledge to all branches of society and the general public in order to build awareness that constitute the basis for th...	2019		ADD TO BOOKLET
FOLLOW THE VIKINGS	The Vikings had profound cultural effects on the societies they visited, transforming them as well as the Scandinavian homelands themselves. This project brings together a network of partners to ...	2015		ADD TO BOOKLET
European Industrial Heritage 2020 and beyond – Fit for the Future	This is the third year of the project (FPA). Through the current project ERIH aims to save and transfer skills, know-how and competencies; support job opportunities, encourage international coope...	2019		ADD TO BOOKLET

+ CREATIVE EUROPE THEMATIC NETWORKS BROCHURE

https://eacea.ec.europa.eu/sites/eacea-site/files/cebooklet2016_web.pdf



III. Examples of projects



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 Plovdiv (Bulgaria) & Matera (Italy) in 2019

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)

2014-2020

EUROPEAN UNION PRIZES AND LABELS

- ☐ [EU Prize for Contemporary Architecture](#)
- ☐ **EU Emerging Architect Prize**
- ☐ [EU Prize for Cultural Heritage \(Europa Nostra Award\)](#)
- ☐ [European Heritage Label](#)



THANK YOU!



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ec.europa.eu/culture



**ec.europa.eu/programmes/
creative-europe/**

Maciej Hofman

maciej.hofman@ec.europa.eu



@M_W_Hofman



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