Cultural heritage EU policy context

Virtual and Smart Cultural Tourism-VSCT Pilot

30 March 2021

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DG EAC

Introduction

- EU Competencies

- EYCH 2018 and legacy

- Cultural Heritage Expert Group

- Cultural Heritage in Action

- Cultural Heritage and Education

- Sustainable Cultural Tourism

- Covid 19

- EGD, EYoR, NEB

European Commission's competence

- Assists and complements the actions of Member States in preserving & promoting Europe's cultural heritage (art. 167 TFUE)

- Develops relevant policies and programmes

- Supports and promotes policy collaboration between Member States & stakeholders on cultural heritage

EU-funded programmes supporting cultural heritage site:
https://ec.europa.eu/culture/cultural-heritage/funding-opportunities-cultural-heritage

European Commission

European Year of Cultural Heritage 2018
Our heritage: where the past meets the future

- A year entirely dedicated to cherishing cultural heritage

- 10 long-term European initiatives in collaboration with the Council of Europe, UNESCO, and other partners

- Results:

  - 12.8 million participants

  - 23,000 events organised

  - 37 countries

OUR HERITAGE:
WHERE THE PAST MEETS THE FUTURE

Legacy of EYCH 2018
European Framework of Action

4 key principles - 5 areas - 14 clusters - over 65 actions

Holistic

Mainstreaming / integrated

Evidence-based policy making

Multi-stakeholder

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 a stronger global partnership:
Reinforcing international cooperation

Cultural Heritage Expert Group

- **Commission expert group EFACH ("Cultural Heritage Forum")**

- **Members:**

  - **European organisations** active in the field of culture and cultural heritage and **individuals** appointed in a personal capacity (via public call for applications)

  - **Member States**' authorities with responsibilities for cultural heritage policies

  - Relevant **international** organisations

  - More information here

- **Meets twice every year**

- **Continuous exchange of information + good practices, monitor EFACH, recommendations/opinions**

- **Commission's services participate**

- **Next meeting: 19-20 April 2021**

European Commission

Cultural Heritage in Action

- Project launched in February 2020 as part of the European Framework of Action on Cultural Heritage

- **Peer-learning programme** for local and regional authorities and stakeholders.

- **Focus:** participatory governance of cultural heritage, re-use of cultural heritage and quality principles for interventions on cultural heritage

Cultural Heritage in Action

Creative Europe
@europe_creative

Hot off the press 🗞️
Our 'Cultural heritage in Action' peer-learning project brought together 32 🇪🇺 cities and regions, exchanging best practices on heritage as a driver for innovation and positive change. Discover them and get inspired! 👇
#EuropeForCulture
Traduci il Tweet

Cultural heritage in Action - Discover 32 success stories!
🔗 cultureforcitiesandregions.eu

- **Catalogue** of 32 local and regional **best practices** published in November 2020

- 3 main topics:

    - Participatory governance of cultural heritage

    - Adaptive reuse of built heritage

    - Quality of interventions on cultural heritage

- Catalogue and individual sheets with specific cases: http://www.culturalheritageinaction.eu/culture/Good_practices

- 12 peer-learning visits between March and September 2021 (26-30 April online, hosted by Central Scotland (UK))

Cultural Heritage and Education

- **INCREAS**: connect the cultural heritage sector with cultural and creative industries and provide innovative and creative education solutions

- **CHARTER**: identifying skills gap in the heritage sector and propose training and curricula for the development of new skills for cultural heritage professionals

- **Joint UNESCO EU project "Engaging Youth for an Inclusive and Sustainable Europe"**

  - European Heritage Professionals Forum

  - Raising awareness for and learning with intangible cultural heritage in UNESCO ASPnet schools across the European Union.

Sustainable Cultural Tourism

Awareness raising of importance of sustainable cultural tourism

Building on 55 recommendations for sustainable cultural tourism

https://europa.eu/cultural-heritage/toolkits/sustainable-cultural-tourism-recommendations_en

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

European Commission

Sustainable Cultural Tourism – Case Studies

Sweden

Visir Uplandia – augmented history digital project
Place-based app allows visitors and tourists to the historic site to:

- explore a 3D environment;
- learn and experience the architecture of the site; and
- interact in the daily life of another time.

Prisma Västra Götaland
The region developed a digital platform for cooperation, Prisma Västra Götaland - focuses on strengthening the industrial heritage and social development of the area.

Sustainable Cultural Tourism OMC - Recommendations for "*Smart*" Tourism

Continue investing in digital technology, visitor management & facilities (interpretation & infrastructure) use of programmes as Horizon Europe, Creative Europe, etc;

Encourage networks, digital partnership platforms, public & private partnerships to address the issues of carrying capacity and access at Europe's hot-spots;

Create synergies - form digital working groups between members of established projects, e.g. CoE's Cultural Routes, UNESCO's World Heritage Journeys' web platform, ECOC, EHL, European Capitals of SMART tourism, and European Destinations of Excellence; and

Encourage digital platforms with relevant stakeholders - consolidate booking systems for transport, admission tickets and accommodation (encourage low season visitors + facilitate market intelligence)

European Commission

Impacts of COVID-19 on Tourism and Cultural Heritage Sector

- UNWTO: decrease of international tourism by 60-80% in 2020 (Experts do not to see a return to pre-pandemic levels before 2023 – offering time to reflect and plan)

- 6m jobs are directly associated with tourism (300,000 CH)

- 3 out of 5 museums lost an average of €20,000 a week[1]

- Larger museums and museums in touristic areas: up to hundreds of thousands of Euros[1]

- Digitalisation:

  - 4/5 museums increased their digital services[1]

  - 2/5 museums saw an increase in online visits (between 10 to 150%) [1]

Many cultural heritage sites closed - slowly reopening on phased basis

This summer
I visit Europe

EXPLORE CULTURE
CLOSE TO YOU

#EuropeForCulture

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European Commission

Cultural Heritage & Sustainable Tourism

- Commission's **Communication on tourism and transport in 2020 and beyond**

- "Re-open EU" web platform (6m users)

- **Social media campaign dedicated to sustainable cultural tourism** (18 m impressions 16K interactions/engagements)

- Europeana: increased focus on tourism

- Cultural Gems: dedicated campaign

- Commission's Communication March 2021 - *A common path to safe and sustained re-opening*

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COVID-19 & Cultural and Creative Sectors

✓**Two on line platforms set up - Member States** & **Creatives UNITE**
to exchange info & share best practices

Creatives UNITE
Since its launch (May 2020):
✓ Over 33,000 users
✓ Over 750 published posts
✓ **Cultural heritage stakeholders well represented**

➢ Hosted **online Meeting with the Commissioner Gabriel**
26 June 2020

The European Green Deal

#EUGreenDeal

Resets Commission's commitment to tackling climate & environmental-related challenges

- Plan to make the EU's economy sustainable
- No net emissions of greenhouse gases by 2050
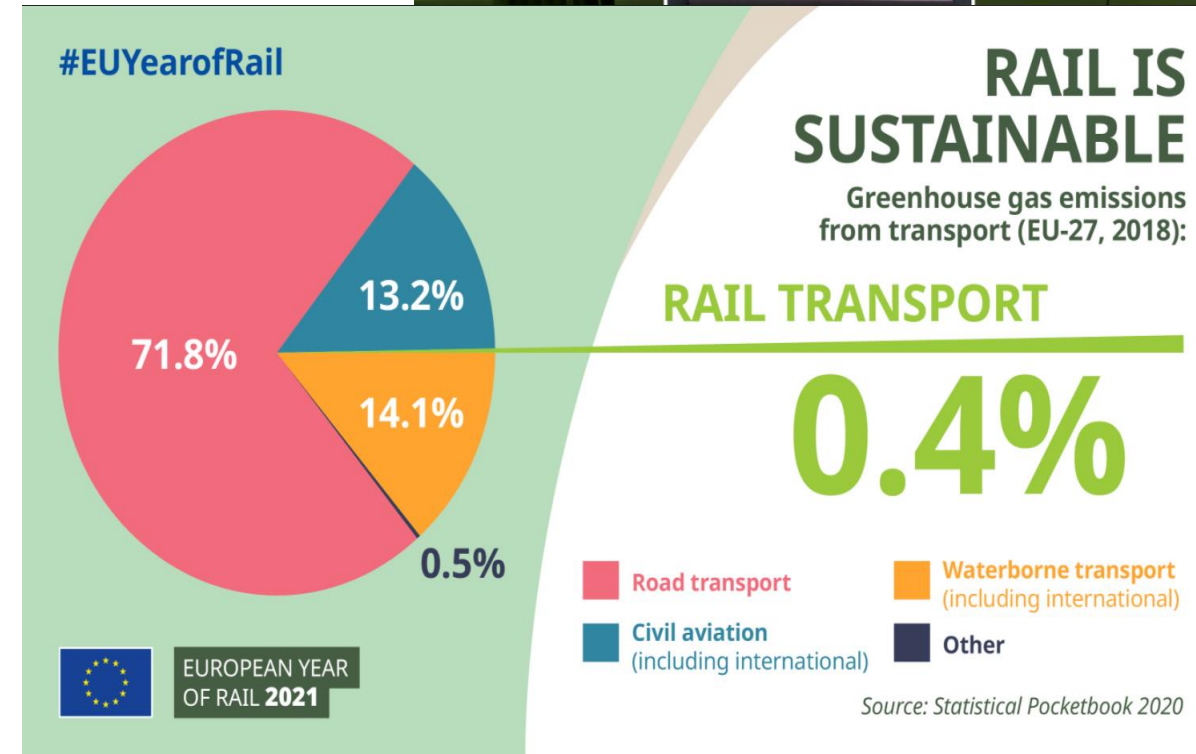- No person and no place is left behind
- Provides an [action plan](#):

Boost the efficient use of resources by moving to a clean, circular economy, restore biodiversity and cut pollution

European Commission

Cultural heritage for a resilient Europe: Safeguarding endangered heritage

- [2019-22 Work Plan for Culture](#)

- **2 OMC Groups** commenced in **January 2021: Sustainability** + **Climate Change**   Report and recommendations Q4 2022

- Already in progress - High quality architecture and built environment for everyone   Report and recommendations Q2 2021

European Commission

2021: European Year of Rail

- Rail: sustainable, safe and it connects people

- Way to promote sustainable and local tourism

- Link with rail heritage

- More information at https://europa.eu/year-of-rail/index_en

#EUYearofRail

71.8%

13.2%

14.1%

0.5%

Road transport

Civil aviation (including international)

Waterborne transport (including international)

Other

EUROPEAN YEAR OF RAIL 2021

RAIL IS SUSTAINABLE

Greenhouse gas emissions from transport (EU-27, 2018):

RAIL TRANSPORT

0.4%

Source: Statistical Pocketbook 2020

EUROPEAN YEAR OF RAIL 2021

HOP ON!

#EUYearofRail

New European Bauhaus

- 3 phases: design, delivery, dissemination

- Design phase: **identifying areas/missions/challenges** with an EU added value and corresponding delivery modes

- Looking for organisations across the EU that can act as "Partners of the New European Bauhaus"

More at https://europa.eu/new-european-bauhaus/index_en

New European Bauhaus
beautiful | sustainable | together

European Commission

Visit our website

https://ec.europa.eu/culture/cultural-heritage

Useful links

How the EU responds to the coronavirus outbreak in support of the cultural and creative sectors
https://ec.europa.eu/culture/news/coronavirus-how-eu-responds-outbreak-support-cultural-and-creative-sectors_en

Temporary Framework for state aid measures (incl. list of specific national measures)
https://ec.europa.eu/commission/presscorner/detail/en/IP_20_496

https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response/jobs-and-economy-during-coronavirus-pandemic/state-aid-cases_en

Creatives UNITE
https://creativesunite.eu/

Europe's moment: Repair and prepare for the next generation (new EU recovery instrument and next MFF)
https://ec.europa.eu/commission/presscorner/detail/en/ip_20_940

Initiatives from Cultural Heritage Covid 19 (examples)

Europa Nostra paper Covid 19 and beyond: Challenges and Opportunities for Cultural Heritage

Europa Nostra, close cooperation ICOMOS & Climate Heritage Network, input of other members of European Heritage Alliance. Supported by European Investment Bank Institute & Creative Europe programme. *The European Cultural Heritage Green Paper* **https://www.europanostra.org/putting-europes-shared-heritage-at-the-heart-of-the-european-green-deal/**

NEMO –survey and map overview of European countries' re-open museums - increase online presence 60%

ICCROM '**Heritage in times of COVID**', producing set of tools- to identify Risks, Monitoring Impacts, Assessing Needs.

ICOM - **Museums and COVID-19**: 8 steps to support community resilience

UNESCO launched initiatives to support the **culture sector**

Future for Religious Heritage (Survey report)

European Route of Industrial Heritage (Survey)

Europeana https://pro.europeana.eu/page/working-with-you-and-for-you-in-the-time-of-covid-19 **and** https://pro.europeana.eu/post/building-digital-capacity-sense-making-findings-and-outcomes

European Commission

Thank you

 #EuropeForCulture

The legacy continues
Beyond

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture