

## EUROPEAN INITIATIVE no 1:

Sharing heritage, history and values,  
to bring Europeans closer together

### ENGAGEMENT PILLAR

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#### WHY? - Objectives

The European Year is an invitation to "encourage approaches to cultural heritage that are **people-centered, inclusive**, forward-looking, more integrated, sustainable and cross-sectoral", "promote solutions which make cultural heritage **accessible** to all, including via digital means, by removing social, cultural and physical barriers, taking into account people with special needs" and "**raise awareness** of the importance of Europe's cultural heritage through education and lifelong learning, in particular by focusing on **children, young and elderly people, local communities and hard-to-reach groups**"<sup>1</sup>

This initiative aims to allow people in Europe to share their own cultural heritage, get to know others', connect the local to the European level, and understand how much of our heritage is shared. It will help raise awareness of **common history and values**, reinforce a **sense of belonging** to a common European space, and ultimately bring individuals and communities closer together. It will encourage **discovery and appreciation** of the richness of Europe's cultural heritage, with a particular focus on hard-to-reach groups.

#### FOR WHOM? - Target groups

General public, local communities, older people and hard-to-reach groups including people with special needs and those at risk of social exclusion.

#### WHAT? - Content of the initiative

The initiative will have 4 main components:

##### Component I – Special EYCH edition of the European Heritage Days

The annual European Heritage Days (EHDs) have become a strong means of engaging the general public in heritage across Europe, attracting over 30 million people every year. The EHDs will be a vital tool for reaching out to citizens and raising awareness all over Europe during the EYCH, while the EYCH will provide a unique occasion to enhance the European dimension of the EHDs. In 2018, participating countries will organise activities around the common theme of the EYCH, and they will develop concrete actions.

In addition, three EHDs projects may be implemented as from 2018 to support national and local organisers : (1) a "Call for the European Heritage Stories"; (2) the "European Heritage Makers Week" throughout April and May 2018, which both aim to give opportunity to children across Europe to explore their surroundings, to discover the European dimension of the heritage and share their unique

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<sup>1</sup> Decision (EU) 2017/864 , Art. 2 specific objective 2(a, d and j).

stories<sup>2</sup>; and (3) "Funding trans-border projects", to enable the realisation of projects requiring cross - border collaboration, emphasising the common ideas/ elements of heritage between countries. ***These 3 projects are still under discussion and preparation jointly with the Council of Europe.***

**Timeline tbc:**

- From March to May 2018: Call for European Heritage Stories
- April- May: European Heritage Makers Week
- From August to early October 2018: European Heritage Days

**Component II – Special EYCH editions of European Heritage Label, and the EU Prize for Cultural Heritage/Europa Nostra Award**

The **EU Prize for Cultural Heritage/Europa Nostra Awards** annually recognises best practices related to heritage conservation, management, research, education and communication. The Prize is awarded to cultural heritage sites, professionals and volunteers representing excellence and devotion to Europe's shared heritage. Up to 30 winners are announced each year, usually in the first week of April. The award ceremony will take place on the 22<sup>nd</sup> of June and it will be the public highlight of the European Heritage Summit in Berlin, organised by Europa Nostra, the German Cultural Heritage Committee and the Foundation of Prussian Cultural Heritage. Local award ceremonies will follow on each laureate site, from June to December 2018.

The **European Heritage Label** celebrates heritage sites which symbolize European ideals, values, history and integration, and the 2018 annual gathering and ceremony will also be a focus for EYCH activity. The EYCH will be an ideal opportunity to give EHL a welcome boost, which could be one of the Year's legacies. As part of the communication campaign on the EYCH, a touring exhibition about the sites and a high-level award ceremony for the new sites getting the Label may be organised (*still under preparation*).

**Timeline:**

- April 2018: EHL Yearly gathering and EHL Ceremony in Brussels
- June 2018: EU Prize for Cultural Heritage/Europa Nostra Award Ceremony in Berlin

**Component III – Sharing heritage, digitally. New web & mobile app for cultural heritage developed by the Joint Research Centre (JRC) and Europeana project: Connecting European Citizens through shared culture**

We are exploring the possibility to develop a web & mobile app specifically for EYCH, to allow the public to explore key European cultural heritage in their city/region/area/community. The app would showcase events and projects proposed under the EYCH and would improve the visibility of EU programmes and actions supporting cultural heritage, such as European Heritage Label sites, European Heritage Days events or places to visit, Cultural routes and Natura 2000 sites.

Europeana plans to deliver a flagship project: Connecting European Citizens through shared culture. This will engage citizens in contributing to digital cultural heritage of museums, libraries, archives and audio visual collections, to promote understanding of our shared cultural heritage in cities, towns and villages across Europe. It is planned to include two interconnected topics:

1. End of WW1 and the Birth of Modern Europe
2. Migration in the Arts & Sciences

**Timeline tbc:**

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<sup>2</sup> For this action targeting school children - please also see Initiative no 2 – Heritage at school.

- First semester of 2018: Development of the mobile app by JRC
- June 2018 (tbc): Launch of the JRC app possibly at the European Cultural Heritage Summit in Berlin
- Through 2018: Europeana will promote its campaigns on the influence of migration on cultural heritage and the end of WW1 and the birth of nations.

#### **Component IV - WeAre#EuropeForCulture project**

We are preparing a specific new project for EYCH, WeAre#EuropeForCulture which will aim to promote cultural heritage among groups who rarely experience it.

It would be funded under the EYCH budget and would be awarded following an open tendering procedure.

#### **WHEN? - Key Events**

"Sharing heritage" activities will be highlighted during the following events relating to EYCH

7-8 December 2017	European Culture Forum in Milan: EYCH launch, plenaries on heritage, culture for cities and regions
18-24 June 2018	European Cultural Heritage Summit in Berlin
September 2018	European Heritage Days

#### **PARTNERS:**

- Within the Commission, services dealing with culture education, and the Joint Research Service will be involved in this initiative.
- Joint Research Centre (JRC)
- Existing partners: Europeana, European Heritage Sites, European Heritage Days, Network of European Heritage Label sites, European Capitals of Culture, Eurocities, Europa Nostra
- New partners: European organizations representing minority/disadvantaged/hard-to-reach groups, such as European Network Against Racism (ENAR) , The European Anti-Poverty Network (EAPN), European Disability Forum (EDF), AGE.