



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR EDUCATION AND CULTURE

Culture and creativity
Cultural policy

Fourth meeting of the Stakeholders' Committee for the European Year of Cultural Heritage 2018

Wednesday, 7 March 2018

Final Report

On 7th March 2018, the **fourth meeting of the Stakeholders' Committee for the European Year of Cultural Heritage 2018** took place in Brussels, at the premises of the Representation of Saxony-Anhalt to the EU. Being the first meeting of 2018, it aimed at taking stock of the implementation of the Year thus far - on the side of the Commission as well as the Stakeholders, and to identify potential room for improvements at this early stage of its implementation..

38 members of the Stakeholders' Committee were present, along with the EYCH Task Force members (DG EAC), as well as the observers from the European Parliament, the Committee of the Regions and the European Economic and Social Committee. The event was organized through the Voices of Culture Initiative, led by the Goethe-Institut, in cooperation with the Representation of Saxony-Anhalt (hosts of the venue). The meeting was chaired by Michel Magnier (DG EAC, Director for Culture and Creativity). The **list of participants** and the **agenda** can be found in Annex.

I. Welcome

The participants were welcomed by **Dr Gunnar Schellenberger, State Secretary for Culture of Saxony-Anhalt**, who expressed his pleasure of having the honour to host this meeting. Saxony-Anhalt is extremely proud of its vast cultural heritage and fully supports the goals of the EYCH in preserving and promoting these joint cultural treasures.

II. Introduction – the COM (Michel Magnier)

The **COM** thanked the hosts of the meeting and welcomed the new members of the Stakeholders' Committee; the *Erasmus Student Network* on behalf of the European Youth Organisation, and the *Architects' Council of Europe*.

The COM informed on latest policy developments. Following the Gothenburg summit in November and Council conclusions in December 2017, culture has gained an important momentum in EU policy. However, important work still lies ahead with the preparation of the New European Agenda for Culture, the Work Plan for culture 2019-2022, and in working to secure a favourable budget for culture and cultural heritage within the new MFF. It is crucial to ensure the legacy

of the Year, and to use the momentum it creates as a springboard and basis for European Action Plan for cultural heritage.

III. Implementation of the EYCH2018: Overview of key activities and events at national and European level – what have we achieved so far?

The **COM** (Catherine Magnant) updated participants on the implementation of the Year so far at European level (please see PPT attached). The main points were:

- The Year is in full swing – An impressive number of 100 events at EU level and over 7,000 at national level are already planned;
- The Year has an important social media outreach and the hashtag #EuropeForCulture is widely used ;
- The Year was successfully launched in many MS, in the presence of high-level politicians, representatives from EU institutions and civil society, who were all mobilized to ensure the visibility of the events;
- Key events taking place these months include:
 - 5th – 6th March 2018 EU Civil Protection Forum 2018, focusing on emergency mechanisms for disasters and protection of cultural heritage,
 - 23rd April 2018 - Conference on the International dimension of the Year, organized by Cultural Diplomacy Platform,
 - 5th May EU Open Doors Days with cultural heritage as a common theme for all DGs,
 - 27th May 2018 Run for cultural heritage – 2000 people running with the logo of the Year,
- Some of the key events organized by Stakeholders: the launching of the TORCH Initiative, Ode2Joy challenge, etc.

The **COM** (Dorota Nigge and Erminia Sciacchitano) updated the participants on the implementation of the 10 European Initiatives (EI) and gave an overview of the progress made since last presented in December: .Key points were:

- Key actors are being involved in the initiatives, including different EC services, other EU bodies (EESC, CoR) and external partners;
- Policy leverage of the 10 European Initiatives – the new European Agenda for Culture and the Council conclusions of the Bulgarian Presidency on mainstreaming cultural heritage (the adoption of both documents is planned for May 2018);
- New actions have been incorporated to raise the profile of the EI. An example is the 'Access City Award' for cities making cultural heritage accessible for people with disabilities as part of EI number 1 (Shared Heritage).
- Some components of the EI have been launched. For example, the expert group on quality standards met for the first time in February in the frame of EI number 6 (Cherishing heritage).An Action Plan and Roadmap are already in place and plans have been made for further activities – workshops, stakeholders' consultations and final conference;
- Some EI have produced initial results. The Study on 'Safeguarding Cultural Heritage from Natural and Made-made disasters' (EI 7, Heritage at Risk) provides the first mapping of risk management efforts in Europe.

This work was presented at the Civil Protection Forum (5-6 March 2018)
– where it reached a new group of Stakeholders (1000 people present);

Exchange of views

The members of the Stakeholders' Committee were given the floor to update participants on their activities and events planned or already under way in the context of the Year. The amount and the quality of the events is truly impressive, especially considering the limited resources available for the year. *The list of highlighted EYCH highlight events can be found in Annex of this report.*

In addition to the members of the Stakeholders' Committee, representatives of other EU bodies shared their plans for the Year:

- **European Parliament** is trying to give a political support to the Year at high-level events: the Inter-parliamentary committee meeting in November (between the EP and National Parliaments) and the high-level conference in May hosted by EP President Antonio Tajani;
- **European Economic and Social Committee** labelled all cultural events with the Year's logo and linked their flagship annual events to the Year, such as "Your Europe, your say!" and EESC Civil society prize in December;
- **Committee of the Regions** contributed to the launching of the Year in January (statement by the COR President, involving the representative of the European Capitals of Culture 2018). They are fully committed to the EYCH and are trying to involve the young generation (Conference in February on Between European and Regional Identity - Youth perspective in the European Year of Cultural Heritage). At the European week of regions and cities they will also include cultural heritage and have many other activities and conferences planned for the rest of the year.

IV. Challenges and recommendations - Open exchange

Participants were invited to share their experiences and note the challenges they have come across so far. The questions posed were: What can be improved on the side of the EC, the national coordinators, the SC members? What would be the main recommendations for the rest of the Year?

At this early stage of the implementation of the Year, it is still possible to make changes and remove the obstacles in order to ensure the successful implementation of the year.

- **E-FAITH** noted that in some countries the Year has been insufficiently communicated to the local communities. In order to stimulate a bottom-approach, local associations need to be informed about the Year and have incentives for getting involved. For E-FAITH and the European Historic Houses Association, another challenge at local level is to raise awareness of the European dimension of cultural heritage.
- **Committee of the Regions** emphasized the need to use the Year as policy leverage and commit politicians' support in the context of the next MFF planning;
- **Federation for European Storytelling** brought to attention the difficulties in finding the labelling instructions on some EYCH national websites, shared by some institutions;

- **NEMO** inquired on the number of labelled events and, just as important, on the future of labelled projects after 2018. It would be good to consider a way to reuse the label in terms of sustainability, which could also be an incentive for organizations to apply for it. ICOMOS also inquired on the use of the logo after the Year.
- **Europa Nostra** emphasized that the focus should not be placed on having even more events but on building bridges between existing events, policy connections and ensuring synergies. For **EUNIC**, it is important to connect European initiatives with those in MS. For **Europa Nostra** is important not to lose track of important deadlines for cultural policy planning for the future and to utilize the momentum of the Year for mobilizing support to help heritage in need;
- **European Confederation of Conservators-Restorer's Organizations** stressed the importance of guaranteeing quality standards in the field of conservation and restoration.
- **Culture Action Europe** supports the COM in persuading other EU policy stakeholders on the value of culture in the context of MFF planning, to ensure more funds are dedicated to culture in the future (publication "Why Culture is Important", and online campaign "1% for Culture")
- **European Historic Houses Association** highlighted the challenge of reaching people who do not normally look at EU as their vector and convincing them to take part in the Year. For that reason, it is important for EU representatives to be present in events The EYCH was not represented at the EU tourism day, which is a lost opportunity¹; the same must not happen for the European Business Summit (23-24 May). It is also important to encourage National Coordinators to communicate better, especially in terms of mass media campaigns.
- **UNESCO** believes the question of legacy after 2018 is crucial. As both the EC and the EP will be changing after the elections in 2019, now is the crucial time to lobby for a better position within the next MFF. We should use inter-presidential meetings at the EP to present culture and bring it to their attention;
- **ENCATC** pointed out the challenge of explaining how cultural heritage is in fact a cross-sectorial issue, relevant for all and very useful for education, to those who do not see a direct link between their particular fields and cultural heritage;
- For **Pearl**, a challenge to overcome is the sectoral division between culture and cultural heritage, as both fields are working on silos.
- Two SC members (**Interpret Europe** and **Future for Religious Heritage**) have come out to their fellow members with requests for assistance in securing venues in Berlin and Bulgaria, respectively. Immediately initial proposals were made, demonstrating the SC as an initiative, which brings synergies between members.
- For the **Council of Europe** (CoE), this meeting is already an important result of the Year, as it demonstrates the amount of energy and efforts

¹ The EYCH is present at DG GROW EDEN ceremony which on 22/03/2018 awards good practices of cultural tourism.

mobilized. The CoE proposed to continue the Stakeholders meetings also after 2018.

V. Reporting requirements

At the end of the Year, it is necessary to report on its success and achievements. For this reason, the COM (Catherine Magnant) presented the Monitoring template which should be used for the purpose of collecting qualitative and quantitative data for the year. Both the National Coordinators and the Stakeholders Committee members will report on the results, which will all be compiled by the COM. The stakeholders only need to report on the activities of their respective network members.

Exchange of views:

- **European Historic Houses Association** noted that reporting is not a burden but a useful activity for all and proposed to introduce a qualitative questionnaire at the end of events in order to obtain information/qualitative inputs for the monitoring;
- **NEMO** suggested that it would be useful to see the database/grid into which the results would be fed, as it might help with the preparation process, as well as to have access to these data for lobbying purposes;
- **Europa Nostra** confirmed the necessity for compiling this data, however, it will require additional work without any additional funds;
COM (Catherine Magnant) said that the Commission will simplify and share a revised reporting template. The COM will also compile the received data and share the findings with the Stakeholders .

CONCLUSIONS

1. **Reaching broader public** - It is necessary that countries publicize the Year to everyday people, with particular emphasis on local and regional authorities;
2. **Media campaign** - A mass media campaign (newspapers, TV) is recommended to reach higher number of citizens/general public across Europe;
3. **Visual identity / Use of logo** - It is recommended to simplify the process of branding events and initiatives with the Year's logo, making the instructions more readily available and easily reachable on the EYCH website;
4. **Quality** – for the success of the Year it is not important to have more events but to improve their advertisement;
5. **Legacy** – it is important to already consider steps to ensure the continued legacy of the Year post-2018. One option would be to consider repurposing the year's logo for afterwards;
6. **Lobbying** – we must not forget the crucial moment for ensuring the future for culture in the EU. Lobbying with politicians and parliamentarians must be continued throughout the Year, using the momentum it brought and campaigns (1% of EU budget for culture, etc.);

Next Steps

- The COM will create a list of hashtags and social media accounts to be

shared among participants.

- The COM will simplify and share a revised Reporting template. Stakeholders are invited to submit the Reporting template for Q1 by **13 April 2018** at the latest.



Joint session of the National Coordinators and the Stakeholders' Committee
Wednesday, 7 March 2018

The COM (Michel Magnier) welcomed the group and chaired the meeting. In the previous meetings, joint sessions with EYCH Stakeholders and National Coordinators have been useful for both groups to liaise and discuss how to better cooperate to make the Year a success.

A rapporteur from the Stakeholders Committee (**Paul ARENSON, ICCROM**) took the floor to share with National Coordinators key challenges discussed during the 4th meeting of the EYCH Stakeholders' Committee.

The **European Parliament (Silvia Costa, MEP)** invited SC and NC to continue the EYCH platform beyond 2018, as this network can keep culture and cultural heritage high in the EU political agenda. Silvia Costa congratulated the COM for the extraordinary transversal approach adopted for the Year's activities and urged for this approach to be reflected on the new MFF.

State of play of the EYCH Creative Europe dedicated call

The **COM** (Anne Grady) updated participants on the state of play of the EYCH Creative Europe dedicated call (see PPT attached). The main points were:

- 68 eligible applications were received and 308 organisations represented;
- The evaluation process has concluded, applicants will be informed on the results on April 2018 and grant agreements will be signed in May-July 2018.

The European Heritage Summit, Berlin (18-24 June)

Europa Nostra and DE presented the programme for the European Heritage Summit in Berlin (See PPT attached). Main points were:

- The programme of the Summit includes professional workshops, high-level policy debates and artistic events. In addition, German and European stakeholders will develop a "Marathon" of heritage side events.
- Cooperation with media, TV and newspaper is already in place for a wider coverage of the Summit.

European Heritage Days - how to make the best of it in 2018?

The **Council of Europe** (Jelena Mocevic) presented new actions that will be implemented in the European Heritage Days (EHDs) in occasion of the EYCH. The main points were:

- The COM and the CoE have doubled the budget for the 2018 edition of the EHDs. 50 states are participating in the 2018 edition, with the theme “European Year of Cultural Heritage: The Art of Sharing”.
- 3 new actions will be implemented: 1) European Heritage Makers for children, youth and schools, 2) grants to support transnational and joint events, 3) Call for European Stories.

Exchange of views

- **Interpret Europe**- pointed the challenge in connecting local heritage sites to a European narrative. The **European Music Council** noted that the expertise of European networks could be used to address this challenge.
- **IE** expressed willingness to partner with CoE to launch an award rewarding the best efforts to promote the European dimension of the EHDs.
- **ECTP-CEU European Council of Spatial Planners** and **E-Faith** noted that the common theme is not always adopted by local organisers. The CoE replied that there is no binding agreement on adopting the common theme, but it's rather done on a volunteer basis.
- Some MS shared their plans for the EHDs 2018 edition: a photo competition for young people will be launched in **FR**, educational activities involving teachers and students will take place in **PT**, and **SE** plans a digital and media promotional campaign.
- **Pearl** and the **European Music Council** encouraged a stronger focus on intangible heritage and a higher involvement of the artistic sector.
- **European Historic Houses Association** suggested building synergies with similar projects such as the Private heritage weeks.

Maximising the impact of the Year through efficient communication.

The COM updated participants on the state of play of labelled events, presented the social media strategy and the available communication tools (see PPT attached). An open discussion chaired by a representative of the Stakeholders' Committee (Eleanor Kenny, Europeana) followed. The main points were:

- **LU** mentioned the difficulties of building a social media audience in such a short time, unlike with other initiatives that have been running for several years. A way to address this challenge is to prepare a list of hashtags and social media accounts so that NC and Stakeholders can support each other's efforts. **IE** mentioned the need to upskill heritage professionals in social media.
- **SE** cooperates with Europe direct offices to outreach citizens; the importance of reaching schools and implementing educational activities was mentioned by **SE** and **PT**.
- **NEMO** raised the issue of communicating outside the cultural sector. A way to do it, as suggested by **Europa Nostra**, would be to involve celebrities to catch the audience's attention.
- The **EP (Silvia Costa)** raised the need of improving communication with artists, creative professionals and youth, and to build bridges between tangible and intangible aspects of cultural heritage.

Next meetings

- The 5th meeting of EYCH Stakeholders Committee will take place on 4-5 June 2018 in Brussels (TBC).
- The 6th and last meeting of the EYCH Stakeholders Committee will take place on 8-9 November in Leipzig, in parallel to the Denkmal Cultural Heritage Fair.