

Meeting of CoR NAT commission

« Europa Nostra, the European Heritage Awards and sustainable cultural tourism »

09 March 2018 – Brussels, Belgium

Piet Jaspaert, Vice-President of Europa Nostra



ABOUT EUROPA NOSTRA

- **pan-European federation of heritage organisations**
- **the voice of civil society** committed to the safeguarding and promotion of Europe's cultural and natural heritage
- founded in 1963, with an International Secretariat in The Hague and a Liaison Office in Brussels
- the member network covers **48 countries** in Europe and beyond:
- **248 heritage NGOs**
- **120 public or private entities**
e.g. cities and regions, governmental heritage agencies, tourism organisations
- **more than 800 individual members**



Photo: The Europa Nostra Council during its meeting in the Dutch Senate in The Hague on 16 November 2017 →

EUROPA NOSTRA'S PRESIDENT



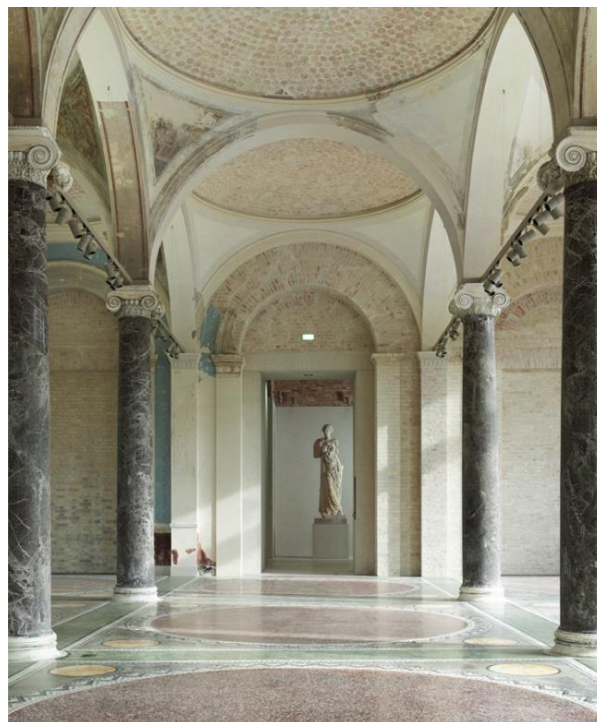
***Maestro Plácido Domingo:
THE Voice of Cultural Heritage***

3 PILLARS OF ACTION



Lobbying

→ also jointly with the
European Heritage Alliance 3.3



Celebrating excellence

→ EU Prize for Cultural Heritage
/ Europa Nostra Awards



Campaigning to save endangered heritage

→ '7 Most Endangered'
Programme

CELEBRATING EXCELLENCE: THE EUROPEAN HERITAGE AWARDS

- The **Europa Nostra Awards** were created in 1978 as an NGO awards scheme – 40th anniversary in 2018!
- Since 2002, this has become the **EU Prize for Cultural Heritage/Europa Nostra Awards** which is honouring **outstanding heritage achievements** across **4 categories** (1. Conservation, 2. Research, 3. Dedicated service by individuals or organisations, 4. Education, training and awareness-raising)
- Every year, around 30 projects (incl. 7 Grand Prix Winners & 1 Public Choice Award) are awarded
- in 2018: special edition for the European Year of Cultural Heritage & **Awards Ceremony on 22 June 2018 in Berlin** during the European Cultural Heritage Summit

Photo: 2017 European Heritage Awards Ceremony with EU Commissioner Navracsics and Maestro Domingo during Europa Nostra Congress in Turku, Finland →



Examples of award-winning projects linked to tourism (1)

The King's Road across Filefjell, Norway

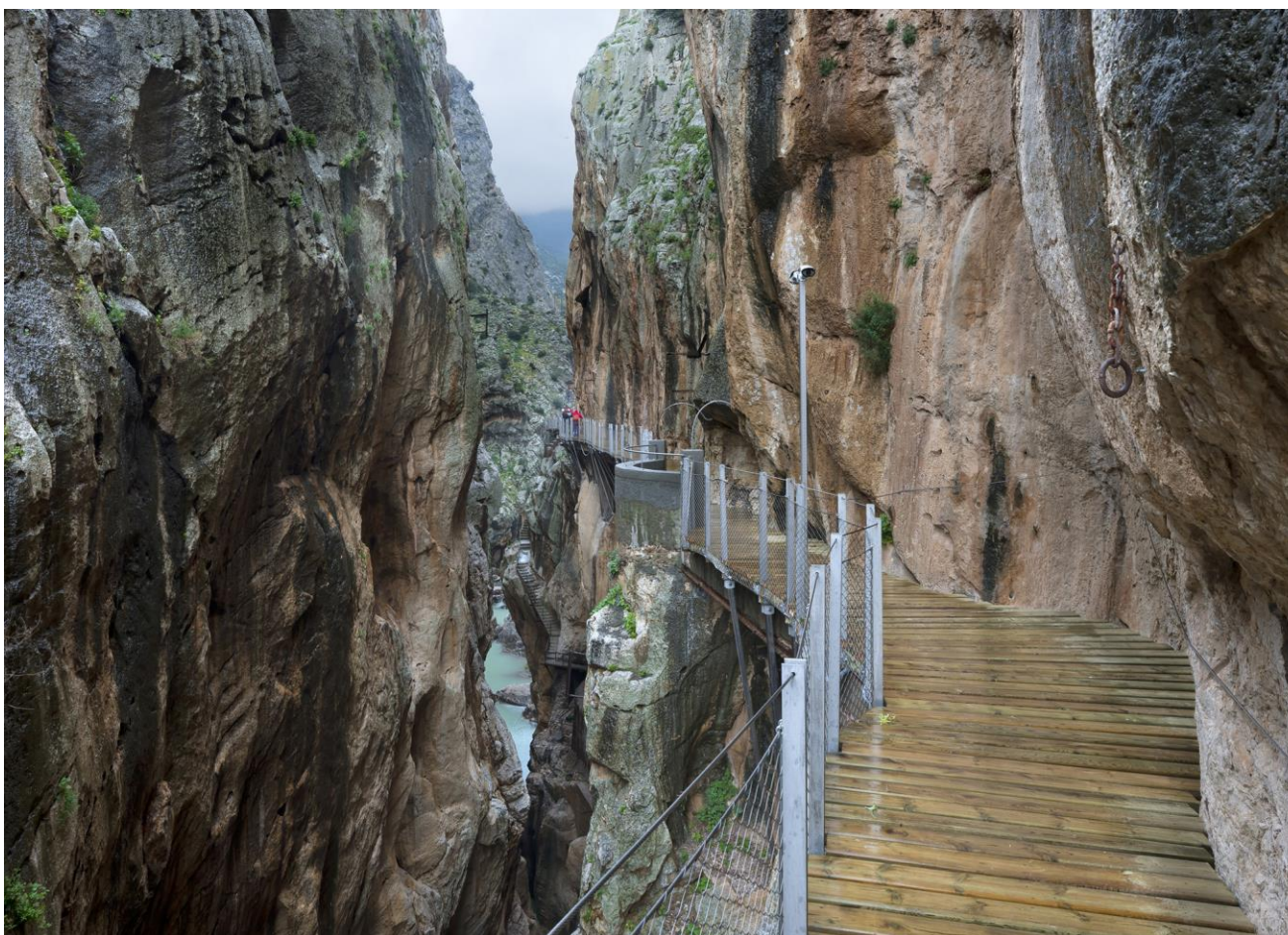
Grand Prix 2017 - Category: conservation



Examples of award-winning projects linked to tourism (2)

The King's Little Pathway in El Chorro Gorge, Spain (Caminito del Rey)

Grand Prix 2016 & Public Choice Award - Category: conservation



Examples of award-winning projects linked to tourism (3)

Salt Valley of Añana, Basque Country, Spain

2015 - Category: conservation



Examples of award-winning projects linked to tourism (4)

Iubilantes Association, Como, Italy

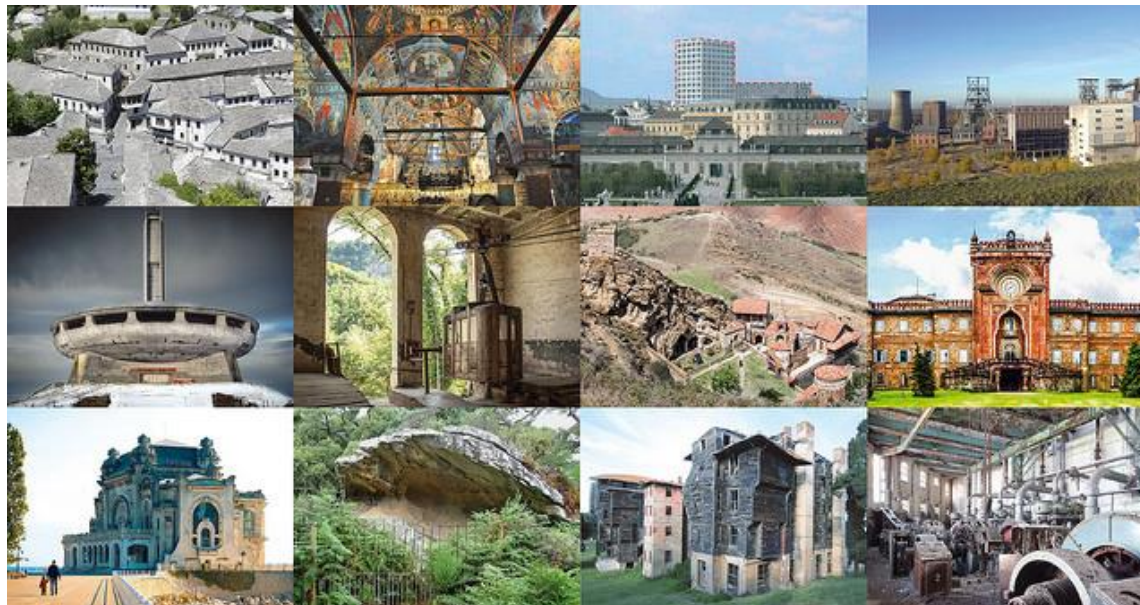
2014 - Category: dedicated service





7 MOST ENDANGERED PROGRAMME

- ... was launched in 2013 in partnership with the **European Investment Bank Institute** and the **Council of Europe Development Bank**
- Objective: mobilising public and private partners to find a viable future for the most threatened heritage sites in Europe (not a funding programme)
- in 2016, the Venice lagoon was THE most endangered site on top of the 7
- for **2018, 12 sites were shortlisted (see photo)** and the **final list** will be announced **on 15 March 2018**



LOBBYING FOR CULTURAL HERITAGE

- to influence policy at national and at European level, often jointly with the European Heritage Alliance 3.3 & key stakeholders
- since 2014, several far-reaching official documents were adopted at EU level, defining cultural heritage, highlighting its role in attaining various EU objectives and delineating an integrated approach at EU level
- one of the results of this momentum and joint lobbying efforts is the **European Year of Cultural Heritage 2018 (EYCH)**
- next challenge: lobbying for a **European Agenda / Action Plan for Cultural Heritage** so as to sustain the legacy of the European Year



EUROPEAN HERITAGE ALLIANCE 3.3

- ... is an informal **platform of 47 European and international networks** active in the wider field of cultural heritage
- **members include key tourism networks:** European Cultural Tourism Network (ECTN), European Travel Commission (ETC) and NECSTouR
- The Alliance is **coordinated by Europa Nostra** (as part of Europa Nostra's network project co-funded by the EU Creative Europe programme)
- The name refers to article 3.3 of the Lisbon Treaty:
*"The Union (...) shall respect its rich cultural and linguistic diversity, and shall **ensure that Europe's cultural heritage is safeguarded and enhanced.**"*



Joint lobbying actions:

- for a European Year of Cultural Heritage (EYCH) – together with key stakeholders
- Joint letters to EU heads of state or government calling for adequate funding for EYCH 2018
- Project and report ‘Cultural Heritage Counts for Europe’

Regular meetings:

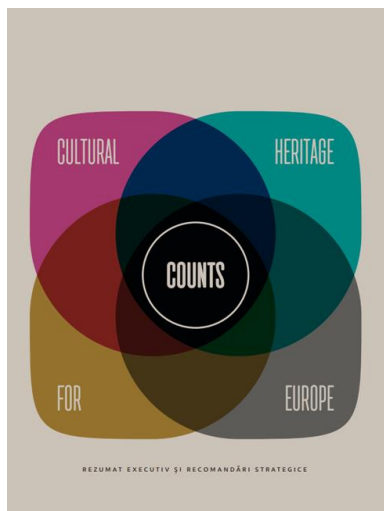
- include exchange of views with representatives from the European Commission (DG EAC) and key stakeholders

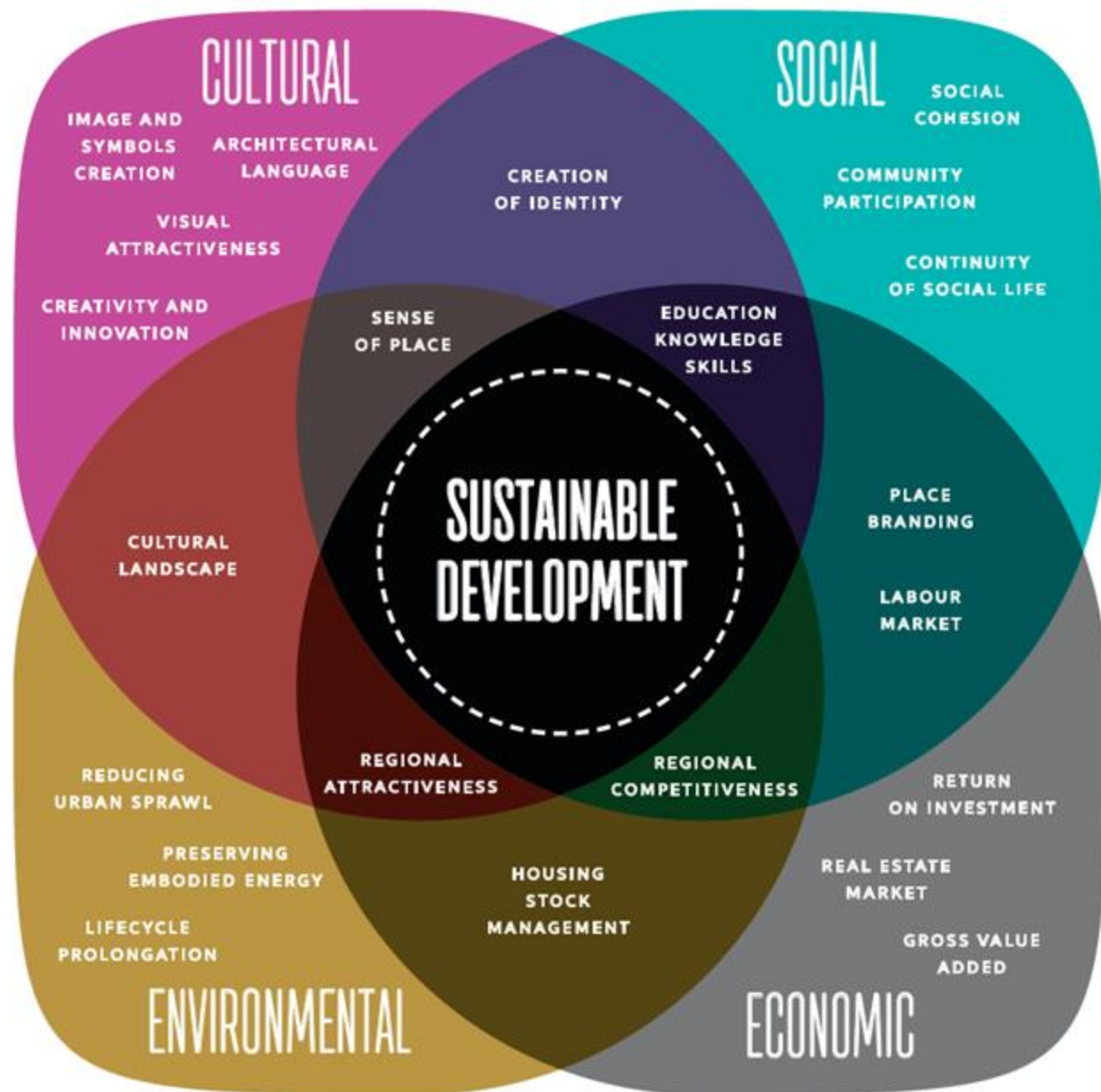
Contribution to EYCH 2018:

- Events & initiatives organised by Alliance members
- **18 Alliance networks** are selected members of the ‘**Stakeholder Committee**’ to assist the European Commission with preparing & implementing EYCH 2018 and can award the official EYCH label

The report “Cultural Heritage Counts for Europe”

- ... is the **outcome of a 2-year cooperation project** funded by the EU Culture Programme (2013-15)
- On 300+ pages, it demonstrates the **multiple benefits of heritage for Europe’s economy, society, culture and the environment**, and presents **policy recommendations** on how to tap into the full potential of cultural heritage for Europe.
- The **Executive Summary** of the report has been widely disseminated and translated **into 10 European languages** (Dutch, Finnish, German, Hungarian, Italian, Norwegian, Polish, Romanian, Serbian, Spanish) → download it online at:
<http://blogs.encatc.org/culturalheritagecountsforeurope/outcomes/>







6 out of the 10 key findings are directly related to tourism (1)

- **Cultural heritage is a key component and contributor to the attractiveness of Europe's regions, cities, towns and rural areas** in terms of private sector inward investment, developing cultural creative quarters and attracting talents and footloose businesses – thereby enhancing regional competitiveness both within Europe and globally.
- Cultural heritage provides European countries and regions with a unique identity that creates compelling city narratives **providing the basis for effective marketing strategies aimed at developing cultural tourism** and attractive investment.
- Cultural heritage is a **significant creator of jobs** across Europe, covering a wide range of types of jobs and skill levels: from conservation-related construction, repair and maintenance through **cultural tourism**, to small and medium-sized enterprises (SMEs) and start-ups, often in the creative industries.

CULTURAL
HERITAGE

COUNTS

FOR
EUROPE



6 out of the 10 key findings are directly related to tourism (2)

- Cultural heritage is an **important source of creativity and innovation**, generating new ideas and solutions to problems, and creating innovative services – ranging from digitisation of cultural assets to exploiting the cutting-edge virtual reality technologies – **with the aim of interpreting historic environments and buildings and making them accessible to citizens and visitors.**
- Cultural heritage has a track record of **providing a good return on investment** and is a significant generator of tax revenue for public authorities both from the economic activities of heritage-related sectors and indirectly through spillover from heritage-oriented projects leading to further investment.
- Cultural heritage **contributes to the quality of life**, providing character and ambience to neighbourhoods, towns and regions across Europe and **making them popular places to live, work in and visit – attractive to residents, tourists** and the representatives of creative class alike.

CULTURAL
HERITAGE

COUNTS

FOR
EUROPE

Joint initiative for the European Year of Cultural Heritage 2018



As a contribution to:

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

APPLY NOW



**AWARDS: CULTURAL HERITAGE AS AN ASSET FOR RESPONSIBLE
AND SUSTAINABLE TOURISM**

More information at <http://www.culturaltourism-network.eu/award-2018.html>
Deadline for application: 1 July 2018.

Awards « Cultural Heritage as an Asset for Responsible and Sustainable Tourism »

- for achievements by cultural tourist destinations which have produced **significant results related to enhancing visitor experience while respecting traditions and involving local communities** – covering the following heritage-related aspects of tourism:

1. **Religious and Pilgrimage**
2. **Coastal and Maritime**
3. **Cultural Landscapes**
4. **Industrial and Military**
5. **Historic Houses, Villages and Cities**
6. **Transnational Thematic Products**
7. **Contributions by Cultural and Creative Industries (CCIs).**

- **Awards Ceremony** during ECTN Annual Conference 2018 in Pafos, Cyprus, on 25-27 October 2018



One of the highlights of the European Year of Cultural Heritage 2018



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

European Cultural Heritage Summit 2018

“Sharing Heritage – Sharing Values”



- 18-24 June 2018 in Berlin
- Highlights: **high-level policy debate on cultural heritage and the future of Europe & European Heritage Awards Ceremony 2018 (22 June 2018)**
- Hosted by Europa Nostra, Prussian Cultural Heritage Foundation (SPK), German Cultural Heritage Committee (DNK)
- In cooperation with the European Commission, DG EAC, the State of Berlin, State Department for Culture and Europe
- www.european-cultural-heritage-summit.eu



Stiftung
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Deutsches
Nationalkomitee für
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Senatsverwaltung
für Kultur und Europa



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of the European Union

2018 
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HERITAGE
#EuropeForCulture



Thank you for your attention!

Need more information?

- www.europanostra.org
- www.europeanheritageawards.eu
- <http://7mostendangered.eu/>
- www.europeanheritagealliance.eu

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Any questions? Send us an e-mail: bxl@europanostra.org