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
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
- 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

© Sverre Hjørnevik
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

© Duccio Malagamba Fotografía de Arquitectura, 2015
Examples of award-winning projects linked to tourism (3)

Salt Valley of Añana, Basque Country, Spain
2015 - Category: conservation

© Fundación Valle Salado de Añana
Examples of award-winning projects linked to tourism (4)

Iubilantes Association, Como, Italy

2014 - Category: dedicated service
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**
- 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/](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 entreprises (SMEs) and start-ups, often in the creative industries.
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.
Joint initiative for the European Year of Cultural Heritage 2018

As a contribution to:

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


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
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
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