

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

**How can the
EDCs get
involved?**

Brussels, 5 October 2017



Why a Year for Cultural Heritage?

- To encourage the **sharing and appreciation** of Europe's cultural heritage as a **shared resource**;
- To raise awareness of **common history and values**;
- To reinforce a sense of belonging to **Europe**; and
- To better **protect, safeguard, reuse, enhance, valorise** and **promote** Europe's cultural heritage.



What is cultural heritage?

Resources inherited from the past in all forms and aspects: **tangible, intangible and digital**. Including:

- Monuments and sites
- Landscapes and natural sites
- Skills, knowledge and expressions of human creativity (oral traditions, festivals, songs, etc.)
- Collections in museums, libraries and archives (paintings, books, artefacts, etc.)
- Film heritage

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Where and for whom?



Where?

- Projects and events will take place **all across Europe**
- EU delegations will also help promote the Year **outside the EU**





For whom?

- **Children (10-15)**
- **Young people (15-25)**
- The wider public
- Cultural heritage professionals

And all curious people!





With whom?

- Member States, regional and local authorities
- Civil society
- Cultural heritage professionals
- International organisations

The European Year belongs to all to experience, appreciate and enjoy!



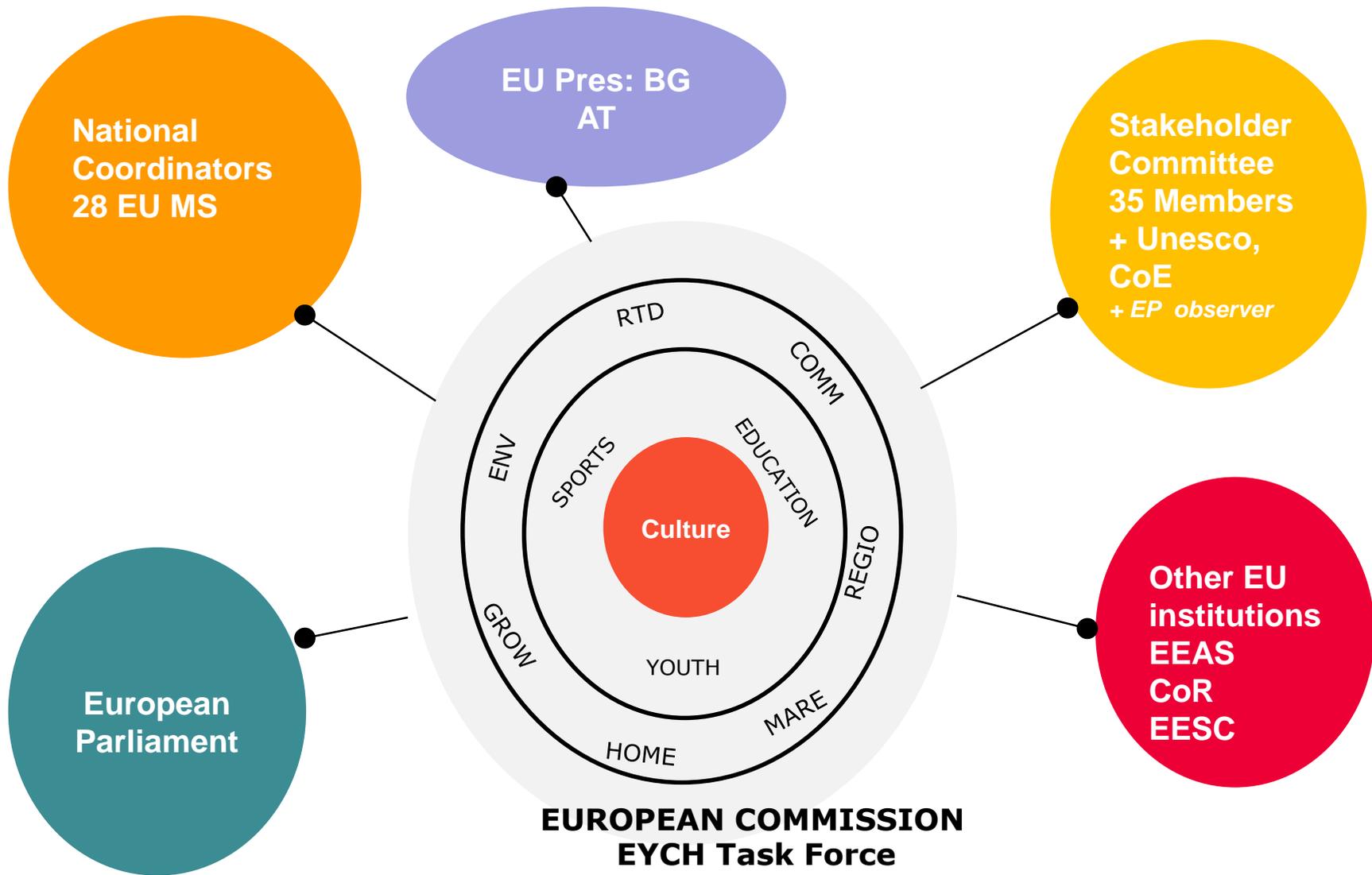
© European Heritage Label



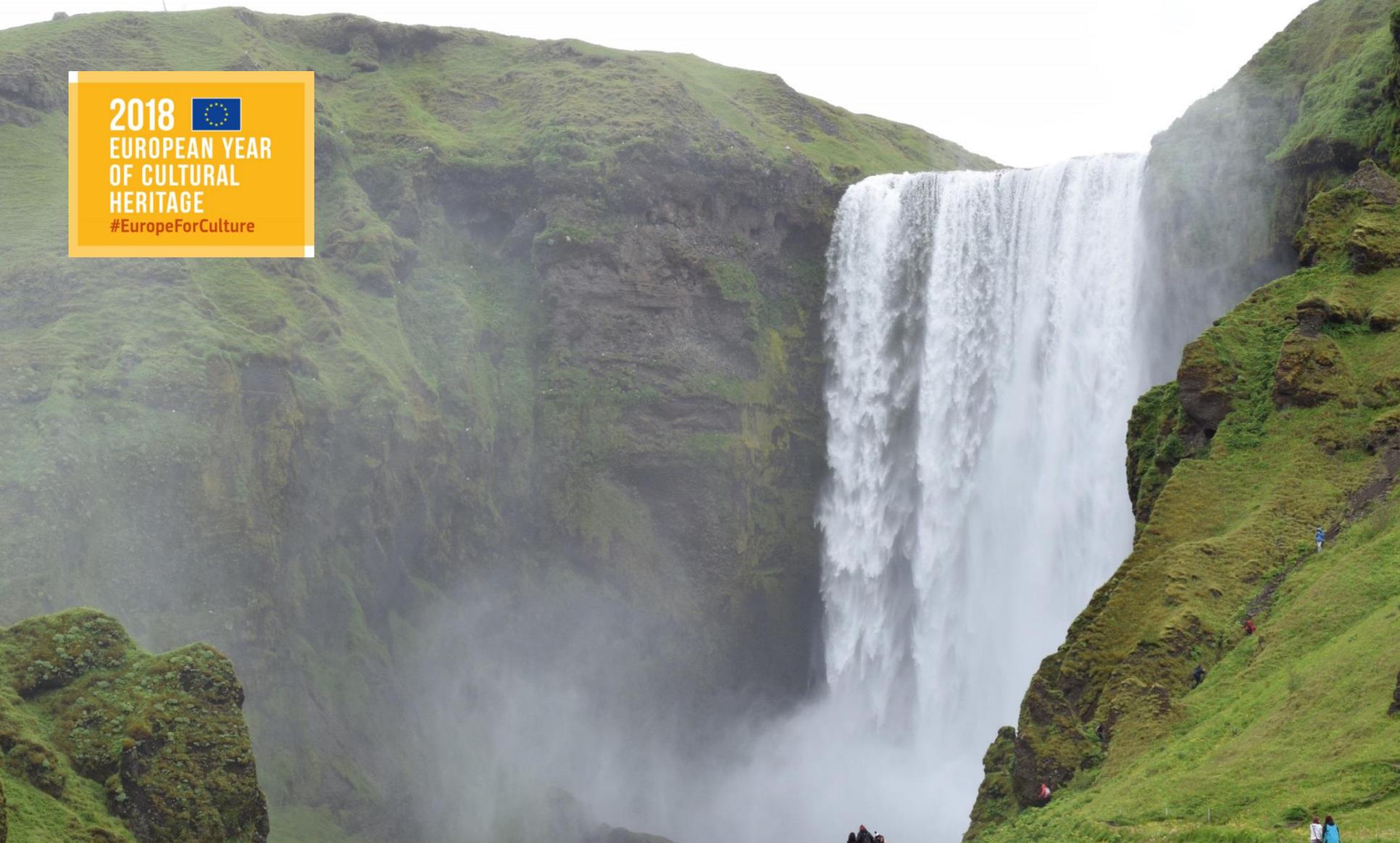
© European Commission



© Shutterstock



EYCH Governance



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Projects and Initiatives



Projects at EU level

- Transnational cooperation projects through the dedicated **Creative Europe call**
- Ten highly-visible **European initiatives**, implemented by the Commission in cooperation with partners that will ensure the legacy of the Year after 2018

Total budget of EUR 8 million for 2017 and 2018

Creative Europe call dedicated to the EYCH

Key features:

- ✓ €5 million in total
- ✓ 3 participant countries
- ✓ Up to € 200 000 per project, representing maximum 60% of the total eligible budget.
- ✓ NB- Cultural heritage remains eligible under the 2 categories of the other 2018 CE call (smaller and larger cooperation projects)



https://ec.europa.eu/programmes/creative-europe/culture/european-cooperation-projects_en

Creative Europe call dedicated to the EYCH 2018

2 themes:

- Reinforcing a sense of belonging to a **common European space**
- Promoting cultural heritage as a source of inspiration for **contemporary artistic creation**



Creative Europe call timeline



Launch of call
18 September 2017



Deadline for submissions
22 November 2017



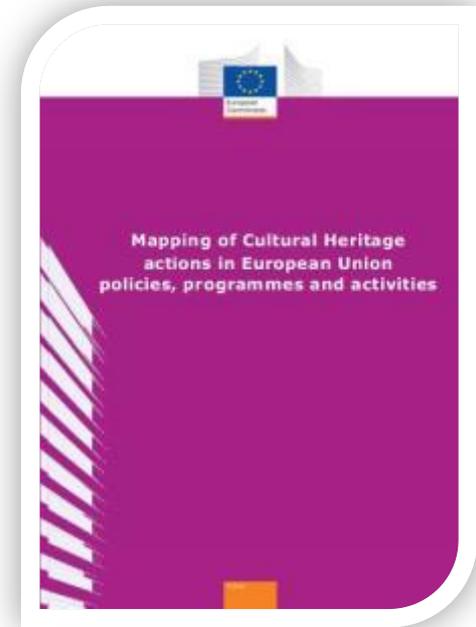
Signing of contracts
May/ June 2018 (TBC)



How?

IN ADDITION :

- Funding for cultural heritage will be available through different EU programmes:
- **Erasmus+,**
- **Horizon 2020,**
- **COSME,**
- **Europe for Citizens,**
- **EU structural and cohesion funds, etc.**



"A remarkable publication"

The Budapest Observatory

Ten European initiatives responding to four objectives

Engagement

- **Shared heritage:** cultural heritage belongs to us all
- **Heritage at school:** children discovering Europe's most precious treasures and traditions
- **Youth for heritage:** young people bringing new life to heritage

Sustainability

- **Heritage in transition:** re-imagining industrial, religious, military sites and landscapes
- **Tourism and heritage:** responsible and sustainable tourism around cultural heritage

Protection

- **Cherishing heritage:** developing quality standards for interventions on cultural heritage
- **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

Innovation

- **Heritage-related skills:** better education and training for traditional and new professions
- **All for heritage:** fostering social innovation and people's and communities participation
- **Science for heritage:** research, innovation, science and technology for the benefit of heritage

EUROPEAN LEVEL

EAC Creative Europe Call



EAC 10 Initiatives



Other DGs Initiatives

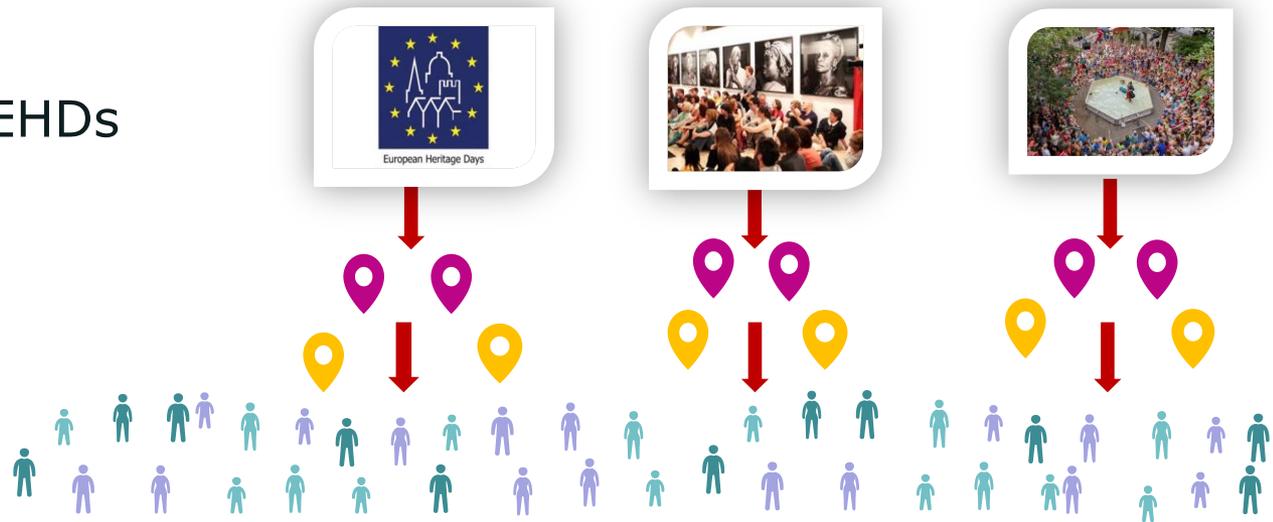


NATIONAL LEVEL

National events + EHDs

Regional level

Local level



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



Events and communication

What?

- A **communication and promotion campaign** at European level to complement communication strategies and plans at Member States level
- Focusing on the **objectives** of the Year
- Flagging the **European dimension** of cultural heritage
- Working with a **framework contractor** - limited budget
- **Multipliers include the EDCs!**



Key events in 2018

European Culture Forum

- Launch of the Year, 07-08 December 2017, Milan

European Heritage Summit

- 18-24 June 2018, Berlin

European Heritage Days

- September 2018
- Thousands of events and access to rarely opened sites; over 30 million participants



<http://ec.europa.eu/culture/forum/>

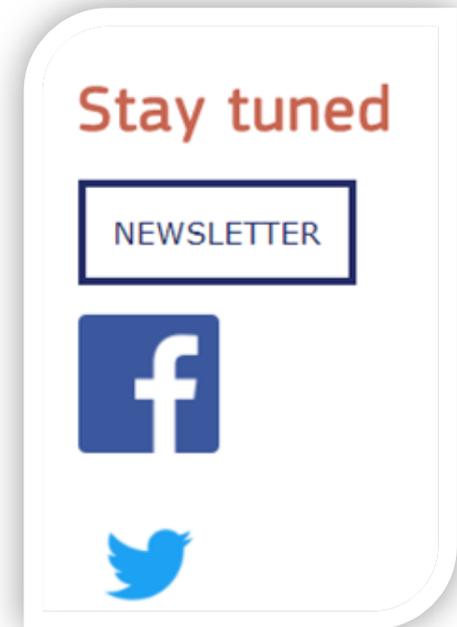


<http://www.europeanheritagedays.com/>



Communication campaign

- **Visual identity**, logo and slogan
- PPTs and flyers in **all EU languages**
- **Website**
- EYCH **communication toolkits**
- **Newsletter**





Logo and slogan

**OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE**



For more information:



https://ec.europa.eu/culture/european-year-cultural-heritage-2018_en



#EuropeForCulture



EAC-EYCH2018@ec.europa.eu



[Legal basis](#)

