

2014-2020

Creative Europe

EU and cultural heritage

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Spokesperson for education and culture



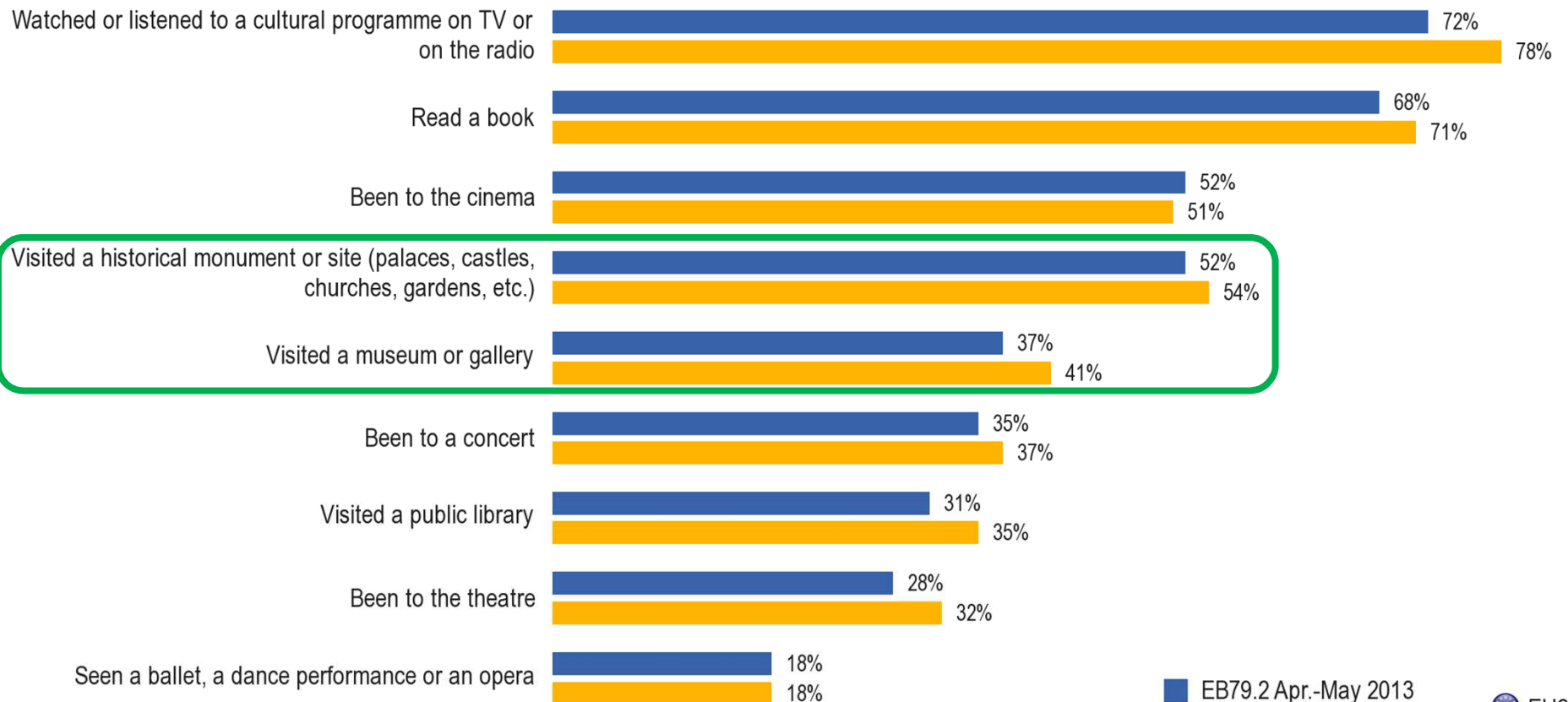
Creative Europe

REALITY: Decreasing cultural participation

Eurobarometer on cultural participation Nov 2013

QB1. How many times in the last twelve months have you...?

Total 'At least once'



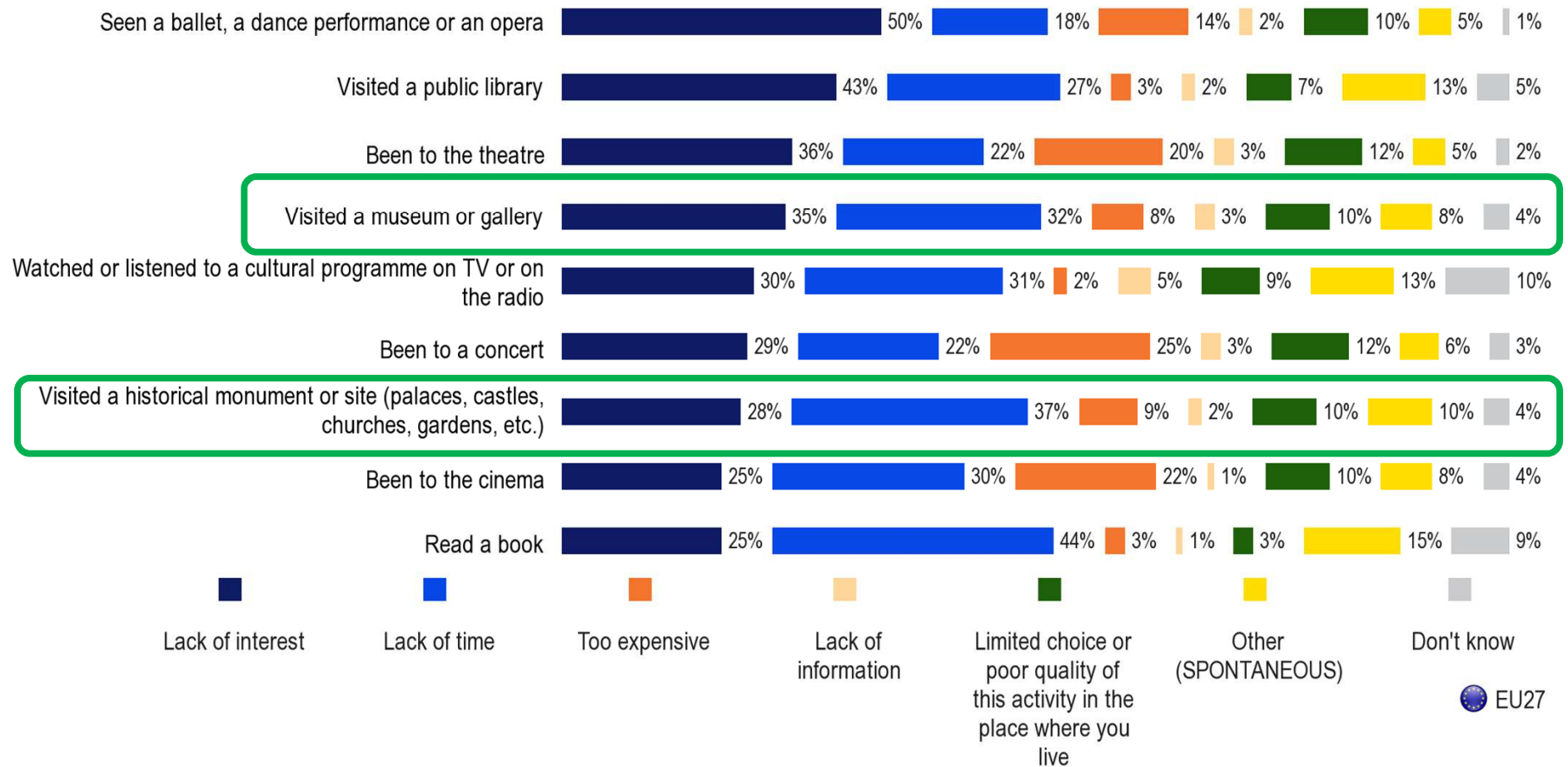
■ EB79.2 Apr.-May 2013

■ EB67.1 Feb.-Mar. 2007



REALITY: Decreasing cultural participation: WHY?

QB2. And for each of the following activities, please tell me why you haven't done it or haven't done it more often in the last 12 months?



CHALLENGES

⊙ Economic,
environmental,
demographic crisis

⊙ Digital shift &
globalisation

Europe = hub of
creativity

Europe = more
attractive place to
work and live



WHY HERITAGE?

Cultural heritage @ heart of EU Project

Value for society:

- ✓ Historic → education
- ✓ Emotional → identity, well being
- ✓ Social → intercultural dialogue, social cohesion
- ✓ Economic → sustainable development, tourism, growth, jobs

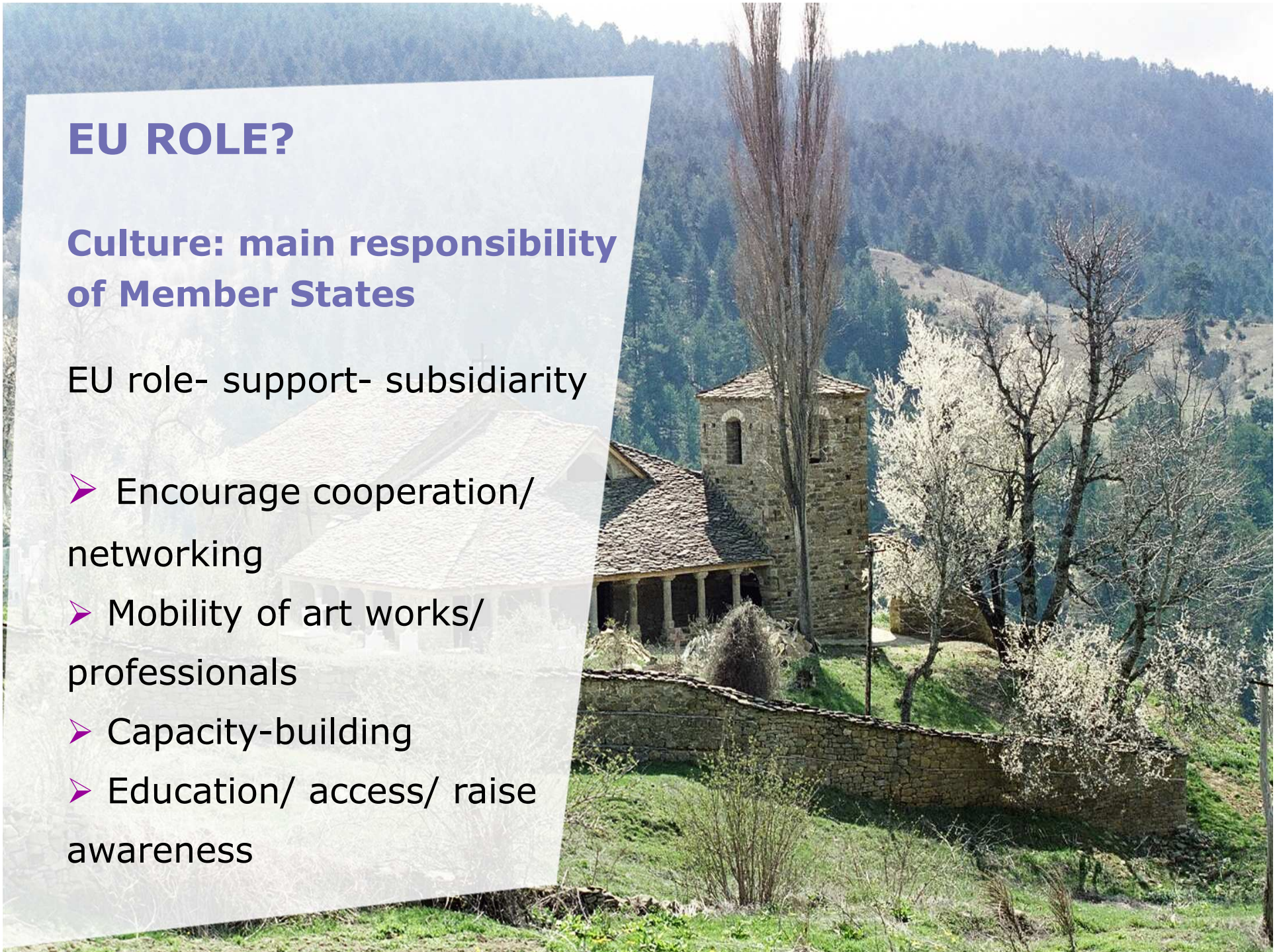


EU ROLE?

Culture: main responsibility of Member States

EU role- support- subsidiarity

- Encourage cooperation/ networking
- Mobility of art works/ professionals
- Capacity-building
- Education/ access/ raise awareness



Culture Programme 2007-13

almost €40 million granted for more than 130 projects and networks

- Multiannual project NEARCH
leader: Institut national de recherches archéologiques préventives – EU grant €2.5m
- Networks: NEMO, ICOMOS, European Association of Historic Towns and Regions, Europa Nostra, etc.

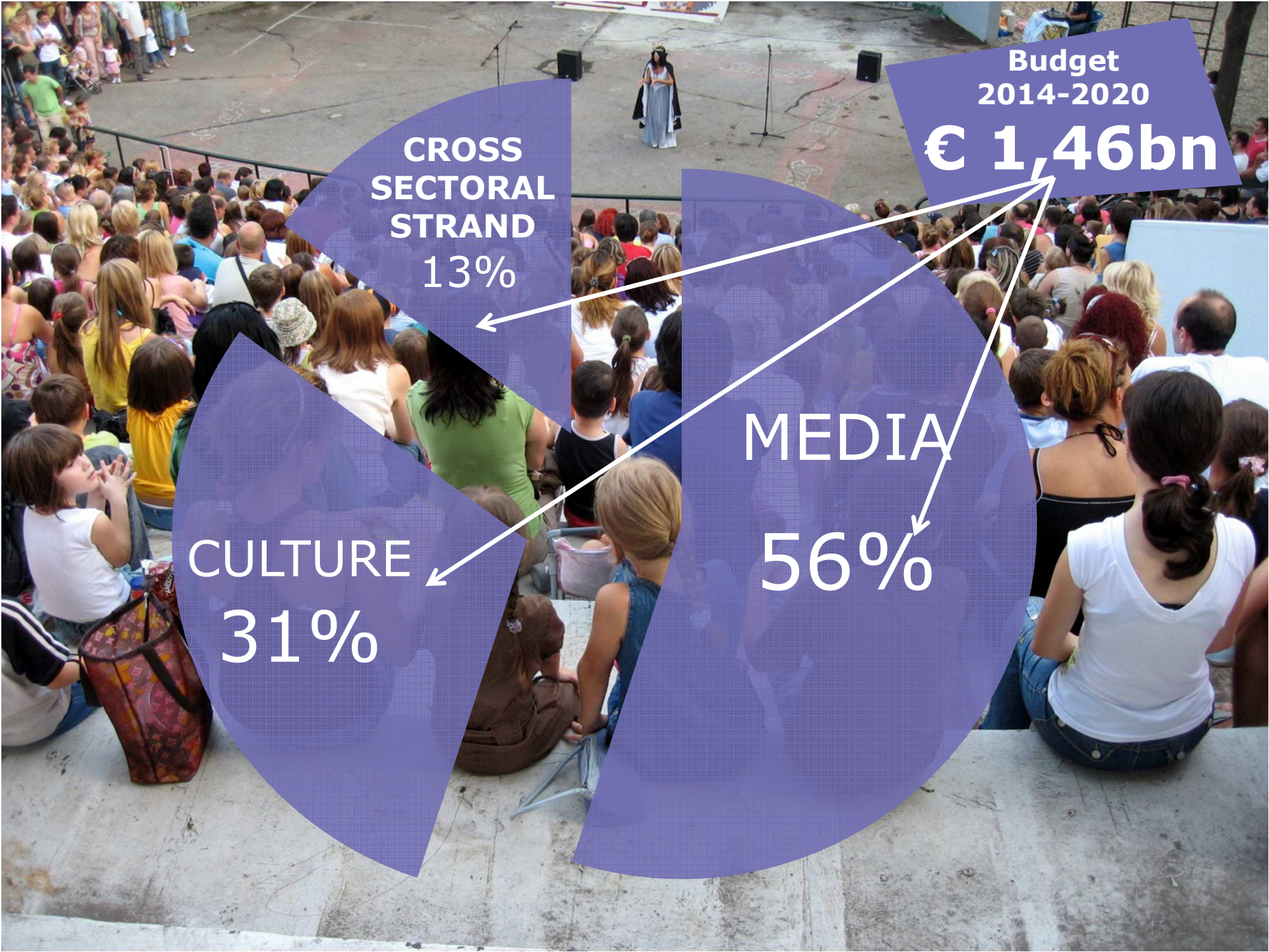




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ABOUT CREATIVE EUROPE

- Runs 7 years (2014-2020)
- General objectives:
 - Help safeguard Europe's cultural and linguistic diversity and cultural heritage
 - Strengthen the competitiveness of European cultural and creative sectors



Budget
2014-2020

€ 1,46bn

CROSS
SECTORAL
STRAND
13%

MEDIA
56%

CULTURE
31%

A violinist is shown in profile, playing a violin. The background is a blurred image of sheet music. The overall scene is dimly lit, focusing on the musician and their instrument.

2014-2020

CULTURE SUB-PROGRAMME

- European cooperation projects
- European networks
- European platforms
- Literary translation projects



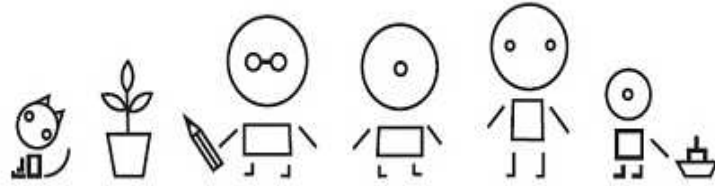
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EU Prize for Cultural Heritage/ Europa Nostra Awards

4 categories:

- conservation
- research
- dedicated service of individuals and organisations
- education, training and awareness-raising

RĪGA | 2014



EUROPEAN CAPITALS OF CULTURE

2 cities bear the title of European Capital of Culture each year and use culture as a key factor of their urban development



EUROPEAN HERITAGE LABEL

2014-2020

New Commission initiative

Sites that celebrate European history, values and integration

Not about restoration, but:

- symbolic value of the site
- quality of the project (education, awareness-raising, tourism development)

Benjamin Bloemendal is het eerste kind van Mozes Bloemendal en Clara Coster. Benjamin is het eerste kleinkind in de familie Bloemendal. Hij kreeg nog een broertje Emanuel op 16 november 1940. Beide kinderen kwamen op 10 juli 1942 vanuit Amsterdam, samen met hun moeder, op transport naar Auschwitz. Benjamin en Emanuel worden tegelijk met hun moeder in Auschwitz vermoord op 8 augustus 1942. Het huis van Mozes Bloemendal staat op Pretoriusstraat nr. 50 in Amsterdam.



Voornaam
Benjamin
Achternaam
Bloemendal
Geboortedatum
02-05-1938
Geboorteplaats
Amsterdam
Sterfdatum
08-10-1942
Sterfplaats
Auschwitz
Beroep
-



European Heritage Days
Journées européennes
du patrimoine

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Intangible Heritage

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EUROPEAN HERITAGE DAYS

European Commission+ Council of Europe

Biggest cultural heritage participative event

>20 M people/ 50 countries



04/03/2014

European Heritage Events



Observation Drawing Event at S

Sunday 15th September 2013, 11am
- 12.30pm &...



Nendrum - Mahee Island - Nr C

Saturday 14th & Sunday 15th
September 2013, 10am...



Greencastle - Kilkeel

Saturday 14th & Sunday 15th
September 2013, 10am...

in colour

EHD's Programme

About



European Dimension



Joint project



FAQ



User manual



COHESION POLICY 2007-13

2014-2020

€6 bn available for culture and cultural heritage (ERDF; ESF; Cohesion Fund)

- ✓ €2.6 bn - protection and preservation of cultural heritage
- ✓ €1.8 bn - development of cultural infrastructure
- ✓ €600 million - improvement of cultural services

Study "***Contribution of culture to local and regional economic development***" - culture-based projects supported by the EU Structural Funds have boosted economic and social development

http://ec.europa.eu/culture/key-documents/contribution-of-culture-to-local-and-regional-development_en.htm

COHESION POLICY 2007-13

2014-2020

**Pompeii: €78 m from
European Structural
Funds to complement
national funds**

**Long term high tech
structural work for
areas at risk**



2014-2020

COHESION POLICY

- ❑ Culture and heritage will continue to benefit from substantial EU funding from the EU Structural and Investment Funds
- ❑ key challenge: make culture and heritage part of the region's long term **integrated development strategy**
- ❑ Member States work with the European Commission to establish priorities for their partnership agreements and operational programmes. Most mention investments in cultural and creative sectors in **partnership agreements** -> result of extensive consultation of regional authorities
 - ❑ need to make sure that such investments will be embedded in **operational programmes**

2014-2020

COMMUNICATION ON CULTURAL HERITAGE

Coming soon!

- Cultural heritage - key policy priority in 2014: Communication focuses on **EU added value** in 3 areas:
 - Enhancing the intrinsic and societal value of cultural heritage;
 - Better exploiting the economic potential of cultural heritage;
 - Strengthening policy cooperation and exchange of good practice on cultural heritage among EU Member States and heritage stakeholders, and within the EU institutions

INFORMATION SOURCES

2014-2020

Our website:

<http://ec.europa.eu/creative-europe>

Subscribe to our newsletter:

Eac-Culture@ec.europa.eu