



## **The Regional and Local Dimension of the Cultural Heritage**

16th May, 9.00 am to 13.00 pm - Venue: VLEVA AGENCY Av. de Cortenbergh 71 – Brussels

organized by the Regional Initiative for Culture and Creativity/RICC

in collaboration with EUROPA NOSTRA, NECSTOUR and ERRIN

### **Background**

2018 is the European Year of Cultural Heritage. The initiative, based on the concept “our heritage: where the past meets the future”, aims at encouraging people to discover and engage with Europe's cultural heritage diversity across Europe at EU, national, regional and local level. Following a long process of consultation, in December 2017, the EYCH has been officially launched at the European Cultural Forum in Milan (Italy).

The European Year for Cultural Heritage aims thus at promoting Europe’s cultural heritage as a common resource. It contributes to raise awareness on history and shared values and to strengthen a sense of belonging to a common European space. Cultural Heritage is also a driving force for the cultural and creative sectors. It plays an important role in creating and enhancing Europe's social inclusion, regional cooperation and development, innovation, competitiveness and new skills.

Different stakeholders are working together with the European Institutions and international key actors. Regions are key players in achieving the EYCH objectives because they are closer to citizens. Regions can be proactive in the promotion of cultural heritage, acting as a catalyst for creativity, competitiveness, innovation, new skills for young generation, inclusion, sustainability and protection. Finally, regions can also strengthen cultural heritage as a pivotal element of international relations.

### **Objective**

The conference aims at highlighting the role of EU regions in promoting culture and cultural heritage. Particularly, through this event the RICC regions aim at:

- giving a contribution to the four objectives identified for the legacy of the EYCH: engagement, sustainability, protection, innovation and skills;
- inviting other European networks to work together with the RICC regions in order to plan common actions to put in place, going beyond the EYCH.

The event will contribute to the discussion on the cultural agenda at EU level also in view of the forthcoming programming period.

# PROGRAMME

## Opening and welcome

09.15 – 09.30 Welcome and brief introduction on the RICC network : **Friuli Venezia Giulia** Autonomous Region: Raffaella Viviani , Coordinator of the Brussels Office

### Engagement:

09:30 – 10:30

This session will highlight how culture and cultural heritage can be relevant tools to promote the active participation of young people in society and the social inclusion of disadvantaged groups, including persons with disabilities, migrants and refugees.

Introduction by the **European Commission – DG EAC** – Unit D1 – Cultural policy - Maciej Hofman

- **Emilia Romagna Region** – Gianni Cottafavi, Head of Department “Culture and Youth”, DG Knowledge Economy, Labour and Enterprise, “From accessibility to enjoyment: inclusion projects in CH and performing arts”
- **Barcelona Provincial Council** - Lluís Rius Font - Division of Cultural Services, CH Office: “The Tactile Gaze, museums with the five senses”
- **Region Skåne** -, Caisa Lindfors, CH Developer at Department for Culture: “Cultural heritage institutions and integration of migrants”
- **Tuscany Region** – Annalisa Giachi, *Research Coordinator - Network of Cities for Culture Project Officer*: “LUBEC – International Forum for the inclusive participation of local communities to the promotion of Cultural Heritage”

**Moderator:** Piet Jaspaert, Europa Nostra Vice-President

### Sustainability:

10:30 – 11:30

Europe is a key cultural tourism destination because of an incomparable cultural heritage. It is estimated that cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering. How can Regions and EU promote a balanced approach between the needs to boost growth on one side, and the preservation of artifacts, historical sites, and local traditions on the other.

Introduction by the **European Commission DG EAC** – Anne Grady - "Towards Policy Recommendations on Sustainable Cultural Tourism"

**Veneto Region** Fausta Bressani, Director at Department for culture, and sport: “Public-private partnerships in Veneto Region for preserving and enhancing the tangible and intangible cultural heritage”

**Ile de France Region** - Sophie de Moustier: “Promoting regional cultural heritage: a label for unprotected heritage, an asset for territories”

**Lombardy Region** Elisa Storace Museimpresa – Corporate Archives and Museums Italian Association: “Cultural heritage and industrial tourism in Lombardy: the experience of Kartell Museo”

**Canary Island** – Christian Perazzone: Canary Island “An open gate to tourism, cultural heritage and sustainability”

**Moderator: Sandra de Puig - NECSTOUR network**

**Innovation and protection:**

**11:30 – 12:30**

Cultural Heritage is linked with protection and innovation. Protection helps developing quality standards for interventions on CH. Innovation, through research and specialization on new skills, helps to articulate a new approach to Cultural Heritage, strengthen regional development, helps to link communities as well as promote cultural diplomacy.

Introduction by the **European Commission – DG Research & Innovation** - B6 – Open and Inclusive Societies - Zoltan Krasznai

**Autonomous Region Friuli Venezia Giulia** - Anna Del Bianco Director at Department for culture, solidarity and sport : “regional innovative strategies to promote cultural heritage”

**Castilla la Mancha** – Luis Rubio Bremard, Brussels Office: “Protection and preservation of Archaeological Heritage: The Network of Archaeological parks in Castilla-La Mancha’

**Basque Country** - Borja Aguinagalde - Director of the Basque Archive and Documentary Heritage Center: “Basque Country Heritage Archive: from regional to global, through innovation and linking the european heritage and history”

**Sicily Region**, Arch. Daniela Guarneri, Founder & CEO of the REVIVE srl start-up

**Moderator: Pirita Lindholm – Director of ERRIN network**

**Debate**

**Closing Speech**

**13.00**

Silvia COSTA –

European Parliament Member of the Culture Committee