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BUREAU OF THE STEERING COMMITTEE  
FOR CULTURE, HERITAGE AND LANDSCAPE  
(CDCPP)

LAUNCH OF STRATEGY 21

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FARO CONVENTION ACTION PLAN

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HEREIN

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EUROPEAN HERITAGE DAYS

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For information and action

Secretariat Memorandum  
prepared by the  
Directorate of Democratic Governance  
Culture, Nature and Heritage Department

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## I. LAUNCH OF STRATEGY 21

### Background

At the 6<sup>th</sup> Conference of Ministers responsible for cultural heritage, held in Namur in April 2015, the need for a common cultural heritage strategy for Europe was declared. The Strategy was consequently drawn up by a group of experts from the CDCPP member States and observers, during three meetings held in the first half of 2016. At the 5<sup>th</sup> CDCPP plenary session in June 2016, the draft text of the European Heritage Strategy for the 21<sup>st</sup> Century ("Strategy 21") was presented to the Committee for revision and adoption, together with a draft recommendation of the Committee of Ministers.

The observations and remarks by CDCPP delegates were given due consideration, together with observations gathered from consecutive GR-C sessions in November and December 2016. A revised version of the Strategy was presented to the GR-C on 7 February 2017 and finally approved by the Committee of Ministers' Deputies on 22 February 2017.

### Progress

Strategy 21 will be launched in Limassol, Cyprus on 6 and 7 April 2017. Invitations have been sent through CDCPP member State representatives, to identify participants among senior policy makers and relevant stakeholders in member States. The Strategy will be presented on the first day by some of the experts who took part in its drafting, and complemented by illustrative practical examples from different European countries. The second day will be dedicated to visit heritage projects in the Omodos area to appraise their implementation of the Strategy.

A significant number of member State representatives and observers are now confirming their participation at the Limassol event.

The Secretariat will provide participants with the final version of the Strategy and some promotional material focusing on its key aspects.

More updated information regarding the number of participants and the final programme of the launching event will be made available at the Bureau meeting on 7-8 March.

### Next steps

- The Secretariat will identify national/local stakeholders from the participating countries, and assist them in the further promotion of the Strategy.
- The report of the conference and the promotional material will be sent to all CDCPP member States and observers.
- Further information sessions will be held to follow up the steps taken by member States for the promotion of the Strategy and the collection of good practices.
- The sessions will also provide useful feedback from the stakeholders' groups about their needs for information access and diffusion.
- Internal staff meetings will be held concerning the Council of Europe's five conventions in the heritage and cultural sector, and the Enlarged Partial Agreement on Cultural Routes, to possibly enhance their implementation through the Strategy's recommendations.
- The information gathered from the above-mentioned actions will lead to the production of guidelines and indicators on the implementation of Strategy 21.

## Action required

The Bureau of the CDCPP is invited to:

- Note the progress made with Strategy 21 and invite member States to carry on providing good practices;
- Hold first discussions on how the impact of the Strategy's implementation could be evaluated;
- Invite all member States to provide the Council of Europe Secretariat with information on their promotion, monitoring and evaluation procedures at national and local levels.

## II. FARO CONVENTION ACTION PLAN – STATE OF IMPLEMENTATION

### Background

The "Faro Convention Action Plan" aims to illustrate the richness and novelty of the principles of the Faro Convention, as well as providing possibilities for interpretation in relation to current societal challenges. The Action Plan should generate common references, create mechanisms and tools to foster initiatives in line with the principles of the Convention.

The first "Faro Convention Action Plan 2014-2015" adopted by the CDCPP in May 2013 led to the development of reference frameworks and tools, tested in four case studies. The 2016-2017 Action Plan now offers a more elaborated operational structure and programming, with comprehensive good practices and guidance to showcase practical implementation and benefits of the Convention.

### Progress

The Action Plan activities in 2016 included

1. Increased efforts to *promote* the Convention and visibility of the actions

In 2016, the following activities took place:

- seven Faro Convention Talks were conducted (Croatia, Ukraine, Vilnius, Barcelona, and three in France);
- a Faro Convention meeting was organised in Venice with the participation of 12 countries;
- a Faro Convention promotional film, interviews (testimonies from the field);
- the Faro Convention website underwent a complete overhaul.

2. *Faro Convention Community*: an increased number of community members, ongoing discussions to improve interpretation of the Faro Convention, appreciation visits

In 2016, the following activities took place:

- three appreciation visits (Forlì, Cervia, Teula de Senia);
- four applications reviewed for expansion of the community;
- a collaborative platform and Facebook page were established;
- Faro Convention Community meeting (29-30 November).

3. *Faro Convention in Action*: development of good practices, workshops and creation of a pool of experts

In 2016, the following activities took place:

- good practices identified for review;
- workshops identified for implementation in 2017 and beyond;
- a handbook for Faro Convention Action developed;
- development of a pool of facilitators and practitioners.

4. *Research* and exploration of new opportunities; linkage with HEREIN and the European Heritage Days

In 2016, the following activities took place:

- a pool of experts was identified;
- reinforced involvement of academia, and a research study "COMUS to implementation of the Faro Convention" initiated in the Caucasus;
- Faro Convention expert meeting (28 November).

5. *Faro Convention Spotlights*: work in selected areas to examine the role of heritage in addressing societal challenges, including Frampol [Poland], Viscri [Romania], Marseilles [France]

In 2016, the following activities took place:

- four assessment missions carried out (Viscri, Ostroh, Frampol, Biscay).

Next steps

In 2017, activities are focusing on the following priorities:

#### *Promotion*

- Three regional Faro Convention Labs; (April, June / September, November)

Expected outcome: Follow up action plan for each participating country; Reflection on the validity of workshops (follow up test cases); Input on the vision papers / research

- Promotional films and interviews

#### *Faro Convention Community*

- Discussion of the idea of a Joint Programme with the European Union;
- Faro Convention Community meeting (November);
- Faro Convention appreciation visits (April - November).

Expected outcome: Increased number of Faro Convention Community members  
Agreed Joint Programme with the European Union

#### *Faro Convention in Action*

- Increased number of good practices
- Modules for workshops

### *Research*

- Faro Convention expert meeting (March);
- Meeting of academics and NGOs (April).

Expected outcome: Reflection papers on identified topics for research and vision papers on the role of heritage in addressing societal challenges; a draft impact assessment tool.

### *Spotlights*

- Faro Convention spotlight missions (April - November)

## III. HEREIN: IT SYSTEM REVIEW AND PROJECT PERSPECTIVES

### Background

HEREIN was established by the Council of Europe at the request of member States to take stock of the changes in legislation and practices in the participating countries and to provide a forum for pooling and sharing information on cultural heritage. The objectives to be pursued as regards HEREIN are thus to:

- strengthen its capacity to act as a forum and network for member States' professionals in the heritage field;
- make the database an efficient and effective tool for collecting and sharing, not only information, but also knowledge.

The adoption of Strategy 21 that will provide guidelines to promote good governance and participation in heritage identification and management by recommending actions and highlighting best practice to inspire all actors and stakeholders (governments, local authorities, civil society and professionals), constitutes a stimulating challenge for the present functioning of HEREIN. It requires a renewed information and knowledge collection system, encompassing also data provided by stakeholders other than national authorities, in order to help effectively with member States' implementation of Strategy 21.

### Progress

In 2016, work focused on the two major components of HEREIN. Concerning the development of the HEREIN network, two thematic workshops were devoted respectively to mapping heritage organisations in Europe and to identifying possible improvements in the thesaurus. As concerns the HEREIN system, a new "crowdfinding" on historic cableway installations and a good practices collection related to Strategy 21 were launched. A Think Tank meeting also recommended, among other things, to facilitate the understanding of the matters covered in the national reports and the revitalization of the HEREIN network.

By the end of 2017, work achievements will comprise:

- the streamlining of information contained in the HEREIN national reports in order to increase their use by all the stakeholders concerned;
- the development of comparative analysis of already collected data in the HEREIN system as additional useful information for its users;
- the adjustment of the HEREIN system to enhance its attractiveness as a reference tool concerning legal and institutional frameworks in the cultural heritage field;
- the definition of a related online space to adequately address the need for gathering and showcasing good practices to help member States in adapting their present strategies.

## Next steps

The aim is to improve the use of the present Cultural Heritage Information System to the new requirements introduced, in particular by the launch of Strategy 21. Based on the results of the Audit concerning the IT infrastructure of HEREIN, a deeper analysis of the actual needs in terms of functionalities will take place in order to preserve the quality of the information collected.

In addition, to clarify the role of the current HEREIN system in the light of Strategy 21, an adequate space for data collection and dissemination, open to wider audiences and users, is considered necessary. This approach would thus maintain the integral part of current HEREIN as a database of national heritage profiles and complement its functionalities, which would serve Strategy 21's implementation.

A one-day meeting of a HEREIN task force (including CDCPP members and HEREIN national coordinators) will thus be held before the forthcoming CDCPP plenary meeting in May, to discuss the challenges to be addressed by the HEREIN system and identify adjustments to raise the system's relevance in the new context. The concrete proposals of the task force -in line with the parameters of the budget- would be submitted to the CDCPP plenary session for discussion.

In parallel, the follow-up of the two workshops organised in 2016 will be ensured by finalising the report on heritage organisations and implementing the proposals to improve the thesaurus' pertinence. The need for thematic workshops on other relevant topics will be considered in due time, taking into account the results of the meeting of the HEREIN task force and the decisions of the CDCPP plenary meeting.

## Action

The Bureau of the CDCPP is invited to:

- note the results of the technical evaluation of the HEREIN system;
- enhance the role of the HEREIN network and system as a tool for national cultural heritage coordinators and professionals as well as for other heritage stakeholders;
- acknowledge the need to develop a freely accessible good practices space, open for all pertinent stakeholders' contributions, to support Strategy 21's implementation;
- suggest the creation of a task force (composed of CDCPP Bureau members and HEREIN national coordinators) to discuss the current situation and concrete future needs of the Cultural Heritage Information System.

## IV. EUROPEAN HERITAGE DAYS

### Progress

In 2016, the European Heritage Days' mission in supporting access, tolerance and diversity through local involvement in identifying, celebrating and promoting European Cultural Heritage was completed through four specific objectives:

1. *National and regional 'European Heritage Days' events were organised within one weekend, week or a month.* Fifty participating states are fully engaged in the celebration and promotion of the shared European heritage.

In 2016, the following results were achieved:

- Approximately 60 000 EHD events organised at European level;
  - 30 million visitors participated in the events, with thousands of volunteers leading the activities;
  - The number of cross-frontier events has tripled, including long standing cross-cooperation events that demonstrated the sustainable nature of the EHD network;
  - Over 40 000 EHD events were promoted on the EHD Portal ([www.europeanheritagedays.com](http://www.europeanheritagedays.com)) leading to increased visibility of heritage communities across Europe.
2. *The EHD Portal was developed in order to continue providing all Europeans with an equal opportunity to give visibility to their specific heritage within the EHD events.*

In 2016, the development on the Portal included:

- National Coordinators and local organisers uploaded the themes and description of their activities directly to the Portal;
  - The number of local organisers, given direct access to the Portal, has quadrupled, resulting in an increased number of events on the local level and a higher level of cooperation within different regions in some of the participating countries;
  - New development of the technical functionalities of the Portal allowed for the active participation and celebration of pan-European theme "Heritage and Communities";
  - New design for the Portal was translated from the needs of the national and local coordinators and will be implemented in 2017.
3. *"Heritage and Communities" was developed and adopted as a 2016 pan-European celebration theme. Synergies with the Faro Action Plan and HEREIN database were implemented.*

In 2016, the common theme focused on:

- 44 countries/regions participated in the pan-European theme and celebrated Heritage Communities;
  - Local organisers and National Coordinators reported the importance of this specific common theme to build synergies and networks within their own fields – the celebration of heritage communities allowed for a specific kind of collaboration that should be continued in the years to come;
  - Concrete synergies with the Faro Action Plan and HEREIN were identified, good practices exchanged and case studies created to illustrate the "translation" of the Faro Convention to national, regional and local stakeholders;
  - Representative of several Heritage Community groups were involved in the Faro Action Plan processes;
  - Synergies were also developed with Europa Nostra/European Prize for Cultural Heritage and European Heritage Label.
4. *The EHD Strategy 2017-2020 was developed and adopted by the 50 participating States. Strategic objectives were identified in order to expand the nature of the Programme and utilise the potential of the most widely celebrated participatory cultural events shared by the citizens of Europe.*

In 2016, the Strategic Objectives were defined in relation to:

- Strengthening cooperation on European, regional and local level;
- Supporting national and local actors to foster cross-sectoral and cross-frontier cooperation;
- Empowering communities to take ownership of their everyday heritage;
- Strengthening the role of EHDs in the field of heritage and culture;
- Fostering education and Heritage Education through active collaboration with schools and universities;
- Addressing societal challenges and valorisation of heritage (climate change, migration, radicalisation, education, diversity, identity).

#### Next steps

Based on the vote during the EHD Plenary in Madrid in October, the National Coordinators decided that the EHD common themes for 2018-2021 will focus on:

2018: The European Year of Cultural Heritage, with the following slogan: European Heritage: The Art of Sharing" – EHDs have been identified as one of the three main initiatives for the implementation of the Year;

2019: "Arts and Entertainment";

2020: "Heritage and Education";

2021: "Inclusive Heritage" ("Heritage for Everybody").

In 2017, the pan-European theme is celebrating "Heritage and Nature", creating synergies with the European Landscape Convention, Bern Convention, Major Hazards and EUROPA, UNESCO and EC DG Environment.

In order to fully expand the nature of the Programme and fulfill the Strategic Objectives, three thematic workshops will be organised in host countries: in June 2017: "Heritage and Interpretation"; in September 2017: "Heritage and Sustainable Development"; in November 2017: "Heritage and Education".