



EUROPEAN CULTURAL HERITAGE STRATEGY FOR THE 21ST CENTURY

in less than 1000 words...

WHY IS A STRATEGY NEEDED?

Today we face multiple changes in our socio-economic and cultural context that are modifying the way in which we perceive, experience and transmit cultural heritage. New technologies are also potentiating innovative attitudes that allow audiences to make use of their skills and become active participants.

As a response to such challenges, the Ministers of the States parties to the European Cultural Convention declared in Namur in April 2015 the need for a Strategy that would redefine the place and role of cultural heritage in Europe. This Strategy was drafted by a group of experts from the Steering Committee for Culture, Heritage and Landscape, and adopted by the Committee of Ministers in February 2017.

The Council of Europe's conventions and recommendations related to heritage are advocating an integrated approach, that is to say, the coordination of national policies that reconcile the safeguarding of cultural heritage with the needs of society.

The Faro Framework Convention on the Value of Cultural Heritage for Society in particular, inspires Strategy 21 to take a further step in this path to cohesion, putting people and democratic values at the centre of a cross-disciplinary, multi-sectoral and enlarged concept of heritage. The Strategy's recommendations seek to reconnect communities to their heritage values, and encourage member states and relevant stakeholders to practise participatory mechanisms based on **"good governance"**.



WHAT IS THE STRATEGY?

Strategy 21 is not only a plan to reach specific goals in cultural heritage, but also the achievement of objectives in other sectors. Its 57 pages define a framework for this integrated approach, establishing the relationship between cultural heritage and three priority components:

- The promotion of **social** participation and good governance;
- The sustainability of local and regional **economic and territorial development**;
- The contribution of research and training to increase **knowledge and education**.

Each component has its corresponding challenges and the necessary recommendations to address them. Courses of action in accordance with each recommendation are illustrated by examples of actual projects, provided by stakeholders of Council of Europe member States.

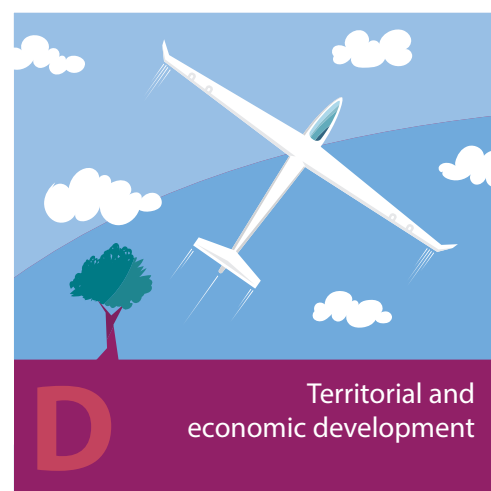


The **social component recommendations** provide an introduction to:

- The practice of participatory governance between administrations and citizens;
- The respect for diversity and promotion of the quality of life;
- The awareness-raising of the existing Council of Europe conventions.

The **economic and territorial development recommendations** refer to:

- The use of heritage as a sustainable resource;
- The integration of heritage into development strategies;
- The use of innovative technologies for conserving and presenting cultural heritage.



The **knowledge and education recommendations** encourage society to:

- Stimulate creativity to incorporate social evolution;
- Guarantee high professional levels through training;
- Research and preserve heritage knowledge and skills.

HOW IS THE STRATEGY MEANT TO BE USED?

The Strategy as a reference:

In order to analyze an ongoing or new project according to the Strategy, relevant recommendations can be easily looked up that address the challenges faced and the areas of work involved. Examples of similar projects and contact information about other stakeholders can be found on the Strategy 21 website. Furthermore, information on member States' applicable national legal provisions and practice is available on the **HEREIN** website.

To implement an integrated approach:

The following stages provide guidance on how to incorporate this approach to heritage:

- Consider all cultural heritage aspects, including the intangible dimension and connections to the natural and cultural environments;
- Work towards consensus-based decision-making, satisfying equitably the needs of civil society and all relevant public and private stakeholders, thereby implementing participatory governance;
- Enable citizens to take responsibility for valuing, protecting and conserving cultural heritage, establishing their role according to their competences;
- Take into account the existing tools and policies, in line with the legal frameworks at national and international level;
- Make the best use of all resources in order to achieve optimal efficiency and sustainability.



Areas of convergence:

When implementing the above stages, a project will relate to recommendations from more than one of the three components of the Strategy. This overlap (or interface) shows the intersectoral impact for example, making heritage more accessible can promote investment and encourage creativity to capture the attention of audiences, contributing to the development of the local economy.

The Strategy seeks to use such interfaces in a mutually satisfying way, achieving positive and balanced synergies, which will facilitate **integrated heritage management**.

The Evaluation factsheets illustrate the basic concepts and steps to assess these synergies.

Good practices:

Share your experience and contact other stakeholders by completing the questionnaire on the CoE website.

You will be contacted for further information so that your project or activity can be included on the webpage. The information you provide will be available to the public and provide valuable information to the Steering Committee for Culture, Heritage and Landscape for promoting more cohesive national heritage policies. This information will also contribute to the development of the Strategy and its adjustment to future trends and needs.



WHO CAN IMPLEMENT THE STRATEGY?

In the words of the Strategy:

- *Member States of the Council of Europe and other States Parties to the European Cultural Convention are strongly encouraged to comply with it in accordance with their respective constitutional systems and to take all appropriate measures to achieve its objectives and to provide each other with assistance.*
- *The European Cultural Heritage Strategy for the 21st century pursues an inclusive approach and involves not only the local, regional, national and European public authorities, but also all heritage stakeholders including professionals, (international) non-governmental organisations, the voluntary sector and civil society.*
- *Heritage is a non-renewable common good whose conservation, protection, restoration and enhancement are the responsibility of society as a whole, including in the political, legal and administrative spheres. Consequently, there is a need to define the roles of everyone involved and to give citizens in particular the means of shouldering their responsibilities.*



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