

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Strasbourg, 22 May 2018

CDCPP(2018)3
Item 3.3 on the agenda

**STEERING COMMITTEE
FOR CULTURE, HERITAGE AND LANDSCAPE
(CDCPP)**

**STATE OF IMPLEMENTATION OF THE WORK PROGRAMME
AND CALENDAR OF MEETINGS IN 2018**

For information

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

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Introduction

In line with previous practice, the Secretariat has established this document in order to provide the CDCPP with an overview of the tasks it has been given by the Committee of Ministers and the state of their implementation.

This document has been prepared for information and discussion.

Action required

The Committee is invited to take note of the information contained in this document and, if applicable, give guidance to the Secretariat as to the implementation of the work programme for 2018-19.

CDCPP work programme 2018–2019 based on its Terms of Reference

	Terms of Reference
0.	<p>Under the authority of the Committee of Ministers, in the framework of the European Cultural Convention, building notably on the outcomes of relevant ministerial conferences, and having regard to the Secretary General’s reports on the State of Democracy, Human Rights and the Rule of Law and the relevant decisions by the Committee of Ministers, the CDCPP will oversee the Council of Europe’s intergovernmental work in the field of culture, heritage and landscape, and advise the Committee of Ministers on all questions within its area of competence. Taking due account of relevant transversal perspectives, the overall aim is to share information on policy, exchange best practice and develop standards as appropriate relating to culture, heritage and landscape in States Party to the European Cultural Convention and other relevant Conventions. With this purpose, the Committee is instructed to:</p>
1.	<p>(i) contribute to the Council of Europe’s key values, especially to fostering democracy, through its work in the fields of culture, heritage and landscape, and act as a forum where States share information and good practices, devise and follow-up innovative policies and strategies related to the sustainable management of culture, heritage and landscape and contribute to the promotion of intercultural dialogue;</p>
1.1 Culture	<p>Modalities: Council of Europe Platform Exchanges on Culture and Digitisation</p> <p>Timeframe: 2018-19</p> <p>Expected outcomes: Policy inspirations, exchange on good practices and Council of Europe guidelines and Recommendations to member States on addressing the challenges and opportunities related to the digitisation of culture.</p> <p>Beneficiary(ies): Member States of the Council of Europe (and other States signatory to the European Cultural Convention).</p> <p>Current situation:</p> <p>Four Platform Exchanges on Culture and Digitisation held as multi-stakeholder events between 2014 and 2017 (Baku, 2014; Linz, 2015; Tallinn, 2016; Karlsruhe, 2017) proved to be inspirational and productive work settings. Debates held between cultural policy makers, practitioners, artists, researchers and the interested public generated material for three Council of Europe recommendations (CM/Rec(2016)2 on the Internet of citizens, CM/Rec(2017)8 on Big Data for culture, literacy and democracy, and a forthcoming Recommendation on Culture’s contribution to strengthening the Internet as an emancipatory force (see document CDCPP(2018)8). The 2018 event will take place on 12-13 October in Rijeka, Croatia, following the invitation by the Croatian Government to hold it in the framework of its Presidency of the Committee of Ministers of the Council of Europe. The event will deal with the topic of Artificial Intelligence and implications for culture and creativity. Given the limited resources, the event will be held as a select expert seminar (see also document CDCPP(2018)7).</p>

<p>1.2 Cultural Heritage</p>	<p>European Heritage Days (EHD)</p> <p>Modalities : Joint Programme of the Council of Europe and European Union</p> <p>Timeframe : 2017-2020</p> <p>Expected outcomes:</p> <p>The <u>EHD Strategy 2017-2020</u> focuses on:</p> <ul style="list-style-type: none"> - strengthening cooperation at 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). <p>The National Coordinators voted on the EHD common themes for the next four years: 2018: The European Year of Cultural Heritage under the following slogan: "European Heritage: The Art of Sharing"; 2019: "Arts and Entertainment"; 2020: "Heritage and Education"; 2021: "Inclusive Heritage" ("Heritage for Everybody").</p> <p>In 2018, the EHD Programme, in addition to the Strategic Objectives activities, will provide examples to demonstrate the recommendations and values outlined in the Council of Europe's Strategy 21.</p> <p>Beneficiary(ies): Member States of the Council of Europe (50 states signatory to the European Cultural Convention).</p> <p>Current situation: Following the year of preparation for the European Year of Cultural Heritage, the EHD Programme is set to have a key implementation role for the Year in all 50 European States. In 2018, three new activities have been launched to celebrate the Year and set the basis for its legacy beyond 2018. The Call for European Heritage Stories was launched on 20 April to cater to the needs of the communities involved in the EHD, the European Heritage Label and EU prize for cultural heritage winners. The communities will have the opportunity to tell their heritage stories, and also apply for project funding. The second funding scheme has been set up for the EHD National Coordinators in order to support cross-frontier events, including two pilot projects in 2018 – one to support the Baltic Cooperation in the field of valuing heritage, and the other one is set up in 7 European countries to support further involvement of the minorities in the EHD. The third initiative focuses on youth and children through the European Heritage Makers Week storytelling experience in 8 European countries. Ten Heritage Makers will be invited to visit Strasbourg and the Council of Europe in December 2018.</p>
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	<p>In 2018, there are six specific Programme Objectives:</p> <p>Objective 1: National and regional 'European Heritage Days' events are organised within one weekend, week or month. Fifty participating states are fully engaged in the celebration and promotion of the shared European heritage.</p> <p>Objective 2: European Dimension is developed through the Call for European Stories and European Heritage Makers Week.</p> <p>Objective 3: EHD Portal is developed in order to continue providing all Europeans with an equal opportunity to give visibility to their specific heritage within the EHD events. The Portal is also used in promoting all the events related to the European Year of Cultural Heritage.</p> <p>Objective 4: "European Year of Cultural Heritage: The Art of Sharing" is developed and adopted as a 2018 pan-European celebration theme. Synergies with Faro Convention, Strategy 21, Europa Nostra, European Heritage Label, Cultural Routes Programme and European are implemented.</p> <p>Objective 5: National and local stakeholders are encouraged to foster cross-sectoral and cross-frontier collaboration through the new funding scheme to and support joint events. Direct links are created between local and European level.</p> <p>Objective 6: Visibility for the Organisations within all 50 participatory states is increased.</p>
<p>1.3 Landscape</p>	<p>Modalities: Intergovernmental co-operation</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: States share information on innovative landscape policies and strategies, and identify good practices.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation:</p> <p>– <i>Recommendation of the Committee of Ministers</i></p> <p>The Recommendation CM/Rec(2017)7 of the Committee of Ministers to member States on the contribution of the European Landscape Convention to the exercise of human rights and democracy with a view to sustainable development (adopted by the Committee of Ministers on 27 September 2017), has been produced with its Conceptual reference Report in the Council of Europe publishing https://rm.coe.int/09000016807bffda</p>

- *International Landscape Observatory: National Landscape policies:* www.coe.int/en/web/landscape/workshops

- *Intergovernmental co-operation :* www.coe.int/en/web/landscape/conferences

The 10th Council of Europe Conference on the implementation of the European Landscape Convention, which will be held under the auspices of the Finnish Chairmanship of the Committee of Ministers of the Council of Europe, Palais de l'Europe, Strasbourg, 6-7 May 2019.

- *International meetings of the workshops:* www.coe.int/en/web/landscape/workshops

21st Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention "Landscape and education", Catanzaro, Calabria, Italy, 3-5 October 2018

The Meeting is being organised by the Council of Europe – Secretariat of the European Landscape Convention, in co-operation with the Ministry for Heritage, Cultural activities and Tourism of Italy, in partnership with the Region of Calabria.

22nd Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention "Water, landscape and citizenship in the face of global change", Seville, Spain, 14-16 March 2019

The Meeting is being organised by the Council of Europe – Secretariat of the European Landscape Convention –, in co-operation with the Ministry of Education, Culture and Sport of Spain, in partnership with the Regional Government of Andalusia and the Municipality of Seville.

- *Landscape Award of the Council of Europe :* www.coe.int/en/web/landscape/sessions-of-the-landscape-award

. 5th Session of the Landscape Award of the Council of Europe (2016-2017)

The 20th Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention "*Council of Europe Landscape Award Forum of National Selections - 5th Session, 2016-2017*", organised by the Council of Europe in co-operation with the Ministry of Environmental Protection and Regional Development of Latvia, will be held in Daugavpils, Latvia, on 19-21 June 2018 (www.coe.int/en/web/landscape/20th).

The Celebration of the Landscape Award of the Council of Europe will be organised on this occasion, considering the decisions of the Committee of Ministers on the attribution of the Landscape Award of the Council of Europe, special mentions and acknowledgments, for the 5th session of the Award, 2016-2017.

. 6th Session of the Landscape Award of the Council of Europe (2018-2019)

The Parties to the European Landscape Convention have been invited to submit, by 30 January 2019, applications to the Secretariat of the Council of Europe, according to Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe. On the occasion of its next meeting, the CDCPP will be invited to appoint one representative to be part of the international jury of the 6th Session of the Award.

	<p>- <i>Landscape Award Alliance of the Council of Europe</i>: www.coe.int/en/web/landscape/landscape-award-alliance . Online presentation of the achievements of the Landscape Award of the Council of Europe on the website of the European Landscape Convention, Part "Landscape Award Alliance" according to the Resolution CM/Res(2017)18 on the Landscape Award Alliance of the Council of Europe. . Publication of the Council of Europe Landscape Award Alliance (Council of Europe, Territory and Landscape Series, 2018, No. 105) https://rm.coe.int/090000168075f020</p> <p>- <i>International Landscape Day of the Council of Europe</i>: will be celebrated on 20 October 2018.</p>
2.	<p>(ii) at the request of member States, facilitate the delivery of peer reviews, policy and legal advice, technical assistance, cooperation and capacity building initiatives in the areas covered by these terms of reference and the relevant Council of Europe conventions;</p>
2.1 Culture	<p>Modalities: Cultural Policy Peer Reviews: expert meetings, evaluation reports, thematic reports</p> <p>Timeframe : 2018-2019</p> <p>Expected outcomes: Cultural Policy Peer Reviews enable reform of cultural policies in line with Council of Europe standards and best practice.</p> <p>Beneficiary(ies): Two member States of the Council of Europe (of 50 states signatory to the European Cultural Convention).</p> <p>Current situation: Following previous exchanges with the Ministry of Culture of Albania, assistance was provided in the drafting of a national cultural strategy, comprising not only governance and institutional aspects, but also sector analysis of tourism and cultural and creative industries. An expert visit took place in November 2017 followed by a strategic policy workshop in Tirana in February 2018. The review report –including targeted recommendations for action- was submitted to the Albanian Authorities in March 2018. The report is available at https://rm.coe.int/a-cultural-strategy-for-albania-implanting-the-cultural-bug/1680794665</p> <p>A Cultural Policy Peer Review will be carried out in Georgia in 2018, following the request by the Georgian Authorities. The focus will be on issues of arts education -within and outside the formal education system- and co-operation between relevant stakeholders. A first expert visit will take place on 24-27 June 2018. Peer countries include Finland, Poland and Spain. The review report is expected to become available to the Georgian Authorities in September 2018.</p>

<p>2.2 Cultural Heritage</p>	<p>The work of the group of experts of the <i>Technical Co-operation and Consultancy Programme</i> in the field of cultural heritage has been compiled into a publication reflecting on the lessons learned from the pilot projects carried out in South-East Europe, the Caucasus, and the Black Sea region over the past forty years. https://rm.coe.int/an-integrated-approach-to-cultural-heritage-the-council-of-europe-s-te/1680792e6f</p> <p>As a contribution to the capacity building efforts of various interested member States, an article is available on-line that illustrates how the results of the COMUS project can be successfully combined with the Faro Convention principles. https://rm.coe.int/applying-the-faro-convention-principles-to-deliver-heritage-based-urba/168078827f</p>
<p>2.3 Landscape</p>	<p>Modalities: National/Regional Symposiums and assistance for the implementation of the European Landscape Convention</p> <p>Timeframe : 2018-2019</p> <p>Expected outcomes: Delivery of advice, technical assistance, co-operation and capacity building initiatives.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation: Two Council of Europe National Symposiums for the implementation of the European Landscape Convention were held in order to: present the European Landscape Convention; discuss its implementation at national level; and promote assistance and exchange of information (Article 8 of the Convention):</p> <p>. <i>CoE National Symposium on the implementation of the European Landscape Convention in Bosnia and Herzegovina: "Drawing landscape policies for the future", Trebinje, Bosnia and Herzegovina, 25-26 January 2018,</i> organised by the Council of Europe – Secretariat of the European Landscape Convention – in co-operation with the Ministry of Civil Affairs and the Ministry of Education and Culture, the Republic Institute for Protection of Cultural, Historical and Natural Heritage of the Republic of Srpska, Bosnia and Herzegovina www.coe.int/en/web/landscape/trebinje-january-2018</p> <p>. <i>CoE National Symposium on the implementation of the European Landscape Convention in Georgia: "Interministerial Round-Table: Integration of the landscape into policies", Tbilisi, Georgia, 9-10 March 2018,</i> organised by the Council of Europe – Secretariat of the European Landscape Convention – in co-operation with the Ministry of Culture and Sport and the Ministry of Economy and Sustainable Development of Georgia, in the framework of the Work Programme of the European Landscape Convention of the Council of Europe. www.coe.int/en/web/landscape/tbilisi-march-2018</p>

3.	<p>(iii) maintain, further develop and make the best use of European platforms, conferences and networks - including electronic ones (in particular HEREIN, ELCIS, IFCD, Compendium of Cultural Policies and Trends in Europe) – with a view to collecting best practice, exchanging experience and developing new approaches to policies and strategies on culture, cultural heritage and landscape and their value for society;</p>
3.1 Culture	<p>Modalities: Compendium Expert Network, workshops, international conference, database creation</p> <p>Timeframe: 2018-19</p> <p>Expected outcome:</p> <ul style="list-style-type: none"> - Compendium maintenance, update and upgrade 2018-19 with improved functionalities and uses, in reply to suggestions made by CDCPP members and other project stakeholders; - Full implementation of the new, long-term, sustainable business model for the Compendium of Cultural Policies in the form of an independent not-for-profit Association registered under Dutch law¹; - Enhanced international co-operation and practice exchange through the 2018 Compendium Experts' Assembly taking place on 9-11 October under the Croatian Chairmanship of the Committee of Ministers of the Council of Europe; - More member States are encouraged to join the Association given its progress and well-functioning structure. <p>Beneficiaries: Member States of the Council of Europe (50 states signatory to the European Cultural Convention)</p> <p>Current situation: the Boekman Foundation (Netherlands) shall be the next service provider as from 1 April 2018. The 2018 workplan shall contain the following main tasks:</p> <ul style="list-style-type: none"> - A new methodological grid for the country profiles and comparative statistical tables and the tables for the monitoring and comparisons sections of the website; - Visual and navigation improvements to ensure that the Compendium remains user-friendly on computers and mobile devices such as smartphones and tablets, as well as in step with mainstream ICT trends; - Review of the Compendium communication policy, particularly with a view to attracting new members; - Evaluation and quality control of the Compendium, taking into account the transitional nature of 2018 owing to the change in business and governance model and the change in Service Provider; - Board meetings will continue regularly throughout this transitional year.

¹ The Association's members to date comprise Austria, Albania, Belgium, Croatia, Cyprus, Council of Europe, CUPORE, European Association of Cultural Researchers (ECURES), ERICarts, France, Iceland, Latvia, Romania, Sweden and Switzerland. Since then, requests regarding future membership have been made by Germany, the European Cultural Foundation and Lithuania. In addition, the CCPT is sponsored by the Netherlands government, who in 2018 is donating a contribution of €50 000.

	<p>In addition:</p> <ul style="list-style-type: none"> - Discussions will continue with Eurostat following the meeting on 9-10 April to discuss a possible cooperation on the new Compendium grid; - A new project manager, Helen Johnson, has been engaged by the Boekman Foundation specifically to work on the Compendium project;² - The Compendium Association will participate at this year's meeting of the European network on cultural management and policy (ENCATC) being held in 26-29 September in Bucharest. <p>2017 Compendium user figures:</p> <p>Number of visits, downloads, subscribers 2017</p> <table border="1" data-bbox="323 565 1276 813"> <thead> <tr> <th style="text-align: center;">Indicators</th> <th style="text-align: center;">2017</th> </tr> </thead> <tbody> <tr> <td>Average number of visits per year</td> <td style="text-align: center;">285 873</td> </tr> <tr> <td>Annually average working sessions per day</td> <td style="text-align: center;">783</td> </tr> <tr> <td>Total number of downloaded files</td> <td style="text-align: center;">224 122</td> </tr> <tr> <td>Number of Newsletter Subscribers</td> <td style="text-align: center;">6 820</td> </tr> </tbody> </table>	Indicators	2017	Average number of visits per year	285 873	Annually average working sessions per day	783	Total number of downloaded files	224 122	Number of Newsletter Subscribers	6 820
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<p>3.2 Cultural Heritage</p>	<p>Modalities: HEREIN network, thematic workshops, participative surveys</p> <p>Timeframe: 2018-19</p> <p>Expected outcome:</p> <ul style="list-style-type: none"> - Improved functionalities and uses of the website; synergies with EHD portal; - Improved thesaurus and recommendations for its practical use; - Map of the heritage organisations in Europe; - HEREIN as a reference knowledge base at European level: enhancing and assessing data, providing support to the Division's programmes and projects, building partnerships; - Enhanced cooperation and exchanges of good practices. 										

² Helen Johnson is a bilingual (Dutch/English) communications professional with a background in journalism and reporting on culture and arts. In particular she was an editor for *Kunststof*, the Dutch national public radio programme on arts, culture and media and editor-in-chief for *Nieuwe Liefde magazine*, a quarterly publication on culture, philosophy and politics.

Beneficiaries:

Council of Europe and member States.
Key heritage actors and professionals.

Current situation:**I. HEREIN Network**

A first workshop was organised in April 2017 with the participation of both CDCPP members and HEREIN national coordinators to discuss concrete proposals for decisions related to the following topics:

- Discussion of the results of the IT Audit commissioned by the Secretariat;
- Identification of the core public to be addressed by the HEREIN website;
- Re-organisation of the present website to facilitate its usage;
- Pertinence of the thematic studies with respect to the HEREIN main goals;
- Involvement of HEREIN national coordinators in future developments;
- Increase of the coherence of planned activities within the CDCPP's political orientations.

Following the decisions on HEREIN taken at the June CDCCP meeting and the confirmation/renewal of National Coordinators, a second workshop was organised in November 2017 to present the new tools available for the HEREIN Network and to define the concrete proposals of activities for 2018 that will include:

- Completion/revision of the Country Profiles;
- Modification of the structure of National reports;
- Setting up of thematic workgroups on specific issues;
- Development of additional thematic sections in the HEREIN website.

First meeting of the working group on National Reports

Applying the decision to prioritize the revision of the National Reports, a first meeting was organised in March 2018 to discuss a first draft proposal for a new National Report structure. Aware of the need to facilitate the search for information within the National Reports, significant discussions led to the revision of the initially proposed structure. After consultation and the necessary adjustments, a second meeting will be convened in May to identify the appropriate questions to adequately complete the new version of the National Reports.

II. HEREIN System

The contents of the existing System have been improved in 2017:

- National reports: improved search bar;
- Participative surveys: new survey created for the heritage of historic cableway installations;
- Thesaurus: terms and definitions displayed inside website content;
- HEREIN gardens: improved content;
- Strategy 21: publication of examples – setting up of a search bar.

Launch of a new collaborative space

In order to foster all-year round exchanges between the HEREIN National Coordinators, a dedicated collaborative space has been launched in February 2018 and opened also to interested CDCCP members. The revision of the existing Country Profiles according to a new structure has been developed through the Collaborative Space. A participative survey on restorers' regulations is also currently active on the Collaborative Space. Finally, discussions on the specific topics to address by the two additional working groups planned have been launched.

Preparation of a new HEREIN website

A revamped version of the HEREIN website developed in 2017 to increase the attractiveness of the website for all stakeholders will be launched in mid-2018, incorporating in particular:

- a more attractive layout and content structure;
- the revised version of the country profiles;
- an improved thesaurus section;
- a revised version of National Reports (pending the adoption of a new structure).

The Council of Europe expert also continues to provide technical assistance to the national coordinators in order to resolve any technical issues and to develop the necessary modifications in the HEREIN website.

Main figures:

- Country profiles: 35
- National reports: 36

<p>3.3 Landscape</p>	<p>Modalities: European Landscape Convention Information System of the Council of Europe and its Glossary</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: To provide mutual technical and scientific assistance through the collection and exchange of landscape experience and research, as provided for in Article 8 of the Convention.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation: The use of the European Landscape Convention Information System, set up pursuant to Recommendation CM/Rec(2013)4 of the Committee of Ministers to member States on the European Landscape Convention Information System of the Council of Europe and its Glossary, permit access online to information concerning national and regional policies that have been developed. www.coe.int/en/web/landscape/landscape-observatory Addressed to authorities, organisations or citizens seeking useful information on landscape policies, the glossary has been produced in order to explain certain terms employed. The States Parties to the Convention are invited to make use of it in the context of their co-operation, to work together on developing it further and to continue to exchange information on all the matters covered by the provisions of the Convention, in order to promote an awareness of landscapes and the policies relating to them. The national Representative correspondents have been invited to update or complete, and validate, this questionnaire, with a view to preparing the National Reports on the implementation of the Convention. https://elcl6.coe.int/WebForms/Public_List.aspx The "Glossary of the Information System of the Council of Europe Landscape Convention", has been published at the Council of Europe publishing (Spatial planning and landscape Series, 2018, No. 106) https://rm.coe.int/09000016802fc144</p>
<p>4.</p>	<p>(iv) follow up existing standards of the Council of Europe and, where necessary, develop new ones for culture, heritage and landscape or adapt existing ones taking into account the outcomes of the Platforms and conferences and as appropriate, the review of technical cooperation and field pilot projects on cultural heritage and integrated socio-economic development</p>
<p>4.1 Culture</p>	<p>Modalities: Council of Europe Exchange Platform on the Impact of Digitisation on Culture – see also 5.1b</p> <p>Timeframe: 2018-19</p> <p>Expected outcomes: Council of Europe policy guidelines/ Recommendation on addressing the challenges and opportunities related to the digitisation of culture.</p> <p>Beneficiary(ies): Member States of the Council of Europe (50 states signatory to the European Cultural Convention).</p>

	<p>Current situation: The 4th Platform Exchange took place in Karlsruhe, Germany, on 19-20 October 2017. It provided insights into the underexploited potential of culture, arts and science as a resource for empowering democracy for culturally competent citizens, in the light of current challenging developments, i.e. populism, fake news, xenophobia and undemocratic political movements. Work started in November 2017 on policy guidelines derived from the platform's insights. A first draft of the new Recommendation on Culture's contribution to strengthening the internet as an emancipatory force was commented by the Bureau of the CDCPP in April 2018 and subsequently consulted with the Steering Committee for Mass Media and the Information Society (CDMSI) and the Steering Committee for Education Policy and Practice (CDPPE). The amended draft is available for consultation and adoption by the CDCPP as document CDCPP(2018)8.</p>
<p>4.2 Cultural Heritage</p>	<p>Modalities: Joint Project "The Faro way: enhanced participation in cultural heritage"</p> <p>Timeframe: 2018-20</p> <p>Expected outcomes:</p> <ol style="list-style-type: none"> 1 - Increase the number of signatories and ratifications of the Faro Convention 2 - Promote the implementation of the Faro Convention 3 - Build on a dynamic pan-European network <p>Beneficiary(ies): Member States of the Council of Europe (50 states signatory to the European Cultural Convention).</p> <p>Current situation: Joining the efforts of Council of Europe and the European Commission, the overall objective is to encourage the role of communities in heritage governance through the promotion of the Faro Convention principles, a concrete contribution to the achievement of one of the main goals of the European Year of Cultural Heritage 2018. The commitment of authorities to Faro Convention principles will be promoted through the organisation of four seminars and a final conference to advocate for the greater involvement of all stakeholders. A publication on policy guidance will serve as basis for these meetings.</p> <p>The setting-up of concrete actions to implement the Faro Convention principles will be encouraged by the production of audiovisual material clarifying the implications for the various stakeholders and a document compiling concrete examples of the Faro Convention inspired achievements.</p> <p>The long term sustainability of the Faro Convention principles will be ensured through the promotion of a network of heritage stakeholders (linked to existing Faro Convention Network) to continue sustaining related actions through exchange of knowledge and experiences.</p>

<p>4.3 Landscape</p>	<p>Modalities: Working Groups of the European Landscape Convention</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Draft recommendation and Conceptual Report.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation:</p> <p>A Draft Recommendation contributing to the implementation of the European Landscape Convention: creation of public funds for landscape and an <i>Exploratory report on experiences of public landscape funds</i> was prepared by the Secretariat and addressed to the National Representatives for the implementation of the European Landscape Convention and to the Members of the Steering Committee for Culture, Heritage and Landscape (CDCPP), for possible comments or amendments. The Committee is now invited to examine the draft recommendation (CDCPP(2018)6).</p> <p>At its 6th meeting (CDCPP (2017)18 rev), the CDCPP decided on the composition of the Working Group of the European Landscape Convention "Rights and responsibilities for everyone" and designated its members. The Working Group will soon be consulted on the results of ongoing preparatory work.</p> <p>The other activities of the work programme are progressing well.</p>
<p>5.</p>	<p>(v) follow up the relevant ministerial conferences (Culture/Moscow, 2013, Cultural Heritage/Namur, 2015) in line with Committee of Ministers' decisions;</p>
<p>5.1.a Culture</p>	<p>Modalities: Running of the Indicator Framework on Culture and Democracy project (IFCD), in co-operation with the Hertie School of Governance and the University of Administrative Sciences, Speyer: online interactive data explorer, thematic reports, expert meetings, country visits, research.</p> <p>Timeframe: 2018-19³</p>

³ Activity suspended by decision of the Committee of Ministers from April 2018.

	<p>Expected outcomes: an Indicator Framework on culture’s contribution to democracy and the economic efficiency of financing culture is updated and available for use by policy makers and the interested public. Member States are trained on the use of the Framework. Annual thematic reports are issued on the impact of cultural activities on democracy with a view to orienting inclusive cultural policy making.</p> <p>Beneficiary(ies): Member States of the Council of Europe (50 states signatory to the European Cultural Convention).</p> <p>Current situation: following validation from the CDCPP at its meeting in June 2016, the IFCD, the guidebook for policy-makers and the online tool were launched at a conference jointly organised with the European Commission and the European Cultural Foundation in October 2016 in Brussels.</p> <p>In 2017, the IFCD tool was further enhanced via peer review with other relevant index initiatives leading to a consolidated methodological approach. An advocacy/sponsorship strategy to foster its use in member States was promoted in 2017 via a survey with CDCPP delegations and assistance activities in member states. The European Cultural Foundation promoted the IFCD in summer via its eZine electronic journal, reaching out widely.</p> <p>The first Thematic Report on Culture and Democracy “Cultural Participation and Inclusive Societies” was launched in May 2017 and presented to the CDCPP. The second Thematic Report on “Digitisation, Culture and Democracy” was presented to the CDCCP Bureau in April 2018 for comment and is being launched on the occasion of the CDCPP Plenary session. Given the suspension of resources for the IFCD work – following the decision by the Committee of Ministers of April 2018 – joint efforts by the Hertie School of Governance/University of Administrative Sciences Speyer and the Secretariat are concentrating on the preparation of a grant application under the EU’s Horizon 2020 programme. This would enable follow-up to the Council of Europe’s investment in empirically clarifying the relationships between culture and democracy and optimal project development in the framework of an enlarged European research co-operation. The IFCD tool and data will remain available to interested users on the Council of Europe’s website (https://www.coe.int/en/web/culture-and-heritage/indicators-culture-and-democracy).</p>
<p>5.1.b Culture</p>	<p>Modalities: Council of Europe Exchange Platform on the Impact of Digitisation on Culture: International conference, expert meetings, good practice exchange (see also 4.1 above).</p> <p>Timeframe: 2018-2019⁴</p> <p>Expected outcomes: Annual Platform Exchanges leading to Council of Europe policy guidelines/ Recommendations for action to assist Member States address the needs related to the digitisation of culture.</p>

⁴ Activity suspended by decision of the Committee of Ministers from April 2018.

	<p>Beneficiary(ies): Member States of the Council of Europe (50 states signatory to the European Cultural Convention).</p> <p>Current situation: The 4th Platform Exchange took place at the Center for Art and Media (ZKM) in Karlsruhe, Germany, on 19-20 October 2017. It provided insights into the underexploited potential of culture, arts and science as a resource for empowering democracy for culturally competent citizens, in the light of current challenging developments, i.e. populism, fake news, xenophobia and undemocratic political movements.</p> <p>As a follow-up to this 4th Exchange, an expert group prepared a draft Recommendation by the Committee of Ministers to member States on Culture's contribution to strengthening the internet as an emancipatory force. The draft text was commented by the CDCPP Bureau in April 2018, consulted with other relevant Steering Committees (CDMSI, CDPPE) and is presented to the CDCPP in June 2018 for adoption. The 5th Platform Exchange on Culture and Digitisation is planned to take place in Rijeka on 12-13 October in the framework of the Croatian Chairmanship of the Committee of Ministers of the Council of Europe and in the format of a select expert seminar. The event will study issues around Artificial Intelligence, culture and creativity and how these relate to democracy (see also document CDCPP(2018)7).</p>
<p>5.2.a Cultural Heritage</p>	<p>Modalities A European Cultural Heritage Strategy for the 21st century, as a follow up to the 6th Council of Europe Conference of Ministers responsible for Cultural Heritage (Namur, 24-25 April 2015).</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Promotional actions through identified local/national stakeholders (target 1) and preparation of promotional toolkit with factsheets targeted to professional groups related to heritage. Feedback of member States and stakeholders through the provision of good practices uploaded onto the Strategy 21 website.</p> <p>Beneficiaries: Member states of the Council of Europe (50 states signatory to the European Cultural Convention). European professional associations and other stakeholders.</p> <p>Current situation: The European Heritage Strategy for the 21st century is being promoted through the new website, available in English and French. Stakeholders may thus find information about lines of action that can be implemented to address their current challenges. The recommendations of the Strategy are explained and linked to the corresponding challenges. To illustrate each recommendation, there is a number of good practices with detailed information, provided by the member States.</p>

Implementation of the Strategy is also facilitated by a number of Factsheets (FS) drafted by different professional experts. The first FS introduces the main goals of the Strategy and its methodology. FS 2 and 3 explain the basic concepts of the evaluation described in the Strategy's Appendix 1 and the evaluation methodology to be used by evaluators. FS 4 and 5 introduce the conservation and prevention of heritage, explained by the European Confederation of Conservators' Organisations (ECCO). Furthermore, FS 6 has been commissioned to explain the gender approach and its implementation in cultural heritage, FS 7 drafted by EAC will explain the use of the Strategy for archaeologists, and FS 8 details the protection of local heritage in danger, following Strategy's 21 recommendations and will be drafted by EUROPA NOSTRA.

All the Fact Sheets will be available in English and French on the website in the first half of 2018.

A questionnaire is available for stakeholders to introduce their information and apply for approval to upload their projects as examples of good practice. All the examples provided to the CoE during the drafting of the Strategy are being uploaded and will be available, in chronological order, filtered by recommendation and also by country.

The link to the new website has been sent to a mailing list of relevant institutions, professional associations responsible for cultural heritage, member States' representatives and their corresponding Permanent Representations to disseminate the content of the Strategy and facilitate its implementation.

The Strategy has been promoted at the following events:

- Faro Convention Lab on Rural Settlements, Bilbao and Nájera (May 2017);
- European Workshop "Smart heritage protection", Ministry of Culture of the Republic of Slovenia and the Slovenian evaluation society (May 2017);
- Open Method of Coordination working group, DG Education & Culture, EC, Brussels (June 2017);
- Research meetings, University of the Arts in Bern, Switzerland (October 2017);
- Conference for European and Ukrainian year of cultural heritage, Ministry of Culture and Creative Europe desk, Ivano-Frankivsk Ukraine (November 2017);
- Cultural Heritage, a common good. For whom and why? Congress organised by Nationale Informationsstelle zum Kulturerbe NIKE in Biel, Switzerland (March 2018);
- Cultural Routes' meeting of Rock Art, organised by CARP in Ciudad Rodrigo, Spain. (March 2018);

<p>5.2.b Cultural Heritage</p>	<p>Modalities: Follow-up to the 6th Council of Europe Conference of Ministers responsible for Cultural Heritage held in Namur in April 2015, the “Namur Call” and the new Council of Europe Convention on Offences relating to Cultural Property.</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Council of Europe Convention on Offences relating to Cultural Property.</p> <p>Current situation: The European Committee on Crime Problems (CDPC) prepared a Convention and Explanatory Report to supersede and replace the European Convention on Offences relating to Cultural Property (CETS No.119) The new Convention was opened for signature at the 127th session of the Committee of Ministers on 19 May 2017 in Cyprus. To date, ten member States have signed <u>the Council of Europe Convention on Offences relating to Cultural Property (CETS No 221)</u>, namely Armenia, Cyprus, Greece, Italy, Latvia, Portugal, San Marino, Slovenia, Ukraine, and one non-member State, namely Mexico. One member state has ratified it. Pending decisions by the Committee of Ministers on the follow-up mechanism to the Convention, the CDCPP may be directly involved in this work. At this stage, the implementation of promotional and awareness-raising activities (information seminars, production of leaflets and a film) is envisaged by the Secretariat.</p>
<p>6.</p>	<p>(vi) promote high-level dialogue with representatives of the European Union, the United Nations/UNESCO, OSCE and other international organisations with a view to making use of each other’s know-how and experience and identifying opportunities for co-operation and synergies in view of the Council of Europe’s position as a unique pan-European Organisation for intergovernmental co-operation in the field of culture;</p>
<p>6.1 Culture</p> <p>6.2 Cultural Heritage</p>	<p>Modalities: participation in conferences and events, Joint Projects, policy documents</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Mutual representation at relevant conferences and events in the culture and heritage sector, Joint Projects on themes of shared interest, intensified co-operation and alignment of agendas.</p> <p>Current situation: Co-operation between the European Union and the Council of Europe in the above fields is ongoing and intensified through the conclusion of a new Joint Project on promoting the Council of Europe’s Faro Convention and augmenting the European Heritage Days Project through the allocation of additional resources.</p>

6.3 Landscape	<p>Modalities: Contribution of the European Landscape Convention to the work of the United Nations</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: International co-operation in the field of human rights, democracy and sustainable development.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation: The implementation work of the European Landscape Convention is contributing to the implementation of the Sustainable Development Goals as set out in the 2030 Agenda for Sustainable Development (adopted by the UN General Assembly) See in particular: <i>Council of Europe Landscape Convention - Contribution to human rights, democracy and sustainable development</i> (Council of Europe Publishing, 2018) https://rm.coe.int/09000016807bffda</p>
7.	<p>(vii) act as a catalyst for associating partner and observer organisations in the achievement of the goals of the Council of Europe in the fields of culture, cultural heritage and landscape, through synergies and collaborations;</p>
7.1 Culture	<p>Modalities: Co-operation with key partner organisations in the cultural field</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Enhanced synergies and impact of Council of Europe work in the area of culture.</p> <p>Current situation: Co-operation is in place with the European Cultural Foundation (observer to the CDCPP) as a partner and supporter of the Indicator Framework on Culture and Democracy (IFCD), the Hertie School of Governance and the University of Administrative Sciences, Speyer, as partners to the IFCD roll-out, update and follow-up. Co-operation is furthered with CultureActionEurope (observer to the CDCPP, leading advocacy body for culture at European level and umbrella organisation of European cultural and cultural professionals' associations), including in the framework of the Council of Europe's work on culture and digitisation.</p> <p>Co-operation is in place on Compendium activities with the Boekman Foundation, CUPORE (Finland), ERICarts and ECURES, National Institute for Cultural Research and Training (Romania) as European Cultural Policy Research bodies and is likely to go ahead with the Asia-Europe-Asia (ASEF).</p>

<p>7.2 Cultural Heritage</p>	<p>Modalities: through applied research, cooperation with Europae Archaeologia Consilium (EAC) and synergies between the Valletta, Faro Conventions and Strategy 21.</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: identification of areas of interest in relation to Council of Europe priorities, strengthening implementation and effectiveness of Strategy 21.</p> <p>Current situation:</p> <p>Different partner organisations and observers are working with the CoE on Strategy 21 to provide good practice examples (Europa Nostra, ECCO, EAC) and factsheets to explain the value of the Strategy for their associates.</p> <p>The University of the Arts in Bern invited the CoE in October 2017 to present its approach to cultural heritage and its resources, in particular Strategy 21 and the Faro Convention and their implications for heritage professions. Further to this presentation, the CoE was invited to the Congress in Biel in March 2018: <i>Cultural Heritage, a common good. For whom and why?</i> organised on the occasion of the Faro Convention ratification to be discussed in Swiss Parliament in May 2018.</p> <p>The Declaration of Baukultur presented in Davos on 20/22 January 2018 will be discussed in relation to Strategy 21 by a working group video conference meeting, which is planned for the second semester of 2018. The results of the meeting will be summarized in a factsheet, which will be available on the Strategy's website.</p>
<p>7.3 Landscape</p>	<p>Modalities: Synergies and collaborations with observer organisations</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Establishment of the landscape platform to promote concrete and effective measures for the landscape.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p> <p>Current situation:</p> <p>Synergies and collaborations in the framework of:</p> <ul style="list-style-type: none"> - The Council of Europe Conferences on the European Landscape Convention www.coe.int/en/web/landscape/conferences - The Meetings of the Workshops on the European Landscape Convention www.coe.int/en/web/landscape/workshops - Landscape Award Alliance of the Council of Europe www.coe.int/en/web/landscape/landscape-award-alliance

8.	(viii) take due account of a gender perspective, to building cohesive societies, and to promoting and protecting rights of persons with disabilities in line with the Council of Europe Disability Strategy 2017-2023 in the performance of its tasks
8.1 Culture	<ul style="list-style-type: none"> - The Indicator Framework on Culture and Democracy (IFCD) tested empirical relationships between cultural participation, cultural policy making and building trust and tolerance in society as a contribution to the Council of Europe's wider work on building inclusive societies; - The Compendium and the IFCD hold gender-specific data on the involvement of women in cultural activities including as sector professionals and during the Compendium Authors' meeting in October 2017 in Prague a working session was organised on improving gender statistics on the compendium and discussing latest data;. - Recommendation CM/Rec(2017)9 on gender equality in the audiovisual sector was adopted in September 2017.
8.2 Heritage	Strategy 21 addresses the need for Heritage policies to equally open to and include both women and men across society. A Factsheet about the inclusion of gender in the implementation of the Strategy is being prepared for the first half of 2018.
8.3 Landscape	The work carried out under the European Landscape Convention Work Programme concerns the entire population.
9.	(ix) take the pertinent aspects of the European Convention on Human Rights into consideration in its thematic work;
9.1 Culture	The Indicator Framework on Culture and Democracy focused on access to and participation in culture, thus addresses core issues of cultural rights. These are dealt with by the European Court of Human Rights under its existing provisions, although no explicit article refers to cultural rights. The ECHR'S Research Division updated an overview of cultural rights-related case law in January 2017.
9.3 Landscape	<p>Modalities: Examination of the contribution of the European Landscape Convention to the exercise of human rights</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Consider the importance that quality and diversity of landscapes has for the minds and bodies of human beings, in the reflections and work devoted to human rights and democracy, with a view to sustainable development.</p> <p>Beneficiary(ies): Member States of the Council of Europe and, in particular, 39 States Parties to the European Landscape Convention.</p>

	<p>Current situation:</p> <ul style="list-style-type: none"> - Implementation of the Recommendation CM/Rec(2017)7 of the Committee of Ministers to member States on the contribution of the European Landscape Convention to the exercise of human rights and democracy with a view to sustainable development (adopted by the Committee of Ministers on 27 September 2017). - Edition of the publication <i>Council of Europe Landscape Convention - Contribution to human rights, democracy and sustainable development</i> (Council of Europe Publishing, 2018) https://rm.coe.int/09000016807bffd
10.	<p>(x)facilitate the use of and implementation by member States of tools and guidelines (including CM recommendations) on landscape, culture and cultural heritage policies at national, regional and local level, as appropriate;</p>
10.1 Culture	<p>Modalities: Internet of Citizens - promotional activities</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes: Visibility for the CoE/CDCPP in building an Internet of Citizens.</p> <p>Current situation: Recommendation CM/Rec(2016)2 on the Internet of Citizens was widely distributed at the 3rd and 4th Council of Europe Platform Exchanges on Culture and Digitisation, as well as at the 2016 and 2017 EURODIG and IGF events. Recommendation CM/Rec(2017)8 on Big Data for Culture, Literacy and Democracy was launched in September 2017 and promoted at the 2017 Platform Exchange and the IGF meeting. A new draft Recommendation by the Committee of Ministers to member States was prepared in 2017/2018 on Culture's contribution to strengthening the internet as an emancipatory force, and all three Recommendations derived from the CDCPP's action on culture and digitisation will be widely promoted with stakeholders at relevant events in the biennium 2018-19 and onwards.</p>
10.2 Cultural Heritage	<p>Modalities: Faro promotional activities; Faro Convention Network activities; Secretariat Programme on the Faro Convention</p> <p>Timeframe: 2018-2019</p> <p>Expected outcomes:</p> <ul style="list-style-type: none"> -Increased visibility with concrete examples of Faro initiatives; -Increased number of good practices; -Improvement of a pool of practitioners and facilitators; -Increased number of initiatives in the Faro Network; -Increased interest among countries to sign the convention; -Analysis of the results on the work with a number of initiatives focusing on community regeneration and heritage.

	<p>Beneficiary(ies): Member States of the Council of Europe.</p> <p>Current situation:</p> <p>Outreach to 47 member states – 32 active participation; Information on 7 signatures + 2 ratifications in 2018; Increased interest in the implementation and active engagement; 7 good practices were identified; 4 workshops (+ 3 being worked on) were developed; 20 Faro Convention Network members have been actively involved;</p> <p>Refined objectives of the Action Plan as heritage governance; role of heritage addressing societal challenges; framework for cooperation and inclusive policies; Deepened its focus on the concepts of commons, narratives and cooperation; Established a balance between grassroots and governmental levels; Cooperation with EUR-OPA, Cultural Routes, Intercultural Cities, EHD, Strategy 21; Cooperation possibility for research with Gran Sasso Scientific Institute, Italy; Convention Promotional film, Faro Action Plan film, photos, Faro Convention Action Plan Handbook, factsheet; Planned Faro Convention meeting in Portugal; Assessment mission to Spain; Elaboration of the Joint Project with the EU.</p>
11.	(xi) contribute to co-operation and support activities to national initiatives in this field;
12.	(xii) without prejudice to the mandates of intergovernmental committees of the Council of Europe that already follow the work of monitoring mechanisms, follow the activities of the relevant monitoring and other bodies or convention mechanisms;
13.	<p>(xiii) in accordance with decisions CM/Del/Dec(2013)1168/10.2 of the Committee of Ministers, carry out, at regular intervals, within the limits of the available resources and bearing in mind its priorities, an examination of some or all of the conventions for which it has been given responsibility, in co-operation, where appropriate, with the relevant convention-based bodies, and report back to the Committee of Ministers.</p> <p>Modalities: see 5.2.b on the update of the “Delphi” Convention of 1985 and the 2017 Council of Europe Convention on Offences relating to Cultural Property.</p> <p>Timeframe: 2018-2019</p>

2018 CALENDAR OF MEETINGS ORGANISED BY THE COUNCIL OF EUROPE

Date and place	Title of the meeting
16 January, Berlin	IFCD: Meeting with the Hertie School of Governance and the University of Administrative Sciences, Speyer, to frame the 2018 work
25-26 January 2018, Trebinje, Bosnia and Herzegovina	CoE National Symposium on the implementation of the European Landscape Convention in Bosnia and Herzegovina: <i>"Drawing landscape policies for the future"</i>
25 January, Paris	Compendium Board Meeting
26 January, Paris	Expert working group on policy guidelines derived from the 4 th CoE Platform Exchange on Culture and Digitisation
26 February, Paris	Expert working group on policy guidelines derived from the 4 th CoE Platform Exchange on Culture and Digitisation
27 February, Zagreb	Preparatory Meeting with the Ministry of Culture of Croatia for the 5th CoE Platform Exchange on Culture and Digitisation
9-10 March 2018, Tbilisi, Georgia	CoE National Symposium on the implementation of the European Landscape Convention in Georgia: <i>"Interministerial Round-Table: Integration of the landscape into policies"</i>
23 March, Paris	HEREIN: first meeting of WG 1 National Reports
10 April, Strasbourg	Bureau of the CDCPP
13 April	6th Board meeting of the Association of the Compendium of Cultural Policies and Trends
18 April, Huelva, Spain	Faro Convention Spotlight Visit
19-20 April, Cordoba, Spain	Faro Convention Assessment Visit
May, location tbd	HEREIN: second meeting of WG 1 National Reports
3 rd week in May	7 th Board meeting of the Association of the Compendium of Cultural Policies and Trends
24-25 May	Faro Convention meeting, Lisbon
6-8 June, CoE Strasbourg, Room 5	7 th plenary session of the CDCPP

19-21 June 2018, Daugavpils, Latvia	20th Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention " <i>Forum of the national selections for the Council of Europe Landscape Award – 5th Session 2016-2017</i> "
24-27 June	Cultural Policy Peer Review - Expert visit to Tbilisi, Georgia
Second semester 2018 Strasbourg	Strategy 21 Factsheets thematic video conference on Research
Second semester 2018, Strasbourg	Strategy 21 Factsheets thematic video conference on Intangible Heritage
Second semester 2018, Strasbourg	Strategy 21 Factsheets thematic video conferences on Competences in cultural heritage
Second semester 2018, Strasbourg	Strategy 21 Factsheets thematic video conference on Baukultur
September, location tbd	Faro Convention Assessment Visit
3-5 October, Catanzaro, Italy	21st Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention " <i>Landscape and education</i> "
9-11 October, Rijeka, Croatia	Compendium Assembly (General Assembly, Board Meeting, Assembly of Compendium Experts)
12-13 October, Rijeka, Croatia	Culture and Digitisation – Expert Seminar on Artificial Intelligence, Culture and Creativity
17-19 October, Strasbourg	European Heritage Days Assembly and Award Ceremony of Heritage Stories
20 October	International Landscape Day of the Council of Europe, under the auspices of the Croatian Chairmanship of the Committee of Ministers of the Council of Europe
October, location tbd	HEREIN: first meeting of WG 2 Governance issues
October, location tbd	Faro Convention Research Study - Cooperation with the Gran Sasso Scientific Institute
October, location tbd	Faro Convention Spotlight Visit
October, Netherlands	Faro Convention Lab
December, location tbd	Faro Convention Network gathering (subject to availability of funding)
4 th quarter, location tbd	Strategy 21 promotional event in South-eastern Europe countries