

INTRODUCTION TO STRATEGY 21

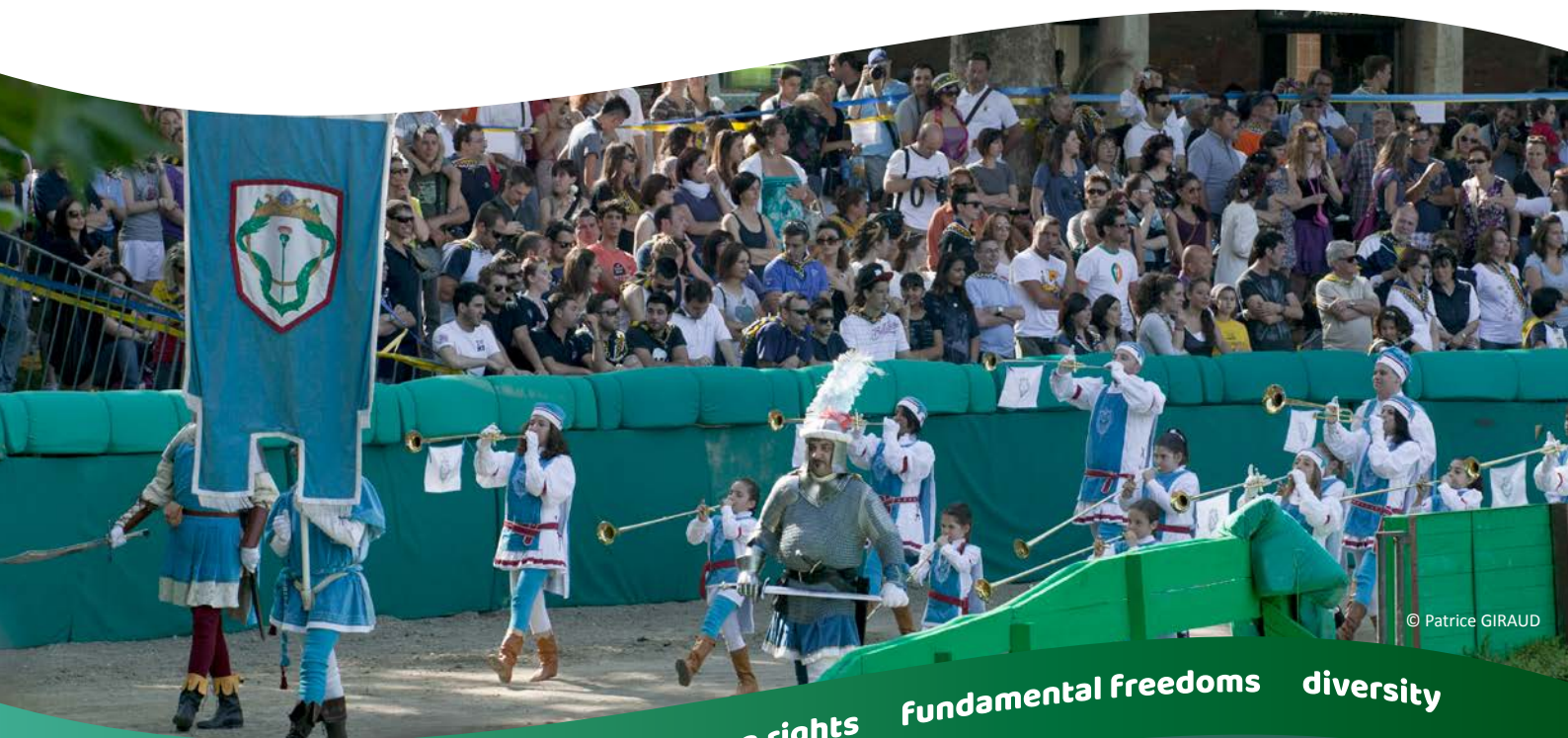
Claire Giraud-Labalte

EUROPEAN CULTURAL HERITAGE STRATEGY FOR THE 21ST CENTURY

European Cultural Heritage Strategy for the 21st century, known as Strategy 21, is a reference document of the Council of Europe. Taking an inclusive approach, it is addressed to all those involved in heritage, whether professionals, elected representatives or volunteers, in the public, private or voluntary sectors. It concerns all activities in the field of cultural heritage, whether they involve the conservation, rehabilitation, study, realisation of value or promotion of heritage in its tangible and intangible expressions, from the local to the European level. Heritage is considered a non-renewable common good, inseparable from its natural and cultural environment, and also as a major component of Europe's identity and attractiveness.

Before developing the various aspects of Strategy 21 in the following modules, it is important to trace its development by understanding its context.

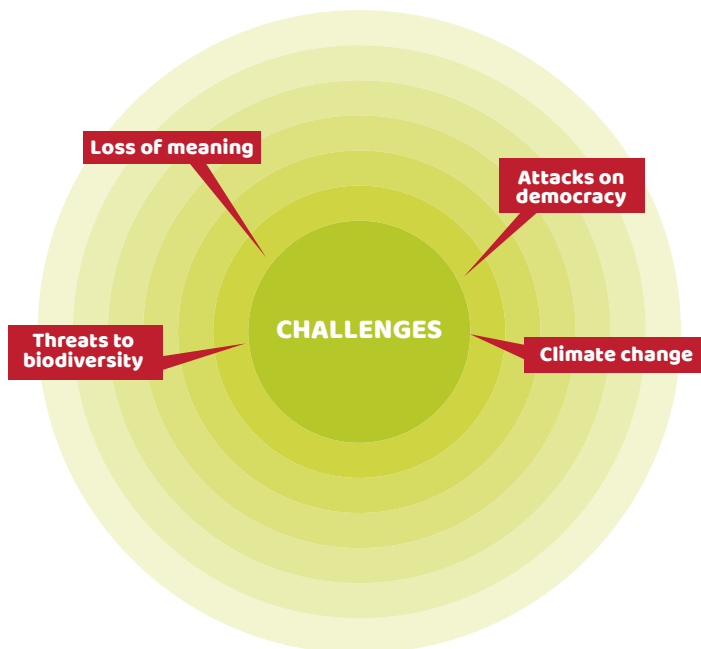
The Council of Europe bases its action on a set of values: democracy, dialogue, respect for human rights, fundamental freedoms and diversity. It brings together governments from all over Europe and aims to achieve a greater unity between its 47 members. Furthermore, the Council of Europe has always played a pioneering role in the field of culture and heritage.



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democracy dialogue respect for human rights fundamental freedoms diversity

In the autumn of 2014, Belgium was preparing its Presidency of the Council of Europe (November 2014 - April 2015). The Walloon Region proposed to seize this opportunity to reaffirm the fundamental role that heritage can play in our society as it undergoes profound transformations. Contemporary challenges include demographic, political, environmental and technical changes, as well as economic and social crises with global repercussions, the loss of cultural reference points, the contesting of knowledge and even attacks on democratic values, at times with considerable force.



In addition to that, 2015 coincided with the anniversaries of founding texts, including the Amsterdam Charter (1975), the European Landscape Convention (2000) and the Faro Convention on the Value of Cultural Heritage for Society (2005). This combination of elements led to a re-reading of these important documents in a new context, in an effort to stimulate and broaden their application. Finally, the Belgian presidency wanted to bring together the work of the Council of Europe and the European Union to achieve an integrated and holistic approach to heritage.



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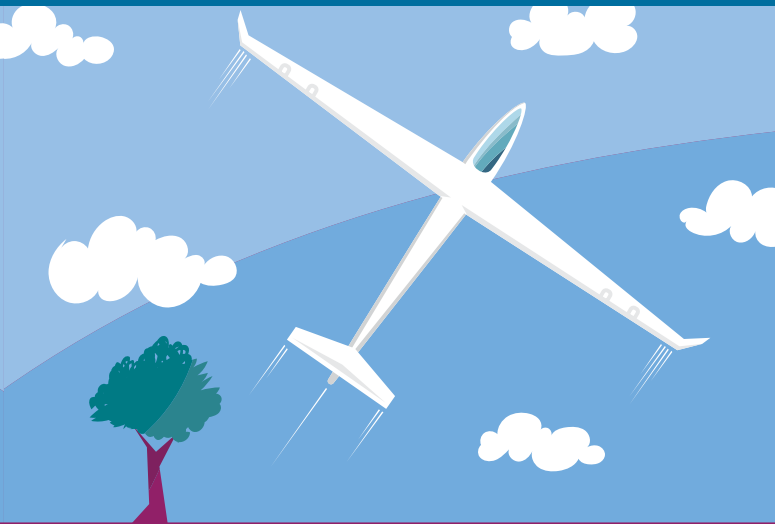
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S Social component



D Territorial and economic development



K Knowledge and education

Wallonia then proposed to organise the 6th Conference of Ministers Responsible for Cultural Heritage in Namur on 23-24 April 2015, entitled “Cultural Heritage in the 21st century for living better together: a common strategy for Europe”.

At the end of this conference, the European Ministers adopted the [Namur Declaration](#) which defines the aim, the challenges, the principles and the guidelines of a European heritage strategy, which will become Strategy 21. They entrusted the development and monitoring of its implementation to the Council of Europe’s Steering Committee on Culture, Heritage and Landscape ([CDCPP](#)).

Strategy 21 is the result of a shared vision between the member states. It takes into account the general context and the challenges to overcome, and builds on the founding documents and recent contributions at European and international level. It is the result of genuine participatory work carried out in 2016 by experts representing the member States and civil society, with the indispensable support of the Secretariat of the [CDCPP](#).

Strategy 21 is a coordinated and inclusive response to the major challenges ahead. It is structured around three components: the social component, the territorial and economic development component and the knowledge and education component. By placing focus on the points of convergence between the three components, intersectoral actions can attain greater coherence and a more integrated approach to heritage management can be achieved.

Strategy 21 also proposes several courses of action that have already been tried and tested, a dedicated evaluation system and a large collection of examples drawn from Europe that is constantly being enriched.

The "**European Cultural Heritage Strategy for the 21st Century**" was adopted on 22 February 2017 by the Committee of Ministers of the Council of Europe, taking the form of a Recommendation to Member States, with each country free to implement it as it saw fit. The conference [launching Strategy 21 took place in Limassol](#) on 6 April 2017, under the Cypriot Presidency of the Council of Europe.

It is now up to us to bring this valuable tool to life and to share it with others in the field of cultural heritage in Europe.

The MOOC aims to empower you to do just that!



