

HOW TO USE THE STRATEGY 21 WEBSITE

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NAVIGATING THE STRATEGY 21 WEBSITE

You can explore the **Strategy 21 website** through either challenges or recommendations.

This means that you can find the **challenge you are facing** and then see what the recommended courses of action are.

Alternatively, you might want to see **which recommendation your existing project or activity is related to** in order to access the supporting information for projects or activities like yours. In this case you can look at the **courses of action on the recommendation pages**, allowing you to easily find similar actions to yours and discover which recommendation is connected to it.

Both challenges and recommendations are broken down into **three components**:

1. *Social Component (S)*
2. *Territorial and Economic Development (D)*
3. *Knowledge and Education (K)*

The **components are interrelated**, so you will find individual challenges that are linked to recommendations in different component categories. For example, Societal Challenge 4 Preserving the Collective Memory is linked to recommendations under all three components (S, D & K).

For a **step-by-step video guide** on using the Strategy 21 website, take a look at **this video**.

COUNCIL OF EUROPE Culture and Cultural Heritage

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European Heritage Strategy for the 21st Century

The ministers of the States Parties to the European Cultural Convention met in April 2015, adopting the Declaration of Namur to promote a shared and unifying approach to cultural heritage management.

In February 2017, the ministers' deputies adopted the *Recommendation CM/Rec(2017)1 to member States on the "European Cultural Heritage Strategy for the 21st century"* which was officially launched in Limassol, Cyprus in April 2017.

Challenges addressed by the Strategy 21

Policy makers, stakeholders and citizens are invited to address the **challenges** we are facing by following the Strategy's Recommendations.

Recommendations suggested by the Strategy 21

The recommendations face the challenges offering different courses of action, pursuing an interdisciplinary and participatory approach to have an effect on each of the **three components of the strategy**. Good practices can be found on each recommendation to serve as examples.

S Social component
Promotion of social participation and good governance

D Territorial and economic development
with due regard for the principles of sustainable development

K Knowledge and education
with the contribution of research and training

ST21

NEWS

25 MARCH 2020
Search for ST21 best practices continues in 2020!

6 APRIL 2018
New Strategy 21 Website – How to Make Heritage Management Inclusive

6-7 APRIL 2017 LIMASSOL, CYPRUS
Launch of Strategy 21, European Cultural Heritage Strategy for the 21st century

REFERENCE TEXTS

- Strategy 21 full text
- Namur declaration
- Conventions and

RECOMMENDATION PAGES

The screenshot shows the Council of Europe Cultural Heritage website. The header includes the Council of Europe logo and navigation links: Home, Newsroom, Culture, Cultural Heritage, Standards, Resources, and CDCPP. A breadcrumb trail indicates the current location: Democracy > Culture and Cultural Heritage > Cultural Heritage > Strategy 21 > Strategy 21 D. The main title is "D3 - Promote heritage skills and professionals". Below the title is a descriptive text: "On-site dialogue between professionals and residents or visitors is an innovative way of transmitting knowledge and promoting professions which are often poorly understood. It is also a means of informing on the use of public funds." To the right is the ST21 logo. Below the title are two dropdown menus: "D3 challenges" and "D3 Target audience". The main content area is divided into two sections: "Recommended courses of action for D3" and "Good practices for D3". The "Recommended courses of action" section lists four items: "Programme operations to promote heritage skills and professionals in a given area", "Open excavation and restoration sites (monuments, gardens, archives, works of art, artefacts, etc.) to the public", "Allow access to quarries, botanical conservatories, collections in museums, etc.", and "Arrange for the opening of workshops, laboratories and for demonstrations". The "Good practices" section features two images: a group of people holding certificates and a person working on a stone wall. On the right side, there is a sidebar titled "Strategy 21 - Territorial and economic development (D)" containing five sub-points: "D1 - Promote cultural heritage as a resource and facilitate financial investment", "D2 - Support and promote the heritage sector as a means of creating jobs and business opportunities", "D3 - Promote heritage skills and professionals", "D4 - Produce heritage impact studies for rehabilitation, construction, planning and infrastructure projects", and "D5 - Encourage the reuse of heritage and use of traditional knowledge and practice".

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D3 - Promote heritage skills and professionals

On-site dialogue between professionals and residents or visitors is an innovative way of transmitting knowledge and promoting professions which are often poorly understood. It is also a means of informing on the use of public funds.

ST21

D3 challenges D3 Target audience

Recommended courses of action for D3

- Programme operations to promote heritage skills and professionals in a given area
- Open excavation and restoration sites (monuments, gardens, archives, works of art, artefacts, etc.) to the public
- Allow access to quarries, botanical conservatories, collections in museums, etc.
- Arrange for the opening of workshops, laboratories and for demonstrations

Good practices for D3

Strategy 21 - Territorial and economic development (D)

- D1 - Promote cultural heritage as a resource and facilitate financial investment
- D2 - Support and promote the heritage sector as a means of creating jobs and business opportunities
- D3 - Promote heritage skills and professionals
- D4 - Produce heritage impact studies for rehabilitation, construction, planning and infrastructure projects
- D5 - Encourage the reuse of heritage and use of traditional knowledge and practice

Whether you choose to navigate by challenges or recommendations, you will in the end find yourself on a specific recommendation page. This page brings **all of the information related to the recommendation** together, to assist you in putting it into practice.

The **Challenges** drop-down list displays all of the challenges that this recommendation seeks to address.

The **Target Audience** drop-down list displays the different levels at which the recommendation applies: European, national, regional and local.

You will also see **Recommended Courses of Action**, showing different methods of applying the recommendation.

Finally, you will find inspiration in the related **Good Practices**, which show real-life examples of how the recommendation is being applied.

FURTHER INFORMATION ON STRATEGY 21

On the right hand side of the Strategy 21 home page, you will find **further information and resources** to support you in carrying out your activities as well as in deepening your understanding of the Strategy and the issues it addresses.

The **News** section keeps you up-to-date on all the latest Strategy 21 activities.

To find out about where Strategy 21 came from, take a look at the **Reference Texts**. These bring together all the declarations and conventions that led to the formation of the strategy. You will also find here the full text of Strategy 21 itself.

Under **Resources**, you will find:

Factsheets, which have been developed to show how professionals are using the strategy across Europe across all sorts of topics, from gender equality to holistic evaluation. Even better: all of these are in less than 1000 words!

Strategy 21 **Workshops**, which aim to bring heritage professionals together and get them talking about common issues. You can find out what experts have already been saying by reading the workshop reports under this heading.

The **Posters** section, which provides a range of Strategy 21 promotional material that you can use if you are presenting a project of yours that builds on the strategy.

The **Toolkit**, which helps you to help us make Strategy 21 more accessible. We can provide you with templates for the key materials of Strategy21 for you to translate into your language, while maintaining the visual appearance of Strategy 21. This supports heritage professionals in using Strategy 21 in languages beyond the Council's two official languages: English and French.

The **Golden Collection of Good Practices** is directly accessible in pdf format on the Strategy 21 home page, drawing together a goldmine of experience in implementing the Strategy.

Finally, if you have questions for the Strategy21 coordinators, you can get in touch via the **Contact Us** page.



NEWS

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REFERENCE TEXTS

- [Strategy 21 full text](#)
- [Namur declaration](#)
- [Conventions and Recommendations](#)

RESOURCES

- [Factsheets](#)
- [Workshops](#)
- [Posters](#)
- [Toolkit](#)

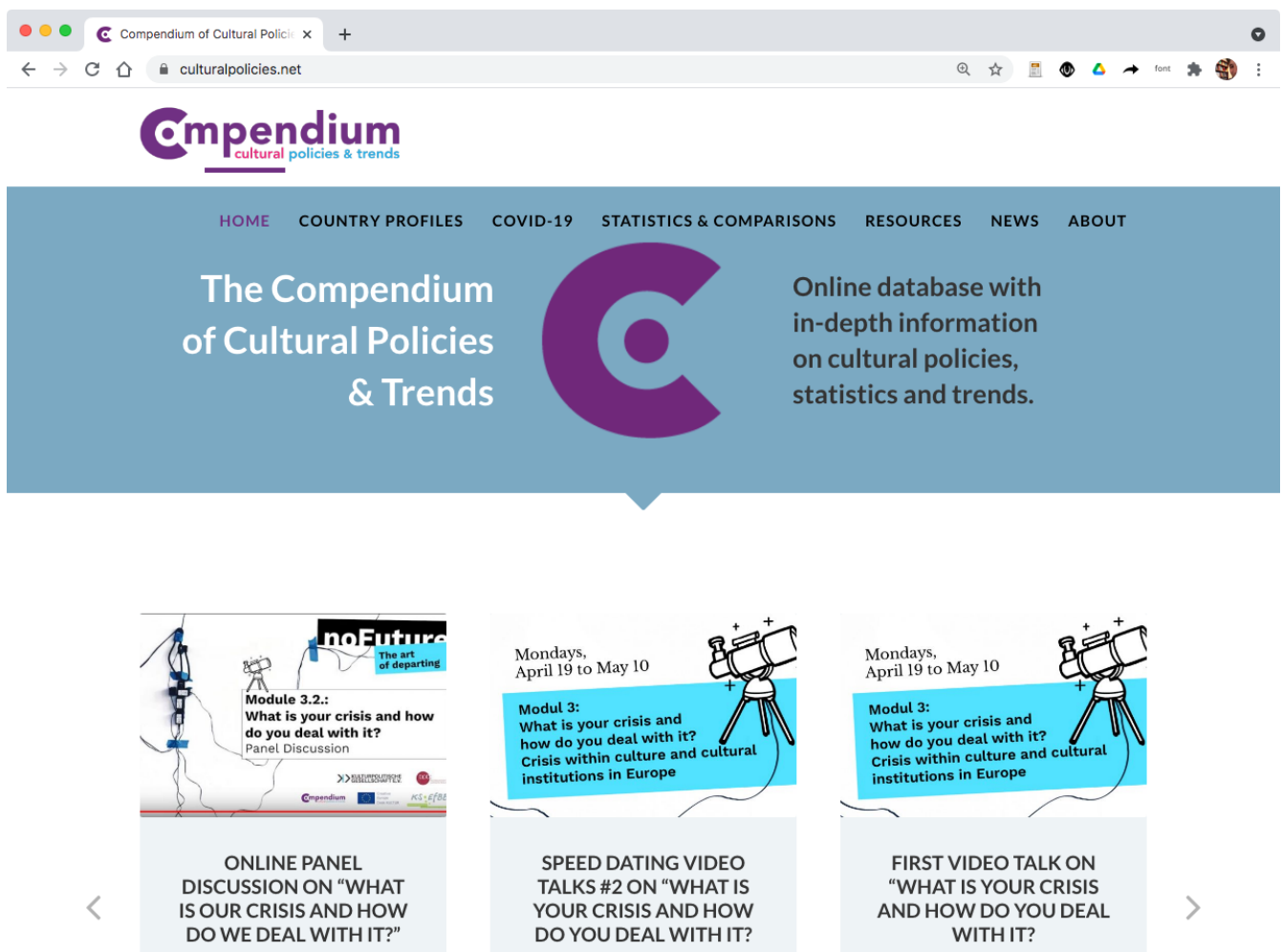


[Contact us](#)

DISCOVER MORE

COMPENDIUM

You can navigate the Council of Europe's further work in the field of **Culture** from the menu bar at the top of the screen.



This is how you can access **COMPENDIUM**, which gathers and analyses cultural policy across a range of issues and across different countries in Europe. You will find country profile reports, monitoring of standards, developments and trends in cultural policy as well as statistics to delve into that aim to raise awareness of the current situation across Europe and to support you in your advocacy work.

DISCOVER MORE

HEREIN

You can navigate the Council of Europe's further work in the field of **Cultural Heritage** from the menu bar at the top of the screen.

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HEREIN: Heritage Network

The **HEREIN System** is a tool to collect data and information related to financing mechanisms, legislations, documentation systems, integrated conservation strategies and awareness-raising actions among others. This data base is complemented by a unique multilingual HEREIN Thesaurus containing over 500 terms and concepts in the 14 languages presently available.

The HEREIN Network formed by the national coordinators is a tool for dialogue and exchange which facilitates cooperation between ministries and institutions in charge of European heritage management.

HEREIN acts as an 'observatory' tool; it follows up the implementation of European heritage conventions, the evolution of policies and the strengthening of the values of heritage for society as a factor of intercultural dialogue and improvement of living conditions.

HEREIN brings together public administrations from 42 Member States responsible for national policies in the field of cultural heritage. It is supported by Voluntary Contributions from several countries and by the "HEREIN AISBL" association.

HEREIN System

MORE INFORMATION

- Brochure
- HEREIN System
- HEREIN Thesaurus
- HEREIN AISBL

HEREIN: contact

Visit **HEREIN** if you want to learn about the implementation of European heritage conventions and heritage policies across Europe, from conservation and management policies to heritage digitisation policies. HEREIN collects data and information related to financing mechanisms, legislation, documentation systems, integrated conservation strategies and awareness-raising actions among others.

SELF-EVALUATION QUESTIONS MODULE 5

“HOW TO USE THE STRATEGY 21 WEBSITE”

EVALUATION QUESTIONS	REMARKS
I want to organise an activity to face a particular issue in my area. Where should I look on the Strategy 21 website to help me?	The Challenges section of the website lists issues you may be facing and want to address, organised under the three components: societal challenges (S), territorial and economic development (D) and knowledge and education (K). Find the relevant challenge for you in the list to access the different associated recommendations, including courses of action to take and examples of good practices.
I am already organising an activity and would like to know where it fits into Strategy 21. Where should I look on the website to help me?	You should look at the recommendations, which are accessible from the Strategy 21 home page via the three components: the social component (S), territorial and economic development (D) and knowledge and education (K). On each of the recommendation pages you will find courses of action. Finding the one that aligns best with your activity allows you to focus on the relevant associated information for you.
I want to know how Strategy 21 interacts with overarching themes, like citizen involvement and gender equality. Where can I find out more?	You can find this out by going to Workshops and Factsheets - both in the Resources section on the right-hand side of the home page. These resources delve into the relationship of the Strategy to different themes, bringing together the contributions of experts in the heritage field.
I want to learn about how to evaluate my activities within the context of Strategy 21. Where should I go on the website?	You will find two factsheets dedicated to carrying out an evaluation in the context of the Strategy. Access them by going to Factsheets in the Resources section on the right-hand side of the home page.
I want to find out more about where Strategy 21 came from and where it fits in the context of the Council of Europe's work on cultural heritage. Where should I look on the website to find this?	You should take a look at the <i>Reference Texts</i> , which are accessible on the right-hand side of the Strategy 21 home page , where you will find the full text of Strategy 21, including the basis for its creation in the context of the needs of the heritage sector. You can find out more about the Council of Europe's other work in the field of Culture and Cultural Heritage from the menu bar at the top of the screen, e.g. Culture >> Compendium or Cultural Heritage >> HEREIN .

