

# Heritage, Tourism and the European Union

3 June 2010

Meeting of the European Heritage Heads Forum



# A rich and diverse heritage ...

- ✓ Millions of visitors every year to sites
- ✓ 331 out of 890 UNESCO world heritage sites within EU
- ✓ Economic importance:
  - ✓ 335 billion euros of revenue p.a.
  - ✓ 9 million jobs in tourism sector
  - ✓ Conservation market: 5 billion euros p.a.
- ✓ 20% of visits to Europe have cultural motivations
- ✓ 60% of European tourists interested in cultural discovery

## But facing serious threats ...

- ✓ Climate change and pollution
- ✓ Increasing urbanisation
- ✓ Human negligence
- ✓ Vandalism
- ✓ Mass tourism

## EU Treaty

- ✓ Respect for the EU's rich cultural and linguistic diversity, ensure that Europe's cultural heritage is safeguarded and enhanced.
- ✓ Competence to support, coordinate or support Member State action

# European Agenda for Culture

- ✓ Since 2007, transversal approach to culture
- ✓ 3 strategic objectives:
  - ✓ cultural diversity and intercultural dialogue
  - ✓ culture as a catalyst for creativity, growth and jobs
  - ✓ culture as a vital element of international relations
- ✓ New working methods – partnership approach:
  - ✓ « Open method of coordination » with Member States
  - ✓ Civil society platforms (eg. Access to Culture)
- ✓ Mainstreaming in other EU policies

# Helping cultural heritage in the cultural field

- ✓ European Union prize for cultural heritage
- ✓ European prize for contemporary architecture
- ✓ European Capitals of Culture
- ✓ European Union Culture Programme
- ✓ European Heritage Label

# Cohesion policy

- ✓ Council conclusions on the contribution of culture to local and regional development (10 May 2010)
- ✓ EU's structural funds - 6 billion euros for culture:
  - ✓ 3.3 billion euros for protection and preservation of cultural heritage
  - ✓ 2.2 billion for cultural infrastructure development
  - ✓ 775 million for cultural services

# Enterprise policy

- ✓ European Destinations of Excellence awards
- ✓ New EU competence for tourism (art. 195):  
policy document to be adopted in second  
semester 2010



# Information society policy

- ✓ Europeana: 7 million digitised objects so far
- ✓ Digital Agenda for Europe (May 2010):
  - ✓ Will propose a sustainable model for financing Europeana and digitisation of content by 2012

# Research programmes

- ✓ Funding cultural heritage related projects for over 20 years
- ✓ Examples: digitisation of European cultural heritage, research on how to protect our cultural heritage from environmental threats
- ✓ FP 7: 16 projects for 32.5 million euros
- ✓ Joint programming initiative on cultural heritage and climate change

# External relations

- ✓ With candidate and potential candidate countries and the European neighbourhood
- ✓ Helping cultural rehabilitation
- ✓ Promoting exchange of know-how and knowledge about heritage
- ✓ Offering training in heritage-related skills and professions

# Public consultations

- ✓ Green Paper on “Unlocking the potential of the cultural and creative industries in Europe”, deadline end July 2010
- ✓ Future culture programme: mid-September to mid-December 2010

Thank you!