



Increasing European Competitiveness
through Cultural Heritage Research
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European Research Area

From NET HERITAGE to the Joint Programming Initiative

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Preparatory phase : coordination among NET HERITAGE Partners

- September 2009 GPC Meeting : **Submission** of the Theme on Cultural Heritage by Italy
- September - November 2009 : Coordination of the **JPI proposal** by Italy with 14 Countries
- November 10 GPC Meeting: first shortlist of **prioritised themes**
- December 3 Competitiveness Council Meeting: **Council adoption** of the shortlisted themes



**CULTURAL HERITAGE AND GLOBAL CHANGE:
A NEW CHALLENGE FOR EUROPE**

Added-value, benefits and impact

Economic impact

- European cultural heritage is of exceptional economic importance for the ***tourism industry***, generating an estimated annual revenue of EUR 335 billion, and many of the 9 million jobs in the tourism sector are linked to it directly or indirectly.
- **EU Tourism industry** generates 4% of EU GDP and indirectly the 11% EU GDP.
- The ***market for conservation*** of this heritage is estimated at some EUR 5 billion per year.
- This JPI contributes to ***European competitiveness***: EU can export in the world added value

Added-value, benefits and impact

Environmental impact

- The benefits of re-use as embodied by cultural heritage are numerous: re-use of cultural heritage locks in ***more carbon and embodied energy***.
- Historic buildings were designed with original ***low impact on the environment*** and they continue to have a low impact by using surplus materials for the re-manufacture of buildings, fixtures, fittings etc.

Social and cultural impact

- The cultural heritage of the European Union is the ***memory*** of its society: essential to a shared ***European identification***.
- Adaptive reuse of the heritage resources can provide a sense of stability and a ***sense of continuity for people and societies***.

JPI PARTECIPANTS

17 Participants

- | | |
|----------------------------|-----------------------|
| Italy (Coordinator) | Norway |
| Belgium | Poland |
| Cyprus | Romania |
| Czech Republic | Slovakia |
| Denmark | Slovenia |
| France | Spain |
| Ireland | Turkey |
| Lithuania | United Kingdom |
| The Netherlands | |

8 Observers

- Austria**
- Bulgaria**
- Germany**
- Greece**
- Estonia**
- Israel**
- Portugal**
- Sweden**

A representative of European Commission shall attend the Governing Board meeting with an observer status.



JPI MEETINGS

1st General Meeting held on February 5th in Rome at the Ministry of Education, Research and University: presentation of the JPI and discussion of Governance structure

Followed by :

5 Governing Board : 26 March 2010
7 May 2010
2 July 2010
5 November 2010
27 January 2011

5 Executive Board: 16 April
4 June
16 July
13 October
28 January 2011

Establishment of the Governance structure

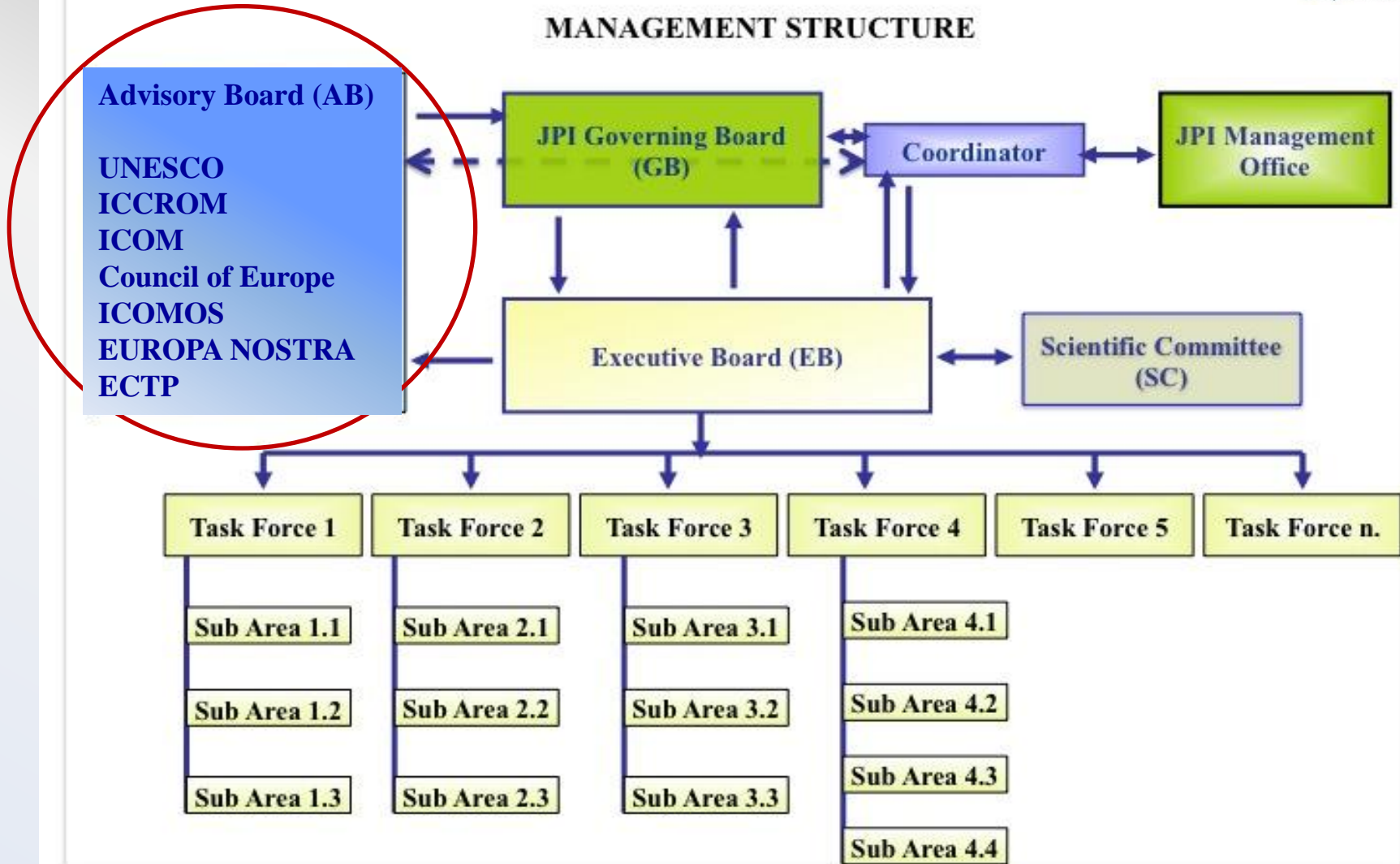
2nd meeting was held on March 26th 2010 at the Italian Ministry of Cultural Heritage and Activities in Rome

- **Establishment of the Governing Board**
- **Nomination of the JPI Coordinator:** Arch. Antonia Recchia – General Director of Italian Ministry of Cultural Heritage and Activities
- Discussion and adoption of the **Term of Reference**
- **Establishment the Executive Board**
- **Definition of the Advisory Board** institutions
- Starting the discussion on the **criteria for selecting members of the Scientific Committee**
- **Agreement on the Vision Document** Index to submit to Executive Board for drafting



JPI Governance Structure

MANAGEMENT STRUCTURE



Engagement and political commitment

The engagement and political commitment of Member States and Associated Countries to the JPI CH was provided since the beginning of 2010 through:

- The participation to JPI CH meetings.
- To the adherence to JPI CH sending the official nominations of the national representative to the JPI governing bodies.
- The logistic for JPI Coordination was provided by the Italian Ministry of Cultural Heritage and Activities and by the Italian Ministry of Education, University and Research
- The participating MS and AC supported travelling and accommodation costs of their own representatives as Partners and Observers.

National existing tools and resources

Actions at Member States and Associated Countries level

In NET-HERITAGE an **overview of existing research national** programmes relating to cultural heritage in the EU and Associated Countries is being obtained.

Some **41 funding mechanisms** have been reported by NET-HERITAGE, and **13 key research programmes in 10 countries** (BG, DE, FR, IT, MT, PL, RO, SI, ES and UK) have been identified.

Three of those focus mainly on cultural heritage (BG, FR, UK) and **seven include the topic in wider research programmes** (DE, IT, MT, PL, RO, SI and ES).

Some other countries not involved in the NET-HERITAGE project also have programmes where **cultural heritage research is mentioned or embedded in broader programmes** (AT, CY, CZ, DK, EL, LT, NL)

EU tools and resources

This JPI involves key public/private initiatives in this area:

ERA-NETS especially dedicated to cultural heritage

- ✓ **NET-HERITAGE** ensuring an overview of cultural heritage research throughout Europe;
- ✓ **HERA** undertaking research on cultural heritage and memory
- ✓ **DC-NET** developing and strengthening coordination in the sector of digital heritage
- ✓ **ERNEST** developing sustainable practices for tourism

Infrastructure

- ✓ **CHARISMA : ARCHLAB and MOLAB**

European Technology Platform (ETP)

- ✓ **Construction ECTP** (125 Org.: Ind, Res. Cen., Univ., SMEs, Ass.)
with the Focus Area on Cultural Heritage

Vision Document

The **Governing Board on May 7th** adopted the Vision Document

Preamble

Introduction

1. Challenges and Objectives

- 1.1. European and Global Challenges
- 1.2. Objectives
- 1.3. Research questions being addressed

2. Political context and State of Play

- 2.1. Political context
- 2.2. State of Play

3. The governance structure

- ANNEX 1 - Terms of Reference
- ANNEX 2 - Countries description
- ANNEX 3 - Actions at European level

JHEP_CA in support to the JPI CH

ON JULY 2010 THE CALL ON:

ENV-2011.3.2.2-1 Coordination action in support to the Joint Programming Initiative (JPI) on "Cultural Heritage and Global Change: a new challenge for Europe"

ON OCTOBER 2010 SUBMITTED THE CSA PROPOSAL:

JHEP - Coordination action in support of the implementation of a Joint Programming Initiative (JPI) on Cultural Heritage and Global Change : a new challenge for Europe

ON DECEMBER 2010 CSA EVALUATION CONCLUDED:

JHEP passed with an evaluation score of 12,5/15

ON FEBRUARY 2011 JHEP NEGOTIATION STARTED :

Following the GB and EB meetings (27-28 January) evaluation comments werw revised and JHEP DOW submitted by 17 of March..



.....A lot of work but a successful result



JPI

Cultural Heritage and Global Change: a new challenge for Europe



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