CULTURAL HERITAGE:
A POWERFUL CATALYST FOR THE FUTURE OF EUROPE

On this landmark Europe Day when we commemorate the 70th anniversary of the Schuman Declaration, and the launch of the process of European integration;

At a time when Europe and the entire planet are struggling to overcome an unprecedented crisis caused by the COVID-19 virus and when we have to define robust policies to reset and rebuild our societies and economies;

Having in mind that the vast world of culture and cultural heritage has been heavily and particularly affected by the pandemic, with serious cultural, social, and economic implications for heritage professionals and volunteers;

Impressed by the exceptional efforts made by culture and heritage actors to keep people's spirits up by sharing access to an extraordinarily rich offer of cultural content;

We, representatives of the vast heritage community active across Europe have gathered under the banner of the European Heritage Alliance, to convey a strong message of solidarity, hope, and unity to Europe's leaders and citizens. We are ready to contribute to Europe's immediate social and economic recovery, as well as to the longer-term advancement of the European project;

Inspired by the vision and audacity of Robert Schuman and his peers, 70 years ago, we strongly believe that we must seize the current crisis to put culture and cultural heritage where they belong: at the very heart of Europe's revival;

As demonstrated during the European Year of Cultural Heritage in 2018, there are many ways in which cultural heritage can act as a catalyst for positive change.

In this Manifesto, we highlight 7 interconnected ways in which this is the case:

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[1] This EUROPEAN HERITAGE ALLIANCE MANIFESTO is launched by members of the European Heritage Alliance, an informal platform bringing together 50 European and international networks active in the wider heritage field. The European Heritage Alliance members represent a very large constituency composed of tens of millions of Europe's citizens. Since its launch in June 2011, the coordination of the Alliance has been ensured by Europa Nostra.

1) HEALING EUROPE

In times of health emergencies, cultural heritage plays, and will continue to play, an essential role for the physical and mental wellbeing of every individual and of our societies as a whole. As evidenced by a rich body of literature and increasingly recognised in public decision-making, wellbeing is a holistic concept which encompasses emotional, social, cultural, spiritual and economic needs, which allow individuals to realise their full potential and engage in society to their fullest capacity. Therefore, investing in cultural heritage means investing in public health, wellbeing, and improving the quality of people's lives.

2) BEING EUROPE

At a time when the whole world is facing a profound transformation of our way of life, our shared cultural heritage and values constitute a much-needed anchor and compass. They can indeed provide a sense of direction and inspiration to make the right choices ahead of us. Cultural heritage ensures the link between our roots, identities, and traditions and the wider European and global picture. Participation in, and engagement with, cultural heritage also enables us to embrace our diversity and to use it as a source of enrichment and creativity. How European citizens feel and understand their shared heritage, and how this process of heritage interpretation is facilitated, is critical for the future of Europe. This is why greater investment in culture, education, science, and innovation must be at the heart of the promotion of our European way of life - in its full diversity. This is also why in the future, a "European Union of Shared Values" must be as important as Europe's economic, monetary, or political union.

3) DIGITALLY TRANSFORMING EUROPE

The COVID-19 outbreak has underlined the critical importance of digital access to cultural heritage. At a time when people seek to remain closer together while staying physically apart, cultural heritage organisations across Europe have risen to the challenge. Europe already plays a leading role in digital cultural heritage and has the potential to forge ahead with new technologies such as artificial intelligence and machine learning based on humanistic and ethical principles. Now we must work together to accelerate and further improve this digital transformation. At the same time, we must narrow the divide between institutions that are digitally equipped, and those that are not. We need to democratise access to our heritage to support diversity, inclusivity, creativity, and critical engagement in education and knowledge sharing. We need to promote collaborations and experimentations that strengthen our capacity for innovation. And we need to promote the use of digital technology and expertise, to strengthen our cultural institutions' role in telling our European stories.

4) GREENING EUROPE

While the European Union is working on its historic "European Green Deal", we must ensure that the cultural dimension of the green transformation of our society and economy is fully taken on board. Our cultural heritage, including cultural landscapes, are severely threatened by climate change. But the cultural world, with its wealth of traditional knowledge and skills, can also be used to further expand on mitigation and adaptation practices which can help achieve the ambitious objectives of the European Green Deal. We strongly support calls for a 'green recovery' of Europe after the pandemic and are convinced of the immense potential of cultural heritage to help achieve it.

5) REGENERATING EUROPE

The now landmark study [Cultural Heritage Counts for Europe](#) provides robust evidence of the clear benefits of heritage investment for the regeneration of cities and regions, both on individual and community levels. Given the prospect of dramatic job losses, we urge EU leaders to invest in heritage-led regeneration of urban and rural areas, enabling and amplifying Europe's social and economic recovery. In this way, Europe will not only preserve many existing jobs and related skills but also create new rewarding jobs, ranging from specialised crafts to the sophisticated use of digital and other new technologies. Such a "New Deal for Cultural Heritage" will in turn drive social and economic innovation, and contribute to a major improvement of our living environment. The huge potential of heritage-led regeneration in historic cities, villages and the countryside across Europe can indeed become a real 'game-changer' towards a greener and more sustainable Europe.

6) EXPERIENCING EUROPE

Faced with the catastrophic impact of the pandemic on the tourism industry due to travel and mobility limitations, which puts 13 million European jobs at risk, we fully support the appeal for a major "EU tourism rescue plan". This plan should include special measures for the revival of cultural tourism, one of the largest and fastest growing tourism segments worldwide which accounts for 40% of all European tourism. Tourism needs cultural heritage and cultural heritage needs tourism. But we shall recover from this crisis by using it as an opportunity to promote more innovative and sustainable forms of tourism. In doing so, we will deliver lasting benefits for public and private owners of heritage sites and the communities that surround them, generating higher quality experiences and greater enjoyment for visitors.

7) EMBRACING THE WORLD

Finally, as the current crisis has shown, the clear interconnection and fragility of humanity provides Europe with a unique opportunity to enhance its positive and constructive role in the world. Culture and cultural heritage are key drivers for enhancing respect, understanding, and trust as the prerequisites for the global solidarity and cooperation. Europe should thereby use its rich cultural resources to champion this process.

In light of the above, we need to urgently and collectively mobilise the transformational power of culture and cultural heritage to provide meaning and inspiration for Europe's green and inclusive recovery in the aftermath of the pandemic. TOGETHER, we can deploy their full potential for a better future for Our Europe

1. **ACCR** (Association des Centres Culturels de Rencontres)
2. **ACE** (Architects' Council of Europe)
3. **AEERPA** (European Association of Architectural Heritage Restoration Companies)
4. **Blue Shield**
5. **CIVILSCAPE** (European Landscape Convention)
6. **EAA** (European Association of Archaeologists)
7. **E.C.C.O.** (European Confederation of Conservator-Restorers' Organisations)
8. **ECF** (European Cultural Foundation)
9. **ECOVAST** (European Council for the Village and Small Town)
10. **ECTN** (European Cultural Tourism Network)
11. **ECTP-CEU** (European Council of Spatial Planners)
12. **EFAITH** (European Federation of Associations of Industrial and Technical Heritage)
13. **EFFORTS** (European Federation of Fortified Sites)
14. **EHHA** (European Historic Houses Association)
15. **EHTTA** (European Historic Thermal Towns Association)
16. **ELO** (European Landowners' Organisation)
17. EMA (European Museum Academy)
18. **EMF** (European Museum Forum)
19. **EMH** (European Maritime Heritage)
20. **ENCATC** (European Network of Cultural Administration Training Centres)
21. **ENCoRE** (European Network for Conservation-Restoration Education)
22. **ERIH** (European Route of Industrial Heritage)
23. **ETC** (European Travel Commission)
24. **EUROCLIO** (European Association of History Educators)
25. **EUROCITIES** (The Network of Major European Cities)
26. **EUROPA NOSTRA** (The Voice of Cultural Heritage in Europe)
27. **Europeana**
28. **EWT** (European Walled Towns)
29. **FEDECRAIL** (European Federation of Museum and Tourist Railways)
30. **FEMP** (European Federation for Architectural Heritage Skills)
31. **FRH** (Future for Religious Heritage – European Network for historic places of worship)
32. **Heritage Europe-EAHTR** (european Association of Historic Towns and Regions)
33. **ICOM** (International Council of Museums)
34. **ICOMOS** (International Council on Monuments and Sites)
35. **IFLA Europe** (International Federation of Landscape Architects)
36. **Interpret Europe** (European Association for Heritage Interpretation)
37. **INTO** (International National Trusts Organisation)
38. **ISOCARP** (International Society of City and Regional Planners)
39. **Mad'in Europe**
40. **Michael Culture Association** (MCA)
41. **NECSTouR** (Network of European Regions for a Sustainable and Competitive Tourism)
42. **NEMO** (Network of European Museum Organisations)
43. **OWHC** (Organisation of World Heritage Cities)
44. **Perspectiv** (Association of Historic Theatres in Europe)

45. **RANN** (Réseau Art Nouveau Network)
46. **SEE Heritage Network** (South East European Heritage Network)
47. **TICCIH Europe** (The International Committee for the Conservation of the Industrial Heritage)
48. **Trans Europe Halles** (TEH)
49. **UIA workgroup Heritage Region 1** (International Union of Architects)

1) HEALING EUROPE

Studies, publications, articles

- **Cultural Heritage Counts For Europe Report** (2015) by Europa Nostra, ENCATC, Heritage Europe, the Heritage Alliance, the International Cultural Centre and the Raymond Lemaire International Centre for Conservation at the University of Leuven.
https://www.europanostra.org/our-work/policy/cultural-heritage-counts-europe/
- **Heritage and Wellbeing: What Constitutes a Good Life? International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)**
https://www.iccrom.org/projects/heritage-and-wellbeing-what-constitutes-good-life
- **Wellbeing and the Historic Environment** (2018) by Historic England
https://historicengland.org.uk/images-books/publications/wellbeing-and-the-historic-environment/wellbeing-and-historic-environment/
- **Study of 'Heritage Houses for Europe' (2019)** by European Historic Houses
https://www.europeanlandowners.org/heritage-houses-for-europe/wp-content/uploads/2019/09/Final-Study-Heritage-Houses-FINAL-1809-online.pdf

Policy documents

- **Council conclusions on the Work Plan for Culture 2019-2022** (2018)
http://data.consilium.europa.eu/doc/document/ST-13948-2018-INIT/en/pdf

2) BEING EUROPE

Studies, publications, articles

- **Engaging citizens with Europe's cultural heritage: How to make best use of the interpretive approach** (2017) by Interpret Europe
http://www.interpret-europe.net/fileadmin/Documents/publications/ie_engaging_citizens_with_europes_cultural_heritage_co.pdf

Policy documents

- **Commission Communication 'Towards an integrated approach to cultural heritage for Europe** (2014)
https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX:52014DC0477
- **Strengthening European identity through education and culture. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions** (2017)
https://ec.europa.eu/commission/sites/beta-political/files/communication-strengthening-european-identity-education-culture_en.pdf
- **European Framework for Action on Cultural Heritage (2018)** by the European Commission
- https://ec.europa.eu/culture/library/commission-swd-european-framework-action-cultural-heritage_en
- **Berlin Call to Action: Cultural Heritage for the Future of Europe** (2018) by Europa Nostra
https://www.europanostra.org/wp-content/uploads/2018/09/Berlin-Call-Action-Eng.pdf
- **Europe Fast Forward Heritage (2018)** by Culture Action Europe
https://cultureactioneurope.org/advocacy/fast-forward-heritage/
https://cultureactioneurope.org/advocacy/fast-forward-heritage/

- **A NEW STRATEGIC AGENDA 2019 – 2024** (2019) by the European Council
  https://www.consilium.europa.eu/media/39914/a-new-strategic-agenda-2019-2024.pdf
- **PARIS MANIFESTO 'Let us relaunch the European project through culture and cultural heritage!** (2019) by Europa Nostra
  https://www.europanostra.org/wp-content/uploads/2020/03/2019-EN_Paris-Manifesto.pdf

3) DIGITALLY TRANSFORMING EUROPE
Studies, publications, articles
- **Europeana Strategy 2020-2025** (2020)
  https://pro.europeana.eu/page/strategy-2020-2025-summary
- **Commission report on the evaluation of Europeana and the way forward** (2018)
  https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1536235661093&uri=COM:2018:612:FIN
- **Evaluation of Europeana and orientations for its future development**, (2016)
  https://op.europa.eu/en/publication-detail/-/publication/58538a59-b4aa-11e8-99ee-01aa75ed71a1/language-en
- **My ambition for Europe: protecting it, transforming it and taking it forward** (2019)
  https://www.linkedin.com/pulse/my-ambition-europe-protecting-transforming-taking-forward-breton/
- **Museums in the mirror world - preparing for the next stage of our digital transformation** (2019)
  https://medium.com/@Europeana/museums-in-the-mirror-world-preparing-for-the-next-stage-of-our-digital-transformation-bb4754b8ee00
- **Ten perspectives on the future of digital culture (2019)**
  https://pro.europeana.eu/page/10perspectives

Policy documents
- **Commission Recommendation on the digitisation and online accessibility of cultural material and digital preservation** (2011)
  https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32011H0711
- **Declaration of cooperation on advancing digitisation of cultural heritage (2019)**
  https://ec.europa.eu/digital-single-market/en/news/eu-member-states-sign-cooperate-digitising-cultural-heritage

4) GREENING EUROPE
Studies, publications, articles
- **Safeguarding Cultural Heritage from Natural and Man-Made Disasters A comparative analysis of risk management in the EU' (2018)** by the European Commission
  https://op.europa.eu/en/publication-detail/-/publication/8fe9ea60-4cea-11e8-be1d-01aa75ed71a1/language-en
- **The Future of Our Pasts: Engaging Cultural Heritage in Climate Action (2019)** by ICOMOS
  https://indd.adobe.com/view/a9a551e3-3b23-4127-99fd-a7a80d91a29e

Policy documents
- **Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe**

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52014XG0614%2808%29
- **United Nations 2030 Agenda for Sustainable Development** https://sustainabledevelopment.un.org/post2015/transformingourworld
- **Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions on The European Green Deal** (2019) https://eur-lex.europa.eu/resource.html?uri=cellar:b828d165-1c22-11ea-8c1f-01aa75ed71a1.0002.02/DOC_1&format=PDF

5) REGENERATING EUROPE
Studies, publications, articles
- **Getting Cultural Heritage to work for Europe** (2015) by the European Commission https://op.europa.eu/fr/publication-detail/-/publication/b01a0d0a-2a4f-4de0-88f7-85bf2dc6e004
- **White paper and recommendations to the EU Urban Agenda Partnership on culture and cultural heritage** (2019) by drafted by ICLEI and EUROCITIES with contributions from EU-funded projects ARCHES, CLIC, EUCANET, Forget Heritage, I-Media-Cities, Open Heritage, REACH, ROCK, RURITAGE https://rockproject.eu/documents-list#386

Policy documents
- **Declaration on the adaptive reuse of built heritage (2018)**
- https://www.ace-cae.eu/fileadmin/New_Upload/_15_EU_Project/Creative_Europe/Conference_Built_Heritage/LEEUWARDEN_STATEMENT_FINAL_EN-NEW.pdf
- **Opinion of the European Economic and Social Committee on the contribution of Europe's rural areas to the 2018 Year of Cultural Heritage ensuring sustainability and urban/rural cohesion** (2018) https://www.eesc.europa.eu/en/our-work/opinions-information-reports/opinions/contribution-europes-rural-areas-2018-year-cultural-heritage-ensuring-sustainability-and-urbanrural-cohesion-own
- **Urban Agenda for the EU** https://ec.europa.eu/regional_policy/en/policy/themes/urban-development/agenda/

6) EXPERIENCING EUROPE
Studies, publications, articles
- **Sustainable cultural tourism Study. Report of the OMC (Open Method of Coordination) Working Group of Member States' Experts** (2019) https://op.europa.eu/en/publication-detail/-/publication/164ea9c5-2255-11ea-af81-01aa75ed71a1/
- **Horizon 2020 - the new strategy of promoting Europe as a tourist destination in long-haul markets by the European Travel Commission** https://etc-corporate.org/our-campaigns/horizon-2022/.

Policy documents
- **Joint Statement 'European tourism sector demands urgent supportive measures to reduce devastating impact of COVID-19'** (March 2020) https://tourismmanifesto.eu/european-tourism-sector-demands-urgent-supportive-measures-to-reduce-devastating-impact-of-covid-19/
- **Barcelona Declaration "Better Places to Live, Better Places to Visit"** (2018) https://necstour.eu/better-places-to-live-better-places-to-visit

7) EMBRACING THE WORLD

Studies, publications, articles

- **Preparatory action 'Culture in EU External Relations' Engaging the World: Towards Global Cultural Citizenship** (2014) https://ec.europa.eu/assets/eac/culture/library/publications/global-cultural-citizenship_en.pdf
- **Research for CULT Committee – European Cultural Institutes Abroad** (2016) by the European Parliament https://www.cultureinexternalrelations.eu/cier-data/uploads/2016/11/Mapping8.pdf

Policy documents

- **Joint Communication to the European Parliament and the Council Towards an EU Strategy For International Cultural Relations** (2016)
- https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=JOIN%3A2016%3A29%3AFIN