Report of the Policy Seminar
NEW HORIZONS FOR CULTURAL HERITAGE

Recalibrating relationships: bringing cultural heritage and people together in a changing Europe
Covent Garden, Brussels – 19th October 2015

2015 is an exceptionally significant year for cultural heritage in Europe. On 8 September 2015 the European Parliament Resolution, **'Towards an integrated approach to cultural heritage for Europe'**[1] passed, laying the foundation for a strategic approach to heritage within Europe for the future.

It is against this background, and in the light of significant research outcomes published by the RICHES project that resonate strongly with the recommendations contained within the Resolution, that RICHES hosted in Brussels on 19 October 2015 its first policy seminar, '**New Horizons for Cultural Heritage – Recalibrating relationships: bringing cultural heritage and people together in a changing Europe**'.

The purpose of the seminar was to highlight how the research emanating from RICHES could provide key insights for European policy makers and contribute to evidence based policy making with a particular focus on the impact for the cultural heritage sector of a **taxonomy of terms**, **co-creation practices** and new ways of thinking about **copyright**, each of which is the subject of a RICHES policy brief[2].

Key policy updates were given by **Maria Da Graca Carvalho** (Senior Adviser in charge of cultural heritage in the Cabinet of Commissioner Carlos Moedas, DG RTD), **Federico Milani** (Deputy Head of Unit, DG CONNECT, Unit "Creativity"), with a written contribution from **Silvia Costa**, MEP (President of the Culture Committee of the European Parliament).

The recent report '**Cultural Heritage Counts for Europe**'[3] was quoted. It highlights the creation of up to 26.7 indirect jobs for each direct job in the cultural heritage sector; the number of people directly employed in Europe being estimated at 300,000, with indirectly-created jobs numbering 7.8 million person-years; and that cultural heritage contribute a crucial component of European innovation, competitiveness and welfare.

In Federico Milani's talk, '**ICT R&I and Digital Cultural heritage: EU actions**', he noted the extensive and proactive EU digital cultural heritage activities that were ongoing within the policy sector. These include initiatives aimed at modernising copyright law; digitisation and online accessibility; and the re-use of cultural resources. Milani also noted the extent of the funding available for the cultural heritage sector through initiatives such as Horizon 2020 and European structural investment funds.

An animated roundtable discussion was chaired by Professor **Gábor Sonkoly**, Vice-Dean of International Affairs, Faculty of Humanities Eötvös Loránd University of Budapest. The panelists – **Nathalie Doury**, (Parisienne de Photographie), **Paul Klimpel**, (lawyer and expert on IPR for digital cultural heritage), **Philippe Keraudren** (Deputy Head of Unit, DG RTD, Unit "Reflective Societies"), and **Victoria Walsh** (Professor at the Royal College of Art, London, Head of Programme, Curating Contemporary Art) discussed on the key themes underpinning the policy seminar: taxonomy, co-creation and IPR within the cultural heritage sector.

It was agreed that a **taxonomy** is only a first step towards a common approach to a shared European cultural heritage. It should constantly evolve to reflect state of the art ideas and the underpinning terminology rather than be a static collection of descriptions, being open to all to contribute to its further development. It was recommended that its translation into other European languages be considered.

The panelists discussed on how access to cultural heritage could be optimised within the current **European copyright laws**, often regarded as an anathema to the accessibility and re-use of cultural heritage. Cultural institutions can often infringe the laws because of their opaque edges. A strategy which was rooted in the

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[1] (2014/2149(INI)). Available at http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&reference=A8-2015-0207&language=EN

[2] Available at http://www.riches-project.eu/policy-recommendations.html

[3] Available at http://www.encatc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE_FULL-REPORT_v2.pdf

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human right to culture and to cultural rights and which used copyright as a tool to attain those rights could give a strategic direction to thinking that could help to overcome the current impasse.

The panelists also agreed that **co-creation** does not *per se* democratise decision-making. Political influences within the participating groups as well as a tendency to "dictatorship of the bottom" should be avoided. Ideally, the process of co-creation should facilitate the creation of communities which continue to exist even after the fulfillment of the original co-creation tasks. Sustainability should be part of the design of any co-creation project to make sure that it continues beyond the life of the project.

The policy seminar concluded with a speech by **Jens Nymand Christensen**, Deputy Director-General DG EAC, entitled '**Is there a future for heritage in the European Union?**' The important but precarious place of cultural heritage within Europe was emphasised, as was the need for Europe to take action to safeguard our cultural heritage and the value of heritage and its economic and social connection with the daily lives of the people of Europe. It was noted that there was a policy gap around the place of cultural heritage in Europe, and the importance of projects such as RICHES for providing evidence to help plug that gap was highlighted.

Jointly with the policy seminar, a **networking session** was also organised bringing together **thirteen European-funded heritage projects** in order to: reflect on the impact that European funded cultural heritage projects are delivering; identify opportunities to improve the effectiveness of their results; share knowledge about targeted communities; discover similarities in approaches, gaps and omissions; and identify synergies and the potential for collaboration among projects. The projects included **Civic Epistemologies**; **CRE8TV**; **CulturalBase**; **ERIH**; **Cultural heritage Counts for Europe**; **GRAVITATE**; **HERA**; **HEROMAT**; **MAPSI**; **MEMOLA**; **NANO-CATHEDRAL**; **NANOMATCH**; and **NANORESTART**.

A number of ideas emerged on how to promote cooperation between and among projects:

- Showcasing of projects in the meetings/events/websites of other projects
- Clustering of projects via discussion groups, seminars, co-ordinator group meetings
- Setting up of a shared repository
- Having common tracks at external events
- Shared deliverables - requiring a much more flexible approach to project delivery
- Co-production of documents such as policy briefs
- Collaboration over recommendations on strategy formation, supporting other projects at public events
- Greater integration at EU level over research strategy
- Linking with structural development funds/initiatives
- Establishing a project-based searchable database
- Establishing vehicle for dissemination/publication - position papers for expert level and also something highly accessible for non-specialist audiences
- Putting on of training workshops
- Inventory of tools - open to all

Representations of projects were invited to take part in the roadmap/agenda of and within the cultural heritage sector that is being developed by **CulturalBase**. RICHES online tools, including the *digitalmeetsculture* online magazine[4], were also offered as a means to foster cooperation between projects.

RICHES will organise a **final conference in Amsterdam in April 2016** and a **second Networking Session and Policy Briefing in May 2016**.

Further information, including the full version of this report, is available on the RICHES project's website at http://www.riches-project.eu/first-policy-seminar.html.

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[4] http://www.digitalmeetsculture.net