



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY



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Networking Session and Policy Briefing – Brussels May 2016

Report produced by the RICHERS Project

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

1 INTRODUCTION

The RICHES project (Renewal, Innovation and Change: Heritage in European Society) is a three year European funded project which began in December 2013 and concludes on 31 May 2016.

This is the report of the final policy seminar organised by the RICHES project in cooperation with the European Commission, aimed at discussing how RICHES can provide evidence-based insights to support cultural heritage policymaking in Europe. Held at the Royal Institute for Cultural Heritage (KIK-IRPA), Parc du Cinquanteenaire 1, Brussels, the main objective of the Seminar was to produce 'joined-up' policy recommendations to be used in the definition of the H2020 work programme for 2018-2020.

The Seminar began with a pre-event consisting of a networking session of European-funded projects on cultural heritage (CH) a follow up to the first such session organised on the occasion of the first Policy Seminar in October 2015. It was chaired by Professor Neil Forbes, RICHES Project Coordinator, University of Coventry, UK. The scope of the session was to reflect on how to sustain the organisation of these appointments in the future, after the end of the RICHES project. This represented a good opportunity to reflect on the impact that cultural heritage projects are delivering, identify opportunities to improve the effectiveness of their results, and identify synergies and the potential for collaboration among projects.

The seminar had political updates from representatives on current and future policies on CH. This was followed by a presentation of the RICHES policy briefs and recommendations based on the outcomes of RICHES research. A roundtable discussion was then followed by a world café discussion involving all seminar delegates.

2 NETWORKING SESSION

The representatives of twenty European projects gave a brief introduction to their work. The projects included RICHES; Civic Epistemologies; CENDARI; COURAGE; CulturalBase; ERIH; EUScreen; Europeana Space; HEROMAT; MAPSI; NANO-CATHEDRAL; NANOMATCH; NANORESTART; Photoconsortium; SIGN-HUB and some of the new projects funded under the HERA JRP Programmes Cultural Encounters & Uses of the Past (specifically ASYMENC; CRUSEV; HERILIGION; iC-ACCESS and MONDSCAPES). The range and diversity of projects demonstrated the panorama of research currently being undertaken in Europe on cultural heritage which is addressing themes such as nanomaterials, photographic heritage and religious heritage. Issues of diversity and inclusion are being addressed through projects such as sign-language for those with hearing impairment to enable them to access CH, projects that aim to create participation in CH and social cohesion, and the queer politics of identity. They represented a good opportunity to reflect on the impact that cultural heritage projects are delivering, identify opportunities to improve the effectiveness of their results, and identify synergies and the potential for collaboration among projects.



Posters during the networking session

The sustainability of funded-projects was discussed and raised more questions than answers. For example,

- Could 'clusters' of similar research projects collaborate together?
- How do the results of current or completed projects help inform future projects?
- How does a completed project (for which there is no further funding) track the impact of results?
- If, and how, is it possible for projects to continue beyond the life of the funding?

It was noted that the EU decide on what type of projects and specific themes to fund but how could projects such as RICHES influence their choice. A full list of the projects and their areas of research can be found at: <http://www.riches-project.eu/second-networking-session.html>.

The list of outcomes and recommendations that emerged from the discussion can be summarised as follows:

- The organisation of such networking events for EC projects is considered by the majority of the attendees very useful

- A network of European projects needs to be set up and maintained as an open list of projects, who will stay in touch and meet periodically to exchange knowledge and information
- An annual event will be organised, which needs to be self-sustained in order to be independent from the single EC funded projects that have a limited duration
- New projects can join the network at any time
- Each project will contribute by offering what best fits its specific objectives, e.g.
 - Webpage describing the network in the project's website
 - Posting news on websites, newsletters and social media channels to promote the activities and events organised by the network
 - Circulation of announcements related to the main initiatives organised by the members of the network via relevant mailing lists and other web channels
 - Organization of joint events (workshops, networking sessions, webinars, etc.) or other "clustering" activities for stimulating collaboration among the network's members
 - Etc.

RICHES can offer showcases dedicated to the network both on its Resources website (<http://resources.riches-project.eu/>) and on Digital meets Culture (<http://www.digitalmeetsculture.net/>), a communication and collaboration platform designed and operated by Promoter (responsible for the dissemination in RICHES). Digitalmeetsculture.net is conceived as an on-line magazine about digital culture, for collecting and sharing information and events, in a global dimension, while taking into account the different approaches that scientific, humanistic and artistic culture have to the digital age.

Europeana Space is available to organise the next networking session in Autumn 2016 in the occasion of the Final Conference in Berlin. The programme is still under finalisation and it will include a rich set of events, among which:

- The Europeana Space final conference. Europeana Space (<http://www.europeana-space.eu/>) is a project funded under the ICI-PSP CIP Programme whose aim is to increase and enhance the creative industries' use of digital cultural content by delivering a range of resources to support their engagement.
- The PREFORMA Experience Workshop. PREFORMA – PREservation FORMAts for culture information/e-archives (<http://www.preforma-project.eu/>) – is a Pre-Commercial Procurement which addresses the challenge of implementing good quality standardised file formats for preserving data content in the long term, with the objective to give memory institutions full control of the process of the conformity tests of files to be ingested into archives.
- The third networking session for EC projects in the Cultural heritage field, after the first two events organised by RICHES in Brussels in October 2015 (<http://www.riches-project.eu/first-policy-seminar.html>) and in May 2016 (<http://www.riches-project.eu/second-policy-seminar.html>).

3 RICHES POLICY SEMINAR

The RICHES policy seminar, 'New Horizons for Cultural Heritage – Recalibrating relationships: bringing cultural heritage and people together in a changing Europe' took place on 23 May 2016 in Brussels. The purpose of the policy 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. The policy seminar was introduced by Professor Neil Forbes and Dr Zoltán Krasznai, European Commission project officer for RICHES. The programme is in Appendix 1 and a list of participants is in Appendix 2.



Attendees during the Policy Seminar

Dr Krasznai gave an overview of his thoughts and conclusions of the RICHES project. He responded to some of the questions raised in the networking session and acknowledged that the results and impact of projects are difficult to follow on. He commented that RICHES had fulfilled and delivered on all of its objectives and highlighted the excellent management and dissemination activities and the open access, clear and concise web and paper-based materials as being one of the best outcomes of a project he had witnessed. In particular he highlighted the important contribution of RICHES to the debate on Intellectual Property and Copyright which linked human rights to a right to culture and RICHES research on the craft industry and the potential of craft to Europe which he thought of as an important aspect of CH which is currently under-researched as is the fiscal and economic research which addressed VAT regimes for CH. He commended the RICHES policy recommendations which had a holistic approach towards research and CH covering digital, social, participation, tangible and intangible and which brings together research and cultural institutions which are often disconnected.

In general he recommended that within H2020 there is still a dynamic and enthusiasm for CH by the EU but it is only one amongst many and that there needs to be:

- Lobbying from the CH sector to highlight the potential of CH research
- More dialogue and linkages between research communities and policy-makers in order to make an impact and to bring about change.
- Move beyond the economic to a more holistic approach to CH research projects
- More visibility and awareness of the potential of CH research.

He concluded that the research outcomes of the RICHES project and the co-ordination and pre-event networking session had contributed to addressing these issues.

3.1 Political Updates

Catherine Magnant, Deputy Head of Unit "Cultural diversity and innovation" at DG EAC, reported on the conclusions of the EU Presidencies of Italy and Greece and confirmed that since 2014, CH within the EU has been revived and understood as a key element in social and economic change.

The presentation outlined the 2014 initiative, 'Heritage as a Strategic Resource for a Sustainable Europe', in which CH is seen as a strategic resource for social, economic and environmental development in Europe and would make a strong contribution to the achievement of the EU 2020 strategy goals for smart, sustainable and inclusive growth.

She confirmed that 2018 would be the year of CH and that this would be an important opportunity to raise the visibility of CH to a range of stakeholders and to the wider public, and to drive the agenda forward for CH and society. There would be a focus on the cultural, economic and social dimension of CH, particularly intercultural dialogue and identity. However, it would also include an external dimension to European CH which had not been previously acknowledged and she referred to a new EU policy document on external relations in which European CH could bring people together from countries as diverse as India, China, Russia and Iran. There was a wealth of expertise of CH in the EU which could contribute to the development of relationships between Europe and the rest of the world. In conclusion she outlined some future possibilities for CH:

- The development of an expert group on skills and professions in CH to train the next generation (2017)
- More participation in CH
- Research into how to manage the impact of disasters on CH (whether by man or nature)
- Research into the notion of 'place' that symbolizes CH
- To continue to award prizes to reward excellence in CH

She emphasised that evidence-based policy was key and that RICHES had made an important contribution in this respect.

Albert Gauthier, Scientific Officer Unit Creativity, DG Connect, gave an introduction and overview of 'Europe in a Changing World': Inclusive, Innovation and Reflective Societies. He discussed the work of the 'Creativity' unit which covers a range of activities from funding leading-edge ICT research to innovation and policy support. Research under the ICT programme will explore the potential of information and communication technologies to enhance creative processes in general and in cultural and educational contexts in particular; it will also enhance user experiences with digital cultural resources, including keeping those resources useable at long-term (digital preservation); innovation activities aim at stimulating the up-take of research results in the creative industry; policy support activities - follow-up of the Commission's recommendations on digitisation and digital preservation; promoting Europeana the European Digital Library.

He questioned how do we proceed to define the new work plan for CH, how do we image we, as Europeans, are and what is 'European' made of? New research under the H2020-SC6-CULT-COOP-2016-2017 included the 'virtual museum' to improve the 'digital encounter' and interactivity with digital objects through highly innovative technologies in order to attract new CH visitors. Future research would aim to close or narrow the 'semantic gap' through new technologies to allow the study and preservation of CH and that address the issue of data quality and interoperability.

His presentation slides are available at: <http://www.riches-project.eu/second-policy-seminar.html>.

3.2 Riches Policy Briefs

Five members of the RICHES team delivered presentations on the key themes underpinning the policy seminar:

- Food Heritage and Culture: Changing spaces of production and consumption
- The Economic and Fiscal Dimension of Cultural Heritage
- Towards a Craft Revival: Recalibrating Social, Cultural, Economic and Technological Dynamics
- The Cultural Heritage Institution: Transformation and Change in a Digital Age
- European Minorities and Identity: strengthening relationships for a sense of belonging in the digital era

The aim of the **Food Heritage and Culture** policy brief is to highlight the growth of community-led food initiatives and the changing spaces of food production and consumption. It shows how food culture can be a force for change and how citizens can co-create cultural heritage around food. It provides some brief examples of community-led food initiatives and makes recommendations for policies which are needed to enable these to thrive.



Moya Kneafsey presenting the Food Heritage and Culture Policy Brief

The **Economic and Fiscal Dimension of Cultural Heritage** policy brief focuses on the effects of two forms of government support: VAT regulation for CH goods and services and direct subsidies to CH organisations. It presents the results and outcomes of the research that explores the relation between the characteristics of different European countries and the effects of government support in VAT rates for CH organisations, and it describes the actions that can be taken to stimulate a CH-rich and CH-engaged European society.

The policy brief of **Craft** makes recommendations for unlocking the potential of the craft sector and craft skills, with a focus on maximising their economic value without undermining their social and cultural value. Policy recommendations are formulated from an holistic perspective, which recognizes the interplay of social, cultural, economic, legal and technological dynamics in determining the standing of craft, and realising its potential.

The policy brief on **Institutional Change** is concerned with CH institutions in a time of dynamic cultural, social and technological change. Specifically, it considers the multi-faceted impact of DT and the recalibration of the relationship between institutional CH practices and the individual. It advocates that innovation through research and new technologies are essential for bringing the CH of Europe closer to

people, the importance of the CH sector to European growth and the recognition of DT as a driver of change in the CH institution.

Finally, the policy brief on European Minorities and Identity discusses the main findings of the study conducted in RICHES about digital CH websites and their contributions towards the development of a European identity that encapsulates the diversity of communities across the continent. It offers a series of recommendations, which can contribute to the understanding of a European identity and strengthen already existing relationships.

Presentations are available at: <http://www.riches-project.eu/second-policy-seminar.html>.

3.3 Roundtable Discussion

A roundtable discussion was chaired by Silvana Colella, University of Macerata, Italy and included Mirjam Rääbis, Estonian Ministry of Culture and Marie Véronique Leroi, French Ministry of Culture, Eric Philippart, Unit Tourism, Emerging and Creative Industries, DG GROW and Catherine Magnant, Deputy Head of Unit "Cultural diversity and innovation" at DG EAC.

The discussion evolved around three questions:

- 1) The ever-expanding heritage sector reflects the increasing demand for recognition of diversity within European cultural heritage; how can this expansion be supported financially? Are there limits to the possible growth of a more inclusive CH?
- 2) While emphasising the economic value of CH is important, to what extent is this mainstream economic narrative preventing us from developing other lines of inquiry focussed on different types of values associated with CH projects? Should research into the non-economic value of CH be encouraged?
- 3) An integral part of the democratisation of CH is the idea (and utopian ideal) that culture unites Europe. The recent resurgence of nationalist, xenophobic and even racist movements and discourses across Europe, however, begs at least one question: has the investment in CH (over the past 40 years or so) failed to produce a more integrated, more socially cohesive Europe? What are the obstacles preventing the transition from a shared European cultural heritage to a shared sense of belonging?

Eric Philippart commented that the economic value of CH is its most important dimension and that policy makers want the economic argument. He gave the example of National Parks which has a huge market. The economic sector has developed tools to help us measure the economic impact of CH and the benefits we derive from it. What is also critical is hedonic price, which measures people's willingness to pay for something they enjoy. CH can be fully integrated in a monetized system. You have to talk money, there are ways for CH to monetize value and we need to do that. Explaining the economic value of CH is the only way to catch the attention of policymakers. Responding to the question about funding an ever more inclusive CH, he responded that private-public partnerships are a good way forward.

Responding to the question on the economic value of CH, Catherine Magnant stated that we need the evidence of the economic value of cultural heritage in addition to other values and that we should have a positive approach to how CH can contribute to economic growth and other issues such as wellbeing.

Mirjam Rääbis was concerned with the European Commission emphasis on economic value. As a policy maker she suggested that we need more evidence on the economic value of CH and questioned the possible negative outcomes of this emphasis. For example, some museums have become 'theme parks'

and we have to take responsibility about such developments, but then we have to balance this with budget cuts and the need to raise more finances, so research into economic value is important.

Responding to the question on CH and social cohesion, Catherine Magnant reminded us that identities can be multiple, and CH helps us to understand the complexity of the identity question. She described European identity as being a 'mille-feuille' of history and heritage and that Europe has become a community of communities. In this respect, the RICHES policy brief on identities was very much to the point.

Marie Véronique Leroi responded to the question on inclusiveness and pointed to the importance of digitization to make content available online free for all and this is a strategy to sustain CH which the French Ministry of culture is acting on. She highlighted the need to be aware that the EU cannot fund everything and that we need to collaborate and expand the scope of what we mean by culture. She suggested that Private-Public-Partnerships (PPP) is a good strategy and that we need to rely on national strategies for digitisation. We also need to raise awareness on the different skills we need, professional habits and mentality have to change.



Panellists during the Round Table

Mirjam Rääbis approached the question from a different angle, looking at cultural heritage diversity within one nation and having to finance minority cultures in Estonia. She described that they have been financing minorities for a few years, the problem is not how, but what, to finance, as these minorities are very small and lack professional skills. She therefore suggested that we should put more financing in the professional skills and work on the bureaucracy level of the scheme and agreed that more collaboration between different cultural sectors would be helpful. For a minority community, CH is in a sense their own responsibility, everybody has a right to preserve and live their culture, but if they are not interested in it, what do you do? She commented that culture, however you define it, needs financing.

The problem with the emphasis on economics and finance is that CH becomes an indicator whose impact has to be measured and quantified. This raises questions about the types of CH to be funded. Should we only fund projects that can be immediately measured or do we take a risk and fund those that do not comply with the quantitative requirement?

In response to the third question, Marie Véronique Leroi stated that the main focus of the French Ministry of Culture is to give broader access to a larger number of people. In a culture of change consumers of CH are no longer passive consumers but want to be more involved. We need to change our mentality and to deepen collaboration with the education sector. If we want to include people and to have them develop a stronger sense of belonging, we need to make them more active, and make appropriate and relevant cultural content. She concluded that a participatory approach is key to a more cohesive society.

Mirjam Rääbis was confident that we have not failed to produce a more integrated and more socially cohesive Europe. She gave the example of Estonia where they have attracted and registered 3 million visitors to museums last year. However, she suggested that there may be too much pressure on cultural heritage and on what it can do at the social level. She concluded that it is important to celebrate the diversity of cultural heritage not just the idea of unity and that there should also be more of a focus on education and audience development. Further investment in digitization would help to achieve these goals.

Silvana summarized the roundtable discussion and highlighted three main aspects or issues that the panelists as well as the audience identified as being relevant for CH in Europe:

1. All participants agree that the economic value of CH is of paramount importance especially with reference to policymaking. Demonstrating the economic benefits of CH remains a crucial issue. But one should also consider the possible negative impact of attempts to monetize CH (i.e. turning heritage sites into 'theme parks') as well as the link between heritage, culture and innovation.
2. There is widespread consensus that a participatory approach to CH is to be encouraged. This can be done a) by creating new synergies with the education sector; b) by investing in audience development.
3. To foster inclusivity and social cohesion, cultural diversity ought to be reflected in the way CH is defined and preserved. Digitization of CH provides many opportunities in this respect. Choosing how to allocate resources to a plurality of minority cultures is problematic; and questions of power are not far away. But the consensus is that cultural diversity still needs to be defended and sustained.

3.4 World Café discussion

In the afternoon, seminar participants were involved in a world café discussion and were split into two groups to discuss two specific themes: Citizenship and Safeguarding CH. A rapporteur was appointed to each discussion group to report the outcomes of the discussion. Two questions were asked: In the run-up to the European Year of CH in 2018, what policies should be developed in order to ensure that the celebrations are inclusive? and 'How might developments in policy help to bring about an integrated approach to safeguarding CH?'

The first group was chaired by Tim Hammerton, project manager for RICHES, University of Coventry, UK. The discussion began by questioning the word 'celebrate'; it was decided that activities was a better choice. It was agreed that a European Year of CH was important even though it often brings in little money, but has lots of activities on a specific topic to engage European citizens and can be used to gain wider visibility of the role that CH could play, an important point considering the presentations earlier in the seminar. It would be important in enabling CH to be on the agenda in a greater number of political forums and future strategies, particularly into the 2020 strategy and beyond.

The issue of 'inclusivity' was discussed. Policies regarding the European Year of CH are usually made by 'experts' and it was agreed that there was a need for public collaboration, participation and involvement for a bottom-up approach to the year. What does Europe mean to people? How do we reach those that don't value it? How inclusive is it? Transnational cultural networks will help to provide broader views than individual national views, including transcultural approaches but the problem is how to identify and reach out to the members of the public that are not usually interested or engaged in CH or aware of their history. For example, some communities may not understand the growing, cooking and eating of food as part of their CH.

CH needs to be considered in its broadest terms, so we need to include topics such as food and communities and CH within health as part of daily life e.g. personal wellbeing through music. In other words, the tangible and the intangible aspects of CH have to be included, specifically the practice of storytelling to allow for a multiplicity of voices and perspectives to be heard.

In discussing the question, 'How might developments in policy help to bring about an integrated approach to safeguarding CH?' one option was that using wikis is a good way to reach communities. Information on Wikipedia is sustained, as people update it; a place for people and crowds. Wikis have lots of specialist knowledge, especially in terms of maintaining landscapes but this also raised questions about who actually uses Wikipedia? Would it reach real people? And who would it exclude?

It was suggested that protecting and safeguarding heritage is always behind and catching up, that it was reactive rather than pro-active and that just keeping up with it is an achievement. How should sites and buildings be used was discussed as they take up a lot of money to sustain, but for what value and for whom? For example, it was noted that some UNESCO protected sites are often used for pop concerts and events and there is limited, if any, any awareness of the history of the site, especially by young people.

There was a discussion on how PPP could potentially help, but the cost of private sector involvement was questioned. In Italy, a successful system has been the Art Bonus, a tax regime for those who support culture with charitable donations and allows every citizen to protect Italy's CH. The Government is not the only funder – perhaps they still are indirectly, but at least there are diverse models. It was agreed that there needs to be an open attitude to be able to get more stakeholders involved and the CH sector has this responsibility.

We need to bridge the tangible and intangible; this is done through stories. If monuments and buildings are under threat, it is because no one cares for them. However, if there is a story attached to them that could generate interest and lead to greater sustainability. Why give funding if there is no meaning? In conclusion it was decided that more stories and storytelling are needed for the Year of CH to create meaning and that this is one way to get people involved. The keepers of heritage need to think about this.

The second group was chaired by Professor Charlotte Waelde, University of Coventry, UK. The first question, 'In the run up to the European year of CH in 2018, what policies should be developed in order to ensure that the celebrations are inclusive?', prompted further questions such as, 'What do we mean by European? Are we global rather than European?' Does including also involve excluding? Heritage implies the past and CH is not singular and means different things to different communities who may have different heritages. This is important as CH is often connected with national heritage yet there are many forms of CH 'below' the level of national heritage. The year of culture has to come from 'below', from European people and communities in order to share and include. There was a conflict between human rights and cultural value and the year of culture would be an opportunity for a diverse range of CH.

A second question addressed was, 'How might developments in policy help to bring about an integrated approach to safeguarding CH?' This question raised issues of what CH is endangered and by whom, and who decides what is kept and (safe) guarded and what is (dis)guarded. It was noted that there was also a right to forget which was considered important. These issues function to politicise CH and international standards were needed in order to proceed in the future. It was agreed that one of the most important aspects of CH was its contribution to citizens' wellbeing and the importance of digitisation to promote democratisation but it was also pointed out that this can also function to devalue the original CH.

4 CONCLUSION

The success of the two Policy Seminars and Networking Sessions organised by RICHES, with more than 130 enthusiasts participants in total coming from all over Europe, represent a clear indication of the usefulness of these events, which represent an opportunity for people to communicate and exchange ideas and a way to update each other of what's going on in terms of policy recommendations in the CH sector.

The survey that was launched among the participants in the Networking Session before the event also confirms the need to find new ways to sustain these initiatives in the future. To this purpose, it was agreed among the participants to set up a network and to create regular appointments where projects can meet, check what has been done during the last period and plan the next steps, and where new projects can join the network. Each project can contribute in the way that best fits its specific objectives and the idea is to “pass the baton” from project to project to guarantee the sustainability of the network beyond the duration of a single project. A mailing list has been created to support the activities of this network (chprojects-networking@promoter.it). It contains more than 100 subscribers. A website/blog is also under discussion.

Finally, the next appointment (the third edition of the networking session for EC projects in the CH field) has been planned already in Berlin, jointly with the Europeana Space final conference and with the PREFORMA Experience Workshop. This session will be organised in late November 2016 (very likely in the afternoon of November 22) and it will be hosted by SPK.

The results from the recommendations from the RICHES policy briefs and the World Café discussions will be processed and distilled into a set of ‘joined-up’ policy recommendations – mapped against the EP Resolution and current societal challenges – to be fed in the programming exercise for the preparation of the H2020 work programme for 2018-2020.

APPENDIX 1: PROGRAMME

Second Policy Seminar NEW HORIZONS FOR CULTURAL HERITAGE

Recalibrating relationships: bringing cultural heritage and people together in a changing Europe
Royal Institute for Cultural Heritage (KIK-IRPA), Parc du Cinquantenaire 1, Brussels
23 May 2016, 9:00 – 17:00

The scope of the seminar is to discuss how the RICHES project (Renewal, Innovation and Change: Heritage and European Society) can provide evidence-based insights to support cultural heritage policymaking in Europe.

In this light, the programme of the seminar will offer to participants the opportunity to challenge institutional points of view with some practical results of the research conducted by RICHES, with particular regard to the following themes:

- *Community-led developments: food and cultural heritage in the urban age – the role of local food movements.*
- *Economics of culture: fiscal and economic issues in the digital age.*
- *The use of craft skills in new contexts.*
- *Institutional changes: exploring the status of digital heritage mediated by memory institutions.*
- *European identity, belonging and the role for digital cultural heritage: structures for social and territorial cohesion and minority communities.*

Two overarching themes will be selected and discussed among the participants in world café type discussion groups with the aim of providing ‘joined-up’ policy recommendations to be used in the definition of the H2020 work programme for 2018-2020. These topical issues will be proposed for discussion either on the basis of the European Parliament resolution “Towards an integrated approach to cultural heritage for Europe” or on the basis of current societal challenges.

The seminar will start with a pre-event consisting in a networking session of EC Projects, a follow up to the first such session organised on the occasion of the first Policy Seminar in October 2015. The scope of this session is to reflect on how to sustain the organisation of these appointments in the future, after the end of the RICHES project. They represent a good opportunity to reflect on the impact that cultural heritage projects are delivering, identify opportunities to improve the effectiveness of their results, and identify synergies and the potential for collaboration among projects.

Programme

8:45 - 9:00 Registration and welcome coffee

9:00 – 10:30 Pre-event: networking session for EC Projects

Chair: Prof. Neil Forbes, RICHES Project Coordinator, Coventry University

Participating projects:

- CENDARI, Maureen Burgess (www.cendari.eu)
- CIVIC EPISTEMOLOGIES, Mauro Fazio (www.civic-epistemologies.eu)
- COURAGE, Sándor Horváth (www.cultural-opposition.eu)
- CulturalBase, Arturo Rodríguez Morató, Matias Zarlenga & Rocío Nogales-Muriel (www.culturalbase.eu)

- ERIH, Joaquín de Santos Barbosa (www.erih.net)
- Europeana Space, Sarah Whatley (www.europeana-space.eu)
- EUScreen Foundation, Lizzy Komen (www.euscreen.eu)
- HEROMAT, Jonjaua Ranogajec & Helena Hiršenberger (www.heromat.com)
- MAPSI, Beatriz Plaza (www.mapsi.eu)
- Nano-Cathedral, Andrea Lazzeri (www.nanocathedral.eu)
- NanomatCH, Adriana Bernardi (www.nanomatch-project.eu)
- NANORESTART, Piero Baglioni & David Chelazzi (www.nanorestart.eu)
- Photoconsortium Association, Fred Truyen (www.photoconsortium.net)
- RICHES, Neil Forbes (www.riches-project.eu)
- SIGN-HUB, Carlo Cecchetto & Roland Pfau
- HERA (heranet.info) – with the projects funded under HERA JRP Programmes Cultural Encounters & Uses of the Past:
 - ASYMENC, Hermione Giffard
 - CRUSEV, Glyn Davis
 - HERILIGION, Irene Stengs
 - iC-ACCESS, Rob van der Laarse
 - MONDSCAPES, Axel Fisher & Dirk Gotzmann

10:30 – 10:40 Introduction to the Policy Seminar

Dr. Zoltán Krasznai, European Commission

Prof. Neil Forbes, Coventry University

10:40 – 11:20 Political updates

Chair: Prof. Neil Forbes, RICHES Project Coordinator, Coventry University

10:40 Mr. Zoltán Krasznai, Project Officer Open and Inclusive Societies, DG RDT

10:50 Ms Catherine Magnant, Deputy Head of Unit Cultural Diversity and Innovation, DG EAC

11:00 Mr Albert Gauthier, Scientific Officer Unit Creativity, DG CONNECT

11:10 – 11:40 Coffee break

11:40 – 12:45 Contributions from the RICHES project

Presentation of the RICHES Policy Briefs (available at: www.riches-project.eu/policy-recommendations.html)

Chair: Dr. Antonella Fresa, RICHES Communication Manager, Promoter Srl

11:40 Food Heritage and Culture: Changing Spaces of Production and Consumption, Prof. Moya Kneafsey, Coventry University

11:50 The Economic and Fiscal Dimension of Cultural Heritage, Dr. Trilce Navarrete, The University of Southern Denmark

12:00 Towards a Craft Revival: Recalibrating Social, Cultural, Economic and Technological Dynamics, Dr. Catherine Cummings, The University of Exeter

12:10 The Cultural Heritage Institution: Transformation and Change in a Digital Age, Prof. Monika Hagedorn-Saupe, Stiftung Preussischer Kulturbesitz

12:20 European Minorities and Identity: strengthening relationships for a sense of belonging in the digital era, Prof. Sarah Whatley, Coventry University

12:30 Q&A

12:45 – 13:30 Round table discussion

The panellists will receive a set of questions related to the themes covered in the RICHES Policy Briefs and will be asked to express their initial view. The audience will then be invited to participate in an open discussion.

Chair & Rapporteur: Prof. Silvana Colella, University of Macerata

Panellists:

Ms Catherine Magnant, Deputy Head of Unit Cultural Diversity and Innovation, DG EAC

Mr Eric Philippart, Unit Tourism, Emerging and Creative Industries, DG GROW

Ms Mirjam Rääbis, Estonian Ministry of Culture

Ms Marie Véronique Leroi, French Ministry of Culture

13:30 – 14:30 Lunch break

14:30 – 14:40 Introduction to the selected overarching themes

Prof. Neil Forbes, Coventry University

14:40 – 15:40 World café discussion

The participants will split in smaller groups and discuss around one the selected overarching themes. Each group will nominate a rapporteur who will chair the discussion and summarise the results.

15:40 – 16:00 Coffee break

16:00 – 16:30 Summary of recommendations

Each rapporteur summarises the outcome of the discussion. The results will be processed and distilled into a set of 'joined-up' policy recommendations – mapped against the EP Resolution and current societal challenges – to be fed in the programming exercise for the preparation of the H2020 work programme for 2018-2020.

16:30 – 17:00 Closing remarks

Prof. Neil Forbes, RICHES Project Coordinator, Coventry University

APPENDIX 2: LIST OF PARTICIPANTS

First Name	Last Name	Company
Adriana	Bernardi	CNR-ISAC
Albert	Gauthier	European Commission
Alessia	Franchini	University of Bologna
Andrea	Lazzeri	University of Pisa
Andrijana	Sever Škapin	Slovenian National Building and Civil Engineering Institute
Anna Lena	Roters	CIVILSCAPE
Anne	Grady	European Commission
Antonella	Fresa	Promoter Srl
Arturo	Rodríguez Morató	Cultural Base
Axel	Fisher	Université libre de Bruxelles - Faculté d'Architecture La Cambre Horta
Bahadır	AYDINONAT	Turkish Ministry of Culture and Tourism
Beatriz	Plaza	University of the Basque Country
Carlo	Cecchetto	SIGN-HUB
Catherine	Cummings	UNIEXE
Catherine	Magnant	European Commission
Charlotte	Waelde	COVUNI
Chris	De Loof	Belgian Science Policy Office
Claudio	Prandoni	Promoter Srl
David	Chelazzi	NANORESTART
Dirk	Gotzmann	CIVILSCAPE
Elisabeth	Freyre	Bibliothèque nationale de France
Eric	Philippart	European Commission
Francesca	Becherini	CNR-ISAC
Fred	Truyen	KU Leuven
Frederik	Temmermans	VUB-iMinds
Giuseppe	Di Fiandra Mora	Freelance
Glyn	Davis	University of Edinburgh
Hakan Koray	OZLUK	Turkish Ministry of Culture and Tourism
Helena	Hiršenberger	Faculty of Technology, University of Novi Sad
Hermione	Giffard	Asymmetrical Encounters: E-Humanity Approaches to Reference Cultures in Europe,
Irene	Stengs	Meertens Instituut
Joaquin	De Santos	European Route of Industrial Heritage
John	Balean	TopFoto
Jonjaua	Ranogajec	Faculty of Technology, University of Novi Sad

Lisa	Bregoli	Warrant Group
Lizzy	Komen	EUScreen Foundation
Luke	Wormald	Culture and Heritage Directorate of the Scottish Government
Marc	Aguilar	I2CAT
Marco	Streefkerk	DEN Foundation
Mariachiara	Esposito	Science Europe
Maridea	Petrova	Center for Sustainable Values
Marie Véronique	Leroi	MCC
Matias	Zarlenga	Cultural Base
Maureen	Burgess	Trinity College
Mauro	Fazio	Civic Epistemologies
Mirjam	Raabis	EVKM
Monika	Hagedorn-Saupe	SPK
Monika	Caban-Benavides	Elles sans frontières
Moya	Kneafsey	COVUNI
Nancy	Dr. von Breska Ficovic	Art&Expertise
Nataša	Urošević	Sveučilište Jurja Dobrile u Puli
Neil	Forbes	COVUNI
Patrizia	Tomasin	CNR-IENI
Pau	Adelantado	I2CAT
Piero	Baglioni	NANORESTART
Rob	Van der Laarse	University of Amsterdam, HERA iC-ACCESS
Roland	Pfau	SIGN-HUB
Rolf	Källman	Digisam/Swedish National Archives
Sabine	COUROUBLE	COMMUNAUTE D'AGGLOMERATION DE SAINT OMER
Sándor	Horváth	COURAGE project, Institute of History, Hungarian Academy of Sciences
Sarah	Whatley	Europeana Space
Silvana	Colella	University of Macerata
Silvia	Gomez Recio	Coventry University
Stefano	Caneva	Wikimedia – Marie Curie Actions
Tim	Hammerton	COVUNI
Trilce	Navarrete	SDU
Vivian R. F.	Linssen	IMNRC-NewPOL Network
Zoltán	Krasznai	European Commission
Zuzanna	Drindan	University of Amsterdam, HERA iC-ACCESS