

Best practices in **retrieving end-users' requirements** for conservation (preventive, remedial and restoration)

Chairs:

Loïc Bertrand, IPANEMA-Université Paris-Saclay
& European Research Infrastructure for Heritage Science;
Rodorico Giorgi, CSGI-University of Florence.

Place of material sciences in Horizon Europe

Cultural heritage research

(Common?) observations:

- Material research does not appear prominently in the “Broad lines” of the *Cultural heritage Intervention Area*
- Strong emphasis on intangible, digital activities and creative industries
- Lack of diversity compared to the richness of nationally-funded projects
- How can we further support activities related to tangible heritage?
- How can we foster greater recognition of tangible heritage activities?
What actions would you suggest for the European Commission to promote the contribution of materials science in cultural heritage?

Cultural heritage area “Broad lines”

17 April 2019

- Heritage studies and sciences, with cutting edge technologies and innovative methodologies, including digital ones; **DATA**
- Access to and sharing of cultural heritage, with innovative patterns and uses and participatory management models;
- Research for the accessibility of cultural heritage through new technologies, such as cloud services, including but not limited to a European cultural heritage collaborative space, as well as encouraging and facilitating transmission of know-how and skills. This will be preceded by an impact assessment; **DATA**
- Sustainable business models to strengthen the financial foundation of the heritage sector;
- Connect cultural heritage with emerging creative sectors, including interactive media, and social innovation; **DATA**
- The contribution of cultural heritage to sustainable development through conservation, safeguarding, developing and regeneration of cultural landscapes, with the EU as a laboratory for heritage-based innovation and sustainable cultural tourism;
- Conservation, safeguarding, enhancement, restoration and sustainable management of cultural heritage and languages including the use of traditional skills and crafts or cutting edge technologies including digital; **DATA**
- Influence of cultural memories, traditions, behavioural patterns, perceptions, beliefs, values, sense of belonging and identities. The role of culture and cultural heritage in multi-cultural societies and patterns of cultural inclusion and exclusion.

HERITAGE SCIENCES

METHODS

SOCIOLOGY

DATA SCIENCES

ECONOMY

CREATION

TOURISM

CONSERVATION

**INTANGIBLE
HERITAGE**

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Priorities for Horizon Europe

(Common?) observations:

- Need to ensure that sufficient place and diversity is given to Cultural heritage research in Horizon Europe
- Increase preparedness for call and diversity of participants (thematically, North/South, etc.)
- Lack of research strategy documents to guide the process.
- How can we further support activities related to tangible heritage?
- What are the themes with the greatest potential impact in the field?
- What are the most relevant aspects for stakeholders in terms of potential socio-economic impact?

A limited number of research strategy documents

Horizon Europe Policy documents

Documents and deliverables from EU projects

JPI CH Strategic vision

E-RIHS Scientific vision

Manifestos, e.g., Paris Declaration on Heritage, Sciences and Technologies, REACH,

<http://goo.gl/V6Aa8z>

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DECLARATION ADOPTED DURING THE INFORMAL MEETING OF
EUROPEAN UNION MEMBER STATE MINISTERS RESPONSIBLE FOR
CULTURAL AND EUROPEAN AFFAIRS

PARIS, 3 MAY 2019

Involving end-users

(Common?) observations:

- End-users play a fundamental role in heritage research
- H2020 provided a new yet limited opportunity for end-user involvement
- How to pursue this effort?
- Which communities should we interact with in order to increase the impact of materials science on cultural heritage?
- Which joint actions should we envisage at EU level?

Cultural heritage Cluster

17 April 2019

“The European cultural and creative sectors build bridges between arts, culture, spiritual beliefs and experiences and cultural heritage, business and technology. Furthermore, Cultural and Creative Industries (CCIs) play a key role in reindustrialising Europe, are a driver for growth and are in a strategic position to trigger innovative spill-overs in other industrial sectors, such as tourism, retail, media and digital technologies and engineering. Cultural heritage forms an integral part of the cultural and creative sectors and is the fabric of our lives, meaningful to communities, groups and societies, giving a sense of belonging. It is the bridge between the past and the future of our societies. A better understanding of our cultural heritage and how it is perceived and interpreted are vital to creating an inclusive society in Europe and worldwide. It is also a driving force of European, national, regional and local economies and a powerful source of inspiration for creative and cultural industries. Accessing, conserving, safeguarding and restoring, interpreting and harnessing the full potential of our cultural heritage are crucial challenges now and for future generations. Cultural heritage, tangible and intangible, is the major input and inspiration for the arts, traditional craftsmanship, the cultural, creative and entrepreneurial sectors that are drivers of sustainable economic growth, new job creation and external trade. In this sense, both innovation and resilience of cultural heritage need to be considered in collaboration with local communities and relevant stakeholders. It also may serve as an agent of cultural diplomacy and as a factor of identity building and cultural and social cohesion.”