The Place of Cultural Heritage in the context of H2020 programme:
New Orientation

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Treaty on European Union states

- **Article 3**

- The European Union shall respect the Member States'rich cultural and lingusitic diversity, and ensure that Europe's **cultural heritage** is safeguarded and enhanced.

Basic Legal Documents

- Commission recommendation of 27 October 2011 on the digitisation and online accessibility of cultural material and digital preservation.

- Revised PSI Directive. The Directive on the re-use of public sector information (Directive 2003/98/EC) – 31 December 2003. Revised version Directive 2013/37/EU (Entered into force on 17 July 2013).

Basic Legal Documents

- *Conclusions on cultural heritage as a strategic resource for a sustainable Europe*. Council of the European Union, 20th May 2014.

- *Towards an integrated approach to cultural heritage for Europe*, July 2014. EC Communication.

DG Culture Report

- *Mapping of Cultural Heritage actions in European Union policies, programmes and activities*.

News

- *30-08-2016*

- **Proposal for a Decision of the European Parliament and the Council on a European Year of Cultural Heritage**

- => **2018**

Place of Culural Heritage in the Recommendation

- "Europe's cultural memory includes:
- - print (books, journals and newspapers)
- - photographs
- - museum objects
- - archival documents
- - sound and audiovisual material
- - monuments and archaeological sites"

Implementation of the Recommendation 2011/711/EU

- First report on the implementation:

- *Cultural heritage. Digitisation, online accessibility and digital preservation. Report on the implementation of Commission Recommendation 2011/711/EU – Progress report 2011-2013. Working document*, September 2014.

Implementation of the Recommendation 2011/711/EU

- Second report on the implementation:

- *Cultural heritage. Digitisation, online accessibility and digital preservation. Report on the implementation of Commission Recommendation 2011/711/EU – Progress report 2013-2015. Working document*, June 2016.

Communications of the Commission

- 1. *Open data. An engine for innovation, growth and transparent governance* – 12/12/2011
- 2. *Communication towards a thriving data-driven economy* – 02/07/2014
- 3. *A Digital Single Market Strategy for Europe* – 06/05/2015

Reports

- *The New Renaissance – "Comité des Sages" on bringing Europe's cultural heritage online*, 10/01/2011

- *Getting cultural heritage to work for Europe. Report of the Horizon 2020 Expert Group on Cultural Heritage*, 2015.

- *The digital future of creative Europe. The impact of digitization and the Internet on the creative industries in Europe*, 2015.

Specific Reports on Digitisation

- *NUMERIC– Developing a statistical framework for measuring the progress made in the digitisation of cultural materials and content.*

- *ENUMERATE – Survey Report on Digitisation in European Cultural Heritage Institutions, by Gerhard Jan NAUTA & Wietske van den HEUVEL, June 2015.*

Groups

- *MSEG : Member States Expert Group on Digitisation and Digital Preservation*

- *H2020 Expert Group on "Cultural Heritage".*

- *Social Platform on Reflective Societies*

MSEG – EU28 meet twice/year in Luxembourg

- *Monitors progress with implementation of Recommendation in the MS/ reports every 2 years*

- *Exchanges information and good practices of MS policies and strategies on e.g. digitisation, on Competence centers in digitisation…*

- *Monitors developments regarding innovative re-use of cultural material*

News

- *DSM policy : Digital Single Market*

- *Council Conclusions (1st June 2016)*

- **The role of Europeana for the digital access, visibility and use of European cultural heritage** (adopted by the Council at its 3471st meeting held on 30 and 31 May 2016).

EC actions implemented (->2013-2015/2017)

- **Results from different programmes in the context of digital cultural heritage**:

- - eContentplus programme

- - CIP programme (5 calls) – Competitiveness and innovation framework programme 2007-2013

- - FP7 programme – research projects in digital libraries and cultural heritage sectors

Results of different types of projects

- Massive aggregation of metadata in different fields
- Best practice networks for aggregation of metadata
- Digitisation projects (targeted projects)
- Pilots projects

Specific supports covered until now

- Books/Maps
- Archives/Manuscripts/Medieval Illuminated Manuscripts
- Video/TV
- Audio content
- Films/Film archives
- Travel data
- 3D models
- Physical models (machine science)
- Sounds
- Objects: e.g. Music instruments; archeological data; ceramics; fournitures
- Pictures
- Posters
- Postcards
- Newspapers

- …

Thematic domains covered until now

- Archeology/Epigraphy/Archeological monuments (architectural heritage)
- Art Nouveau
- Architecture
- Design
- Fashion
- Food and drink
- Travel and tourism
- Animations and physical models (machine science)
- Judaïca (Jewish culture)
- Performing art
- Social history (19th-20th century)
- Contemporary art
- Photography
- Early photography/Daguerreotypes
- Natural history/Biodiversity data
- History (1914-1818)

Central point : Europeana

- A galaxy of content providers from cultural institutions in Europe (more than 3300 partners or contributing institutions) involved in the process

- Aggregation of ca 53 Mi items from the cultural heritage (metadata) - Aggregation infrastructure

- More than 45 EU projects contributing to the content and to the technical design/architecture

- Massive cross domains repository (art/culture/media)

Creativity and Cultural Heritage

- 2 CIP projects

- EUROPEANA CREATIVE (5 pilots)
  - **History Education**
  - **Natural History Education**
  - **Tourism**
  - **Social Networks**
  - **Design**

Creativity and Cultural Heritage

- 2 CIP projects

- E-SPACE (6 pilots – 3 demonstrators)
  - **Interactive TV**
  - **Photography**
  - **Dance**
  - **Games**
  - **Publishing**
  - **Cultural Heritage**

Outside EUROPEANA

- Digital data have been produced/created by number of organisations not directly involved in Europeana

- Massive digital cultural data produced in different countries and by different organisations

- A great number of small cultural institutions have now digital content with metadata.

ICT/Digital Culture/cultural heritage in H2020 strategy

Cultural heritage in the digital economy

Digital access to Cultural Heritage breathes new life into material from the past, turning it into:

- formidable assets for the individual user
- important building block of the digital economy

material can be **reused** in new ways for developing:

- **learning and educational content**
- documentaries, **tourism applications**
- games, **animations** and a wealth of other web services & apps

New Policy : EUROPE H2020 strategy

- **Pillar I - DIGITAL SINGLE MARKET (28 actions)**
- **Pillar II – Interoperability & Standards**
- **Pillar III –Trust & Security**
- **Pillar IV – Fast and ultra-fast Internet access**
- **Pillar V – Research and Innovation**
- **Pillar VI – Enhancing digital literacy, skills and inclusion**
- **Pillar VII – ICT –enabled benefits for EU Society**

New Policy Programme (2015)

- **DIGITAL SINGLE MARKET (2014-2020)**
- Commission sets out 16 initiatives to make it happen
- Three pillars:
  - **I. Better access for consumers and businesses to digital goods and services across Europe**
  - **II. Creating the right conditions for digital networks and services to flourish**
  - **III. Maximising the growth potential of the digital economy**

Investing in the Digital Single Market (1)

- 1. European Structural and Investment Funds

  - **EUR 14,5 billion: Enhancing access to and use and quality of ICT**
  - **EUR 21,4 billion: Thematic objectives**

  - **=> Around 70% of this is expected to support digital growth in SMEs, e-government, e-inclusion, e-culture, e-health, e-justice and the development and roll-out of ICT-based innovations.**

Investing in the Digital Single Market (2)

- 2. Connecting Europe Facility (CEF)

  - **EUR 1 billion for 2014-2020 (Multiannual Financial Framework proposed EUR 9.2 billion).**
  - **=> EUR 850 million for pan-European projects (e-government, e-procurement, e-health, ...)**
    as EUROPEANA
  - **=> EUR 150 million for broadband**

CEF funding for Digital Service Infrastructures

- Two types of supports

    - **Core service platform = 100% funding**
    - **Generic services = 75% funding**

Definitions

- CORE SERVICE PLATFORM
  - **Central hubs of digital service infrastructures aiming to ensure trans-European connectivity, access and interoperability**

- GENERIC SERVICE
  - **Gateway services linking national infrastructures to the core service platform**

Investing in the Digital Single Market (3)

- 3. HORIZON 2020, COSME and ERASMUS

  - **H2020 : 12,5 billion to ICT research and innovation**

  - **ICT in Science, ICT in industrial leadership and ICT in societal challenges**
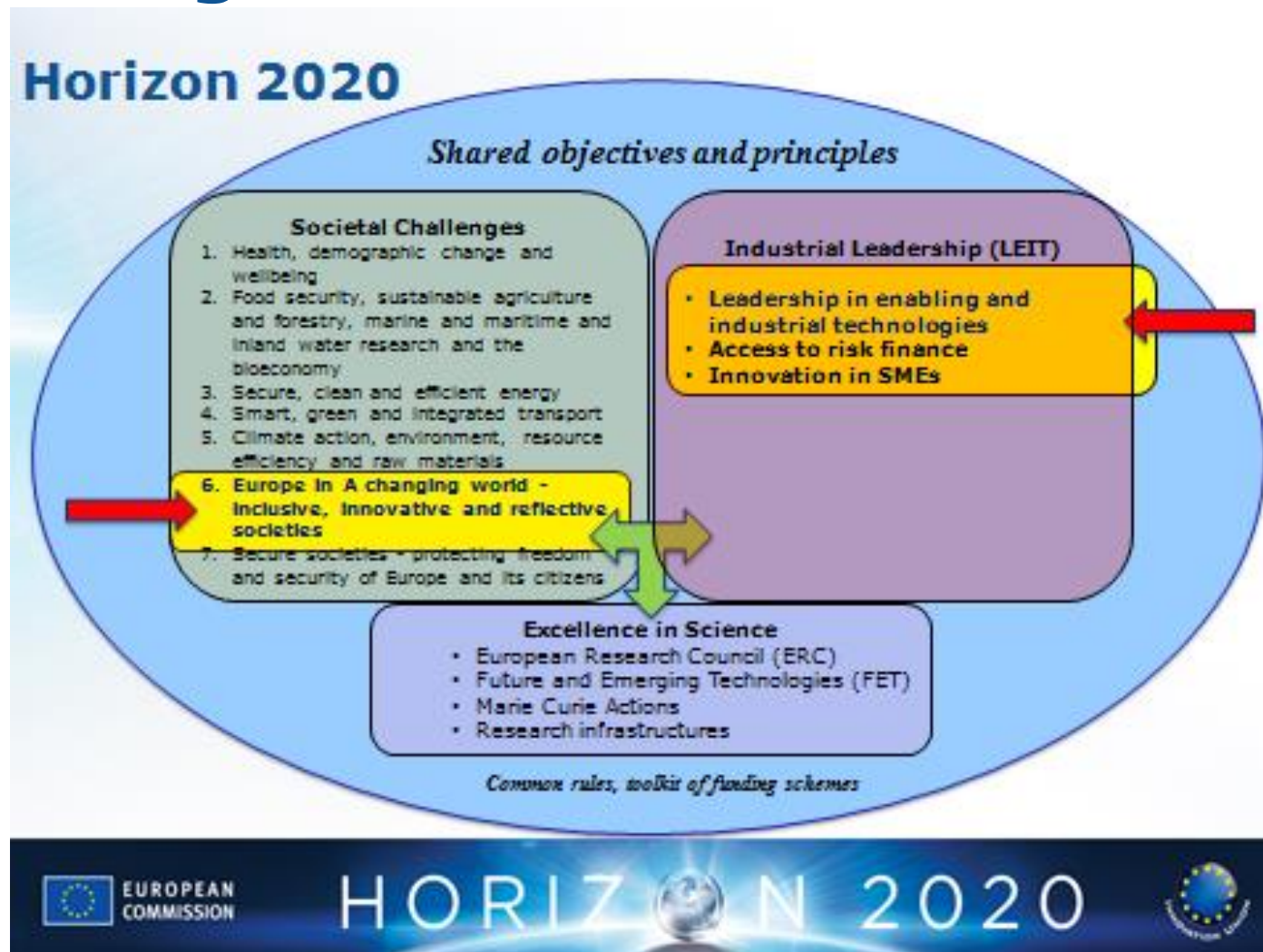
Investing in the Digital Single Market (4)

- Other funding:

  - **European Fund for Strategic Investment (EFSI) – Project pipe-line: "Knowledge, Innovation and the Digital Economy"=> Allocation not yet provided.**

  - **European Invest Bank (EIB) => EUR 16.1 billion: "knowledge economy"**

  - **European Investment Fund (EIF) => EUR 9.2 billion: ICT**

EC funding instruments

Instruments H2020

EXAMPLES:

LEIT ICT-18 : Support the growth of ICT innovative Creative SMEs

LEIT ICT-19: Technologies for creative industries, social media and
convergence

SC REFLECTIVE 7:Advanced 3D modelling for accessing and
understanding European cultural assets

SC REFLECTIVE 6: Innovation ecosystems of digital cultural assets

H2020

- What is H2020?

https://ec.europa.eu/programmes/horizon2020/en/what-horizon-2020

- Type of action in H2020:

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-d-ia_en.pdf

Unit G2 "Data Applications & Creativity" mission

Unit G2 covers a range of activities for the European **culture and creative industries**:

* **Projects under CIP, FP7 and H2020**: **ICT** research for developing cost-effective and intuitive tools for the creative industries;

* **Innovation activities under H2020:** to stimulate **ICT** innovations by the creative industry SMEs;

* and activities in the field of **digital culture, digital preservation** and **Europeana.**

HORIZON 2020

- Projects for the Creative Industries

NEW CALL – ICT-20-2017 –RIA- (ca 2-4Mi€/proposal)

TOPIC: Tools for smart digital content in the creative industries

- *Scope: " Exploring novel ways of digital content production and management in the creative industries such as adverstising, architecture, performing and visual arts, craft, design, fashion, films, music, press, publishing, radio, TV and video games.*

H2020 - New calls

- Understanding Europe – Promoting the European Public and Cultural Space
  - **Opening : 4 October 2016 =>2/02/2017 (first stage) & 13/09/2017 (Second stage)**
  - **Types of actions:**
    RIA = Research and Innovation Action

    CSA = Coordination and Support Action

    BUDGET : 27.50 Mi€ + 9 Mi€ + 1.50 Mi€ +5 Mi€

CULT-COOP-03-2017 – RIA (ca 5 Mi€/proposal)

- **Cultural literacy of young generations in Europe**
  - **Scope:**

    - **- 1) Promoting cultural literacy through formal education**
    - **- 2) The role of non-formal and informal education and others factors in the development of cultural literacy**

CULT-COOP-04-2017 – RIA (ca 2.5 Mi€/proposal)

- **Contemporary histories of Europe in artistic and creative practices**

- **Scope**: "Research will examine various contemporary artistic and creative practices such as literature, cinema, music and dance, in order to identify and assess their represenations of Europe, European identity and Europeanisation".

CULT-COOP-05-2017 – RIA (ca 2.5 Mi€/proposal)

- **Religious diversity in Europe – past, present and future**

- **Scope**: "Comparative and multidisciplinary research will examine various types and elements of co-existence of diverse religious and non-religious communities in Europe today and in the future".

CULT-COOP-06-2017 – RIA & CSA

- **Participatory approaches and social innovation in culture**

- **RIA**: "Assessment of the current state of cultural institutions and investigate new ways to develop the role of European culture ministries, cultural institutions and their networks as cultural service providers and hubs of social innovation".

- Budget : ca 2.5 Mi€/proposal

CULT-COOP-06-2017 – RIA & CSA

- **Participatory approaches and social innovation in culture**

- **CSA**: "A social platform for improving the excellence of European heritage management and related policy making".

- Budget = ca 1.5 Mi€/proposal

CULT-COOP-07-2017 – RIA(ca 2.5 Mi€/proposal)

- **Cultural heritage of European coastal and maritime regions**

- **Scope**: "The research will aim at providing a comprehensive framework for the preservation of European costal and maritime cultural landscapes".

CULT-COOP-09-2017 – RIA (ca 2-3Mi€/proposal)

- **European cultural heritage, access and analysis for a richer interpretation of the past**

- **Scope :** "Actions should create affordable and efficient digital access, documentary methods analysis and preservation services for cultural resources".

CULT-COOP-10-2017 – ERA-NET-Cofund (max 5 Mi€)

- **Culture, integration and European public space**

- **Scope**: "Actions should explore the dynamics through which European "public spaces" both shape, and are shape, by cultural activity, and the dynamics through which integration can be practised and understood".

European Year of Cultural Heritage

- **Implementation: through existing EU programmes**

- **=> programmes for conservation, digitisation, infrastructure, research and innovation, enhancement and skills**

Programmes

- **Creative Europe**
  - **European Heritage Days**
  - **EU Prize for cultural heritage**
  - **The European Heritage Label**
- **The European structural and investment funds**
- **Horizon 2020**
- **Erasmus+**
- **Europe for Citizens**

To know more

Digital Single Market

http://ec.europa.eu/priorities/digital-single-market/

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- Thanks for your attention