



2018 
 EUROPEAN YEAR
 OF CULTURAL
 HERITAGE
 #EuropeForCulture

SHARING HERITAGE, HISTORY AND VALUES, TO BRING EUROPEANS CLOSER TOGETHER • ENGAGEMENT PILLAR

WHY? • OBJECTIVES

The European Year aims to make cultural heritage **accessible** to all by removing social, cultural and physical barriers. The Year also aims to engage **local communities** and help people to rediscover how much of our heritage is shared. Putting our common values, shared history and heritage in the spotlight can contribute to and reinforce a **sense of belonging** in Europe, and ultimately bring us closer together.

FOR WHOM? • TARGET GROUPS

General public, local communities, older people and hard-to-reach groups including people with special needs and those at risk of social exclusion.

WHAT? • CONTENT OF THE INITIATIVE

The initiative has four main components:

COMPONENT I - SPECIAL EYCH EDITION OF THE EUROPEAN HERITAGE DAYS

Every year, over 30 million people of all ages enjoy access to rarely opened sites and unique events across Europe as part of the **European Heritage Days** (EHDs). In 2018, this popular initiative will help to reinforce the European Year of Cultural Heritage. Three new activities will be implemented from 2018:

- A 'Call for European Heritage Stories' to collect testimonies of how communities understand the European dimension of their local heritage;

- A 'European Heritage Makers Week' to inspire children and youth to explore their surroundings, discover the European dimension of their local heritage and share their stories¹;
- 'Funding trans-border projects', to enable the realisation of small-scale cross-border projects.

KEY DATES:

- **April-May 2018**
European Heritage Makers Week
- **May 2018**
Call for European Heritage Stories
- **August-October 2018**
European Heritage Days
- **Throughout 2018**
development of trans-border projects

COMPONENT II - SPECIAL EYCH EDITIONS OF THE EU PRIZE FOR CULTURAL HERITAGE/EUROPA NOSTRA AWARD THE EUROPEAN HERITAGE LABEL

The EU Prize for Cultural Heritage/Europa Nostra Awards recognises best practices in the conservation, management, research, education and communication of Europe's shared heritage. The 2018 award ceremony will take place in June during a high-level European Heritage Summit in Berlin, organised by Europa Nostra, the German Cultural Heritage Committee and the Foundation of Prussian Cultural Heritage.

¹ For this action targeting school children – please also see Initiative no. 2 – Heritage at school.

The European Heritage Label (EHL) celebrates heritage sites that symbolise European ideals, values, history and integration. In 2018, a touring exhibition of European Heritage Label sites will be launched and a high-level award ceremony for nine new labelled sites organised.

KEY DATES:

- **26 March 2018**
European Heritage Label award ceremony in Plovdiv, Bulgaria
- **April 2018**
European Heritage Label Yearly gathering in Brussels, Belgium
- **22 June 2018**
EU Prize for Cultural Heritage/Europa Nostra Award Ceremony in Berlin, Germany
- **22 June 2018**
Local award ceremonies of the EU Prize for Cultural Heritage in laureate sites

COMPONENT III - SHARING HERITAGE, DIGITALLY

Three projects will encourage sharing heritage through digital means:

- **Interactive map-based interface for cultural heritage being developed by the Joint Research Centre (JRC)**, allowing users to explore cultural heritage initiatives in their surroundings, such as the European capitals of Culture, the European Heritage Label sites and the sites having been awarded EU cultural prizes.
- **Connecting European Citizens through their shared culture with Europeana Migration & Europeana 1914-1918 Collections**

Two events will be held in 2018: Europeana Migration and Europeana 1914-1918 on the centenary of the end of World War I.

- **Europa Nostra's #Ode2Joy Challenge**

Participants are invited to create a video of their interpretation of Beethoven & Schiller's 'Ode to Joy' and post their performance on social media.

KEY DATES:

- **15-17 March 2018**
Launch of Europeana Migration Collection Days
- **9 May 2018**
Europe Day – contributions on #Ode2Joy challenge to be livestreamed
- **June 2018**
Launch of the EAC-JRC interactive map



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COMPONENT IV - REMOVING BARRIERS AND INCREASING ACCESS TO CULTURAL HERITAGE

Physical, social and geographical barriers hindering participation to cultural heritage will be tackled through two different projects:

- The European Union **Access City Award** (ACA) will recognise cities that have done outstanding work in making their cultural heritage accessible.
- The **WeAre#EuropeForCulture** project, will promote heritage among hard-to-reach groups and will hold pop-up exhibitions in venues such as retirement homes.
- **The EuropeanaTech 2018** conference will discuss how best to share and embrace technologies that allow us to share our cultural heritage digitally.

KEY DATES:

- **15-16 May 2018**
EuropeanaTech Conference, Rotterdam, the Netherlands
- **Second semester 2018**
Launch of the WeAre#EuropeForCulture project
- **3-4 December 2018**
European Day of Persons with Disabilities Conference, Brussels, Belgium
- **4 December 2018**
EU Access City Award ceremony in Brussels, Belgium

PARTNERS

- Commission services dealing with culture, education, social inclusion and employment
- The Joint Research Centre (JRC)
- Council of Europe, partner for the EHDs
- Europeana
- European Heritage Sites, European Heritage Days, Network of European Heritage Label sites, Europa Nostra
- European Disability Forum

