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JHEP

Coordination action in support of the implementation of a Joint Programming Initiative (JPI) on Cultural Heritage and Global Change: a new challenge for Europe

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Conclusions for future Cultural Heritage Research Policy Making, Programming and Funding together with Joint Actions both at European and global level

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Conclusions for future Cultural Heritage Research Policy Making, Programming and Funding together with Joint Actions both at European and global level

"Recommendations for the implementation of the SRA"

Contents

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Introduction

The EU Joint Programming Initiative Cultural Heritage and Global Change (JPI-CH) is an innovative and collaborative research initiative that is working to streamline and coordinate national research programmes to enable more efficient and effective use of scarce financial resources, exploit synergies and avoid duplication. Following the statement in Commission Recommendation of 26 April 2010 on the research joint programming initiative "Cultural Heritage and Global Change: a new challenge for Europe" (2010/238/EU):

> *"Joint programming of research on cultural heritage and global change would provide for coordination of research in this area, contributing significantly to construction of a fully operational European Research Area on cultural heritage preservation and strengthening Europe's leadership and competiveness of the research in this field".*

After agreeing on a Common Vision Document, the seventeen Member States and eight observer countries participating in the JPI-CH have produced a Strategic Research Agenda (SRA), presenting cultural heritage as a holistic, integrated research area. As recognized by the Council of the European Union it its "Conclusions on cultural heritage as a strategic resource for a sustainable Europe", adopted in the Education, Youth, Culture and Sport Meeting held in Brussels on 20 May 2014:

> *"cultural heritage consists of the resources inherited from the past in all forms and aspects -tangible, intangible and digital […] These resources are of great value to society from a cultural, environmental, social and economic point of view and thus their sustainable management constitutes a strategic choice for the 21st century"*

> *"cultural heritage as a non-renewable resource that is unique, non-replaceable or noninterchangeable is currently confronted with important challenges related to cultural, environmental, social, economic and technological transformations that affect all aspects of contemporary life."*

Aligned with this idea, the SRA is the key document that set up the strategy to identify, address and tackle the research challenges faced by our cultural heritage.

The SRA has identified activities, gaps and needs across the three facets of tangible, intangible and digital cultural heritage, which have been grouped into four priority research areas:

- **Developing a reflective society**. This is broadly based on recognition that the world is changing and that research questions, approaches, methods and reporting need to reflect this change.

- **Connecting people with heritage.** This concentrates on exploring access by addressing themes and issues that enable people and communities to connect with heritage, underpinned by sustainable management plans.

- **Creating knowledge.** This involves deepening our understanding of the context in which cultural heritage exists and is formed, and developing innovative approaches, applications and tools that will create added value for society from cultural heritage.

- **Safeguarding our cultural heritage resource.** This explores how we can protect our heritage and the research that is required to support protection. developing a reflective society; connecting people with heritage; creating knowledge; and safeguarding our cultural heritage resource.
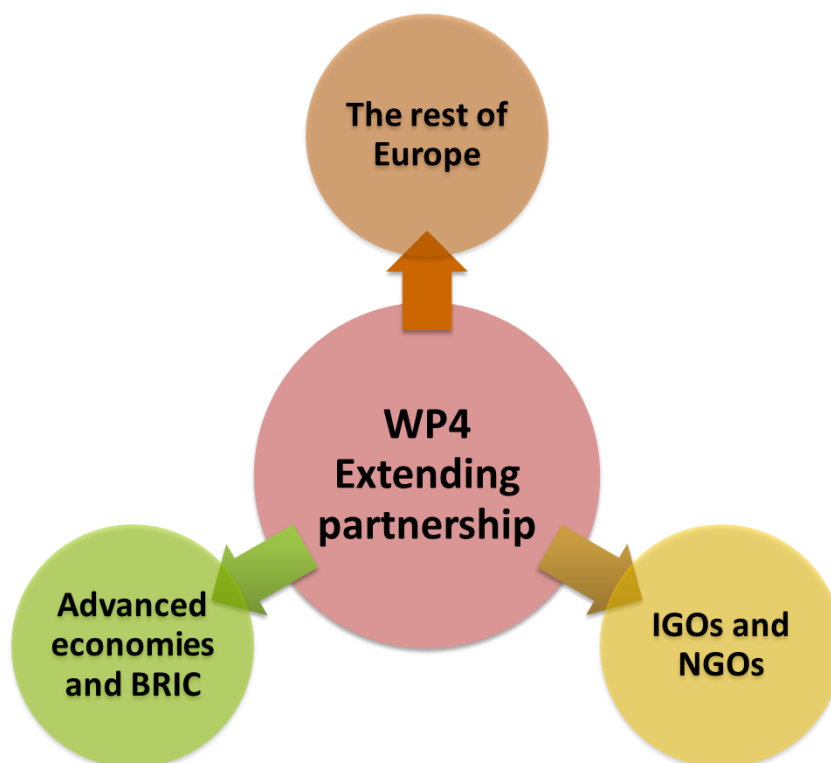
Extending the partnership and cooperation.

The Council of the European Union in its "Conclusions on a Work Plan for Culture (2015 - 2018)", adopted on 25 November 2014 (16094/14), recognizes Cultural Heritage as one of the priorities for the Work Plan, and amongst other actions, invite the Member States and the Commission to:

> *"foster cooperation with third countries, in particular candidate countries, potential candidate countries and countries of the European neighbourhood policy and with the competent international organisations in the field of culture, including the Council of Europe, including via regular meetings with the third countries concerned"*

And in its "Conclusions on participatory governance of cultural heritage" (15320/14), invite the Member States and the Commission to:

> *"enhance cooperation with international organisations such as the Council of Europe and UNESCO to promote a participatory approach to cultural heritage governance"*

In line with these, the WP4 of JHEP "Coordination action in support of the implementation of a Joint Programming Initiative (JPI) on Cultural Heritage and Global Change; a new challenge for Europe" is focused on "Extending the Partnership and Cooperation", to enlarge the partnership and collaboration for Cultural Heritage JPI at global levels based on the SRA.

In this respect the specific objectives are as follows:

- Extend the partnership in order to boost the excellence of European Research Area (ERA) on cultural heritage related research and strengthen its implementation at European level.

- Encourage the collaboration with the aim of enhancing Europe's competitiveness and raising the impact of JPI Cultural Heritage at global level.

- Extending network and cooperation to International Organizations and NGOs (i.e. UN Organizations).

- Develop the concept of joint activities of S&T and innovation programme owners of JPICH Partners and Collaborators in the field of Cultural Heritage.

Activities within WP4 have developed in 3 directions: Creating synergies between Cultural Heritage JPI Partnership and the rest of Europe (Task 4.1); Creating Synergies with Cultural Heritage JPI Partnership and advanced economies (USA, Japan) together with BRIC countries (Task 4.2); and Extending Network and Cooperation to International Organizations and NGOs (Task 4.3).

Task 4.4. Conclusions for future Cultural Heritage Research Policy Making, Programming and Funding together with Joint Actions both at European and global level

Task 4.4 summarizes and obtains conclusions from the previous activities of Task 4. As per the Description of Work of JHEP, Task 4.4 is described as:

The Concept Papers produced in Tasks 4.1, 4.2 and 4.3 will be included in a report with conclusions for improvements in the future under the title "Recommendations for the Implementation of SRA" through an open and inviting manner based on a dynamic and innovative structure continuously fed by strategic partners. The recommendations produced will help to further strengthen European Research Area on Cultural Heritage Related Research. The conclusions derived–in the form of elaboration of general recommendations for creating synergies- are expected to channel endeavours to extend strategically the partnerships and collaborations at Regional and Global levels together with NGOs and UN Organizations. Such an approach will help to deal coherently with National Plans/Strategies for Cultural Heritage Research.

The full report of the findings from the survey gathered through the conclusions for the future will be widely distributed among RTD and Cultural Heritage research funding agencies, research programme managers, various organizations and other relevant stakeholders (WP6) at European and Global levels.

Summary of D4.1, 4.2 and 4.3[1]

D4.1. Creating synergies between Cultural Heritage JPI Partnership and the rest of Europe; Extending Cooperation and Partnership

Deliverable 4.1 summarizes the result of Task 4.1, towards creating synergies between Cultural Heritage JPI Partnership and the rest of Europe, by extending the cooperation among European collaborators outside the funders' group in order to explore opportunities and specific needs for advanced cooperation and coordination.

Activities in Task 4.1 developed in two ways: extending the cooperation towards Countries not participating at the JPI Cultural Heritage at its launch, which held in Rome on February 2010; and extending the cooperation towards other JPIs.

Regarding the extension towards other European countries, four countries joined the JPI: Denmark (2011); Norway (2011); Sweden (2011) and Moldavia (2013). Besides, other observer countries have participated in activities of the JPI: Portugal and Israel have participated in the Heritage Plus Call. As strategies to promote further cooperation with other countries, the promotion of collaboration with

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[1] Full texts of Deliverables of WP4 can be found on the JPI-CH website:
http://www.jpi-culturalheritage.eu/jhep/deliverables-pu/wp4/

Observer Countries, and the use of the Heritage Portal and the Advisory Board are proposed.

The collaboration with other JPIs, namely Seas and Oceans, Urban Europe and Climate, have also been explored in this Task. Some common interests and/or topics have been identified, and some actions have been proposed to enhance this collaboration: launching **common calls**, setting up **transversal working groups** and organizing events on common interests have been identified as possible joint actions with other JPIs.

D4.2. Concept Paper: Cultural Heritage JPI Partnership and advanced economies

Deliverable 4.2 is the result of Task 4.2, that aims at creating synergies with Cultural Heritage JPI Partnership and advanced economies USA, Japan, together with Brazil, Russia, India, China, South Africa and neighbouring Mediterranean countries: extending cooperation at a global level.

Task 4.2 has been structured through the organization of an international workshop in which representatives from the target countries were invited to present the panorama of cultural heritage in their countries and their priorities in connection with the SRA, in order to explore possible cooperation activities. The organization of the workshop showed the existing difficulties in connecting with cultural heritage representatives, as finally only eight participants (from USA, Brazil, Japan, India, South Africa, Israel and Moldova) were able to attend the workshop; information on other countries (China, Russia, Egypt) was gathered afterwards from different contacts.

Landscape of Cultural Heritage outside Europe is mainly focused on tangible cultural heritage and it is highly conditioned by conflicting histories, conflicts and political agendas. There is a strong feeling on the need to engage people and communities with their heritage, and the role of the philanthropic sector and NGOs is increasing. Research is driven by universities with strong heritage studies department in some countries. There is also some research undertaken in museums.

The four priority areas within the SRA were welcomed by all countries and often were similar priorities to those outlined in their national strategies. Among them, connecting people to heritage and the protection of heritage were the most relevant.

This **sharing of priorities** and the interest in **sharing information/research** on heritage management in the context of culturally diverse communities and identities mean there is potential for future collaboration and participation. The preliminary work developed in Task 4.2 through this workshop has shown the **interest and possibility of cooperation**, but has also demonstrated that a strategy for engagement is needed, focused on a broader audience rather than in views from individuals representing their country. In conclusion, for the JPI to succeed in extending cooperation in cultural heritage beyond Europe, further work is needed and engagement with non-JPI partners should be an **on-going process**.

D4.3. Creating synergies through collaboration with NGOs and IGOs. A concept paper on the results achieved so far

Deliverable 4.3 present the results of Task 4.3, aimed to extend the network and cooperation to International Organizations (IGO) and NGOs, by means of the identification of opportunities and specific needs for advanced cooperation and coordination between the JPI-CH partners and different IGOs and NGOs.

NGO/IGOs got involved through workshops and online consultation. In addition to the organizations represented in the Advisory Board of the JPI-CH: UNESCO, ICCROM, ICOM, Council of Europe (HEREIN), ICOMOS, Europa Nostra, ECTP/FACH (the Focus Area Cultural Heritage of the European Construction and Technology Platform), other organizations have been contacted: EUROPEANA, FIAT/IFTA (International Federation of Television Archives), IFLA (International Federation of Library Associations and Institutions), EAA (European Association of Archaeologists), EHHF (European Heads of Heritage Forum) and EHLF (European Heritage Legal Forum).

Sharing knowledge, resources, findings and results was identified as the first step in the collaboration: Sharing resources helps to prevent for duplication and promotes valorisation of existing knowledge and tools. NGOs would like frequent updates on JPI activities, and **shared events and the Heritage Portal** are proposed as useful tools.

Workshops and online communication with IGOs and NGOs have also helped to identify specific challenges for the implementation of the SRA, and some recommendations have been proposed to tackle those challenges.

The next proposed step is to **start developing joint projects**, between JPI Partners and NGOs and IGOs, in specific priorities of common interest. The process how to get the activities started is still to be defined in the Action Programme.

Critical analysis of achievements, and suggestions for future developments

Different directions and levels of collaboration outside the JPI have been explored in WP4, including other European countries/initiatives, other countries outside Europe, and International and Non-governmental organizations (hereafter referred as "external actors" in this document). The aim of these activities is to **boost the excellence of ERA on Cultural Heritage research and to strengthen its implementation at European level**, enhancing Europe's competitiveness.

Interest and possibilities for future collaboration with other external actors have been identified. However, it is recognized that after this initial contacts, further developments are needed to exploit the potential of these collaborations.

Information exchange has been identified as a basic and fundamental element (first level) in extending the partnership. Once the communication channels have been opened, they should be kept alive by using them: sending and receiving periodic updates on activities, feedback on relevant documents, etc. A second level

of collaboration would be the development of specific projects/programmes of common interests.

Regarding the extension to other European countries, it would be desirable to make an effort to incorporate the Observer Countries to the JPI activities, and ultimately as full members of the partnership. Considering the dimension of their research activities and their cultural heritage, Greece, Germany and Portugal are relevant absences in the group of Members. Outside Europe, taking into consideration the historic and cultural linkages existing between JPI countries and the rest of the world, further cooperation with Latin America and Mediterranean Countries should be sought. Specific barriers have been identified for the cooperation with other countries. Some of these barriers are also applicable to the other external actors, and even to the cooperation within the JPI.

Being the JPI a relatively new initiative, other external actors might adopt an expectant attitude. Extension of the partnership will help to strengthen the JPI; but the other way round, an internal reinforcement of the JPI will project an image of a solid and stable partnership, favouring its extension. The consolidation of the JPI as the main European (and international) reference in cultural heritage research will attract external actors to participate and collaborate with the JPI.

While keeping some flexibility to adapt to the new scenarios, certain stability and pluriannual planning of the activities (especially, but not only, research projects calls) is needed to allow for the development of long-term networks and research lines, which are necessary to tackle the challenges faced by cultural heritage in Europe. This is not possible with scarce, sporadic and irregular calls both in time and content. Pluriannual planning will also allow to approach SRA priorities with smaller, structured and focused actions, allowing for more effective and manageable activities. With more focused and scheduled activities, possible partnerships with other external actors will be more easily identifiable and implementable.

Cultural heritage has different dimensions: social, economic, political, environmental, etc. Some of the external actors approached in WP4 have their focus on these different aspects of cultural heritage. These other perspectives are undoubtedly interlinked, and should be taken into account and incorporated into cultural heritage research, but the JPI centre of attention must not be deviated from research to these other aspects. JPI ultimate aim is to contribute to construct the European Research Area on cultural heritage related research, and therefore JPI should not lose the focus on research.

Planning of these research activities should be based on the priorities identified in the SRA. But in order to achieve a successful implementation they must take into account the characteristics and needs of the executors of these activities: the cultural heritage research community. Establishing simple, stable, and well known rules for participation is a key demand of researchers. The collaboration between research institutions, cultural institutions and private companies should be fostered though specific instruments. Favouring transnational training of young researchers and collaboration between young research groups will create long-term networks, laying the foundations for a solid construction of the ERA in cultural heritage. In many cases, researchers already have contacts or tentative partners in other

countries outside the JPI. Future activities should allow for the incorporation to the JPI of these already existing contacts, fostering the participation of researchers and/or cultural institutions form other countries.

In view of the results of the WP4 so far, additional actions are needed to reinforce and expand the initially established contacts. Some suggestions of actions to further progress in this direction might include:

- Creating a stable Task Force within the JPI dedicated to maintain and enhance the initial contacts, and to monitor the developments in this direction. This Task Force could propose specific activities to be included in the Action Programme incorporating initiatives of common interest from partners and external actors.

- Establishing a scheduled program of periodic actions (meetings, reports exchange, etc.) to assure a stable flow of information and collaboration with the other interested external actors.

- Participating in already stablished and recognized events organized by other organizations, relevant in the field of cultural heritage research: ICOM or IIC conferences, ICCROM forums, etc.

- Organizing isolated and sporadic JPI events might have a restricted impact, since the capability of attracting other external actors has been demonstrated to be limited. One way to increase its impact is to establish a JPI conference/meeting as a periodic event (for instance, triennially) turning it into a fixed reference for external actors, as it is the case of any other international relevant events.

- Promoting the diffusion of research projects funded by the different calls of the JPI, assuring a relevant visibility of the JPI. Specific rules for dissemination of JPI funded projects may be stablished (including JPI logo in all presentations, specific mention to "JPI-Cultural Heritage" –not only the specific call- in acknowledgments, etc.).

- Heritage Portal has been identified as a useful tool for information sharing. However, it needs further development and international promotion to reach a more global audience and became a reference source for cultural heritage research.

Conclusions for improvements in the future: recommendations for the implementation of the SRA

- Different levels of collaboration have been identified: information exchange and communication (first level); and development of specific projects/programmes of common interests (second level). WP4 has been successful in the initial development of the first level, but further works are needed to the develop it and to reach the second level. The extension of the partnership is an on-going process.

- Some contacts have been already made, with other countries (both inside and outside Europe) and with IGO and NGO, but are limited in time and extension. Specific actions should be implemented in collaboration with these (and/or new) external actors, based on SRA priorities.

- The reinforcement and consolidation of the JPI, with pluriannual planning of activities, is needed to allow for the development of long-term networks and research lines. This programming will establish the JPI as the main European (and international) reference in cultural heritage research, what in turn will encourage external actors to collaborate with the JPI.

- There is a need to increase diffusion and visibility of JPI activities, though its presence at recognized international conferences of the field, organization of periodic events, and the Heritage Portal, that should be developed and promoted.

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