FP7-JPROG-2011-RTD Project no. 277606-JHEP

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**

Instrument: Coordination and support actions (Coordinating type)

Deliverable 4.3

Title: Creating synergies through collaboration with NGOs and IGOs: a concept paper on the results achieved so far.

Due date of deliverable: **1 April 2014**
Actual submission date: **17 December 2014**

Start date of project: 1st October 2011   Duration: 3 Years
Ministry of Cultural Heritage and Activities (Italy)
Project coordinator: Antonia Pasqua RECCHIA

Project co-funded by the European Commission within the Seventh Framework Programme (2007- 2013)	
Dissemination Level	
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Creating synergies through collaboration with NGOs and IGOs

A concept paper on the results achieved so far.

Contents

1. Summary - the cooperation has been established firmly, but further synergies can be achieved
2. Stakeholders - JPI Advisory Board has been complemented with other NGOs / IGOs
3. Methodology - NGO/IGOs got involved through workshops and (online) consultation
4. Focus of cooperation - Implementation of the SRA has first been promoted by exchanging knowledge
5. What's next? Shared priorities have been identified; promote further synergies by developing joint projects

Annex 1 – Profiles of NGO's, IGO's and networks
Annex 2 – Minutes of workshops
        2a: Advisory Board Meeting, 11 April 2013
        2b: Advisory Board Plus meeting, 27-28 February 2014

1. Summary

The cooperation has been established firmly, but further synergies can be achieved

An important goal of Joint programming initiative on Cultural Heritage (JPI-CH) is to extend the network with non-governmental and inter-governmental organizations (NGOs and IGOs). As formulated in Task 4.3, the cooperation is to focus on the implementation of the Strategic Research Agenda. Foreseen actions to achieve this goal have been to organize a workshop and to present the results in a concept paper.

In addition to the foreseen actions, we have pursued further efforts in order to achieve the goal of extending the JPI collaboration. Two workshops were organized, combined with various (online) consultation methods. We approached additional NGOs/IGOs, and expanded (or focussed?) the effort to the Action programme - after all the concretization of the SRA in the next couple of years. Several challenges for implementation were identified during the workshops, as were solutions to these. The results and recommendations are presented here: the cooperation with NGOs/IGOs has been established firmly, through advice and sharing of knowledge and resources. However, further synergies can be achieved by developing joint projects.

2. Stakeholders

The JPI Advisory Board has been complemented with other NGOs / IGOs

A number of NGOs and IGOs were (formally) involved in the JPI-CH from the start, being members of its Advisory Board. Further involvement of these organizations has been sought. Subsequently, additional organizations that are relevant to the focus area of the JPI have been approached.

The regular Advisory Board

A pivotal role in strengthening the relation between JPI-CH and nongovernmental and intergovernmental organizations is played by the Advisory Board (AB). This board is composed of the following organizations: Unesco, ICCROM, ICOM, Council of Europe (HEREIN), ICOMOS, Europa Nostra, ECTP/FACH (the Focus Area Cultural Heritage of the European Construction and Technology Platform). As a formal advisory body of JPI-CH, the board meets approximately once a year. Within the framework of task 4.3, two Advisory Board meetings have been organized, and the members have been consulted in various (other) ways (see chapter 3).

Broadening the NGO/IGO base

In order to gain critical mass in the JPI-network, our efforts were not limited to the organizations already involved as AB-member. Complementary to these, other stakeholder organizations were explored through an internal survey. The resulting (rather) long list was shortened, while keeping the criterion of diversity in mind, in order to fully reflect the integral definition of cultural heritage (tangible, intangible and digital) as formulated in the SRA. In addition to AB-members, thus ten more organizations were invited to join, both in a workshop and through partner forms. Accordingly, the collaboration has been expanded with the following entities: 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).

A summary of the nature and scope of the organizations involved is provided in the table below.

Table 1: overview of the nature and scope of the NGOs and IGOs involved[1]

Organization	Mission statement	Playing field	Legal position and business model
ECTP	The main mission of ECTP is to develop new strategies on Research, Development and Innovation, both to improve the competitiveness of the construction sector and to meet societal needs and environmental challenges.	- Buildings and cities, through PPP Energy Efficient Building (E2B) - Infrastructures, through Refine - Cultural heritage, through Focus Area Cultural Heritage - Materials, through Focus Area Materials - Active Ageing, through Active Ageing and the Built Environment Focus Area	The European Construction Technology Platform (ECTP) was launched in mid-2004 in the framework of the setting up of European Technology Platforms wished by the European Commission in order to develop sectorial collective strategies on Research, Development and Innovation. Among the different Focus Areas, Focus Area on Cultural Heritage is one of the most active. ECTP has decided in early 2008 to operate under a new structure, including an annual membership fee system to cover the costs of its coordination activities steered by a Secretary General.
Europa Nostra	EUROPA NOSTRA represents a rapidly growing citizens' movement for the safeguarding of Europe's cultural and natural heritage. Our pan-European network is composed of 250 member organisations (heritage associations and foundations with a combined membership of more than 5 million people), 150 associated organisations (governmental bodies, local authorities and corporations) and also 1500 individual members who directly support our mission. Together, we form an important lobby for cultural heritage in Europe; we celebrate excellence through the European Heritage Awards organised by Europa Nostra in partnership with the European Union; and we campaign to save Europe's endangered historic monuments, sites and cultural landscapes. We are the Voice of Cultural Heritage in Europe.	The European continent (geographic, all member states of the Council of Europe) and all its citizens. Europa Nostra also participates in numerous international organisations and platforms.	an Association governed under Dutch law.
Europeana	Europeana is a catalyst for change in the world of cultural heritage. The Europeana Foundation and its Network create new ways for people to engage with their cultural history, whether it is for work, learning or pleasure. We believe in making cultural heritage openly accessible in a digital way, to promote the exchange of ideas and information. This helps us all to understand our cultural diversity better and contributes to a thriving knowledge economy.	digital cultural and scientific heritage - Europeana Network, a community of experts working in the field of digital heritage and united by a common mission to expand and improve access to Europe's cultural digital heritage; - memory institutions across Europe (GLAM: Galleries, Libraries, Archives, Museums); - end-users of digital heritage (general public,	Foundation by Dutch Law, representing international or national associations of cultural and scientific heritage organisations. Europeana receives funding from the European Commission, with matching funds supplied by EU Member States and Non-Member States to carry out its activities.

---

[1] This table is based on the partner forms that were received by July 2014. Some forms were announced but still pending. Therefore, not all organisations are presented here.

Organization	Mission statement	Playing field	Legal position and business model
		scholars, professionals); - re-users of digital heritage (creative industries); - policy makers and politicians in every EU Member State.	
FIAT/IFTA	The International Federation of Television Archives (FIAT/IFTA) is a professional Association established to provide a means for co--operation amongst television archives, multimedia and audiovisual archive and libraries concerned with the collection, preservation and exploitation of moving image and recorded sound materials and associated documentation, still image and other materials. FIAT/IFTA is organised in an Executive Council elected at the General Assembly, and four commissions.	Audiovisual archiving.	Professional Association. The President, in addition to the responsibilities defined in other articles of these statutes, represents the Association before the law and in all legal matters.
HEREIN	HEREIN is a permanent Council of Europe information system bringing together 42 Member States European public administrations in charge of national cultural heritage policies. HEREIN acts as an 'observatory' tool to follow up the implementation of European heritage conventions, the evolution of policies and the strengthening of the values of heritage for society as a factor of intercultural dialogue and improvement of living conditions.	The HEREIN Network stimulates co-operation between ministries responsible for heritage management, and between the States and the Council of Europe. The HEREIN System provides an overview and a comparison tool of the heritage policies pursued by European countries. The HEREIN Thesaurus is multilingual tool which facilitates the identification of the main terms related to the heritage fields.	HEREIN is part of the Council of Europe programme of activities since 1996. It is found by the Council of Europe budget, with support from several countries. HEREIN objectives are supported by the "HEREIN AISBL" association. HEREIN is supervised by the Steering Committee for Culture, Heritage and Landscape in charge of the follow-up of the Council of Europe activity programme and ensures that norms and principles of the Organisation are respected.
ICCROM	ICCROM aims at improving the quality of conservation practice as well as raising awareness about the importance of preserving cultural heritage. ICCROM contributes to preserving cultural heritage in the world today and for the future through five main areas of activity: Training, Information, Research, Cooperation and Advocacy.	Universities, governments at all levels, CH professionals, institutions	ICCROM is an intergovernmental organization dedicated to the conservation of cultural heritage. Its members are individual states which have declared their adhesion to it. It exists to serve the international community as represented by its Member States, which currently number 133.
IFLA	IFLA is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.	Target groups are our members as well as the UN institutions and governments. Focus in all of this is access to information, library policy and preservation of library materials	NGO Membership model
Unesco	The United Nations Educational, Scientific and Cultural Organization (UNESCO) has been pursuing a mission of dialogue and cooperation since it was founded in 1945. It covers four major fields: education, science, culture and	Through the implementation of its various Conventions, UNESCO works in cooperation with all States Parties as well as with a broad range of technical partners, including several UN Agencies	UNESCO is a specialized agency of the United Nations. The governing body of UNESCO is its General Conference (GC), which consists of representatives of all its Member States and meets every two years. Each country has one vote, irrespective of

Organization	Mission statement	Playing field	Legal position and business model
	communication. Its aim is to build peace in the world through knowledge, social progress, exchange and mutual understanding among peoples. In the field of cultural heritage, UNESCO's goal is to "protect, conserve, promote and transmit" it to future generations, through all of its Conventions. These address all categories of heritage, cultural and natural, tangible and intangible, immovable and movable. For UNESCO, heritage should be safeguarded and promoted because of the roles it can play as a key asset for promoting social stability, building peace and a sustainable societal, environmental and economic development.	and development institutions, ICOMOS, IUCN and ICCROM, category 2 centres under the auspices of UNESCO, hundreds of Universities, and numerous NGOs active in the heritage or related fields. Over the past years, UNESCO is engaged in a major initiative to integrate heritage, and culture in general, within international sustainable development policies and programmes (e.g. the post-2015 development agenda).	its size or the extent of its contribution to the budget. An Executive Board, consisting of 57 elected Member States, meets every six months to monitor the implementation of UNESCO's programmes and prepare recommendations for the GC. With regard to cultural heritage, UNESCO has established several Conventions dealing with various aspects, from the safeguarding of heritage in the event of conflict (1954) to fight against the illicit traffic of cultural properties (1970), the protection of the world's cultural and natural heritage (1972), the safeguarding of underwater heritage (2001), etc. All of these have their independent governing systems, consisting of various bodies in which sit elected representatives of the signatory States Parties. UNESCO acts as the secretariat to the governing bodies of all of these Conventions, as well as to its main governing bodies (e.g. the GC and the Executive Board).

3. Methodology

NGO/IGOs got involved through workshops and (online) consultation

Various efforts have been aimed at collecting advise from the official Advisory Board: a survey and a workshop. Subsequently, the complementary NGOs and IGOs have gotten involved through a second workshop. Finally, all organizations have expressed their priorities and interests through partner forms.

Input from the Advisory Board was solicited through an online survey
Input from the Advisory Board was first sought through an online survey launched early 2013. The online form, which addressed implementation of the SRA, was composed of sets of questions that specifically addressed various target groups (JPI-partners versus AB-members). After some gentle reminders, response was received from sixteen partners, from Slovakia, Poland, Slovenia, Belgium, Denmark, Sweden, Cyprus, Portugal, Spain and UK, as well as two Advisory Board members.

Alongside more basic items, the questionnaire addressed familiarity with the JPI and with the SRA (at that moment yet to be published). Respondents were invited to upload information on exemplary projects; good examples in terms of collaboration/partnership, funding mode, thematic focus, et cetera, and asked to link these with the four themes of the SRA. When asked which research theme has high priority within the organization of the respondent, all four SRA-themes score comparably. The majority of partners is willing to participate financially in new projects on these themes, although often under certain conditions.

The additional questions for Advisory Board members concerned input for the Advisory Board workshop, which was to be held a few months afterwards. The AB-members were asked whether the four SRA topics are of importance to their organization, which priorities they would like to

emphasize, whether and how their organization would want to provide feedback or suggestions, and how they would like to link with future initiatives. Finally there was an opportunity to upload the strategic (policy) documents and/or research agenda of these NGOs and IGOs.

Advice on implementing the SRA was gained in a workshop
After a first get-together of the Advisory Board in Rome in April 2012, a more extensive workshop has been organized for and with the AB-members. Task leader 4.3 (RCE) arranged this meeting in Amersfoort, the Netherlands, in April 2013. The workshop was prepared with Ireland (responsible for WP6 on stakeholders). This meeting was the first of two workshops organized within the task 4.3 frame, and is hereafter referred to as the first workshop.

The first workshop focused on how to operationalize the cooperation with the NGOs and IGOs. Specifically, the implementation of the Strategic Research Agenda (SRA) of the JPI-CH was at stake. All Advisory Board members were invited to the workshop and most of them able to attend, with representatives of Unesco, Europa Nostra, ECTP and ICCROM present. Also, a number of JPI-CH partners attended and presented relevant activities: Italy (minutes of the first AB-meeting); UK (formulation of the SRA); and Ireland (communications and dissemination plan and the Heritage portal). The Netherlands presented the scope of the Action

Programme to be developed, and coordinated the discussion on the involvement of the NGOs and IGOs, structured along the following topics:
- advice from AB regarding involvement of stakeholders;
- input from AB regarding their own ambitions in relation to the four research priorities of the SRA;
- how can the AB support the implementation of the Action Programme;
- more general strategic advice of the AB in the development of the Action Programme.

The minutes of the workshop are attached (annex 2, and the main results are described in chapter 4-5 of this paper.

Extra NGOs/IGOs got involved through the second (AB+) workshop
After identifying additional organizations, in the process described above, a second workshop was held in February 2014 in The Hague, the Netherlands. To this "advisory board plus" meeting, both official AB-members and the complementary organizations were invited. Of the latter category, the following organizations were present: Europeana, IFLA-LAMMS, European Heritage Legal Forum, and the European Association of Archaeologists. The Advisory Board members that were represented at the workshop were; Europa Nostra, ICCROM and ICOM. All JPI-CH partners were invited as well, of which four member states were able to join, as did the European Commission.

This workshop particularly focused on collaboration through the Action Programme, that is yet to be finalized. In order to prepare, the participants received the link to the published Strategic Research Agenda, as well as a

draft version of the Action Programme (AP). The first day of the workshop was aimed at updating each other on the recent activities. Also, funding opportunities within Europe, as identified in the draft AP, were discussed.

After addressing the notes of the previous workshop, the second day was fully targeted at identifying concrete opportunities to collaborate under the heading of the Action Programme. NGOs and IGOs were invited to add their organizations as stakeholder for activities of their interest. Furthermore, the NGOs and IGOs were invited to propose additional actions. The day was concluded with an animated discussion on the (potential) role of the organization within the JPI, on synergies between ambitions, on the relevance of heritage to society, and on how to further increase the JPI-network. The notes of the workshop are included (annex 2), while the content is analysed in the following chapters.

Partner forms affirm the collaboration, synergies can be identified
The materials that were provided prior to the second workshop included a partner form. The form covers the basics of the NGO/IGO involved, such as size and location. Also, playing field (themes, actors) and business model of the organisations are addressed. The potential thematic complementarity and synergy with the JPI exercise can be distilled from the topics on priority themes and (strategic) policy documents. During the workshop, three NGOs/IGOs filled in the form, thereby affirming their intention to collaborate with the JPI-consortium. After some digital reminders, the list of affiliated organisations grew to a total of 8 (see annex 1). The forms are summarized in chapter 2 and 5 of this paper.

4. Focus of collaboration

Implementation of the SRA has first been promoted by exchanging knowledge

During its first years, a major effort by the JPI-CH consortium has been the formulation of the Strategic Research Agenda (SRA), which has been embraced by seventeen Member States and eight observer countries. In the SRA, cultural heritage is approached in a holistic and integral way, covering and connecting tangible, intangible and digital domain. It establishes four priority research areas, that are composed of several topics. The SRA offers a clear starting point on which to base the collaboration with NGOs and IGOs.

The added value of collaboration for the (implementation of) the SRA
The SRA provides a common ground on which to build a fruitful collaboration in at least three ways.

First (1), by sharing knowledge, resources, findings and results, the collaboration can illuminate what is already being done, and therefore does have not be addressed in the (implementation of the) SRA. Sharing resources, in other words, helps to prevent for duplication and promotes valorization of existing knowledge and tools.

Secondly, given their rich experience, the NGOs and IGOs provide valuable insights on how to develop and implement the SRA, how to build and maintain critical mass and network, and how to get things done.

Thirdly, in terms of research themes, the SRA helps clarifying the complementarities and synergies between the research priorities of the NGOs and IGOs, and the JPI-CH consortium. By identifying topics of shared interest, the aim is to actually collaborate by means of participation in projects. The outcome of this exercise is discussed in chapter 5.

In this section, we will focus on the first two ways in which the implementation of the SRA is addressed and promoted by the

collaboration with NGOs and IGOs. The discussion is based on the interactions, findings and recommendations made during the workshops and through the online survey and the partner forms.

(1) By sharing resources we prevent for duplication
The first, logical and feasible step in the cooperation is to a) get to know and b) inform each other, c) use each other's networks and d) share and link (outcomes of) existing activities.

Ad a): NGOs/IGOs have presented themselves and their focus during the workshop and through the partner forms (see annex 1). They would like a brief information package (e.g. flyer) by the JPI in order to introduce the JPI to their networks/on events such as the Heritage Alliance. The one-pager should focus on: what is it, why is it important, and what is to be achieved. There is a need for JPI ambassadors. Formulate a position paper, defining which issues JPI deals with, and which parties are involved. Also social media can be used.

Ad b): NGOs would like frequent updates on JPI activities. A shared calendar of events is suggested. A specific section of Heritage Portal might be used for that purpose. The Heritage Portal as a tool for interaction is to be actively supported by AB. Communicate here (and via other means) the

results of completed research projects and other activities, also beyond EU borders.

Ad c): Use existing networks, also those of the NGOs and IGOs, in order to:
- map what is already being done in terms of projects, activities, mapping, research and networks. For instance, Europa Nostra is surveying cultural heritage research, through its project Cultural Heritage Counts for Europe.
- ask the consultation panels of NGOs for help, for instance their experience in building a forum and maintaining the networks around it, and ask for advice in finding the right partners/stakeholders. Think of the fora built by ICCROM.
- spread the word of concrete JPI activities, and collect research ideas from these networks.

Ad d): Do not reinvent the wheel as JPI. Much work has already been done but is disconnected. Share standards / (scientific) documentation (e.g. through fastonline.org) and if possible even research data. This may be organized through a dedicated section of Heritage portal. Outcomes of projects by NGOs/IGOs may serve the core purpose of the JPI, and the other way around. The SRA of FACH, for instance, is complementary to that of the JPI and therefore helps in the aim of preventing duplication and efficient spending of research budgets.

(2) Implementation of the SRA poses challenges. These can be tackled, partly with the help of NGOs and IGOs
Future collaboration is key to the implementation of the SRA, which in the short term is pursued through the Action Programme. During the workshop discussions, we have (often unintentionally) touched upon challenges that we face in the process. The NGOs and IGOs have provided recommendations on how to achieve a successful implementation, thereby removing some of the challenges, as did the other participants (i.e. JPI-partners and de European Commission):

- How to make sure the proposed topics are representative (i.e. cover the broad field of heritage)?
    o NCPs composition should reflect that balance.
    o Perhaps not strive for full coverage and (too) broad topics, as it might be a handicap to be overly inclusive.

- How to translate abstract goals of SRA to specific activities?
    o Learn from other projects/JPIs that have implemented SRA.
    o Developing a matrix which provides an overview of "what" and "how" could help.
    o Define suitable tools, not just calls, but also other prerequisites and instruments, including the 5 enablers identified in the SRA, data sharing, mobility of researchers.
    o Governance by JHEP is needed to ensure implementation in the different countries.

- How to adjust SRA to changing needs?
    o The SRA is not static, it needs to be tested and adjusted through the Action Programme, which is a living instrument, that is updated every 2-3 year. In this process, the SRA is guiding, it specifies the final goal.

- How to involve other (Member) States?
    o Address observer and other countries that do not yet fully participate, otherwise researchers from those countries are excluded. By including the researchers in projects, their governments are likely to follow and to join.
    o Convince MS and non-European countries not yet involved through a clear message.

- When implementing SRA, how to connect the NGOs/IGOs (which often operate on a worldwide level) with countries/ministries? Is the SRA supposed to be mondial?
  - o Extending the network beyond Europe by linking with BRICS, US, Japan (task 4.2).
  - o The Unesco representatives within the JPI member states might bridge the gap between a global organization and 'a la carte' constellations of countries collaborating on a project.

- How to include society and move beyond universities/researchers?
  - o Address handicrafts, guilds.
  - o Address young professionals, for instance through YOCOCU (Youth in Conservation of Cultural Heritage).
  - o Create think tanks fora for discussion in order to develop a reflective society.
  - o Use Europa Nostra in order to raise awareness within civil society.

- How to link with other sectors (tourism, insurance, agriculture, media), promote PPP and make investments in research interesting? How to connect with societal challenges?
  - o Formulate the added value of participation to stakeholders, and define the benefit to the economy, politics and society.

Prove the value of Cultural Heritage. Show the intrinsic value of the JPI-CH (e.g. solidarity).
  - o the need to prove the value of heritage to society is, at least partially, answered through the research of Europa Nostra on the economic value and societal impact.
  - o The ECTP (FACH) network consist for over fifty percent of industry. Therefore the involvement of SMEs and firms working in this field can be pursued through this network.

- How to further develop the consortium, ensure alignment of national programmes and influence ministries?
  - o Political commitment (at a higher level) is needed. Address ministers and directors of funding agencies.
  - o Influence policy, not politics. By choosing to fund certain research topics, we in fact promote something and thereby already influence policymaking.
  - o JPI is not another network doing projects, but a platform to reflect on national situations and influence policies, balance topics and funding.
  - o Priority topics should be clarified by national funding agencies (assess national funding priorities of MS). Also clarify the national situations in terms of funding and research programmes.
  - o Employ icons, think of Nobel Prize winners, artists: create ambassadors with wide reach.

5. What's next?

Shared priorities have been identified; promote further synergies by developing joint projects

Synergies and complementarities in terms of research topics have been explored in two ways. First, as the JPI-consortium has expressed its priorities through its SRA, the NGOs and IGOs have been invited to do so via a partner form. Secondly, synergies between these "bucket lists" have been identified through expressing interest in and complementing the list of proposed activities (the annex of the action programme).

Through partner forms, the priorities of the NGOs/IGOs are identified
Both existing activities and thematic priorities are identified by the NGOs and IGOs through the submitted partner forms. Since the organizations are rather diverse, covering the broad field of cultural heritage both in terms of focus (built heritage, conservation, movable heritage, digital heritage, legal aspects and regulations, archaeology, et cetera) as well as target group (civil society, researchers, (directors of) knowledge institutes, countries, et

cetera) it is not easy nor desirable to aggregate these themes and activities to a small number. Instead, the full texts are provided here, so as to allow for tailor-made matches between these actions and the priorities of JPI-partners, according to the principle of the variable geometry.

Table 2: Activities and priorities of IGOs and NGOs involved[2]

Organization	Activities relevant to Cultural Heritage research field	Priority themes

ECTP	The CHRAF Project addresses the topic 'the protection of cultural heritage and associated conservation strategies' of the SSP (Scientific Support to Policies) of the Sixth framework Programma of the European Commission. The CHRAF activities are divided into 5 different workpackages:
	- Cultural heritage research priorities and strategies for integration in the ECTP and FP7
	- Organisation and coordination of te FACH of the ECTP and its working groups in relation to the other ECTP focus areas.
	- Exchange of information and dissemination of results of FP5-FP6 projects in cultural heritage research.
	- Dissemination and exploitation
	- Project management
		- Conservation of cultural heritage exposed to climate change, natural and man-made hazards:
		  ❖ Risks assessment and management
		- Join management and promotion of natural and cultural assets:
		  ❖ Cultural and natural landscapes
		  ❖ Vernacular Architecture
		  ❖ Public spaces and historic urban landscapes
		- Horizontal issues
		  ❖ General on sustainability of interventions
		  ❖ Resource efficiency
		  ❖ Enhancement of local and European Identity
		  ❖ Economic values of Cultural Heritage

---

[2] This table is based on the partner forms that were received only. Therefore, not all organisations are presented here.

Organization	Activities relevant to Cultural Heritage research field	Priority themes
Europeana	- computer science for the cultural sector: ▫ technical issues for developers working with digital heritage; ▫ multilingual information access; ▫ data modelling; ▫ coordinating the EuropeanaTech Research and Development community of researchers, developers and experts from the Europeana Network to innovate and undertake research needed for the future of Europeana (creating new ways for people to engage with their cultural history); - intellectual property standards.	- improve access to digital cultural and scientific heritage - data modelling - standardization - correct rights labelling
FIAT/IFTA	- The FIAT/IFTA Television Studies Commission promotes academic research of the holdings of television archives that are a member of the federation. The Commission hosts expert workshops. - FIAT-IFTA is associate partner to the EUscreen Network. EUscreen brings collections of various European archives together. EUscreen publishes VIEW, the first peer-reviewed, multi-media and open access e-journal in the field of European television history and culture. - FIAT/IFTA continues to work with its world partners to raise awareness of the plight of endangered audiovisual heritage worldwide through a newly invigorated Archives@Risk world initiative. - FIAT-IFTA is supporter of the PrestoCentre, the competence centre for digital preservation and the UNESCO Memory of the World initiative.	- Television Archives - Archiving - Multimedia Analysis - Digital Durability - Interoperability between audiovisual collections
HEREIN	Data collection on policies and strategies; follow up of legal institutional frameworks; evaluation of professional competencies and needs for training; convention implementation monitoring; identification and promotion of best practices; improvement and development of management tools; promotion of projects and cooperation.	Built heritage, archaeological heritage, heritage policies, cooperation, best practices, heritage values for society, intercultural dialogue and management of diversities.
ICCROM	- Training courses on various types of cultural heritage - Forum on conservation science - RE-ORG: preventive conservation and storage reorganization solutions for small museums - Hosts fellows and visiting researchers - Library, Archive and Publications - Participation and organizes sessions in major conferences (e.g. Lacona, WAC, ICOM-CC, IIC) - Partnerships with other conservation organizations (UNESCO, Getty Conservation Institute, etc.)	- Disaster and risk management - Integrating material science and technology with conservation - World Heritage - Promoting people-centered approaches to conservation (Living Heritage) - Regional Collaboration: Arab States (ATHAR), Latin America and the Caribbean (LATAM), Southeastern Mediterranean (MOSAIKON), Asia-Pacific, Africa - Sound and Image Collections Conservation
IFLA	Mainly IFLA Key Initiative 4 'Cultural Heritage Disaster Reconstruction Programme' as well as IFLA's involvement in the Libraries, Archives, Museums, Monuments and Sites (LAMMS) group and the Blue Shield. Involvement in the Ark Foundation Haiti project.	Access to information Balanced copyright for libraries and archives Preservation and conservation of documentary heritage Freedom of expression

		Libraries for Development
Unesco	With regard to the various cultural Conventions, a description of the manifold activities undertaken in their frameworks is available through the respective websites (e.g. see the website of the World Heritage Centre at: http://whc.unesco.org/). In general, these activities include the setting of new standards and policies in heritage protection, the provision of technical support to Member States; the implementation of capacity building initiatives as well as of educational and awareness raising programmes.	- Protection of cultural heritage in the event of armed conflict - Fight against illicit trafficking of cultural properties - Protection of World cultural and natural Heritage - Protection of underwater cultural heritage - Safeguarding of intangible cultural heritage - Integration of heritage in international sustainable development, resilience and peace policies and programmes.
Organization	**Activities relevant to Cultural Heritage research field**	**Priority themes**

(3) Shared expressions of interest; a first step toward joint projects

In the second ("Advisory Board Plus") workshop, an interactive exercise was performed with the NGOs and IGOs, in order to find common ground regarding concrete activities that have been proposed by the JPI community. It concerned the AP-annex of about fifty activities, that had earlier been put forward as potential actions/projects by the member states and their national consultation panels. Other JPI-CH partners had already expressed – if applicable – their interest in these, in terms of participation with or without having funding available, resulting in some actions being supported by up to eight partners.

The NGOs and IGOs signed in on activities that are relevant to their goals and target groups. Like the JPI-partners, they could define whether the theme had major (or less acute) priority, and whether this could be financial participation as well, which was however barely the case. As a result, the NGOs and IGOs expressed interest in 28 out of 54 actions. Also, a couple of new activities were proposed by the organizations.

The process how to get the activities started is yet to be defined in the Action Programme. Nonetheless, the contribution of the NGOs and IGOs has been discussed. Several roles were identified. Through their constituency, further research priorities and ideas can be harvested and input in the formulation of calls can be delivered. Some NGOs and IGOs can participate in the proposed activities. And they can spread the word of the proposed projects in order to find more stakeholders. Furthermore, they can provide reference, a quality mark to the projects under the JPI umbrella. Some NGOs offer to act as reviewer in the (call) process and others can provide input to call texts.

Annex 1: partner forms submitted by NGO's and IGO's

Name: HEREIN

Country and place of residence: Council of Europe (Strasbourg)

Number of employees: N/R

Legal position and financial (business) model:

HEREIN is part of the Council of Europe programme of activities since 1996. It is found by the Council of Europe budget, with support from several countries.

HEREIN objectives are supported by the "HEREIN AISBL" association.

HEREIN is supervised by the Steering Committee for Culture, Heritage and Landscape in charge of the follow-up of the Council of Europe activity programme and ensures that norms and principles of the Organisation are respected.

Mission statement:

HEREIN is a permanent Council of Europe information system bringing together 42 Member States European public administrations in charge of national cultural heritage policies. HEREIN acts as an 'observatory' tool to follow up the implementation of European heritage conventions, the evolution of policies and the strengthening of the values of heritage for society as a factor of intercultural dialogue and improvement of living conditions.

Playing field:

The HEREIN Network stimulates co-operation between ministries responsible for heritage management, and between the States and the Council of Europe.

The HEREIN System provides an overview and a comparison tool of the heritage policies pursued by European countries.

The HEREIN Thesaurus is multilingual tool which facilitates the identification of the main terms related to the heritage fields.

Policy documents:

- the Convention for the Protection of the Architectural Heritage of Europe (ETS No. 121, Granada, 1985)
- the European Convention on the Protection of the Archaeological Heritage (revised) (ETS No. 143, Valletta, 1992)
- the European Landscape Convention (ETS No. 176, Florence, 2000)
- the Framework Convention on the Value of Cultural Heritage for Society (ETS No. 199, Faro, 2005)

Activities relevant to CH research field:

Data collection on policies and strategies; follow up of legal institutional frameworks; evaluation of professional competencies and needs for training; convention implementation monitoring; identification and promotion of best practices; improvement and development of management tools; promotion of projects and cooperation.

Priority themes:

Built heritage, archaeological heritage, heritage policies, cooperation, best practices, heritage values for society, intercultural dialogue and management of diversities.

Contact details:

Mikhaël de Thyse

☎ +33 388 41 28 61
@: mikhael.dethyse@coe.int
Web: www.coe.int/herein

Partner form Europa Nostra

Please provide a brief description of your organization and its (research) priorities in the cultural heritage field along the following lines:

1. Name of your organization -   Europa Nostra

2. Acronym - none though we sometimes abbreviate it to EN

3. Country and place of residence - Lange Voorhout 35, 2514EC Den Haag NEDERLAND

4. Number of employees - 8 fte plus interns and volunteers (1 staff is full time in Brussels)

5. Legal position and financial (business) model - an Association governed under Dutch law

6. Mission statement (max 100 words) - **EUROPA NOSTRA** represents a rapidly growing citizens' movement for the safeguarding of Europe's cultural and natural heritage. Our pan-European network is composed of 250 member organisations (heritage associations and foundations with a combined membership of more than 5 million people), 150 associated organisations (governmental bodies, local authorities and corporations) and also 1500 individual members who directly support our mission. Together, we form an important lobby for cultural heritage in Europe; we celebrate excellence through the European Heritage Awards organised by Europa Nostra in partnership with the European Union; and we campaign to save Europe's endangered historic monuments, sites and cultural landscapes. **We are the Voice of Cultural Heritage in Europe.**

7. Playing field (thematic as well as target groups) – the European continent (geographic, all member states of the Council of Europe) and all its citizens (see #6). Europa Nostra also participates in numerous international organisations and platforms.

8. Policy documents (please attach) - I'm not sure what you mean here…

9. Activities relevant to CH research field (max 400 words) – all of our activities could be relevant for research: our Awards (useful best practices for students of heritage and design – analysis, historical and comparative research, etc.), our heritage in danger campaigns (multiple research possibilities), our network (sociological, political, identity, etc. themes for research), etc. etc. etc.
Europa Nostra is currently engaged in a European Union funded research project with 5 partners called "Cultural Heritage Counts for Europe" (http://www.europanostra.org/news/430/)

10. Priority themes (max 5) - Awareness Raising among all levels of population and positions of authority (everything we do comes down to this); Networking to learn from each other and to share experiences, successes and concerns; Lobbying for support and protection of Europe's cultural heritage;, Celebrating Europe's cultural heritage richness; Campaigning to protect endangered heritage.

11. Contact details - info@europanostra.org ; Tel +31 70 302 40 57 ; www.europanostra.org
12. Other information

European Construction Technology Platform

Acronym:
ECTP

Country and place of residence:
General secretariat: CSTB

Number of employees:

Legal position and financial (business)model:
The European Construction Technology Platform (hereinafter "ECTP") was launched in mid-2004 in the framework of the setting up of European Technology Platforms wished by the European Commission in order to develop sectorial collective strategies on Research, Development and Innovation.
Among the different Focus Areas, Focus Area on Cultural Heritage is one of the most active, being Isabel Rodríguez-Maribona (Tecnalia) and Roko Zarnic (Univ. of Ljubljana) the coordinators of this initiative.
ECTP has decided in early 2008 to operate under a new structure, including an annual membership fee system to cover the costs of its coordination activities steered by a Secretary General.

Mission Statement:
The main mission of ECTP is to develop new strategies on Research, Development and Innovation, both to improve the competitiveness of the construction sector and to meet societal needs and environmental challenges.

Playing field:
- Buildings and cities, through PPP Energy Efficient Building (E2B)
- Infrastructures, through Refine
- Cultural heritage, through Focus Area Cultural Heritage
- Materials, through Focus Area Materials
- Active Ageing, through Active Ageing and the Built Environment Focus Area

Policy documents:
Cooperation agreement:
http://www.ectp.org/cws/params/ectp/download_files/27D185v3_ECTP_Cooperation_Agree.pdf

Strategic Research Agenda – Focus Area Cultural Heritage:
http://www.ectp.org/cws/software/dossiers_grp/manage_dossier_grp.asp

Activities relevant to CH research:
The CHRAF Project addresses the topic 'the protection of cultural heritage and associated conservation strategies' of the SSP (Scientific Support to Policies) of the Sixth framework Programma of the European Commission.
The CHRAF activities are divided into 5 different workpackages:

- Cultural heritage research priorities and strategies for integration in the ECTP and FP7
- Organisation and coordination of te FACH of the ECTP and its working groups in relation to the other ECTP focus areas.
- Exchange of information and dissemination of results of FP5-FP6 projects in cultural heritage research.
- Dissemination and exploitation
- Project management

Priority themes:

1. Conservation of cultural heritage exposed to climate change, natural and man-made hazards:
   - ❖ Risks assessment and management

2. Join management and promotion of natural and cultural assets:
   - ❖ Cultural and natural landscapes
   - ❖ Vernacular Architecture
   - ❖ Public spaces and historic urban landscapes

3. Horizontal issues
   - ❖ General on sustainability of interventions
   - ❖ Resource efficiency
   - ❖ Enhancement of local and European Identity
   - ❖ Economic values of Cultural Heritage

Contact details: Isabel Rodríguez-Maribona
                       Rand Eppich

Web and mail:
http://www.ectp.org
isabel.rodriguez-maribona@tecnalia.com

Europeana

1. Europeana Foundation

2. Europeana

3. The Hague, the Netherlands

4. approximately 40 fte

5. Foundation by Dutch Law, representing international or national associations of cultural and scientific heritage organisations. Europeana receives funding from the European Commission, with matching funds supplied by EU Member States and Non-Member States to carry out its activities.

6. Europeana is a catalyst for change in the world of cultural heritage. The Europeana Foundation and its Network create new ways for people to engage with their cultural history, whether it is for work, learning or pleasure. We believe in making cultural heritage openly accessible in a digital way, to promote the exchange of ideas and information. This helps us all to understand our cultural diversity better and contributes to a thriving knowledge economy.

7. Playing field - digital cultural and scientific heritage
- Europeana Network, a community of experts working in the field of digital heritage and united by a common mission to expand and improve access to Europe's cultural digital heritage;
- memory institutions across Europe (GLAM: Galleries, Libraries, Archives, Museums);
- end-users of digital heritage (general public, scholars, professionals);
- re-users of digital heritage (creative industries);
- policy makers and politicians in every EU Member State.

8. Policy documents - Strategic Plan 2011-2015
http://pro.europeana.eu/c/document_library/get_file?uuid=c4f19464-7504-44db-ac1e-3ddb78c922d7&groupId=10602

9. Activities relevant to CH research field

- computer science for the cultural sector:
  - technical issues for developers working with digital heritage;
  - multilingual information access;
  - data modelling;
  - coordinating the EuropeanaTech Research and Development community of researchers, developers and experts from the Europeana Network to innovate and undertake research needed for the future of Europeana (creating new ways for people to engage with their cultural history);
- intellectual property standards.

10. Priority themes
- improve access to digital cultural and scientific heritage
- data modelling
- standardization
- correct rights labelling

11. Contact details

Koninlijke Bibliotheek / National Library of the Netherlands
Prins Willem-Alexanderhof 5
P.O Box 90407
2595 BE The Hague
Netherlands
+31 70 3140991

Web and mail:
www.pro.europeana.eu
info@europeana.eu

contact person:
Jill Cousins, Executive Director

International Federation of Television Archives

2. Acronym

FIAT-IFTA

3. Country and place of residence

The Netherlands, Hilversum

4. Number of employees

Not applicable. FIAT-IFTA is a membership-based organization. Founded in 1977, more than 250 members have joined FIAT-IFT. It promotes co-operation amongst television archives, multimedia and audiovisual archives and libraries, and all those engaged in the preservation and exploitation of moving image and recorded sound materials and associated documentation.

5. Legal position and financial (business) model

Professional Association. The President, in addition to the responsibilities defined in other articles of these statutes, represents the Association before the law and in all legal matters.

Jan Múller (CEO of the Netherlands Institute for Sound and Vision) is the current President.

6. Mission statement (max 100 words)

The International Federation of Television Archives (FIAT/IFTA) is a professional Association established to provide a means for co--operation amongst television archives, multimedia and audiovisual archive and libraries concerned with the collection, preservation and exploitation of moving image and recorded sound materials and associated documentation, still image and other materials. FIAT/IFTA is organised in an Executive Council elected at the General Assembly, and four commissions.

7. Playing field (thematic as well as target groups)

Audiovisual archiving.

8. Policy documents (please attach)

http://fiatifta.org/fiatifta-organisation/statutes/

9. Activities relevant to CH research field (max 400 words)

- *The FIAT/IFTA Television Studies Commission promotes academic research of the holdings of television archives that are a member of the federation. The Commission hosts expert workshops.*
- *FIAT-IFTA is associate partner to the EUscreen Network. EUscreen brings collections of various European archives together. EUscreen publishes VIEW, the first peer-reviewed, multi-media and open access e-journal in the field of European television history and culture.*
- *IFTA FIAT/IFTA continues to work with its world partners to raise awareness of the plight of endangered audiovisual heritage worldwide through a newly invigorated Archives@Risk world initiative.*
- *FIAT-IFTA is supporter of the PrestoCentre, the competence centre for digital preservation and the UNESCO Memory of the World initiative.*

10. Priority themes (max 5)

- Television Archives
- Archiving
- Multimedia Analysis
- Digital Durability
- Interoperability between audiovisual collections

11. Contact details

Netherlands Institute for Sound and Vision
Johan Oomen
Research and Development Department
Media Parkboulevard 1
1217 WE Hilversum
The Netherlands

12. Other information

International Centre for the Study of the Preservation and Restoration of Cultural Property

Acronym:
ICCROM

Country and place of residence:
Rome, Italy

Number of employees:
Secretariat: 36

Legal position and financial (business)model
ICCROM is an intergovernmental organization dedicated to the conservation of cultural heritage. Its members are individual states which have declared their adhesion to it. It exists to serve the international community as represented by its Member States, which currently number 133.

Mission Statement:
ICCROM aims at improving the quality of conservation practice as well as raising awareness about the importance of preserving cultural heritage. ICCROM contributes to preserving cultural heritage in the world today and for the future through five main areas of activity **Training, Information, Research, Cooperation and Advocacy.**

Playing field:
Universities, governments at all levels, CH professionals, institutions

Policy documents:
ICCROM Statutes:
http://www.iccrom.org/about/statutes
Annual report:
http://www.iccrom.org/wp-content/uploads/ICCROM_newsl39_en.pdf
Programme and budget:
http://www.iccrom.org/wp-content/uploads/Programme-and-Budget-2014-15-EN.pdf

Activities relevant to CH research field
- Training courses on various types of cultural heritage
- Forum on conservation science
- RE-ORG: preventive conservaton and storage reorganization solutions for small museums
- Hosts fellows and visiting researchers
- Library, Archive and Publications
- Participation and organizes sessions in major conferences (e.g. Lacona, WAC, ICOM-CC, IIC)
- Partnerships with other conservation organizations (UNESCO, Getty Conservation Institute, etc.)

Priority themes:
- Disaster and risk management
- Integrating material science and technology with conservation
- World Heritage
- Promoting people-centered approaches to conservation (Living Heritage)
- Regional Collaboration: Arab States (ATHAR), Latin America and the Caribbean (LATAM), Southeastern Mediterranean (MOSAIKON), Asia-Pacific, Africa
- Sound and Image Collections Conservation

Contact details:
Maria Teresa Jaquinta
mtj@iccrom.org
Via di San Michele 13, I-00153 Rome, Italy
tel: (+39) 06.585-531
fax: (+39) 06.585-53349
http://www.iccrom.org

International Federation of Library Associations and Institutions

1. Acronym
   IFLA

2. Country and place of residence
   The Hague, The Netherlands

3. Number of employees
   14 at IFLA Headquarters

4. Legal position and financial (business) model
   NGO
   Membership model

5. Mission statement (max 100 words)
   IFLA is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.

6. Playing field (thematic as well as target groups)
   Target groups are our members as well as the UN institutions and governments. Focus in all of this is access to information, library policy and preservation of library materials

7. Policy documents (please attach)
   www.ifla.org (not sure what policy documents are required)

8. Activities relevant to CH research field (max 400 words)
   Mainly IFLA Key Initiative 4 'Cultural Heritage Disaster Reconstruction Programme' as well as IFLA's involvement in the Libraries, Archives, Museums, Monuments and Sites (LAMMS) group and the Blue Shield. Involvement in the Ark Foundation Haiti project.

9. Priority themes (max 5)
   Access to information
   Balanced copyright for libraries and archives
   Preservation and conservation of documentary heritage
   Freedom of expression
   Libraries for Development

10. Contact details
    P.O. Box 95321
    2509CH The Hague
    The Netherlands
    www.ifla.org

    Julia.brungs@ifla.org

12. Other information

United Nations Educational, Scientific, Cultural Organization / World Heritage

Acronym:
UNESCO

Country and place of residence:
Paris, France

Number of employees:
1500

Legal position and financial (business)model:
UNESCO is a specialized agency of the United Nations.
The governing body of UNESCO is its General Conference (GC), which consists of representatives of all its Member States and meets every two years. Each country has one vote, irrespective of its size or the extent of its contribution to the budget. An Executive Board, consisting of 57 elected Member States, meets every six months to monitor the implementation of UNESCO's programmes and prepare recommendations for the GC. With regard to cultural heritage, UNESCO has established several Conventions dealing with various aspects, from the safeguarding of heritage in the event of conflict (1954) to fight against the illicit traffic of cultural properties (1970), the protection of the world's cultural and natural heritage (1972), the safeguarding of underwater heritage (2001), etc. All of these have their independent governing systems, consisting of various bodies in which sit elected representatives of the signatory States Parties. UNESCO acts as the secretariat to the governing bodies of all of these Conventions, as well as to its main governing bodies (e.g. the GC and the Executive Board).

Mission Statement:
The United Nations Educational, Scientific and Cultural Organization (UNESCO) has been pursuing a mission of dialogue and cooperation since it was founded in 1945. It covers four major fields: education, science, culture and communication. Its aim is to build peace in the world through knowledge, social progress, exchange and mutual understanding among peoples.
In the field of cultural heritage, UNESCO's goal is to "protect, conserve, promote and transmit" it to future generations, through all of its Conventions. These address all categories of heritage, cultural and natural, tangible and intangible, immovable and movable. For UNESCO, heritage should be safeguarded and promoted because of the roles it can play as a key asset for promoting social stability, building peace and a sustainable societal, environmental and economic development.

Playing field:
Through the implementation of its various Conventions, UNESCO works in cooperation with all States Parties as well as with a broad range of technical partners, including several UN Agencies and development institutions, ICOMOS, IUCN and ICCROM, category 2 centres under the auspices of UNESCO, hundreds of Universities, and numerous NGOs active in the heritage or related fields. Over the past years, UNESCO is engaged in a major initiative to integrate heritage, and culture in general, within international sustainable development policies and programmes (e.g. the post-2015 development agenda).

Policy documents:
The texts of UNESCO cultural Conventions provide the overarching framework for its work in the field of heritage (see: http://en.unesco.org/themes/protecting-our-heritage-and-fostering-creativity). These are accompanied, within each Convention, by a wide number of specific policies, guidelines and tools, covering all possible aspects.

Activities:
Every four years, moreover, UNESCO adopts its Programme and Budget (C5), which indicates the main lines of actions, expected results and activities of the organization for that period
(http://unesdoc.unesco.org/images/0022/002266/226695e.pdf).
With regard to the various cultural Conventions, a description of the manifold activities undertaken in their frameworks is available through the respective websites (e.g. see the website of the World Heritage Centre at:
http://whc.unesco.org/). In general, these activities include the setting of new standards and policies in heritage protection, the provision of technical support to Member States; the implementation of capacity building initiatives as well as of educational and awareness raising programmes.
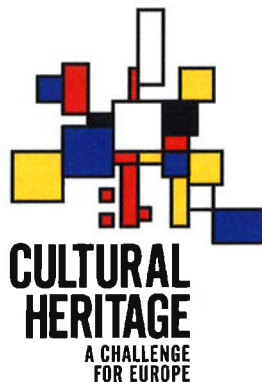
Priority themes:
- Protection of cultural heritage in the event of armed conflict
- Fight against illicit trafficking of cultural properties
- Protection of World cultural and natural Heritage
- Protection of underwater cultural heritage
- Safeguarding of intangible cultural heritage
- Integration of heritage in international sustainable development, resilience and peace policies and programmes.

UNESCO Contact details:
C/O Executive Office of the Culture Sector
UNESCO
7, Place de Fontenoy
75352 Paris 07 SP
France
Tel.: +33 (0)1 45 68 47 10

Web and mail:
http://www.unesco.org/culture

Advisory Board Meeting April 11 2013

Rijksdienst voor het Cultureel Erfgoed te Amersfoort

Attendants: Jos Bazelmans (RCE), Patrizia Bianconi (MiBAC), Giovanni Boccardi (UNESCO), Annemarie Bos (NWO), Eimear O'Connell (Heritage Council), Ian Doyle (Heritage Council), Jennifer Gravendaal (RCE), Jan van 't Hof (RCE), Maria Theresa Jaquinta (ICCROM), Gail Lambourne (AHRC), Laurie Neale (Europa Nostra), Isabel Rodriguez Maribona (ECTP), Kees Somer (OCW), Eva Stegmeijer (RCE), Alberto de Tagle (ICCROM).

Apologies: France Desmarais (ICOM) Benjamin Mouton (ICOMOS) Mikhael de Thyse (Council of Europe).

Welcome speech on behalf of the director by Jos Bazelmans (chair of the day)

Outline of the day (The Netherlands)

We started by all jotting down our expectations of the day on a post-it to see if we had reached these expectations at the end of the day.

Summary of the JPI Cultural Heritage (Italy)

Mrs. Bianconi presented us with an overview of the aims, organization and the state of play of JPI. She stressed the importance of input for the Action Programme. This JPI started in 2009 and the Strategic Research Agenda (SRA) was approved March 2013 in Rome which leads us to the Action Programme (AP) which will implement the SRA. Our first Call, the Joint Pilot Call, open between 10.01.2013 and 05.04.2013, has had 89 applications. The second Call for proposal will be held within ERA NET PLUS. The important message Mrs. Bianconi wanted to send out is we need joint activities, not just joint calls. For this we are in need of an inventory of activities and priorities.
→ Please see Mrs. Bianconi's presentation for further information.

Presentation of the Strategic Research Agenda (United Kingdom)

Mrs. Lambourne gave us an elaboration on the process of the creation of the SRA. Within the National Consultation Panels the same balance was sought as there is a balance between the three types of heritage; tangible, intangible and digital. From the Expert Group of our JPI a group of four was selected to give advice. Each research panel was asked to review the common framework, to add to research areas and to rank each group's priorities. The conclusion was that there seems to be a very good correlation between national and European priorities. What was very clear from the beginning is that it is of great importance to not see tangible, intangible and digital heritage as separate issues. Eighty-six separate priority research areas were identified and the input that was used all came from the NCPs, no other input was added by the WP leader. The aim was to keep the process transparent. What was notable was the issue of climate change, there was nothing said about it by the NCPs which is why it wasn't added to the SRA.
→ Please see Mrs. Lambourne's presentation for further information.

Discussion

Following the presentation on the SRA we held a discussion. A summary of the main topics discussed:

The SRA will hopefully be published in April; the European Commission wants it as soon as possible. The primary source of the SRA is the already established JHEP Dow which was developed by the Expert Group and the Scientific Committee. In relation to transparency of the establishment of the SRA, the explanation of the translation to the SRA will be published on the website.

The issue was raised how the connection will be made between different countries because international organizations should work on different levels. How can the SRA have a future with all the different national departments in mind? Therefore we need an SRA that can be tested and continued. The Director General (ICCROM) is interested in sharing documentation and standards with us. We will need a first phase of testing and adjusting.

To implement the SRA we need the AP. The SRA is a vision of what we want for at least the next ten years. Now we need to define the tools we need for the AP which will be the living instrument and concentrate on how to implement it in all the different countries. To do this we should keep in mind to maintain an upper level at least for communicating so we will be able to report our progress in a couple of years.

We should start by creating networks and using existing networks to be able to map what has already been done. An analysis on the 89 call proposals will show us which of the SRA topics are alive and necessary.

We should also start communicating with others who have already

implemented an SRA. This way implementation will become easier and the AP can be presented to the commission in a stronger manner.

Coffee Break

Presentation of the Communications and Dissemination Plan (Ireland)

We need to use the *heritageportal* as a tool for our networks. Therefore we need to bring the portal under the attention. Society should be seen as the engine of research. By using the *heritageportal's* brands and logos we can spread information and bring the portal under the attention. It would be good if the Advisory Board could become more involved with the heritageportal. By using the portal as a network we should be able to minimize duplication in research.
→ Please see Mrs. O'Connell's presentation for further information.

Discussion

Following the presentation on the Communications and Dissemination Plan we held a discussion. A summary of the main topics discussed:
The question was raised if we should also provide materials for research on the websites. And if we do this, which level of access should this have. We need a list of completed research projects and we need to provide people with links to broader websites, which go beyond European boarders.

Both ICCROM and UNESCO have consultation panels available which we can ask for help. ICCROM already has a lot of experience with maintaining a forum and building a network around it. ICCROM offered to help us with looking for the right partners. ICCROM also asked to be kept informed via frequent updates.

It was mentioned that it is unclear if the SRA is also meant to go beyond European boarders. The UK has already started working on going beyond Europe's boarders by making an inventory of our contact points in the BRICS countries, the USA and Japan.

Presentation of the scope of the Action Programme (The Netherlands) & Presentation on the involvement of IGO's and NGO's (the Netherlands)

The emphasis in this presentation was on the importance of sharing knowledge. An example is consulting the AB to gain information on which Stakeholders to approach. We need to create an alignment with ambitions of others and we need to make an inventory of the actions already performed. To share our knowledge the Netherlands came up with the idea of a matrix to fill in which will be discussed further below.
→ Please see Mr. van 't Hof's presentation for further information.

Presentations by NGO's and IGO's

Before lunch we had the opportunity to get a short introduction to the NGOs and IGOs which were represented at our AB Meeting.

Mrs. Laurie Neal gave a short introduction to her organization, Europa Nostra:
- Based in Civil Society, looking for volunteers
- Launched a most endangered heritage list which needs an action plan to find a solution for these endangered sites
- Shared knowledge via websites
- Once a year a forum is held which could also contribute to sharing knowledge that already exists
- Europa Nostra also gives indicators which show us the impact and the added value of cultural heritage on our society and Economy
- The next forum will be on how cultural heritage affects other sectors (for example: agriculture, tourism, sustainability)

This is all off course highly relevant for JPI which brings us to the idea of creating a common agenda where we can find each others events.

Mrs. Maria Teresa Jaquinta and Mr. de Tagle gave a short introduction to ICCROM:
- It started out by studying and disseminating methods
- A centre of excellence with the most updated library for conservation
- It is known for giving trainings but this is not the only thing ICCROM does
- It's research lab is integrated in a network of research laboratories
- ICCROM offers assistance to national an regional projects
- Also to ICCROM Civil Society is of great importance as are the other sectors (agriculture, tourism etc)

Lunch

After lunch Mr. Boccardi gave us an introduction to UNESCO:
- The aim of this UN-agency is sustainable development, peace and security
- UNESCO finds that most of the problems heritage experiences are related to either pressure from development or the environment. The language of cultural heritage needs to be adapted to the Global Agenda
- A few examples of the questions UNESCO addresses are: How can heritage contribute to a green economy? How can we reduce environmental footprint in combination with cultural heritage? How can cultural heritage contribute to job security?
- The UNESCO aims should be connected to the JPI SRA, UNESCO is already experienced and we should contact the representatives of UNESCO within the 17 countries participating in JPI for the AP

- There is a need for ambassadors of the JPI.

The last introduction was given by Mrs. Rodriguez Maribona on ECTP:
- The ECTP is finding ways to avoid a gap between research results and exploiting it by Industry
- The European Construction Platform has been accepted as one of the seen places of cultural heritage and since 2004 it has been working together with a group of people to identify priorities of the platform in cultural heritage
- The SRA of ECTP is similar to the JPI and the actions are already implemented in an Action Plan
- The Calls/Topics from the SRA are also found in other research areas, trade and construction also treat cultural heritage as a typical field
- 125 people are involved with ECTP with nearly 50% of the members coming from the industry (SME's and bigger companies). It is possible therefore to have the industry involved.

There is a synergy possible between ECTP and JPI, these projects have a lot in common and JPI can learn from ECTP since an SRA and an AP have already been established successfully. They are complementary.

Follow-up of Action Programme and IGO's/NGO's: discussion and working table (The Netherlands)

1. *Advice, tips and tricks from AB regarding involvement of stakeholders: Who can/should we involve? How can we involve them? What is the AB's experience of AB members with involving the industry and SME's? Which role could the AB members play, in order to promote inclusiveness of stakeholder both in the JPI and the network NGO's and IGO's?*

The answer to who we can approach is IGO's, NGO's involved in cultural heritage (Europa Nostra, ICOM, ICOMOS, ICCROM) How to approach this could be by sharing information via the web, email. Keeping each other informed by sharing agendas. We can also encourage Private/ Public partnerships. For example: Fraunhofer is involved in a project in Pompeii. This is collaboration between a University in Germany and an institute in Italy.

The involvement of the Industry is fully reflected in ECTP, where nearly 50 % of the members are industrial, and important companies, such as Vinci, ZRMK and Saint-Gobain have been coordinating the Focus Area Cultural Heritage.

According to UNESCO there are a lot of possible partners in the tourism sector. We could also approach the insurance industry (disaster, risks) because they have the knowhow. The media should also be kept in mind for the marketing factor.

To promote inclusiveness we should ask the question why? Why is it interesting for stakeholders to get involved? It cannot only be about sharing knowledge and avoiding duplication, there needs to be something more to it. With ECTP it was some companies' interest in research which convinced other to follow them in this common goal. The outcome of the SRA is aiming at evidence to make heritage more important both politically and socially. Therefore we need to provide ultimate evidence that cultural heritage does contribute to society.

2. Input from AB regarding own ambitions in relation to the four research priorities. Please specify to each of the four priorities separately:
Developing a reflective society *(identity and perception; values; ethics).*
Connecting people with heritage *(protection through use; sustainability; security; heritage information****). Creating knowledge*** *(linking information; change; methods and measurement; integrating risks).* ***Safeguarding our cultural heritage resource*** *(conservation; adaptation and mitigation).*

We need to prove the value of cultural heritage. To develop a reflective society we need to come up with think tanks, a forum for discussion and other activities to develop such a society.

Discussing this question led us to discuss the issue of how to make investing in research in cultural heritage interesting. We should involve economics and scientists for funding reasons. A lot of work has already been done but it is disconnected. If we don't address this issue there's the danger that the JPI has to find its own way. Getting connected and informing each other is of great importance.

It is also considered of great importance to show the intrinsic value of our project, namely solidarity and uniqueness. Linking 'all' as 'vehicle' for implementation, we need a system to link information, for this we can rely on the already existing networks provides by the NGOs and IGOs.

3. More general strategic advice of the AB in the development of the Action Programme. General thoughts on elements of Action Programme, is current matrix workable? Filling in the matrix Please give us two or three tips.

On itself the matrix is an enabler to show us the possibilities for the AP. We want to get a clearly organized overview of all the challenges and topics of the SRA on the one hand and how we can enable to implement them on the other. The questions **what** and **how** are asked vertically and horizontally. ICCROM advises us to start the matrix by visualizing the final goal and to broaden the scope of the JPI as a whole.

Conclusion of the meeting (The Netherlands & Italy)

At this stage of the meeting a final round of advice was given, a short summary of this advice: We should not only focus on heritage but also on

other societal challenges. Stay in touch with and make more use of the AB. The AB can share its own frameworks and goals. We should also make sure that the relevance of cultural heritage is made clear to society to connect the people. Therefore we need to focus our discussion and go back to the spreadsheets of the NCPs. Maybe reconsider the matrix. To improve the input of the AP we should also check the websites of the IGOs and NGOs and Net Heritage.

Addendum: proposed recommendations by ICCROM

1: To ensure the transparency of the process of establishment of the SRA, the AB considers advisable that the explanation of the translation to the SRA would be published on the website.

2: the AB considered that it would be important to have a first phase of testing and adjusting of the SRA.

3: The AB recommends defining suitable tools for the AP and concentrate on how to implement it in all the different countries. To do this [JHEP] should maintain an upper level of governance in the medium term, which will ensure the communication and progress reporting.

4: AB recommends analysing existing networks to get adequate knowledge on ongoing initiatives.

5: the AB recommends creating platform of communication with other JPI that have already implemented an SRA.

6: it is hoped that the Advisory Board [AB] could become an active supporter of the heritageportal.

7: AB recommends dedicating a section in the heritageportal to a list of completed research projects with links to other websites, even beyond European boarders to the scientific community.

8: In view of the Workshop BRICS countries, the USA and Japan proposed to be held in the summer AB recommends GL to get in contact with international organisations (UNESCO, ICCROM, COUNCIL OF EUROPE, ICOMOS, ICOM, EUROPA NOSTRA) represented in the AB for inputs regarding suitable experts.

9: proposed synergy Europa Nostra-JHEP: AB considers that Europa Nostra is all highly relevant for JPI and recommends creating and sharing a common agenda of events.

10: proposed synergy ICCROM-JHEP: a) the organisation in the ICCROM 2012-2013 Biennium Programme of Activities of a Forum on Conservation Science -which some JHEP partners are already involved in- could constitute a perfect occasion of synergy together with the creation of knowledge and b) sharing scientific documentation through network initiatives, such as Fastionline (http://www.fastionline.org/)

11: Proposed synergy UNESCO-JHEP: The UNESCO aims should be connected to the JPI SRA, UNESCO is already experienced and JHEP should contact the representatives of UNESCO within the 17 countries participating in JPI for the AP. There is a need for ambassadors of the JPI.

12: proposed synergy ECTP-JHEP: there is a synergy possible between ECTP and JPI, these projects have a lot in common and JPI can learn from ECTP since an SRA and an AP have already been established successfully. They are complementary.

13: AB recommends IGO's, NGO's involved in cultural heritage (Europa Nostra, ICOM, ICOMOS, ICCROM) by sharing information via the web, email, by sharing agendas. AB also encourages private / public partnerships.

14: JHEP could contribute to prove the value of cultural heritage and to develop a "reflective society" through think tanks, fora for discussion and other activities at this end.

15: AB advises to improve the matrix visualizing the final goal and to broaden the scope of the JPI as a whole.

Advisory Board 'Plus' Meeting February 27-28 2014

Ministry of Education, Culture and Science in The Hague

Attendants: Jos Bazelmans (NL), Patrizia Bianconi (IT), Annemarie Bos (NWO), Julia Brungs (IFLA), Hilde de Clercq (BE), Eimear O'Connell (IE), Nynke Cornelissen (NL), Rand Eppich (ECTP), Henri van Faassen (NL), Jennifer Gravendaal (NL), Ekaterini Hambouri (EC), Tonte Hegard (NO), Quirine van der Hoeven (NL), Jan van 't Hof (NL), Els Jacobs (Europeana), Maria Teresa Jaquinta (ICCROM), Friedrich Lueth (EAA), Laurie Neale (Europa Nostra), Roeland Ordelman (Beeld en Geluid), Flora van Regteren Altena (NL), Raphael Roig (ICOM), Eva Stegmeijer (NL), Alexandra Warr (EHLF)

Not able to attend: ICOMOS, Council of Europe, UNESCO

First session, Thursday February 27

Welcome speech by Mrs Marjan Hammersma, Director General of Culture and Media

Outline of the Workshop by Mr Jan van 't Hof, Chair (The Netherlands)

This session aims to:

- Ask the Advisory Board 'Plus' for advice on the content and cooperation of the Joint Programming Initiative Cultural Heritage (JPICH). Particularly, the Action Programme (AP) will be discussed. The collaboration with NGO's and IGO's will be reported in a concept paper. Extra networks were invited to extend the AB in this vital moment.
- Address strategic issues concerning the JPI and the AP
- Discuss the first set of proposed joint activities, optionally join activities or add new proposals.

Welcome on behalf of Antonia Recchia by Mrs Patrizia Bianconi (Italy)

Mrs Bianconi presented us with an overview of the aims, organization and the state of play of the JPI. She stressed the importance of advice regarding the AP. This JPI started in 2009 and the Strategic Research Agenda (SRA) was approved March 2013 in Rome and is now accessible online.[1] The next step will be to implement the SRA, which will be translated via the AP.

An analysis was provided of the first (pilot) Call. The second call will be launched before the second week of March.[2] This call called Heritage Plus is a so-called ERANET plus call, which means it will be co-funded by the European Commission (EC). The JPI underlines the importance of International cooperation which includes involving NGO's and other countries. For this cooperation the Heritage Portal will be used as a knowledge-hub.

Discussion

Following Mrs Bianconi's introduction some questions and remarks were made. A summary of the main topics discussed:
The question was raised by Mrs Jaquinta (ICCROM) if this could be the first steps towards a European Department of Cultural Heritage. She also inquired if our national ministries have already been influenced by the JPI. Mrs Bianconi noted that the experience of a joint call was very important. However, she also stressed the importance of the insight that JPI is not just about calls, even though they are a strong instrument, it is the groundwork on which we are building. The national ministries are involved in spreading information on the JPI and the launch of the calls. Mr Bazelmans (NL) explained that money is being reallocated towards international cooperation, money previously allocated to national research was reallocated to the calls. He also explains how having an international initiative stimulated the Netherlands to form a national network, how it was an incentive to get together. Before this JPI the national network was very fragmented.

Introductory Presentation on the contents of the workshop by Mr Jan van 't Hof (The Netherlands)

The SRA was established via a bottom-up process. We have now reached the phase of finalising an AP which is to implement the SRA. A draft of the AP was distributed by the task leader (NL) via email. The aim of JPI is alignment of national research programmes. The question for the near future of the JPI is how to develop the consortium. The Advisory Board 'Plus' is asked for strategic advice

---

[1] http://heritageportal.eu/News-Events/Latest-News/STRATEGIC-RESEARCH-AGENDA-FOR-CULTURAL-HERITAGE-IN-EUROPE-PUBLISHED.15617.shortcut.html

http://www.jpi-culturalheritage.eu/2014/02/strategic-research-agenda-sra/

[2] http://heritageportal.eu/News-Events/Latest-News/JPICH-launches-HERITAGE-Plus-call-for-research-funding-proposals.15659.shortcut.html

on joining activities, specific advice on the AP and suggestions for activities are most welcome.

Coffee Break

Introductory Round

Introduction to the Concept of the JPI in general by Mrs Ekaterini Hambouri (European Commission)

The European Research Area (ERA) is still to be established. There are three key stages of the implementation of the JPI's. Writing a Vision Document, writing a SRA and the implementation of the SRA. The key factor to the future of the JPI is alignment. The JPICH belongs to the first wave of JPI's. Cultural heritage should be regarded as a resource, in terms of quality of life/economics, source of inspiration and in the urban domain. Nature is an important factor to cultural heritage, the EC is currently looking at re-naturing of cities and nature based solutions in relation to cultural heritage. Within Horizon 2020 a heritage Expert Group (EG) for 2014 is expected to be set up. This EG consists of trans-disciplinary members and multi-stakeholders. They will look at innovative financing modes and new governance modes.

Discussion

Following Mrs Hambouri's presentation some questions and remarks were made. A summary of the main topics discussed:
The EG will interact with and advice the JPI. An appointment for the following week is scheduled for the director of the relevant EC department and the JPI chair. The EG will help set up an innovative plan for funding and governing and will advise on the general framework of the Horizon 2020 structure (probably not on topics). Because the EG will come from the Member States (MS) this will contribute to a better communication.

Presentation on Funding Possibilities Under Horizon 2020 by Mrs Annemarie Bos (NWO)

The JPI is not just about calls and getting money from the European Commission (EC). It is about the better use of money and instruments that are already available. What can be defined is the type of instruments the MS want to direct their researchers to. Mrs. Bos presented us with a guide for financing cultural heritage within Horizon 2020.
→ Please see annex B of the AP for further information on funding.

Discussion

Following Mrs Bos's presentation, some questions and remarks were made. A summary of the main topics discussed:
There is a clear focus on cultural heritage under Horizon 2020's challenge 5 and the JPI has contributed to the topics in Horizon 2020. The EG and the JPI will

work together with the EC for the alignment of cultural heritage. Cultural heritage is difficult to coordinate because it is not divided into various challenges under Horizon 2020. However, this also provides opportunities.

Second Session, Friday February 28

Introduction provided by Mr Jan van 't Hof, Chair (The Netherlands)

Yesterday was about providing an update on the JPI. Today will be about strategic advice on how the JPI should further develop itself and on specific activities under the umbrella of the action programme.

Report previous Advisory Board meeting of April 2013 by Mrs Patrizia Bianconi (Italy)

Mrs Bianconi provided us with an overview of what was discussed in the Advisory Board meeting of April 2013. Advice, tips and tricks were given regarding the involvement of stakeholders in the JPI. Networks of IGO's and NGO's are important for sharing knowledge, but also to achieve the goal of the SRA, to show that Cultural Heritage contributes to society. At present time the AP is a living document, which requires it to be updated every two to three years. We will have to identify concrete actions for the 5 main instruments of the SRA (Capability and capacity / Management strategies / Knowledge sharing / Research infrastructure / Policy, laws and regulation). We will need to answer the questions what can we do and how can we do it.

An alignment of national programmes is necessary. The outcome of the SRA aims at proving het political and social impact of cultural heritage. Mrs Bianconi stressed that we need more than international calls and the sectors we need to develop activities in collaboration with industry and tourism. Mrs Bianconi also stressed the importance of advice coming from the Advisory Board 'Plus'.

Presentation results Action Programme workshop October 2013 by Mr Jan van 't Hof (The Netherlands)

The draft of the AP is now available. What requires attention at this point is data sharing within the network and the mobility of researchers. The process of establishing the AP involved a questionnaire and the consultation of the National Consultation Panels (NCP). This resulted in a list of approximately fifty proposals for activities. During a workshop in Rome, member states have expressed their interests in these topics, and indicated whether national funds would be available. The aim now is that the MS will adopt three to five research activities. These activities will not be funded by the JPI. The funding instruments identified so far are national funds, JPI calls, and EU instruments (COST, Marie Sklodowska Curie, ERC grants, ESRI).

To enable research activities alignment of national programmes is necessary. Additionally the MS are asked to share data of which the outcome will be shared via a Matrix in the AP. The actual alignment will require political involvement. When joint activities do overlap, they could be merged which will be the next phase. The starting point of the JPI was tangible heritage, but the SRA is also focussing on intangible and digital heritage. We are relying on the input from the MS and NGO/IGO's who can all suggest new topics. During this session the remark was made that priority topics should be appointed by national funding agencies. It was also pointed out that we need to inform each other on our different national situations regarding research programmes and funding. Each MS should give an outline of the current national situation. The MS have tried to include a wide range of NCP-members in order to have an accurate representation of the national cultural heritage sector. For the SRA, NCP-members uploaded topics which were merged in the SRA. For these topics the members tried to be as inclusive as possible. Priorities for the wider future were thus defined. For the AP, the NCP's provided us with the topics they are working on in the present. And also others were welcome to provide suggestions, including MS and now IGO/NGO's.

Discussion

After Mr Van 't Hof's presentation some remarks and questions were posed. A short summary of the main topics:
JPI is not another network doing projects, but a platform to reflect on national situations and with the conclusions drawn from this reflection the JPI could adapt policies. It reflects on how to balance topics and how to proceed (funding). A major reason for establishing this JPI is to avoid duplication. However, it is simply too costly to map all the research that has been done up till now. Neale mentions Cultural Heritage counts for Europe, a survey of CH research in Europe.

The remark is made that the topics are too broad and it might be a handicap to be overly inclusive. As a response it was explained that these broad themes can be seen as a filter after which the topics can be dealt with on a more detailed level. On the national level the mapping of ongoing activities should be considered as an ongoing process. There needs to be a constant overview of the national situation, this is the only way to alignment. The meeting with the IGO's and NGO's is pointed out as necessary to address the networks. We need a JPI position paper to define which issues JPI deals with and which parties this involves. This will enable a more strategic approach.

Presentation Heritage Portal by Mrs Eimear O'Connell (Ireland)

In this presentation Mrs O'Connell provided us with an update on the possibilities and use of the heritage portal.
→ Please visit the website for additional information www.heritageportal.eu

Coffee Break

Interactive Poster Session of the Topics

The representatives of NGO's and IGO's are invited to express their interest in the fifty activities already proposed, by adding a post-it and indicating whether they could participate financially. Also, new topics can be brought forward.

The topics were sent in by the MS that are part of the JPI. However, there is open access for other countries and organisations to join. We may need to address observer and other countries that are not yet full members, otherwise researchers from those nations are excluded from funding. Furthermore, it is suggested to be very explicit on the proceeding and the status of the activities, also in relation to the EU, in order to prevent expectations of funding. In the next meeting the task leader will ask the MS to adopt three to five topics.

Strategic Discussion on the JPI in general and the Action Programme in particular led by Mr Jan van 't Hof (The Netherlands)

After the poster sessions, the chair wrote down questions that were raised during the day which required further discussion. These questions were then merged into five main questions.

What could be the role of NGO's and IGO's regarding the JPI?

The Advisory Board members illuminate how they could contribute to the AP. This is mostly by spreading the word of concrete activities to their networks, and to collect research ideas from these networks. Furthermore, some organizations can participate themselves.

The role of the different parties should be the dissemination of information and the contribution of ideas. Europeana could play an intermediate role in this. ICCROM and ICOM suggest they can deliver potential partners for activities and ICCROM can function as a reference. EAA notes that it has between 120 and 160 sessions per year with two representative stakeholders from each EU country, they could be appointed to spread information to the communities.

IFLA could distribute information to the different library organizations and ask for feedback from the network. ICOM suggested that research programmes can be supported or promoted and become partner and give input for the call. They can also disseminate information to their network. Depending on the project theme, even participation might be possible. ECTP suggests assistance from their part in peer review of calls. EHLF can provide information sharing via the networks.

Europa Nostra remarks that it would be useful to have a very brief information package of the JPI available (what is it, why is it important, what is to be achieved) in order to efficiently inform the networks of the NGO's and IGO's on this. Also, the JPI could present itself at various meetings of the networks, for example at the Heritage Alliance. ICCROM suggests discussion via digital networks, twitter was given as an example.

Could there be a relation between the ambitions of the IGO's, NGO's and JPI?

Again the issue of alignment is addressed. Europa Nostra as the voice of civil society could contribute to raising awareness. Europa Nostra believes we should be looking further than Universities i.e. at handicrafts, guilds. ICCROM noted that they will make an effort to put JPI on the agenda.

How, as JPI, can we influence politics?

Maybe not politics but policy. In the Netherlands the national funding tools are already linked to politics. The remark was made that by choosing certain topics to do research on you are already promoting something, unintentionally we are influencing policy making. The EC remarks that the aim of JPI's is contributing to societal challenges.

What is the relevance of Cultural Heritage to Society?

It is about awareness raising. We are relevant for monuments and researchers (amongst others). We need to think how to describe the project in terms of relevance to society. We should also address young professionals. ICCROM suggests YOCOCU (YOuth in COnservation of CUltural heritage). Europa Nostra added that cultural heritage is not the issue of one sector and we should consciously spread the message to other sectors.

How should we approach involving other Member States?

The JPI consortium does not comprise all EU MS. However, the research community is dispersed across the whole of Europe and beyond. If universities are connected, the government might also want to join. A lot of German institutions are mentioned as potential partners, should we start convincing the governments of the MS who are not yet active to become active in the future? For this we need a very clear message on the importance of the JPI. In this message the incorporation of transparency relating to funding is brought across as the most important one. The meeting was concluded with the remark that we are in need of a discussion on a higher level for all the states involved in the JPI (i.e. the ministry of research and the funding agencies). Maybe we also need icons to lobby, think of Nobel Prize winners, artists and Ambassadors.

Thank you for all the useful suggestions and the will to help.

Conclusion of the Meeting

www.jpi-culturalheritage.eu

www.heritageportal.eu