

EVENT AGENDA

10:00 Kickoff & Networking

10:30 Welcome & Launch of SRIA

10:40 Interpretation Speech

11:00 Keynote Speech:

*The Cultural Heritage Research and Innovation Strategy in
Horizon Europe - Creative, Digital and Green*

11:20 Keynote Speech:

Facing up to Adaptation: Role and Responsibility of Researchers

11:30 Q&A and Discussion

STRATEGIC RESEARCH & INNOVATION AGENDA 2020

Virtual Launch
JPI Cultural Heritage



Maria Kayamanidou

PhD; Deputy Head of the Unit of Cultural Heritage and Fair Societies, Directorate General for Research and Innovation, the European Commission.



May Cassar

Professor of Sustainable Heritage; Bartlett School of Env, Energy & Resources; UCL Institute for Sustainable Heritage.



Katherine Warren

Vice Chair of JPI CH; Head of History, Heritage, Languages and Literature at Arts and Humanities Research Council (AHRC).



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Vice Chair of the JPI CH; Scientific Manager at the French National Research Agency (ANR);



The Cultural Heritage Research & Innovation Strategy in Horizon Europe - Creative, Digital and Green

Maria Kayamanidou
Deputy Head of Unit
DG Research & Innovation
E4 Unit – Fair societies & Cultural Heritage

The Cultural Heritage R&I Strategy in Horizon Europe - Creative, Digital and Green

- Cultural Heritage is an important Strategic area of European Research & Innovation Policy
- It constitutes an essential engine for social & economic development due to its inspirational role in shaping creativity
- Its ability to generate income from cultural assets creates employment, stimulates enterprise development and fosters private investment
- It sustains social cohesion and community sustainability, while contributes towards well-being
- Enhances Environmental, Social, Cultural and Economic Sustainability
- It contributes to the international attractiveness of the EU and its values

R&I supports the Green and Digital European cultural heritage while empowers its Creativity

R&I supports Digital CH

- ✓ Digitisation and online accessibility of cultural resources can fuel innovation in areas such as architecture, filmmaking, music, representation of cultural assets/sites, gaming, cultural tourism...
- ✓ Increase access to cultural assets, while museums and cultural institutions can reach out to broader audiences and develop creative and accessible content for leisure and education

R&I supports Green CH

- ✓ Better conservation, protection and restoration of cultural heritage, which will be environmentally friendly and harmless for the health of operators and curators
- ✓ Increase inclusiveness and sustainability, including cultural landscapes, coastal and undersea Cultural Heritage

R&I supports the Green and Digital European Cultural Heritage while empowers its Creativity

R&I supports Cultural Heritage creativity

- ✓ Strengthens European identity and values
- ✓ Generates jobs, innovation and growth within CCIs and CCSs and spillovers with other sectors
- ✓ Increases competitiveness of and multi-partnership networks
- ✓ Promotes cross-border circulation of operators, stakeholders and activities/works
- ✓ Increases cultural participation and social inclusion

Cultural Heritage R&I Strategy

H2020 and its successor Horizon Europe - Cluster 2

- Cultural Heritage R&I has a long-lasting European support, increased through Horizon 2020.
- Under Horizon 2020, more than €600 million has been invested on cultural heritage actions that:
 - Developed tools and methods for **preserving** intangible CH and **repairing** tangible CH
 - **Protected** endangered heritage from illicit trafficking and looting
 - **Fostered** access to cultural heritage through digital means
 - **Promoted** cultural tourism for regional/local socio-economic development
 - **Strengthened** cooperation between museums and heritage sites and fostered networking between local communities, citizens and creative stakeholders
 - **Improved** coordination between national research policies



....Horizon Europe – Cluster 2

- *For the **first time ever**, an R&I framework programme includes Cultural Heritage as a **Destination Area**. Particularly, **Cluster 2**, strands a new sectorial approach on cultural heritage R&I, including the specific needs of cultural and creative Industries/sectors. Research and innovation actions will be designed in a holistic manner in order to cover a wide range of domains of tangible, intangible, Arts and CCIs cultural heritage*
- ***Cluster 2** will include activities on protection, restoration, safeguard and valorisation of Cultural Heritage, as well as on innovation and competitiveness of and with the CCIs*

Cultural Heritage in Horizon Europe

Pillar 2

Global Challenges and European Industrial Competitiveness

Budget for Cluster 2: EUR 2.28 Billion
Budget for 2021-2022 Calls: EUR 417 Million

Expected Call opening of 2021 Calls: Spring 2021

3 Intervention Areas

Democracy and Governance

Social and Economic Transformations

► **European Cultural Heritage and the Cultural and Creative Industries**

- ❖ In the research and innovation funding programme, Horizon Europe, activities will be streamlined through a specific intervention area, under Cluster 2 of the programme, “ *Culture, Creativity and Inclusive Society*”
- ❖ Having a dedicated section for cultural heritage means that the sector can be dealt with in a holistic fashion that encompasses tangible, intangible heritage, arts and cultural & creative sectors
- ❖ Cluster 2 will contribute substantially to the R&I on cultural and creative industries/sectors, including to the Union’s cultural heritage, and in particular allowing the establishment of a European cultural heritage collaborative space

CLUSTER 2 – Culture, Cultural Heritage And Creativity

European Cultural Heritage and the Cultural and Creative Industries

Key Priorities of the destination

- ✓ **Promote** better access, **understanding** and **engagement** with Cultural Heritage, through innovative approaches, new and emerging technologies including digitisation
- ✓ **Safeguard** and **protect** tangible and intangible Cultural Heritage with cutting-edge conservation and restoration technologies and methods
- ✓ **Support** the emergence of new forms of cultural expression
- ✓ **Develop** sustainable and inclusive cultural tourism in Europe
- ✓ **Connect** Cultural Heritage with the Cultural and Creative Industries

CLUSTER 2 – Culture, Cultural Heritage And Creativity

European Cultural Heritage and the Cultural and Creative Industries

Green

- ✓ Safeguard and protect cultural heritage from the effects of climate change and natural hazards
- ✓ Develop green technologies and materials for the protection and restoration of cultural heritage
- ✓ Develop a greener and fairer way of life in creative and inclusive societies - The New European Bauhaus

Digital

- ✓ Preserve and enhance cultural heritage through advanced digital technologies
- ✓ Increase collaboration among museums including through digital means
- ✓ Develop digital tools for the protection of artefacts and cultural goods from anthropogenic threats
- ✓ Revive traditional crafts techniques through cutting-edge technologies

Competitiveness & Creativity

- ✓ Increase the potential of the international competitiveness of the European filmmaking and music industry
- ✓ Promote the European beliefs, values and traditions home and abroad
- ✓ Games and culture shaping our society
- ✓ Promote arts and increase creativity
- ✓ Strengthen the competitiveness of Cultural and creative industries

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<http://ec.europa.eu/horizon-europe>

European Innovation Council

<http://ec.europa.eu/research/eic>

EU budget for the future

http://ec.europa.eu/budget/mff/index_en.cfm



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Facing up to Adaptation: Role and Responsibility of Researchers

**Professor May Cassar
UCL Institute for Sustainable Heritage,
UK**

Impact of Climate Change on Cultural Heritage

Higher temperatures
Extreme weather
Flooding
Shifting seasons
Warm winters
Sea level rise
Drought
and Others..



Accelerated decay
Pests & diseases
Drainage sizing
Rainwater disposal
Flood protection
Flood remediation
Species changes
Loss of sites
Water shortages
and Others..



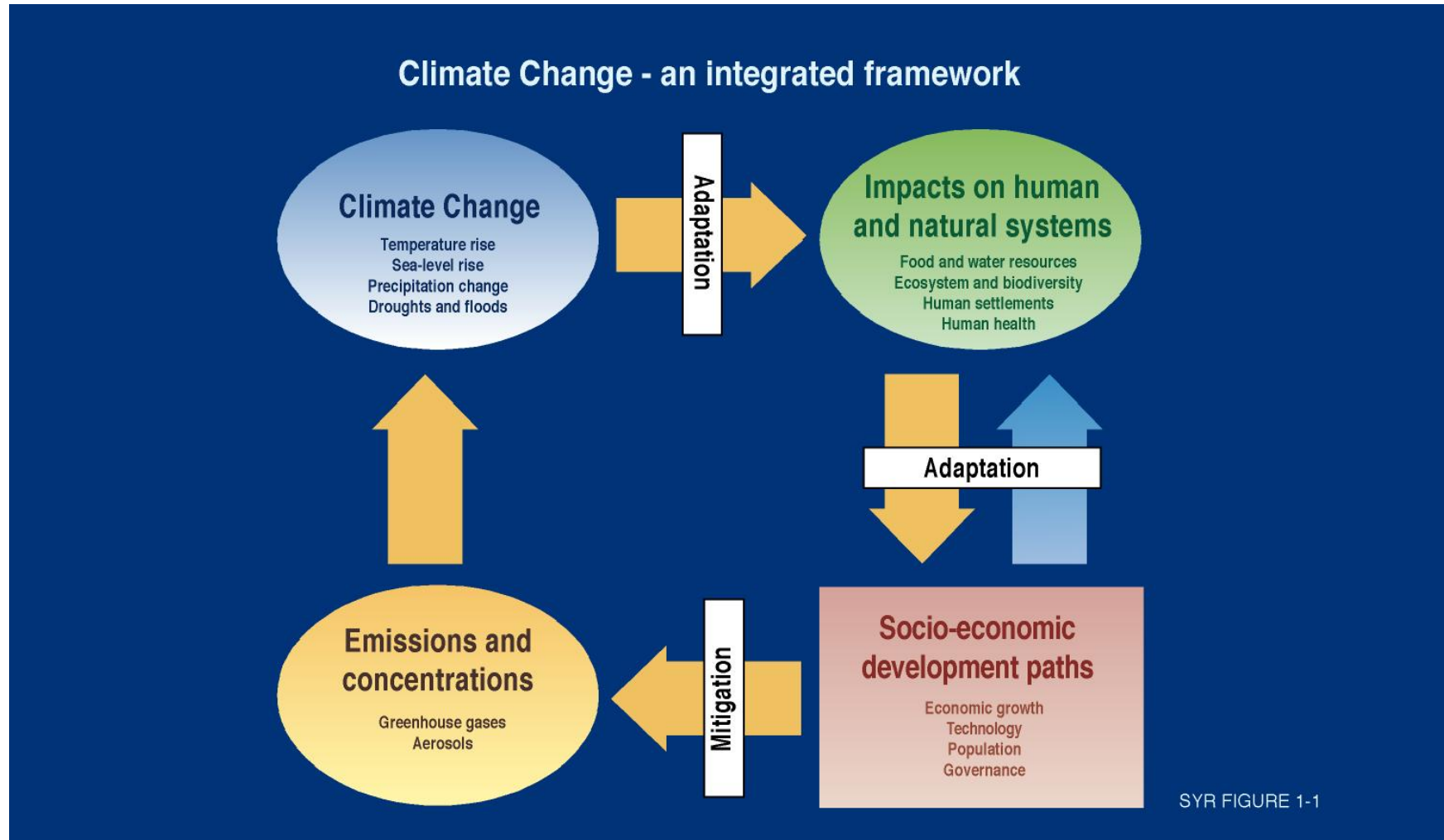
How is Adaptation defined?



Rising Sea Levels, Tuvalu

Adjustment in natural or human systems in response to actual or expected climatic stimuli or their effects, which moderates harm or exploits beneficial opportunities

What is the relationship between Adaptation and Mitigation?



SYR FIGURE 1-1

Adaptation is an essential response to a changing climate



Sonargaon-Panam City, Bangladesh





Adaptation has two sides



Adaptive capacity This has an internal reference

Adaptive potential This is the distance to be travelled from the present to where we want to get





Practitioners are working with the adaptive capacity of cultural heritage



...in 2 key ways:

Applying best practice in heritage management

Rigorous inspection and more frequent monitoring and maintenance

Shifting to frequent minor repairs

Reducing need for major repairs

Implementing behavioural change

Accepting and recording losses

Relocating heritage (mindful of significance and context)

Managing re-alignment or retreat



Historical example of adaptative potential being realised practice

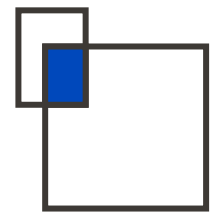


Wooden Churches in the Carpathian Mountains area



The low splash board, which was constructed to protect the wooden sill-beam (on which the whole building rests) against wetting, was transformed over time into a raised and enclosed arcade





How can researchers contribute to our understanding the adaptive potential of a society or of a community's heritage?

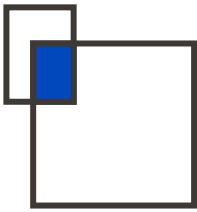
It is the role and responsibility of researchers to speak for one or more of these 3 fundamental questions before designing research questions around adaptive potential:

Are there well-developed *political* systems? If not, can researchers contribute to their development? Researchers from at least *public policy, political science and social science*

Are there well-developed *institutional* systems? If not, can researchers contribute to their development? Researchers from at least *legal, finance, administration, business*

Are there well-developed *technological* support systems? If not, can researchers contribute to their development? Researchers from at least *heritage and environmental science, conservation, design*





What kind of research questions need addressing?

We value what has naturally evolved and weathered. How do values evolve as cultural heritage changes? Does the speed of change affect our values?

How do we balance vulnerability and value in adaptation measures?

What solutions, in other climates that we may yet experience, have to offer?

How can scientific research inform social decisions on what cultural heritage to save?

We need evidence that is reliable and robust enough to understand and value change because we can no longer avoid the adaptation challenge.

**Are we publishing in the right places including high impact journals?
How will our research be assessed by the IPCC for example?**





Thank you for your attention!
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