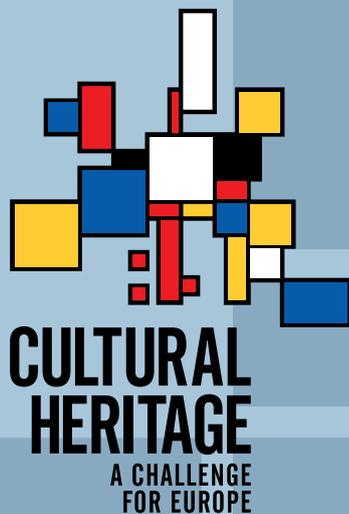


**CULTURAL
HERITAGE**
A CHALLENGE
FOR EUROPE

WHY the JPI on Cultural Heritage



Europe's cultural heritage is the world's most diverse and rich patrimony. It attracts millions of visitors every year to monuments, historical city centres, archaeological sites and museums. Moreover, this heritage is an important component of individual and collective identity. In both its tangible and intangible forms it contributes to the cohesion of the European Union and plays a fundamental role in European integration by creating links between citizens.

Protection of cultural heritage in the face of global change is thus becoming a major concern for decision-makers, stakeholders and citizens in Europe. Research into strategies, methodologies and tools is needed to safeguard cultural heritage against continuous decay. Before irreversible damage is done, concerted actions, based on sound science, are needed to protect, strengthen and adapt Europe's unique cultural patrimony.

A concerted research action is needed in order to allow Member States and Associated Countries to maximise and best exploit their research efforts. Joint Programming provides a framework within which Member States and Associated Countries jointly address areas where public research programmes can respond to major societal challenges.

This JPI is timely because of:

- The high level of research maturity of the pan European cultural heritage sector
- The balanced composition of the Member States and Associated Countries supporting this JPI
- The need to streamline and coordinate national research programmes with those of the European Commission in order to improve the efficiency of the scarce financial resources, avoid overlaps and exploit synergies

1| For the definition of "tangible and intangible cultural heritage", refer to: UNESCO, Convention concerning the Protection of the World Cultural and Natural Heritage, Paris, 16 November 1972; UNESCO, Convention for the Safeguarding of the Intangible Cultural Heritage, Paris, 17 October 2003.



Italy | Rome | Angelica Library

What is **Joint programming**?

The 2008 Commission Communication defines Joint Programming as a process that involves identifying a Common Vision, defining a Strategic Research Agenda for research activities and implementing this Strategic Research Agenda through a Joint Programming Initiative².

The concept is intended to tackle the challenges that cannot be solved solely at the national level and allows Member States and Associated Countries to participate in joint initiatives on a voluntary basis.



2| "Towards Joint Programming in Research: Working Together to Tackle Common Challenges More Effectively", COM(2008) 468 final of 15.07.2008



Slovenia | **Postojna**
Predjamski Grad



Spain | **Bilbao**
Guggenheim Museum



Latvia | **Rundale**
Rundale Palace



Challenges

The challenges related to cultural heritage have several complex strands:



Challenge 1

Challenge 1 probes the relation between tangible cultural heritage (i.e. historic cities and towns, historic landscape, archaeological sites, ancient buildings, museum collections, archives and libraries) and one of the most serious drivers of future change for communities - **climate change**. Climate change impacts severely on cultural heritage. The ways in which cultural heritage is adapted can mitigate climate change impact through a sensible use of energy, sustainable materials and passive design. This in turn also opens up new avenues for mitigation and adaptation measures across all sectors from construction to transport, both through re-learning of old traditions and practices and the adoption of mitigating measures for preventing the effects of catastrophic events induced by climate changes, such as glacial melt, floods and sea level rise.



Ireland | **Cashel**
Cormac's Chapel



Spain | **Cordoba**
Mezquita de Cordoba



Italy | **Tivoli**
Villa d'Este

Challenge 2

Challenge 2 probes the issues of **protection and security of cultural heritage**. Here the global dimension is very clear: European conservation and security of cultural heritage can only be delivered against an improved understanding of the global context. Global change is driving the need to consider the whole assemblage and its context in the 21st century so that faced with cultural and environmental challenges, our understanding and the resilience of cultural heritage will be improved. Both environmental and anthropic risk factors must be taken into account. Solutions for sustainable development and sustainable access to cultural heritage play an important role in cultural heritage security as protecting it from adverse environmental conditions.

Challenges



Challenge 3

probes the relation between the protection of cultural heritage and its cultural uses by society i.e. **the transformational challenge of cultural heritage**. The new relationships between cultural heritage and its meaning, history, value, significance, composition, conservation and enjoyment are community-related issues. Europe is a multi-faceted society and its cultural richness is based on the preservation of this diversity including minorities. It is necessary to understand and implement solutions to foster the role of cultural heritage as a factor of cohesion in such a diversified community. Furthermore, technology – information and communication technology, but also mass transportation – is inducing rapid societal changes, allowing mobility, and access to or exchange of information in an unprecedented way. The overall approach to cultural heritage must be updated to take into account the new, larger and diverse audiences accessing it, and the new ways of communicating it enabled by technological advances. In this respect, the indissoluble relation between the tangible appearance and the intangible component of cultural heritage is more evident. The development of the knowledge society based on IC T makes digitisation of cultural heritage a key challenge in order to make cultural heritage accessible for all and sustainable, support the cultural diversity, enhance the education and content industries, develop new preservation technologies.

The protection of cultural heritage under global change conditions will be a major concern for decision makers and researchers in Europe. It will be viewed as a measure of the enduring civilization of Europe as well as sustained recognition of its worldwide leadership in this research area. However, coordination is required to overcome the fragmentation of initiatives deriving by diverse and sometimes potentially conflicting approaches (research – administration – management – exploitation), the multiplicity and geographical dispersion of bodies and institutions involved with or in charge of cultural heritage, and the different local environmental, social and economic conditions. If there is a field in which joint action is required, this is cultural heritage, for its global value in human history and identity.

The conservation of the physical component of cultural heritage, protecting and securing it from natural catastrophes and man-made disasters, is the pre-condition of a global approach for preserving these remnants of the past and making them an actual key factor for better understanding our history, traditions and culture, and ultimately of our well-being.



Netherlands | **Kinderdijk**
Active Windmill



Italy | **Andria**
Castel del Monte



United Kingdom | **London**
British Museum

Objectives

The main objective of JPI on Cultural Heritage addresses the strong relationships that link cultural heritage, conservation, technological innovation and economic development within the dynamic framework of the challenges and competitiveness in an enlarged European Union and its efforts are striving to generate an in-depth, shared understanding of issues with the view of providing an improved knowledge base for policies in the fields concerned most important aspects as migration and integration, quality of life and global interdependence. Contextually, the main objective of JPI on Cultural Heritage addresses the strong relationships that link cultural heritage, conservation, technological innovation and economic development within the dynamic framework of the challenges and opportunities presented by an increasingly globalised, environmental and security-conscious society.



Spain | **Barcelona**
Sagrada Familia



Czech Republic | **Praga**
Fred & Ginger



France | **Paris**
Musée du Louvre



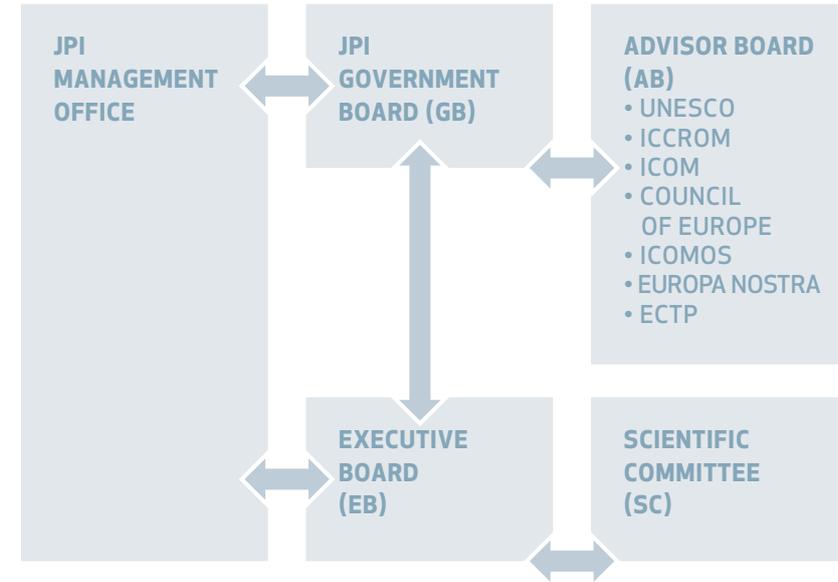
Latvia | **Vilnius**
Guggenheim Museum

How

Appropriate responses will be developed through the application of research to the protection of cultural heritage through a multidisciplinary approach involving science, engineering, technology, conservation and culture in a multi-frame space called Scientific Cultural Area, an integrant part of European Research Area, aiming to re-calibrate and reaffirm the European cultural identity as ambassador of excellence for the world wide heritage.



The governance structure




Netherlands | **Amsterdam**
Van Gogh Museum


Latvia | **Apriki**
Evangelic and Lutheran Church


United Kingdom | **Lincoln**
Historic townscape
Image courtesy of Graham Fairclough,
English Heritage


Spain | **Astorga**
Palacio Episcopal



Slovenia | Planina pri Sevnici | Church of Sv. Križ

Countries involved in the JPICH



Spain | **Leòn**
Colegiata de San Isidro



Slovenia | **Postojna**
Predjamski Grad



Italy | **Andria**
Castel del Monte



United Kingdom | **Dundadd**
Image courtesy Alan Simpson,
Historic Scotland

These documents will be developed:

Strategic Research Agenda (SRA)

The SRA is the strategic document that, starting from the visions described in the Vision Document, captures the state of the art, outlines the priority research areas to be developed, the objectives, the outcomes and desired impacts, the types of intervention and resources available by country and sector of intervention. The SRA is a tool for preparing the Action Programme (APr).

Action Programme (APr)

The APr is a programme designed to implement the SRA. The APr will be divided into lines of action in which specific projects submitted for funding can be allocated.

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