



**Regione Toscana**

Diritti Valori Innovazione Sostenibilità

# Culture and Cultural Heritage in the new financial planning 2021-2027

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**18th June 2019**

***EU Liaison Office of Tuscany Region in Brussels***

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# GLOBAL FRAMEWORK OF THE NEW EU PROGRAMMES



## EU BUDGET PILLARS FOR THE FUTURE

€ 1 134 583 m for the next programming period 2021- 2027



### Single market, innovation and digital

€ 166 303 m (15%) for the next programming period 2021- 2027



### Cohesion and values - investing in people

€ 391 974 m (35%) for the next programming period 2021- 2027



# CULTURE ACROSS NEW EU PROGRAMMES

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## Horizon Europe

THE NEXT EU RESEARCH & INNOVATION  
PROGRAMME (2021 – 2027)

R&I - new Cluster: **Culture, Creativity** and Inclusive Society

## INVESTEU PROGRAMME

Includes the **Cultural and Creative Sector** *Guarantee Facility*

Investing in the future:  
**Digital Europe** Programme

Supporting **digital skills** and facilitating digital processes

## Creative Europe

New emphasis on **music, artists' mobility** and cultural enhancement/skills

## ERASMUS+

Investing in people

## Rights and Values

European identities and citizenship



# CULTURE IN THE NEW FRAMEWORK PROGRAMME FOR R&I

## HORIZON EUROPE

Moving from SC6 (Reflective, Innovative and Inclusive Society) to a new Cluster: **Culture, Creativity** and Inclusive Society.

*Areas of intervention:*

- 1) Democracy and Governance;
- 2) **Cultural Heritage**;
- 3) Economic and Social Transformations.



- ◆ Enhance democratic governance and European democratic values.
- ◆ Help tackle political extremism and polarisation.
- ◆ **Safeguard and promote cultural heritage. Protect historical sites and monuments, artefacts, museums and archives.**
- ◆ **Promote the richness of European languages, customs, traditions & values.**
- ◆ Help reverse social, economic and political inequalities...
- ◆ **Assess and respond to the social, ethical, political and economic impacts of technology in Europe.**
- ◆ Support EU migration and mobility policies.



# SOCIETAL IMPACT IN R&I PROJECTS

## HORIZON EUROPE

Strengthening the uptake of R&I in society by means of:



- improving relations and **interactions between researchers and other stakeholders**;
- promote the role of **citizens** and end-users in **co-design and co-creation** processes
- enhance **collaboration** links **across sectors and across disciplines**, including **SSH**
- Support the implementation of **EU policy priorities** and links with the SDGs
- Stimulate **R&I activities in SMEs**, encourage exploitation and dissemination of projects' results, investing in **skills for innovation**

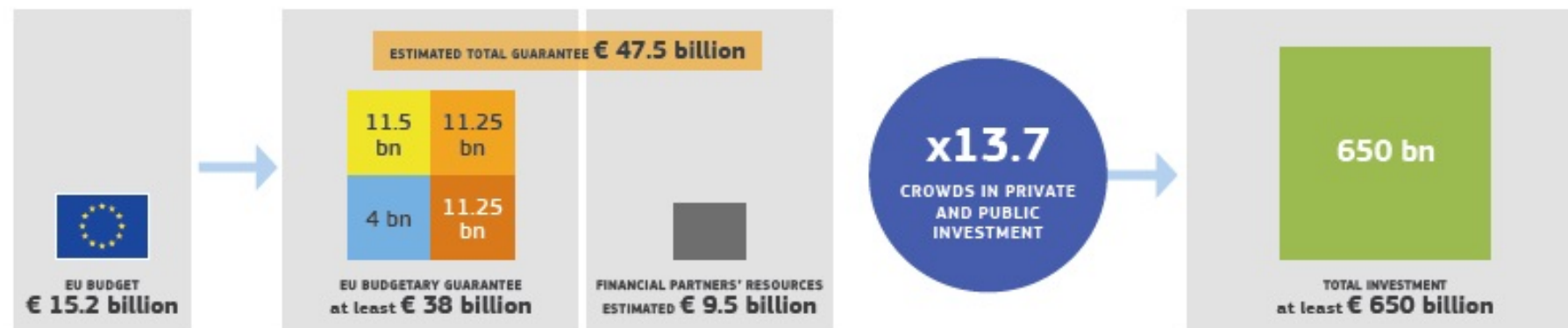




# CULTURAL AND CREATIVE SECTOR GUARANTEE FACILITY



## HOW WILL THE INVESTEU FUND WORK?



### 2014-2020

- European Fund for Strategic Investments
- CEF Debt Instrument
- CEF Equity Instrument
- Loan Guarantee Facility under COSME
- Equity facility for Growth under COSME
- Innovfin Equity
- Innovfin SME guarantee
- InnovFin Loan Services for R&I Facility
- Private Finance for Energy Efficiency Instrument
- Natural Capital Financing Facility
- EaSI Capacity Building Investments
- EaSI Microfinance and Social Enterprise Guarantees
- Student Loan Guarantee Facility
- Cultural and creative sectors Guarantee Facility

### 2021-2027



SUSTAINABLE  
INFRASTRUCTURE



RESEARCH, INNOVATION  
AND DIGITISATION



SMALL AND MEDIUM-  
SIZED COMPANIES



SOCIAL INVESTMENT  
AND SKILLS



# ADVANCED DIGITAL SKILLS

Investing in the future:  
**Digital Europe** Programme

€9.2 billion

Supports investments in the digital transformation of Europe's societies and economies: supercomputing, artificial intelligence, cybersecurity and **advanced digital skills**.



## ENSURING THE WIDE USE OF DIGITAL TECHNOLOGIES ACROSS THE ECONOMY AND SOCIETY

The Digital Europe programme will ensure the digitisation of public administrations and public services and their EU-wide interoperability, and facilitate access to technology and know-how for all businesses, notably SMEs.



**€1.3 billion** under Digital Europe to:



Ensure that the public sector and areas of public interest, such as health and care, education, transport, cultural and creative sectors, can deploy and access state-of-the-art digital technologies;



Provide more interoperable public services across the EU and on the EU-level;



Offer to public administrations access to testing and piloting of digital technologies, including their cross-border use;



Support the uptake of advanced digital and related technologies, by industry, notably small and medium-sized enterprises;



Build up and strengthen the network of Digital Innovation Hubs;



Support and follow closely the latest technical developments that have the potential to benefit Europe's economy and society.



# THE CHALLENGE OF DIGITISATION

## Digitisation's impact for the Creative and Cultural Sector

*"Strategy for digital growth 2014-2020" in 2015:*  
Italian national priorities for the digital transformation include **CULTURAL HERITAGE** within the strategic Plan for Smart Specialisation Strategy (S3) of the Italian cohesion policy.  
The Italian Ministry for cultural heritage has implemented a training programme for 500 young practitioners in digital cultural heritage projects.



Source: <https://ec.europa.eu/digital-single-market/en/news/european-commission-report-cultural-heritage-digitisation-online-accessibility-and-digital>





## “Cultural Heritage: Digitisation, Online Accessibility and Digital Preservation”

<https://ec.europa.eu/digital-single-market/en/news/european-commission-report-cultural-heritage-digitisation-online-accessibility-and-digital>

*Europe's galleries, libraries, archives, museums and audiovisual archives have vast and rich collections that represent Europe's cultural diversity but also our shared history and values. We have a lot to cherish, share and safeguard. That is why the **Commission monitors progress in terms of digitisation, online access and digital preservation** through the implementation of the Recommendation (2011/711/EU). (M. Gabriel, EU Commissioner for digital economy)*

- ◆ A significant number of MS provide for some kind of mechanism to facilitate **digitisation and online accessibility of works which are out-of-commerce**.
- ◆ **More than two thirds of Member States have a national cultural heritage aggregator enabling and supporting cultural heritage institutions in sharing their content with Europeana.** The aim is to promote higher quality content.
- ◆ Member States have also begun to digitise on a larger scale **immovable cultural heritage**, signalling a possible rising emphasis: **more than 1/3 of Member States reported funding programmes for digitisation of monuments, historical buildings and archaeological sites.** In this context, **3D digitisation** has also seen increased activity.



## TRANSFORMATIONS-12-2019: Preserving resources, collections and advanced systems of digitised heritage

### 2020 - RIA (3 m EUR)

#### Impact:

- ◆ Facilitate co-operations between scientific experts, SSH scholars and cultural managers
- ◆ Connect data and support interoperability in view of new methods for enhancement of cultural heritage and cultural experience
- ◆ Tackle issues such as linguistic fragmentation of collections; promoting more attractive experience for visitors and cultural heritage fruition

- ◆ **The challenge for Cultural managers and Institutions:** exponential increase in digital content and the potential of digital technologies
- ◆ **Focus: tangible and intangible heritage** (management, conservation, protection, promotion, accessibility)
- ◆ **Mapping existing resources and data** in innovative ways



## TRANSFORMATIONS-19-2019: Culture beyond borders

### 2020 - CSA (3 m EUR)

#### Impact:

- ◆ Creation of a Network of museums, policy-makers, cultural sites
- ◆ pilot Action to support shared digital exhibitions through joint organisation of itineraries
- ◆ Outline an agenda of priorities and challenges for cultural heritage institutions to improve community empowerment education and heritage professions.







## **TRANSFORMATIONS-4-2019: IA** (4 m EUR)

Innovative approaches to regional and urban development through **cultural tourism**

- ◆ Tourism as a source of economic as well as social cohesion;
- ◆ Tackling the knowledge gap about cultural tourism by defining innovative indicators to measure the impact on territories and their identities

**Aim:** Improving place-based management strategies and services for cultural tourism.







# CREATIVE EUROPE PROGRAMME

## Creative Europe

Cultural cooperation and support to cultural and creative sectors, whose activities are meant to **enhance cultural values, mobilise cultural content and/or artistic and creative expressions** (market or not-market oriented).

Among key actions: media/audiovisual, audience development/engagement, mobility of artists and cultural works, policy cooperation and networks.

Foreseen 2021-2027 budget: **1.85 bn euro** (17% increase)

Stronger focus expected on:

- ◆ Digitisation
- ◆ Cultural Diplomacy
- ◆ Music



3134 projects funded by Creative Europe between 2014 and 2020, among which 552 are Italian.

***Eligible Entities/Organisations:***  
Associations, Foundations, Cultural Institutions, Publishing Houses, Public Bodies (e.g. regions, cities, cultural departments), CC SMEs, university departments (e.g. design, archaeology, etc.)

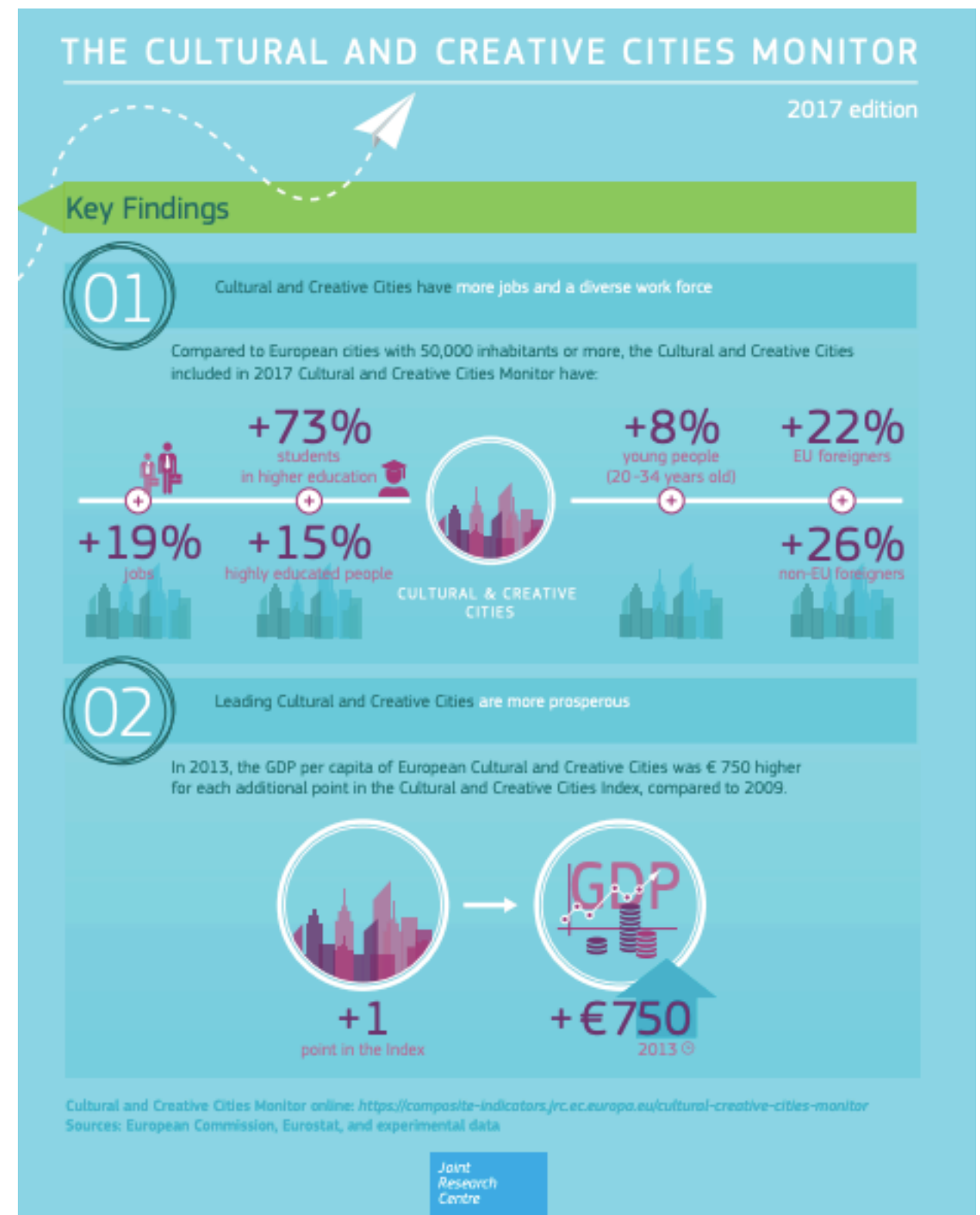


# TOWARDS CREATIVE EUROPE 2021-2027

- ◆ **Media:** €1.081 bn supporting competitiveness of the audiovisual sector
- ◆ **Culture:** €609 m to support cooperation, networking, mobility and exchange of practises among cultural/creative sectors
- ◆ **Cross-sectoral:** €160 m supporting SMEs and other stakeholders helping the professionalisation of the sector and acting against fragmentation

## ***ALL INVOLVED DISCIPLINES AND FIELDS:***

***Cultural Heritage; Performing arts; Visual arts; Design, Fashion...decorative and applied arts; Architecture; Publishing Industry and Literature***





# MOBILITY SCHEME FOR ARTISTS AND CULTURE PROFESSIONALS

**i-Portunus**

Supporting Creative Mobility

<https://www.i-portunus.eu/>

PILOT PROJECT Under Creative Europe: trials on how to best facilitate cross-border mobility for artists. This type of mobility will become a **permanent Action under the Creative Europe Programme for 2021-2027**.

3 Calls Between April and September 2019: support for international mobility of artists active in the fields of the **performing or visual arts** and residing in a Creative Europe country.

Current selection criteria:

## **Relevance, Preparation, Outcomes**

The top 10 countries of residence of applicants are mainly Western European/EU countries (72%): France, Italy, Germany, UK, the Netherlands, Spain, Belgium, Portugal, and Finland. Ukraine is the only non-EU country represented in the top 10. *(Key data from the first i-Portunus open call, based on 1.222 valid applications.)*

## OBJECTIVES

### **International collaborations:**

Cultural productions; exhibitions; performances; theatre works; working with a third partner

### **Production oriented residency:**

Presentations to public audiences about a new work; new performances; new publications

### **Professional development:**

Different types of training, workshops, working with local communities

### **Joint public performances**

In the country of destination



# PILOT SCHEME FOR IMPROVING CCIs

## Finance, Learning\*, Innovation\*\* and Patenting for Cultural and Creative Industries (FLIP for CCIs)'

[https://ec.europa.eu/culture/calls/eac-s12-2019\\_fr](https://ec.europa.eu/culture/calls/eac-s12-2019_fr)

### Second phase of the Pilot: **FLIP for CCIs-2**

To test policies, actions and methodologies aimed to promote the development of CCIs, their growth and spill-over effects in other fields.

#### **One project awarded:**

an action to the benefit of qualified professionals and improving knowledge management and knowledge transfer in cultural heritage:

- A. Skills enhancement;
- B. Innovation in cultural heritage and culture;
- C. Peer Learning and mobility

\* Support skills classification system, development of guidelines for CCI skills development, dissemination

\*\* Guidelines for CCIs development, good practice cases and showcase events on innovative models, peer-to-peer hubs exchange

**DEADLINE: 12/08/2019**

**BUDGET: 1.050.000 euro**

**EU financial contribution (80%)**

**Objective:** to bridge the gap between cultural heritage education, skills development AND the labour market.

Creating connections between CCIs and 'third places' such as creative hubs, maker spaces, fablabs, cultural centers, community centers or other.

Project duration 28 months, to start early 2020.





# MUSIC MOVES EUROPE

## Strategic framework initiative for the music sector for the new Creative Europe post-2020

### ***Emerging challenges:***

new business models, extending audience reach and new interacting ways, remuneration of artists in the digital environment.

### ***Specific objectives:***

promote creativity and innovation;  
safeguard and expand the diversity of European music;  
help the sector adapt to and benefit from digitisation.

### **Preparatory action on music: boosting diversity and talent**

Since 2018, preparatory Action to test solutions for funding for music post-2020: pilot training programs for young professionals; new online and offline distribution models for increasing diversity of European repertoire beyond mainstream.

EC is also funding studies in the sector (ready by end of 2019).

**The music sector generates more than 25bn EUR revenue annually.**

80 music projects (cooperation projects, platforms, networks) funded so far (52 mEUR)

2019 (3m EUR) Preparatory action "Music Moves Europe: Boosting European music diversity and talent"





# SUCCESSFUL PROJECTS

## Criteria for success

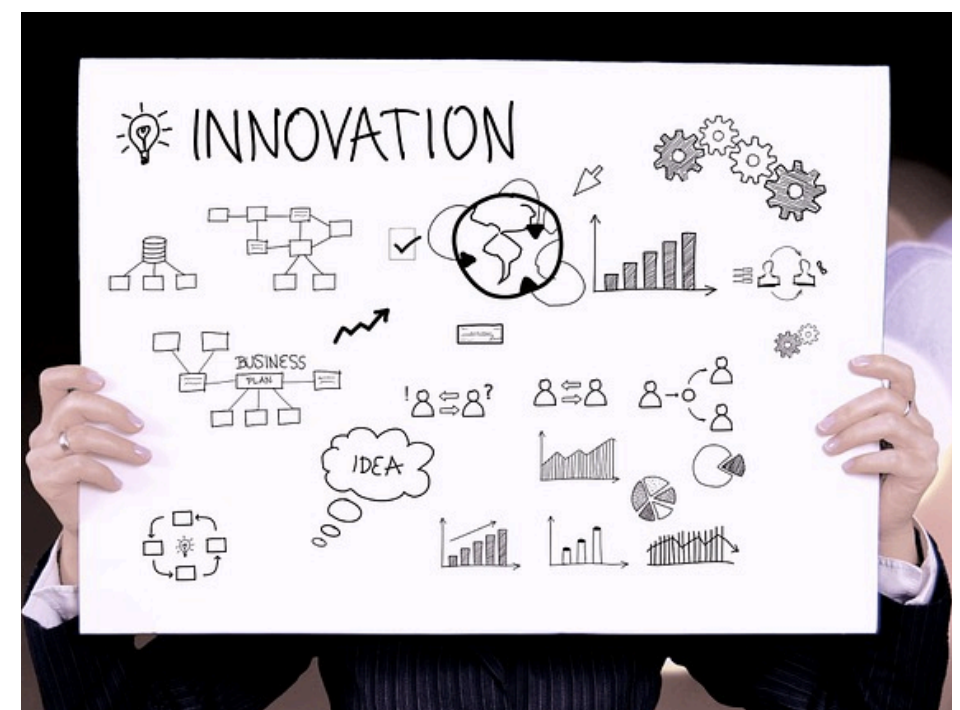
- ◆ **Relevance** and Coherence of the action;
- ◆ **Quality of content** and activities (incl. Methodology, indicators, expected results);
- ◆ **Communication** and dissemination (audience reach in the sector and beyond);
- ◆ **Quality of partnership** (incl. Accountability);
- ◆ **Concreteness** in the analysis of data and background information collected;
- ◆ **European vision** and dimension;
- ◆ **Innovation** and creation of new cultural experiences

### Creative Europe's Success Stories

<https://www.culturepartnership.eu/en/article/10-successful-ce-projects>

### Creative Europe projects' database

<https://ec.europa.eu/programmes/creative-europe/projects/>





# BEYOND EYCH 2018: TOWARDS 2021- 2027

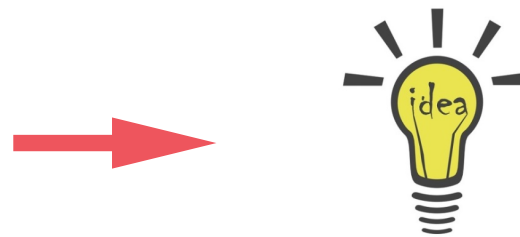
## Perspectives for Culture and Cultural Heritage Professionals

- ◆ Reinforcing the links between **innovation and creativity**, by exploiting the potential of **advanced digital technologies** (both in cultural management and in R&I activities);

“FOSTERING COOPERATION IN THE EUROPEAN UNION ON SKILLS, TRAINING AND KNOWLEDGE TRANSFER IN CULTURAL HERITAGE PROFESSIONS”

- ◆ Sustainability and regeneration of **cultural landscapes through novel approaches to cultural tourism**

- ◆ Promoting **new ways of experiencing cultural heritage** (incl. values, traditions, sense of belonging)



Platform for innovators in cultural heritage

- ◆ Investing in **new skills** and innovative competences in cultural heritage linked to **emerging creative sectors** (cross-sectoral and cross-disciplinary approaches)

### 10 EUROPEAN INITIATIVES • 4 PRINCIPLES

#### ENGAGEMENT

1. **Shared heritage:** cultural heritage belongs to us all
2. **Heritage at school:** children discovering Europe's most precious treasures and traditions
3. **Youth for heritage:** young people bringing new life to heritage

#### SUSTAINABILITY

4. **Heritage in transition:** re-imagining industrial, religious, military sites and landscapes
5. **Tourism and heritage:** responsible and sustainable tourism around cultural heritage

#### PROTECTION

6. **Cherishing heritage:** developing quality standards for interventions on cultural heritage
7. **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

#### INNOVATION

8. **Heritage-related skills:** better education and training for traditional and new professions
9. **All for heritage:** fostering social innovation and people's and communities participation
10. **Science for heritage:** research, innovation, science and technology for the benefit of heritage



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**THANK YOU FOR THE ATTENTION!**

