



European
Commission



2nd EU level workshop in the context of the HERCULES project

'Landscape Stewardship: Integrating a broad suite of landscape values into rural development policies'

June 3, 2015 - Brussels

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Research and
Innovation

Overview

- UE is working on the integration of cultural and natural capital
- New UE orientations on cultural heritage
- Future orientations under Horizon 2020 on cultural heritage and cultural landscapes

Integration of cultural and natural capital

NATURE



Green Week Brussels
3-5 June 2015

- Cultural landscapes: European Landscape Convention
- The 'Charter of Rome': interrelations between cultural and natural capital
- Expert Group and H2020: Natural and cultural factors: our common heritage
- Green Week session on 'Linking cultural and natural capital' (4 of June 2015)

New UE R&I orientations on cultural heritage (I)

- **UE is promoting new orientations on cultural heritage R&I**
- The H2020 Expert Group Report **'Getting cultural heritage to work for Europe'** promotes an innovative use of cultural heritage
- Cultural heritage is an investment opportunity :
 - a production factor for the economy
 - a catalyser for social cohesion and environmental sustainability



New UE R&I orientations on cultural heritage (II)

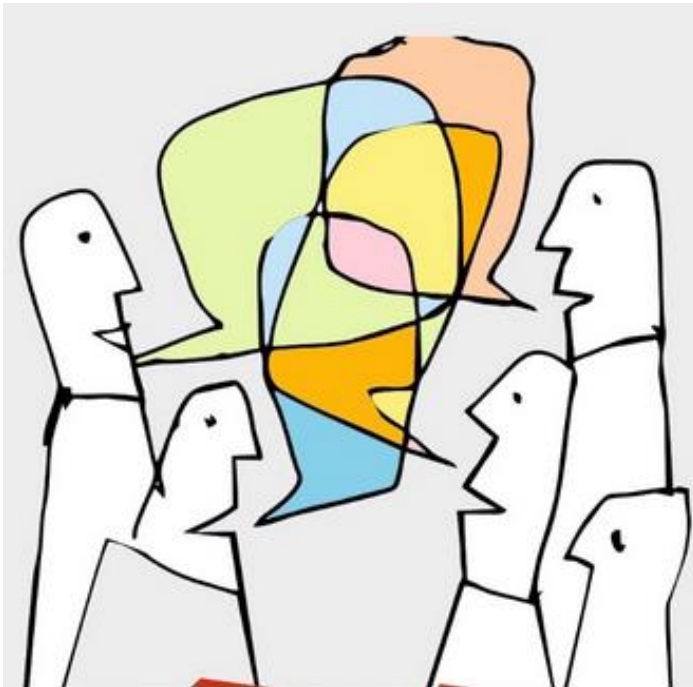
Two main consequences

- 1) Dynamic approach and shift from conservation to transmission
- 2) Cultural heritage concerns: mainstreamed into the wider economic, social and environmental development policies



Report findings: Sustaining cultural landscapes

Future orientations under Horizon 2020



- **Transfer and sharing of knowledge**
- **Stakeholder's involvement and empowerment**
- **New collective arrangements and strategies**

- UE investment in cultural heritage R&I:
 - 2014 about 40 M€
 - 2015 around 35 M€ for 2015
 - 2016-17: over to 120 M€
- Outcomes of the ExG Report inform the Horizon 2020 Work Programme 2016-17
- Cultural heritage as a driver for sustainable growth: heritage-led rural regeneration

For more information

- about **HORIZON 2020**: <http://ec.europa.eu/programmes/horizon2020/>
- about the **European Research Area**
http://ec.europa.eu/research/era/index_en.htm
- about **EC cultural heritage research**:
http://ec.europa.eu/research/environment/index_en.cfm?pg=cultural
- To download the '**Getting cultural heritage to work for Europe**'
Report of the Horizon 2020 Expert Group on Cultural Heritage
<http://bookshop.europa.eu/en/getting-cultural-heritage-to-work-for-europe-pbKI0115128/>