



HOW TO FINANCE CULTURAL HERITAGE AND REGENERATION

OVERALL AIM:

Gaining knowledge about main European funding opportunities where CH has a key role



Erasmus+

funding opportunities in the framework of the EU

- In the 2014-2020 programming period, investment in cultural heritage can be supported by the European Regional Development Fund (ERDF), the European Social Fund, the European Fund for Agricultural Development and the European Maritime and Fisheries Fund.
- Member States can also choose to invest some of their structural fund allocations in revolving funds which support sustainable urban development. For example, the Joint European Support for Sustainable Investment in City Areas (JESSICA) is a joint initiative developed in conjunction with the European

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- For example, the Joint European Support for Sustainable Investment in City Areas (JESSICA) is a joint initiative developed with the European Investment Bank and other financial institutions and supports a range of project types including development of heritage or cultural sites for tourism or other sustainable uses.

funding opportunities in the framework of the EU

- URBACT supports sustainable, integrated urban development in cities by enabling partners to work together and develop solutions to common challenges.
- Culture and heritage is one of many themes supported by URBACT III which runs from 2014-2020. It covers restoring and finding new uses for historic buildings and also support for the creative and cultural industries.

funding opportunities in the framework of the EU

- Another possible funding source is Horizon 2020, the EU Framework Programme for Research and Innovation for 2014-2020.
- Support for heritage-related research is available in three pillars of the programme: excellent science, industrial leadership and societal challenges. It is intended that Horizon 2020 will provide support for further research and innovation in the field of cultural heritage preservation, restoration and valorisation.

CH in Horizon 2020

- Cultural heritage R&I is represented in all pillars of Horizon 2020:
 - **Excellent Science:** Research Infrastructures, Marie Skłodowska-Curie actions and European Research Council grants;
 - **Industrial Leadership:** Leadership in Enabling and Industrial Technologies and;
 - **Societal Challenges:** n. 5 'Climate action, environment, resource efficiency and raw materials' and n.6 'Europe in a changing world - Inclusive, innovative and reflective societies'
- So far, the EU has invested over €300 million through Horizon 2020 in R&I in cultural heritage, and at least €200 million more will be invested between 2018-2020.

CH in Horizon 2020

New orientations for EU research and innovation

- Horizon 2020 helps leverage the innovation potential of cultural heritage to protect and preserve it and at the same time enhance socio-economic opportunities. This new approach sees cultural heritage as a strategic resource for the society of the future and the economy, rather than a passive stock
- HORIZON 2020 promotes:
- **Cultural heritage as a driver for sustainable growth in urban and rural areas**, by leveraging investments in urban areas, promoting adaptive reuse of the historic built stock and systemic heritage-led strategies for rural regeneration.

CH in Horizon 2020

New orientations for EU research and innovation

- **Mitigating the impacts of climate change and natural hazards on cultural heritage**, by strengthening the resilience of sites and communities and promoting sustainable reconstruction models.
- **Energy efficiency strategies and solutions for the renovation of historic buildings**, through insulation strategies and improved building energetic analysis.
- **International networks for cultural heritage innovation and inter-cultural diplomacy**, building a genuine community of innovators in cultural heritage.

CH in the smart specialization strategy

- Smart specialisation is an innovative approach conceived in the framework of the Cohesion policies that aims to boost growth and jobs in Europe, by enabling each region to identify and develop its own competitive advantages.
- Through its partnership and bottom-up approach, smart specialisation brings together local authorities, academia, business spheres and the civil society, working for the implementation of long-term growth strategies supported by EU funds.

KEY FIGURES

- ▶ **Over 120 smart specialisation strategies** have been developed
- ▶ **Over EUR 67 billion** available to support these strategies, under the European Structural and Investment Funds and national / regional funding.
- ▶ Expected achievements by 2020: to bring **15.000 new products** to market, create **140.000 new start-ups** and **350.000 new jobs**.

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CH in the smart specialization strategy

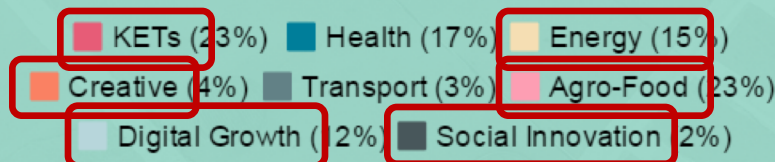
Main RIS3 priorities

1,260+

The number of priorities encoded in the Eye@RIS3 database



Many RIS3 priorities are linked to several such categories



CH in the smart specialization strategy

49 regions show an interest in CH

Flemish Region, Cyprus, Dytiki Makedonia, Thessalia, Ipeiros, Notio Aigaio, Kriti, Sterea Ellada, Peloponnisos, Attiki, Notio Aigaio, Galicia, Cantabria, Castilla y León, Andalucía, País Vasco, Iles Balears, Centre, Nord - Pas-de-Calais, Bretagne, Pays de la Loire, Provence-Alpes-Côte d'Azur, Corse, Moldova, Podlaskie, Kujawsko-Pomorskie, Norte, Lisboa, Alentejo, Vojvodina, Värmlands län, Slovenia, Lazio, Calabria, Provincia Autonoma di Trento, Puglia, Friuli Venezia Giulia, Provincia Autonoma di Bolzano, Sardegna, Sicilia, Basilicata, Campania, Lombardia, Molise, Toscana, Piemonte, Abruzzo

73% Cultural Heritage as an asset for tourism and experience industry

49% Technologies for Cultural Heritage (including KETS and digital technologies)
of which

27% Technologies for sustainable built environment/SCC

24% Valorisation of culinary traditions and local food identities*

Other: Experimenting with Cultural Heritage as a field for social innovation
Language and Ethnicity

Source: Eye@RIS3 (2016 – to be published)

* Different from typicity in Agri-food

CH in the smart specialization strategy

main challenges

Shift from current economic performance to development potential based on competitive advantages, emerging demand and societal challenges, incl. external perspective

No top-down decision, but dynamic entrepreneurial discovery process bringing stakeholders together around a shared vision

All form of innovation, technological as well as practice-based and social innovation (from technology to humanities)

Support for value chains, rejuvenating traditional sectors through higher value-adding activities, cross sectoral links, new market niches by co-invention

Policy delivery: concentration of financial and entrepreneurial resources for structural change

Product/process innovation as well as system innovation (the key role of the public sector)

Mobilisation of investments and synergies across different funding, departments and governance levels (EU/national/regional/local)

CH in the European cohesion policy

EU structural funds 2014-2020

- Cultural heritage management is one of the investment priorities for the EU structural and investment funds.
- In the 2014-2020 period, cultural heritage investments are possible under the specific regulations of cohesion policy, whose overall budget is €325 billion. The relevant funds are the European Regional Development Fund (ERDF), the European Social Fund (ESF), the European Agricultural Fund for Rural Development (EAFRD), and the European Maritime and Fisheries Fund (EMFF). These can cover a wide spectrum of actors and activities in the public and non-for-profit sectors as well as in the private sector (in particular benefitting small and medium-sized enterprises –SMEs).

CH in the European cohesion policy

- The **European Regional Development Fund** regulation mentions specifically the protection, promotion and development of cultural heritage among its investment priorities under the objective "Preserving and protecting the environment and promoting resource efficiency".
- In addition, there are funding opportunities under other thematic objectives such as: research and innovation, information and communication technologies (ICT), SME competitiveness, employment (-friendly growth through the development of endogenous potential), social inclusion and education and training.

CH in the European cohesion policy

- Investments in small-scale cultural heritage should contribute both to the development of endogenous potential and to the promotion of social inclusion, particularly among marginalised communities, by improving their access to cultural and recreational services in both urban and rural contexts.
- These funding opportunities exist for mainstream Operational Programmes focusing on individual countries or regions under the investment for jobs and growth goal of the ERDF as well as for multi-country cooperation programmes under the European Territorial Cooperation goal.
- The **European Social Fund** mentions cultural and creative skills; the heritage sector can indirectly address the aims of this fund.

CH in the European cohesion policy

- The **European Agricultural Fund for Rural Development** continues to support restoration, maintenance, and upgrading of cultural and natural heritage of villages, rural landscapes and high nature value sites.
- The EAFRD also addresses related socioeconomic aspects, and environmental awareness actions; and is complemented by the LEADER programme (Liaison entre actions de développement de l'économie rurale) which funds actions for community-led local development. For more details, see section 11 on the Common Agricultural Policy.

CH in the European cohesion policy

- Within the **European Maritime and Fisheries Fund**, under shared management, €5,7 billion are available for community-led local development projects that promote cultural heritage –including maritime cultural heritage– in fisheries areas.
- Under direct management (€647 million), a multi-resolution seabed map of European seas will be produced including sites of cultural interest (with appropriate safeguards in the case of sites in danger of looting).
- The map will be used for tourism-promotion purposes, but also to ensure that such sites are not damaged by offshore developments.

CH in the European Territorial cooperation policy

- European Territorial Cooperation (ETC) has three dimensions:
 - cross-border cooperation,
 - transnational cooperation, and
 - interregional cooperation.
- ETC is again one of the cohesion policy objectives in the 2014-2020 programming period.
- In the European Commission's regulation proposals, in objective 6 of the ERDF, culture is mentioned in a context of protection, promotion and development of cultural heritage.
- Most of the 11 thematic objectives allow for the inclusion of initiatives of a cultural type or relating to culture.

CH in the European Territorial cooperation policy

European Territorial Cooperation Projects

	2000-2006			2007-2013		
Type of cooperation	N. of Projects	N. of Partners	European Funding (in €)	N. of Projects	N. of Partners	European Funding (in €)
Cross-border	1,752	4,533	321,567,709.00	4,359	18,415	4,555,053,685.15
Transnational	937	10,220	1,183,706,932.55	931	9,525	1,546,447,453.63
Interregional	356	3,441	296,116,052.63	327	3,176	370,014,035.02
Total	3,045	18,194	1,801,390,694.18	5,617	31,116	6,471,515,173.80

Sources: Web-sites of KEEP and of the programmes POCTEP, ENPI CBC MED, Atlantic Area, MAC, MED, Southwest Europe, ESPON, Interreg IVC and URBACT II. IFDR and Urbact Secretariat.



**Project "SURE - Sustainable Urban Rehabilitation in Europe"
implemented in frames of Erasmus+ Programme
Key Action 2: Strategic Partnership Projects
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