HORIZON 2020 AND CULTURAL HERITAGE: RESEARCH AND INNOVATION
Madrid, 31 March 2014

JPI
Cultural Heritage and Global Change: a new Challenge for Europe

Cristina Sabbioni – National Research Council (CNR) JPICH Coordination
Joint Programming Initiatives are the European process where participating countries aim to coordinate research programmes in order to face the societal challenges, in particular avoiding unnecessary duplications and increasing the efficiency by joint actions.

JPI Cultural Heritage and Global Change: a new Challenge for Europe
Economic impact

- European cultural heritage is of exceptional economic importance for the tourism industry, generating an estimated annual revenue of EUR 335 billion, and many of the 9 million jobs in the tourism sector are linked to it directly or indirectly.
- EU Tourism industry generates 4% of EU GDP and indirectly the 11% EU GDP.
- The market for conservation of this heritage is estimated at some EUR 5 billion per year.
- This JPI contributes to European competitiveness: EU can export in the world added value
Environmental impact

- The benefits of re-use as embodied by cultural heritage are numerous: re-use of cultural heritage locks in more carbon and embodied energy.
- Historic buildings were designed with original low impact on the environment and they continue to have a low impact by using surplus materials for the re-manufacture of buildings, fixtures, fittings etc.

Social and cultural impact

- The cultural heritage of the European Union is the memory of its society: essential to a shared European identification.
- Adaptive reuse of the heritage resources can provide a sense of stability and a sense of continuity for people and societies.
JPICH OBJECTIVES

• Definition of strategic and scientific priorities to develop the Scientific Research Agenda

• Implementation of joint and coordinated research activities

• Extension of the partnership, cooperation at regional and global levels and with international and NG organizations

• Evaluation and monitoring of the joint activities

• Engagement of stakeholders through a communication plan to ensure the translation of research outputs into practice and policy
17 Participants

- Italy (Coordinator)
- Belgium
- Cyprus
- Czech Republic
- Denmark
- France
- Ireland
- Lithuania
- The Netherlands

8 Observers

- Austria
- Bulgaria
- Germany
- Greece
- Estonia
- Israel
- Latvia
- Portugal

A representative of European Commission shall attend the Governing Board meeting with an observer status.
JPI CH MANAGEMENT BODY

JPI GOVERNMENT BOARD (GB)

EXECUTIVE BOARD (EB)

ADVISOR BOARD (AB)
- UNESCO
- ICCROMM
- ICOM
- Council of Europe
- ICOMOS
- EUROPA NOSTRA
- ECTP

Scientific Committee (SC)

JPI – JHEP COORDINATION STRUCTURE (CS)
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<th>10 Executive Board:</th>
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<td>7 May 2010</td>
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<td>2 July 2010</td>
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<th>Scientific Committee:</th>
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<td>5 November 2010 : Setting up</td>
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<th>Advisory Board:</th>
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STRATEGIC RESEARCH AGENDA

Process:

Input from **JPICH Scientific Committee** on framework and process

Identification of research areas, activities, gaps and needs by the **National Consultation Panels (NCP)**

**Identification of research priorities by Participating Countries** (ranking 12 top priorities)

Production of the **Foresight study** (Cultural Heritage Drivers Report, Real-time Delphi Study, Futures Literacy Workshop)

Madrid, 31 March 2014
www.jpi-culturalheritage.eu
STRATEGIC RESEARCH AGENDA (2)

Four priority areas for the SRA identified

- Developing a reflective society (Identity, Perception, Values, Ethics)
- Connecting people with heritage (ICT, Use, Sustainability, Security)
- Creating knowledge (methods, measure, damage, integrating risks)
- Safeguarding our cultural heritage resource (Conservation, adaptation and mitigation)

Enabling Framework:

- Capability and capacity
- Management strategies
- Knowledge sharing
- Research infrastructure
- Policy, laws and regulation

Download: www.jpi-culturalheritage.eu

Madrid, 31 March 2014