Increasing Europe's competitiveness through cultural heritage research

Conference, Brussels, March 24th 2011
Committee of the Regions, Brussels

Millions of tourists enjoy Europe's museums, monuments and landscapes every day. Cultural heritage has become a point of reference in our changing societies, demonstrating the cultural richness of the continent. At the same time research on these valuable objects is underfunded in many countries. This is short-sighted. Researchers are needed to keep the tourism industry booming – they develop key technologies to save monuments and art pieces for future generations worldwide.

Coordination of national research is the key to cost effective and sustainable funding. This is why the EU 2020 strategy and the »Innovation Union« ask for increased cooperation. The domain of cultural heritage appears best suited for common efforts: Climate change, natural disasters and pollution threaten cultural heritage worldwide. Protecting it with innovative techniques is a grand challenge.

The aim of the conference is to discuss the results of the EU project NET-HERITAGE with stakeholders and policy makers. The ERA-NET has laid the foundations to better coordinate national research funding.

Programme managers from 14 countries have identified best practise in funding. They have collected ideas on how to foster young talents. For the first time common research priorities have been identified.

When funds are scarce, information on needs, strengths and priorities within the domain of cultural heritage research is valuable for scientists and policy makers. Outstanding research projects are presented. Regional case studies show how the preservation of cultural heritage brings smart growth and how it enhances sustainable economic development. Recently cultural heritage has been identified as a priority topic for increasing national and EU R&D funding with a »Joint Programming Initiative« (JPI) by the European Commission. You are invited to follow the exciting process of the development of the European Research Area!

More information about NET-HERITAGE is available on
www.netheritage.eu|www.heritageportal.eu|www.netheritage.de

Agenda

Time	
08:15	**Start of registration** **Morning Session:** Moderation: *Lutz Töpfer,* German Federal Foundation for the Environment (DBU)
09:00	**Address of Welcome** *Lutz Töpfer,* DBU, Responsible Work-Package »Joint Activities« within NET-HERITAGE
09:10	**Introduction: A review on the results of NET-HERITAGE** *Antonia P. Recchia,* Italian Ministry for Cultural Heritage and Activities, Coordinator of NET-HERITAGE
09:30	**Cultural heritage within the Environment Theme of the 7th Framework Programme – Current state and perspectives** *Luisa Prista,* European Commission, DG Research & Innovation, Head of Unit »Environmental Technologies« Cultural heritage issues
09:50	**Promoting skills and excellence – a shared responsibility between the scientific community and civil society in Europe** *Sneška Quaedvlieg-Mihailović,* Secretary General, Europa Nostra

Time	
	PART 1: The economic and social dimension of cultural heritage Moderation: *Isabel Rodríguez-Maribona,* Tecnalia, Technology Corporation, Spain
10:10	**About the importance of research on cultural heritage – Views from the European Parliament *** *Cristina Gutiérrez-Cortines,* MEP, Spain
10:30	**Cultural heritage as a regional economic factor** *Hervé Passamar,* Agence pour le Développement et la Valorisation du Patrimoine, France
10:50	**Case study Avila, Spain: Benefiting from cultural heritage in a sustainable way – results of the EU project »Peer reviews for Sustainable Eco-Regions via Europe«** *Roberto Rodriguez,* Avila City Council, European Area, Spain
11:10	Questions from the audience
11:20–11:40	Coffee Break

Time	
	Part 2: Innovation for cultural heritage research: What are the needs in science and in applied research? Moderation: *Christophe Dessaux,* Ministry of Culture, France
11:40	**Experience from the European Construction Technology Platform** *Roko Žarnić,* Minister for the Environment and Spatial Planning, Slovenia
12:00	**The impact of climate change on cultural heritage: The EU project Climate for Culture** *Johanna Leissner,* Fraunhofer-Gesellschaft, Germany
12:15	**Technologies to protect cultural heritage – a critical evaluation** *Adriana Bernardi,* Italian National Research Council, Institute of Atmospheric Science and Climate, ISAC-CNR
12:30	**Experience & Improvement of a SME with the support of European Research Projects** *Guillermo Andrade,* SIT Transportes Internationales, Spain
12:45	Questions from the audience

* = to be confirmed

Time	
13:00–14:30	**Lunch: Buffet**
	Exhibition opening »Net-HeriTouch« Scientists will present hands-on case studies of research in cultural heritage science. Moreover, posters will present results of projects in cultural heritage research. Find out more about the plasma technology, try out the field mapping system »Mobile Mapping System« and have a look at miniature wireless sensors!

Time	
	Afternoon Session: **Part 3: Funding research in heritage science: Status quo in Europe** Moderation: *Johanna Leissner,* Fraunhofer-Gesellschaft, Germany
14:30	**Overview on national funding programmes** *Sylvie Max-Colinart,* Ministry of Culture, France
14:45	**Optimising the framework for young researchers in cultural heritage research** *Barbara Świątkowska,* National Museum in Krakow, Poland
15:00	**The United Kingdom Science and Heritage Strategic Research Programme: Building Capacity, Creating Impact** *May Cassar,* University College London, United Kingdom
15:15	**From NET-HERITAGE to the Joint Programming Initiative** *Cristina Sabbioni,* ISAC-CNR, Italy
15:30	Questions from the audience
15:40–16:00	**Coffee Break**

Time	
	Part 4: Panel discussion: Towards a more integrative approach in cultural heritage research Moderation: *Michael Chapuis,* European Commission, DG Research & Innovation, Unit »Environmental Technologies« Cultural heritage issues
	Rapporteur: *Astrid Brandt-Grau,* European Commission, DG Research & Innovation, Unit »Environmental Technologies« Cultural heritage issues
16:00	**Participants:** *Tamás Fejérdy,* ICOMOS, Hungary *Terje Nypan,* Directorate for Cultural Heritage, Norway *Cristina Sabbioni,* ISAC-CNR, Italy *Martin Pracher,* ConsolidaS, Kunst & Kulturgut GmbH, Germany *N.N.,* ICCROM * *Mechthild Rössler,* UNESCO
17:20	**Final conclusions**
17:30	**End of conference**

Brussels, March 24th 2011

Increasing Europe's competitiveness
through cultural heritage research
An initiative of the EU project NET-HERITAGE
– Conference –

Registration

You can register by E-Mail giving your name, surname, title and the institution you are working for.

**For registration please contact
Ms Nina Weichselfelder
at the German Federal Foundation for the Environment (DBU):
n.weichselfelder@dbu.de**

At the conference, a list of participants and speakers will be distributed to all visitors. Please inform us in your registration E-Mail if you agree that your name, the institution you are working for, and its location will be published in the participants list. The list will be exclusively distributed at conference visitors and it will not be published online. Registration is free.

Deadline for Application: March 16th 2011

Contribute to the poster session

At the conference a poster session will take place. The aim is to present results of recent national and EU research projects in cultural heritage.
If you wish to send a poster please contact
**Ms Viktoria Piehl at Fraunhofer-Office, Brussels:
Viktoria.Piehl@isc.fraunhofer.de
tel. + 32 2 5064243**

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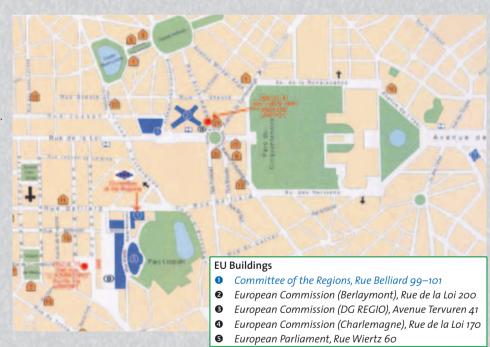*Inside: Flags: DBU*

Conference venue

The conference will take place at the
Committee of the Regions
**(Jacques Delors Building, 99 Rue Belliard,
1040 Brussels).**

Closest metro stations: Schuman and Maelbeek.
Several bus connections at nearby Place
du Luxembourg.

http://cor.europa.eu

Committee of the Regions

EU Buildings
❶ *Committee of the Regions, Rue Belliard 99–101*
❷ *European Commission (Berlaymont), Rue de la Loi 200*
❸ *European Commission (DG REGIO), Avenue Tervuren 41*
❹ *European Commission (Charlemagne), Rue de la Loi 170*
❺ *European Parliament, Rue Wiertz 60*

About the EU project NET-HERITAGE

NET-HERITAGE (European Network on Research Programme Applied to the Protection of Tangible Cultural Heritage) is the first significant initiative which has set out to coordinate national RTD programmes of European countries, and support European programmes in research applied to the protection of tangible cultural heritage.

The ERA-NET is a partnership of ministries, funding agencies and national RTD authorities from 14 European countries. It has embarked on a monumental effort to fulfil a crucial need within EU research policy: to overcome the barriers of exchanging information on coordinated research activity applied to the protection of tangible cultural heritage.

You can find more information about NET-HERITAGE on the project websites www.netheritage.eu,
www.netheritage.de
and on the Observatory www.heritageportal.eu.

Visit the Observatory!
www.heritageportal.eu is a web portal developed as part of the NET HERITAGE project and consists of a database of articles, documents and datasets, and a social networking area.