



European
Commission



EU Research and Innovation in underwater cultural heritage

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Cultural heritage research

- The EU has since 1986 supported various aspects of European cultural heritage research
- The Agenda was mainly focused on conservation actions and technological innovations
- Various areas covered under theme Environment (e.g. conservation and ICT technologies, disaster resilience and climate change, energy efficiency, underwater cultural heritage, cultural landscapes, etc.)

Cultural heritage research

Survey and outcomes
of projects within
the Environment Theme

From 5th to 7th Framework Programme
2012 Edition

New EU R&I orientations on cultural heritage

- New Commission with **10 priorities**, the first one focusing on **jobs, growth and investments**
- Commission communication '**Towards and integrated approach to cultural heritage for Europe**' and related Council conclusions and EP report
- **New orientations on cultural heritage R&I**
- H2020 Expert Group Report promotes an innovative use of cultural heritage as an **investment opportunity** :
 - a production factor for the economy
 - a catalyser for social cohesion and environmental sustainability
- A shift from conservation to **transmission**



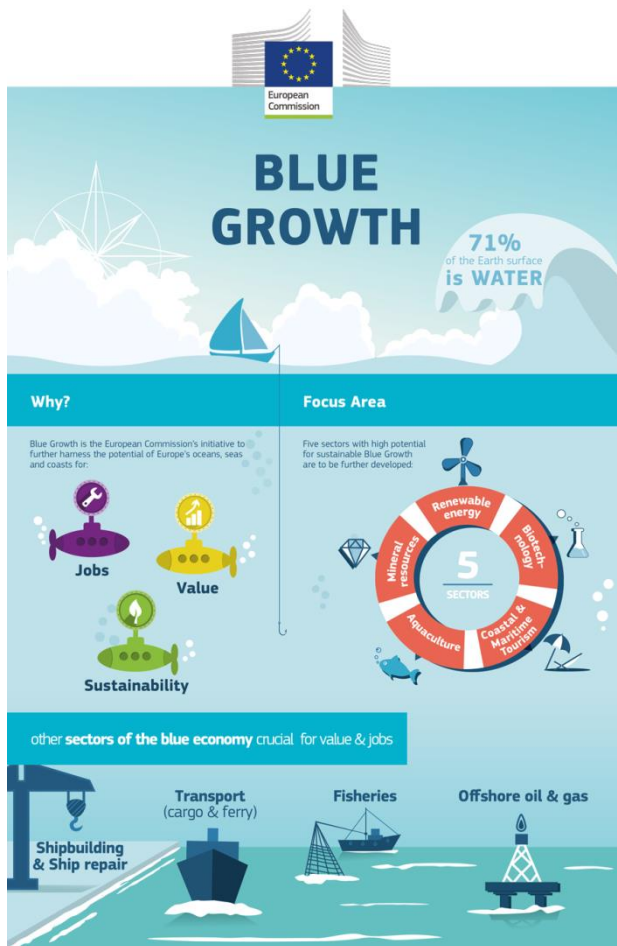
Upcoming calls on cultural heritage in Horizon 2020

- New calls on cultural heritage (among others):
 - **Demonstration projects:** Heritage-led regeneration projects (urban and rural)
 - **Research projects:** Inclusive governance and innovative financing and business models
 - **Geographical coverage:** EU and beyond, including European coastal and maritime regions
- Proposals on cultural heritage are also eligible under:
 - **European Research Council, R&I Infrastructures, Fellowships, SME instrument**
 - **Inducement prizes**
- https://ec.europa.eu/programmes/horizon2020/sites/horizon2020/files/12.%20SC5_2016-2017_pre-publication.pdf

Cultural heritage in the context of Blue Growth

Blue Growth is a long term strategy to support smart, sustainable and inclusive growth in the marine and maritime sectors as a whole.

Realising the **untapped potential of marine resources** is at the heart of marine resources



3 political priorities

- Demonstrating the innovation potential of oceans
- Seizing the opportunities of integrated sea basin strategies
- Engaging with citizens to raise awareness and promote concerted action

Conclusions

- Future Horizon 2020 projects to provide evidence that **cultural heritage is an investment worth making and a driver for sustainable growth:**
 - it can contribute to the creation of growth and jobs
 - it is a catalyser for social cohesion and environmental sustainability
 - it can attract investments and increase Europe's appeal on the global scene
- Cultural heritage has also the potential to be **part of a vibrant blue growth strategy** – together with the protection of the ecosystems
 - **Actions to exploit the potential of cultural heritage have to be strongly sustainable because seas are under severe stress**
 - **The marine world is largely unexplored**

Forthcoming event on cultural heritage

- Stakeholder event on **"Innovating cities with nature and culture"** on **20 October 2015** in **Brussels**

<https://ec.europa.eu/programmes/horizon2020/en/news/save-date-20-october-2015-brussels-%E2%80%93-innovating-cities-nature-and-culture>



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/>
- **About the "Innovating Cities with Nature and Culture" event**:
<https://ec.europa.eu/programmes/horizon2020/en/news/save-date-20-october-2015-brussels-%E2%80%93-innovating-cities-nature-and-culture>