

TOWARDS AN INTEGRATED APPROACH TO FUNDING CULTURAL HERITAGE FOR EUROPE

Contribution by the European Investment Bank to funding Cultural Heritage projects¹

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FOREWORD

In 2012 the World Bank published the book on the economics of cultural heritage². Its main conclusions may be summarized as follows:

- Several valuation methods show that heritage investment does have positive return... Interpreting heritage as cultural capital has a clear parallel with the definition of environment as natural capital.
- Through a balanced blend of regulations and incentives, the public and private values of heritage can be enhanced... they contribute to urban livability, attracting talent, and providing an enabling environment for job creation.
- Heritage investment has distributional effects. Moreover, it develops tourism, a labor intensive industry that provides proportionally more income opportunities for the cities low-skilled laborers and the poor.
- There are a number of successful models, with and increasing integration of public and private financing. Among them, public-private partnerships, land value finance mechanisms, urban development funds and impact investment funds.

The European Investment Bank has not published any official specific document on this issue but it is not difficult to assume the above principles could be easily assumed within the general context of its support to sustainable development³. The intention of this self-standing document is twofold. On the one hand, it explores the most relevant European policies in which cultural heritage has a significant role. On the other hand, it identifies international public sources of funds that can be used to enhance/rehabilitate cultural heritage assets.

¹ Disclaimer. The information contained in this document has basically been obtained through a research on Internet (links to the corresponding most relevant web-sites are identified in the foot-notes). The opinions and comments contained in the document do not reflect in any case any official position of the European Investment Bank.

² The Economics of Uniqueness. Investing in Historic City Cores and Cultural Heritage Assets for Sustainable Development"; edited by G. Licciardi and R. Amirtahmasebi.

³ The web site www.eib.org contains vast information about the basic principles and objectives of the EIB for financing projects, following the policies of and the mandates from the European Union.

1. BACKGROUND

The Preamble to the Treaty on European Union states that the signatories draw 'inspiration from the cultural, religious and humanist inheritance of Europe'. Article 3.3 requires the EU to 'ensure that Europe's cultural heritage is safeguarded and enhanced'. Article 167 of the Treaty on the Functioning of the European Union (TFEU) says: 'The Union shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing 'common cultural heritage to the fore'. The TFEU also recognizes the specificity of heritage for preserving cultural diversity, and the need to ensure its protection in the single market.

Europe's cultural heritage, both tangible and intangible, is our common wealth – our inheritance from previous generations of Europeans and our legacy for those to come. It is an irreplaceable repository of knowledge and a valuable resource for economic growth, employment and social cohesion. It enriches the individual lives of hundreds of millions of people, is a source of inspiration for thinkers and artists, and a driver for our cultural and creative industries. Our cultural heritage and the way we preserve and valorize it is a major factor in defining Europe's place in the world and its attractiveness as a place to live, work and visit.

Europe's cultural heritage is the world's most diverse and rich patrimony that attracts millions of visitors every year to monuments, historical city centers, archaeological sites and museums. Moreover, this heritage is an important component of individual and collective identity. In both its tangible and intangible forms it contributes to the cohesion of the European Union and plays a fundamental role in European integration by creating links between citizens. European cultural heritage is of exceptional economic importance for the tourism industry, generating estimated annual revenues of € 335 billion, and many of the 9 million jobs in the tourism sector are linked to it directly or indirectly. The market for conservation of this heritage is estimated at some € 5 billion per year.

Cultural heritage is a shared resource, and a common good. Like other such goods it can be vulnerable to over-exploitation and under-funding, which can result in neglect, decay and, in some cases, oblivion. Looking after our heritage is, therefore, our common responsibility. Apart from natural ageing, Europe's cultural heritage is exposed to many threats such as climate change and pollution, increasing urbanization, mass tourism, human negligence, vandalism and even terrorism. It is a fragile and non-renewable resource, much of which has been irretrievably lost over the last century. Protection of cultural heritage in the face of global change is thus becoming a major concern for decision-makers, stakeholders and citizens in Europe.

The protection and conservation of cultural heritage contributes to social cohesion and to the preservation of history for future generations. Moreover, the Lisbon Strategy highlights tourism as an important element of the cultural sector. The Council of Europe Framework Convention on the Value of Cultural Heritage for Society emphasizes the value and potential of cultural heritage

widely used as a resource for sustainable development and quality of life in a constantly evolving society. Promotion and presentation of the diversity of cultural and natural heritage is essential. Furthermore, the 4th meeting of the European Heritage Heads Forum (Bratislava and Vienna) 2009, stated in its final recommendations the value of heritage as an economic driver and highlighted the pivotal role of heritage in the development and implementation of sustainable economic recovery packages. It also stated that investment in heritage has a direct impact on the growth of cultural tourism which leads to long-term social and economic benefits.

Cities are often an important focal point for development based on these resources because they provide concentrations of heritage assets, infrastructure services, private sector activity, and human resources. Improving the conservation and management of urban heritage is not only important for preserving its historic significance, but also for its potential to increase income-earning opportunities, city liveability, and competitiveness. However, today's rapidly-urbanizing cities, with uncontrolled growth and informal expansion, pose a significant risk for irreplaceable cultural and natural resources. As urban populations rapidly expand, local resources tend to be scarce and most municipalities struggle to provide basic infrastructure services, making investment in heritage conservation a low priority.

Against this background, the rehabilitation and restoration of monuments and sites has a considerable potential for creating new jobs in both central and remote areas. This sector can absorb a broad range of categories of workers, from skilled to unskilled labor. Greater demand for nature and cultural tourism may create new niche markets for tourism that evolve around cultural heritage and natural heritage sites. Sustainable tourism also creates locally based enterprises. At the same time, it is of vital importance to protect and secure the cultural and natural heritage from being damaged by conflicting commercial development.

The EU's cohesion and rural development policies can be instrumental in promoting the restoration of cultural heritage, supporting cultural and creative industries and financing the training and upgrading of skills of cultural professionals. A summary of the most relevant references and sources of funding related to these topics is presented below.

2. EU RESEARCH POLICY

Research into strategies, methodologies and tools is needed to safeguard cultural heritage against continuous decay. Before irreversible damage is done, concerted actions, based on sound science, are needed to protect, strengthen and adapt Europe's unique cultural patrimony. A concerted research action is needed to allow Member States to maximize and exploit at best their research efforts. Joint Programming provides a framework within which Member States address jointly areas where public research programs can respond to major societal challenges.

Forming part of the Common Research Policy⁴, the European Commission prepared in 2014 a mapping report with the aim to contribute to the development of a strategic approach to the preservation and promotion of European heritage. It responds to the "Conclusions on cultural heritage as a strategic resource for a sustainable Europe" adopted by the Council of the European Union on 20th May 2014, and complements the European Commission Communication "Towards an integrated approach to cultural heritage for Europe", published in July 2014. The main topics related to the tangible cultural heritage are as follows:

European Heritage Label (EHL)

The European Heritage Label is an initiative designed to highlight heritage sites that celebrate and symbolize European history, ideals, and integration. These sites are carefully selected for the role they have played in European history and the activities they offer to highlight it. Through this Label, the aim of the Commission is to give European citizens, especially young people, new opportunities to learn about our common yet diverse cultural heritage, and about our common history. This will contribute to bring European citizens' closer to the European Union. The European Heritage Label can also help to increase cultural tourism, bringing significant economic benefits. The Label is open to the participation of the Member States on a voluntary basis.

Joint Programming Initiative in Cultural Heritage and Global Change (JPI CH)

The Commission Recommendation (2010/238/EU) of 26th of April 2010 encourages Member States to "develop a common strategic research agenda establishing medium to long-term research needs and objectives in the area of preservation and use of cultural heritage in the context of global change". The process of the JPI aims to improve the interdisciplinary cooperation between sciences, art and humanities for the benefit of citizens. The JPI CH has been an innovative and collaborative research initiative, with EU support, to help streamline and coordinate national research programs to enable more efficient and effective use of scarce financial resources, exploit synergies and avoid duplication. It addresses tangible, intangible and digital heritage and is intended to ensure a reinforced coordination between Member States, Associated and Third Countries to help achieve the European Research Area (ERA) in the field of cultural heritage.

Characterization of the Europe's top regions for creative and cultural industries

Recently, JRC has initiated a qualitative and quantitative research project aiming at analyzing the characteristics of some of the Europe's top regions for creative and cultural industries, ultimately aiming at finding some regional conditions that would allow explaining the higher concentration of CCI in those regions. A documentary analysis is being conducted aiming at studying historical, geographical and social characteristics of these regions,

⁴ http://europa.eu/pol/pdf/flipbook/en/research_en.pdf

complemented by a quantitative analysis. Regarding the quantitative analysis, JRC's aim is to characterize some of the European regions with high concentrations of CCI taking into account region indicators, for instance, life satisfaction rate, lifelong learning, skilled migrants, and population aged 15-34.

High Level Horizon 2020 Expert Group on "Cultural Heritage"⁵

The Horizon 2020 Expert Group on "Cultural Heritage" will build on past and present activities on cultural heritage and will support the Commission to set out a forward looking and innovative EU agenda for future cultural heritage research and innovation. It will focus on future opportunities, trans-disciplinary and multi-stakeholder potential, innovative financing and investment, new governance modes and innovative business models and services for cultural heritage, as well as possible linkages with natural heritage.

Horizon 2020 program

Since 1986 the EU has supported cultural heritage research within the framework of its research framework programs mainly under the environment theme. Under the Seventh Framework Program for Research and Technological Development (FP7), around €100 million were invested in projects related to key aspects of cultural heritage, addressing cultural interactions, museums, identities and linguistic diversity, dedicated research infrastructures and, developing materials for the protection, conservation and restoration of cultural heritage assets, predictive models, early warning devices, technologies for adaptation and mitigation strategies, tackling energy efficiency of historic buildings and strengthening collaboration and cooperation between member states and non-EU countries.

Horizon 2020 is the new EU Framework Program for Research and Innovation, (€80 billion for 2014 to 2020). Support for heritage-related research will be available in the three pillars of the program: Excellent Science, Industrial Leadership, and Societal Challenges. In the latter, Challenge 6 "Europe in a changing world: Inclusive, Innovative and Reflective Societies" mainly focuses on the transmission of European cultural heritage, identity formation, heritage of European wars, European collections of archives, museums and libraries and digital opportunities. Challenge 5 "Climate action, environment, resource efficiency and raw materials" addresses solutions for environmental degradation and climate change impacts. Particular emphasis will be placed on the development of converging technologies for preservation and restoration, as well as on multidisciplinary research and innovation for innovative methodologies, products and services for the preservation of cultural heritage assets.

As such, Horizon 2020 will further reinforce the EU's position as leader in the field of cultural heritage preservation, restoration and valorization. The Horizon 2020 program will allow major steps to be taken by European research and innovation in the field of cultural heritage preservation, restoration and

⁵<http://ec.europa.eu/transparency/regexpert/index.cfm?do=groupDetail.groupDetail&groupID=3091>

valorization. Furthermore, the Public-Private Partnership (PPP) on "Energy-efficient Buildings", launched by the European Commission in cooperation with industrial partners as part of the European Economic Recovery Plan in 2008, managed to attract a high industrial participation and helped innovate the building sector, including historic buildings. Under Horizon 2020, the PPP aims to develop affordable breakthrough technologies and solutions at building and district scale, facilitating the road towards future smart cities.

3. EU COHESION POLICY

Cultural heritage management is one of the investment priorities for the EU structural and investment funds. From 2007-2013, out of a total of €347 billion for cohesion policy, the European Regional Development Fund allocated €3.2 billion for the protection and preservation of cultural heritage, € 2.2 billion for the development of cultural infrastructure and € 553 million for cultural services, which also benefited cultural heritage. Moreover, joint initiatives were developed by the Directorate General for Regional Policy in co-operation with the European Investment Bank group and other financial institutions in order to make cohesion policy more efficient and sustainable. urban development and regeneration through financial engineering mechanisms. In summary, the EU's cohesion and rural development policies can be instrumental in promoting the restoration of cultural heritage, supporting cultural and creative industries and financing the training and upgrading of skills of cultural professionals.

The general **Regulation of the European Parliament** deals with the common rules applicable to the "**European Structural and Investment Funds**" (ESIF)⁶. In 2014-2020, ESIF investments in heritage will remain eligible, under certain conditions, through direct funding, but also through investment in urban regeneration, sustainable development and support to small to medium-sized enterprises (SMEs). Against this background, 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 Cohesion Fund (ECF), 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 SMEs).

The **European Regional Development Fund (ERDF)**⁷ regulation mentions specifically the protection, promotion and development of cultural heritage among its investment priorities under the objective "Preserving and protecting

⁶<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF>

⁷<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0259:0280:En:PDF> and <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32013R1301>

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. Investments in small-scale cultural heritage should contribute both to the development of endogenous potential and to the promotion of social inclusion, particularly among marginalized communities, by improving their access to cultural and recreational services in both urban and rural contexts. These funding opportunities exist for mainstream Operational Programs focusing on individual countries or regions under the investment for jobs and growth goal of the ERDF as well as for multi-country cooperation programs under the European.

In particular the ERDF Regulation, in its whereas 17, mentions "in order to deliver on the targets and objectives set out in the Union strategy for smart, sustainable and inclusive growth, the ERDF should contribute under the European territorial cooperation goal to the thematic objectives of...fostering high employment that results in social and territorial cohesion, including activities supporting sustainable tourism, cultural and natural heritage". Moreover, among the investment priorities there are: (6-c) conserving, protecting, promoting and developing natural and cultural heritage; (7-b) supporting employment-friendly growth through the development of endogenous potential... including the conversion of declining industrial regions and enhancement of accessibility to, and development of, specific natural and cultural heritage; (9-a) promoting social inclusion through improved access to social, cultural and recreational services.

The **European Social Fund (ESF)**⁸ mentions cultural and creative skills; the heritage sector can indirectly address the aims of this fund by means of giving support to SMEs related to the cultural heritage sector.

The **European Cohesion Fund (ECF)**⁹ focus its objectives on the development of basic infrastructures (in particular in the transport sector) and therefore, cultural heritage is not mentioned.

4. EU COMMON AGRICULTURAL POLICY (CAP)

One of the instruments of the CAP, the European Agricultural Fund for Rural Development (EAFRD) aims to promote social inclusion, poverty reduction and economic development in rural areas, with a focus on (i) facilitating diversification, creation and development of small enterprises, as well as job creation (ii) fostering local development in rural areas. The EAFRD has supported the upgrade of rural cultural heritage and improved access to cultural

⁸ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32013R1304>

⁹ <http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0281:0288:EN:PDF>

services in rural areas, by providing investment and training support to cultural and creative businesses, which also promotes networking and the development of clusters.

In 2007-2013 the EAFRD invested the following amounts: 1. Conservation and upgrading of rural heritage (€ 1,2 billion). Support for the creation and development of micro-enterprises with a view to promoting entrepreneurship and developing the economic fabric (€ 2.1 billion). EAFRD funding possibilities:

- Support for studies and investments associated with the maintenance, restoration and upgrading of the cultural and natural heritage of villages, rural landscapes and high nature value sites, including related socio-economic aspects, as well as environmental awareness actions
- LEADER community-led local development – funds available to upgrade rural cultural heritage and improve access to cultural services in rural areas
- Business development (start-up aid for non-agricultural activities in rural areas and related investments): business support for rural micro- and small businesses. Provides start-up money – up to 70,000 for new businesses
- Vocational training and skills acquisition.

Within the 2014-2020 programming period, the **European Agricultural Fund for Rural Development**¹⁰ will continue 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 program (Liaison entre actions de développement de l'économie rurale) which funds actions for community-led local development.

5. EU MARITIME POLICY

Growth and Jobs in Coastal and Maritime Tourism "encourages the diversification and integration of coastal and inland attractors, including through transnational thematic itineraries like cultural, religious or ancient trade routes" and suggests Member States to "develop cultural heritage based tourism, underwater archaeological parks (based on work done by UNESCO), and nature and health tourism in coastal destinations". The European Marine Observation and Data Network (EMODnet) which is an initiative from the European Commission (DG MARE) as part of its Marine Knowledge 2020 strategy, aims to provide better information on whereabouts and nature of underwater cultural heritage sites.

During the programming period 2007-2013, under the European Fisheries Fund (4.3 billion EUR), funding has been available for community-Led Local Development in fisheries areas. Projects promoting cultural heritage in coastal and inland fisheries areas could be supported. Within the European Maritime and Fisheries Fund (EMFF) which is the new fund for the EU's maritime and fisheries policies for 2014-2020, funding is available for community-Led Local

¹⁰<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0487:0548:EN:PDF>

Development in fisheries areas, under shared management with a budget of 5.7 billion EUR: local development strategies can promote social wellbeing and cultural heritage in fisheries areas including maritime cultural heritage and fund projects in these areas.

Within the **European Maritime and Fisheries Fund**¹¹, 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 is meant to be used for tourism-promotion purposes, but also to ensure that such sites are not damaged by offshore developments. In addition to the structural funds, whose management is decentralized, various EU initiatives directly support cultural heritage in regions and cities, such as INTERREG and URBACT.

6. EU ENVIRONMENT POLICY

The EIA Directive¹², adopted in 1985, applies to the assessment of the effects of certain public and private projects on the environment. Several elements of the Directive refer to the need of a proper assessment of the effects of projects on cultural heritage. Article 3 provides that the environmental impact assessment shall identify, describe and assess the direct and indirect significant effects of a project on material assets and cultural heritage. On 16 April 2014, a new Directive (2014/52/EU) was adopted, further strengthening the cultural heritage dimension of the Environmental Impact Assessment process. The revised Article 3(d) now refers to "material assets, cultural heritage and the landscape". The revised Directive will enter into force in 2017.

Natura 2000 Network¹³

Cultural and natural heritage are frequently linked, including in the Natura 2000 network - the European network of nature protection areas. Most of the sites included in Natura 2000 result from the interaction between people and places through time, including physical remains of past human activity, deliberately planted or managed flora, or extensive agricultural and fisheries practices. For centuries people have developed different ways of working the land, which has given rise to many so called 'semi-natural' habitats, rich in wildlife (hay meadows, wooded pastures, open heaths) yet entirely dependent upon continued human use for their survival.

¹¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32014R0508>

¹² <http://ec.europa.eu/environment/eia/eia-legalcontext.htm>

¹³ http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm
http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm

EU programs which contribute to enhancing and preserving natural heritage include the European Green Capital Award, the LIFE program, Horizon 2020, Climate action on environment, resource efficiency and raw materials, and the European Structural and Investment Funds.

7. CANDIDATE AND POTENTIAL CANDIDATE COUNTRIES

In the enlargement context, bilateral and regional cultural cooperation activities are recognized as making a fundamental contribution to the promotion of European values and intercultural dialogue. This is of particular relevance in the Western Balkans, where in addition to fostering democratization, reconciliation and respect for human rights, culture contributes to the development of the local economy.

Instrument for Pre-accession Assistance IPA and IPA II¹⁴

The IPA offered financial assistance to candidate and potential candidate countries, with an estimate €33 million dedicated to cultural heritage between 2007 and 2011. Its successor, IPA II (2014-2020) will build on the results already achieved, including for cultural heritage projects. In addition, funding for heritage purposes is also provided through bilateral Actions.

Integrated Rehabilitation Project Plan/Survey of the Architectural and Archaeological Heritage (IRPP/SAAH)¹⁵ –Joint Action with Council of Europe. The EC and the Council of Europe have conducted, as from 2003, a joint action in South East Europe: the "Integrated Rehabilitation Project Plan/Survey of the Architectural and Archaeological Heritage (IRPP/SAAH)" better known as "Ljubljana Process I". This project developed a methodology to rehabilitate sites and contribute to economic development and reconciliation. Participating countries were Albania, Bosnia and Herzegovina, Bulgaria, Croatia,⁸ Kosovo⁹, the Former Yugoslav Republic of Macedonia, Montenegro, Romania and Serbia.

After this successful first phase, in 2011 a new operational framework was launched, the "Ljubljana Process II. Rehabilitating our Common Heritage" with the agreement of the Ministers of Culture of South East Europe. The project has been implemented by the "Regional Cooperation Council (RCC) Task Force on Culture and Society" with the financial support of the Instrument for Pre-Accession. The second phase of the process, concluded in May 2014, put the basis for the sustainability of the rehabilitation processes by ensuring that they will be managed by the countries themselves.

¹⁴ http://ec.europa.eu/enlargement/pdf/financial_assistance/ipa/2014/231-2014_ipa-2-reg.pdf

¹⁵ http://www.coe.int/t/dg4/cultureheritage/cooperation/SEE/IRPPSAAH/default_en.asp

8. EUROPEAN NEIGHBOURHOOD POLICY¹⁶

Cooperation with European Neighborhood partner countries in the East and in the South on a regional basis, as well as cooperation among the partners themselves, is crucial. It complements national assistance programs, addresses challenges with a regional dimension and promotes cooperation among partners on issues of mutual interest.

Projects have been funded by the European Neighborhood and Partnership Instrument (ENPI), the main financial mechanism through which assistance is given to European Neighborhood Policy (ENP) countries, plus Russia. Around 90% of ENPI funds were used for bilateral actions, that is country initiatives and regional actions involving two or more partner countries, while the remaining 10% were allocated to Cross-Border Cooperation and the Neighborhood Investment Facility (NIF)

Eastern Neighborhood

Cooperation in the cultural field, including heritage, is promoted in the context of the Eastern Partnership –a joint initiative between the EU, EU countries and the Eastern European Partner countries. It enables partner countries interested in moving towards the EU and increasing political, economic and cultural links to do so. It is underpinned by a shared commitment to international law and fundamental values –democracy, the rule of law and respect for human rights and fundamental freedoms – and to the market economy, sustainable development and good governance.

As part of this framework, the "Tbilisi declaration", an outcome of the Eastern Partnership Ministerial Conference on Culture held in June 2013 in Georgia, provides confirmation from the Eastern Partners of their intention to pursue the reform and modernization of their cultural policies and to fully implement the 2005 UNESCO Convention. Moreover, in October 2013 Ukraine hosted a seminar on the implementation of the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions in Lviv. The seminar proved to be instrumental in promoting regional cooperation and exchange of national practices regarding the implementation of the Convention, including from EU Member States.

The Eastern Partnership Culture Program implemented from 2011 to 2015 aims to strengthen regional cultural links and dialogue within the ENP East region and between the EU and ENP Eastern countries' actors in the field of culture. Heritage conservation is one of the priorities of the program. The total budget of the Eastern Partnership Culture Program is €13 million. The Program includes support to the project Community-led Urban Strategies in Historic Towns (COMUS), implemented by the Council of Europe. This initiative aims to develop local development strategies for the historic centers of up to twelve towns in the Eastern Partnership.

¹⁶ http://eeas.europa.eu/enp/index_en.htm

Southern Neighborhood

The Strategy for the development of Euro-Mediterranean cultural heritage has been destined to be a reference for regional, bilateral or cross-border cultural cooperation in the Mediterranean area. For the first time, partner countries (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, the Palestinian Authority, Syria, Tunisia and Turkey) had the opportunity to articulate their priorities concerning cultural heritage in the specific sectors of education and public awareness-raising, economic and social impact, legislation and institutional framework.

The Euromed Heritage program has represented a milestone in the process of recognizing culture as a catalyst for mutual understanding between the people of the Mediterranean region. It brought together leading organization and various partners from the European Union and Mediterranean Partner Countries. Moreover, a program of support to protection and valorization of cultural heritage in Algeria has been put in place with a budget of €21.5 million.

The European Union and its Delegations in the Southern Mediterranean Region actively cooperated with UNESCO in the past years. The bi-lateral cooperation has been focused mainly on cultural heritage. The EU supports the UNESCO's Action Plan to safeguard cultural heritage in Syria, launched in 2014, with €2.46 million. Heritage related activities are also supported in Egypt and the Occupied Palestinian Territory.

The European Union has been collaborating with UNESCO through its regional programs in the Mediterranean, in particular the Euromed Heritage program. UNESCO was the leader of the Medliher project focusing on safeguarding the intangible cultural heritage of the partner countries.

9. EU TOURISM POLICY¹⁷

The Communication on "Europe, the world's n°1 tourist destination – a new political framework for tourism in Europe" was adopted by the Commission in June 2010. It encourages a coordinated approach for initiatives linked to tourism and defines a new framework for action to increase its competitiveness and its capacity for sustainable growth, thus implying the promotion of cultural tourism as a driver for sustainable social and economic development and the identification of good practices in sustainable management of cultural tourism, including tangible and intangible heritage.

The Joint Management agreed between the EC and the Council of Europe in 2011 provided a follow up to the Study on European Cultural Routes' impact on Small and Medium Enterprises innovation and competitiveness, which identified the following series of challenges: a lack of coordination at European level in the development and promotion strategies of the Cultural Routes; a weak brand

¹⁷ http://ec.europa.eu/growth/sectors/tourism/index_en.htm

image of the routes; very weak marketing strategies and almost no joint promotional initiatives; limited human and financial resources of the routes; lack of expertise in the management of such routes, especially of marketing skills and knowledge of business models; poor consumer oriented web portals; low degree of exchange of good practices; low trans-national connectivity of the cultural route networks; unavailability of network management and performance evaluation tools; and absence of SMEs clusters. An action plan has been agreed among the two Institutions. The JM ran around 4 main axes: Training, governance strengthening, branding and marketing, international cooperation.

Testing new support approaches to support sustainable tourism in rural areas and access to cultural heritage under the European Mobile and Mobility Industries Alliance and the European Creative Industries Alliance Under the Competitiveness and Innovation Program, three large-scale demonstrators (CultWays, LIMES and GrowMobile) were launched under the European Mobile and Mobility Industries Alliance (EMMIA) to test and demonstrate better support to sustainable tourism in rural areas, where innovative mobile solutions could be used to facilitate access to cultural heritage sites, for better informing tourists about the manifold but often dispersed activities in a region and/or to offering smarter solutions. The three large-scale demonstrators addressed information, location, access and safety needs for tourists in Europe, who wish to visit cultural heritage sites and routes that are off the beaten tourist track. They develop and test scalable and transferable concepts for providing mobile services for tourists. They were implemented between 2012 and 2013 through public-private partnerships and in close collaboration with local tourism agencies, authorities and businesses in rural areas with valuable but under-exploited cultural heritage.

The 'Creative District' project is an initiative by the European Parliament and has been implemented through two grant agreements by the European Commission's Enterprise and Industry Directorate-General. The European Creative Districts were linked to and are contributing to the policy discussions of the European Creative Industries Alliance. This initiative was set up in 2012 to develop and test new policies and tools for better business support, better access to finance and facilitating cluster excellence and networking for the further development of creative industries and for promoting linkages with other industries.

COSME Program (2014-2020) and Cultural tourism¹⁸

European cultural routes

The Commission supports projects promoting sustainable thematic tourism products, having a potential to contribute to sustainable tourism growth (linked to, for instance, cultural routes crossing several countries on different topics, cycling paths, ecotourism products, historical, religious-pilgrim tourism, tourism capitalizing on the maritime and sub-aquatic cultural heritage, industrial heritage). In 2015, a call for proposals will support, together with the Council of

¹⁸ http://ec.europa.eu/enterprise/initiatives/cosme/index_en.htm

Europe, the development and/or promotion of European and transnational tourism products with special emphasis on cultural and industrial heritage.

EDEN - European Destinations of Excellence

The initiative "EDEN – European Destinations of Excellence", launched in 2006, draws attention to the values, diversity and common features of European tourist destinations. It enhances the visibility of emerging European destinations, creates a platform for sharing good practices across Europe and promotes networking between awarded destinations. National competitions take place every year and result in the selection of a tourist "destination of excellence" (EDEN award) for each participating country. The key feature of the selected destinations is their commitment to social, cultural and environmental sustainability. This European quest for excellence in tourism is developed around an annual theme, chosen by the Commission together with the relevant national tourism bodies. So far, rural tourism, intangible heritage and protected areas have been the main EDEN themes. In 2011 the EDEN award focused on destinations which have regenerated a physical site of their local heritage (such as an industrial, transport infrastructure, or an agricultural or military site) and converted it into a tourism attraction to be used as a catalyst for wider local regeneration.

"Crossroads of Europe – Carrefours d'Europe"

The initiative "Crossroads of Europe" promotes the European cultural itineraries and raise awareness about their potential for tourism among stakeholders and businesses, destination managers, national and local authorities. This annual fair takes place at a cross point between different cultural routes.

Diversification of the tourism offer through synergies with creative and high-end industries. A pilot project "From 'Goods' To Experience — Maximizing the synergies between Tourism, High-End and Creative Industries" will be launched in 2014-2015 to test synergies between tourism and creative industry at European level by funding the development and promotion of a (new) European Route around a high-end product.

10. EEA GRANTS AND NORWAY GRANTS¹⁹

Iceland, Liechtenstein and Norway are partners with the EU through the Agreement on the European Economic Area (EEA). This enables the free movement of goods, services, people and capital in the internal market. The Agreement also covers cooperation in many other areas such as research, social policy and the environment. Despite much progress in Europe, gaps in economic and social development persist. Through the Grants, the donor countries are helping to reduce these disparities and address the economic, political and social challenges in Europe. The funding is targeted where there are clear needs in the beneficiary countries and is aligned with national priorities and wider European goals.

¹⁹ <http://eeagrants.org/>

The EEA Grants and Norway Grants provide funding to 16 EU countries in central and southern Europe (Bulgaria, Croatia, Czech Republic, Cyprus, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia and Spain). All countries have different needs and priorities. Each country agrees on a set of programs with the donor countries based on needs, priorities and the scope for bilateral cooperation. For the period 2009-2014, €1.798 billion has been set aside under the Grants. Projects may be implemented until 2016. The three donor countries are negotiating with the European Commission the programs to be granted between 2015 and 2020. Therefore, most of potential grant are already allocated and it will be necessary to wait for a while until the next proposals are open.

Key areas of current support include environmental protection and climate change, civil society, children and health, cultural heritage, research and scholarships, decent work and justice and home affairs. All programs must meet standards on human rights, good governance, sustainable development and gender equality, and respect the diversity of cultures and traditions. Special concerns such as inclusion of minorities and improving the situation of vulnerable groups, including the Roma, are highlighted in certain programs. In relation to cultural heritage, there are two areas of support, as follows:

Conservation and revitalization of cultural and natural heritage

The historical value of Europe's cultural heritage is undisputed. The cultural sector is also a significant contributor to economic growth and job creation. However, decades of neglect has left many cultural sites in the beneficiary countries in need of restoration and modernization. The EEA Grants support cultural heritage programs in 14 beneficiary countries which aim at conserving and revitalizing cultural and natural heritage and improving public accessibility (Bulgaria, Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia and Spain).

Suggested activities are as follows:

- Support measures to conserve and restore monuments /sites and items of movable cultural heritage
- Support revitalization of cultural heritage by supporting new and innovative uses of old and/or abandoned buildings
- Support training and competence building programs: methodology, approach, management, traditional skills
- Support development of eco-tourism and other sustainable tourism initiatives both in and close to selected natural and cultural areas, e.g. protected areas and monuments
- Support measures to protect cultural and natural heritage sites from degradation as a result of unsustainable commercial development
- Support development of national strategies and practices for management of the cultural heritage sector.

At present no proposals open for any beneficiary country under this area of support.

Promotion of diversity in culture and arts within European cultural heritage

As a result of centuries of exchange and migratory flows, Europeans share a rich cultural heritage. Promoting cultural diversity is essential for strengthening democratic values in Europe and to contribute to economic and social cohesion. The EEA Grants support programs promoting the diversity in culture and arts in 10 beneficiary countries (Bulgaria, Czech Republic, Hungary, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia and Spain). These programs aim to encourage intercultural dialogue and diversity in the arts. Cultural dialogue increased and European identity fostered through understanding of cultural diversity.

Expected outcomes

- Contemporary art and culture presented and reaching a broader audience
- Awareness of cultural diversity raised and intercultural dialogue strengthened
- Individual citizens' cultural identity strengthened
- Cultural history documented.

One proposals for very small grant in the Czech Republic will be open in April 2016 in this support area.

11.SWITZERLAND GRANTS FINANCIAL ASSISTANCE FOR THE PRESERVATION OF THE CULTURAL HERITAGE OF OTHER STATES²⁰

Switzerland aims to contribute to the preservation of the cultural heritage of mankind by means of the Cultural Property Transfer Act (CPTA), which implements the 1970 UNESCO Convention into national law. According to article 14 of CPTA, the Specialized Body for the International Transfer of Cultural Property at the Swiss Federal Office of Culture annually grants financial assistance for the preservation of *movable* cultural property of other States. There are three types of projects which qualify for financial assistance:

Temporary Fiduciary Custody and Conservatory Care

Museums and similar institutions in Switzerland may apply for financial assistance for the temporary fiduciary custody and conservatory care of another State's cultural property, which is in jeopardy owing to exceptional events in that State. This requires the consent of the respective State and a confirmation of the receiving Swiss institution that the cultural property will be repatriated once those exceptional events have normalized.

²⁰ <http://www.ial.uk.com/news/switzerland-grants-financial-assistance-for-the-preservation-of-the-cultural-heritage-of-other-states/>

Projects to Preserve Cultural Heritage

Individuals and legal entities can apply for financial assistance for projects aiming to preserve the movable cultural heritage of other States party to the 1970 UNESCO Convention. Such projects may include the establishment of inventories, the organization of conferences to raise awareness as well as undertakings to prevent destruction and theft.

Projects to Ease Restitution of Cultural Heritage

In exceptional cases, state authorities and international organizations can apply for financial assistance to ease the restitution of cultural heritage of States party to the 1970 UNESCO Convention. This requires the confirmation of the receiving State that the restituted cultural property will not be sold.

The budget for such financial assistance is 700,000 Swiss Francs p.a. The maximum contribution is fifty percent of the asserted costs capped at 100,000 Swiss Francs per project for (i) and (ii) and 50,000 Swiss Francs for (iii).

Priority is given to temporary fiduciary custody and conservatory care, as well as projects to preserve cultural heritage. Furthermore, to strengthen bilateral co-operation, projects with States party to the 1970 UNESCO Convention which have concluded an agreement with Switzerland on the import and restitution of cultural property are treated preferentially. Switzerland has recently concluded agreements with Italy, Peru, Greece, Colombia, Egypt, China and Cyprus.

12. THE JAPANESE FUNDS-IN-TRUST FOR THE PRESERVATION OF WORLD CULTURAL HERITAGE²¹

The Japanese Funds-in-Trust for the Preservation of the World Cultural Heritage, the most well-known Japanese Funds-in-Trust, was created in 1989. This Fund finances projects aimed at preserving and restoring monuments, sites and archaeological remains of a great historical/artistic value. Half of the beneficiary sites are included at preserving and restoring monuments, sites and archaeological remains of a great historical/artistic value on the World Heritage List.

In developing countries, numerous monuments and sites threaten to vanish or deteriorate irreversibly for lack of means and human resources to ensure their restoration and maintenance. UNESCO and Japan, in addition to the financial support and help to the buildings' restoration, organize training workshops aimed at transferring competences and know-how.

Two major projects within the Fund are the preservation of the archaeological site of Angkor (Cambodia) and the conservation of the Bamiyan Site

²¹ <http://whc.unesco.org/en/partners/277/>

(Afghanistan). Through these projects and some others already terminated, we invite you to discover some of the actions undertaken by UNESCO thanks to the Japanese Funds-in-Trust for the Preservation of the World Cultural Heritage.

In Europe, only one project has been funded. The Probota Monastery Church of Saint Nicholas (Romania) was inscribed on the World Heritage List in 1993 as the most representative of the Moldavian painted churches. It has attracted much attention for its exterior frescoes, which are among the oldest surviving such frescoes in northern Moldavia (one of the regions of Romania), and have never been restored. Between October 1996 and August 2001, UNESCO, with the financial aid of Japan and in collaboration with the Romanian Ministry of Culture and the Archbishop of Suceava and Radauti, carried out extensive restoration work at Probota.

13. THE USA AMBASSADORS FUND FOR CULTURAL PRESERVATION²²

The U.S. Ambassadors Fund for Cultural Preservation (AFCP) supports the preservation of cultural sites, cultural objects, and forms of traditional cultural expression in more than 100 developing countries around the world. AFCP supported projects include the restoration of ancient and historic buildings, assessment and conservation of rare manuscripts and museum collections, preservation and protection of important archaeological sites, and the documentation of vanishing traditional craft techniques and indigenous languages. Cultural heritage endures as a reminder of the contributions and historical experiences of humanity. By taking a leading role in efforts to preserve cultural heritage, the U.S. shows its respect for other cultures.

In 2011, AFCP granted 8 projects in Europe and Neighbor countries, with a total amount of some € 600,000, as follows

- Armenia: Preservation of an 11th-century masonry arch bridge over the River Azat in Garni Gorge, one of Armenia's few surviving intact medieval bridges.
- Bosnia & Herzegovina: Preservation of the late 19th-century Serbian Orthodox church of St. Basil of Ostrog and the Catholic church of the Holy Trinity in Blagaj, built during the Austro- Hungarian period (1878–1918).
- Georgia: Conservation of the Khakhuli Triptych, one of Georgia's renowned and most significant cultural objects. The triptych bears the imprint of generations of Georgian kings.
- Macedonia: Conservation of medieval wall paintings and other architectural surfaces of the 15th century Aladja Mosque in Tetovo. The Ottoman-period wall paintings, produced by local masters, show the influence of both Renaissance and Eastern Islamic artistic traditions.

²²<http://eca.state.gov/cultural-heritage-center/ambassadors-fund-cultural-preservation>

- Russian Federation: Preservation of a traditional 19th-century log house in the outdoor collection of the Vologda State Historical and Architectural Museum, a common building type of the Vologda region.
- Serbia: Conservation of a Roman tumulus in the Magura Hill Imperial Palace at Felix Romuliana, a World Heritage site built in the early 4th century and devoted to Romula, the mother of the Roman emperor Galerius.
- Turkey: Emergency stabilization of the 16th-century Ets-Hayim Synagogue, the oldest synagogue in the city of Izmir. Built during the Byzantine period by the Romanian Jewish community and in use until 1999..
- Ukraine: Conservation of 12th-century mosaics from St. Michael's Golden-Domed Cathedral in the collection of the National Preserve of St. Sophia in Kyiv, removed from St. Michael's in advance of the Soviet demolition in the 1930s.

14. NATIONAL PLANS FOR PRESERVING CULTURAL HERITAGE

Spanish National Plans for Cultural Heritage²³

The National Cultural Heritage Plans have been devised as instruments for the conservation of Heritage serving to define an operational methodology and programs for initiatives with the aim of coordinating the involvement of the various public authority bodies associated with complex cultural assets. The National Plans were set up in the second half of the 1980s once responsibility for Heritage had been transferred to the Autonomous Regions, and a new Historical Heritage Act was in place. The first National Plan was the Cathedrals Plan drawn up from 1987 onwards and approved in 1990, followed by Industrial Heritage, Defensive Architecture, Cultural Landscape, and Abbeys, Monasteries and Convents, in the first decade of the 21st century. The National Conservation Plans are a combination of the two concepts:

- The National Information Plans referred to in the Historical Heritage Act, as the responsibility of the Heritage Council, and
- The Conservation and Restoration Plans referred to in the Decree establishing the Spanish Cultural Heritage Institute ('Instituto del Patrimonio Cultural de España')

The Cathedrals Plan is the result of the committed collaboration between the public authorities responsible for heritage and the ecclesiastical institutions which are the owners thereof, with the support of a growing social awareness in the interests of greater knowledge, protection and conservation of Spain's ninety cathedral sites. The objective of the Plan is to structure the actions of the various agents involved in the conservation of cathedral heritage. This requires that a balance be struck in the budgetary contributions made, along with coordination among public authorities, cathedral boards and public and private

²³ <http://ipce.mcu.es/conservacion/planesnacionales.html>

organizations in order to allow forward-looking interventions to be scheduled, in accordance with principles of sustainability.

Following a similar approach, other plans are dealing with:

- Defensive Architecture (castles, highlight ramparts, watchtowers, fortifications of the Modern and Contemporary Era and arsenals)
- Abbeys, Monasteries and Convents
- Traditional Architecture (namely rural assets)
- Industrial Heritage (in particular from the XIX Century)
- Immaterial Heritage, including Works of the XX Century

The sources of funds for financing these activities are diverse. Among them, the Ministry of Public Works (Ministerio de Fomento) dedicates 1.5% of major projects' budget to this purpose through an agreement with the Ministry of Culture²⁴ that currently covers the period 2013-2016. Eligible assets to be restored/rehabilitated need to be public and declared as forming part of the Spanish Cultural Heritage.

15. PRIVATE FUNDS²⁵

In an article by Alice Walwer, it is mentioned that private structures and initiatives seem to be pretty efficient tools to protect the heritage. Revolving funds and building preservation trusts are part of them and deserve to be considered as a potential solution to be introduced into the French system in order to safeguard historical buildings.

“Revolving funds” are structures frequently acting in cultural heritage preservation. They can be described as pools of capitals from which the revenues are reinvested into a specific activity and can be compared to the French “fonds de dotation” created in 2008. The Fonds de dotation is a non-profit moral person of private law. It receives and capitalizes goods and rights of every types that are brought to him in a free and irrevocable way. It uses the revenues of the capitalization in order to achieve a mission of public interest or redistribute them to assist a non-profit moral person in its general interest activities. This new tool, inspired by American “endowment funds”, is coming across a quite important success in every philanthropic sector thanks to its creation simplicity and its utilization flexibility. A “fonds de dotation” can be used as a structure managing and financing a cultural property by a private person. For instance, “Bateaux du Patrimoine” manages historic ships and finances

²⁴ http://www.fomento.es/NR/rdonlyres/016AB999-0119-4431-A02E040684E043BA/127754/OFOM_19322014.pdf

²⁵ <http://www.tafterjournal.it/2013/03/28/revolving-funds-and-building-preservation-trusts-a-new-and-efficient-way-of-preserving-european-heritage/>

their restoration. But most of them are usually created by foundations or associations in order to finance more efficiently their activities.

“Building preservation trusts” are another form of revolving funds that are mostly present in Great Britain, Ireland but also Switzerland. The Landmark Trust (Great Britain) is a charity created in 1965 that manages pools of capital. Thanks to its revenues, it rescued more than 200 historic and architecturally interesting buildings and their surroundings from neglect. Once they have been restored, the buildings are turned into places to stay for a holiday, which gives a new functionality to the unused building. Created in 2011, “Pierres d’histoire” adapts this great system in France for the first time. Why is it worth creating such a firm in France? First of all, the Landmark Trust was a proof that the concept was successful and sustainable for a long period of time. Moreover, it guarantees the quality of the restoration of non-used buildings or threatened buildings with a special architectural or historical interest. Giving them a new economic potential enables their preservation but also makes them financially independent. It is a sustainable long-term process to fight against the heritage destruction. Then, this structure has several other advantages: it promotes social integration and contributes to local development, and it insists on the educational aspect. “Pierres d’histoire” is a very young initiative, so the project is still shaping up but it seems to be a right track to follow and develop.

As a matter of fact, the private sector can sometimes be more efficient at protecting cultural heritage than the State does: new ways of funding this preservation are put into action and high quality restoration standards are usually respected. Of course, it still falls to public instances to create a strict and intelligent framework around these new initiatives so they can be developed in the right way.

post-JESSICA (a public-private funding instrument)

JESSICA stands for **Joint European Support for Sustainable Investment in City Areas**²⁶, which in practice is a revolving fund. This initiative was developed during the 2007-2013 programming period by the European Commission and the European Investment Bank (EIB), in collaboration with the Council of Europe Development Bank (CEB). Under new procedures, Member States are being given the option of using some of their EU grant funding, their so-called Structural Funds, to make repayable investments in projects forming part of an integrated plan for sustainable urban development. These investments, which may take the form of equity, loans and/or guarantees, are delivered to projects via Urban Development Funds and, if required, Holding Fund

The main benefits of JESSICA:

- To make Structural Fund support more efficient and effective by using “non-grant” financial instruments, thus creating stronger incentives for successful project implementation.

²⁶<http://www.eib.org/products/blending/jessica/>

- To mobilize additional financial resources for public-private partnerships and other urban development projects with a focus on sustainability/recyclability.
- To use financial and managerial expertise from international financial institutions such as the EIB

EIB involvement in JESSICA was threefold:

- Advising and assisting national, regional and local authorities in implementing JESSICA
- Promoting the use of Urban Development Funds and best practice across Europe
- Acting as a Holding Fund, when requested by Member States or managing authorities.

During the 2014-2020 programming period JESSICA is likely to disappear as a trade mark (namely for providing advisory services) but its principles from the financial standpoint will continue. This means that new (and probably better refined) financial instruments mobilizing revolving funds will be put in place.

The revolving investments are delivered to projects via urban development funds and, if requested, holding funds. They must be in line with Structural Funds operational programs agreed for the current programming period. Cultural heritage related investments are therefore eligible for being financed through funds created under post-JESSICA principles.

16. THE LINK BETWEEN TOURISM AND CULTURAL HERITAGE

Cultural Heritage, Tourism and Urban Development

According to the World Bank²⁷, cultural endowments such as traditional architecture, unique streetscapes and historic sites are increasingly recognized as important economic resources in both developed and developing countries. For instance, the World Bank experience with the connections between urban revitalization, heritage, and tourism includes the urban upgrading and rehabilitation of historic buildings undertaken by the Georgia Cultural Heritage Project, which is credited with playing a critical role in stimulating the revitalization of Tbilisi's Old Town. It led private investors to renovate their own buildings in the area; to the opening of hotels, restaurants, shops and galleries; to an influx of residents, offices, and tourists; and to a significant increase in property values. In the Bosnia-Herzegovina Pilot Cultural Heritage Project, the reconstruction of the iconic Mostar Bridge and other municipal infrastructure investments made a significant contribution to revitalization of the city center, reconciliation among residents, and the reestablishment of the local tourism

²⁷ <http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTURBANDEVELOPMENT/EXTCHD/0,,contentMDK:22252625~menuPK:540720~pagePK:210058~piPK:210062~theSitePK:430430~isCURL:Y,00.html>

industry. As a conclusion, one of the most highly-visible and dynamic links between heritage conservation and local economic development lies in the potential for cultural and natural assets to attract tourism investment and spending.

The example of Croatia²⁸

Croatian cultural heritage is exceptionally valuable resource in the Croatian tourism offer, as evidenced by the fact that 69% of tourists during their stay participate in one of cultural events, although the main motivation for their coming in Croatia is the sea and sun. Cultural tourism is a generator of sustainable development; it allows different to become an interesting to tourists as well as to the local population. Cultural-tourism products increase consumption, length of stay and tourist satisfaction, which ultimately contributes to the sustainable development of the city/region where these products are consumed. On these bases, since 2005 Croatia has developed an strategy aiming at improving the tourist attractiveness by means of implementing three action plans, as follows.

Heritage in Tourism is a program that gave extraordinary results particularly in development of continental tourism. In the period 2005-2009 it co-financed 595 projects, out of which 92% were realized in the continental and coastal hinterland. With the implementation of these projects economic activity has been revitalized, the number of tourist services providers in underdeveloped tourist areas increased, reconstruction of traditional facilities was made possible and sales channels of domestic products and services were open. Many buildings of architectural heritage (e.g. folk architecture, mills) have been saved from further deterioration through new tourism purposes. Better protection of natural heritage was completed by educational trails and the creation observation points in protected areas.

The program **Theme Routes**, which was initiated in 2007, aimed at better recognition of Croatia in whole as a diversified tourist country. It raised interest in travellers to take a short break to carry out a circular trip, a short holiday or a combined holiday by visiting continental and Adriatic hinterland destinations, encouraged foreign tourists already staying at a famous tourist destination or on a circular trip to explore theme routes and less familiar tourist destinations. This allows to enlarge consumption and to create thematically integrated and organized tourist attractions throughout the year by connecting natural, cultural and historical heritage of Croatia.

The program **Original Souvenir** aims at reliving the production of traditional and artistic crafts, encouraging the production of homemade products and souvenirs, confirming values of unique handmade production, encouraging the creation of reproductions, redesigning or designing new products and, finally protecting and preserving heritage utilizing traditional techniques and materials.

²⁸<http://www.sebenica.com/userfiles/pdfs/Cultural%20Tourism%20in%20Croatia%20after%20the%20Implementation%20of%20the%20Strategy%20of%20Development%20of%20Cultural%20Tourism.pdf>

As a result of that, the attitudes of tourists on Croatian cultural offer showed that 51% of visitors increased their interest in visiting other sites than sun-and-beach locations. In general, satisfaction visiting cultural attractions/events has a positive impact on the wish to enlarge their interest towards cultural issues and the impact of SMEs and local economy is evident.

17. THE “7 MOST ENDANGERED” INITIATIVE

‘The 7 Most Endangered’ initiative is an advocacy and operational programme, launched in 2013 by Europa Nostra and the EIB Institute, its founding partner. It aims at not only to identify the most threatened monuments and sites in Europe but also to launch a call for action. The two institutions, together with associated partners, undertake the necessary efforts to assess the selected sites and to contribute to the development of realistic action plans, in close cooperation with national and local public and private entities. More specifically, financial experts provide analysis and advice on how funding could be obtained, for example, through European Union funds or, in appropriate cases, loans. The 14 European

Sites shortlisted for ‘The 7 Most Endangered’ in 2013 and 2014 are listed in the following table with the purpose of identifying relevant/likely potential sources of public funds that could be mobilised under the EU 2014-2020 programming period²⁹.

Conclusion

There are many potential sources of European Funds that, in principle, could be used for financing cultural heritage investment projects. However, it must be recognized that in many cases this opportunity is not evident. It is therefore necessary to examine in detail the National/Regional Operational Programs as agreed between the European Commission and every country in order to identify where this possibility exists.

Every cultural heritage project has its own characteristics, including its geographic insertion, and the challenge for the promoters is to investigate to what extent external resources (not only/necessarily European, as seen before) would be available for its successful implementation. The intention of this document was simply to show that different means are present and to identify some of the most tangible right now.

²⁹ The information is obviously not exhaustive and is presented as a first guide to project promoters in order to explore ways to obtain financial support for their projects.

Project name (2013)	Country	Region and city	Programme and budget	OP objectives (in relation to the project)	Operational Programme or Facility
Roman Amphitheatre of Durrës	Albania	Durrës district	Candidate and Potential Candidate Countries Non EU programmes	To be updated	IPA II and IRPP/SAAH http://ec.europa.eu/enlargement/pdf/financial_assistance/ipa/2014/231-2014_ipa-2-reg.pdf http://www.coe.int/t/dg4/cultureheritage/cooperation/SEE/IRPPSAAH/default_en.asp
The Buffer Zone in the Historic Centre of Nicosia	Cyprus	Nicosia district	Competitiveness and sustainable development	Tourism, management of natural & cultural resources; and sustainable urban development	Directorate General for European Programmes, Coordination and Development http://www.dgepcd.gov.cy/dgepcd/dgepcd.nsf/index_gr/index_gr?OpenDocument
Vauban's 17 th Century Fortifications in Briançon	France	Provence-Alpes-Côte d'Azur Hautes-Alpes	Regional programme Provence Alpes Côte d'Azur: 13% of 886m will be allocated to urban areas	Enhance renewable energy production, energy efficiency in housing and tertiary buildings and sustainable multimodal mobility	Regional Council of Provence-Alpes-Côte d'Azur http://www.regionpaca.fr/ http://programmes-europeens-2014-2020.regionpaca.fr/fileadmin/user_upload/documents/PO_FEDER_FSE_adopte.pdf
Renaissance Monastery of San Benedetto Po	Italy	Lombardia Mantua	ROP Lombardia ERDF	Promote the attractiveness of cultural and natural heritage in the "internal areas" of the region	Regione Lombardia - Programmazione comunitaria e coordinamento autorità di gestione http://www.ue.regione.lombardia.it/
15 th Century Monastery in Setúbal	Portugal	Estremadura Setúbal district	Regional OP Lisboa	Preserving and protecting the environment and promoting resource efficiency Increase the annual number of stays in hotels and other touristic accommodations.	Autoridade de Gestão do Programa Operacional Regional de Lisboa 2014-2020 http://www.ccdr-lvt.pt/ http://www.ccdr-lvt.pt/
Historic Mining Landscape of Rosia Montana	Romania	Transylvania	Competitiveness Operational Programme Environmental protection OP still to be approved	Objectives related to cultural heritage very unlikely under Competitiveness OP.	Ministerul Fondurilor Europene - Autoritatea de Management POC 2014-2020 http://www.fonduri-ue.ro/
Armenian Church of St. George in Mardin	Turkey	Mardin province	Candidate and Potential Candidate Countries Non EU programmes	To be updated	IPA II and IRPP/SAAH http://ec.europa.eu/enlargement/pdf/financial_assistance/ipa/2014/231-2014_ipa-2-reg.pdf http://www.coe.int/t/dg4/cultureheritage/cooperation/SEE/IRPPSAAH/default_en.asp

Project name (2014)	Country	Region and city	Programme and budget	OP objectives (in relation to the project)	Operational Programme or Facility
Bourlaschouwburg in Antwerpen	Belgium	Flanders	OP Flanders	Energy efficiency and adaptation to Climate Change	Vlaamse Beheersautoriteit Europese Structuurfondsen - Agentschap Ondernemen, Afdeling Europa Economie http://www.agentschapondernemen.be/artikel/centraal-secretariaat
Dolcho-Apozari areas in Kastoria	Greece	West Macedonia	Western Macedonia OP	Environment and resource efficiency	Management authority for OP http://www.pepdym.gr/http://www.pepdym.gr
Citadel of Alessandria	Italy	Piemonte	ROP Piemonte ERDF	Preserve and promote natural and cultural heritage	Regione Piemonte - Direzione Attività Produttive http://www.regione.piemonte.it/europa2020/
Carillons of the Palácio Nacional de Mafra	Portugal	Lisboa	Regional OP Lisboa	Preserving and protecting the environment and promoting resource efficiency Increase the annual number of stays in hotels and other touristic accommodations	Autoridade de Gestão do Programa Operacional Regional de Lisboa 2014-2020 http://www.ccdr-lvt.pt/ http://www.ccdr-lvt.pt/
Wooden Churches from Southern Transylvania and Northern Oltenia	Romania	Transilvania and Oltenia (Wallachia)	Competitiveness Operational Programme Environmental protection OP still to be approved	Objectives related to cultural heritage very unlikely under Competitiveness OP.	Ministerul Fondurilor Europene - Autoritatea de Management POC 2014-2020 http://www.fonduri-ue.ro/
Synagogue of Subotica	Serbia	Vojvodina	Candidate and Potential Candidate Countries Non EU programmes	To be updated	IPA II and IRPP/SAAH http://ec.europa.eu/enlargement/pdf/financial_assistance/ipa/2014/231-2014_ipa-2-reg.pdf http://www.coe.int/t/dg4/cultureheritage/cooperation/SEE/IRPPSAAH/default_en.asp
Colour Row Settlement	Russia	Kaliningrad Chernyakhovsk	European Neighbourhood Policy Eastern Neighbourhood Non EU programmes	Tbilisi Declaration	USA Ambassadors Fund for Cultural Preservation http://eeas.europa.eu/enp/index_en.htm http://eca.state.gov/cultural-heritage-center/ambassadors-fund-cultural-preservation