



EUROPA  
NOSTRA

*Engaging New Audiences in Europe:*  
**EUROPA NOSTRA**  
*The Voice of Cultural Heritage in Europe*

**HERITAGE CANADA FOUNDATION**

*40th Anniversary Conference 2013*

**REGENERATION: Heritage Leads the Way**

Ottawa, CANADA, 1 November 2013

**Laurie Neale**

*Europa Nostra Council Member*

# EUROPA NOSTRA



EUROPA  
NOSTRA

- \* Established in 1963 upon the initiative of Italia Nostra, to engage citizens in saving Venice from neglect
- \* Began the Europa Nostra Awards in 1978
- \* Merged in 1991 with the International Castles Institute (IBI) (itself established in 1949)
- \* Partnered with the European Commission to run the EU Prize for Cultural Heritage / Europa Nostra Awards
- \* Celebrating its Golden Jubilee 1963 – 2013



EUROPA  
NOSTRA

# Europa Nostra Today



EUROPA  
NOSTRA

- A NETWORK across all of Europe
- A LOBBY for making cultural heritage top priority for European and international bodies
- A prestigious AWARDS programme
- A COMBAT to safeguard Europe's endangered historic monuments, sitestage buildings and sites



Everything Europa Nostra does is  
**AWARENESS RAISING**  
and  
**CHANGING PEOPLE'S ATTITUDES**  
and **THINKING** about  
**CULTURAL HERITAGE**

# *A network across all of Europe*



EUROPA  
NOSTRA




More than 400 Member and Associate organisations  
and 1300 Individual members  
coming from the four corners of greater Europe –  
a combined membership of more than 5 million citizens

# Exchanging Ideas and Experiences:



EUROPA  
NOSTRA



Forum: Europe's Historic Small Towns and Villages and their Surrounding Landscapes  
Taormina, Sicily (IT) - 4 June 2009

# Exchanging Ideas and Experiences:



Forum: European Engineering Heritage  
Newcastle (UK) - 13 June 2008

# EUROPA NOSTRA supported by / partners with:



## European, Int'l Organisations:



Culture



## Private Foundations:



## Corporate partners:





# A Lobby for Cultural Heritage in Europe



## **European Heritage Alliance 3.3**

Europe's major heritage organisations have come together to promote the untapped potential of Europe's cultural heritage and to obtain explicit recognition within EU policy priorities of the crucial contribution cultural and natural heritage can and does make to realising Europe's potential - economically, environmentally, socially and indeed culturally.

# Developing Partnerships in and beyond Europe

## European Heritage Alliance 3.3



Launched in June 2011 by 27 European and International networks and organisations active in the field of cultural heritage. Currently 32 members:

- **ANCBS** (Association of National Committees of the Blue Shield)
- **Heritage Europe-EAHTR** (Eur. Ass. of Historic Towns & Regions) ; **ECOVAST** (European Council for Village & Small Town)
- **ECCO** (European Confederation of Conservator-Restorers' Organisations) ; **ENCORE** (European Network of C-R Education)
- **ECF** (European Cultural Foundation) ; **ACCR** (Association des Centres Culturels de Rencontres)
- **ECTP-CEU** (European Council of Spatial Planners) ; **ISOCARP** (Int'l Society of City and Regional Planners)
- **EHHA** (European Historic Houses Association) ; **ELO** (European Landowners' Organisation) ; **EWT** (European Walled Towns)
- **EMH** (European Maritime Heritage) ; **FEDECRAIL** (European Federation of Museum and Tourist Railways)
- **ENCATC** (European Network of Cultural Administration Training Centres) ; **EMA** (European Museum Academy)
- **EUROCLIO** (European Association of History Educators) ; **ECTN** (European Cultural Tourism Network)
- **EUROPA NOSTRA** (The Voice of Cultural Heritage in Europe)
- **FRH** (Future for Religious Heritage - European Network for Historic Places of Worship)
- **ICOM** (International Council of Museums) ; **NEMO** (Network of European Museum Org's) ; **EMF** (European Museum Forum)
- **ICOMOS** (International Council on Monuments and Sites) ; **OWHC** (Organisation of World Heritage Cities)
- **INTO** and **INTO Europe** (International National Trusts Organisation) ; **SEE** Heritage Network (S-E Eur. Heritage Network)
- **TICCIH Europe** (The International Committee for the Conservation of the Industrial Heritage)
- **E-FAITH** (European Federation of Associations of Industrial and Technical Heritage)
- **UIA workgroup Heritage Region I** (International Union of Architects) ; **IFLA Europe** (Int'l Fed. of Landscape Architects)

# A Joint Effort with Key International Institutions



## The European Union In Brussels Belgium



## European Union Institutions:

- **European Council**
- **Council of Ministers**
- **European Parliament**
- **European Commission**
- **Committee of the Regions**
- **European Economic & Social Committee**
- **European Investment Bank**



# A Joint Effort with Key International Institutions



## The Lisbon Treaty (entered into force on 1<sup>st</sup> December 2010)

### Article 2 on the “Aims of the European Union” as amended by the Lisbon Treaty

1. The Union's aim is to promote peace, its values and the well-being of its peoples.
2. The Union shall offer its citizens an area of freedom, security and justice without internal frontiers, in which the free movement of persons is ensured in conjunction with appropriate measures with respect to external border controls, asylum, immigration and the prevention and combating of crime.
3. The Union shall establish an internal market. It shall work for the sustainable development of Europe based on balanced economic growth and price stability, a highly competitive social market economy, aiming at full employment and social progress, and a high level of protection and improvement of the quality of the environment. It shall promote scientific and technological advance.  
  
It shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child.  
  
It shall promote economic, social and territorial cohesion, and solidarity among Member States.  
  
**It shall respect its rich cultural and linguistic diversity, and shall ensure that Europe's cultural heritage is safeguarded and enhanced.**
4. The Union shall establish an economic and monetary union whose currency is the euro.
5. In its relations with the wider world, the Union shall uphold and promote its values and interests and contribute to the protection of its citizens. It shall contribute to peace, security, the sustainable development of the Earth, solidarity and mutual respect among peoples, free and fair trade, eradication of poverty and the protection of human rights, in particular the rights of the child, as well as to the strict observance and the development of international law, including respect for the principles of the United Nations Charter.
6. The Union shall pursue its objectives by appropriate means commensurate with the competences which are conferred upon it in the Treaties."

# Influencing European Policy:

## Cultural Tourism: its Encouragement and Control

( *Europa Nostra Forum in Valetta, May 2005* )





EUROPA  
NOSTRA

# Influencing European Policy:

## REFORM OF THE COMMON AGRICULTURAL POLICY AND ITS IMPACT ON HERITAGE

*Lobbying for the recognition of the importance of cultural landscapes  
and natural heritage, in the proposed Rural Development Rules.*

### **Europe's Living Landscapes: Cultural Heritage as a Force for Rural Development**

*Europa Nostra contributed to a joint statement on the Common Agricultural Policy with the Europae Archaeologiae Consilium, the European Association of Archaeologists, the European Council for the Village and Small Town, the European Federation of Farm and Village Tourism, the European Landowners' Organisation, the International Association Rurality-Environment-Development (R.E.D.) and the Rural Investment Support for Europe (RISE) Foundation. July 2010*

# Influencing European Policy:



EUROPA  
NOSTRA



Impact of Wind Turbines on Europe's Landscapes  
( 2 Europa Nostra Declarations, adopted in 2004 and 2008 )



# EUROPA NOSTRA engaging new audiences:



Final budget:  
€1.46 billion



## Heritage has gone mainstream!

Europa Nostra is participating in EU Commission President Barroso’s “**New Narrative for Europe**” dialogue, charting the future of the

Through **Creative Europe** the cultural and creative sectors will contribute to cultural diversity as well as to growth and jobs in Europe in line with the “**Europe 2020 Strategy**” for smart, sustainable and inclusive growth.

*On top of being essential drivers for cultural diversity in Europe, these industries – which include notably **architecture, archives and libraries, artistic crafts, audiovisual (such as film, television, video games and multimedia), cultural heritage, design, festivals, music, performing arts, publishing, radio and visual arts** – are one of Europe's most dynamic economic sectors.*

# EUROPA NOSTRA engaging new audiences:



## The YOUTH:

The World's largest  
Photo Contest

Your **heritage**  
uploaded to ...



WIKI **loves**  
monuments



WIKI **loves**  
monuments  
Canada

**Historiana**  
your portal to the past



**Historiana**  
your portal to the past

European Association of History Educators



*Learning resource for  
European History and Heritage*  
[www.historiana.eu](http://www.historiana.eu)



HERITAGE  
IN **MOTION**

*Multi-Media Festival / Contest for  
Films, Websites, Games, Apps*

[www.heritageinmotion.eu](http://www.heritageinmotion.eu)



# Campaigning for Endangered Heritage:



**Europa Nostra campaigns side by side with our members, organisations and individuals, to oppose threats to cultural heritage objects and sites from all over Europe.** Saving endangered heritage, be they monuments, buildings or landscapes, lies at the heart of Europa Nostra mission.

On the occasion of its 50th anniversary, Europa Nostra has launched its new flagship programme: **“The 7 Most Endangered”**, with the **European Investment Bank**, represented by the EIB Institute, as a founding partner, and supported by associate partner, the **Council of Europe Development Bank (CEB)**. This programme will identify endangered monuments and sites in Europe and mobilize public and private partners on a local, national and European level to find a sustainable and viable future for those sites.



# Campaigning for Endangered Heritage:



EUROPA  
NOSTRA

Co-visibility of Wind Turbines and  
Europe's Monuments and Sites

Mont Saint-Michel  
*(Normandy, France)*



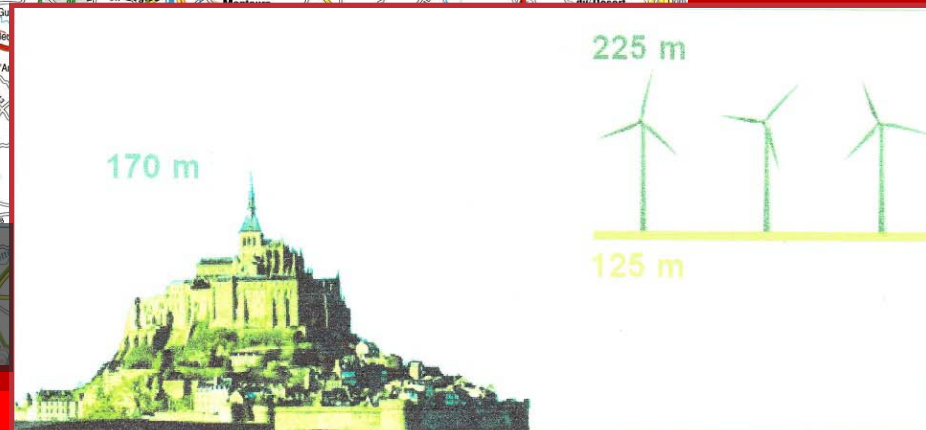
# Campaigning for Endangered Heritage: Mont Saint-Michel (Normandy France)



EUROPA  
NOSTRA



Impact of differences of scale between monuments and modern technology.



# Campaigning for Endangered Heritage:

## Rosia Montana, Romania

*Safeguarding the natural flora, landscape and cultural heritage of this potential WH Site of continuous mining history dating back to the Romans versus short-term economic gain and massive toxic dumps which will last forever.*



# Campaigning for Endangered Heritage:



Rosia Montana, Romania

*Questioning the impartiality of Environmental Impact Assessments which are financed by the applicant for mining permits...*

[www.rosiamontana.org](http://www.rosiamontana.org)

[atiberry.net](http://atiberry.net)

## CULTURAL HERITAGE ACTIVISM:

# Please help our campaign to save ROSIA MONTANA, in Transylvania RO

See: <http://www.europanostra.org/rosia-montana/>

Canadian mining company Gabriel Resources, acting as the Rosia Montana Gold Corporation, is preparing for large scale open-cast mining which will flatten 4 mountain tops, fill a deep valley with polluted mine tailings, removing Roman era mining heritage in the process.

*Europa Nostra supports the Joint Standing Committee of the Romanian Chamber of Deputies and the Senate for the relation with UNESCO, the Romanian National Commission on Historic Monuments, the Romanian Academy, and ICOMOS International in urging the Romanian government to include Rosia Montana in their Tentative List of World Heritage Sites. Europa Nostra also urges the Romanian government to envisage and implement a long-term sustainable development strategy for the inhabitants and the heritage and environment of the*



# Recognising Outstanding Heritage Achievements

---



EUROPA  
NOSTRA

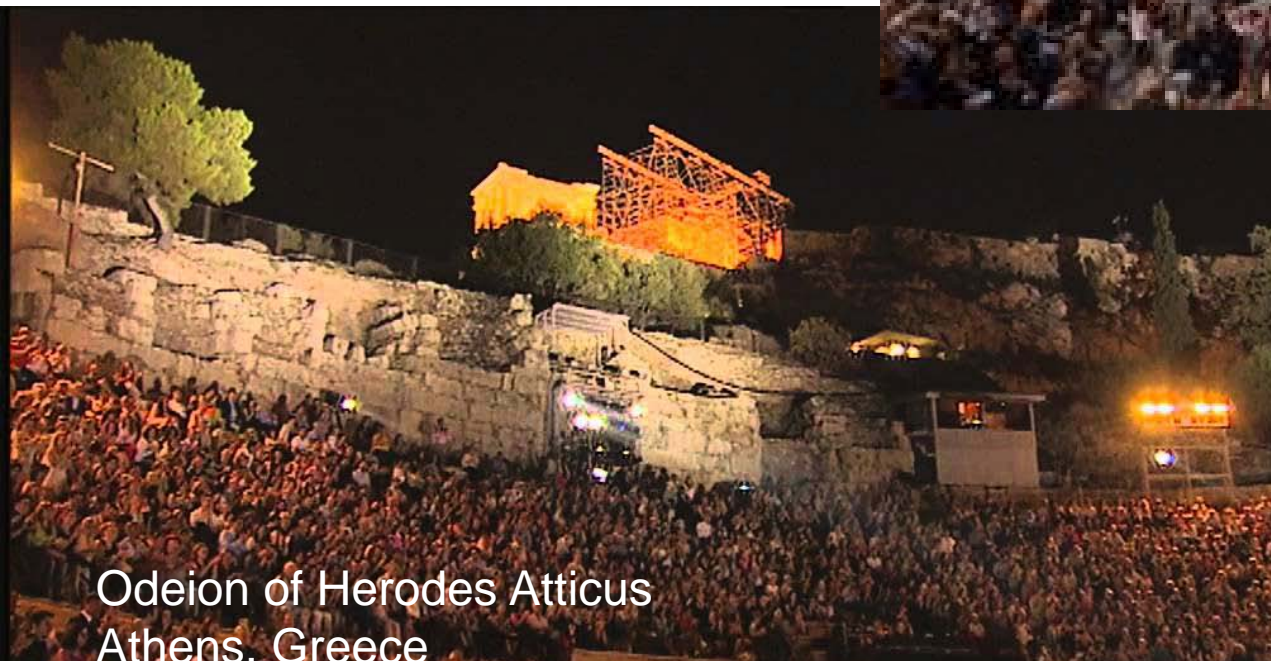


# EUROPA NOSTRA engaging new audiences:



## STAR APPEAL:

Plácido Domingo, EN President



Odeion of Herodes Atticus  
Athens, Greece



European Heritage  
Awards Ceremony 2013  
- the 'Oscars' of heritage

# European Heritage Awards Ceremony

Concertgebouw, Amsterdam, 10 June 2011



EUROPA  
NOSTRA



# European Union Prize for Cultural Heritage / Europa Nostra Awards



## OBJECTIVES OF THE AWARDS SCHEME

- \* To promote high quality standards in European conservation practice
- \* To stimulate transboundary exchanges and intercultural dialogue in the field of heritage conservation
- \* To encourage further exemplary efforts through the « Power of Example »
- \* To be a platform for Best Practices in the Heritage Sector



PAST AWARD WINNERS ONLINE: [www.europanostra.org/laureates-2013](http://www.europanostra.org/laureates-2013)

# Rewarding Cultural Heritage Achievements in 4 Categories:

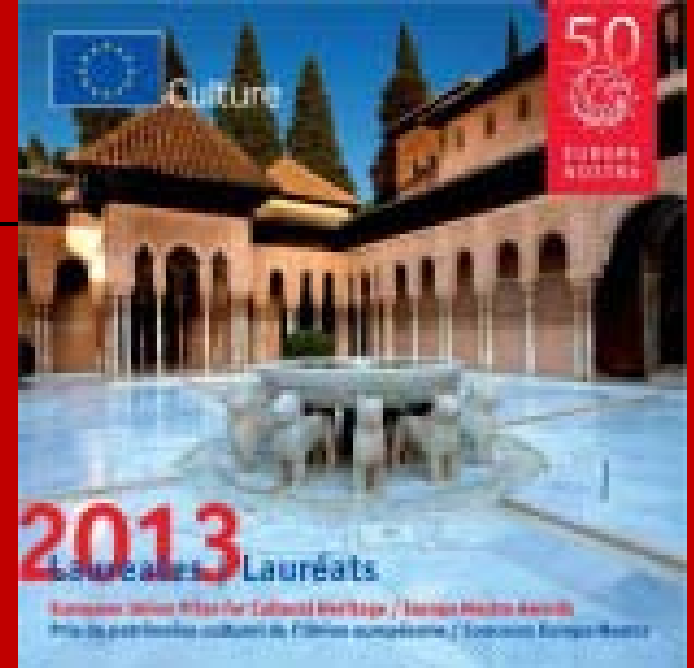
1. Conservation
2. Research
3. Dedicated Service by Individuals or Organisations
4. Education, Training and Awareness-Raising

**Call for Entries Deadline**

Next year on **1 October 2014**

Application forms available at

**[www.europanostra.org](http://www.europanostra.org)**



# Celebrating Best Heritage Achievements in Europe



EUROPA  
NOSTRA

Category 1: CONSERVATION

GRAND PRIX 2011

## Antwerp Central Station

Antwerp, Belgium



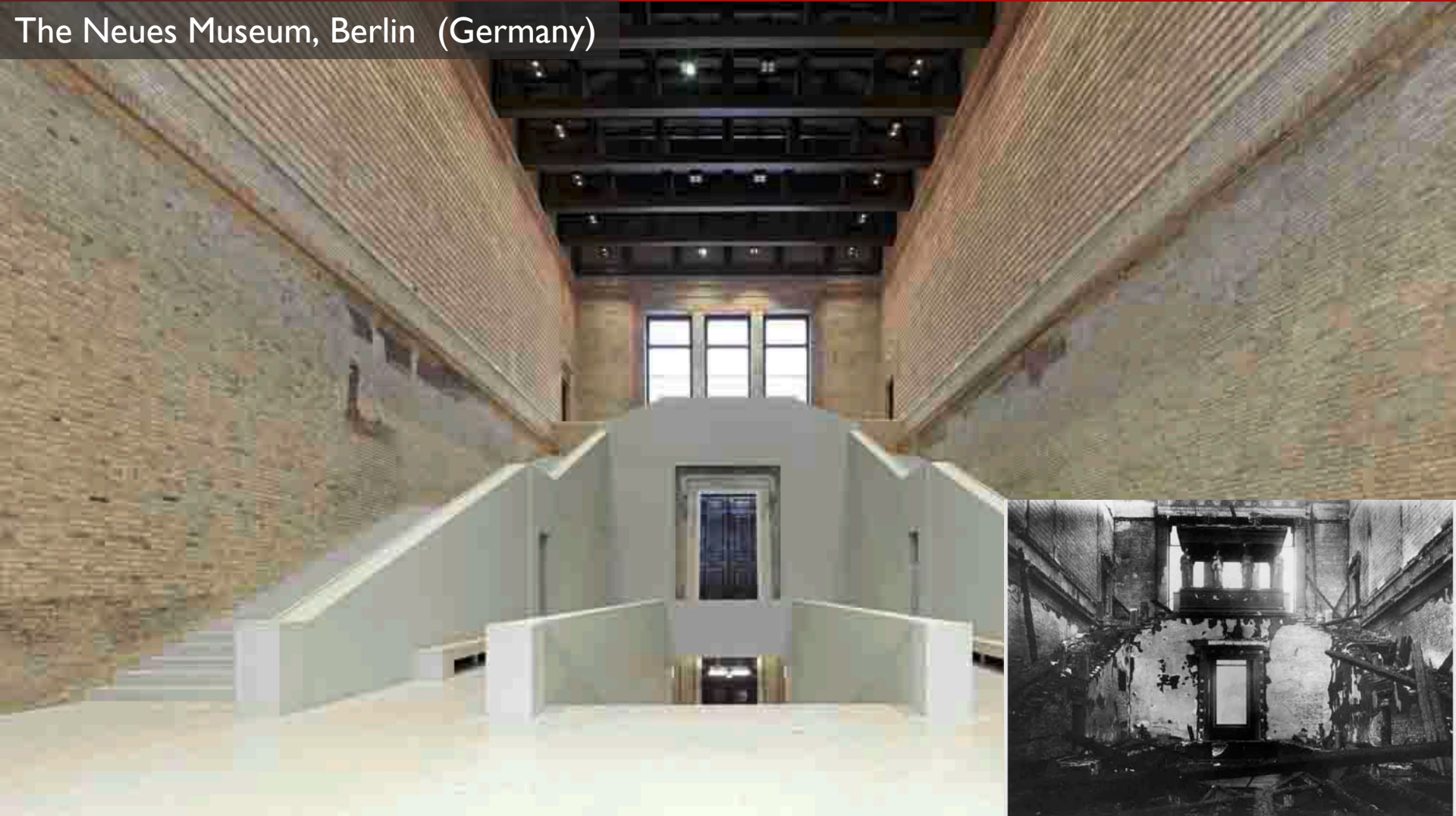
# Celebrating Best Heritage Achievements in Europe



Category 1: CONSERVATION

GRAND PRIX 2010

The Neues Museum, Berlin (Germany)



# EUROPA NOSTRA engaging new audiences:



## Main stream ARCHITECTS:



**The Neues Museum, Berlin DE**



**RMiT Master's programme**  
TU Delft Bouwkunde  
(Architecture) on adaptive re-use

**EU Prize for Cultural Heritage/Europa Nostra Award**  
Grand Prix Conservation 2010  
**EU Prize for Contemporary Architecture /**  
**Mies von der Rohe Award 2011**



# Celebrating Best Heritage Achievements in Europe



Category 1: CONSERVATION

GRAND PRIX 2012

## Number 2 Blast Furnace

Sagunto, Spain



# Celebrating Best Heritage Achievements in Europe



EUROPA  
NOSTRA

Category 1: CONSERVATION

PRIX 2012

## Ene.térmica, National Energy Museum

Ponferrada, Spain



# Celebrating Best Heritage Achievements in Europe

## Van Nelle Design Factory

Prix 2008

Rotterdam, The Netherlands



EUROPA  
NOSTRA



# Celebrating Best Heritage Achievements in Europe



Category 1: CONSERVATION

PRIX 2009

## Stanley Mills

Stanley, Scotland UK



# Celebrating Best Heritage Achievements in Europe

Category 1: CONSERVATION

PRIX 2009



## Pier Arts Centre Stromness, Scotland UK



pier arts centre, stromness, orkney



restored & renovated existing net-house gallery spaces

# Celebrating Best Heritage Achievements in Europe

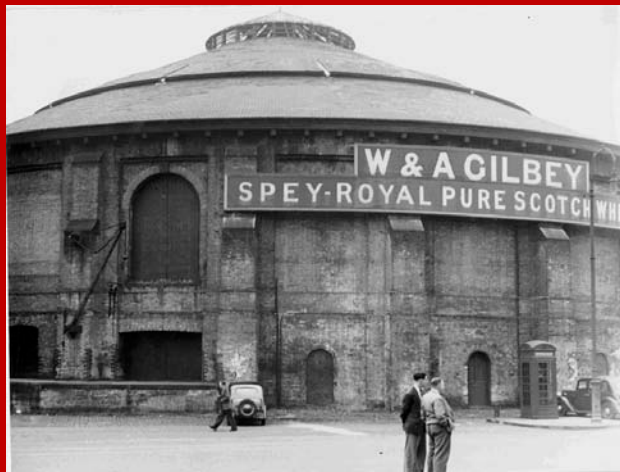


Category 1: CONSERVATION

PRIX 2006

## The Round House

London UK



# Celebrating Best Heritage Achievements in Europe



Category 1: CONSERVATION

LAUREATE 2003



**Grainger Town Project**  
*Regeneration of the historic centre of  
Newcastle UK*



# Celebrating Best Heritage Achievements in Europe



EUROPA  
NOSTRA

Category 2: RESEARCH

GRAND PRIX 2010

Est ce qu'ils ont lu le livre de Silvestre sur Eug Delacroix ainsi que l'article sur la couleur dans la grammaire des architectes en de ch. Blanc.  
Demandes leur donc cela de ma part et sinon s'ils n'ont pas lu celui qu'ils le lisent. J'espère mais à Rembrandt plus qu'il ne peut paraître dans mes études.



Voici croquis de ma dernière toile entrain encore un sémur. Immense disque citron comme Soleil. Ciel vert jaune à nuages roses. L'horizon violet le sémur et l'arbre bleu de prairie, toile de 30



The Letters Project  
Van Gogh Museum, Amsterdam, Netherlands



# Celebrating Best Heritage Achievements in Europe



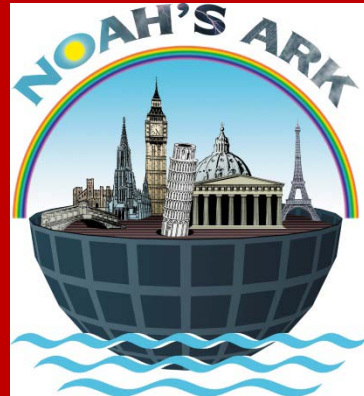
EUROPA  
NOSTRA

LAUREATE 2009 Category 2 - Research

## The Noah's Ark Project

Global Climate Change Impact on the Built Heritage and Cultural Landscapes

*Bologna, Italy*



# Best Heritage Achievements in Europe

Category 3: DEDICATED SERVICE

GRAND PRIX 2010



Nils Vest, Film maker  
Copenhagen (Denmark)



# Celebrating Best Heritage Achievements in Europe

Category 3: DEDICATED SERVICE

GRAND PRIX 2009



**Dr Glenn Murray**  
Saving the Mint in Segovia (Spain)



# Celebrating Best Heritage Achievements in Europe



EUROPA  
NOSTRA

LAUREATE 2008 Category 3 – Dedicated Service for Heritage

## Stichting Stadsherstel Hoorn

Ass. of volunteers revitalising their city  
*Hoorn, The Netherlands*



# Celebrating Best Heritage Achievements in Europe

## Category 4: EDUCATION, TRAINING & AWARENESS RAISING



LAUREATE 2011



**Historic Building Conservation Programme, Wald & Downland Open Air Museum  
Chichester (United Kingdom)**

# *Celebrating Best Heritage Achievements in Europe*

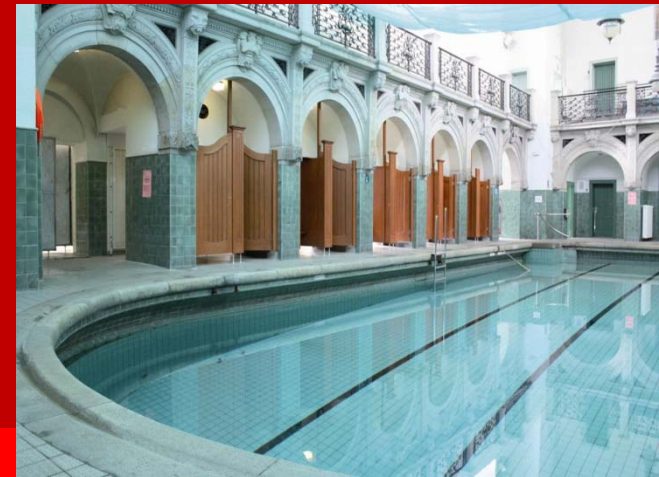


EUROPA  
NOSTRA

Category 4: EDUCATION, TRAINING AND AWARENESS-RAISING

GRAND PRIX 2010

The Baerwaldbad – Conservation of a Public Bath House through Vocational Training,  
Berlin (GERMANY)



# Celebrating Best Heritage Achievements in Europe



EUROPA  
NOSTRA

Category 4: EDUCATION, TRAINING & AWARENESS RAISING

LAUREATE 2010

REMPART: Volunteers for the  
safeguarding of heritage  
*Paris (FRANCE)*



# Celebrating Best Heritage Achievements in Europe



LAUREATE 2009 Category 4

## Sustainable Aegean Programme

Athens, Greece



Campaign to save Aegean Island coastlines from rampant development





# Europa Nostra

The Voice of Cultural Heritage in Europe

[www.europanostra.org](http://www.europanostra.org)

