

## **CULTURAL HERITAGE AND GLOBAL CHANGE: A NEW CHALLENGE FOR EUROPE**

Europe is ideally placed to provide the leadership needed to protect cultural heritage in the 21<sup>st</sup> century. The key global challenges are climate change and security that threaten this vital non-renewable resource for European competitiveness and identity. Research in the key areas of climate and security as applied to cultural heritage will underpin this JPI, building on a track record that is recognised throughout the world. The knowledge and skills of European researchers will reinforce Europe's leading position worldwide for products and services for the protection of tangible and intangible cultural heritage, thus forging a sustainable future for global cultural heritage.

This JPI theme will drive European competitiveness in this research area even more strongly at an international level; it will demonstrate conclusively its contribution to the economic, environmental, social and cultural sustainability of Europe.

*Economic impact:* Economic globalization demands competitiveness on every front. Cultural heritage is no exception. Tourism is a dynamic and growing industry vital to the economic strength of Europe. Tourism is an activity that can have a truly major impact on sustainable development for transitional economies in Europe. The impact of the proposed JPI is very high, since it contributes through research, harmonisation and applicability of the best existing methodologies to a sustainable cultural heritage and thus allows the development of a sustainable European tourism industry.

*Environmental impact:* The competence and scientific knowledge on the protection of cultural heritage are only found in Europe, which is not the case for other research fields. If Europe does not defend, support and export its know-how to the rest of the world these competences will be extinguished. Cultural heritage in its quantity and variety in Europe is helping to reduce Europe's environmental footprint by extending the useful life of non-renewable resources

*Social impact:* The cultural heritage of the European Union as tangible and intangible non renewable resources is the memory of its society, and is thus essential to a shared European identity. Cultural heritage due to its distributed nature contributes to development of social and economic stability in all European regions. It is the basis for the progressive integration of the 27 Member States that will enable them to form part of a strong European Union based on a common history and cultural roots.

*Cultural impact:* The success of society will not be measured only by its ability to foster economic globalization, but also by its ability to mitigate cultural globalization. In both cases, cultural heritage will play a central role, provided the efforts towards its material preservation are accompanied by a joint reflection on the social values it is invested with.

This JPI in raising awareness and visibility of the added value of cultural heritage at a time of global change will reinforce very interesting collaborations in Europe, but it will also open opportunities for collaboration with non-European partners, including countries on the southern shores of the Mediterranean Sea, the emerging economies of BRIC (Brazil, Russia, India and China), Byelorussia and Ukraine whose histories are entwined with EU member states in the east, as well as the technologically advanced countries of USA and Japan. In addition, this JPI is networked to international organizations including the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), the International Council on Monuments and Sites (ICOMOS), the Council of Europe and Europa Nostra.