

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

Innovation and Cultural Heritage

High-level Horizon 2020 conference of The European Year of Cultural Heritage

Tuesday 20 March 2018

Venue: Royal Museum of Arts and History, Brussels

The high-level conference – organised by the European Commission Directorate General for Research and Innovation, in close cooperation with Directorates General for Education and Culture and for Communications Networks, Content and Technology – will showcase the dialogue between contemporary European society and the most promising innovations in the field of cultural heritage that European policies and funds have supported. The conference sessions will highlight policy, social, technological, methodological innovations and new, promising partnerships for cultural heritage. The speakers – leading European politicians, museum curators and scientists – of the conference will discuss policy developments, success stories and future challenges. The conference is part of the programme of the European Year of Cultural Heritage and will contribute to its legacy by launching the public discussion about the objectives of European research and innovation policy for cultural heritage beyond 2020. The beautiful Royal Museum of Arts and History of Brussels provides a most suitable and motivating environment for discussions about European cultural heritage and innovation.



Venue: Royal Museum of Arts and History, Brussels

9:00 – 9:45	<i>Registration of participants and welcome coffee</i>
9:45 – 9:55	Opening – Zoltán Krasznai , European Commission, Directorate General for Research and Innovation, conference organiser
9:55 – 11:05 <i>(the discussion is followed by a Press Corner)</i>	<i>1st Round-table discussion: European Policies for Cultural Heritage</i> Panel discussion with Commissioner Moedas in charge of Research, Science and Innovation Commissioner Navracsics in charge of Education, Culture, Youth and Sport Commissioner Mariya Gabriel in charge of Digital Economy and Society Discussion chaired by Paul Dujardin , CEO and artistic director of BOZAR, Brussels, Belgium <i>2nd Round-table discussion: The Future of European Cultural Heritage</i> Panel discussion with MEP Mircea Diaconu , Vice-Chair of the EP CULT Committee, EP rapporteur on the European Year of Cultural Heritage MEP Christian Ehler , Co-rapporteur of the resolution 'A coherent EU policy for cultural and creative industries' Luca Jahier , President of the Various Interests Group of the Committee of Economic and Social Committee Alin-Adrian Nica , 1 st Vice-Chair of the SEDEC Commission of the Committee of the Regions Wolfgang Burtscher , Deputy Director General of Directorate General for Research and Innovation, European Commission, Discussion chaired by Jean d’Haussonville , Director General of the National Estate of Chambord, France
11:05 - 11:35	<i>Coffee break in the Foyer of the Auditorium</i>

11:35– 13:00

4x 15 min & 25
min discussion

1st session: Cultural Heritage beyond Borders

José Civantos (Professor, Coordinator of the MEMOLA FP7 project, University of Granada, Spain): Community-led traditional cultural landscape management
Pamela Lama (Coordinator of the H2020 ROCK project, Municipality of Bologna, Italy): Regeneration of cultural heritage in creative and knowledge cities'
Antonia Moropoulou (Professor, National Technical University of Athens, Greece): Digital solutions for the renovation of the Holy Sepulchre of Jerusalem
Rebecca Matthews (Chief Executive Officer Aarhus 2017 Foundation and European Capital of Culture Aarhus 2017):

Discussion chaired by **Ricardo Rivero**, Rector of the 800 years old University of Salamanca, Spain (tbc)

13:00 - 14:00

Lunch in the Foyer of the Auditorium

14:00 - 15:25

4x 15 min & 25
min discussion

2nd session: New Partnerships for Cultural Heritage

Taja Vovk van Gaal (European Parliament, Creative Director of the House of European History, Brussels, Belgium): The House of European History – a new approach to innovation and transnational museum cooperation
Karin Nilsson (Executive Director, Uppåkra Archaeological Centre, Sweden) and **Pia Kinhult** (Head of Host States Relations, European Spallation Source, Lund, Sweden): Expanding the frontiers of history with neutrons
Dr Hilde De Clercq, (General Director of the Royal Institute for Cultural Heritage KIK-IRPA, Belgium): European Research Infrastructures for Heritage Science
Andrijana Filinaite (Chief specialist Kaunas City Municipality, Member of State Cultural Heritage Commission, Lithuania): Perspectives of the European Heritage Label

Discussion chaired by **Didier Viviers**, Historian, Archaeologist, Executive President of The Royal Academy of Science, Letters and Fine Arts of Belgium, Professor at the University of Brussels

15:25 - 15:55

Coffee break in the Foyer of the Auditorium

3rd session: Cultural Heritage in the Digital Age

15:55-17:20

4 x 15 min. &
25 min.
discussion

Ioanna Lykourantzou (Senior Researcher, Luxembourg Institute of Science and Technology, coordinator of the H2020 project CROSSCULT): Technology Ecosystems and Living Lab Approaches for Digital Cultural Heritage

Piero Baglioni (Professor, Coordinator of NANORESTART H2020 project and Chair of the ECHOES Cluster, University of Florence, Italy): Advanced Materials and Nanotechnologies at the service of CH conservation

Sofia Pescarin (Researcher at CNR-ITABC, Project Coordinator of the EC FP7 V-MUST.NET network of excellence): Virtual Museums and Audience Development

Pier Luigi Sacco (Special Adviser of the EU Commissioner for Education, Culture, Youth and Sport; Professor of Cultural Economics, IULM University, Milan, Italy): Digital forms of active engagement with heritage: two pilot experiments

Discussion chaired by **Claire Bury**, Deputy Director-General, European Commission, Directorate-General for Communications Networks, Content and Technology

17:20 –17:30

Closure of the conference – Jean-David Malo, Director, European Commission, Directorate General for Research and Innovation

17:45– 20:00

Reception in the Cloister hall of the Museum