STRATEGY 21 - NEXT STEPS

26/03/2019
"Strategy 21" (European Cultural Heritage Strategy for the 21st Century), launched in Limassol, Cyprus in April 2017, redefines the place and role of cultural heritage in Europe and provides guidelines to promote good governance and participation in heritage identification and management, and disseminates innovative approaches to improving the environment and quality of life of European citizens.
Strategy 21 offers recommendations and concrete courses of action (to overcome many challenges you are facing with in your local area) as part of its **three components:**

- Social;
- Territorial and Economic Development;
- and Knowledge and Education.

Recommendations are supported by examples of good practices (shared experience from across Europe).
More than 500 heritage stakeholders have received the link: CDCPP members, participants and observers, Permanent Representations, European professional associations and organisations

**WEBSITE**

To encourage them to face their challenges
Follow the recommendations
and be inspired by courses of action
Heritage stakeholders, CDCPP members, participants and observers have received an invitation to share their good practices
The publication “The Golden Collection” of ST21 best practices will be presented at the CDCPP Plenary in June 2019
10 FACTSHEETS available in 2019


- Archeological heritage management...
  - In Europe

- Through the study of our past, archeology can be a source of inspiration and education for the present and the future. To ensure that archaelogical heritage can be of value for today's society and for future generations. archeological heritage management must be shape to identify, interpret, protect, conserve, and present archaelogical heritage. This responsibility includes shaping heritage management policy and is increasingly focused on fundamental questions. Why do we care? What is our present, study or preserve something? For whom are we doing it? What should be involved in the process? Answering such questions can only be done by collaboration with stakeholders, each with a different agenda, government, academics, researchers, commercial parties and most importantly with the public.

- The Amiens Agenda: European Cultural Heritage Strategy for the 21st Century

- ST21: European Cultural Heritage Strategy for the 21st Century

- 10 FACTSHEETS available in 2019

- ST21: European Cultural Heritage Strategy for the 21st Century

- Gender equality and cultural heritage

- Equality between women and men is considered as a natural goal for all policies at all levels. However, while most people accept some forms of gender equality and cultural heritage, many are concerned about social and cultural impact of cultural heritage. There are several examples of equality between men and women, and cultural heritage as well.

- Why gender equality?

- ST21: European Cultural Heritage Strategy for the 21st Century

- Gender equality in cultural life is necessary for equality in education, work, opportunities and benefits. The European Charter for Women's Rights identified the concept of gender equality in cultural life in 1985.

- How gender stereotypes affect cultural heritage

- The recommendations of the Strategy seek to reconnect communities to their heritage values. Cultural heritage and cultural policies are important for people and society, and in the past and in the present. Cultural heritage is a valuable asset to our society.

- Across centuries, the production and preservation of cultural heritage has been influenced by the power relations between men and women.

- The stories and cultural heritage we know today were created, defined, preserved and transmitted, according to the criteria defined by people in power over the centuries. Therefore, women are in history books or portrayed according to gender stereotypes.

- The European Charter for Women’s Rights defines gender equality in cultural life as equality for women and men.

- In 1985, the European Cultural Heritage Strategy for the 21st Century was adopted.

- Gender equality in cultural life is necessary for equality in education, work, opportunities and benefits. The European Charter for Women’s Rights identified the concept of gender equality in cultural life in 1985.

- How gender stereotypes affect cultural heritage

- The recommendations of the Strategy seek to reconnect communities to their heritage values. Cultural heritage and cultural policies are important for people and society, and in the past and in the present. Cultural heritage is a valuable asset to our society.
FACTSHEETS

Use the Factsheets and get the support of professional associations and institutions

COMING SOON:

Landscape Architects and ST21

Small museums and ST21

The future of religious heritage
WORKSHOPS

- Group of experts exchanging on citizen involvement in heritage and its impact on Rural & Urban areas, as well as on access keys for Strategy 21 by producing and sharing related knowledge - WORKSHOP SUMMARIES available on ST21 website

- Individual contributions (of 16 experts) will be also published soon

Strategy 21 - Workshops
CITIZENS’ INVOLVEMENT IN HERITAGE: IMPACT IN RURAL AREAS
CITIZENS’ INVOLVEMENT IN HERITAGE: IMPACT IN DEPRIVED URBAN AREAS
LA PRODUCTION ET LE PARTAGE DES CONNAISSANCES RELATIVES AU PATRIMOINE: CLÉS D’ACCÈS À LA STRATÉGIE 21
INCREASE VISIBILITY
BUILD AN AUDIENCE
SHARE YOUR EXPERIENCE
BUILD AN AUDIENCE

Translate the interactive ST21 Manual and facilitate ST21 work & implementation for your stakeholders at national, regional and local level
FURTHER STEPS:

ORGANISE A PROMOTIONAL EVENT IN YOUR COUNTRY WITH OUR HELP
THANK YOU,
ST21 team

**this ppt has been prepared by IHP**