



JPI Conference

Tallin, 17 April 2013

Joint Programming Initiative (JPI) Cultural Heritage and Global Change: a new challenge for Europe

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JPI Coordination

Added-value, benefits and impact

conomic impact

European cultural heritage is of exceptional economic importance for the ***tourism industry***, generating an estimated annual revenue of EUR 335 billion, and many of the 9 million jobs in the tourism sector are linked to it directly or indirectly.

EU Tourism industry generates 4% of EU GDP and indirectly the 11% EU GDP.

The ***market for conservation*** of this heritage is estimated at some EUR 5 billion per year.

Added-value, benefits and impact

Environmental impact

- The benefits of re-use as embodied by cultural heritage are numerous: re-use of cultural heritage locks in ***more carbon and embodied energy***.
- Historic buildings were designed with original ***low impact on the environment*** and they continue to have a low impact by using surplus materials for the re-manufacture of buildings, fixtures, fittings etc.

Social and cultural impact

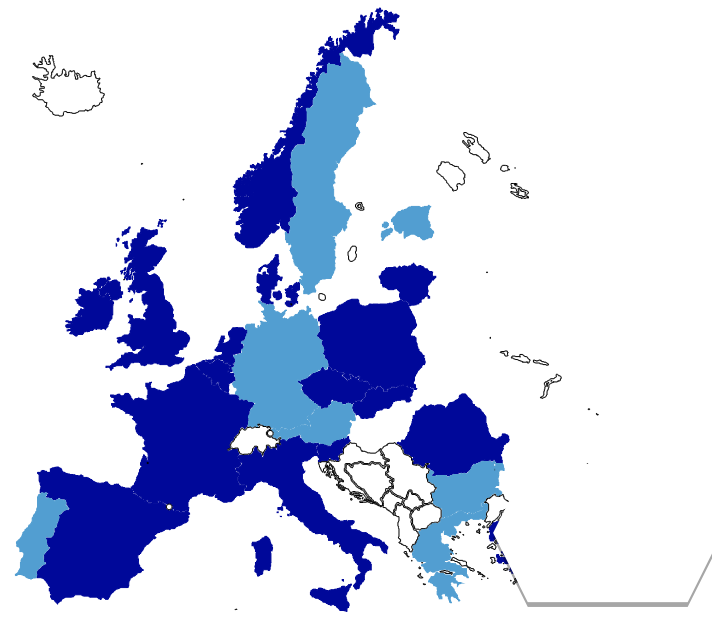
- The cultural heritage of the European Union is the ***memory*** of its society: essential to a shared ***European identification***.
- Adaptive reuse of the heritage resources can provide a sense of stability and a ***sense of continuity for people and societies***.

JPI PARTECIPANTS



18 Participants

- **Italy (Coordinator)**
- **Belgium**
- **Cyprus**
- **Czech Republic**
- **Denmark**
- **France**
- **Ireland**
- **Lithuania**
- **The Netherlands**
- **Moldavia**
- **Norway**
- **Poland**
- **Romania**
- **Slovakia**
- **Slovenia**
- **Spain**
- **Sweden**
- **United Kingdom**



8 Observers

- **Austria**
- **Bulgaria**
- **Germany**
- **Greece**
- **Estonia**
- **Israel**
- **Latvia**
- **Portugal**

A representative of European Commission shall attend the Governing Board meeting with an observer status.

OBJECTIVES

- Definition of strategic and scientific priorities to develop the **Scientific Research Agenda**
- Implementation of **joint and coordinated research activities**
- Extension of the partnership, **cooperation at regional and global levels** and with **international and NG organizations**
- **Evaluation and monitoring** of the joint activities
- **Engagement of stakeholders** through a communication plan to ensure the translation of research outputs into practice and policy

Vision Document

The **Governing Board on May 7th 2010 adopted** the Vision Document

Preamble

Introduction

1. Challenges and Objectives

- 1.1. European and Global Challenges
- 1.2. Objectives
- 1.3. Research questions being addressed

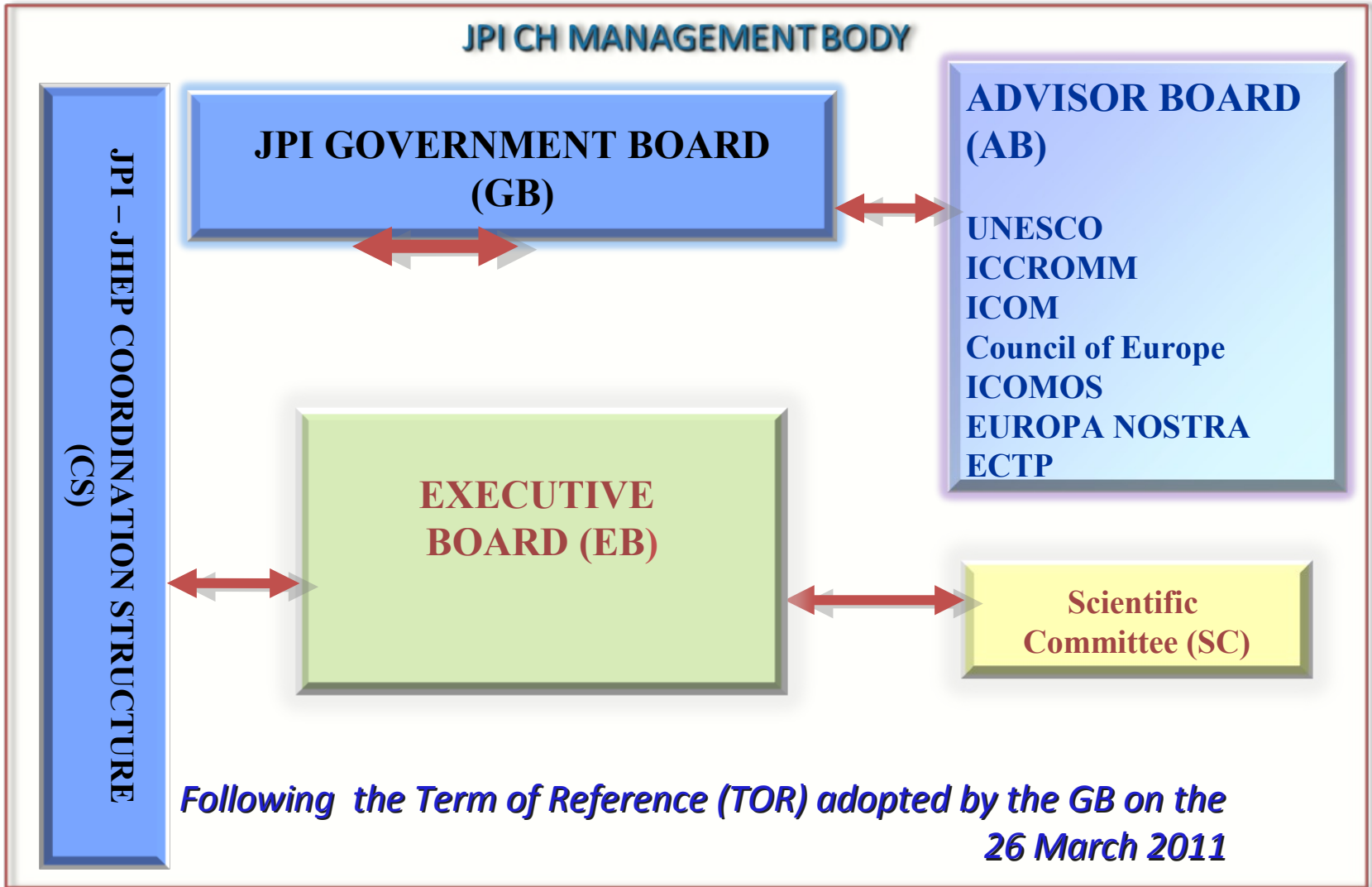
2. Political context and State of Play

- 2.1. Political context
- 2.2. State of Play

3. The governance structure

- ANNEX 1 - Terms of Reference
- ANNEX 2 - Countries description
- ANNEX 3 - Actions at European level

JPI GOVERNANCE AND MANAGEMENT





JPI IMPLEMENTATION



1st General Meeting held on 5th February 2010 in Rome at the Ministry of Education, Research and University: presentation of the JPI and discussion of Governance structure

Followed by :

Governing Board :

6 March 2010

May 2010

July 2010

November 2010

7 January 2011

7 October 2011

Executive Board:

6 April 2010

June 2010

6 July 2010

3 October 2010

8 January 2011

8 October 2011 (within JHEP Kick off Meeting)

DEVELOPMENT AND ELABORATION OF THE STRATEGIC RESEARCH AGENDA

- Task 2.1 Development of common framework to enable **prioritization of research***
- Task 2.2. Identification of research areas, activities, gaps and needs by **National Consultation Panels***
- Task 2.3 Undertake a joint **foresight study** and an assessment of technological capability*
- Task 2.4 Input by the **CH JPI Scientific Committee***
- Task 2.5 **Production of the Strategic Research Agenda***

**Lead Partner: AHRC
United Kingdom**

IMPLEMENTATION OF JOINT PROGRAMMING INITIATIVE

Task 3.1 *Develop the Action Programme (RCE, Netherlands)*

Task 3.2. *Maximizing benefit from existing European initiatives for harmonization of activities within JPICH (RPF, Cyprus)*

Task 3.3 *Implementation of the Action Programme (MIBAC, Italy)*

Lead Partner: MIBAC, Italy

Develop the Action Programme

Launch of the **first pilot call : launched on 10th January 2013 – deadline 5th April**

Second call will be launched March 2014: possibly within the ERA NET PLUS project

Definition of the Action Programme :

- based upon the SRA
- Identify the actions for joint research to be implemented in the next 3-5 years

JPICH PILOT CALL: CHARACTERISTIC

- **Eligible applicants:** Universities, Research Org., Enterprises
 - Min. 3 Partners from 3 Countries
- **Countries involved:** 13 Countries
 - 15 Funding Programme Owners
- **Call Process:** One step process
 - National eligibility evaluation +
 - common scientific evaluation
- **Call Budget** 3.3 M€
- **Funding schema** Virtual common pot
 - National funding decisions according to ranking list
 - **Proposal submitted** 89

JPICH PILOT CALL: RESEARCH TOPICS

Methods, tools and modelling for understanding damage and decay mechanisms on tangible heritage (including buildings, sites and landscapes).

- **Materials, technologies and procedures for the conservation of tangible cultural heritage.**
- **Use and re-use of buildings and landscapes, including the relationship between changes of use and public policy, including costs and added value.**
- **Increasing understanding of cultural values, valuation, interpretation, ethics and identity.**

JPICH SECOND CALL: CHARACTERISTIC

- **Countries involved:** 14 Countries
 - 16 Funding Programme Owners
- **Call Process:** Two step process
- **Call Budget** 5.3 M€
- **Possible EC contrib.** 2.7 M€ (Tot. Bud. 8 M€)
- **Funding schema** Virtual common pot
 - National funding decisions according to ranking list



**HERITAGE
PORTAL** RESEARCH, CONNECT, DISCOVER

SEARCH THE SITE



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OR

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BROWSE TOPICS

NEWS & EVENTS

ABOUT US

RESOURCES

HELP

PREHISTORIC CAVE ARTISTS KNEW THE SECRETS OF ANIMATION

Palaeolithic animal paintings foreshadow
cinema...

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LATEST NEWS



CULTURAL HERITAGE
A CHALLENGE FOR EUROPE

JOIN A **CONNECTED**
COMMUNITY, ACCESS
AN **EVER-GROWING**
KNOWLEDGE BASE

GET INVOLVED >

SEE WHO'S INVOLVED

<http://www.heritageportal.eu/>

Lead Partner: HC, Ireland

CONTRIBUTION TO OTHER MAJOR CHALLENGES OR NATIONAL PRIORITIES

The JPICH will build on its strong interdisciplinary qualities by interacting with six important research areas likely to influence the protection of cultural heritage:

- ***Environmental research and development (including JPI Climate and JPI Seas and Oceans)***
- ***Energy***
- ***Transport (including JPI Urban Europe)***
- ***Information and communications technology***
- ***Materials***
- ***Social Economic and Humanistic disciplines***

HERITAGE PORTAL (<http://www.heritageportal.eu/>) is the communication instrument dedicated to exploit the impact of the JPICH toward stakeholders and citizens

JPICH ADDED VALUE

Joint Programming Initiatives are the European process where participating countries aim to coordinate research programmes in order to face the societal challenges, in particular avoiding unnecessary duplications and increasing the efficiency by joint actions.

JPICH ADDED VALUE

- Long term perspective
- National high-level commitment
- Different typologies of actions (*not only call*)
- Variable geometry (*global approach vs local solutions*)
- Stakeholders participation (*multi-sectorial*)
- Research to policy mechanism
- Common “coherent” strategic agenda

JPICH ADDED VALUE

Different typologies of actions will be designed on an integrated and strategic approach but then adopted on a variable geometry, that is, involving those countries which will see their own interest and capacity on a case by case study.



European Research Area

THANKS