



Module Content Outline

Module: European Culture and Heritage

PART A

Overall Summary of the Module:

The module wishes to help learners deepen their knowledge and understanding the development of European cultures and how they influenced the culture-related legislation in most of the European countries. It presents the key parameters that constitute European Institutions, which implemented policies throughout its territory that encourage exchange, the cultural diversity of each of its member countries, and also European cooperation. Furthermore, it focuses on how Europe tries to assert its cultural heritage in the eyes of populations, institutions, and other countries in the world, as the essential element of cultural diversity and intercultural dialogue, and highlight good practices in order to best preserve this heritage and spread knowledge throughout all sections of the public.

This module is the equivalent of 0,5 European Credit System for Vocational Education and Training (ECVET) credits and corresponds to levels 2 of the European Qualifications Framework (EQF).

PART B

Objectives and Expected Outcomes

1. Understand the origin of European Culture and how it influenced the EU culture-related legislation
2. Identify the role of European Institutions
3. Assess the importance of the "European Heritage" Label
4. Realize that the European Culture and Heritage is not limited to Europe, but to the entire world

PART C (The entire module approximately 1500 words)

Units in the Module:

Unit 1: The Origin of European Culture and Legislation

Unit 2: The role of European institutions

Unit 3: Key fact about the European Heritage and Culture

Unit 1: The Origin of European Culture and Legislation

C1.Overview:

This unit provides learners with a concise introduction to the origin of the term European Culture, as an initiative and progressively a legislation for a European cultural policy.



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C2. Learning Outcomes

- Understand the advent of culture in the European Community.
- Put in perspective the different existing legislations on European culture and the rights and duties of each country and European citizens with regard to culture.
- Identify the different initiatives implemented at European level for culture and heritage.

C3. Content

Introduction:

"If I were to do it all over again, I would begin with the culture" – Jean Monnet

European cultural policy was enacted progressively, because it is important to remember that at its initial creation, the European Union was established on an economic foundation, and not on a foundation of cooperation and cultural exchange. It has taken almost forty years, between the Treaty of Rome and the Maastricht Treaty, for culture to be considered an essential dimension of European identity. This delay can be explained in several ways, but especially for the pioneers of a united Europe, the urgency of yesterday was elsewhere. The aim was to make it impossible for the economies of the Member States, in particular those of France and Germany, to confront each other forever. Certainly, there had been some cultural rivalry between them in the past. But it had resulted in the peaceful influence of a dominant culture: this was the case in Italy in the 16th century, France in the 17th century, England in the 18th century, the German University in the 19th century, etc. Later, the European Agenda for Culture was created, and the European Commission continues to strongly encourage national authorities, European institutions, and the cultural sector to cooperatively develop intercultural dialogue as well as cultural diversity.

European Culture Policy:

European cultural policy began in 1977 with the **European Commission's Plan for Cultural Action**. It continued with the Maastricht Treaty in 1992 (article 128), which developed the idea of "cultural diversity" by implementing various initiatives, including cultural access for all European citizens, promotion of creative activities, economic development projects in the cultural sector, and the expansion of European culture at the international level. This treaty is an important part of European history, because it contributed to the flourishing of member states' cultures, by encouraging mutual respect of their national diversity while still emphasizing their common cultural heritage.

Community initiatives in Europe that support cultural development have many goals, as listed below:

- Facilitating cultural access for all European citizens, as a factor of social integration: this can translate into different domains such as art (music, dance, sculpture, painting), architecture, photography, movable and immovable heritage, and audiovisual media
- Supporting non-profit cultural exchanges
- Exploiting the cultural sector's employment potential
- Promoting cultural diversity in the Union's member countries
- Contributing to the influence of European culture in the world
- Promoting creativity in its diverse forms, and contributing to economic development in these sectors
- Reinforcing the feeling of belonging to the European community, while respecting cultural diversity and regional and national traditions

European Culture Initiatives:

European cultural initiatives take place in a framework of community policies. Essentially, the European Union has established a rule not to intervene unless the goals of the proposed initiative can be



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successfully attained by all member states. This community initiative therefore works to encourage cultural cooperation.

- **Creative Europe Program:** For five years, European cultural policy has been part of the Creative Europe program. This program aims to support job creation, and to improve the contribution to the growth of both European cinema and the cultural and creative sectors. This new framework continues to distribute grants in order to support the development, creation, and distribution of films, and will launch a new guaranteed fund for lending, which will be intended to facilitate access to loans for the creative and cultural sectors. https://eacea.ec.europa.eu/creative-europe_en
- **European Capitals of Culture:** Since 1985, an important annual event has taken place, namely the designation of yearly "European Capitals of Culture". This program promotes two European cities every year, so that their cultural dimensions can be honored and put on display, and they can organize various events. This type of initiative allows each city to be valued, regardless of its level of economic development and its place in Europe. This facilitates cohesion within Europe. More than 40 cities have already been designated as CECs so far. The procedure for selecting a city starts about six years in advance, although the order of Member States hosting the event has been established in advance, and consists of two steps. In 2015, the European Capitals of Culture celebrated their 30th anniversary. https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/ecoc-30-years_en.mp4
- **European Year of Cultural Heritage (2018):** EU is committed to preserving Europe's common cultural heritage with the European Year of Cultural Heritage, which aim to make this culture alive and diverse and accessible to all. To encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. The slogan for the year were: « *Our heritage: where the past meets the future* ». This 2018 year had a series of initiatives and events across Europe to enable people to become closer to and more involved with their cultural heritage. Cultural heritage shapes our identities and everyday lives. It surrounds us in Europe's towns and cities, natural landscapes and archaeological sites. It is not only found in literature, art and objects, but also in the crafts we learn from our ancestors, the stories we tell our children, the food we enjoy in the company of our loved ones and the films we watch and recognize ourselves in. " https://europa.eu/cultural-heritage/european-year-cultural-heritage_en.html
- **European Heritage Label:** Heritage is the key point of European culture, its promotion, and its development. This is why a label titled "European Heritage" was created, highlighting European assets and cultural sites, monuments, and memorials, each of which contributes to the history and the construction of Europe. Their conservation and protection must be ensured in the long term. This label is therefore important because it allows the European Union to highlight sites for their symbolic value, the activities that they propose, as well as their role in the European Union. The principal goal in awarding this label is therefore to help European citizens understand the history of Europe and the construction of the European Union and their common heritage. Many approaches are honored, including fundamental human rights and democratic values that favor the process of European integration, increasing awareness among citizens and particularly young people, and reinforcement of intercultural dialogue through education about European history, culture, or art. Site administrators who have obtained that label must showcase their site by responding to the above goals, and by favoring and facilitating the exchange of experiences and good practices. They must also improve the accessibility of their site as far as possible, develop multilingual mediation materials, and develop artistic and cultural activities at the European level. As of today, 38 European sites have been given the "European Heritage" label. Some examples include the European District of Strasbourg, the Peace Palace in the Netherlands, the Franja Partisan Hospital in Slovenia, and the Sighet Memorial in Romania. https://ec.europa.eu/programmes/creative-europe/actions/heritage-label_en
- **Common digital market:** For several years, European cultural policy has been constantly changing and evolving. It has notably been the target of reforms and its evolution is due primarily



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to the current technological transition. The European Union aims to construct and develop a “common digital market.” However, the functionality of the cultural sector has met with problems during this transition. <https://ec.europa.eu/digital-single-market/en>

C.4 Key Words

European culture, heritage, cultural initiatives, Europe creative, European culture policy

PART D

Further Reading

<https://www.touteurope.eu/actualite/la-politique-europeenne-de-la-culture.html>
<http://www.culturemedias2030.culture.gouv.fr/annexe/13-fiches-culture2030-13-.pdf>
https://europa.eu/european-union/topics/culture_fr
https://eur-lex.europa.eu/summary/chapter/culture.html?root_default=SUM_1_CODED=10&locale=fr
https://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_fr
<http://eu-commission.maps.arcgis.com/apps/MapJournal/index.html?appid=e3e538d4e4b743c8a6bc7a363fbc2310>
https://ec.europa.eu/info/live-work-travel-eu/culture-heritage-sport-eu_en
https://ec.europa.eu/programmes/creative-europe/node_en
https://ec.europa.eu/programmes/creative-europe/actions_fr

PART E

Unit Completion (200-500 words depending on Questions and Answers)

- Culture has been one of the foundations of the construction of the European Community. **True or false?**

False : European cultural policy was enacted progressively, because it is important to remember that at its initial creation, the European Union was established on an economic foundation, and not on a foundation of cooperation and cultural exchange. It has taken almost forty years, between the Treaty of Rome and the Maastricht Treaty, for culture to be considered an essential dimension of European identity

- There is no European legislation that supports European culture and heritage. **True or false?**

False : European cultural policy began in 1977 with the **European Commission's Plan for Cultural Action**. It continued with the Maastricht Treaty in 1992 (article 128), which developed the idea of “cultural diversity” by implementing various initiatives, including cultural access for all European citizens, promotion of creative activities, economic development projects in the cultural sector, and the expansion of European culture at the international level. This treaty is an important part of European history, because it contributed to the flourishing of member states' cultures, by encouraging mutual respect of their national diversity while still emphasizing their common cultural heritage.

- There are European funding programs for cinema and music festivals in European countries. **True or false?**

True : For five years, European cultural policy has been part of the Creative Europe program. This program aims to support job creation, and to improve the contribution to the growth of both



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European cinema and the cultural and creative sectors. This new framework continues to distribute grants in order to support the development, creation, and distribution of films, and will launch a new guaranteed fund for lending, which will be intended to facilitate access to loans for the creative and cultural sectors

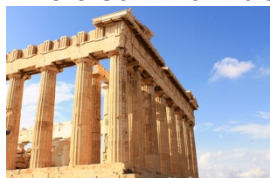
- There is only one European cultural capital, Brussels. **True or false?**

False : Since 1985, an important annual event has taken place, namely the designation of yearly "European Capitals of Culture". This program promotes two European cities every year, so that their cultural dimensions can be honored and put on display, and they can organize various events.

PART F

1) Search online and found out more about these monuments:

Where can find this acropolis? Athens? Paris? Berlin? Madrid? Found out more about



What about this monument? Where can you find it? Moscow? Paris? Sofia? Lisbon? Found out more about this monument.



2) Visit the link: <https://www.youtube.com/watch?v=0GZSfBuhf6Y> See the video about places in Europe



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Unit 2: The role of European institutions

C1. Overview:

This unit wishes to help learners to identify the role of European institutions relating to European heritage and culture.

C2. Learning Outcomes

- Understand the importance of the European institutions in the cultural field
- Identify the initiatives and financial programs set up by the European institutions
- Identify the variety of ways European institution initiate a cultural strategy from the local to the international level

C3. Content

Introduction:

"Our heritage: where the past meets the future" – EU

The European Union acts in the field of culture by promoting the preservation of European cultural heritage and the cooperation between countries at the cultural level. One of the main objectives of the Union is to "respect the richness of its cultural and linguistic diversity" and to "ensure the safeguarding and development of the European cultural heritage. The Union's action is aimed at improving knowledge and dissemination of the culture and history of the European peoples, conserving and safeguarding the European cultural heritage, cultural exchanges and artistic creation.

➤ **Reflection Group: "EU and Cultural Heritage":**

2018 has been a key year for increased attention and interest in institutions related to European heritage. Indeed, 2018 has been declared "European Year of Cultural Heritage". The European Union considered heritage and culture to be essential instruments for the development of each country, the creation of social cohesion and the promotion of sustainable global development. The development of these areas enables the EU to promote a better quality of life for every citizen, to enhance the attractiveness of each territory and of the European area, and to foster the growth of local economies. This European Year 2018 has had many positive results. First of all, it has highlighted the role that heritage plays in each European country. Secondly, it has strengthened the link between the European Union and its citizens. Thirdly, it has helped to highlight their cultural and artistic activities. 28 EU Member States and nine other countries (e.g. Switzerland, Georgia and Albania) took part in the event. Different types of heritage were involved in the project, including architectural, archaeological, cinematographic and natural heritage. Different types of projects were highlighted at different levels (local, regional, national and international). Many institutions, each in their own way, have played a key role in the dissemination of culture and heritage on a European scale.

➤ **European Parliament**

Next, the European Parliament also played an important institutional role. Parliament has always taken care, in several resolutions, to express its interest in the potential and development of the cultural and creative sectors. These sectors reflect cultural diversity, employ 7.5% of the EU's workforce and create around €509 billion of value added in GDP. The European Parliament calls on the Commission to take measures for a coherent EU policy for the cultural and creative sectors. It calls for the adoption of several measures to improve working conditions in these sectors, for example by including them in the Youth Employment Initiative and by providing funding to facilitate careers, entrepreneurship and training in



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these sectors. In it, Parliament recalls that culture is a strong bridge between peoples and should therefore become an integral part of the political dialogue between the Union and third countries, as it helps to strengthen civil society, prevent radicalization and conflicts and disseminate the Union's values. Members of the European Parliament (MEPs) therefore recommend developing an effective EU strategy in the field of international cultural relations, with its own budget line, launching an EU program for international mobility and creating a cultural visa program. During the negotiations on the 2014-2020 multiannual financial framework and throughout the annual budgetary procedures, Parliament has constantly fought for an increase in the funds allocated to the culture and creativity sectors, and in particular to the Creative Europe program. During the previous legislature, Parliament participated, together with the Council, in the creation of the European Heritage Label and the adoption of the Directive on the return of cultural objects unlawfully removed from the territory of a Member State. In 2015 it rolled out a new resolution: "Towards an integrated approach to cultural heritage for Europe." Since its creation, this resolution has encouraged European citizens to discover and explore European heritage. It has the specific goal of reinforcing the feeling of belonging to a common European territory, where social cohesion and interculturality must prevail in order to assure its success.

➤ **European Commission**

The European Commission published this new approach ("Towards an integrated approach to cultural heritage for Europe") in their official communication. Additionally, the Commission compiled a document of the different European programs that could help finance heritage initiatives, with all sectors represented. In 2018, the Commission adopted a new European Agenda for Culture. The objective is to continue to provide a strategic framework for the Union's action in the cultural sector. In concrete terms, the new agenda includes three strategic objectives, each with a social, economic or external dimension:

1. harness the potential of culture for social cohesion and social well-being;
2. support culture-based creativity in education and innovation, as well as for job creation and growth;
3. to strengthen international cultural relations.

The agenda sets out improved working methods for cooperation with Member States, civil society and international partners. It is accompanied by a new work program for culture (2019-2022). The work program for culture (2019-2022) identifies five priorities, namely:

1. sustainability in the field of cultural heritage;
2. cohesion and well-being;
3. an ecosystem supporting artists, cultural and creative professionals and European content;
4. gender equality;
5. international cultural relations.

The joint communication entitled "Towards an EU strategy in the field of international cultural relations", presented by the European Commission in 2016, aims to encourage cultural cooperation between the Union and partner countries.

➤ **Council of Europe**

Finally, the Council of Europe also created legislative texts to promote heritage and culture. Among others, in 2017 the Council adopted the "European Heritage Strategy for the 21st Century," which was developed at the request of the European ministers of cultural heritage. In addition, the Council of Europe in Strasbourg also partners with the European Commission for the European Heritage Days project, a celebrated cultural event which has attracted the participation of many European citizens since 1985. All the member states of the European Union must be signatories of the 1954 European Cultural Convention. This convention promotes a common policy of action that aims to protect European culture and encourage development. Its members also commit to promoting the study of the languages, history, and civilizations of the convention's signatories.



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C.4 Key Words

European institutions, Lisbon treaty, EU and cultural heritage, cultural employment

PART D

Further Reading

<http://www.europarl.europa.eu/factsheets/fr/sheet/137/culture>
https://europa.eu/european-union/topics/culture_fr
https://ec.europa.eu/programmes/creative-europe/actions_fr
<https://www.culture.gouv.fr/Regions/Drac-Grand-Est/Aides-et-demarches/Agenda-des-manifestations-nationales-et-europeennes/Annee-europeenne-du-patrimoine-culturel-2018>

PART E

Unit Completion (200-500 words depending on Questions and Answers)

- - Culture in Europe is only a hobby, there is no professional or employment interest. **True or false?**
False : *The cultural sector in Europe employ 7.5% of the EU's workforce and create around €509 billion of value added in GDP. The European Parliament calls on the Commission to take measures for a coherent EU policy for the cultural and creative sectors. It calls for the adoption of several measures to improve working conditions in these sectors, for example by including them in the Youth Employment Initiative and by providing funding to facilitate careers, entrepreneurship and training in these sectors.*
- - The year 2018 has been designated as the year of European cultural heritage. **True or false?**
True : *2018 has been a key year for increased attention and interest in institutions related to European heritage. Indeed, 2018 has been declared "European Year of Cultural Heritage".*
- - The European Parliament is fighting for a reduction in the budget allocated to culture in Europe.
True or false?
False : *During the negotiations on the 2014-2020 multiannual financial framework and throughout the annual budgetary procedures, Parliament has constantly fought for an increase in the appropriations allocated to the culture and creativity sectors, and in particular to the Creative Europe' program.*
- - The European institutions have created a strategy to promote European culture with an international dimension. **True or false?**
True : *Parliament recalls that culture is a strong bridge between peoples and should therefore become an integral part of the political dialogue between the Union and third countries, as it helps to strengthen civil society, prevent radicalization and conflicts and disseminate the Union's values. MEPs therefore recommend developing an effective EU strategy in the field of international cultural relations, with its own budget line, launching an EU program for international mobility and creating a cultural visa program.*

PART F

Find out where is the European Parliament. Find out more about the history of that city and region, and how it might have influenced the decision of building The European Parliament there.

Try to find who are the authors of this Quotes, and who they were.



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2.1 *"Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand."*

2.2 *"Patriotism is to love your country. Nationalism is to hate that of others."*

Unit 3: Key fact about the European Heritage and Culture

C1. Overview:

This unit wishes to walk learners through the benefits migrants and any persons interested can reap by becoming actively engaged in cultural affairs in their host communities.

C2. Learning Outcomes

- Recognize the positive effect of the cultural exchanges can have for migrants and their host society alike
- Identify how a diversified European culture contributes to migrant integration
- Acquaint themselves with the cultural inclusion and initiatives generates for migrants.

C3. Content

Introduction:

"In the context of the migrant and refugee crisis, explore ways in which culture and the arts can contribute to bringing individuals and peoples closer together, increase their participation in cultural life and society, as well as promote intercultural dialogue and cultural diversity" - Council of Europe

European culture is a culture made of exchanges and sharing. In Europe, cultural sharing means more and more with every year that passes. Cultural exchanges have been developed in many projects, and Europe is endowed with an impactful culture and a history that is common to many European states. Cinema, the arts, and the creative sectors are supported by way of Creative Europe, a European Union program. This is done with the goal of stimulating growth, opening new perspectives and horizons, and reaching new markets and audiences around the world. The European Union has chosen to make cultural initiatives its priority, notably by financing culture and supporting digital culture, cultural heritage, European cultural capitals, sports in the European Union, and the European Heritage label. These sectors are continually being developed, and the important players engage in constant reflection about these areas of initiative. Official languages, today numbering 24, have been officially recognized within the European Union. This linguistic diversity contributes to the expansion of a European culture that is rich and diverse, not uniform and alike. Europe has also developed communal values, in keeping with its motto, "United in diversity." In recent years, European culture has become accessible to more and more of its citizens, thanks to measures put in place to facilitate access. One can observe, for example, that travel is becoming more and more simple in Europe (Schengen Agreement of 1985). This allows many young



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people to travel and increase their knowledge of other cultures and languages, opening them up to new cultural perspectives.

Creative Europe program for migrants and refugees

The Creative Europe program can fund activities that recognize and value the contribution of refugees and migrants to Europe's cultural diversity. Culture can be a way for refugees and migrants to meet, communicate with and become an integral part of local populations. The Creative Europe' program protects and promotes Europe's cultural and linguistic diversity, which is itself the result of centuries of intercultural influences, migration and interaction. European cooperation projects can help to foster intercultural dialogue and bring communities together. Culture and cinema can bring people together in a peaceful way and encourage mutual understanding between the populations of host countries and refugees and migrants.

Integration and inclusion are collective processes involving refugees, migrants and host communities. "Creative Europe" supports cultural and audiovisual projects that can help people to communicate and express themselves without depending on any particular language. These projects provide a better understanding of new common contexts and raise awareness of the issue of migration, its causes and effects.

Good practice in setting up the integration of migrants through culture

The **Moussem.eu project**, recently selected by EU experts as a successful example, has sought to integrate art, artists and audiences from North Africa or the Arab world into cultural institutions and arthouse cinema across Europe. It ran from 2012 to 2014 and produced four works, ranging from dance to literary projects, in five EU countries. Moussem.eu 2012-13 seeks to expand transnational mobility of art(ists) and intercultural dialogue by developing a common identity without frontiers focusing on new & old migratory flows. The project starts this dialogue on a European scale. To empower the different partners & artists in their contemporary European intercultural ambitions, moussem.eu emphasizes on a critical reflection on the European canon. It does so through the development of an artistic practice with European artists with Arabic background and by promoting the participation of artists with extra-European backgrounds in the regular art institutions.

C.4 Key Words

Cultural inclusion, refugee and migrants, Creative Europe, good practices

PART D

Further Reading

<https://www.cairn.info/revue-l-observatoire-2017-1-page-80.htm?contenu=resume>
<https://ec.europa.eu/programmes/creative-europe/projects/#search/keyword=r%C3%A9fug%C3%A9e%20inclusion%20cultural&matchAllCountries=false>
https://ec.europa.eu/programmes/creative-europe/cross-sector/refugees-migration-intercultural-dialogue_fr
<https://halshs.archives-ouvertes.fr/halshs-01832415/document>
<https://ec.europa.eu/programmes/creative-europe/projects/ce-project-details/#project/fe78b671-4f13-47e2-a5dd-89529143289d>



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PART E

Unit Completion (200-500 words depending on Questions and Answers)

- There is no EU-funded program for cultural projects with migrants and/or refugees. **True or false?**

False : The Creative Europe program can fund activities that recognize and value the contribution of refugees and migrants to Europe's cultural diversity

- There is only one European culture. **True or false?**

False : Official languages, today numbering 24, have been officially recognized within the European Union. This linguistic diversity contributes to the expansion of a European culture that is rich and diverse, not uniform and alike. Europe has also developed communal values, in keeping with its motto, "United in diversity." In recent years, European culture has become accessible to more and more of its citizens, thanks to measures put in place to facilitate access.

- European initiatives by institutions and civil society have been set up to integrate migrants/refugees through culture. **True or false?**

True : Integration and inclusion are collective processes involving refugees, migrants and host communities. "Creative Europe" supports cultural and audiovisual projects that can help people to communicate and express themselves without depending on any particular language. These projects provide a better understanding of new common contexts and raise awareness of the issue of migration, its causes and effects. The **Mousssem.eu project**, recently selected by EU experts as a successful example, has sought to integrate art, artists and audiences from North Africa or the Arab world into cultural institutions and arthouse cinema across Europe.

PART F

- 1) Watch the video « EU 60 in 60 seconds » : <https://audiovisual.ec.europa.eu/en/video/l-133251?lg=EN>

- 2) Which countries do these flags belong to?



- 3) Discover from which work is the European anthem drawn?