European Cultural Heritage Green Paper

EXECUTIVE SUMMARY

MARCH 2021

ICOMOS
international council on monuments and sites

EUROPA NOSTRA

European Investment Bank · Institute

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European Cultural Heritage Green Paper

EXECUTIVE SUMMARY

Putting Europe's shared heritage at the heart of the European Green Deal

MARCH 2021

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Foreword • Europa Nostra

HERMAN PARZINGER

EXECUTIVE PRESIDENT
OF EUROPA NOSTRA

We are proud to introduce the pioneering "**European Cultural Heritage Green Pape**r" developed by Europa Nostra in partnership with ICOMOS and the Climate Heritage Network, and produced with the vital support of the European Investment Bank Institute. The Paper has also received invaluable input from members of the European Heritage Alliance 3.3. and has benefitted from the support of the Creative Europe Programme of the European Union.

This Paper makes a convincing plea that our cultural and natural heritage are key to achieving the ambitions of the European Green Deal and ensuring its lasting positive impact on Europe's society and environment.

Responding effectively to climate change is the defining task of our time. The effects of climate change are visible in every corner of the world, and the scope and speed of this phenomenon are ever more evident and alarming. This is particularly the case in Europe, a small continent with a very high population density and a strong interdependence between people and their living environment. The rich and diverse landscape of our continent is also deeply intertwined with cultural heritage - be it tangible or intangible, urban or rural, inland or coastal. Climate change, consequently, affects the people and their living and working environments alike. Europa Nostra has therefore recognised climate action as a key priority in our policy agenda: we have supported and are active members of the Climate Heritage Network and we have proudly contributed to the United Nations Climate Summit in September 2019. This Paper confirms this strategic goal and commitment.

The pressing climate emergency is currently taking place amid an unprecedented health crisis caused by the outbreak of the COVID-19 pandemic. In such a context, an extraordinary challenge calls for extraordinary collective mobilisation and action.

We applaud the strong commitment of the European Union to place the European Green Deal at the very heart of Europe's socioeconomic recovery in the aftermath of the COVID-19 pandemic. But we need to do more, faster and more resolutely. Every individual, every professional and economic sector, every policy realm, can do its bit to counter the climate and environmental emergency. **The EU leaders and institutions can count heritage in as an indispensable ally in this challenging endeavour.**

This Paper shows that the European Green Deal and cultural heritage are closely interconnected. The European Green Deal aims at limiting the temperature rise at 1.5°C, which is a crucial threshold to safeguard a large number of our heritage sites and avoid the loss of biodiversity in our natural environments. It is a fact that our shared cultural heritage - as every other aspect of our lives - is facing existential threats due to global warming.

But cultural heritage is also part of the solution. Many dimensions of the European Green Deal, such as building renovation, circular economy, the 'farm to fork' strategy and biodiversity have clearly related cultural aspects. As evidenced by this Paper, cultural heritage offers an immense potential to drive climate action, influence consumption patterns and support the transition towards a healthier, greener and fairer society and economy. Moreover, cultural heritage can be a catalyst for positive change, as it has the power to connect people to places, encourage a sense of belonging and foster social inclusion.

This is why cultural heritage is also an intrinsic and indispensable component of the New European Bauhaus initiative recently launched by European Commission President Ursula von der Leyen. Europa Nostra is honoured and proud to be among the first 13 partners of the New European Bauhaus initiative. We are aware of the great challenge and responsibility this entails, and we will strive to align all our activities to the values and aims of this innovative and transformative action. The publication and wide dissemination of this Paper is also part of this effort.

More broadly, cultural heritage can be a powerful drive for Europe's recovery, as it is linked to all current priorities of the European Union: from supporting education and the digital transformation to underpinning the tourism industry; from the creation of highly skilled and rewarding jobs to the regeneration of historic cities, villages and the countryside; and from fostering social cohesion to improving the physical and mental wellbeing of individuals and communities. We firmly believe therefore that cultural heritage is a vector for achieving the long-term vision and policy goals of the European Union, including the European Green Deal. **Cultural heritage is not just about preserving our past – it is about shaping our future**.

We are proud of the long-standing and invaluable partnership between Europa Nostra and the European Investment Bank Institute, which has been based for over seven years on a shared vision of cultural heritage as a driver of sustainable development. This Paper is yet another tangible result of this excellent cooperation. We are also delighted of the fruitful collaboration with ICOMOS and the Climate Heritage Network in the frame of this Paper and beyond. We owe a special gratitude to the leading author, Andrew Potts, Coordinator of ICOMOS' Climate Change and Heritage Working Group (CCHWG) for his outstanding expertise as well as to all other experts involved in one way or another. This Paper is the result of our collective knowledge, experience and commitment.

This Paper confirms our collective ambition to become forceful "Climate Pact Ambassadors". We are committed to widely disseminate it across the European heritage circles and convey it to decision makers at all levels: European and national, regional and local. We hope that it will be of particular interest to the New European Bauhaus initiative, to the shaping of the EU's Urban and Rural Agenda's as well to EU's strategy on Sustainable Development Goals. This Paper does not aim to provide all the answers nor address the manifold implications of the relation between cultural heritage and climate action in an exhaustive way. On the contrary, it puts on the table key questions which we hope will be the starting point and inspiration for further debate and action for heritage and climate stakeholders alike. We are confident that it will become a reference point in this topic and will lay the foundations for pertinent, robust and informed policies and action in this field.

With this Paper, we also wish to provide a policy and advocacy framework for the wide mobilisation of the cultural heritage community for the benefit of climate action in general, and for the success of the European Green Deal in particular**. But above all, we see it as the first step towards a sustained and beneficial cooperation between all the organisations involved, both public and private. Our firm commitment to support the mobilisation of cultural heritage stakeholders for climate action does not end here: this document is only the beginning!**

Herman Parzinger

Executive President of Europa Nostra

Foreword • ICOMOS

TERESA PATRICIO

PRESIDENT OF ICOMOS

The International Council on Monuments and Sites (ICOMOS) is proud to contribute to the implementation of the European Green Deal.

According to the 2020 UN Emissions Gap Report, human-caused greenhouse gas emissions (GHGs) are pushing the planet towards a temperature rise above 3°C this century, with catastrophic outcomes for people, planet, and heritage. In response, the ICOMOS General Assembly in December 2020 declared a Climate and Ecological Emergency, calling for urgent collective action to safeguard cultural and natural heritage from climate change, including through adaptation responses but also implementation of a precautionary approach that pursues pathways for limiting global warming to 1.5°C over pre-industrial levels.

The European Green Deal is an ambitious initiative to drive climate action and respect the resources of the Earth. It reflects the precautionary approach ICOMOS believes is needed. For this reason, Europa Nostra and ICOMOS – two of the most influential transnational heritage organizations – have joined forces on this European Cultural Heritage Green Paper in order to offer our collective insight and know-how on cultural heritage as an essential component in a just transition to a sustainable and climate neutral Europe.

Europe's rich cultural heritage can support implementation of every element of the European Green Deal. Culture-based strategies can help heighten the ambition and capacity of communities to act, support climate adaptation and resilience, contribute to mitigation interventions to reduce GHG emissions, and address loss and damage from climate impacts.

Cultural heritage is particularly central to Green Deal strategies focused on Europe's urban and rural landscapes such as the Renovation Wave and the New European Bauhaus. A carrier of cultural and social values, the sustainable use and reuse of the built heritage reduces our ecological footprint and the environmental costs of demolition and construction. Heritage is a source of knowledge – structures that have survived centuries are the most sustainable, their full lifecycle footprint is minimal. Learning from traditional buildings, materials and skills supports innovation throughout the construction sector. ICOMOS hopes that the analysis provided in the Green Paper will inform development of the Renovation Wave and the New European Bauhaus.

Heritage is the key component in most European conventions and priorities. In 2018, Europe celebrated European Year of Cultural Heritage emphasizing its role in building the future of Europe. ICOMOS has been actively engaged in this effort, including through the elaboration of 'Quality Principles for EU-funded interventions with potential impact on cultural heritage.' These provide useful recommendations and selection criteria for all stakeholders directly or indirectly engaged in EU-funded interventions that could impact on cultural heritage, and can be used to strengthen the foundations for sustainable investment which is crucial to implementing the European Green Deal. For example, they can contribute a missing social and cultural dimension to the new EU Taxonomy Regulation, which is designed to classify environmentally sustainable activities.

ICOMOS is a global organisation of heritage experts from 151 countries, and is active all over Europe. With its International Scientific Committees and Working Groups that incorporate unequalled expertise, ICOMOS has a history in addressing the issues of climate change, sustainable development and climate neutrality.

ICOMOS is gratified that the authors have chosen to base the European Cultural Heritage Green Paper on the framework set forth in the 2019 ICOMOS Report 'The Future of Our Pasts: Engaging Cultural Heritage in Climate Action.' Designed to provide a benchmark against which heritage communities may measure their climate action, it is also a tool to help climate change policy makers increase their understanding of and engagement with cultural heritage. The European Cultural Heritage Green Paper advances these twin goals with recommendations aimed at both heritage operators and policymakers.

'The Future of Our Pasts' Report concludes that realizing the potential of cultural heritage to drive climate action requires both better recognition of the cultural dimensions of climate change and adjusting the aims and methodologies of heritage practice. ICOMOS' expert knowledge, and that of many others, can contribute to his endeavour. More research and skills training is required. Adapted solutions and standards will be required for the different types of cultural heritage which exist in order to achieve the best outcomes and to avoid irreversible mistakes.

ICOMOS looks forward to cooperating with the European Union Institutions and the opportunity to contribute our knowledge and expertise in this ambitious and essential journey.

Teresa Patricio

President of ICOMOS

Foreword • European Investment Bank Institute

FRANCISCO DE PAULA COELHO

DEAN OF THE EUROPEAN INVESTMENT BANK INSTITUTE

84% and 57%. The first number is the percentage of Europeans who consider cultural heritage as personally important as well as important for the European Union. It was revealed by the first ever Eurobarometer on the topic, undertaken during the first ever European Year of Cultural Heritage, in 2018.

The second is the percentage of Europeans who say that the post-pandemic economic recovery must take the climate emergency into account. It was revealed in early March 2021 by the annual EIB Climate Survey.

These two numbers explain why the EIB Institute decided to support this ground-breaking "Cultural Heritage Green Paper " developed by our long standing partner Europa Nostra in partnership with ICOMOS and the Climate Heritage Network.

The EIB is the Bank of the EU. It was created by the Treaty of Rome, more than sixty years ago, to finance sound investment projects in a new common economic area then called the Common Market. Since then, the EIB has grown with the expansion of the European Union as every new Member State became a shareholder, and since then it has supported more than 12 000 investment projects, 90% of them in the EU, generating more than 3 EUR trillion in total financing.

The EIB is also the EU's Climate Bank. It plays a leading role in mobilising the finance needed to reduce emissions, help countries adapt to the impacts of climate change and contribute to achieving environmental sustainability goals.

We like to say that climate is in everything we do. Because climate change has been for many years one of the EIB's main financing priorities, representing €24,2 bn or 37% of our lending last year. Because every project the EIB considers, regardless of its priority, is screened carefully for its climate change impacts by our engineers and experts. But also because, in 2019, the EIB became the first international financial institution worldwide to stop financing fossil fuel investment projects while at the same time, presenting an ambitious plan to step up our work in support for the European Green Deal, launched by the European Commission to make Europe the first carbon free continent by 2050.

This Climate Bank Roadmap signals the urgency with which the EIB views the climate and environment crisis. It represents our commitment, as the EU's climate bank, to align all our work with the Paris Agreement, support low-carbon technologies and resilience around the world, and help meet the United Nations' Sustainable Development Goals.

In practice, the roadmap will guide our work for the coming years to increase EIB finance for climate action and environmental sustainability from about 30% today to at least 50% by 2025 and to support €1 trillion –one trillion!- of investment in climate action and environmental sustainability in the critical decade from 2021 to 2030.

The EIB will build upon the commitment to stop supporting traditional fossil fuel energy projects and extend it to other areas focusing on clean energy, innovative technologies and digitalisation, which will play a major part in modernising and decarbonising industries.

It will maintain leadership in the capital markets, where the EIB was the first institution to issue a green bond in 2007, and is still the largest supranational green bond issuer. And it will also, through the EIB Institute I have the honour to lead, support research activities with two university chairs, the first EIB Climate Chair at the European University Institute (EUI) in Florence, and the Sciences Po European Chair for sustainable development and climate transition.

The EIB lends to projects in over 100 countries around the world. Some € 7 billion go every year to projects in partner countries outside the EU and almost half of this amount is aimed at projects related to the fight against global warming. The fight against climate change and its impact, and the fight to promote and implement sustainable development must go hand in hand. And the fight for the climate goes hand in hand with the fight to protect cultural heritage.

The EIB has invested in cultural heritage over many years, for example supporting investments linked to the European Capital of Culture preparations in Plzen (Czech Republic), Pecs (Hungary) and Valletta (Malta); and in the Tunisian Medinas programme. It has financed the refurbishment or development of cultural heritage buildings directly, as well as through urban framework loans. Several urban regeneration projects include cultural heritage as important elements (recent examples are Katowice, Malta, Manchester or Lille).

The Institute has been active in this field since 2013, through our partnership with our friends from Europa Nostra. In the 7 Most Endangered programme we put the expertise of retired EIB staff, engineers, experts, to safeguard heritage sites in danger. We signed the Berlin Call to Action for Cultural Heritage at the end of the European Year of Cultural Heritage. And we decided to support this Paper on the European Green Deal and Cultural Heritage because we believe cultural heritage has the potential to provide the missing link between all Europeans and the EU Green Deal.

Cultural heritage is a key asset contributing to making Europe the world's no. 1 tourist destination. Tourism is the third largest socioeconomic activity in the EU, contributing 415 billion Euros to the EU GDP and employing more than 15 million people.

But cultural heritage is more than a "significant creator of jobs across Europe" as well as an "important source of creativity and innovation", it is also what brings Europeans together. Europeans take pride in cultural heritage. As Hermann Parzinger, President of Europa Nostra, writes in his essay "Togetherness", published in the "Big Ideas" series of the European Investment Bank: "Whether we like it or not we are all intrinsically connected to our past". This connection can also be the link for European citizens to the European Green Deal and the basis of our common and greener future.

Francisco de Paula Coelho

Dean of the European Investment Bank Institute

Coming together to turn an urgent challenge into a unique opportunity

Climate change is one of the most significant threats to people and their living environment, including cultural heritage worldwide. The European Green Deal is the European Union's response to this challenge. Humans have already warmed the planet by about 1°C since the pre-industrial era. Climate science has established that every additional increment of warming is of consequence. While 1.5°C of global warming will severely damage the planet's natural and human systems, the impact of 2°C warming will be significantly worse. Limiting global warming to 1.5°C is thus crucial. The European Green Deal helps bring this ambition within reach. That is why Europe's cultural heritage needs the European Green Deal to succeed.

Climate scientists have taught us that limiting global warming to 1.5°C will require not just change but '*rapid and far-reaching*' system transitions on a nearly unprecedented scale. Achieving this will require all of Europe working together, which means the project must capture the hearts and minds of Europeans. Leveraging the potential of craft, creative industries and cultural heritage can support just outcomes and help deliver both a green transition and strengthened social inclusion, as highlighted by the ambition of the New European Bauhaus. That is why Europe's cultural heritage needs the European Green Deal to succeed. This is why cultural heritage is essential to the success of the European Green.

Enhancing the place of culture and cultural heritage in the European Green Deal is also in line with the UN Sustainable Development Goals (SDGs), which acknowledge that natural and cultural heritage can contribute to, and are crucial enablers of, resilience, adaptation, and sustainable development.

Figure 1: The European Green Deal. Source: European Commission

Transforming the EU's economy for a sustainable future

Designing a set of deeply transformative policies

The European Green Deal aims to launch a set of policies that will transform the economy, industry, production and consumption, large-scale infrastructure, transport, food, construction, taxation, and social benefits for Europe. It promises a new growth strategy for Europe, one where environmental, economic, and social sustainability goes hand-in-hand.

For their part, culture and heritage ministries and managing authorities, as well as heritage advocates and practitioners, can support the needed cultural shifts in a variety of ways. The fields of climate and heritage policy are both accustomed to working with multi-decadal and even longer time scales. Heritage conservation promotes a culture of reuse and stewardship that is the antithesis to the consumer society ethos of single-use disposability. The collections of European libraries and the knowledge embedded in European heritage evidence past adaption to change and can illustrate the causes of, or responses to, climate change.

Recognising the value of cultural diversity and increasing the protection of cultural rights defenders also supports climate action. The Council of Europe's Faro Framework Convention on the Value of Cultural Heritage for Society should be used to root the green transition in the European values of cultural diversity, human rights, and participatory democracy.

As the European Green Deal notes, 'All EU actions and policies will have to contribute to the European Green Deal objectives.' **Count cultural heritage in.**

Figure 2: Putting Europe's shared heritage at the heart of the European Green Deal

2.1.1 Increasing the EU's climate ambition for 2030 and 2050

The International Panel on Climate Change (IPCC) has found that in order to limit global warming to 1.5°C, global net human-caused emissions of carbon dioxide (CO_2) would need to fall by about 45 percent from 2010 levels by 2030, achieving net zero by around 2050. The Climate Law proposed by the European Commission includes an increase in the EU's Greenhouse Gas (GHG) reductions target for 2030 to 55% compared with 1990 levels, while the European Parliament supports increasing the target to 60% reduction. These gradations are important. The IPCC has warned that the warmer the planet gets, the more challenging adaptation becomes, meaning the ability of places to successfully adapt can depend on global GHG reduction efforts. What is clear is that whether, when, and how the EU achieves net zero CO_2 emission is of profound consequence to safeguarding people and their living and working environments, including their cultural heritage.

Recommendation for policymakers and cultural heritage operators

- **Improve and expand modelling of the projected impacts of global warming of 1.5 v 2°C on cultural resources and utilise the results to stress urgency and guide green transition decision making.**

2.1.2 Supplying clean, affordable, and secure energy

The production and use of energy across economic sectors accounts for more than 75% of the EU's GHG emissions. Decarbonising the energy system is thus critical to reaching the European Green Deal goal of climate neutrality by 2050. The new **EU Strategy for Energy System Integration** released in July 2020 envisions a path to achieving this objective. In implementing the strategy, attention must be paid to the cultural dimensions of powering a climate neutral economy.

The new EU Strategy puts 'energy-efficiency-first' at its core. Energy efficiency reduces the financial and material costs associated with energy production, infrastructure and use, and this includes impacts on biodiversity and cultural heritage. As a result, the energy-efficiency-first pledge is a promise the cultural heritage sector must help the EU keep. Because culture is embedded in dominant consumption patterns, culture-based strategies and social science research can give insights and solutions that make an essential contribution to reducing energy consumption.

Cultural heritage can also contribute to supply-side strategies. Encouraging the capture and reuse of excess heat from craft enterprises and within historic areas can supply localised heat and power. Heritage authorities can help accelerate direct electrification,

expand use of heat pumps, and sensitive siting of microgeneration facilities on historic buildings, while safeguarding heritage values and helping to address energy poverty for households occupying older homes. Heritage also has a role in supporting traditional, community-scale renewable energy sources like geothermal and hydroelectric.

The transition to climate neutrality requires smart generation and transmission infrastructure. The needed expansion of renewable energy capacity can and should be attained while also protecting and enhancing biodiversity, landscapes, and heritage. As energy infrastructure development increases, a corresponding increase in the capacity of heritage authorities to proactively and timely participate is critically needed. At the EU level, a suitable platform is urgently needed to stimulate a constructive dialogue between environment and heritage conservation bodies and the renewables industry as well as more advanced and coordinated research on how to measure and mitigate the impacts of renewable energy infrastructure on communities and landscapes. Continuous dialogue and long-term collaboration can improve the siting of energy infrastructure in ways that minimise negative environmental and heritage impacts.

Key Recommendations:

FOR POLICYMAKERS

- **Create a new EU level platform to stimulate a constructive dialogue between environmental and heritage conservation stakeholders and the renewables industry, as well as more advanced and coordinated research on how to measure and mitigate the impacts of renewable energy infrastructure on communities and landscapes.**
- **Increase the funding and capacity of heritage authorities and organisations to proactively and timely participate, from the outset, in the decision-making process on the design and siting of energy infrastructure, and to review related applications.**
- **Reflect cultural dimensions of realising clean, affordable and secure energy for Europe in new Member State National Energy and Climate Plans (NECPs) to be developed in 2023 and 2024.**

FOR CULTURAL HERITAGE OPERATORS

- **Work to improve understanding of the cultural dimensions of energy efficiency and support operationalisation of the EU's 'energy-efficiency-first' principle in order to reduce the need for new energy production and infrastructure capacity.**
- **Use cultural heritage as a driver to fully engage citizens in the decarbonisation challenge as convinced actors in this transition.**
- **Support traditional, community-scale sources of renewable energy production (e.g., geothermal and hydroelectric) by prioritising identification, documentation, conservation, and dissemination of traditional and local energy production knowledge and know-how.**

Mobilising industry for a clean and circular economy

The European Green Deal is premised on the idea that scaling up the circular economy can make a decisive contribution to achieving climate neutrality by 2050. To advance this goal, in November 2020 the European Commission released its new **Circular Economy Action Plan**. The Plan seeks to accelerate the transition from a 'take-make-waste' extractive model to one of regenerative growth. Missing, however, is a discussion of culture. Yet, humans transact within not only economic but also social frameworks. Attention to these social and cultural aspects are, consequently, needed to complete the Action Plan.

Culture guides the provisioning strategies people use to satisfy human needs and mediates perceptions of the success of these efforts. In addition, culture and heritage address some of the non-material dimensions of human well-being like creativity and social participation. Integrated nature-culture approaches highlight, consequently, linkages between the ecological and social functions of landscapes.

European craft and creative industries offer high-quality, bespoke, products and services, and should figure prominently in the **Action Plan's Sustainable Products Initiative**. A focus on 'embodied energy' coupled with Life cycle assessment (LCA) approaches emphasising both environmental, social, and cultural sustainability would give a fuller picture of circularity while accounting for the social costs of carbon. Circular economy strategies for the built environment must promote the use and adaptive reuse of existing buildings while recognising the co-benefits associated with conserving heritage values.

Arts and culture venues, museums, libraries, and heritage sites are highly visible institutions and organisations whose products and services touch millions. To capture this potential, the **EU Ecodesign framework** should therefore be expanded to the culture and heritage sectors.

Key Recommendations:

FOR POLICYMAKERS

- **Include European craft and creative industries, products, and services in the new Ecodesign framework as part of the Circular Economy Action Plan's Sustainable Products Initiative.**
- **Measure and value the embodied carbon conserved and the GHGs avoided through the use and adaptive reuse of existing buildings while also recognising the co-benefits associated with safeguarding heritage values in the built environment.**
- **Launch a new 'EU Culture and Heritage Sector Ecolabel' as part of the EU Ecodesign framework to capture the potential of arts, culture and heritage venues and sites, whose products and services touch millions.**
- **Include in European policies integrated nature-culture approaches that highlight linkages between the ecological and social functions of landscapes in ways that promote lifestyles in harmony with nature and decouple waste generation from economic growth.**

FOR CULTURAL HERITAGE OPERATORS

- **Promote an ethic of stewardship and reuse as an element of green transition and emphasise European cultural values and practices that address the satisfaction of human needs in ways de-coupled from GHG-intensive consumption in heritage practice, including documentation and interpretation.**
- **Help design a new EU Culture and Heritage Sector Ecolabel as part of the EU Ecodesign framework, including cultural institutions, tourism destinations, and festivals, fairs, tours, and events.**
- **Strengthen eco-design capacity among heritage professionals, including by updating academic curricula.**

Building and renovating in an energy and resource efficient way

Buildings are responsible for about 40% of the EU's total energy consumption. If the EU is to achieve the 55% cut in net GHGs proposed in the European Climate Law, buildings' GHG emissions should be reduced by 60% by 2030. To address this need, in October 2020 the Commission presented its Renovation Wave for Europe strategy. While the Renovation Wave correctly mentions the need to safeguard heritage values, it would also benefit from an affirmative vision of how Europe's cultural heritage can support and accelerate achievement of its objectives.

Cultural heritage focuses not only on structures but on the mindsets and behaviours behind the ways people build and use buildings in order to understand their social function, durability and capacity to adapt. It embodies time-tested technologies, the product of place-adapted innovation (often from the era before construction was addicted to oil) that still offer contemporary climate solutions. To succeed, the Renovation Wave must embrace these cultural dimensions of the built environment. Building renovation is also fundamental for the post-Covid19 economic recovery and this is particularly true in the job-intensive heritage context in both urban and rural environments.

Technical assistance, support of next-generation skilled craft workers, and enhancing skills and know-how in traditional design and construction will also be needed. Internalising the co-benefits of heritage conservation, such as -supporting social cohesion, wellbeing, creativity, tourism, and intercultural dialogue, would help deliver participatory and neighbourhood-based approaches. Addressing energy poverty of Europe's lower income populations who live in historic housing is a must. The New European Bauhaus can also help drive sustainable design across Europe but to do it must take into consideration the historic character of Europe's cities, villages, and rural areas, where the future green projects will be implemented. Engaging with the campaign for high quality Baukultur for Europe would also benefit the New European Bauhaus project.

Key Recommendations:

FOR POLICYMAKERS AND HERITAGE OPERATORS

- Utilise new guidance on the Energy Efficiency First principle to help public authorities address renovation of public and privately-owned social infrastructure, like cultural institutions and schools, to address energy performance standards while safeguarding cultural values.
- Integrate in revisions of the Energy Performance of Buildings Directive new approaches to energy performance standards that include the historic built environment, and allow alternate pathways to compliance based on smart, 'whole house' planning and performance assessment, adapted to the needs and values of historic buildings and traditional building systems.
- Match any extension of building performance standards to heritage buildings with commensurate public incentives. The InvestEU Social Investment and Skills Window and the Sustainable Infrastructure Window should support the design of financial schemes tailored to the owners and occupants of historic buildings, while the newly established European Initiative for Building Renovation should support financing for owners of heritage buildings.
- Increase funding of heritage agencies in order to support energy efficiency efforts across Europe's historic built environment.
- Link heritage trades, skills, and education to the demands of the Renovation Wave including through enhanced Vocational Education and Training (VET) and Continuous Vocational Education and Training (C-VET). Utilise the Skills Agenda and Pact for Skills to bring together relevant construction and heritage stakeholders to help achieve these objectives.
- Feature the adaptive reuse of historic buildings for affordable housing in the Affordable Housing Initiative for 100 lighthouse projects.
- Embrace the heritage and Baukultur sectors in the expanded High-Level Forum on construction.
- Duly integrate the full breadth of culture - from arts to heritage - in all the multi-dimensionality elements of the New European Bauhaus and include cultural heritage representatives in the advisory board of external experts who will co-steer the initiative.

Accelerating the shift to sustainable and smart mobility

Transport accounts for a quarter of the EU's GHG emissions, and this amount is still growing. To achieve climate neutrality, the European Green Deal calls for a 90% reduction in transport emissions by 2050. Achieving sustainable transport, the European Green Deal observes, means putting users at the centre. Putting users first, however, also means engaging with the cultural and creative aspects of mobility. Addressing these cultural dimensions also addresses other elements of the mobility equation including tourism, urban planning, equitable access for all to a diversity of cultural activities and the right to move.

Before the COVID-19 pandemic, mass tourism had become a heavy burden to a number of historic cities as well as cultural and natural heritage sites. Venice is a striking example, where the twin threats of GHG intensive mass tourism and climate change-induced sea level rise have reached alarming levels. The European Green Deal should embrace a new strategy for more sustainable and responsible tourism that combines measures to reduce the risks of mass tourism (including cruise industry) with efforts to reduce its carbon footprint. Among others, digitalisation of art and cultural heritage can play an important role in reducing GHG emissions, considering access to cultural opportunities for all and to rights of cultural expressions.

Key Recommendations:

FOR POLICYMAKERS

- **Foster the cultural dimension of commuting platforms and services by partnering with the culture sector to enhance the digital and bricks-and-mortar experience in public mobility services through cultural and heritage-related content and information sharing in order to boost transit use.**
- **Reduce congestion and pollution, especially in urban areas, by including strategies in sustainable urban mobility plans designed to safeguard the dense, walkable, mixed-use features of historic districts and promote such traditional settlement patterns in land use planning and peri-urban development.**
- **Work with culture and tourism stakeholders to emphasise sustainable tourism approaches that allow cultural destinations to generate positive economic and social benefits for local communities while reducing tourism's carbon footprint.**

FOR HERITAGE OPERATORS

- **Work with transportation planners to include in the design of sustainable mobility solutions measurers to facilitate equitable access for all to a diversity of cultural activities, notably festivals, fairs, natural and cultural heritage sites and practices, while securing the right to move for all citizens.**
- **Reduce the GHGs emissions from cultural tourism and its contributing services, including by promoting lower-carbon itineraries, slow travel, alternative storytelling and other strategies.**
- **Invest in digital services and infrastructures as well as in training and capacity-building for digital skills in the cultural heritage sector to promote digitalisation of art and cultural heritage to reduce GHG emissions.**
- **Utilise cultural heritage destinations to showcase mitigation strategies, educate visitors about climate change, and support behavioural changes towards greener practices.**

From 'Farm to Fork': fair, healthy and environmentally-friendly food system

The European Green Deal's '**Farm to Fork Strategy**' aims to make European Food the global standard for sustainability. The current *Farm to Fork Strategy* does not, however, expressly address European agricultural, gastronomical and food heritage.

Europe's traditional agricultural knowledge and craft know-how can help ensuring sustainable food production, decarbonise food production, reduce chemical pesticides, save water, and promote greater animal welfare. Marrying circular economy models with traditional land, water, agricultural, and forest management systems supports sustainable fishing, agriculture, and rural development. Traditional seeds and breeds are part of Europe's cultural capital and enhance agricultural biodiversity.

These and other beneficial heritage agricultural practices should therefore be duly incorporated into Eco-Schemes aims and in national (and regional) Common Agricultural Policy (CAP) Strategic Plans for the post-2020. Utilising agroecology elements to guide Member States as they design CAP interventions would help accomplish these objectives.

A second pillar of the Farm to Fork Strategy is ensuring food security, nutrition, and public health. Incorporating the cultural traditions and preferences of Europe's diverse regions as well as the health benefits of traditional European diets would advance these goals while enhancing the cultural identity and continuity of local communities.

Key Recommendations:

FOR POLICYMAKERS

- Support farmers, fishers, and aquaculture producers to transform agricultural production methods by re-introducing and employing traditional agricultural knowledge and production craft know-how.
- Support traditional agro-biodiversity species, varietals, and breeds to ensure easier market access for traditional and locally varieties.
- Fully use models of landscape conservation and governance to promote circular territorial metabolisms in historic rural landscapes through synergies between territorial actors for the efficient use of water, energy, wastes and materials, for example promoting waste-to-energy, organic fertilizers, and recovery of heating from production processes.
- Support agroecology approaches by incorporating heritage agricultural practices beneficial for addressing climate change and the environment into Eco-Schemes aims and into national (and regional) Common Agricultural Policy (CAP) Strategic Plans, as part of the new post-2020 CAP.
- Incorporate cultural heritage safeguarding and the related co-benefits of identity, cohesion, and creativity in new Horizon Europe partnership for 'Safe and sustainable food systems for people, planet and climate.'

FOR HERITAGE OPERATORS

- Prioritise the identification, documentation, and preservation of learning from traditional agricultural technologies and techniques that support sustainability in contemporary food systems.
- Enhance strategies for preserving and regenerating rural territories by marrying circular economy models with heritage conservation and the sustainable use of traditional land, water, agricultural, and forest management systems.
- Expand existing programmes designed to identify and safeguard agricultural heritage systems and their associated landscapes, biodiversity, and knowledge as part of initiatives to preserve and restore the land, freshwater and sea-based resources on which the food system depends.
- Promote incorporation of the cultural traditions and preferences of Europe's diverse regions as well as the health benefits of traditional European diets into efforts to ensure food security, nutrition, and public health and promote healthy, sustainable diets.

Mainstreaming sustainability in all EU policies

Pursuing green finance and investment and ensuring a just transition

The European Commission has estimated that achieving the current 2030 targets will require €260 billion of additional annual investment. The magnitude of the investment challenge requires mobilising both the public and private sectors. Pilot projects and other initiatives that address the cultural dimensions of ecological transition and build on the craft and other endogenous capacities should be financed.

Work is currently under way to strengthen the foundations for sustainable investment by means of a **new EU taxonomy** for classifying environmentally sustainable activities. In order to promote truly sustainable outcomes and encourage co-benefits, this taxonomy must address the social and cultural dimensions of sustainability.

Europe's green transition must also be just and inclusive. It must put people first, and pay attention to the regions, industries and workers who will face the greatest challenges. The cornerstone of these efforts within the European Green Deal is the **Just Transition Fund**. Rooting just transition initiatives in the culture, heritage, creative industries, craft, and knowledge of local communities will help assure wider acceptance of change and more durable and effective outcomes.

Key Recommendations:

FOR POLICYMAKERS

- **Mobilise public finance for culture-based green strategies through pilot projects and initiatives that address the cultural dimensions of ecological transition and build on the craft and other endogenous capacities of local communities and regions.**
- **As part of its delegated tasks under the new EU Taxonomy Regulation, the European Commission should elaborate upon the role of cultural heritage in contributing to environmentally sustainable activities, including cultural ecosystem services and circular economy, and on how harm to these objectives can arise through economic activities, include those that undermine cultural human rights.**
- **Include creative capital, culture, and heritage in the administration of the Just Transition Mechanism and in territorial just transition plans.**

FOR CULTURAL HERITAGE OPERATORS

- **Work with the financial sector to incorporate the benefits of heritage conservation (including historic building reuse) into labels for sustainable financial products, such as green mortgages, green loans and green bonds and into whole life-cycle carbon assessments linked to financing for circular solutions.**
- **Support community-based prioritisation and documentation of the effects of structural changes, for example by taking account of impacts on losses of traditional livelihoods and other elements of cultural significance.**
- **Elaborate how the aims and methodologies set out in the Council of Europe's 2005 Faro Framework Convention on the Value of Cultural Heritage for Society can support a just ecological transition.**
- **Incorporate craft heritage and traditional livelihoods in contemporary re-skilling and economic diversification for job creation and enhanced economic, environmental, and social resilience.**

Greening national budgets and sending the right price signals

National budgets are expected to play a key role in the transition. A greater use of green budgeting tools will help to redirect public investment and taxation to green priorities. Well-designed tax reforms can boost economic growth and resilience to climate shocks and help contribute to a just transition. The cultural dimensions of green transition should be supported through these measures.

Key Recommendations:

FOR POLICYMAKERS AND CULTURAL HERITAGE OPERATORS

- **Include heritage considerations in national level, Green Deal-based tax reforms, for example, by expanding tax incentive schemes aimed at owners of historic buildings.**

Mobilising research and fostering innovation

New technologies and innovation are critical to achieve the objectives of the European Green Deal. At the same time, the pursuit of 'novel' solutions should not obscure the enormous potential of traditional knowledge and know-how, including craft skills, as drivers of contemporary climate technology. Both the use of these types of knowledge to contemporary contexts and the application of 'disruptive' technology to traditional contexts should be pursued. Valorisation of not only cutting-edge research but also application-oriented research, such as that conducted by craft trade institutions, as well as the leveraging of creative industries, would further mobilise efforts and ideas in support of the European Green Deal.

Key Recommendations:

FOR POLICYMAKERS AND CULTURAL HERITAGE OPERATORS

- **Support research, development, and entrepreneurship on the scalability of craft and heritage knowledge as contemporary climate technology through the Horizon Europe programme.**
- **Recognise craft, Baukultur, and cultural heritage initiatives as circular innovations within the European Regional Development Fund, particularly through smart specialisations.**
- **Duly include cultural heritage, traditional knowledge, and craft strategies in the four 'Green Deal Missions' in order to help deliver large-scale changes in areas such as adaptation to climate change, oceans, cities, and soil.**
- **Grant cultural heritage entrepreneurship a crucial role within the 'knowledge triangle' (business, education and research) of the European Institute of Innovation & Technology (EIT)'s new Culture and Creative Industries (CCI) Knowledge and Innovation Community (KIC), while also developing transversal relations between the CCI and the EIT Climate-KIC.**

Activating education and training

Cultural heritage, creative industries, and craft are well placed to engage with pupils, students, teachers, parents, and the wider community on the changes needed for a successful transition to a low carbon, climate resilient future. Culture feeds both a sense of belonging to a local community and the sense of cohesion and solidarity that can support the capacity and the will for ambitious climate action. Culture and heritage institutions can serve as platforms for voluntary participation in advocacy and collective climate action. Heritage conservation efforts lend themselves to citizen science, research, community observations and other initiatives aimed at developing knowledge of the interactions between climate and weather events and local cultural resources and practices. Every place has a climate story. Including information about climate change in the interpretation and animation of cultural heritage sites can enhance public understanding of climate change and emphasise the importance of urgent action.

Key Recommendations:

FOR POLICYMAKERS AND CULTURAL HERITAGE OPERATORS

- **Enhance training on the cultural dimensions of climate change and climate action for those working in the environmental and climate fields.**
- **Maximise engagement by creative industries and cultural heritage with transformative climate action by developing new curricula and dimensions in the education and training of those working in and with these fields**
- **Dramatically increase messaging on climate change matters by cultural institutions, culture and heritage boards and agencies, craft chambers, and cultural heritage organizations, sites, and constituencies. Incorporate attention to both climate adaptation and GHG reduction into programs, tours, exhibitions, cultural routes, and other projects**
- **Leverage the signalling power of Europe's World Heritage, the European Heritage Label, the European Heritage Awards/Europa Nostra Awards, the 7 Most Endangered Programme and other iconic heritage sites, to enhance public understanding of the threat and challenge of climate change, emphasise the importance of urgent action, and build social cohesion and resilience.**

The EU as global leader (and listener!)

The global challenges of climate change and environmental degradation require a global response. The European Green Deal pledges that the EU will mobilise all diplomatic channels for 'green deal diplomacy' to promote ambitious environment, climate, and energy policies across the world. The time is ripe to expand the EU's external relations action to include culture and heritage-based strategies in these vital efforts, both bilaterally and multilaterally. In the multilateral context, EU Institutions and Member States ought to champion proper inclusion of culture and heritage-based strategies considerations within wider frameworks, such as the UN Framework Convention on Climate Change and the Paris Agreement, the UN Agenda 2030, the G20 and other relevant international and European organisations.

The Paris Agreement expressly recognises the positive contribution of local communities' and Indigenous Peoples' traditional knowledge in climate adaptation, while the UN's climate change goal, SDG13, provides multiple entry points for cultural heritage. The European Consensus on Development already recognises the role of culture as an important component of development. This should be extended to recognise the role of cultural heritage in climate resilient development pathways as well. Climate and environmental challenges are also a significant threat multiplier. Culture and heritage can support the EU's work at the intersections of climate change, conflict, food insecurity, poverty, displacement and migration, and in this way enhance a just transition globally.

The New European Bauhaus's Second Wave in 2023 will include 'Bauhaus projects and network in and outside Europe.' This presents an opportunity to network Europe's rich cultural heritage, vibrant culture, and creative industries as well as craft and SME sectors with peers around the world in support of bringing the European Green Deal to life.

Key Recommendations:

FOR POLICYMAKERS

- **Expand the EU's external action to include culture and heritage-based strategies for implementing the Paris Agreement, achieving the aims of the European Green Deal, and localising the SDGs, building on the Global Strategy for the European Union's Foreign and Security Policy, the European Commission's 2018 European Agenda for Culture and the Council's Work Plan for Culture 2019-2022.**
- **Fully recognise the role of cultural heritage in climate resilient development pathways, embedded within the 'People, Planet, Prosperity, Peace, Partnerships framing of the European Consensus on Development.'**
- **Train the cultural focal points in EU Delegations on the cultural dimension of climate action and the dissemination of best practices regarding cultural heritage and climate change.**

FOR CULTURAL HERITAGE OPERATORS

- Prioritise incorporation of culture and heritage into the EU's work to address the intersections of climate change, conflict, food insecurity as well as displacement and migration, and to support cultural rights-based approaches and a just transition globally.
- Engage the European Commission, the High Representative, and their services, including the European External Action Service, in drawing up a comprehensive step-by-step approach to international cultural relations, including cross-cutting European Green Deal diplomacy and broader strategic communications with respect to the Paris Agreement and the 2030 Agenda.
- Utilise the New European Bauhaus Second Wave as an opportunity to network Europe's rich cultural heritage, vibrant culture, and creative industries as well as the strong craft and SME sector with peers around the world in support of implementing the European Green Deal objectives.

Concluding remarks

'All EU actions and policies will have to contribute to the European Green Deal objectives.' 'Intense coordination' will be required 'to exploit the available synergies across all policy areas.' If these words from the European Green Deal are true, they must surely apply to cultural heritage.

Cultural heritage offers immense and virtually untapped potential to support just transition to the low carbon, climate resilient futures envisioned by the European Green Deal.

This Green Paper is designed to provide a benchmark against which the culture and heritage fields may measure their work to advance the European Green Deal as well as a tool for climate policymakers to increase their engagement with the culture field. The vision is to help create bridges and cooperation across heritage, culture, sustainability, climate science and climate action, to inspire and stimulate new approaches so that Europe may achieve its green transition – together.

European
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