

SECULAR EUROPE BACKS RELIGIOUS HERITAGE

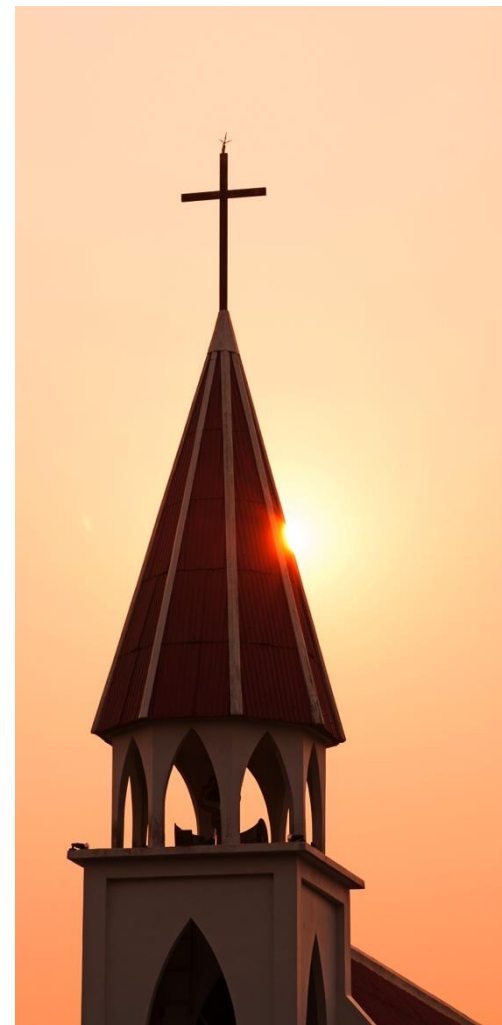
SURVEY REPORT WITH
KEY RESULTS

May 2014



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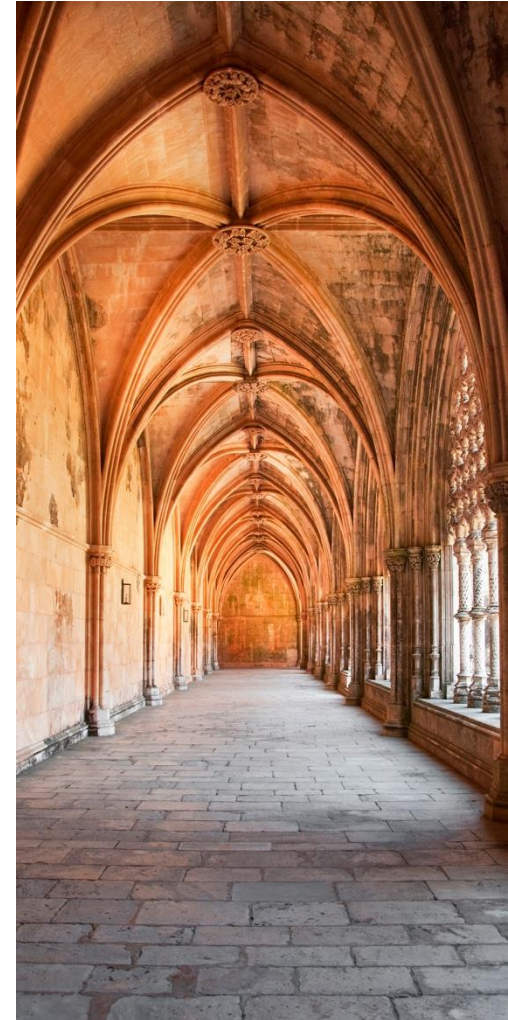
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Secular Europe backs religious heritage



- 4 out of 5 Europeans deem religious heritage buildings essential for community life, and want to promote them to a secular audience. A poll run in April 2014 by Future for Religious Heritage (FRH), powered by Sociovision and Toluna, proves that Europeans of all generations have a strong attachment to their religious buildings and want to safeguard them for the future.
- In Europe there is over a half million religious buildings (churches, temples, mosques, synagogues, etc.), most of which have a long history, a high heritage value and rich artistic content. The diversity of this shared religious heritage contributes to Europe's identity.
- 6000 Europeans from France, Germany, UK, Spain, Belgium, the Netherlands, Poland and Sweden were asked to rank the importance of religious heritage for their cultural heritage; the importance of religious heritage conservation for their community's current and future life; and the possibility for churches and other religious buildings to be open to non religious activities.
- A convincing majority of Europeans of all ages (18<) in all regions agree that our shared religious heritage represents a unique and essential part of Europe's cultural heritage and are a key element of European identity.



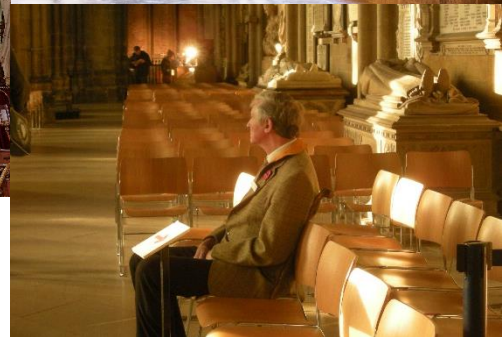
- Europe's religious buildings have stood central to our communities for centuries, if not millennia, and continue to play an integral part in community life today. 79% of the interviewees believe that they have a crucial part to play in the survival of their communities in the future.
- European citizens are very open to the idea of promoting religious buildings to tourism if they contain architectural or artistic treasures and that, as well as worship, religious buildings should be open to other activities.

Olivier de Rohan, President of FRH says:

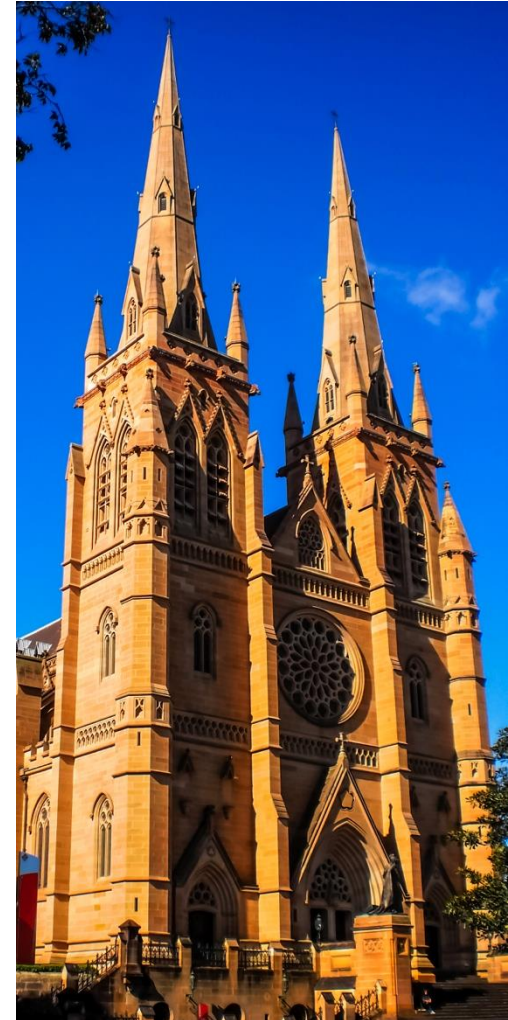
“Europe's religious heritage is under threat and the buildings are often ill adapted to modern society needs. Knowledge transfer and innovation will be needed on a European level if this remarkable patrimony is to be handed down to future generations.”

Future for Religious Heritage (FRH)

The European network for historic places of worship



- **Religious heritage buildings are under threat across Europe.** Shrinking congregations, financial distress and lack of knowledge about conserving buildings and treasures held within them, all contribute to the impending loss of a substantial collection of testaments to European history and intangible heritage.
- FRH is the only network of charities, governmental, religious and university departments that work to protect religious heritage buildings and interiors across Europe, with members in over 30 countries. **FRH is a non-religious organisation open to all.**
- **Initiated as a grass-roots movement**, it has been set up to act as a catalyst for change in the sector, to help those active in the management of Europe's religious heritage and to provide them with tools to facilitate their task.
- The **aims of the association** are to promote, encourage and support the safeguard, maintenance, conservation, restoration, accessibility and the embellishment of places of worship, their contents and their history. The aims exclude all commercial activity and religious proselytism.



- Religious heritage expressions, architectural, movable and intangible, do not follow national borders. A secular understanding of it can contribute to the European social identity as well as deepen inter-cultural tolerance. It encourages us to understand our own place in history.
- Conservation of religious heritage can be an important tool to regenerate urban and rural areas for the future. One possibility is through 'extended use': the coexistence of community, cultural and worship uses of a building. Urban regeneration, economic growth and cultural development are all inter-related. Extended use can give an opportunity to link religious heritage, which carries meaning and identity also for non-faith communities, with the secular mind-set of our times. A benefit of extended use is a broader constituency of support for the building: bringing more people, resources and organisations to its aid.

FRH activities

- **Promote** Europe's rich religious heritage, which is a shared resource for cultural, social and economic development and European identity.
- **Raise awareness** of the threats facing Europe's religious heritage.
- Provide a **communication platform** for those working to protect Europe's religious heritage.
- **Share expertise and experience** on common challenges as well as promote successful initiatives on a European level.
- Professionalise the sector by **disseminating and developing knowledge**.
- Identify areas where a Europe-wide response is appropriate and **influence policy-makers** on behalf of our members.

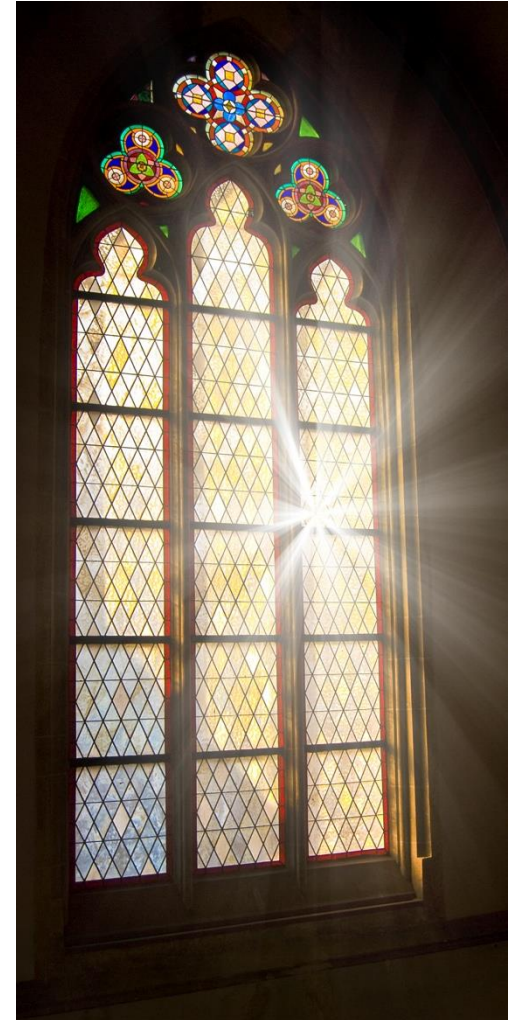
The ambition is to provide a strong structural framework for on-going inter-cultural and -sectorial exchanges of ideas and problems regarding religious heritage protection. The active participation from organisations and individuals across Europe is essential.

Survey and Key Results



Methodology

- The survey was conducted in April 2014 by Sociovision with a technical support of Toluna.
- **SOCIOVISION** specializes in understanding, measuring, interpreting and anticipating social change. We turn this unique knowledge to the strategic advantage of our clients by providing expert consultancy advice on their strategy and management issues companies face today.
- **Toluna** is an online research panel and survey technology provider that provides online sample and survey technology solutions. Since its creation in 2000, Toluna has brought trusted, actionable insights to organizations all around the world. With offices in 18 countries, Toluna has become a worldwide leader in online surveys.
- **The goal of this survey is to provide insights on how Europeans relate to churches and other religious buildings.** More precisely, Europeans were asked about the place of churches in their cultural heritage, the importance of religious heritage conservation for their community's current and future life, and the possibility for churches and other religious buildings to be open to non-religious activities.
- The survey was run online on **6,000 citizens in 8 countries**, namely France, Germany, UK, Spain, Belgium, the Netherlands, Poland and Sweden. In each country, the survey is representative of age range over 18.



Question 1 – Key Result

Religious buildings form an essential part of Europe's cultural heritage

Question 1 – Results

When asked about your country's cultural heritage, do you think about each of the following fields:

		%	Europe	FR	DE	UK	SP	BE	NL	PL	SW
Museums	Absolutely yes		43	53	34	40	65	38	24	39	35
	Total Yes (absolutely or rather)		89	94	83	88	92	84	84	95	82
Natural sites	Absolutely yes		47	55	37	51	59	37	28	47	52
	Total Yes (absolutely or rather)		89	91	85	91	89	81	84	95	90
Traditions, lifestyles	Absolutely yes		42	40	41	43	57	40	27	36	44
	Total Yes (absolutely or rather)		86	83	84	89	89	80	80	90	86
Churches and other religious buildings	Absolutely yes		41	54	38	34	57	44	23	29	37
	Total Yes (absolutely or rather)		84	89	80	81	87	83	83	83	80
Artistic production (literature, music, painting)	Absolutely yes		39	41	35	31	59	43	22	38	38
	Total Yes (absolutely or rather)		84	85	79	79	91	84	80	92	84
Recent works of urban planning	Absolutely yes		13	14	13	9	15	13	7	17	17
	Total Yes (absolutely or rather)		54	48	53	40	58	49	51	81	61

XX % over European mean score

XX % under European mean score

Question 2 – Key Result

Communities depend on their religious heritage

Question 2 – Results

Do you personally think that preserving and protecting churches and other religious buildings is crucial for your community's current and future life?

%	Europe	FR	DE	UK	ES	BE	NL	PL	SW
Absolutely yes	34	46	29	35	35	36	16	30	38
Total Yes (absolutely or rather)	79	89	73	82	76	78	71	75	79

XX % over European mean score
XX % under European mean score

Question 3 – Key Result

Europeans want to see the religious buildings used – including for cultural activities and tourism

Question 3 – Results

According to you, churches and other religious buildings...

		%	Europe	FR	DE	UK	SP	BE	NL	PL	SW
Should be solely dedicated to religious practice and events related to religion	Absolutely yes		19	22	18	14	21	16	5	29	15
	Total Yes (absolutely or rather)		56	60	59	48	56	48	33	67	45
Should be open to tourism when they hide architectural or artistic treasures	Absolutely yes		43	46	33	36	62	46	22	55	46
	Total Yes (absolutely or rather)		87	91	81	85	89	91	89	92	83
Can be open to other non-religious cultural activities (e.g. concerts, conferences, exhibitions) if such activities can finance their maintenance and preservation	Absolutely yes		28	32	22	28	41	29	17	26	30
	Total Yes (absolutely or rather)		72	75	70	76	75	70	76	62	67

XX % over European mean score
XX % under European mean score

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