

ESACH
EUROPEAN STUDENTS'
ASSOCIATION FOR
CULTURAL HERITAGE



EUROPA
NOSTRA

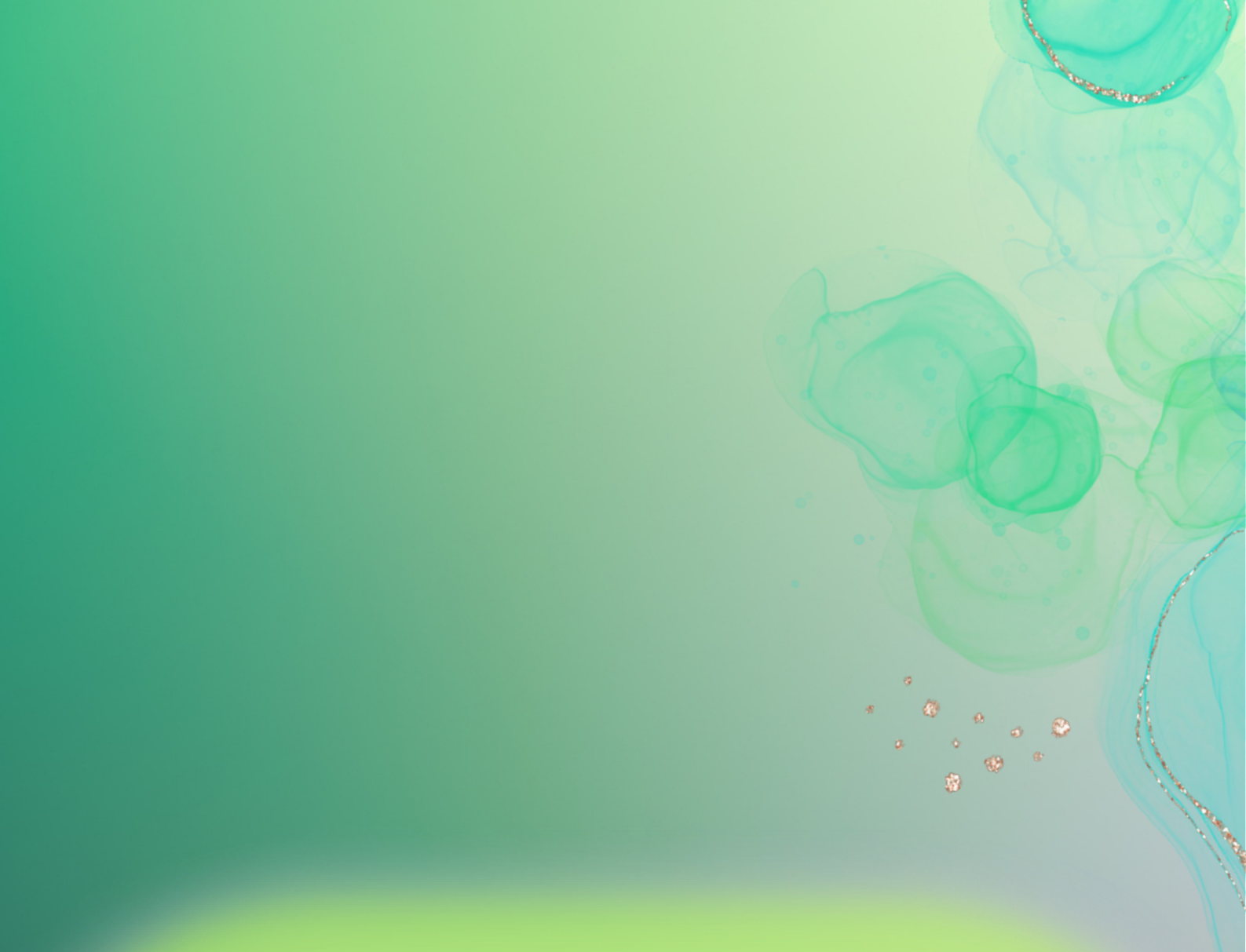
YOUTH FOR THE FUTURE OF CULTURAL HERITAGE IN EUROPE

Supported by:

THE
FUTURE IS
HERITAGE



Co-funded by
the European Union



"Youth for the future of cultural heritage in Europe"

Checking in and looking forward

By young people, for young people!

The editorial team dedicates this work to all students and young professionals in the cultural heritage sector! Thank you for all your hard work and dedication.

Contributors

Antigoni Michael, Carlota Marijuán Rodríguez, Elena Bianchi, Elif Aydın, Emilio Bucciotti, Georgia Evans, Giacomo Martinis, GiannaLia Cogliandro Beyens, Grace Emely, lanthe van Beuningen, Isabel Verdet Peris, Jasna Popović, Juan Carlos Barrientos-García, Juan Manuel Hegedüs-Gravina, Juhi Valia, Julia Heras, Killian Downing, Marco Fiore, Miguel Senra Hermana, Miruna Găman, Neşe Topal, Nirmitya Sutar, Samidha Pusalkar, Sorina Neacșu, Wouter Hinrichs

Reviewers

Alba Irollo, Angelos Kottas, Brandi Hall-Crossgrove, Ece Karakaş, Elena-Maria Cautiș, H.J. Hiep, Jui Ambani, Julia Fallon, Louise van Rijckevorsel, Lydia Loopesko, Marc Wingens, Mareike Herold, Ted Oakes

Graphic design

Medina Fazlic with Tetiana Golub's support



This information may be used freely and copied for educational and non-commercial purposes, provided that the source is appropriately acknowledged (Creative Commons licence Attribution - NonCommercial - NoDerivatives 4.0 International (CC BY-NC-ND 4.0))

www.esach.org | 2023

Cover Photo: Fragment, European Heritage Masterclass
"Climate Heritage Digital Advocacy"
© Josef Rabara / Europa Nostra

"Youth for the future of cultural heritage in Europe"

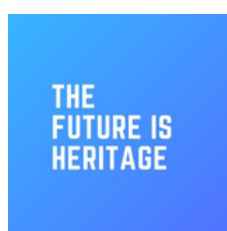
Checking in and looking forward

ESACH
EUROPEAN STUDENTS'
ASSOCIATION FOR
CULTURAL HERITAGE

&



with the support of:



through Europa Nostra's network project European Cultural Heritage Agora, which has the support of the Creative Europe Programme of the European Union.



Contents

Contents **5** Foreword **6** Concept note **8**

Chapter 1: A Youth Manifesto	9
Sustainability is the goal for the future of cultural heritage	10
Youth pledge for a sustainable and inclusive future for cultural heritage in Europe	11
Inclusion - Heritage as a confluence	15
Collaboration - Heritage as a collective network	19
Intergenerational exchange and dialogue - Heritage as a bridge	23
Strengthening the sector - Heritage as a future profession	27
New technologies - Heritage as an expanding field	32
Conclusion and next steps	36
Chapter 2: Summary of activities of the European Year of Youth	39
1.A timeline of youth-led and youth engagement initiatives during 2022 European Year of Youth	41
2. ESACH Talks! European Year of Youth: Youth and Cultural Heritage Discussion Panel	42
3. ESACH Talks! Fighting the illicit trafficking of cultural heritage	43
4. ESACH Talks! Digital Transformation and Cultural Heritage	44
5. #Youth4Heritage - Reimagining cultural heritage skills to embrace the digital & green transition	45
6. Online consultation and stakeholder interviews	46
7.Mondiacult side event: Is the cultural heritage sector sustainable for young professionals?	47
8. The Future is Heritage Summit 2022	49
9. Europeana 2022	51
10. European Heritage Youth Ambassadors Programme (2022)	52
11. Young voices in religious heritage	54
12. Sub-regional activities in the Nordic and Baltic	55
13. Youth activities by the Michael Culture Association	56
Chapter 3: Project partners	57
European Students' Association for Cultural Heritage (ESACH)	59
Europa Nostra	60
The Future is Heritage (FiSH)	62
Europeana Initiative Task Force on Diversity and Inclusion	63
ICOMOS	64
Europa Nostra Sweden	65
Future for Religious Heritage	66
Michael Culture Association	67
European Heritage Volunteers	68
ENCATC	70
Thank you!	71

Foreword

Here we are! This is a matter of cultural heritage and youth, deeply intertwined, as youth is the primary brick in cultural heritage's future; and this is what motivated us to develop the "Youth for the future of cultural heritage in Europe".

We understand cultural heritage as a collective consciousness encompassing all human experiences from the past into the present. Remembering this is essential in creating a sustainable future. It not only holds the knowledge of our being but plays an essential role in promoting sustainable socio-economic development. Furthermore, in the face of intensifying climate change impacts, we need to do more, we need to do better. We, the youth, take seriously our task of taking cultural heritage further as a constant reference for better societies.

Looking back, ESACH was born in 2017 in preparation for the long-awaited 2018 European Year of Cultural Heritage. Since then, this network has grown and befriended many well-established organisations in the sector as well as approximately 700 individual members. In a circular way, the "Youth for the Future of Cultural Heritage in Europe" is the result of the 2022 European Year of Youth.

The European Year of Youth was designed to "shine a light on the importance of European youth to build a better future – greener, more inclusive and digital". Originally conceived as a way to give back to the generation that was particularly hard hit by the COVID-19 pandemic, the rising challenges of climate change, security, and disasters have added to the urgency of a collective response to these risks. Throughout #EYY2022, hundreds of activities across Europe emphasised the importance of including and involving young people in the challenge to address our societal needs.

Due to the multifaceted and complex challenges faced by cultural heritage in Europe, this inclusive and intergenerational approach is especially needed today. The European heritage landscape is at a crucial crossroads as it evolves to tackle climate change impacts and respond to the current socio-economic needs and priorities; mainly, the post-pandemic period, green and digital transition, and people-centred approaches to governance and planning. For this transformation to be fully effective, it needs the contribution of all generations and sectors of society.

With this paper, we want to bring forward the priorities of youth for cultural heritage, as a contribution to the public discussion on the future of cultural heritage in Europe. Written by a team of volunteers from over 15 countries, this paper attests to the drive, commitment and skills of young people across Europe, acting as a snapshot of the current views. At the same time, it is an invitation for the cultural heritage field to act on youth priorities and fully integrate young people on all levels, from decision-making, to on-the-ground actions.

Moving forward and considering the 2023 European Year of Skills, the words of the youth manifesto provide a clear guide for our involvements and activities: "Sustainability is the goal for the future of cultural heritage. Cultural heritage bridges past and future and helps societies achieve sustainable development." **The five principles identified** will provide the stepping stones to concretise this response, by identifying strategies and examples of good practices:

- 1. Inclusion - Heritage as a confluence;**
- 2. Collaboration - Heritage as a collective network;**
- 3. Intergenerational exchange and dialogue - Heritage as a bridge;**
- 4. Strengthen the sector - Heritage as a future profession;**
- 5. New technologies - Heritage as an expanding field;**

To act on these principles and take actions on the priorities of youth, we invite our readers and partners to sign the pledge and commit to working towards these goals, identifying specifically the strategies they will use to implement this. You can read more about how we are planning to take this forward in the conclusion.

This paper, the largest joint undertaking by ESACH, Europa Nostra and The Future is Heritage yet, was made possible through the collaboration between different stakeholders, partners, and volunteers in the European cultural heritage field, with a specific focus on networks and organisations that are actively working to include young people.

Lead partners

[European Students' Association for Cultural Heritage \(ESACH\)](#)

[Europa Nostra](#)

[The Future is Heritage \(FisH\)](#)

Associated partners

[Europeana Initiative](#)

[ICOMOS](#)

[Future for Religious Heritage](#)

[Europa Nostra Sweden](#)

[Michael Culture Association](#)

[European Heritage Volunteers](#)

[ENCATC](#)

Thanks to the support of

European Heritage Tribune

Creative Europe Programme of the European Union

Erfgoed Brabant

Erfgoed Gelderland

Dutch Culture

We thank the partners that agreed to take part in "Youth for the future of cultural heritage in Europe" and build a lasting legacy. We are also thankful to all contributors and reviewers that collaborated in the piecing together of this large document and its dissemination.

In these challenging times, we hope this work will contribute to strengthening cross-sectoral collaboration, knowledge-sharing, peer-to-peer learning and advocacy in our field of activity. Cultural heritage is not an auxiliary sector, but rather the heart of our socio-economic fabric. We rely on our entire network to disseminate this work further, and we look forward to receiving guiding feedback.

"Youth for the future of cultural heritage in Europe" Editorial Team

Concept note

The concept for this paper started with an idea to build on the existing partnership between ESACH, Europa Nostra and The Future is Heritage to strategically explore the overlapping themes of the European Year of Youth and cultural heritage by coordinating a programme of events over the whole year. By inviting youth to co-create and curate the programme of activities, the partners aimed to highlight the topics seen as a priority by the youth.



Image: Learning by doing: an evidence-based approach

From the original plan of three events (two webinars and one conference, each one organised by one of the partners), the programme expanded to include other partners, reaching well over 20 youth activities throughout 2022.

A central activity was the online consultation, within the Europa Nostra project “European Cultural Heritage Agora: Empowering Europe’s Civil Society Movement for Heritage” (2022-2024), co-funded by Creative Europe, and which was a first step in crafting youth’s contribution to the future of cultural heritage in Europe. The responses were complemented by in-depth interviews. The findings from the Europe-wide consultation were collected, analysed, and curated in the dedicated issue of *The ESACH Quarterly*, the digital publication of the European Students’ Association for Cultural Heritage.

The activities were rich in content and debate, and created a desire to build something more perennial that would stay as a testament to the reflection and work that had happened during 2022. The findings from these activities have been collated to form the base of this paper, which highlights common themes and lessons to be carried forward. The text was drafted by young volunteers and heritage professionals from ESACH, the European Heritage Youth Ambassadors, Europa Nostra, The Future is Heritage and more, with inputs and reviews by established and emerging professionals within the extended network of partners.

In doing so, we aimed to create a platform to unify and highlight the variety of young voices in heritage, solidify the legacy of the European Year of Youth, and improve the strategy and networking between key stakeholders while encouraging them to take action in line with the aspirations of youth. At the same time, we wanted to provide concrete examples of youth-led initiatives in the field of heritage to inspire other young people and exemplify how younger generations can contribute to the future of cultural heritage.

**CHAPTER 1:
A YOUTH MANIFESTO:
SUSTAINABILITY IS THE GOAL
FOR THE FUTURE OF
CULTURAL HERITAGE**

CHAPTER 1: A YOUTH MANIFESTO: SUSTAINABILITY IS THE GOAL FOR THE FUTURE OF CULTURAL HERITAGE

Cultural heritage bridges past and future and helps societies achieve sustainable development. Moving towards a sustainable future, not only for cultural heritage, but also for the whole of society, has been one of the main concerns in discussions, panels and workshops of every activity and event organised in the framework of this paper. Building such a future in cultural heritage involves taking action at every level and in every different aspect of the sector. Since cultural heritage is directly intertwined with the development of societies, building a sustainable future for the field, also from within, will directly contribute to a resilient future for society.

Sustainability, in its environmental, economic and social aspects, is a priority for the youth, as is the contribution to the digital and green transition needed to face climate change, the main threat of our times. Young people, wanting to build back better after COVID-19, are ready to adapt their way of living before it is too late and plan for change. For us, cultural heritage is a pivotal resource to obtain ecological and social resilience, both to learn from our past traditions and to create an inclusive future.

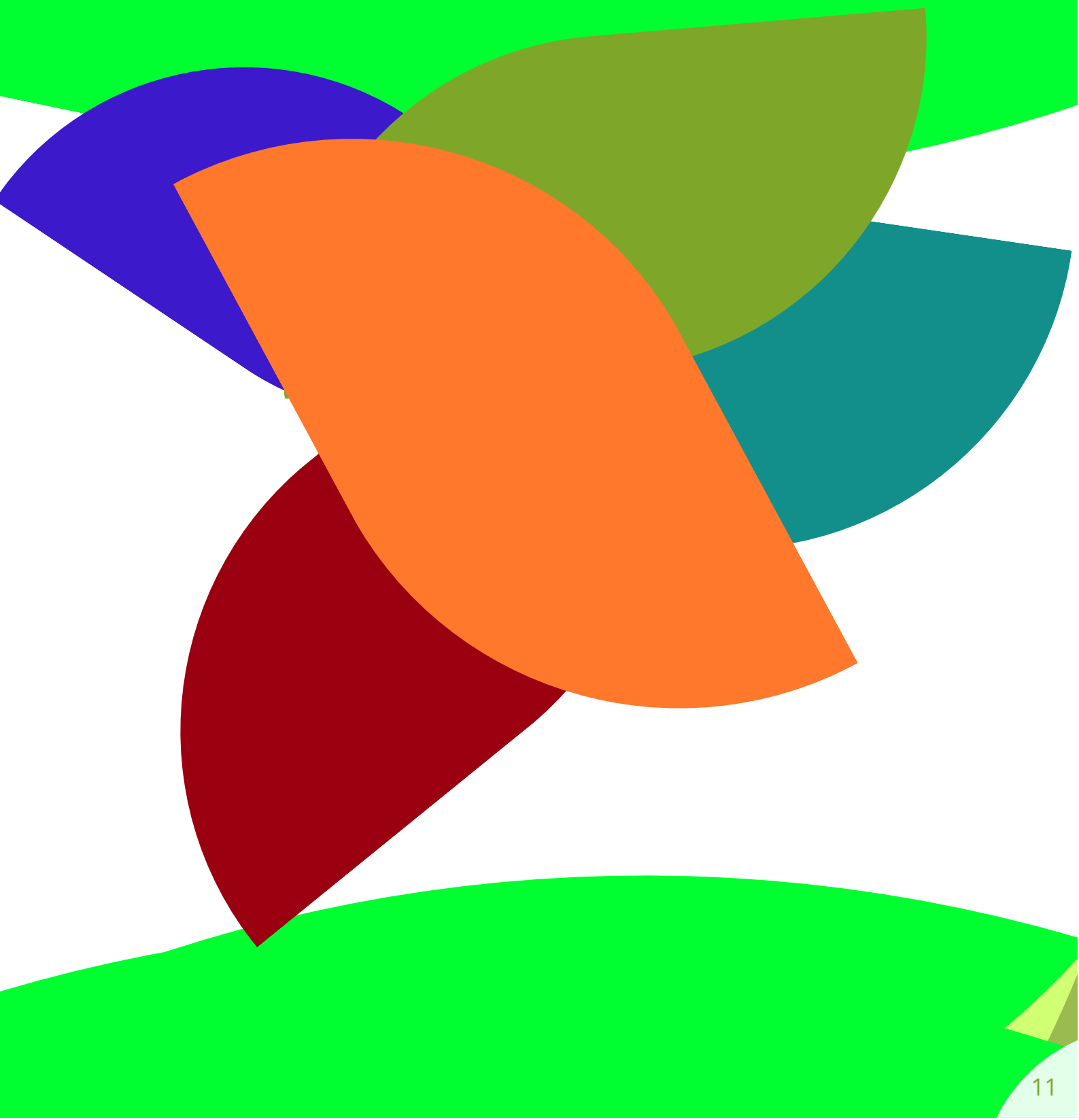
In order to make the most of this resource, we advocate for an interdisciplinary and inclusive approach to heritage studies, conservation and management. We want to preserve and learn from indigenous, local communities, traditional practices, knowledge and ways of life, linking culture and nature, with a strong tie to the local context and resources, while keeping a global perspective. We are also interested in investing in the preservation of intangible and tangible heritage to mitigate the carbon footprint of our cities, by reusing existing buildings and turning heritage sites into positive examples of green energy.

Throughout our rich experiences this year, we discovered five principles through which heritage can substantially contribute to more resilient societies. We will elaborate on these five principles in the following chapter:

- Cultural heritage is a powerful tool to strengthen **social cohesion**, sense of belonging, mutual understanding, and thus, resilience.
- **Collaboration** among stakeholders is decisive in attaining cultural heritage's goals and potential.
- Strengthening the **inclusivity** of cultural heritage as a profession increases its overall resilience and, thus, its sustainable mission.
- Bringing together experience and skills **intergenerationally** is a priority for the cultural heritage sector.
- **Digital technologies** should be embraced to enable new connections between cultural heritage, society and professionals.

In order to take action for youth and cultural heritage, we invite institutions, organisations and individuals to sign to the Youth pledge, and commit to implementing these principles for a sustainable and inclusive future for cultural heritage in Europe.

**YOUTH PLEDGE FOR A SUSTAINABLE AND
INCLUSIVE FUTURE
FOR CULTURAL HERITAGE IN EUROPE**





YOUTH PLEDGE FOR A SUSTAINABLE AND INCLUSIVE FUTURE FOR CULTURAL HERITAGE IN EUROPE

The European heritage landscape is at a crucial crossroads as it evolves to tackle climate change impacts and respond to the current socio-economic needs and priorities; mainly, the post-pandemic period, green and digital transition, and people-centred approaches to governance and planning. For this transformation to be effective, it needs the contribution of all generations and sectors of society.

In 2023, youth responded to this challenge. The “Youth for the future of cultural heritage in Europe” position paper brought together over 30 volunteers and 10 institutions from 15 countries to bring forward the vision and goals of youth, as a contribution to the public discussion on the future of cultural heritage in Europe.

Based on the learnings from this paper and the European Year of Youth, institutions, individuals and organisations are invited to commit to the priorities expressed by youth to work together towards a sustainable, inclusive and intergenerational Europe. To join the pledge, signatories should commit to the key actions highlighted by youth, identifying strategies for their implementation.



YOUTH PLEDGE FOR A SUSTAINABLE AND INCLUSIVE FUTURE FOR CULTURAL HERITAGE IN EUROPE

Inclusion - Heritage as a confluence

I commit to building on cultural heritage's potential to strengthen social cohesion, sense of belonging, mutual understanding, and resilience by deploying participatory heritage processes that actively include civil society, including youth.

Collaboration - Heritage as a collective network

I commit to promoting collaboration in the cultural heritage sector by making collaboration models more flexible and inclusive, including informal networks and youth groups.

Strengthening the sector - Heritage as a future profession

I commit to strengthening the inclusivity of cultural heritage as a profession for its overall resilience and sustainable mission, by promoting fairly paid internships, accessible junior positions and youth inclusion in decision-making processes.

Intergenerational exchange and dialogue - Heritage as a bridge

I commit to bringing together experience and skills intergenerationally, by ensuring equal participation of different generations in all activities and creating opportunities for intergenerational connection and exchange.

New technologies - Heritage as an expanding field

I commit to embracing digital technologies to enable new connections between cultural heritage, society and professionals, by engaging diverse stakeholders, including youth, providing accessible training for all generations and publishing open access information

YOUTH PLEDGE FOR A SUSTAINABLE AND INCLUSIVE FUTURE FOR CULTURAL HERITAGE IN EUROPE



We take the Youth Pledge for a Sustainable and Inclusive Future for Cultural Heritage in Europe and embrace the key commitments listed here. I will share this commitment with key stakeholders around me and encourage others to take action by signing the pledge.

Signed by: *"Youth for the future of cultural heritage in Europe" Editorial Team*



INCLUSION HERITAGE AS A CONFLUENCE

Principle 1:

Cultural heritage is a powerful tool to strengthen social cohesion, sense of belonging, mutual understanding, and thus, resilience.



INCLUSION - HERITAGE AS A CONFLUENCE

Principle 1: Cultural heritage is a powerful tool to strengthen social cohesion, sense of belonging, mutual understanding, and thus, resilience.

Europe's common but also diverse cultural heritage, both at a national and international scale, creates a sense of community and belonging. Young people in Europe have a strong sense of transnational and European sense of community, which is reinforced by mobility programmes, travelling and a shared way of understanding cultural heritage.

How can it help achieve a sustainable future? Tying cultural heritage with public policy priorities such as social cohesion, inclusion, and strengthened democracy can harness the potential of cultural heritage to contribute to a more robust and greener Europe. Strengthening the European sense of community could help improve the solidarity between and within societies, and different regions, by breaking down inequality, regional discrepancies and injustice, and building a stronger and fairer society where no one gets left behind.



How can we implement this principle?

1. Make the most of cultural heritage's potential to contribute to social priorities, integrate and mainstream it into all aspects of society.
2. Ensure balanced and relevant community participation and strengthen the transboundary sense of community, support participatory and collaborative processes, and break the barrier between heritage professionals and civil society. This can be done, for instance, through formal governance structures and participatory decision-making processes that involve a variety of stakeholders, including youth. Take into account the needs of each stakeholder and society, and adjust the practices and approaches accordingly.
3. Enhance social cohesion and contribute to our shared heritage by promoting volunteering in social events and conservation projects related to cultural heritage. This strategy can create "interest-based" communities that are useful for reconciliation.
4. Anchor youth empowerment in the cultural heritage sector and promote innovative outcomes, invest in activities, initiatives and campaigns led by youth for youth. They will also be useful to spread awareness on crucial subjects such as illicit trafficking or targeted destruction of monuments.

What are some inspiring examples?

- The 2022 Europeana conference offered a bursary scheme to support the participation of five students and new professionals. Administered through close collaboration between Europeana Foundation staff and ESACH volunteers, the bursary created an opportunity to include younger participants through economic support and a dedicated programme, thus breaking barriers between professionals and students. After the conference, bursary recipients were asked to reflect on the experience and provide confidential feedback.
- Between 2021 and 2022, the Association of Cultural Heritage Education, the Europa Nostra organisations in Finland, Iceland, Norway, Sweden, and the Estonian Heritage Society ran an education programme that engaged teenagers in local European Heritage Awards / Europa Nostra Awards sites and/or the 7 Most Endangered-listed sites through art, new technologies and practical experiences. The activities were included in the school curriculum in 10 schools. As a result, the 160 participants gained a new understanding of their surroundings and its history, and this gave them a broader perspective on their society.
- "Le Vie dei Tesori", a non-profit cultural festival, promotes cultural heritage through the involvement of thousands of students and young people in Southern Italy.
- European Heritage Volunteers organises numerous training courses and heritage volunteering projects each summer. The volunteer-run projects take place in a variety of sites, mostly in rural areas where a significant number of endangered heritage sites can be found, therefore presenting ideal circumstances for intervention by heritage volunteers. The volunteers work on the hands-on conservation of cultural heritage while contributing to local culture and raising awareness about its value. Reflections on their work can be read in the "Good practices of volunteering for European cultural heritage" publication.



COLLABORATION

HERITAGE AS A COLLECTIVE NETWORK

*Principle 2:
Collaboration among stakeholders is decisive in attaining cultural
heritage's goals and potential.*



COLLABORATION - HERITAGE AS A COLLECTIVE NETWORK

Principle 2: Collaboration among stakeholders is decisive in attaining cultural heritage's goals and potential.

As a global public good, culture can only be managed and promoted through the cooperation of public and private sectors and civil society, by going beyond geopolitical boundaries. While heritage protection remains eminently linked to national and regional authorities, there is a growing conception of the collective nature of heritage, which needs to be reflected in its management framework.

In this sense, new participative modes of collaboration and governance are being developed by all generations. Instead of fostering competition and fragmentation, consortiums, networks and alliances are now a crucial strategy for the sustainability of the sector - if one of us wins, we all win. International exchanges between institutions and practitioners are a valuable exercise which allows the exchange of knowledge and experiences, greatly powered by the advantages and opportunities that the European Union presents in terms of mobility. Younger professionals are especially eager to meet and collaborate with their peers not only in their national context, but also in an international one.

How can it help achieve a sustainable future?

Collaboration between institutions and collectives allows the pooling of resources and knowledge, leading to better coordination and impact. If moved under a shared flag, the sector is better prepared to raise their voice and advocate for shared goals. Connections between individuals allow information and knowledge to move faster and make the sector adaptable and, therefore, more resilient.

How can we implement this principle?

1. Promote both formal and informal partnerships and collaborations within and outside the heritage field.
2. Update collaboration models to make them more flexible and inclusive, also by involving informal networks and youth groups.
3. Use collaborative projects as an opportunity to align agendas and create common goals across regions, countries and organisations.
4. Plant the seeds for future collaborations. Facilitate mobility for young professionals and students in the cultural heritage field, by providing opportunities to go abroad to meet peers, share knowledge and experiences.

What are some inspiring examples?

- In 2022, Europa Nostra and Global Heritage Fund launched a joint [crowdfunding campaign](#) to support the defenders of Ukraine's endangered heritage. By bringing together a wide network of civil society organisations, institutions and private donors, including youth organisations, the coalition has raised over €100,000 and supported 106 Ukrainian heritage professionals through the [Heritage Solidarity Fellowship for Ukraine](#) (as of March 2023).

- Since the early days of the formation of ESACH, Europa Nostra has supported the network. This support has taken the shape of knowledge, skills and advice shared with the volunteer team, as well as networking, communications and economic support. Thanks to this support, the youth network has been able to contribute to the development of the Europa Nostra youth section, as well as dedicated programmes such as the European Heritage Youth Ambassadors (EHYA) Programme. The partnership and relationship of mutual support have allowed the two organisations to increase their impact by creating joint actions on advocacy and programming, and also contributed to extending their network of collaborators.
- Launched in 2021, the EHYA Programme is one of such actions. The programme has created a growing network of young students and professionals living in Europe who share their stories, experiences and passion for heritage on online platforms, as well as offline through various activities. The Ambassadors act as bridges between students and young professionals and European heritage organisations for the realisation of youth-led initiatives related to heritage.
- Since 2020, the ESACH Talks have served as a platform for informal exchanges between organisations and individuals. The format, in which heritage professionals from different organisations come together with ESACH's young professionals and students for lightning-round presentations, constitutes a platform for strengthening both institutional and personal links across the European continent and beyond.





INTERGENERATIONAL EXCHANGE AND DIALOGUE

HERITAGE AS A BRIDGE

Principle 3:
Bringing together experience and skills intergenerationally is a priority
for the cultural heritage sector.



INTERGENERATIONAL EXCHANGE AND DIALOGUE - HERITAGE AS A BRIDGE

Principle 3: Bringing together experience and skills intergenerationally is a priority for the cultural heritage sector.

Both within the heritage sector and outside, there is an intergenerational gap that alienates generations from each other, complicating dialogue and the transmission of ideas, knowledge and professional development.

This gap strongly felt in the heritage sector, affects both the transmission of culture and cultural knowledge in wider society and the technical know-how that is specific to cultural heritage professionals.



How can it help achieve a sustainable future?

Ensuring intergenerational dialogue will, firstly, avoid the loss of knowledge and skills, especially those concerning traditional knowledge. This will help secure generational change by transmitting knowledge and skills from the older generations to the younger. Younger generations will be able to learn from the skills of older generations and build on them for resilience and growth, while the older generations are able to find joy and meaning in the process of transmitting their knowledge and shaping the youth. Furthermore, younger generations can bring fresh perspectives and approaches concerning sustainable development, a major priority for the youth which benefits all age groups. For this, young citizens and professionals must have an equal opportunity to participate in decision-making processes that affect the preservation of their heritage and environment.

How can we implement this principle?

1. Encourage trust-based relationships and create opportunities for exchange between emerging and established professionals, as well as members of society.
2. Encourage and trust young professionals and community members with relevant tasks and opportunities, especially in issues that are important for youth, such as climate change, the digital transition, and public engagement.
3. Tenured generations can provide guidance and aid the development of younger generations. Support this process through mentoring and traineeship programmes within networks or organisations.
4. Ensure the participation of different generations in events and workshops through careful planning. This entails making the communications and participation models available and accessible for people from all generations, so as to include those who might have different skills and preferred schemes of participation.
5. Create a meaningful intergenerational exchange that goes both ways. Flip the standard workshop script of “older teacher - younger student” by providing young professionals and students the opportunity to share their knowledge and skills.

What are some inspiring examples?

- In 2022, the Future is Heritage Summit was organised on the occasion of the European Cultural Heritage Summit in Prague. Young and senior participants were able to meet and exchange on several occasions, such as the European Heritage Awards / Europa Nostra Awards Ceremony, as well as participate in workshops related to social inclusion, conflict and contested heritage. The young students and professionals also had the opportunity to follow a Masterclass on heritage and digital advocacy. As a result of this event, the participants shared their concerns and hopes about the heritage sector during the Europa Nostra Policy Agora under the topic "Without Youth, No Future for Heritage". They emphasised the need for creation of more equal and long-term opportunities for stability in the heritage sector, which would reflect their high-quality education and volunteer experience, as well as the eagerness, passion and commitment to share their knowledge and actively contribute to the sector.
- At the 2021 and 2022 European Cultural Heritage Summits, young professionals and students were able to engage with stakeholders and experts in the field of cultural heritage through the Policy Agoras, organised by Europa Nostra with the support of the European Union. The Policy Agoras have provided an opportunity for representatives to bring the voices of young participants into the discussions, creating a space for dialogue and exchange of ideas on the direction of cultural heritage, social cohesion, climate change, peace building and digital transformation.
- The GLAMers: enhancing GLAMs through youth engagement project engaged young actors to enhance the recovery of Galleries, Libraries, Archives and Museums during the COVID-19 crisis through co-creation workshops with established GLAM professionals. These exchanges led to the development of an action plan and resources to support institutions in their digital transformation and strategies for public engagement.
- The ENCATC Young and Emerging Researchers' Forum is designed for a new generation of young and emerging researchers entering into the cultural heritage field, and the cultural policy and cultural management field more widely, to help them advance in their careers and enlarge their networks in Europe and beyond, by enabling a dialogue and facilitating connections between them and senior researchers in the field.



STRENGTHENING THE SECTOR HERITAGE AS A FUTURE PROFESSION

Principle 4:

Strengthening the inclusivity of cultural heritage as a profession increases its overall resilience and, thus, its sustainable mission.



STRENGTHENING THE SECTOR - HERITAGE AS A FUTURE PROFESSION

Principle 4: Strengthening the inclusivity of cultural heritage as a profession increases its overall resilience and, thus, its sustainable mission.

The cultural heritage field, like the rest of cultural and creative sectors, offers an uncertain future for young professionals, due to the extremely limited employment options, and the precarious working conditions once a contract has been secured. .

Remuneration and working conditions (such as contract duration) fail to match the high level of qualifications requested. The economic investment required for a career in cultural heritage (studies, internships, workshops, trips), as well as, in many cases, the lack of transparency in hiring practices, means that the sector is perceived as difficult and accessible only to the privileged, especially for young people coming from disadvantaged or minority backgrounds.



How can it help achieve a sustainable future?

Making professional opportunities more open and working conditions streamlined in line with best or standard practices can make the heritage sector more inclusive and accessible to people from all backgrounds, as well as enhance the diverse character of the profession and its connections with different social needs and priorities. The diversity of points of views, backgrounds and skills is essential for the adaptability and resilience of the heritage sector. Strengthening the professional heritage field will reduce precariousness and improve the socio-economic situation of its professionals, especially emerging ones.

How can we implement this principle?

1. Strengthen the professional integration of the new generations. Give young professionals space, trust, tools and capacities to participate in decision-making processes and enable change.
2. Promote fairly paid internships, accessible junior positions and medium/long-term professional development within institutions. In particular, designated budgets for internship and traineeship programmes can make fair pay a reality.
3. Facilitate the exchange of skills and knowledge by encouraging trust-building among senior and junior professionals. Nurture these relationships through mentorship schemes and co-developed career development plans.
4. Gather more data concerning the working conditions of youth in the cultural heritage sector. To address this, compile statistics about inclusion, diversity and youth, including remuneration, types and length of contracts in heritage organisations.
5. Protect the labour rights of cultural heritage professionals, particularly those in the early stages of their careers, by establishing a representative body (whether formal or informal).
6. Provide a more stable financial foundation for the sector and create a more open and stable job market for everyone involved, by bringing together all generations to advocate for increased public investment in cultural heritage.

What are some inspiring examples?

- The Future is Heritage is an international network and platform that aims to strengthen the position of young people working in the heritage field. Its yearly meetings are organised by young professionals, most often participants of its former editions and junior employees of its partner organisations. By organising the conference structure, topics and programme, young professionals get an unparalleled working experience, engage in decision-making, and build their professional networks and skills. For employees of partner organisations, this role is included in their everyday tasks. On the other hand, external organisers are not paid for their work, but they are offered free participation, accommodation and travel expenses to participate in the meeting.
- The Europeana Initiative, and in particular the Europeana Network Association as an international cooperative community, holds a key role in championing the growth of the cultural heritage sector. Throughout 2020-2021, a Task Force including six emerging and three established professionals was established to consider how best to support this growth sustainably and inclusively from the perspective of new and emerging professionals. The work of the Task Force resulted in a report, reviewed widely by ENA stakeholders, which included six concrete recommendations.
- Fair Museum Jobs (@fair_jobs) are UK-based advocates of change in the sector, highlighting good and bad practice in museum jobs and recruitment.
- Europa Nostra has prioritised "Investing in the Next Generation of Heritage Custodians" as Goal 7 in its strategic plan, Horizon 2025. To achieve this goal, Europa Nostra has taken several steps, such as partnering with ESACH in 2018 and establishing the European Heritage Youth Ambassadors network in 2021 to rejuvenate the heritage network. Europa Nostra has also engaged youth in its events and initiatives through the "European Cultural Heritage Agora" project, which is financed by the Creative Europe Programme. Furthermore, the president of ESACH sits on the Europa Nostra Council. To support young professionals and expand their opportunities, Europa Nostra offers free membership to all members under the age of 33 and sends a bi-monthly newsletter with information on career and skills development opportunities in the sector.
- The European Expert Network on Culture and Audiovisual (EENCA) publishes yearly surveys on "The status and working conditions of artists and cultural and creative professionals".
- ENCATC, the European Network on Cultural Management and Policy, looks at cultural heritage professions by addressing education and training and how the current and next generation of heritage professionals is equipped in terms of skills and competences to ensure the sustainability of the sector.

Some of the actions used for this are its annual ENCATC Research Award, its Journal, the Education & Research Session during the Annual Congress or the Academy on Sustainable Cultural Management and Policy. ENCATC also contributes to cultural heritage education by embarking in EU projects addressing the topic, such as EU-Heritage and Heritage-PRO, and is a member of the ongoing CHARTER project, one of whose outputs is a specific series of interviews with young cultural heritage professionals.





NEW TECHNOLOGIES HERITAGE AS AN EXPANDING FIELD

*Principle 5:
Digital technologies enable new connections between cultural heritage,
society and professionals.*



NEW TECHNOLOGIES - HERITAGE AS AN EXPANDING FIELD

Principle 5: Digital technologies enable new connections between cultural heritage, society and professionals.

Technological development is a defining characteristic of our era, and it is essential for cultural heritage to adapt to new realities that can have a significant impact on humanity. Digital technologies, such as online communications, interactive applications, artificial intelligence and surveying, digitalisation and documentation tools, allow new ways of relating to,

interpreting and engaging with cultural heritage at every level of society and enhance the awareness and impact of cultural heritage processes and projects.

Challenges such as access to information, crowdsourcing, and detailed archiving can be addressed with the help of technology. Moreover, researchers have already made strides in using digital technologies to bring heritage to the forefront by interpreting heritage sites.

Heritage professionals should continue embracing and adapting further these new technologies to the cultural heritage field.



How can it help achieve a sustainable future?

New and digital technologies can lead to increased impact and social engagement in heritage conservation and management projects, better documentation, conservation and interpretation outcomes, and support the development of the sector where it is less established. They do so by enhancing communication and accessibility to information, and by making heritage processes more participatory and efficient.

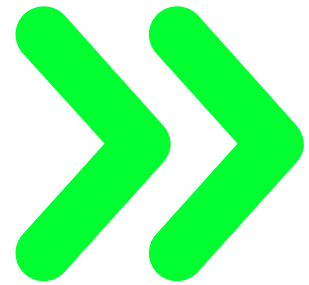
How can we implement this principle?

1. Ease the adaptation of the cultural heritage field to new technologies, invest in young professionals and allow them to be part of the decision-making processes. Students and young heritage professionals are often best positioned to take on this task since most of them belong to the so-called "digital generations".
2. Update heritage curricula in universities and training centres to include digital skills, especially concerning curation, communication, data management and interpretation. This can also facilitate intergenerational exchange, through connections with local established professionals in a mutual knowledge share.
3. Prevent the spread of misinformation and ensure heritage sources are made available to the wider public. Both senior and young professionals must develop critical thinking skills for the online world, including through moderating online content. With the emergence of AI platforms and the rise of "fake news," cultural heritage professionals should ensure that content (social media posts, publications about heritage) is moderated effectively. Through a combination of age and relation to digital, and through exposure and relation to cultural heritage, young professionals in the cultural heritage sector are ideally positioned to show leadership on this.
4. Boost accessible education and digital skills, especially for early career professionals. Facilitating access to continuous education, open-access online publications and forums, and peer-to-peer learning, and include training in internship and employment contracts.

What are some inspiring examples?

- Digital technologies form the basis of the network of the [European Students' Association for Cultural Heritage](#) (ESACH). Today a fully remote network connected through online activities, webinars and communication platforms, it has an estimated reach of over 10,000 people. The digital transformation, catalysed by the COVID-19 pandemic, has allowed it to increase its impact and reach exponentially, with its number of members multiplying by 20 between 2019 and 2022.
- In 2022, the [European Heritage Tribune](#) created a digital call for video reporters to cover the [European Heritage Days](#) all around Europe. Reporters were given a short training and a monetary contribution to cover their expenses. The [short videos](#), submitted by dozens of young people throughout Europe, portray a diverse and engaging view of the dedicated events throughout Europe.
- The [EUCropolis Podcast](#), by the [Michael Culture Association](#), delves into policies and projects that affect the cultural heritage and digital sector in the European Union. In 2022, a [dedicated episode](#) explored the actions for cultural heritage within the European Year of Youth framework. With the collaboration of Web2Learn and ESACH, the podcast mapped the different initiatives, focusing on youth-led ones and the role of young professionals in cultural heritage.
- Europa Nostra's digital media strategy aims to maximise heritage visibility and impact both within the network and outside. The communication strategies include the website www.europanostra.org (central hub of information, regularly updated), social networks ([Twitter](#), [Facebook](#), [Instagram](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Issuu](#)), and [e-newsletters](#) (Young Member updates, special announcements). Agile digital communications, including the [webpage](#) dedicated to youth activities, have been instrumental in reaching out to younger audiences.





CONCLUSION AND NEXT STEPS

This position paper proves the vision, skills and goals for youth to contribute to a sustainable cultural heritage, highlighting the fantastic work already done, but also the large task ahead. We are at a turning point, in which large-scale societal, environmental and technological transformations can turn either for the better or for the worse.

In all this vortex of changes, cultural heritage, encapsulating the essence of what it means to be human, with all its nuances ranging from beauty to tragic lessons, comes along as a catalyst for creativity, inclusion, dialogue, empathy, sustainable development and just futures. But this can only happen if we actively incorporate heritage at all levels, if we engage in cross-sectoral cooperation, and if we work together to find solutions to these challenges.

And there is another condition: in order to fully tap into the relentless energy, passion and innovative skills that the youth brings to the table, we need to give the youth equal footing and opportunities to contribute and to build bridges.

It is only then that the future of cultural heritage in Europe will fully have a chance to be relevant on a macro scale and completely unleash its potential.

The most challenging part of this process: the time for action is now, and there is a lot of hard work ahead of us.

The best part of this process: we are not alone.

Next steps

Once we have established the framework under which we operate, we can get to the equally challenging and exciting implementation of these principles. The actions that would transpose them into a concrete reality will target multiple fronts and stakeholders, in an effort to be as dynamic, comprehensive and fair as possible, as well as bring valuable contributions that would push the sector forward. This would start from strengthening the existing networks and expanding them, activities that would facilitate intergenerational exchanges and transfers of know-how, up to reaching high-profile decision- and policy-makers during relevant events.

Specifically, we want to implement these principles through:

- **Awareness and dissemination campaign**

In the first place, this position paper will be published online and advertised on the websites of all main partners. Supporting partners are also invited to make the paper available online and notify their members and stakeholders.

Secondly, a social media campaign will be launched by Europa Nostra, ESACH and the Future is Heritage. The campaign will focus on the *Youth pledge for a sustainable and inclusive future for cultural heritage in Europe*, encouraging individuals to sign up and share the pledge with peers and cultural heritage organisations. Through the support of student networks and the European Heritage Youth Ambassadors, widespread translations of the pledge will be sought. Supporting partners will be invited to share the graphics and posts.

Finally, the position paper and Youth pledge will be sent directly to relevant stakeholders at the European, national, regional and local level, including media, through a press release.

- **Spin-off events**

Starting with an official launch event at the European Cultural Heritage Summit, which will take place in Venice between 27 - 30 September 2023, we will continue the conversation through spin-off events that will keep highlighting the diverse voices of young people. The European Heritage Youth Ambassadors network will be actively engaged in the co-design and implementation of events to disseminate the principles and their proposed ways of implementation, while simultaneously targeting relevant stakeholders to uncover new constructive approaches.

Finally, we would like to put these principles into practice in a broader, high-impact event that would bring together civil society, heritage practitioners, researchers, and decision - and policy-makers from across Europe, in an intergenerational and interdisciplinary exchange.

- **Further partnerships and collaborations**

We are very grateful for the support received from the partners and we look forward to further nurturing our collaborations. At the same time, we will seek new opportunities to collaborate with new allies that would support the cause for a more sustainable, fair and engaged cultural heritage sector, whose contribution would ripple through all fabrics of society.

Thank you!

Finally, we want to thank you, the reader, for checking in and taking the time to go through the position paper "Youth for the future of cultural heritage in Europe".

We hope you have enjoyed this journey and that you are ready to support us in turning this paper into a movement. To do this, you can:

- **Sign** the pledge and share your commitment online;
- **Follow** the five principles and commitments when developing cultural heritage activities;
- **Share** the paper with peers, heritage organisation and institutions, and encourage them to sign the pledge and commit to working together with youth for the future of cultural heritage;
- **Organise** awareness-raising campaigns and spin-off events with your peers.

TOGETHER WE CAN bring forward the priorities of the youth for cultural heritage and write the future of cultural heritage in Europe.

CHAPTER 2: SUMMARY OF ACTIVITIES OF THE EUROPEAN YEAR OF YOUTH



CHAPTER 2: SUMMARY OF ACTIVITIES OF THE EUROPEAN YEAR OF YOUTH

In 2022, more than 30 activities explored the overlapping themes of youth and cultural heritage. This section will provide an overview of their themes and the main takeaways learned from each of these activities. The analysis of these takeaways formed the base for the Youth manifesto and pledge. For graphic designers: here it would be good to create a break, whether through a full size photo, colour, graphic...



1. A TIMELINE OF YOUTH-LED AND YOUTH ENGAGEMENT INITIATIVES DURING 2022 EUROPEAN YEAR OF YOUTH

- 16 February: Launch of the 2nd edition of the European Heritage Youth Ambassadors (EHYA) programme
- 8 March: #Women4Heritage in an Intergenerational Dialogue online event
- 15 March: ESACH Talks European Year of Youth
- March - April: EHYA join the Selection Committee of the European Heritage Awards / Europa Nostra Awards
- 7-10 April: Erasmus Generation Meeting 2022 in Porto, Portugal
- 20 April - 31 August: Consultation "Youth for the Future of Cultural Heritage in Europe"
- 22 April: European Heritage Youth Ambassadors cover ILUCIDARE closing event
- 5 May: ESACH Talks Fighting illicit trafficking of cultural property
- 18 May: ESACH Talks Digital transformation and cultural heritage
- 10 June: New European Bauhaus Festival: Europa Nostra organises inspiring side-event at the Brussels Town Hall / Fostering Peace & Solidarity, Beauty & Sustainability, as core values of the New European Bauhaus
- 13-14 June: Participation of the European Heritage Youth Ambassadors in the European Heritage Label Ceremony and Workshops
- 15 July: #Youth4Heritage webinar: "Reimagining cultural heritage skills to embrace the digital and green transition" (Europa Nostra, ESACH, EU)
- 2 September: HeritaGeeks Mondiacult side event: "Is the heritage sector sustainable for young professionals?", online event
- 24-27 September: The Future is Heritage Summit, in Prague, Czechia
- 24 September: European Heritage Masterclass "Climate Heritage Digital Advocacy" designed by, with and for young people. The Masterclass took place during The Future is Heritage Summit
- 27 September: European Heritage Policy Agora 2022 – Youth Intermezzos, Prague, Czechia
- 28-30 September: Europeana Conference, The Hague, The Netherlands
- 28-29 October: Participation of European Heritage Youth Ambassadors and ESACH Coordination Committee members at the European Youth Forum's Level-Up Event, Brussels, Belgium
- November 2022: The Future is Heritage Field School co-organised by FisH and ARCHE, Bucharest, Romania
- November 2022: Launch of Climate Heritage Network Youth Forum / Participation of European Heritage Youth Ambassadors in the UN Climate Change Conference COP26
- 6 December 2022: Closing Ceremony of the European Year of Youth during the Czech Presidency of the Council of the European Union - participation of Europa Nostra as a stakeholder of the year

2. ESACH TALKS! EUROPEAN YEAR OF YOUTH: YOUTH AND CULTURAL HERITAGE DISCUSSION PANEL

On 15th March 2022, an online panel discussion with five young heritage professionals took place, discussing the involvement of youth in today's cultural heritage discourse. The event was organised by ESACH with the support of Europa Nostra. The panellists, having worked in the heritage sector at an international level, exchanged their views in the presence of young heritage professionals, students and enthusiasts. Being a kick-off event for ESACH's 2022 Talks, this event received a great response from the European community. The report of the event is available [here](#).

Takeaways

- Activities, initiatives and campaigns led by youth for youth are a great anchor for youth empowerment in the cultural heritage sector and can lead to innovative outcomes. This makes youth involvement a strategic decision and not a risky one.
- Young people need a chance to experiment and fail. Moreover, they need a platform to make their voices heard.
- The youth needs an opportunity to exchange and discuss their ideas, perspectives and work on all levels, from inter-university to international level.
- Heritage organisations in Europe are keen on involving youth but there needs to be a model which can benefit them and young people simultaneously. This way, their co-development can lead to a sustainable approach towards youth participation.
- Youth integration is a priority for Europe, and we should take advantage of this European year of youth to achieve this.
- Technology can help us connect and reach wider audiences. This has been proven evident during the Covid-19 period.
- A collaborative effort from the organisations can escalate the discussions on youth participation. However, there is still a need to address issues that young professionals face in the heritage sector. For instance, in internships, they still get very limited opportunities to be included in the decision-making process and be part of project work and discussions. In addition, the lack of sustainable economic retribution makes internships inaccessible for many young professionals.
- Hence, there needs to be a more open intergenerational dialogue among established and emerging professionals.

3. ESACH TALKS! FIGHTING THE ILLICIT TRAFFICKING OF CULTURAL HERITAGE

During the May 2022 event, hosted by ESACH with the support of UNESCO, a panel discussion with four young professionals explored issues and challenges against the illicit trafficking of cultural properties. Each panellist gave a short lightning talk about their work and contribution to the topic. The presentations were followed by a Q&A session and questions from the audience. The session took place on Thursday, 5 May 2022, from 7:00 PM to 8:00 PM CEST, via Zoom. A full report was published [online](#). The recording of the session is available [here](#). The Facebook page of the event is accessible [here](#).

Takeaways

- Initiatives against the illicit trafficking of cultural heritage can only be entirely successful with goodwill (of both returning and receiving parties), ethics-based actions and, most importantly, with the involvement from the wider society, including the youth.
- Examples of best practices from around the world can further help to provide multiple perspectives on the issue.
- The laws and regulations alone cannot fight illicit trafficking. The key is to focus on education and awareness, to understand the value of art and culture besides its economic value.
- We can also start discussing these issues in schools, by using simple terms and engaging content so that the next generation becomes aware. Other learning tools include video games.
- We need to involve professionals such as lawmakers, police workforce, prosecutors, customs officers, art market experts and even consumers. This is because the most successful model could be to create a Task Force that brings all the different sectors to work together.
- Additionally, a community-based approach could allow us to understand civil society 'as a partner of the state', promoting individual responsibility and the flow of information.

4. ESACH TALKS! DIGITAL TRANSFORMATION AND CULTURAL HERITAGE

The May 2022 event was hosted by ESACH in partnership with Europeana Initiative. A keynote speech from Sophie Taes, Vice-Chair of the Europeana Network Association, opened the webinar. Afterwards, three ESACH members gave lightning talk presentations on a topic related to the theme. The speakers covered a wide range of topics from digital replicas to language processing. The session took place on Wednesday, May 18 2022, from 7:00 PM to 8:00 PM CEST, via Zoom. The full report of the event is published [here](#). A recording of the session is available [here](#). The Facebook page of the event is accessible [here](#).

Takeaways

- The use of digital technologies in heritage is not restricted to digitalisation and documentation. Digital communications are at least as important.
- Digital technologies can make heritage more accessible by engaging the wider society and including the perspective of local communities.
- Digital technologies could provide a fundamental shift in our approach to heritage management as they allow for crowdsourcing and continuous interaction with users, local communities and other stakeholders.
- Integrating digital tools in management and conservation processes, interpreting data and moderating online content have become key skills for emerging heritage professionals.

5. #YOUTH4HERITAGE - REIMAGINING CULTURAL HERITAGE SKILLS TO EMBRACE THE DIGITAL & GREEN TRANSITION

On World Youth Skills Day 2022 (Friday, 15th July), heritage enthusiasts, young professionals, and students gathered online to discuss the cultural heritage skills needed for embracing the digital and green transition. The event was organised by Europa Nostra in collaboration with ESACH. The main question that the event proposed to the attendants was whether we need to reimagine a particular set of skills.

The report of the event is available [here](#).

Takeaways

- Young people have a lot to contribute to the digital and green transition. There is a high level of awareness about the need to build back better after COVID-19 and change our way of living before it is too late.
- Cultural heritage is pivotal for obtaining ecological and social sustainability, learning from our past traditions and to create an inclusive future.
- Critical skills and capacities needed at this time include:
 - Digital skills (communications and documentation of heritage)
 - Creativity and flexibility
 - Learning from heritage
 - Building trust and involving the wider society
 - Capacity to keep constantly evolving
 - The ethical approach to sustainability
- Some possible pathways for action include:
 - Investing in youth-led initiatives
 - Trusting young professionals to help guide the digital transition in cultural institutions
 - Empowering young citizens to become actors of change in their everyday lives
 - Establishing informal peer-to-peer exchanges and capacity building
 - Promoting intergenerational dialogue and learning from each other
 - Bringing heritage “professionals” and “lovers” together on common platforms

6. ONLINE CONSULTATION AND STAKEHOLDER INTERVIEWS

The online consultation focused on uncovering the perception of young people towards the heritage sector and gathered responses from all over Europe and beyond between 20 April - 31 August 2022. The survey was conducted via Google Forms and widely disseminated through the social media platforms of the involved partners, as well as by word of mouth in relevant contexts. The key findings of the survey are presented in the 3rd issue of [The ESACH Quarterly](#).

Following the consultation, six young professionals in the field of cultural heritage in Europe were selected on a voluntary basis for in-depth interviews, through a set of criteria - geographical representativeness, age, field of study/work, gender - aimed at ensuring diversity of viewpoints and experiences. The product of these interviews is published in the ESACH Quarterly. We asked our interviewees to share ideas, suggestions and criticisms for this paper.

Takeaways of the consultation

- The vision of youth for cultural heritage involves its mainstreaming into all aspects of society, mainly through inclusive and participatory processes and interdisciplinary collaboration within the field. At the same time, a (re)definition of the cultural heritage sector might be necessary, in line with this vision of participation and integration, to welcome key stakeholders such as volunteers, community members and youth.
- The benefits of youth involvement in cultural heritage include: knowledge about sustainable development, capacity to adapt and innovate, connection to society, inclusion, and ensuring a continuity of practice.
- There is a clear link between travel, mobility and connection to cultural heritage. Respondents report being most engaged in cultural heritage at an European level, thanks to Erasmus+ projects and networks such as ESACH, and feeling connected to heritage when travelling. A significant part of respondents live or work in a region and country different from their home one. At the same time, there is room to improve opportunities for youth involvement at national and institutional levels in the different countries.
- Work in the cultural heritage sector remains one of the main ways through which young people want to engage with cultural heritage, with young and emerging professionals willing to engage in lengthy training and educational programmes in order to enter the competitive job market. However, despite long and specialised training, young people are struggling to launch careers in cultural heritage, with precarious working conditions, low pay, prevalence of part-time work and an over-reliance on volunteers as factors that effectively prevent young professionals from fully engaging in the sector. At the same time, young professionals are most interested in careers in the public sector (policy making, cultural institutions, museums), with opportunities in the private sector less known and sought after.

6. ONLINE CONSULTATION AND STAKEHOLDER INTERVIEWS

- Volunteering is proportionally more common amongst cultural heritage students and young professionals than in other sectors (33% vs 22%). Besides being a mode of civic participation, volunteering is also being used by students and young professionals as a way to gain relevant experience, with some volunteering positions taking over traditionally entry level jobs.
- A gap between employable and applicable skills and university training was identified. Digital skills were an area specially recognised as needing reinforcement. Young people resort to free (online) courses, workshops, and continuing education to develop these skills, pointing out a potential for growth.

Takeaways of the interviews

- Need to create a structured training path with a good balance between technical skills (GIS, illustration, conservation etc.) and theoretical approaches for the creation of a professional and straightforward pathway to become a recognised heritage professional. It would be helpful if these qualifications were well at European level.
- Paid and well-structured internships would help the inclusivity of the sector.
- Events, contests and festivals related to tangible and intangible heritage attract younger people and make them more aware about heritage, both within and outside Europe.
- Open-access spaces (journals, forums) with high scientific standards allow for the discussion and dissemination of heritage-related projects.
- Fostering collaborations among institutions through on-site and hands-on training with local actors, even in conflict zones, was seen as a useful action.

7. MONDIACULT SIDE EVENT: IS THE CULTURAL HERITAGE SECTOR SUSTAINABLE FOR YOUNG PROFESSIONALS?

This webinar was organised on 2 September 2022 in the frame of the UNESCO World Conference on Cultural Policies and Sustainable Development – MONDIACULT 2022 (28-30 September, Mexico) by the HeritaGeeks - an international and informal network of young heritage professionals, with the support of The Heritage Management Organization. The full report is available [here](#).

The event's agenda included two pitching sessions from two HeritaGeeks members, five presentations made by young heritage professionals from different geographical areas, an open discussion of the subject-matter and a space for co-designing recommendations, with the main input coming from the participants.

By adopting a constructive approach and inviting young professionals, established or emerging, to collectively find solutions for their struggles, the workshop addressed some of the most pressing yet underscored topics related to the sustainability of the Cultural and Creative Industries (CCIs) and, particularly, of the Heritage sector. Some of these topics included the ethical implications of current cultural policies in which the notion of sustainability often overlooks the social and economic rights of those who are part of the sector.

Takeaways

- Cultural heritage requires a diverse set of skills, requiring an interdisciplinary approach and cooperation between policy, planning sectors, law and more.
- Young professionals are struggling to enter the sector due to long education and training programmes, a content gap, and lack of practical experiences and mentorship programmes. Young heritage professionals face similar challenges, such as unpaid internships, precarious working conditions and low pay. Formal education could better prepare them for these practical and economic challenges, while working closely with communities might help valorise the role of heritage professionals.
- Training should be more adapted to the job market, equipping students with professional skills needed and fostering better communication and networking.

8. THE FUTURE IS HERITAGE SUMMIT 2022

In light of the European Year of Youth, The Future is Heritage Summit 2022 took place in Prague from the 24th until the 27th of September, on the occasion of the European Cultural Heritage Summit 2022. The Future is Heritage Summit was organised in cooperation and with the support of Europa Nostra and ESACH. It welcomed 48 participants from over 25 different countries and entailed a variety of workshops, discussions and lectures. [Daily reports are available online.](#)

During this four-day event, we discussed four themes specifically:

- **Contested Heritage.** The main question: How does African slavery and colonial heritage reflect upon today's museum practices? And how does a heritage professional address such sensitive topics? For example: the participants stressed the importance of nuanced, well-advised and thought-out terminology and comprehensive descriptions.
- **Heritage and conflict.** This session concerned the protective measures taken before, during and after a conflict or war, including the importance of participation and cooperation of the local community and utilising digital tools.
- **Heritage and inclusivity.** We discussed potential heritage solutions for making an inclusive city. Many of these solutions emphasised the inclusion of the local community. The local community should feel ownership and feel represented.
- **Heritage and personal development.** This session focussed on volunteering in the heritage sector. The discussions resulted in the following consideration: even though many heritage sites might offer valuable opportunities for educational volunteering projects, it should be noted that young people in the heritage sector are often confronted with the fact that the only projects they have actual access to are such volunteering programs and projects – resulting in little to no income.

General Takeaways

- **The importance of heritage in the battle against climate change.** In the masterclass 'Climate Heritage & Digital Advocacy' we learned that we should not see heritage solely as a victim of climate change. In fact, heritage could be a profound agent and advocate in the battle against climate change. Strong narratives concerning the protection of vulnerable or exposed remains, objects or monuments, could mobilise large groups of people. Digital platforms provide promising means to spread these messages. By protecting our climate, we protect our heritage as well.

- The value of intergenerational cooperation. On several occasions, we were present at the activities of the European Cultural Heritage Summit, organised by Europa Nostra and partners. During these moments of networking, sharing ideas and experiences with both established and young professionals, we discussed how intergenerational cooperation could be a valuable addition to the heritage sector. We brainstormed about new ideas in which ways this could be accomplished and put the challenges for young professionals on the agenda.
- We face similar challenges. Even though we are all from different countries and different backgrounds (as students, volunteers or young professionals in a museum, heritage institution, government, etc.) we as young heritage professionals all face similar challenges, such as the lack of paid positions, the generation gap and the difficulty in having young voices heard in sometimes quite conservative institutions. There is plenty of unused creativity and knowledge in the minds of young people: these valuable insights of the new generation should be recognized and listened to.
- We are stronger together. It was worthwhile to share these challenges not just digitally, but face to face as well - in both formal and informal settings during the discussions and the breaks in between. We are stronger together. Together we can make sure the voices of young people will be heard in writing and in carrying out future heritage policies.
- Statement at the Policy Agora. A small group of The Future is Heritage participants wrote a statement which they presented during the Policy Agora: 'Without youth, no future for heritage'. They urged the heritage sector to include young people, to provide real jobs – not just internships and volunteering positions – where young people can voice their ideas and opinions. The statement was picked-up by the press and shared widely on social media. You can watch the statement [online](#).

9. EUROPEANA 2022

The Europeana Initiative works towards a future that includes conversations on the topics of inclusion, diversity, social equity, accessibility and intersectionality. Following the recommendations of the Europeana New Professionals Task Force (completed in 2021), and with the renewed excitement of the European Year of Youth, in 2022 the Europeana Initiative sought to strengthen its connections with, and support for students and new professionals studying and working - or seeking to study and work - in the cultural heritage sector.

Work to support youth involvement was most strongly reflected at the annual Europeana conference Europeana 2022, which included the European Year of Youth as one of its dedicated themes, and offered a bursary scheme to support the students and new professionals who make up ESACH's membership to attend.

Administered through close collaboration between Europeana Foundation staff and ESACH colleagues, the bursary offered a free ticket to attend Europeana 2022 in person, pre-paid accommodation for up to three nights of the conference, and up to 250 euros to cover travel expenses. Five ESACH members received bursaries and attended Europeana 2022 in the Hague.

Recipients had the chance to give feedback about the experience in a dedicated retrospective. We were delighted to hear their positive experiences, with one participant sharing that, 'The 2022 Europeana Conference was a wonderful opportunity for us, young professionals and students, to meet people in similar situations to you, while meeting with professionals with impressive careers, positions and knowledge of the field. Apart from the knowledge and projects shared during the three days the Conference lasted, the contacts and the persons met during this time was one of, if not the most, important aspects of the Conference.'

Parallel sessions, delivered for, with and by ESACH members and students explored the role of youth in building a common data space for cultural heritage and how to build opportunities for new professionals in the cultural heritage sector. [Find out more and watch the recordings.](#)

Takeaways

- Financial support for new professionals and students to attend in-person events can be an effective way to ensure participation and support them to build new connections.
- Intergenerational discussions and networking are important to students and new professionals, and opportunities to do this should be facilitated at conferences.

European Heritage Youth Ambassadors 3rd Edition

10. EUROPEAN HERITAGE YOUTH AMBASSADORS PROGRAMME (2022)

European Heritage Youth Ambassadors 3rd Edition



ESACH
EUROPEAN STUDENTS' ASSOCIATION FOR CULTURAL HERITAGE

EUROPEAN HERITAGE TRIBUNE



ESACH, EUROPA NOSTRA AND THE EUROPEAN HERITAGE TRIBUNE PRESENT

European Heritage Youth Ambassadors 2022



EUROPA NOSTRA

ESACH
EUROPEAN STUDENTS' ASSOCIATION FOR CULTURAL HERITAGE

EUROPEAN HERITAGE TRIBUNE

European Heritage Youth Ambassadors

EUROPEAN HERITAGE TRIBUNE



ESACH
EUROPEAN STUDENTS' ASSOCIATION FOR CULTURAL HERITAGE



Anna A. Ainio
Italy / UK



Antigoni Michael
Cyprus



Elena Cautiș
Romania



Giovanni Pescarmona
Italy



Hana Kohout
Croatia / UK



Héctor Aliaga
Spain



Jelena Krivokapic
Germany / Serbia



Jennifer Wenzler
Germany / US



Klaudia Chzhu
Russia



Levent Tökün
Turkey



Pravalı Vangeti
France / India

The European Heritage Youth Ambassadors Programme is a joint initiative of Europa Nostra, ESACH, and the European Heritage Tribune, launched in 2021. It is a growing network of active students and young professionals, from all over Europe and beyond, that share a strong passion for cultural heritage. The one-year programme is meant to promote knowledge & experience exchange, as well as networking opportunities. The Ambassadors act as a bridge between the youth heritage movement, heritage organisations across Europe and European institutions. This provides them with networking and capacity-building opportunities, involves them in the policy-making process, and reinforces a mutually beneficial dialogue amongst peers and with established experts. The full report of the 2022 edition of the European Heritage Youth Ambassadors Programme is available [here](#).

Takeaways

- Mentoring and networking projects can lead to peer-to-peer learning and increased communication, presentation and organisational skills for young professionals.
- Young people have interesting ideas and proposals that would be beneficial for all of society. Social media allows institutions to engage with young people at an international scale and raise their voices, highlighting relevant stories and inspiring action by their peers.
- Network-building is based on trust, friendship, common values and interests. Through these friendships, young people can support and assist each other, while providing moral support.

11. YOUNG VOICES IN RELIGIOUS HERITAGE

Understanding the importance of the youth's role in protecting religious heritage, FRH started an initiative in 2022 -'[Young voices in heritage](#)', a bimonthly column in the newsletter in collaboration with [ESACH \(European Students' Association for Cultural Heritage\)](#) featuring young people's perspectives on cultural heritage. After seeing an overwhelming response to the column, to further the discussion on this topic, on March 2nd, 2023, [FRH Talks](#) and [ESACH Talks](#) teamed up to host a webinar titled '[Young voices in Religious heritage](#)' in which young heritage professionals talked about the sustainability of religious heritage in Europe and the future of youth contributions to this specific sector.

Takeaways

- Need of highlighting youth perspectives in religious heritage
- Create opportunity and platforms for young voices is necessary
- Youth perspective and ideas can prove to be innovative and creative
- Active involvement from youth should be encouraged in spreading the importance/protection/sustainability of religious heritage

12. SUB-REGIONAL ACTIVITIES IN THE NORDIC AND BALTIC

As a spin-off initiative to the European Year of Culture Heritage 2018, the Nordic/Baltic Youth Project aimed to engage young people more closely with cultural heritage, namely local European Heritage Awards / Europa Nostra Awards sites and/or the 7 Most Endangered sites. The project was implemented at a total of 10 schools in proximity to European Heritage Awards / Europa Nostra Awards sites. Each school identified different ways through which heritage and on-site action on the heritage sites could be integrated within their curriculum, mainly through creative assignments (video making, crafts), history and sports.

See the full report [here](#).

Takeaways

- Increasing children and young people's awareness of cultural heritage and enhancing their participation in cultural heritage through hands-on heritage projects.
- Inspiring children and young people to familiarise themselves with local cultural heritage; to give them an opportunity to examine and reflect upon the meaning and value of local heritage and how it has formed their identity.
- Supporting creativity and digital skills by enabling children and young people to share their ideas, experiences, and stories of local cultural heritage transnationally via an online platform/website
- Making children and young people aware of the important role of knowledge and cultural heritage to foster democracy.
- Supporting teachers' knowledge and skills in cultural heritage education and helping them to utilise new and experimental learning methods through local cultural heritage.
- Promoting co-creation between schools and cultural heritage actors, professionals, sites, focusing on collaboration with other regions to broaden values and understanding.

13. YOUTH ACTIVITIES BY THE MICHAEL CULTURE ASSOCIATION

- [The GLAMers: enhancing GLAMs through youth engagement](#)

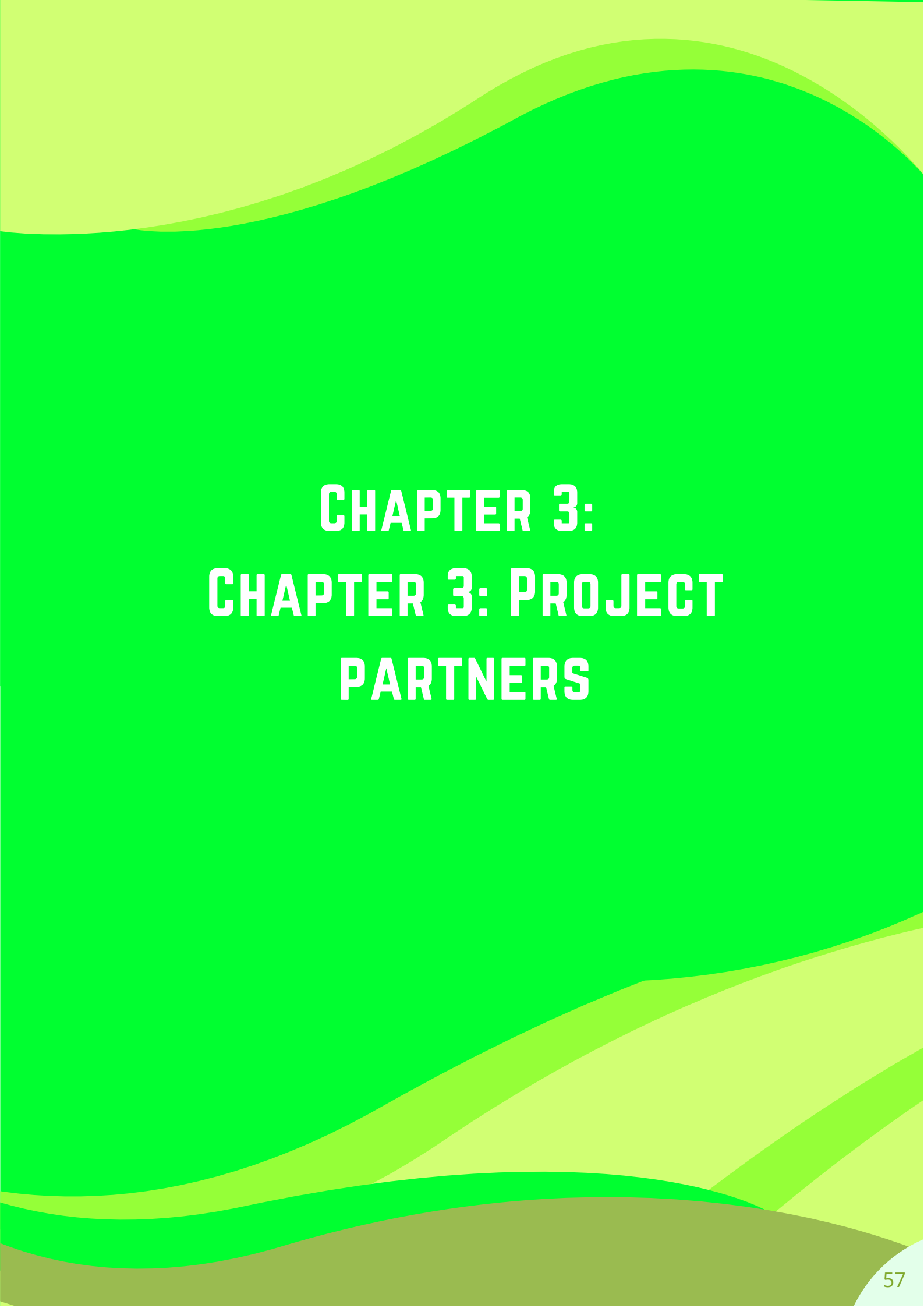
The project, funded under Erasmus+, supported Galleries, Libraries, Archives and Museums (GLAMs) to test out activities at their premises with young persons to leverage participation at their institution and reconnect to the social values of GLAMs. The process was evidence-based, leading to the development of the following live-streaming videos and an impact assessment report. MCA got involved with Musée d'Histoire Vivante in France to create a conversation with a small group of young people. The objective was to discuss digital actions that the museum could adopt to better engage with young people, both as protagonists and targeted public. A capacity building session was conducted to demonstrate how CrowdHeritage, a platform for preserving cultural heritage, could be used to engage children in the surrounding area. The discussion revealed the importance of cultural institutions taking an active role in activities outside of their perceived scope. The feedback gathered helped the museum to organise an event that specifically engaged children and young people under 15.

- [EUCropolis Podcast: European Year of Youth episode](#)

“EUCropolis” is the podcast by Michael Culture Association that delves into policies and projects that affect the cultural heritage and digital sector in the EU. The importance of raising awareness and disseminating EU-initiatives is strong: which is why, Michael Culture created an episode fully dedicated to the actions for Cultural Heritage in the framework of the European Year of Youth. With the support of Web2Learn and ESACH, MCA presented the ideas behind the European Year and mapped the different initiatives, with a focus on the ones led by the youth, as well as highlighted the role of young professionals in fostering cultural heritage.

Takeaways

- The workshop could be considered as a "best practice" in the field of Youth and Cultural Heritage in Europe for two main reasons:
 - Firstly, it demonstrated a concrete way of engaging young people in cultural heritage, positioning them in an active role.
 - Secondly, it provided a moment for young people to express their opinions on the type of activities that would motivate them to visit cultural institutions, in a spirit of co-creation.
- The workshops focused on engaging young people, promoting their active participation and putting them at the centre of the decision-making process of GLAMs, and fostering knowledge exchange can serve as a model for other cultural institutions seeking to engage with the younger generation and promote the future of cultural heritage in Europe.



**CHAPTER 3:
CHAPTER 3: PROJECT
PARTNERS**

CHAPTER 3: PROJECT PARTNERS

This paper was possible thanks to the collaboration of over 10 organisations that came together to highlight the voice of youth for cultural heritage. This chapter includes short statements from each of them, expressing in their own words their motivations, hopes and aims for the involvement of youth in cultural heritage in Europe. Links and contact details are provided to encourage further collaborations and exchanges.

EUROPEAN STUDENTS' ASSOCIATION FOR CULTURAL HERITAGE (ESACH)



Part of ESACH's 2022 Coordination Committee at The Future is Heritage Summit in Prague

The European Students' Association for Cultural Heritage (ESACH) is an international youth-led network of students and young professionals with a special interest in cultural heritage. Led by a team of over 20 volunteers, our network includes approximately 700 members from over 52 countries. Our goal is to enhance interdisciplinary collaboration amongst cultural heritage students and young professionals through networking and sharing knowledge.

At ESACH, we represent the voice of youth for cultural heritage. As a fully volunteer-based organisation, our network is "by young people, for young people". While ESACH has been active since 2017, mostly on a remote and digital basis, we witnessed a spike in the audience and project diversity over the coronavirus pandemic. While handling diverse needs and complicated times, the team highlights certain priorities: knowledge-sharing, dialogue, no geopolitical boundaries, sustainability and technology for accessibility.

In line with our mission and building on the European Year of Youth, we took this opportunity to hear out our peers. We want to create a vision for what youth can bring to the table, and engage all generations to work together for our shared goals. At the same time, we want to take this opportunity to remind ourselves to work together, exchanging experiences and best practices to overcome all difficulties. We want to find inspiring stories to learn from, to promote connections across continents, and to build on our values of interdisciplinarity, cooperation, and intergenerational dialogue.

EUROPA NOSTRA



European Heritage Masterclass "Climate Heritage Digital Advocacy"
© Josef Rabara / Europa Nostra

Europa Nostra the European Voice of Civil Society for the preservation and protection of cultural heritage via engaging with policy-makers at all levels of governance. We strive to save threatened heritage through the 7 Most Endangered programme, and we also aim to promote excellence in the field through the European Heritage Awards / Europa Nostra Awards. We are committed to promoting social inclusion, climate action, and digitalization through heritage, as part of our work through the European Heritage Hub.

Europa Nostra has taken steps to create an accessible heritage network for youth with more than 700 young members.

Since 2021, Europa Nostra has been running the European Heritage Youth Ambassadors programme, with European Students' Association for Cultural Heritage and the European Heritage Tribune. This programme has achieved to empower young Europeans by facilitating intergenerational exchanges, networking and capacity-building.

We anticipate that this policy paper will play a crucial role in shaping the attitudes towards cultural heritage and youth not only in Europe but also globally. This paper is a fruitful outcome of the 2022 consultation under the Europa Nostra #Youth4Heritage scheme, which is part of the larger EU project called "European Cultural Heritage Agora: Empowering Europe's Civil Society Movement for Heritage."

At Europa Nostra, we strongly believe that young people are not only the future but also an essential part of our societies today. We are dedicated to involving and empowering youth in all aspects of our work. From recognizing exemplary heritage sites, initiatives, and individuals to safeguarding and preserving heritage, we actively support and engage young people. We firmly believe that the collaborative efforts of youth will not only benefit them but also enrich our entire network and have a positive impact on present and future generations. This paper is our shared gift to society as a whole.



European Heritage Masterclass "Climate Heritage Digital Advocacy"
© Josef Rabara / Europa Nostra

THE FUTURE IS HERITAGE (FISH)



The Heritage Field School in 2021 (Arnhem, The Netherlands).

The Future is Heritage (FisH) is an international network and platform that aims to strengthen the position of young people working and/or volunteering in the heritage sector throughout Europe. Together with partners, we have been building our network since 2018 by organising annual events. FisH was founded by Erfgoed Brabant. Erfgoed Gelderland acts as the main initiator since 2021. The network is supported by several partner institutions, including Europa Nostra, ESACH and The European Heritage Tribune.

The first Summit took place in Berlin (2018). The programme was put together by a team of young and established professionals, becoming The Future is Heritage concept. Many events followed such as the Capacity Building Days (2019), The Heritage Field School (2021), The Future is Heritage Summit (Prague 2022, summary) and the Heritage Field School (Bucharest 2022, co-organised by ARCHE).

We encourage international cooperation and knowledge exchange. During our annual events, we welcome participants from all over Europe and beyond. We share work experiences and discuss current topics from different angles. We offer the opportunity to network with other heritage professionals, students and volunteers from a variety of specialties (such as architecture, tourism studies and history).

Equal cooperation between young and established professionals is at the heart of FisH. Our goal is to get others to think about how they can ensure a more equal collaboration between young and established professionals within their organisation. Through our programmes and lobbying efforts, we aim to initiate an international dialogue in which best practices inspire others. In this way, we hope to make it easier for young professionals, students and volunteers to enrich the European heritage sector with their knowledge and experience, and to strengthen their voice in writing heritage policy.

EUROPEANA INITIATIVE TASK FORCE ON DIVERSITY AND INCLUSION



Ship's Company by John Drysdale (photographer) Victoria and Albert Museum, United Kingdom - CC BY.

The [Europeana](#) Initiative works to empower the cultural heritage sector in its digital transformation. Together, its three pillars - the Europeana Foundation, Europeana Aggregators' Forum and Europeana Network Association - develop expertise, tools and policies to embrace digital change and encourage partnerships that foster innovation.

Europeana works towards a future that includes conversations on the topics of inclusion, diversity, social equity, accessibility and intersectionality. A [cross-Initiative Task Force on Diversity and Inclusion](#) was formed in 2022 to develop this approach, and this Task Force (supported by the Europeana Foundation) partnered with [Europa Nostra](#).

In 2022, in the context of the [European Year of Youth 2022](#), Europeana launched a number of activities targeted towards youth, including:

- [Interviews which raised the profile of organisations supporting new professionals](#),
- The [ESACH Talks event on Digital Transformation](#), co-created with ESACH
- The [Task Force on Diversity and Inclusion](#), with the cooperation of Europa Nostra and its partners, has helped to build upon Europeana's ongoing diversity and inclusivity work, which has included the publication of [Europeana's Inclusive Engagement Guidelines](#), and the [Diversity & Inclusivity task force report and roadmap](#).
- Support for the [Youth for the Future of Cultural Heritage in Europe](#) consultation, together with partner organisations working with youth in the cultural heritage sector.

This Task Force participated in this initiative because it recognises the need to listen to and support young and new professionals in and around the cultural heritage sector. Building on the work of the [New Professional Task Force Report](#), which sought to identify the challenges facing new and young professionals, this consultation continues Europeana's commitment to supporting young and new professionals participating in and around the cultural heritage sector.



EPWG 19th ICOMOS General Assembly & Scientific Symposium in New Delhi, India, 2017

The International Council on Monuments and Sites (ICOMOS) is a non-governmental, not for profit international organisation, committed to furthering the conservation, protection, use and enhancement of the world's cultural heritage. With over 11,000 members, 100+ National Committees, 30 International Scientific Committees and several transversal Working Groups, ICOMOS has built a solid philosophical, doctrinal and managerial framework for the sustainable conservation of heritage around the world. As an official advisory body to the World Heritage Committee for the implementation of the UNESCO World Heritage Convention, ICOMOS evaluates nominations and advises on the state of conservation of properties inscribed on the World Heritage List.

ICOMOS members form an international professional interdisciplinary network and can participate among other expert meetings, professional workshops, scientific exchanges, site inspections and training programs all over the world. This enables learning best practices from experiences, finding like-minded colleagues with similar situations and to advocate for global, national, and local heritage together as one worldwide organisation. The network includes individuals from academia and the professional sector, creating a space for both to come together and work with one another.

The ICOMOS Emerging Professionals Working Group (EPWG), engages with members at an early stage of their professional career, regardless of their age, that have met the selection criteria to become an ICOMOS member. The EPWG was established within ICOMOS in 2017, in response to the 2016 ICOMOS Annual Report that called for a continuity of succession planning and to maintain scientific relevance for future generations, as well as to ensure intergenerational engagement. The EPWG are a group existing within ICOMOS that are organised on a regular basis, internationally and regionally, by the EPWG to track the progress of ongoing initiatives, to share updates, and to participate in further global engagement. The EPWG liaisons regularly with the ICOMOS Board, ICOMOS Europe Group and other regional groups, ICOMOS National Committees and International Scientific Committees.

To become a member of ICOMOS, please visit the official [webpage](#).

EUROPA NOSTRA SWEDEN

Europa Nostra Sweden was founded in 2006 as a national branch of central Europa Nostra. Europa Nostra Sweden functions as an umbrella organisation for members of many heritage organisations in Sweden. We also work according to the three pillars that support central Europa Nostra's activities; the content of cultural heritage policy, the importance of good examples and campaigns where cultural heritage is focused, emphasising inclusion and diversity. We actively activate young people's interest in cultural heritage. This is a work we are doing in collaboration with our Nordic neighbours. One example is a common youth project, displayed at www.europanostra.no.

FUTURE FOR RELIGIOUS HERITAGE



Run for Heritage campaign in Potes, Spain, 2022

Future for Religious Heritage is the European network that brings together those working for the protection, enhancement and promotion of historic places of worship. It was founded in Brussels in 2011 as a non-faith, not-for-profit organisation. Today, FRH comprises more than 80 organisations and more than 160 individual members from over 35 countries.

Europe is home to some 500,000 religious heritage buildings. The involvement of young people is essential to guarantee their survival, as without the support of the new generations, ancient churches, mosques, synagogues and other religious buildings would fall into disrepair or even disappear. FRH offers young people several opportunities to live and be part of the solution to save religious heritage sites. One of our flagship campaigns is the Run for Heritage. This awareness-raising campaign was launched in response to COVID restrictions to allow children and students to participate in a fun activity outdoors, combining sports and the discovery of their local religious heritage sites.

The opinions and expertise of young professionals and students are also important. We are open to publishing feature articles about a specific subject. In collaboration with ESACH, we also publish the bi-monthly section of articles “Young Voices in Heritage”, where young people can express their opinions, feelings and personal stories related to heritage.

MICHAEL CULTURE ASSOCIATION

The Michael Culture Association (MCA) (on LinkedIn and Twitter) is a not for profit European network of cultural heritage institutions, ministries and professionals devoted to European digital cultural heritage and cultural contents, from aggregation, protection, preservation, valorisation and reuse; aiming to support the DCH communities. The network fosters collaboration and exchange of knowledge and best practices among its members and with other stakeholders in the cultural sector. Michael Culture also provides advocacy and representation at the European level, advocating for policies and funding opportunities supporting cultural heritage's digital transformation. Michael Culture has been at the forefront of digital cultural heritage advocacy and collaboration for over 15 years. Through the different EU-funded projects in which they participated, we have years of experience with topics such as digital preservation and archiving, the fight against illicit traffic, accessibility to cultural heritage, the role of cultural heritage in the fight against climate change and the relationship between cultural heritage and youth. MCA manages MUSEU-HUB, supporting European museums and other cultural institutions hosting museum collections in digital cultural heritage and aggregation for the Europeana initiative / Data Space for Cultural Heritage.

We recognise the importance of engaging youth in the preservation, access, and dissemination of cultural heritage, especially through digital technologies. By involving young people in these efforts, MCA believes that the cultural heritage sector would be able to unlock new possibilities for creativity, innovation, and collaboration. Youth engagement means working for the future but most of all for the present. Through its advocacy, representation, and collaborative initiatives, the Michael Culture Association is well-positioned to provide leadership and support for youth engagement in digital cultural heritage across Europe.

EUROPEAN HERITAGE VOLUNTEERS

The collaboration with ESACH is a testament to the European Heritage Volunteers' commitment to promoting interdisciplinary approaches, peer-to-peer learning, and cross-border cooperation within the cultural heritage sector. European Heritage Volunteers is a European-wide network dedicated to empowering young heritage professionals to contribute to the conservation, promotion, and sustainable development of cultural heritage across Europe.

The European Heritage Volunteers Programme provides unique opportunities for young professionals to actively participate in heritage conservation. Through training courses and volunteering projects, participants gain heritage-related practical skills, expand their knowledge, and develop their appreciation for cultural heritage. The programme encourages interdisciplinary collaboration, where participants from diverse backgrounds come together to share their experiences, insights, and best practices.

We recognise the significant role of young generations in shaping a more sustainable and inclusive future for cultural heritage and believe that by engaging young professionals and students, their energy, passion, and fresh perspectives can be harnessed to drive positive changes in the field.



"Conservation works at the entrance area of a fortified church ensemble", Movile / Sibiu County, Romania © Maria Teresa Tenaglia / European Heritage Volunteers

By connecting with heritage institutions, organisations, and local communities, European Heritage Volunteers creates a network of collaboration that transcends geographical boundaries. Through these collaborations, we promote the exchange of expertise, resources, and ideas, ultimately contributing to the broader goal of safeguarding and promoting awareness about cultural heritage.

European Heritage Volunteers' partnership with ESACH amplifies the impact of our initiatives using digital platforms and creating new spaces for exchange. Together, we elevate the voices of young heritage professionals through webinars and the social media joint efforts such as the campaign "Heritage Summer." This collaboration provides a platform for participants of the European Heritage Volunteers Programme to share their experiences, inspiring others and fostering a broader understanding of the importance of cultural heritage. We celebrate the partnership with ESACH and recognise the significance of our shared efforts in advancing the principles outlined in this paper, continuing to contribute to a more sustainable and vibrant future for cultural heritage in Europe.

ENCATC

ENCATC represents, advocates, and promotes cultural management and policy education, professionalises the cultural sector to make it sustainable, and creates a platform for discussion and exchange at European and international level.

- We represent all disciplines in the arts and culture. It's a lively and expanding European platform encouraging serious exchange of knowledge, methodologies, experiences, comparative research and regular assessment of the sector's training needs from a European point of view through a wide range of working groups, projects, activities and events.
- We voice the views of our members through our dialogue with international and European institutions and organisations on legislation, policies and programmes impacting on education and training in cultural management and cultural policy.
- We cooperate closely with our partners at UNESCO, the Council of Europe, the European Commission, the European Parliament and the European Cultural Foundation.
- We foster close co-operation with networks worldwide concerned with the teaching of cultural policy and cultural management.
- We play a crucial role in ensuring the sustainability and in strengthening the competitiveness of the culture and creative sectors since its members are directly responsible for the education of future managers and operators and of the future European citizens who will profit from cultural offers at European, national and local level.

• Throughout our work, we aim to bridge the gaps between generations and empower younger people to achieve their full potential. We acknowledge the crucial role of the younger generations to ensure a bright future for European cultural heritage, a field in which ENCATC and its members are particularly active. We are proud to partner with the European Students' Association for Cultural Heritage (ESACH) and congratulate the Association for this initiative.

THANK YOU!

Thank you for checking in and taking the time to go through the "Youth for the future of cultural heritage in Europe" position paper!

If you're reading this, it means you have already seen our Youth pledge for a sustainable and inclusive future for cultural heritage in Europe, gone through the summary of activities of the European Year of Youth, and learnt about our project partners.

We hope you have enjoyed this journey and that you are ready to support us in turning this paper into a movement.

YOU CAN sign the pledge, share the paper and the pledge online, organise awareness raising campaigns and spin off events with your peers.

TOGETHER WE CAN bring forward the priorities of the youth for cultural heritage and write the future of cultural heritage in Europe.

Let's stay in touch!

Facebook @ESACHspirit

Twitter @esach_spirit

Instagram @esach_spirit

LinkedIn @ESACH

YouTube @esachchannel9996

Or via our contact form.



**YOUTH FOR THE
FUTURE OF CULTURAL
HERITAGE IN EUROPE**