

EUROPEAN CULTURAL HERITAGE SUMMIT 2024

BUCHAREST, 6-8 OCTOBER

ROMÂNIA



PREȘEDINTELE
ROMÂNIEI

Event held
under the
High Patronage
of the President
of Romania



MINISTRY OF CULTURE



Co-funded by
the European Union





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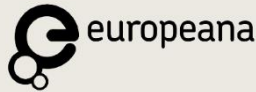
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WITH THANKS TO ROMANIAN ORGANISATIONS AND INSTITUTIONS CONNECTED WITH EUROPA NOSTRA



WITH THANKS TO



MEDIA PARTNERS



EUROPEAN CULTURAL HERITAGE SUMMIT 2024

The European Cultural Heritage Summit 2024, the annual ‘rendez-vous’ for cultural heritage stakeholders in Europe, is taking place from 6 to 8 October in Bucharest. The Summit will provide a new and fitting opportunity to promote the political, environmental, and societal value of cultural heritage for Europe. **Organised by [Europa Nostra](#) and co-funded by the [Creative Europe](#) Programme of the European Union, the Summit is held under the High Patronage of the President of Romania, H.E. Klaus Iohannis.**

We are delighted to host the European Cultural Heritage Summit in Romania for the first time, given the country’s outstanding commitment and creativity in protecting and promoting our shared heritage. This year, the remarkable rehabilitation projects of the [Saxon Church in Alma Vii in Transylvania](#) and [St. Michael’s Church in Cluj-Napoca](#) are among the exemplary [winners of the European Heritage Awards / Europa Nostra Awards 2024](#).

We look forward to celebrating the 26 winners coming from all over Europe at the [European Heritage Awards Ceremony](#), to be held at the iconic Romanian Athenaeum. Attendees will also have the opportunity to hear first-hand from all the winners during the [European Heritage Excellence Day](#), showcasing the very best heritage practices from across Europe.

Quality will also be a central theme at this year’s [European Heritage Policy Agora](#). Heritage professionals, representatives of civil society organisations, academic researchers and policy-makers will come together to discuss the concept of quality, which ought to be a driving force behind policy strategies and specific interventions related to heritage, with an emphasis on finding adequate responses to the climate crisis, including adaptation, mitigation and risk preparedness, and investing in adequate capacity building.



Winners of the European Heritage Awards / Europa Nostra Awards 2024. © Europa Nostra



With a keen eye on rapid technological developments, especially with regard to AI, the second [European Heritage Hub Forum](#), organised by the Europeana Foundation, will focus on cultural heritage and the digital transformation of our society. With many opportunities and some challenges on the horizon, we will explore how we can make the most of digital technologies to further enhance our joint commitment to safeguarding our shared heritage and to transmitting it to new generations.

Two partner events will be held on the eve of the Summit, namely a Round Table Discussion: Expectations of Romanian Cultural Heritage Civil Society from Public Authorities and Government (*in Romanian only*), which will culminate with the presentation of A Manifesto for Cultural Heritage in Romania; and a Youth Forum, organised by ESACH in partnership with Europa Nostra in the frame of our network project European Cultural Heritage Agora co-funded by the EU Creative Europe Programme.

The Bucharest Summit is organised in close cooperation with the Ministry of Culture of Romania, the City of Bucharest, the Romanian Order of Architects, Pro Patrimonio Foundation, Monumentum Association, Association ARA – Architecture. Restoration. Archaeology, ARCHÉ Association, and [other cultural heritage organisations and partners](#), both public and private.



The Arch of Triumph in Bucharest. © Mossaab Shuraih / Shutterstock

SHARE ON SOCIAL MEDIA

Share and repost the Summit-related messages posted on the social media channels of Europa Nostra ([Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#)) and the Summit partners and supporters @europanostra | @EU_Commission | @europe_creative #EuropeanHeritageSummit | #EuropeanHeritageAwards | #EuropeanHeritageHub | #CulturalHeritage

SUMMIT PROGRAMME

SUNDAY, 6 OCTOBER 2024

For all registered participants

GUIDED TOUR

09:30 – 11:15 EEST

[“A walk through one of the historic neighbourhoods of Bucharest”](#)

09:30 | Assemble at the front of the Athenaeum Concert Hall | 09:45 | Start of the walk | 11:15 | End of tour at the Melik House, Bucharest’s oldest building housing the Theodor Pallady Museum

For all registered participants

14:30 EEST Registration & Welcome Coffee

EUROPEAN HERITAGE EXCELLENCE DAY

15:00 – 19:00 EEST

→ **Royal Palace - National Museum of Art** (Auditorium), Strada Știrbei Vodă, Bucharest

The European Heritage Excellence Day will showcase the very best heritage practices that contribute to building a more beautiful, sustainable and inclusive Europe. Each of the 26 [winners of the European Heritage Awards / Europa Nostra Awards 2024](#) will present their exemplary projects, outline the challenges overcome, and share experiences about the success of their initiatives.

The event, jointly organised by Europa Nostra and the European Commission, will be divided into five sessions dedicated to the five categories of the Awards: 1) Conservation & Adaptive Reuse; 2) Research; 3) Education, Training & Skills; 4) Citizens’ Engagement & Awareness-raising; and 5) Heritage Champions.

The **Excellence Day Programme Booklet** can be read and downloaded [here](#).

WELCOME RECEPTION

20:00 – 22:00 EEST

Hosted by the Mayor of Bucharest, Mr **Nicușor Dan**

→ **Bucharest Municipality Museum - Suțu Palace**, Bd. Ion C. Brătianu 2, Bucharest



SUMMIT PROGRAMME

MONDAY, 7 OCTOBER 2024

For all registered participants

10:00 EEST Registration & Welcome Coffee

EUROPEAN HERITAGE HUB FORUM

“Championing a responsible digital transition for and with cultural heritage”

10:30 – 16:00 EEST

→ **Royal Palace - National Museum of Art** (Throne Room), Calea Victoriei 49-53, Bucharest

The Hub Forum is organised by the [Europeana Foundation](#) in the frame of the EU-funded [European Heritage Hub](#) pilot project and in close partnership with the Hub consortium led by Europa Nostra.

Building on the outcomes of the [first European Heritage Hub Forum held in 2023 in Venice](#), which explored the role and impact of cultural heritage in Europe’s green transformation, this second Forum will delve into the challenges and opportunities presented by digital transition. It will explore how the cultural heritage sector can and is already embracing a socially and environmentally responsible digital transition and how it can support and inspire Europe’s digital future. Its outcomes will set the stage for the third Hub Forum in 2025, which will focus on the social dimension of the sector’s triple transformation.



Royal Palace, now seat of the National Museum of Art, in Bucharest. View of the façade and garden. Unknown author. Girona City Council, Spain - Public Domain.



The poster features the European Heritage Hub logo (a blue and yellow stylized 'H') at the top left. Below it, the text reads 'European Heritage Hub Forum' and 'Championing a responsible digital transition for and with cultural heritage'. The date and time are '7 October 2024 | 10:30 EEST | Hybrid | Bucharest'. At the bottom, there are logos for 'europeana', 'EUROPEAN HERITAGE HUB', 'Co-funded by the European Union', and 'EUROPEAN CULTURAL HERITAGE SUMMIT 2024'. On the right side, there is a photograph of the Bucharest Royal Palace. A small caption at the bottom right of the photo reads: 'Image: Bucharest Royal Palace (now seat of the National Museum of Art). Partial view of the façade and garden. Unknown author. Girona City Council, Spain, Public Domain'.

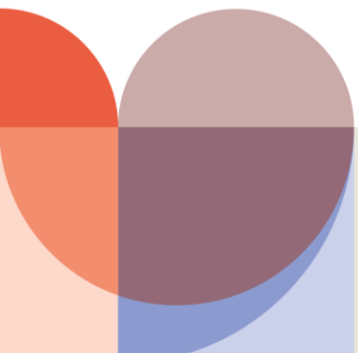
Discussions will address the urgent need for human-centred and value-based uses of Artificial Intelligence with regard to cultural heritage. The European Heritage Hub Forum will also highlight the vital interaction between the digital dimension of heritage preservation and the positive role of heritage for the social and environmental transformation of our society and economy.

The Hub Forum will serve as a platform for the European Heritage Hub community to discuss timely and forward-looking topics concerning the digital transformation of the heritage sector. It will consist of two interlinked components:

- Policy conversations will bring together policy-makers at all levels, experts, and professionals to assess the digital transformation of the cultural heritage sector, with a specific focus on its social and environmental impacts. These discussions will pinpoint key challenges and opportunities, showcase best practices and explore forward-looking themes related to heritage digitisation in Europe. The outcome will be a Call to Action stressing the significance of a socially and environmentally responsible digital transformation in the heritage sector and its role in shaping Europe's (digital) future.
- An interactive exploration and fair will showcase a diverse array of projects, initiatives, and best practices that harness digital technologies to enhance sustainability, inclusion, and diversity in the heritage sector. This component will stimulate the networking, cooperation and knowledge-sharing of the European Heritage [Community of Practice](#), [Community of Interest](#), [Hub partners](#) and all Forum participants in an inspiring and interactive setting.

The **Hub Forum Programme Booklet** can be read and downloaded [here](#).

If you can't attend in person and would like to **join the event online**, please **register** [here](#).





SUMMIT PROGRAMME

MONDAY, 7 OCTOBER 2024

For all registered participants and invited guests

EUROPEAN HERITAGE AWARDS CEREMONY

19:30 – 21:30 EEST

Followed by a festive reception

→ **Romanian Athenaeum, Strada Benjamin Franklin 1-3, Bucharest**

Doors will open at 18:45. You will be asked to show your ticket at the entrance. Dress code: festive

The [winners of the European Heritage Awards / Europa Nostra Awards 2024](#) will be celebrated at a high-profile event co-hosted by **Iliana Ivanova**, European Commissioner for Innovation, Research, Culture, Education and Youth, and Prof. Dr. **Hermann Parzinger**, Executive President of Europa Nostra. During the Ceremony, the Grand Prix laureates and the Public Choice Award winner, chosen from among this year's winners and entitled to receive €10,000 each, will be announced.

The European Heritage Awards Ceremony will be held at the Romanian Athenaeum, the most prestigious concert hall in Bucharest, which recently received a [European Heritage Label](#) in recognition of its European significance. The Ceremony will be attended by Prof. Dr. **Sergiu Nistor**, Presidential Adviser, **Raluca Turcan**, Minister of Culture of Romania, and Dr. **Nicușor Dan**, Mayor of Bucharest.

The Ceremony, jointly organised by Europa Nostra and the European Commission, will include live performances by the Romanian symphonic ensemble [Violoncellissimo](#), led by Professor **Marin Cazacu**.

The **Ceremony Programme Booklet** can be read and downloaded [here](#).

The **Ceremony will be live streamed via the [Europa Nostra website](#).**



The Romanian Athenaeum in Bucharest. © Istomina Olena / Shutterstock



SUMMIT PROGRAMME

TUESDAY, 8 OCTOBER 2024

For all registered participants

GUIDED TOUR

10:00 – 13:00 EEST *(lunch included)*

[Armenian heritage sites in Bucharest](#)

For Europa Nostra Council members

COUNCIL MEETING

10:00 – 11:00 EEST

→ **Carol I Central University Library of Bucharest, Strada C. A. Rosetti 4, Bucharest**

For Europa Nostra members and associates

GENERAL ASSEMBLY

11:30 – 13:30 EEST

→ **Carol I Central University Library of Bucharest, Strada C. A. Rosetti 4, Bucharest**



Carol I Central University Library of Bucharest. © Cristina Ionescu / Shutterstock



SUMMIT PROGRAMME

TUESDAY, 8 OCTOBER 2024

For all registered participants and invited guests

14:30 EEST Registration & Welcome Coffee

EUROPEAN HERITAGE POLICY AGORA

“Upholding Quality Principles in Heritage Conservation”

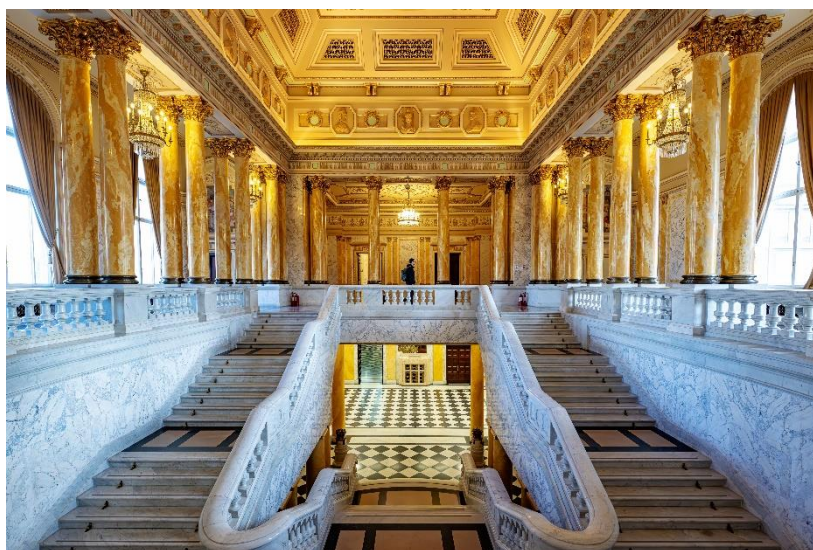
15:00 – 19:00 EEST

→ **Royal Palace - National Museum of Art** (Throne Room), Calea Victoriei 49-53, Bucharest

This edition of the European Heritage Policy Agora will focus on drawing links between flagship EU policies, such as the Green Deal and the [New European Bauhaus](#), and key heritage conservation documents, such as the [European Quality Principles](#), developed by ICOMOS on European Commission’s request, and the [Davos Baukultur Quality System](#), emanating from the [2018 Davos Declaration](#).

The dialogue will emphasise the importance of quality in cultural heritage restoration and preservation, explore ways to make policy and practice more interconnected, and identify gaps for action. The event will provide an opportunity to discuss priorities in cultural heritage management ahead of the formation of the new European Commission.

The **Agora Programme Booklet** can be read and downloaded [here](#).



Royal Palace - National Museum of Art in Bucharest. View of the interior.

© Cristi Mitu / Shutterstock



SUMMIT PROGRAMME

TUESDAY, 8 OCTOBER 2024

CLOSING NETWORKING PARTY

21:00 EEST

→ **La Mița Bicilista**, Str. Biserica Amzei, Nr. 9

WEDNESDAY, 9 OCTOBER 2024

For all registered participants

GUIDED TOURS

[“A tour in Floreasca, the first ‘communist’ district of Bucharest”](#)

09.30 – 11.15 EEST

09:30 | Assemble | 09:45 | Start of the walk | 11:15 | End of the tour

11.30 – 13.15 EEST

11:30 | Assemble | 11:45 | Start of the tour | 13:15 | End of the tour

BUCHAREST SUMMIT

PRACTICAL INFORMATION

BUCHAREST MAP

You can find [here](#) an interactive map of Bucharest with the main venues and selected hotels.

REGISTRATION AND ACCESS BADGE

We ask you to wear your access badge at all events. You can pick up your badge at the venues prior to the events. You do not need to wear the badge during the European Heritage Awards Ceremony and the Closing Party. All registered participants will receive a digital entry ticket for the Ceremony and for Closing Party. Delegates who registered after the registration deadline (25/09/2024) will not receive an access badge.

GET AROUND

Bucharest has a lot of traffic, so please consider this when calculating your itinerary to the various venues.

By Foot

Most of the venues of the European Cultural Heritage Summit are close to each other and can easily be reached by walking.

By Taxi

Most local taxis do not accept cards, it is therefore advisable to withdraw some local currency at the airport, where you can also find yellow automatic machines in various languages to reserve taxis to the city centre.

[Bolt](#) and [Uber](#) operate in Bucharest. Make sure you have the app downloaded on your phone with a working credit card associated to your account before travelling.

From the Airport

There is a bus connecting Bucharest Otopeni airport to the city centre. Here is the link to route of line 100: <https://info.stbsa.ro/traseu/887>.

The official links are: stb.ro and metrorex.ro



BUCHAREST SUMMIT

INFORMATION

By registering for the Summit, you agreed to be bound by the terms and conditions set out below.

DISCLAIMER

You agree that Europa Nostra is not liable to you for any loss, damage, injury or any incidental, indirect, special, consequential or economic loss or damage whether to person or property and whether arising from default, negligence, misconduct or otherwise by Europa Nostra, its employees, partners or contractors in connection with the Summit.

INDEMNITY

You agree to indemnify Europa Nostra against liability for, or in respect of, any claims, demands, actions, costs, expenses, losses and damages arising out of or in connection with the Summit.

Privacy and Intellectual Property

You acknowledge and agree that, in respect of your attendance at the Bucharest Summit:

- You may be photographed, filmed or recorded.
- Europa Nostra can use and disclose your name and image in any material, including promotional material in connection with the Bucharest Summit or future events, without prior consent from you or any compensation to you.
- Europa Nostra can use and disclose your personal information for any other purpose in connection with the Bucharest Summit.
- Europa Nostra's privacy policy (see www.europanostra.org/privacy-policy) contains further information about how Europa Nostra uses, discloses and stores personal information. It also contains details about how you can access and seek correction of your personal information.
- Europa Nostra is not liable for any views, comments and posts made by Summit delegates and others in connection with the Bucharest Summit.

ABOUT

EUROPA NOSTRA

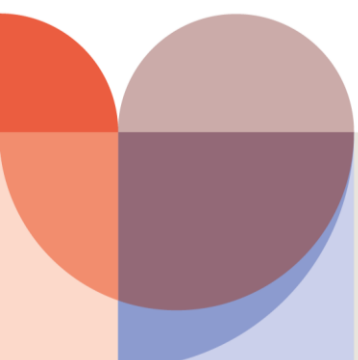
[Europa Nostra](#) is the European voice of civil society committed to safeguarding and promoting cultural and natural heritage. It is a pan-European federation of heritage NGOs, supported by a wide network of public bodies, private companies and individuals, covering over 40 countries. It is the largest and the most representative heritage network in Europe, maintaining close relations with the European Union, the Council of Europe, UNESCO and other international bodies. Founded in 1963, Europa Nostra celebrated its 60th anniversary last year.

Europa Nostra campaigns to save Europe's endangered monuments, sites and landscapes, in particular through the [7 Most Endangered Programme](#), run in partnership with the European Investment Bank Institute. It celebrates and disseminates excellence through the [European Heritage Awards / Europa Nostra Awards](#). Europa Nostra actively contributes to the definition and implementation of European strategies and policies related to heritage, through a participatory dialogue with European Institutions and the coordination of the [European Heritage Alliance](#).

Europa Nostra has led the European consortium selected by the European Commission to run the [European Heritage Hub](#) pilot project (2023-2025). It is also an official partner of the [New European Bauhaus](#) initiative developed by the European Commission, and is a leading European member and supporter of the [Climate Heritage Network](#).

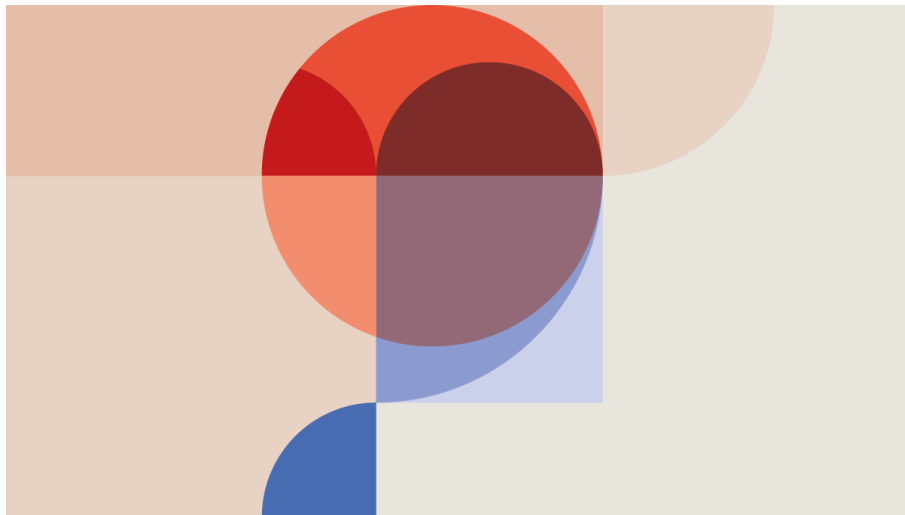
CREATIVE EUROPE

[Creative Europe](#) is the European Commission's flagship programme to support the cultural and audiovisual sectors, enabling them to increase their contribution to Europe's society, economy and living environment. With a budget of €2.4 billion for 2021-2027, it supports organisations in the fields of heritage, performing arts, fine arts, interdisciplinary arts, publishing, film, TV, music, and video games as well as tens of thousands of artists, cultural and audiovisual professionals.



BUCHAREST SUMMIT

VISUAL IDENTITY



The visual identity of the European Cultural Heritage Summit 2024 emphasises the idea that **cultural heritage acts as a stabilising and harmonising force** amidst turbulence, confusion and lack of identifiable principles.

The shape of the logo specifically refers to the cultural heritage of the host city of Bucharest and of Romania in general. The distribution of elements repeats geometric structures found in **Romanian modernist architecture** and thus symbolically demonstrates how our present and future creations can thrive on patterns of that heritage.

A noticeable human head - in which one can identify the expression of iconic works by the famous Romanian sculptor **Constantin Brâncuși**, in particular “Mademoiselle Pogany” or “Muse” - represents the humane measure and human origin of culture as well as people’s responsibility within the scope of cultural heritage. The figure stays in a dynamic state of balance: fairly stable yet vulnerable to threats.

Some subtle afterimages of the golden ratio or Fibonacci spiral allude to the longing of harmony, while the palettes of blues and reds mark associations with the European Union and Europa Nostra respectively.

SUMMIT BOOKLET

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As part of Europa Nostra's mission to safeguard our built and natural heritage, this booklet was produced exclusively in digital format.

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Cover & Visuals

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