



CONFERENCE ANNOUNCEMENT

“Cultural Heritage and the EU-2020 strategy – towards an integrated approach”

November 13–14, 2013, Vilnius

The Department of Cultural Heritage under the Ministry of Culture of the Republic of Lithuania has the honour of inviting you to the international conference *“Cultural Heritage and the EU 2020 strategy – towards an integrated approach”*, that will be held within the framework of the Lithuanian Presidency of the EU Council, on November 13–14, 2013 in Vilnius, Lithuania.

Despite its significant omnipresence in all aspects of the human existence, cultural heritage is generally approached as an isolated object that receives a lower priority in the decision-making process of other policy fields. This situation limits the use of the potential of cultural heritage for stimulating jobs and economic growth.

With the aim to put cultural heritage at the heart of the public policy agenda and strengthen its position in other sectors, this conference has an ambition to reach as many parties involved as possible. The discussion will involve professionals and policy makers representing different key stakeholders: representatives of European Commission, European Parliament, ministries, government agencies, civil society, experts, researches and academicians.

The agenda will include three thematic workshops on the added value of cultural heritage in three policy fields: environment, cohesion and agriculture. The conference approach will enable the participants to set up interaction between the cultural heritage sector and other European Union policy domains to which it is closely related, and learn more about their challenges, aims and trends. Participants will discuss the wide range of opportunities for cultural heritage to contribute to the emergence of creative ecosystems conducive to smart, sustainable and inclusive growth across Europe. A strategy can be developed to better integrate cultural heritage in other policy areas and mainstream it in the EU-policy framework by using cultural heritage as a resource for promoting the objectives of EU 2020.

The conference will be concluded with a final statement and specific recommendations on how to put the mainstreaming principle into practice. In addition, the Lithuanian Presidency will present a proposal relating to future Council Conclusions during subsequent EU-Presidencies on cultural heritage in a strategic perspective, providing a long term mandate to work on cultural heritage issues.

More details about the Conference and all the practical information will be provided on the website www.kpd.lt (a special Conference website is being prepared).

We are looking forward to seeing you in Vilnius.



Photo: Vilnius Tourist Information Centre & Convention Bureau