

EFFORTS NEWSLETTER nr. 6
SEPTEMBER 2018

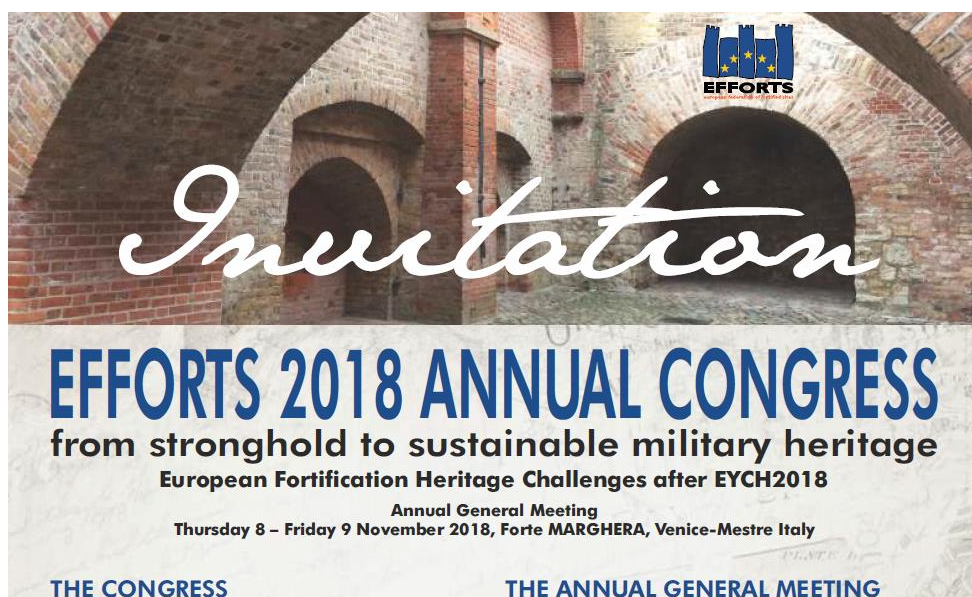


A WORD FROM THE PRESIDENT

Dear members and sympathisers,



I want to thank you for your continued efforts during the last months, working with us in the organisation of the **EFFORTS Congress** and its **Declaration of Venice**, and the **EFFORTS Annual General Meeting (AGM)**. We are working hard towards an ensured success with our dedicated team and high quality speakers, as you can see in the invitation, draft programme and the text of the draft **Declaration of Venice, for you to amend**, on www.efforts-europe.eu. 's Hertogenbosch and Bergen op Zoom assured with Forte Marghera the budget for these events and they will be a great success. They will bring EFFORTS well into 2019, with vision and in the presence of our European friends and colleagues.



EFFORTS members and interested partners are invited to share this invitation and to publish Congress information on your website and social media outlets. **EFFORTS** wants the broadest range of **opinions on the draft Declaration of Venice**, the backbone of the Congress. The Declaration will result in the EFFORTS position to be presented to our stakeholders and to the European Commission. You can send your remarks and ideas to our Brussels liaison: rafael.deroo@efforts-europe.eu mentioning 'Declaration of Venice amendments'.

Please find all information on the Declaration, draft Congress programme, the AGM agenda and guidelines, on the EFFORTS website <http://www.efforts-europe.eu/annual-congress/>

May I also remind you that **all Board-member-candidates, send their cv and motivation to info@efforts-europe.eu by 8 October at the latest**. The AGM will elect the whole, new, board on 8 November. The AGM will be open to all members and focus on the necessary information to the members and the election of new board members. All AGM guidelines and info can be consulted on the EFFORTS website.

Next to our Congress, EFFORTS at this moment is organizing the **first European Fortress Day**. This is a product of our last Congress in Berlin in 2017 and I am particularly proud that, together with our EFFORTS member *Stichting Liniebreed Ondernemen*, 69 participants from 9 countries are participating in this September European event ! For this reason we put SLO in the spotlight in our *EFFORTSnapshot* in this Newsletter.

Check also under our new addition to the Newsletter, *EFFORTSearch*, a proposal for European cooperation of our member **Culemborg**.

See you in Venice in November !

Frank Petter
Mayor of Bergen-op-Zoom, Netherlands
President of EFFORTS

2018 : SEPTEMBER : the *first* EFFORTS EUROPEAN FORTRESS DAY



We are 69 fortresses in 9 European countries doing the first EUROPEAN FORTRESS DAY 2018 !

Thank you for working with EFFORTS, the European Federation of Fortified Sites on the organisation of this first European Fortress Day ! You are the pioneers !

EFFORTS, the European Federation of Fortified Sites, together with the Dutch foundation *Stichting Liniebreed Ondernemen* (SLO) has created, together with you, fortress and fortified sites, this new event and the edition of the first European Fortress Day now in September 2018.

2018, the European Year of Cultural Heritage, is at the basis of this initiative that wants to show this great pan-European heritage to all citizens. This means that we are coupling European Fortress Day to the European Heritage Days. 'Days' indeed, since not all countries organize their Heritage Day at the same Day in September. This way your European Fortress Day activity will be easier to catch on in your city or region. This year, European Heritage Days have a fitting theme : 'In Europe' !



Are you participating in European Fortress Day? Do not forget to :

- **USE THE HASHTAGS** #europeanfortressday #eych2018 #europeforculture #effortseurope in all your webcommunications.

- **GET your DIGITAL FLYER** at www.europeanfortressday.eu

- **LOAD THE COMMUNITY** Feed the 'Linie' community (for Dutch members of SLO) or the EFFORTS community (by sending photos to info@efforts-europe.eu). We will make sure that your activity is highlighted at the international website of European Fortress Day.

- **USE THE LOGO** Insert the European Fortress Day log in all communication material, like the EUROPEAN HERITAGE DAYS. This is free publicity and it is a fitting connection to the European fortress theme. Make an online flyer and present your activity in the online media. And of course, you can put up a banner on your website to highlight your European involvement. The logo can be downloaded via www.europeanfortressday.eu

or via www.efforts-europe.eu

+USE OUR SHORT PAN EUROPEAN FILM has been made and is available on <https://youtu.be/z7vjAt8g8zE> and on the europeanfortressday.eu website !

And we would be very interested in getting **feedback** from you : photos, articles, social media posts, and all your remarks on the EFD itself.

Do not forget : we can do more with European support. We are applying for this for next year. This means we have to use – already now hashtags, photos, articles, fb and Instagram posts, logos (in annex) that we can show in the feedback for this EFD 2018, to be used afterwards for the project dossier for 2019.



www.europeanfortressday.eu www.forten.nl www.efforts-europe.eu

If you have questions, please contact : info@efforts-europe.eu

SLO members contact juke@liniebreed.nl

MEETING PLACE BRUSSELS

Are you in Brussels anytime ? Need an ad-hoc workspace for a few hours or need to make a few copies ? We are happy to receive you @ the EFFORTS office in Brussels at Trierstraat 67 rue de Trèves, 1040 Brussels (around the corner from the European Parliament). You can make an appointment at rafael.deroo@efforts-europe.eu (EU liaison). Also: if you need help contacting an EU official, service or a Member of the European Parliament or you need info on finding your way around Brussels, contact the same mail address.

EFFORTSnapshot

Juke van Niekerk and Titia de Zeeuw, European Fortress Day 2018



Juke van Niekerk (center) and Titia de Zeeuw (left) of Stichting Liniebreed Ondernemen (SLO) are in a team of three and together with the EFFORTS secretariat, the power behind the organisation of the **EFFORTS European Fortress Day**, organised this month for the first time in 9 European countries. Dutch SLO stands for heritage preservation by means of sustainable, socially responsible and economic use of Dutch Forts and Waterlines. SLO supports entrepreneurship, takes care of national marketing and communication for forts and waterlines, connects markets and governments, boosts collaboration and offers a helping hand with product development.

Founded with financial support of Europe, SLO developed a lively network of heritage entrepreneurs, owners, governments and volunteers. Working all together to get forts, fortresses and waterlines in the picture of a wide audience. As EFFORTS member, we are proud to use our own national model by being EFFORTS of assistance with the organization of the first European Fortress Day! And we are looking forward to see you all in November in Venice to evaluate this first joint event that is our European Fortress Day!

EFFORTSearch FOR EUROPEAN COOPERATION : CULEMBORG

The town of and EFFORTS member Culemborg (Netherlands) is looking via EFFORTS for European partners in a fortified heritage Virtual Reality project.



Culemborg is a vital town that wants to present its hospitality with its historical identity. The city wants to address the attractiveness in spatial planning of the historical structure and locations. The area development of the past 10 years has been very successful. Culemborg has invested in the defence line 'New Dutch Waterline'. Partly due to the restoration of historical elements, but much more it was the unpacking of the historical sites and landscape instead of development. Culemborg will also start for instance a project of renewing the entrances of the historic city. Not by rebuilding the gates but to reconstruct hospitable city entrances. Together with the investments in the historic streets and the market square, this forms a recovery plan for the historic city center. Culemborg will invest € 1,5 mln. itself in this. Also, Culemborg is setting up a virtual reality heritage project: the return of **Cuylenborgh castle as a Virtual Reality castle**.



The castle Cuylenborgh played a major role in the history of Culemborg between 1270 and 1675. Disappeared since long, the most valuable historical site of Culemborg is now a cultural city park. The city wants to bring this fortified heritage back to life through Virtual Reality. "A lot of Virtual Reality (VR) has been researched in recent years. One of the most important conclusions is that a movie is something you have seen and VR is something you have experienced. If you do it the right way, a visit to the VR castle is just as valuable as a visit to a preserved stone castle. We also want to add education to the VR so that visitors can really learn something from a visit to our castle." The VR experience is shown on the spot where the castle used to be. **Via EFFORTS, Culemborg municipality is now looking for European partners for this common Digital Economy or Structural Funds project.**

Contact: Sander Booms, s.booms@culemborg.nl – Tel: +31631632615

EUROPEAN REGIONS RESEARCH and INNOVATION NETWORK (ERRIN)



ERRIN European Regions
Research and Innovation Network

On 10 September, the EFFORTS EU Office met with the ERRIN Management Board member Dr. Martina Hilger, Science and Culture representative from the City of Bremen (Germany). ERRIN, the European Regions Research and Innovation Network, is a Brussels-based platform that gathers together more than 130 regional organisations in 24 European countries. ERRIN aims to strengthen the regional and local dimension in the EU Research and Innovation policy and programmes. It promotes knowledge exchange between its members, focusing on joint actions and strategic partnerships to strengthen regional research and innovation capacities and thereby foster sustainable and inclusive growth in regions.

ERRIN will inform, at its 11 September Opening Science and its 16 September Experience Economy working groups dealing with Creative industries, its members on EFFORTS activities and interests, that is: the EFFORTS annual congress, the Walls&Peace Brussels start event of Atlantikwall Europe and EFFORTS and the EFFORTS continuous partnership search between regions in fortified heritage sectors. See also: www.errin.eu

CREATIVE EUROPE European Parliament Consultation : message Europa Nostra and Heritage Alliance 3.3 :



Co-funded by the
Creative Europe Programme
of the European Union



The European Parliament Rapporteur on the **Creative Europe programme 2021-27**, Silvia Costa (Italy), and invited as keynote speaker at the November EFFORTS Congress, is consulting with stakeholders from the cultural sector on 25 September with a view to preparing the draft report for the European Parliament. As coordinator of the European Heritage Alliance, with EFFORTS as a member, Europa Nostra speaks at this meeting and can convey your messages. If you have any specific input to be voiced at this meeting or any questions relating to the subject, please send it to info@efforts-europe.eu before Friday 21 September.

Useful links:

European Commission press release announcing programme proposal - [here](#)
legislative proposal - [here](#)
factsheet - [here](#)

HORIZON EUROPE : research and creativity for heritage

Boosting creativity and preserving cultural heritage: the innovative potential of Cultural and Creative Industries : EFFORTS gives the floor to Christian Ehler, European Parliament Horizon Europe rapporteur in his report on the European Commission's proposals for the new EU Research Programme :

"Cultural and creative industries (CCIs) are those based on cultural values, individual creativity, skills and talent with the potential to create wealth and jobs. They include architecture, archives and libraries, artistic crafts, audio-visual (including film, television, video games and multimedia), cultural heritage, design, fashion, festivals, music, performing arts, books and publishing, radio and visual arts. Creativity is a key factor in the digital revolution, not only for the value it brings but due to its irreplaceable contribution to a changing society where artificial intelligence is transforming the needed skills. CCIs are a driver for growth and have an impact on innovation in many industries, e.g. the wider use of design in manufacturing industries (automotive, aeronautics, medical, consumer products) add value to products, services, technologies, processes and market structures. The European Parliament has already recognized the potential for CCIs in its report "on a need for a coherent EU policy of cultural and creative industries". Innovative and research-oriented European CCIs are also able to preserve linguistic and cultural diversity and pluralism. In Horizon Europe, the innovative potential of CCIs should be fully exploited by establishing creativity and design as a cross-cutting issue that will be integrated in projects throughout the programme in order to foster new technologies, business models and competences as well as translate creative and interdisciplinary solutions into economic and social value. Cultural Heritage is an integral part of the CCIs and its exploitation and preservation should be strengthened. In order to facilitate research collaboration, exchange of know-how and traditional skills and content, the Rapporteur has also proposed that a "Cultural Heritage Cloud" should be created."

MEMBERSHIP : URGENT REQUEST

Since December 2017 and again in July and in August 2018 all prospective members have received a call for paying the membership fee. If you have been active and have not received our request, please send a message to the secretariat. Please pay the fee as soon as possible. On request we can make you an invoice. You will get a confirmation letter after payment. **REMEMBER : only 2018 EFFORTS Members can vote at the AGM in November.**

EFFORTS AGENDA

- **EFFORTS – going on now in September: Heritage Days in most parts of Europe. EFFORTS organises for the FIRST TIME : the EUROPEAN FORTRESS DAYS** : open your site and promote EU cooperation. See above for more info.
- **Committee of the Regions (CoR) on Tuesday, 11 September 2018** : EFFORTS participates in the **Stakeholder Meeting on 'Creative Europe and A New European Agenda for Culture'** (see documents **European Commission** : COM(2018) 366 final, COM(2018) 267 final. CoR Rapporteur: János Ádám Karácsony (Hungary/EPP)



Committee of the Regions rapporteur J. Karacsony agrees to be present at the EFFORTS Congress, with EFFORTS EU Liaison Rafaël Deroo.

- **Europa Nostra consultation with MEP Siliva Costa on the new Creative Europe Programme 2021-2027.** Efforts members can send to info@efforts-europe.eu their input.
- **European Week of Regions and Cities 2018 on 8-11 October 2018** (see Committee of the Regions -CoR -website) takes place under the headline 'For a strong EU Cohesion Policy beyond 2020'. A specific focus is on these 3 thematic clusters : Territorial development (regional, urban, rural), Future of cohesion policy, EU budget and Education, culture and youth. It also coincides with the 30th anniversary of cohesion policy. During the European Week, the European Committee of the Regions will adopt an opinion on the Future of Europe and the CoR President will give his address on the State of the Union. EFFORTS participates in a workshop, organised by the European Commission on Adaptive Re-use, of Military buildings, but also of religious and industry buildings

EFFORTS Week of 8-11 October : The Open Board meeting in Brussels that week as earlier announced, is annulled : the next Open Board meeting is planned in March 2019, to be confirmed

- **Future of Religious heritage bi-annual congress in Paris** : EFFORTS EU-Liaison R. Deroo is invited to speak on 'Difficult heritage'. More info and programme on www.frh-europe.eu.
- **EFFORTS 8-9 November : EFFORTS Annual CONFERENCE and General Meeting** (preceded by EFFORTS Board meeting on 7 November).




- **Architect Council of Europe (ACE) congress on 23 November in Leeuwarden, Netherlands :** **EFFORTS (Huibert Crijns)** is invited to speak, with colleague associations like Future of Religious Heritage, on European built heritage.
- **EFFORTS / Atlantikwall Europe Start Event, November in the Museum of European History of the European Parliament** (end of November, date soon to be determined).
- <http://europeanheritagealliance.eu/events/>
- <http://www.internationalfortresscouncil.org/calendar.html>
- <https://www.icomos.org/en/about-icomos/committees/regional-activities-europe/39374-upcoming-events-save-the-date>

Members can send the secretariat info on calls and events that are of interest to all EFFORTS members, to be published here in the newsletter or, on request, by urgent mail by the secretariat to all or a group of members. This information may become the object of a Newsflash. Members of EFFORTS participating in events are kindly invited to share information they gather to the secretariat for further dissemination in the newsletters.

EFFORTS NEWSLETTER nr. 7: NOVEMBER 2018. Send in your information by 15 November.

For more information and all other newsletters, see the EFFORTS website : www.efforts-europe.eu

 Follow, like and share EFFORTS on facebook : <https://www.facebook.com/effortseurope/>

PRIVACY POLICY

EFFORTS collects, use and stores the personal data transmitted to us in accordance with legislation, and, in particular, Reg. 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and the free movement of such data (GDPR). If you have questions about or objections to the use of your data, please contact us by e-mail at:

EFFORTS contact secretariat at Trierstraat / rue de Trèves 67 in 1000 Brussels : info@efforts-europe.com / rafael.deroo@efforts-europe.eu - T : +32.(0)477.623.792



Efforts is member of the **European Heritage Alliance 3.3**