PUBLIC CONSULTATION ON THE EUROPE 2020 STRATEGY

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Country of residence: **England**

Language of your contribution: English

Type of organisation:

☐ *Member State*

☐ *Public authority*

☐ *Registered organisation*

☐ *Registered company*

☐ *Individual citizen*

☐ *Non-registered organisation/company*

X *Other, please specify:*

Professional Body

Main area(s) covered by your contribution:

☐ *Economic and financial affairs*

☐ *Competitiveness*

☐ *Industry*

☐ *Single market*

☐ *Employment*

☐ *Research, development and innovation*

☐ *Digital economy*

☐ *Climate, energy and resource efficiency*

☐ *Education*

☐ *Poverty/social exclusion*

X *Other, please specify:*

Cultural heritage

Register ID number (if you/your organisation is registered in the Transparency register):

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Your reply:

X *can be published with your personal information*

☐ *can be published in an anonymous way*

☐ *cannot be published*

A) Background for the public consultation:

The Europe 2020 strategy was launched in March 2010 as the EU's strategy for promoting smart, sustainable and inclusive growth. It aims to achieve a knowledge-based, competitive European economy while preserving the EU's social market economy model and improving resource efficiency. It was thus conceived as a partnership between the EU and its Member States driven by the promotion of growth and jobs.

The Europe 2020 strategy is built around five headline targets in the areas of employment, research and development, climate and energy[1], education and the fight against poverty and

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[1] In January 2014 the Commission launched a framework for energy and climate policies up to 2030. A reduction in greenhouse gas emissions by 40% below the 1990 level, an EU-wide binding target for

social exclusion. The strategy also set out a series of action programmes, called "flagship initiatives", in seven fields considered to be key drivers for growth, namely innovation, the digital economy, employment and youth, industrial policy, poverty and resource efficiency. The objectives of the strategy are also supported by action at EU level in areas such as the single market, the EU budget and the EU external agenda.

The Europe 2020 strategy is implemented and monitored in the context of the European Semester, the yearly cycle of coordination of economic and budgetary policies at EU level. The European Semester involves discussion among EU institutions on broad priorities, annual commitments by the Member States and country-specific recommendations prepared by the Commission and endorsed at the highest level by leaders in the European Council. These recommendations should then be taken on board in the Member States' policies and budgets. As such, together with the EU budget, the country-specific recommendations are key instruments for the implementation of the Europe 2020 strategy.

After four years, the Commission has proposed, and the European Council of 20-21 March 2014 has agreed, to initiate a review of the Europe 2020 strategy. On 5 March 2014, the Commission adopted a Communication "Taking stock of the Europe 2020 strategy for smart, sustainable and inclusive growth" (Communication and Annexes). drawing preliminary lessons on the first years of implementation of the strategy. Building on these first outcomes and in a context of a gradual recovery of the European economies, it is time to reflect on the design of the strategy for the coming years.

Through these questions, we are seeking your views on the lessons learned from the early years of the Europe 2020 strategy and on the elements to be taken into account in its further development, in order to build the post-crisis growth strategy of the EU.

B) Questions:

1) Taking stock: the Europe 2020 strategy over 2010-2014

Content and implementation

- For you, what does the Europe 2020 strategy mean? What are the main elements that you associate with the strategy?

  Europe 2020 should provide a blueprint for growth, but not growth at any costs. It is intended to facilitate smart, inclusive and, above all, sustainable growth. However, the failure of the strategy adequately (or in any meaningful way) to address cultural heritage (including the historic environment) in its assessment, targets and initiatives casts serious doubt upon its claims to foster sustainable growth.

  The Council of the European Union's recent *Conclusions on cultural heritage as a strategic resource for a sustainable Europe* (EDUCATION, YOUTH, CULTURE and SPORT Council meeting, Brussels, 20 May 2014) emphasised that the resources representing Europe's cultural heritage *'are of great value to society from a cultural,*

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renewable energy of at least 27% and renewed ambitions for energy efficiency policies are among the main objectives of the new framework.

environmental, social and economic point of view and thus their sustainable management constitutes a strategic choice for the 21st century' (paragraph 2). The Conclusions go on to stress that *'cultural heritage is a major asset for Europe and an important component of the European project'* (paragraph 3) and to identify the *'specific role'* that cultural heritage has to play *'in achieving the Europe 2020 strategy goals for a "smart, sustainable and inclusive growth" because it has social and economic impact and contributes to environmental sustainability'* (paragraph 7). The Council of the European Union calls upon the Commission (amongst other things) to *'take into account, in the review of the Europe 2020 strategy, the contribution of cultural heritage in achieving the strategy's goals'* (paragraph 27).

In IfA's view the current Europe 2020 strategy singularly fails to take into account this contribution.

- Overall, do you think that the Europe 2020 strategy has made a difference? Please explain.

  Not as regards the historic environment – see above.

- Has the knowledge of what other EU countries are doing in Europe 2020 areas impacted on the approach followed in your country? Please give examples.

  No comment.

- Has there been sufficient involvement of stakeholders in the Europe 2020 strategy? Are you involved in the Europe 2020 strategy? Would you like to be more involved? If yes, how?

  IfA is not currently involved in the Europe 2020 strategy, quite possibly because its targets and initiatives fail effectively to address the contribution of the historic environment to smart, sustainable and inclusive growth.

Tools

- Do the current targets for 2020 respond to the strategy's objectives of fostering growth and jobs? [Targets: *to have at least 75% of people aged 20-64 in employment; to invest 3% of GDP in research and development; to cut greenhouse gas emissions by at least 20%, increase the share of renewables to 20% and improve energy efficiency by 20%; to reduce school drop-out rates to below 10% and increase the share of young people with a third-level degree or diploma to at least 40%; to ensure at least 20 million fewer people are at risk of poverty or social exclusion*].

They may respond to the objectives of fostering growth and jobs, but they do not do so in a way that is truly smart, sustainable and inclusive. They fail effectively to address the contribution of the historic environment in this regard, for instance, addressing environmental sustainability only in terms of climate change and resource efficiency. Climate change and resource efficiency are extremely important, but there are other aspects of environmental sustainability (such as the management and protection of the historic environment) which need to be addressed. Furthermore, the objectives fail adequately or at all to acknowledge and reflect the social and economic role of cultural heritage (as highlighted in paragraphs 5 and 6 of the Council of Europe's Conclusions cited above), for instance, in terms of tourism, regeneration, education and well-being.

- Among current targets, do you consider that some are more important than others? Please explain.

  No, but further targets should be identified relating to cultural heritage and reflecting its value to society from an *'environmental, social and economic point of view'* (see above).

- Do you find it useful that EU-level targets are broken down into national targets?

  Yes.

- If so, what is, in your view, the best way to set national targets?

  So far as the historic environment is concerned, targets should be set nationally upon the advice of relevant governmental heritage agencies and other stakeholders.

- So far, have the national targets been set appropriately/too ambitiously/not ambitiously enough?

  No comment as regards the current targets, but IfA would like to see further targets identified to reflect the importance of cultural heritage in achieving smart, sustainable and inclusive growth.

- What has been the added value of the seven action programmes for growth? Do you have concrete examples of the impact of such programmes? [*"Flagship initiatives": "Digital agenda for Europe", "Innovation Union", "Youth on the move", "Resource efficient Europe", "An industrial policy for the globalisation era", "Agenda for new skills and jobs", "European platform against poverty"*].

  No comment.

2) Adapting the Europe 2020 strategy: the growth strategy for a post-crisis Europe

Content and implementation

- Does the EU need a comprehensive and overarching medium-term strategy for growth and jobs for the coming years?

  Yes, provided that such strategy is framed in such a way as to facilitate growth which is smart, sustainable and inclusive in all respects.

- What are the most important and relevant areas to be addressed in order to achieve smart, sustainable and inclusive growth?

  The contribution of cultural heritage to achieving the strategy's goals.

- What new challenges should be taken into account in the future?

  The increasing threat to government services (both at a national and a local level) through prolonged exposure to extreme financial constraints.

  In the context of the historic environment smart, sustainable and inclusive growth cannot realistically be achieved without the active involvement of national and/or local government. However, in the United Kingdom, local government archaeological and historic environment services are under intense pressure and in some instances have closed completely. This ultimately delays and frustrates the delivery of sustainable development.

  This challenge could be addressed by requiring those making decisions in the planning and related processes to have access to and take into account relevant information and expertise relating to the historic environment. In the United Kingdom, this could be achieved, for instance, by requiring local authorities to have access to up-to-date Historic Environment Records supported by expert staff.

- How could the strategy best be linked to other EU policies?

  Sustainable growth needs to be clearly defined and linked to sustainable development as it is understood in the spatial planning and related processes (both on land and at sea). This includes the Environmental Impact Assessment and Strategic Environmental Assessment regimes.

- What would improve stakeholder involvement in a post-crisis growth strategy for Europe? What could be done to increase awareness, support and better implementation of this strategy in your country?

So far as the historic environment sector is concerned, making the strategy more directly relevant to cultural heritage and publicising that relevance in a national context would increase awareness and stakeholder involvement.

Tools

- What type of instruments do you think would be more appropriate to use to achieve smart, sustainable and inclusive growth?

  Instruments which encourage and facilitate appropriate management of the historic environment at a national and local level would be particularly welcome (in addition to those measures which are required to prohibit inappropriate behaviour).

  Accreditation is a specific mechanism which should be used more widely to ensure that archaeological work is carried out by competent practitioners to professional standards, thereby facilitating the timely delivery of sustainable development and contributing to smart, sustainable and inclusive growth. IfA provides Standards and guidance for archaeological work (see http://www.archaeologists.net/codes/ifa) and accredits archaeologists (http://www.archaeologists.net/regulation/accreditation) and registers archaeological organisations (http://www.archaeologists.net/regulation/organisations).

- What would best be done at EU level to ensure that the strategy delivers results? What would best be done at Member State level?

  Requirements such as the need for archaeological work to be carried by accredited practitioners should be introduced at EU level with the details to be elaborated at Members State level.

- How can the strategy encourage Member States to put a stronger policy focus on growth?

  By ensuring that there is a balanced approach to sustainable growth which will help to allay environmental concerns.

- Are targets useful? Please explain.

  Yes, but they have to be the right targets.

- Would you recommend adding or removing certain targets, or the targets in general? Please explain.

IfA recommends adding a target or targets reflecting the role of the historic environment in achieving smart, sustainable and inclusive growth, for instance, through its management and protection of cultural assets and its contribution to

- o regeneration and place-making

- o well-being and sense of belonging

- o tourism and other sources of revenue

- What are the most fruitful areas for joint EU-Member State action? What would be the added value?

  No comment.

3) Do you have any other comment or suggestion on the Europe 2020 strategy that you would like to share?

The Institute for Archaeologists (IfA) is a professional body for the study and care of the historic environment. It promotes best practice in archaeology and provides a self-regulatory quality assurance framework for the sector and those it serves.

The IfA has over 3,000 members and more than 70 registered practices across the United Kingdom. Its members work in all branches of the discipline: heritage management, planning advice, excavation, finds and environmental study, buildings recording, underwater and aerial archaeology, museums, conservation, survey, research and development, teaching and liaison with the community, industry and the commercial and financial sectors.

IfA has successfully petitioned for a Royal Charter of Incorporation which was granted on 03 June 2014.

Thank you for completing the questionnaire. Please send your contribution, along with any other documents, to SG-EUROPE2020-CONSULTATION@ec.europa.eu.