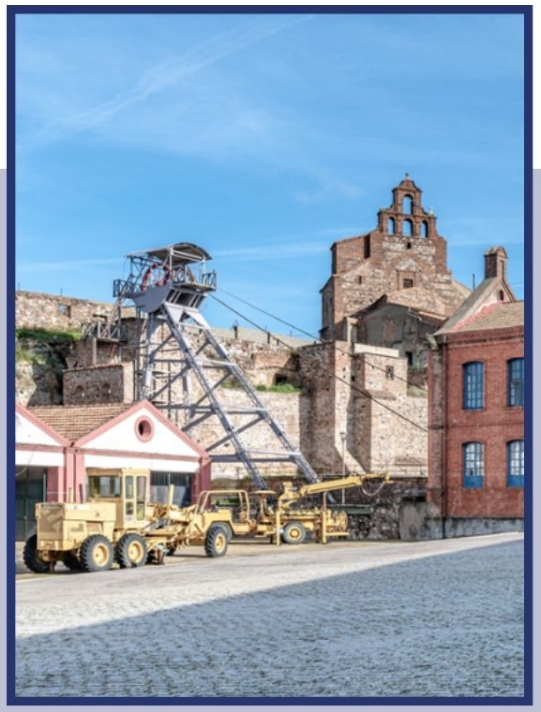
INTEGRATING EUROPEAN VALUES INTO CULTURAL HERITAGE

Real Hospital de Mineros de San Rafael and Parque Minero de Almadén

16th and 17th October 2025



PATRIMONIO NACIONAL

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SELLO DE PATRIMONIO EUROPEO

EHLBUREAU

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REPORT OF THE 2ND IVEPC MEETING[1]

INTEGRATING EUROPEAN VALUES INTO CULTURAL HERITAGE: A STRATEGIC CHALLENGE FOR THE FUTURE OF EUROPE

Real Hospital de Mineros de San Rafael and Parque Minero de Almadén
(16th and 17th October 2025)

The 2nd IVEPC Meeting at the Real Hospital de Mineros de San Rafael and the Parque Minero de Almadén, both certified with the European Heritage Label, continued the process initiated at the Monastery of San Jerónimo de Yuste, also a European Heritage Label site, consolidating a European dialogue space focused on integrating European values into cultural heritage. The initiative brought together managers of European Heritage Label (EHL) sites, institutional representatives, coordinators of the Council of Europe's Cultural Routes, heritage experts, academics, and cultural sector professionals. Its aim was to advance and explore strategies, challenges, and opportunities for the practical translation of **European values** —*democracy, human rights, cultural diversity, solidarity, equality, and progress*— into the field of cultural heritage and the actual management of heritage, particularly at EHL sites, and to generate concrete proposals that strengthen cooperation, communication, sustainability, and citizen participation. European values thus served as a cross-cutting framework for reflecting on heritage practices, interpretive narratives, and opportunities for cooperation among the various participants.

The choice of Almadén as the venue, a European benchmark in industrial heritage, was not merely symbolic: its dense historical, scientific, and industrial legacy allowed for an in-depth exploration of how a heritage site can connect with broader European narratives, as well as the specific challenges facing contemporary industrial heritage from territorial, social, and scientific perspectives.

The meeting was organised in three phases or blocks, each addressing the different topics the event aimed to cover:

- **Block 1:** Reflection on the conclusions of the Yuste meeting and identification of European values in cultural heritage.
- **Block 2:** Cooperation, challenges, and tools (including digital tools) for integrating European values.
- **Block 3:** The European dimension of the Parque Minero de Almadén, challenges of industrial heritage, and new communication tools.

This report presents the main content, conclusions, recommendations, and examples shared during the meeting, both for each of the blocks and more generally at the conclusion of the event.

[1] [1] Report translated from Spanish (original version) into English by Verónica Guillén Melo. European and Ibero-American Academy of Yuste Foundation.

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IVEPC (II) IN 15 SENTENCES

"Europe is built every day through memory, culture, and active citizenship".

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"EHL sites must create clear narratives to explain what Europe means. If we cannot explain the significance of European values, we will hardly be able to convey them through heritage".

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"There is no European identity without heritage education".

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"Europe is not built only from the major capitals, but also from rural areas".

***

"Digitalisation is not an add-on: it is the new way of accessing heritage".

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"Young people are not a future audience: they are the present audience. They are indispensable: if they do not make heritage their own, it will have no European future".

***

"The EHL sites must show not only their local value, but also their role in Europe's shared history".

***

"Archives support democracy because they preserve people's rights. They are a democratic tool: they open the doors of documentary heritage to all citizens".

***

"We cannot assume that visitors know what the European Heritage Label is: it must be explained, presented, and made visible".

***

"Industrial heritage is also European identity: work, science, innovation, social progress. This heritage demands new narratives of innovation, not nostalgia".

***

"We need shared narratives, not isolated stories; Europe is a connected history".

***

"Educational projects must inspire: a school play can convey Europe better than a leaflet".

***

"Cooperation is not an option: it is the very essence of the European Heritage Label".

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"Behind cultural heritage are people. We need to tell their story".

***

"Our cultural heritage must be a place where history is lived, where history becomes a reality today, and where it helps to shape our future".

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1. REFLECTION ON THE CONCLUSIONS OF THE 1ST MEETING AND FOUNDATIONS FOR INTEGRATING EUROPEAN VALUES INTO CULTURAL HERITAGE: EXPLORING EUROPEAN HERITAGE COOPERATION

The first session went deeper into the lessons from the previous meeting in Yuste, reviewing the key topics: European values, territorial identity, sustainability, communication, and cooperation.

The open dialogue format allowed those responsible for different European Heritage Label (EHL) sites and experts to share experiences, good practices, and real difficulties. The need to move from the abstract level of European values to their **operational implementation** in the daily management of cultural heritage was emphasised. Likewise, the importance of a territorial approach, the rural dimension, cooperation between institutions, and the transformative potential of multilevel cooperation between European Heritage Label sites and other European cultural actors was underlined. Funding opportunities, shared dissemination strategies, challenges in identifying European values in heritage sites, and ways to strengthen citizen participation —especially of young people— in the process of building an inclusive European identity were also addressed.

1.1. Topics addressed

1) Review of the outcomes of the first meeting in Yuste

- The importance of European values applied to real-life cases was highlighted.
- Likewise, the need to establish a practical and common approach across EHL sites was emphasised.
- Finally, the added value provided by the open format and methodology used was recognised, without formal presentations, but rather focused on shared reflections, as well as the need for more spaces of this kind in the future.

2) European Values in cultural heritage

Participants emphasised the need to:

- **Clarify and translate** European values —democracy, solidarity, justice, cultural diversity, equality— into **language accessible to the general public, while also taking into account other values intrinsic to the European Heritage Label sites themselves (e.g., green or sustainability values)**.

- To achieve this, the following was highlighted as necessary:

  - Integrate them into talks, exhibitions, and activities aimed at visitors;
  - Create historical narratives that explain the evolution of European thought;
  - Contextualise common social processes (migrations, cultural exchanges, the construction of the modern State, democratic memory);
  - Incorporate inclusive and multilingual approaches;
  - Differentiate target audiences (older people, young people, children, groups with diverse abilities).
  - Develop values-based education at all levels, from primary school to university, making this a central axis for the consolidation of European values in the present and future.

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- Likewise, the relevance of the Faro Convention (2005) was emphasised as a conceptual framework for integrating European values (democracy, human rights, the rule of law) into cultural heritage.

3) Territorial Identity and the Rural Sphere

- It was emphasised that European identity is also shaped in small, rural, and industrial territories, and attention must also be given to these places, which possess significant cultural heritage where our individual and shared identities are defined.
- To achieve this, the focus needs to be on people and communities: identity, social cohesion, intercultural dialogue, participation, and inclusion.
- Yuste and Almadén were cited as good examples of peripheral spaces, located in rural settings, with profound European significance.

4) Sustainable Cultural Tourism

- The need was identified to balance promotion, carrying capacity, environmental and temporal sustainability, and the preservation of the territory at a local level.
- It was noted that heritage tourism should explicitly link European values and related sustainability criteria, using the 2030 Agenda and the Sustainable Development Goals as a guide or reference.
- The importance of cultural heritage as a human right and as a resource for sustainable development was emphasised, with reference to the Faro Convention.

5) Communication and Visibility

- It was reiterated that EHL sites need to improve their narrative, digital accessibility, and ability to attract new audiences.
- The importance of tailoring communication according to the audience —older people, young people and children, or people with disabilities— using different methodologies was emphasised.

6) Cooperation, Governance, and European Networks

- The need to cooperate with other initiatives and institutions connected to cultural heritage was highlighted, such as the Council of Europe Cultural Routes or historical archives. Platforms like PARES and Europeana were identified as key tools for this purpose.
- The need to promote transnational cooperation was also recalled, taking advantage of the opportunities offered by European programmes such as Erasmus, Creative Europe, CERV, Horizon Europe, and other educational initiatives, as they provide a favourable framework for EHL sites to develop joint projects —from shared exhibitions to teaching innovation, advanced digitisation, and cultural sustainability strategies. Examples include:

    - **Creative Europe**, the main source of European cultural funding, it supports transnational cooperation projects involving up to three countries, with 80% co-financing.
    - **Horizon Europe**, through the “Culture, Creativity and Inclusive Society” cluster, funds research and cultural innovation projects with a focus on sustainability, resilience, and digitalisation.

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1.2. Cited Examples

- **Joint concerts between Yuste and Almadén,** used as a cultural tool to strengthen European ties.
- **The loan from the Fugger bankers to Charles V (1520)** and **the transfer of the Almadén mining rights in 1528**: a direct historical example of a pro-European connection between Yuste and Almadén.
- **Sagres Fortress (Portugal):** an example of transnational participation and the valorisation of challenging heritage.
- **Local educational initiatives** mentioned by several participants to foster European identity through schools.
- **"Frontiers of Romanity"** conferences, in collaboration with Spanish and Romanian institutions, to explain European historical connections.
- **Core university subjects such as "History of Europe"** (University of Extremadura), integrating the Bologna framework since 2009.
- **University projects using active methodologies based on gamification** and content creation on European identity, such as the **2025–2026 Teaching Innovation project at the University of Extremadura** to reinforce European identity.
- **State archive programmes** that convey European values through documentary heritage.

1.3. Conclusions

- European values must be clearly defined in order to be communicated effectively to the public, and they should be identified through historical, artistic, and social narratives.
- EHL sites face similar challenges: visibility, European historical storytelling, and engagement with young audiences.
- Rural and industrial heritage plays a key role in explaining Europe from its peripheries.
- Multi-actor and multi-level governance (EHL sites, cultural routes, archives, and local, regional, national, and transnational governments) is essential.
- Transnational cooperation and digitalisation are crucial factors for expanding the European reach, as they amplify the impact of EHL sites as laboratories of European identity.
- Narrative is essential: clear narratives must be constructed about Europe's historical development and its diversity.
- Heritage education must be adapted to different audiences and supported by innovative methodologies.
- It is necessary to strengthen professional meeting spaces between sites to share strategies and common languages.

1.4. Recommendations

- Develop **common narrative manuals** for EHL sites that translate European values into concrete examples.
- Promote **educational programmes** with local schools and Erasmus+, or other European, regional, or national programmes, to explain European values from the territory.
- Create a **European map of historical connections** between sites (such as the Almadén–Fugger–Charles V link).
- Improve **digital presence** and multimedia narrative.
- **Consolidate stable cooperation networks** between national heritage, EHL sites, and cultural routes.
- **Promote joint European projects** involving EHL sites, educational institutions, and archives.

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- Prioritise **multilingualism** and audience-**tailored communication**.
- **Systematise European narratives** to allow shared use.
- Establish an **annual framework of EHL** meetings to align strategies.
- Promote **participatory management** as a requirement to reflect European values, involving communities, researchers, and visitors.
- Encourage **academic visits** to EHL sites and greater **use of existing tools**, such as the "Europe Starts Here!" exhibition.

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2. COOPERATION, INNOVATION, TOOLS AND STRATEGIES TO INTEGRATE THE EUROPEAN VALUES

In the second working session, discussion went into greater depth on how to operationalise cooperation to integrate European values, with particular attention to the educational dimension, youth participation, the relationship between archives and heritage, sustainability and the importance of European networks, as well as the role of documentary heritage in the construction of European identity. Practical examples were provided on how to activate local communities, develop projects with school pupils and use digital platforms (such as PARES or Europeana) to make the European narrative more visible.

2.1. Main Topics Addressed

1) Cooperation between EHL Sites and European Cultural Networks

- The importance of creating synergies between the Council of Europe's Cultural Routes and EHL sites was highlighted.
- There is a clear need for transnational projects that share experiences and activities, as encouraged by the calls promoted by the EHL Bureau, which are expected to continue.
- It is necessary to foster cross-border partnerships and interregional projects that preserve shared historical routes between EHL sites and cultural routes, through cooperation between universities, NGOs and public administrations.

2) Identification of European Values at EHL Sites

- Sites should identify their **European historical, social, scientific or cultural connections**. The example of Almadén illustrates this through science, innovation, the circulation of knowledge, and sixteenth-century financial links.
- Cultural heritage can be used as a tool of civic resistance against extremism, polarisation and democratic erosion. In line with the Porto Santo Charter[2] and the Youth Addendum[3].
- Industrial heritage should serve as a learning space for solidarity, social justice, human dignity and labour rights.
- There is a clear need for heritage sites to act as active spaces of democratic citizenship, not merely as places of memory.

3) Youth Engagement

- Active methodologies were discussed that can contribute to young people's participation and active engagement in promoting European values through cultural heritage, including theatre, story writing, making use of school diaries, and participatory activities.
- It was identified as a priority for young people to internalise European values through experiences rather than through theoretical content alone (tailored guided visits, volunteering, interactive digital content, the development of social media campaigns — involving young people in their design— comic publishing, taking as examples those promoted by the EHL Bureau and other EHL sites, university training programmes, and gamification activities).
- It is essential to develop tools that enable and promote the training of cultural mediators and volunteering linked to cultural heritage and European values.

[2] https://portosantocharter.eu/wp-content/uploads/2025/09/VF_ING_CPS_AD.pdf
[3] https://portosantocharter.eu/the-addendum/

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4) Digital and Sustainable Tools for Heritage and Archives

- The use of the **PARES** portal is recommended as a model for democratic and European access to documentary heritage.
- The potential of new digital visualisations is highlighted, including virtual exhibitions, artificial intelligence and educational interactive tools.
- Emphasis is placed on promoting citizen laboratories as participatory spaces for collaborative heritage projects.
- Several examples are cited as benchmarks in the field of innovation and sustainability, such as:
    - SAGA – Sustainable Archives and Greener Approaches, aimed at strengthening resilience to climate change and disaster risk.
    - Digital Treasures, featuring transmedia exhibitions, games and digital resources.
    - AToM – Archives and Trace of Migration, focused on migratory memory and the creation of shared narratives.

2.2. Cited Examples

- **School dramatisation project** where pupils write their own story about heritage and European values.
- **Thematic school diary** as a tool to bring heritage home and generate family dialogue.
- **Archival search engine** that interconnects Spanish documentation with European platforms.
- **Use cases of artificial intelligence** to visualise historical documents.
- **The Archive of the Crown of Aragón** as a reference for explaining "Unity in Diversity" from a historical perspective, through the coexistence of political traditions, languages and religions within a shared framework; it hosts around 600 researchers annually from various countries and preserves documents inscribed in UNESCO's Memory of the World Register.
- **Theatrical co-creation** in Gladstone Land; "Adopt a Station" in Scotland; Tierra Bobal **destination brand**.
- **Critical example:** local events that instrumentalise history in ways contrary to European values (presented by a participant in the morning session), illustrating the need to strengthen values education.
- **Heritage of Hope: The Abolitionist Legacy in Europe** (Portugal–Spain–Coimbra), focused on human rights and the death penalty.
- **Virtual Exhibitions as a Tool for Networking among EHL Sites**, creating bilingual virtual exhibitions aimed at young people.
- **Network of Universities of the Council of Europe Cultural Routes, which includes, for example, the University of La Laguna representing the European Itinerary of Transhumance Trails**, contributing to heritage management and interpretation, the development of cultural tourism through indicators, the protection of rights linked to cultural heritage, and the development of educational, training and awareness-raising projects, as well as specific teaching programmes such as cultural chairs.

2.3. Conclusions

- Engaging young people is essential and requires creative and participatory methodologies.
- It is necessary to innovate in formats and languages to attract new audiences.
- Digital tools make it possible to bring historical documentation closer and understand European connections, while also allowing more equitable and universal access to documentary heritage.
- Transnational cooperation is not a complement but the core of the EHL.

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- Multilateral educational actions are needed (Erasmus+, exchanges between municipalities, school projects).
- Sustainability and risk management must be integrated into the entire heritage strategy.
- Digital and accessible narrative, but of high-quality and rigorous, as well as engaging is key to a better-informed citizenry connected with Europe.
- Archives are essential drivers of European democratic memory.

2.4. Recommendations

- To develop **common European educational programmes** among EHL sites.
- To create a **European digital repository of best practices linked to cooperation and the promotion of European values through cultural heritage.**
- To develop **new digital cooperation tools** applicable to EHL sites: mobile apps for route tracking, digital platforms for cultural exchange and visibility of intangible heritage.
- To **apply digital resources** (AI, virtual exhibitions, open archives) to connect Europe's past and present.
- To encourage **theatre, storytelling, or multimedia projects** generated by **students**.
- To establish **stable partnerships** with cultural routes and national archives.
- To strengthen EHL projects based on **data, digitisation and sustainability**.
- To stimulate the creation of **citizen laboratories** at EHL sites.
- To integrate **youth strategies** into EHL sites with local, national and European educational initiatives.
- To promote **transnational research** through platforms such as PARES and the European Archives Portal.

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3. INDUSTRIAL HERITAGE, CHALLENGES FOR EHL SITES, AND NEW (DIGITAL) COOPERATION TOOLS

The second day focused on an **on-site exploration of the Parque Minero de Almadén and the identification of its European dimension.**

Following the visit, the challenges inherent to industrial heritage and to industrial and contemporary sites were analysed —from interpretation to their relationship with European values— and new digital and communication strategies were discussed.

The session also addressed the current challenges faced by EHL sites in promoting European values within a context of digital transition, sustainability, accessibility, and engagement with local communities.

The final session was devoted to generating concrete recommendations, consolidating previous contributions and proposals for immediate action.

3.1. Main Topics Addressed

1) European Dimension of Parque Minero de Almadén

- The role of the Almadén Mines in global economic and scientific history was recognised.
- The historical continuity with the figure of Charles V and the Fuggers was highlighted.
- Almadén's deep "European interconnectedness" was emphasised: technology, trade, science, economy, and the development of transnational and transatlantic links.

2) Challenges for EHL Sites, Particularly Industrial Ones

- The narrative complexity and the difficulty of communicating European values by connecting them with historical facts, especially in highly technical or scientific spaces.
- The challenge of abstracting the connection between current European values and the site's historical achievements, including technical innovations, early modern pre-capitalism, and European technological exchanges.
- The perception of industrial heritage as "less aesthetic, less attractive" due to its less natural landscape, association with harsh pre-labour rights working conditions, or memories of exploitation.
- The need to strengthen the human narrative: workers, innovation, and social impact.
- The difficulty of linking industrial or mining heritage to current European commitments of ecological transition: reinterpreting mining sites from a contemporary perspective.
- Challenges of physical accessibility (narrow or complex spaces, mine safety) and conceptual accessibility (technical language).
- Historic industrial sites are often located in degraded and frequently contaminated areas, which represents an additional problem to be addressed.
- Common issues faced by other EHL sites: visibility, funding, maintenance, and territorial integration.
- The difficulty of reaching sites located in remote areas with limited public transport infrastructure, as with the Monastery of Yuste and the Sagres Promontory, which requires developing strategies and methodologies that turn this weakness into a strength and opportunity, making them spaces for reflection and for a slow, immersive enjoyment of historical and cultural heritage.

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3) New (Digital) Strategies and Tools

- It is necessary to develop advanced digitisation of EHL sites aimed at achieving immersive experiences and interactive visualisations.
- Interpretation plans, signage, and accessible narratives need to be improved.
- A stronger focus on scientific and technological education linked to European values of progress and solidarity should be developed.
- The use of AI in PARES is proposed for automatic recognition of historical handwriting.
- Promoting and developing virtual and transmedia exhibitions is recommended, expanding narratives across multiple platforms and media while encouraging active participation.
- Existing tools, such as European archival portals and 3D digitisation platforms, should be leveraged and adapted to EHL sites.
- More digital educational resources should be developed for young audiences.

3.2. Cited Examples

- **Historical panel on the transfer of Almadén to the Fuggers (1528**) as a direct Europe–Almadén connection.
- **Real cases of archival digitisation** presented by the representative of the Archive of the Crown of Aragon.
- **Critical observation:** inappropriate use of history in certain municipalities for purposes unrelated to European values (example cited by a participant in the previous day's morning session).
- **Youth projects such as "Work it Out"** and the creation of youth clubs or young cultural heritage embassies and particularly industrial heritage.
- **European Data Space for Cultural Heritage**, a strategic initiative for the digital transformation of the heritage sector, with calls focused on 3D digitisation, AI, and reuse of cultural content.
- **European Collaborative Cloud for Cultural Heritage (ECCCH)** as an advanced digitisation infrastructure for heritage institutions, with periodic calls such as the recent HORIZON-CL2-2025-01-HERITAGE-03.

3.3. Conclusions

- Industrial heritage is a powerful tool for explaining Europe from the perspective of work, science, and innovation.
- Clear strategies are needed to communicate European values through the mining and industrial narrative.
- Digitisation and advanced heritage visualisation will be essential to attract young people and new audiences, and to convey European values.
- EHL sites require specific action plans that define realistic and measurable measures.
- EHL sites must integrate universal accessibility into their strategies.
- Young audiences require immersive, interactive, and multilingual resources.
- The meeting allowed for the identification of historical connections that should be incorporated into the interpretive narrative of Almadén and other sites.

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3.4. Recommendations

- To strengthen Almadén's European narrative by integrating its key episodes (the Fuggers, global trade, applied science).
- To promote a reading of industrial heritage as a living cultural landscape: sounds, crafts, migrations, social rhythms, and from the human perspective: the memory of workers, migrants, women, and labour struggles.
- To highlight the role of women, migrants, and historically marginalised generations in European industrial development.
- To create immersive interpretive experiences (European audio guides, augmented reality, thematic routes).
- To enhance virtual exhibition projects at EHL sites.
- To establish impact indicators to evaluate the transmission of European values at EHL sites.
- To foster collaboration between archives, museums, and technology centres to develop educational content.
- To develop digital interpretive tools (apps, AI, gamification).
- To prioritise universal accessibility in heritage environments.
- To reinterpret industrial sites within the framework of the European ecological transition.
- To consolidate a final document of recommendations based on the contributions of all participants.
- In the case of the Almadén Mines (and other World Heritage sites), to develop the potential and opportunities of combining their European significance (EHL) with their universal (UNESCO) value to broaden narratives and funding.

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4. General Conclusion, Summary, Final Recommendations, and Next Actions

General Conclusion

The 2nd IVEPC Meeting represented a decisive step in building a shared strategy to integrate European values into cultural heritage management. The combination of theoretical reflection, practical dialogue, on-site visits, and institutional participation enabled progress towards a more cohesive, cooperative, and action-oriented model.

The main challenge now is to **translate the recommendations** into concrete projects, strengthen transnational cooperation, and construct accessible narratives that connect heritage and citizenship. Heritage —particularly rural and industrial— emerges as a privileged space for explaining Europe through diversity, memory, innovation, and reflection.

Summary

The 2nd IVEPC Meeting consolidated a shared framework for integrating European values into cultural heritage, particularly at sites certified with the European Heritage Label (EHL), making clear that EHL sites are strategic spaces for strengthening a common European identity through cultural diversity. Cooperation between institutions, the use of digital tools, heritage education, and sustainability are key pillars for advancing towards a more cohesive, democratic Europe that is aware of its memory. The sessions enabled:

- **To review and build upon** the conclusions of the previous meeting in Yuste, adapting them to the industrial and European context of Almadén.
- **To engage in collective discussion** on the challenges and opportunities for communicating European values at diverse heritage sites.
- **To explore real historical connections** (such as the Almadén–Fuggers–Charles V link) to strengthen the European narrative.
- **To incorporate the educational and youth dimension**, emphasising the role of participatory and innovative experiences (e.g., organising "escape room" and gamification initiatives in Almadén focused on cultural heritage and European values, or heritage-themed Olympiads teaching cultural heritage through its represented values).
- **To advance the use of digital tools**, open archives, and new technologies and **their potential for EHL sites** to facilitate access to and understanding of heritage (e.g., through virtual visits).
- **To strengthen transnational cooperation**, involving EHL site managers, Council of Europe Cultural Routes, institutional representatives, academics, and experts, with particular support from the open format and collaborative working methodology.

The meeting reaffirmed that the integration of European values into cultural heritage should not be an add-on, but a **cross-cutting axis** guiding interpretation, communication, management, and community engagement. It was also highlighted that industrial heritage —such as that of Almadén— represents a privileged opportunity to narrate Europe's history from the perspectives of work, innovation, exchange, and social progress.

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- # Final Recommendations:

  - To conceive cultural and industrial heritage as a **factory of meanings and emotions, integrating them into our strategies** to make our progress and achievements as a society visible, and thus to convey them appropriately.
  - The need to **work with other existing networks and programmes**, in order to learn from others.
  - When speaking about citizen participation, we should not focus solely on young people. **It is essential to involve different groups, including those in situations of vulnerability**, in whatever is to be done with them and with the people who represent them.
  - To take into account **the contribution of different bodies, institutions and sectors** in the development of future strategies.
  - **To create more spaces for encounter and reflection**, such as those organised within the framework of this project, bringing together actors working in the field of Cultural Heritage and European Values.
  - **To emphasise shared heritage** as a safeguard of the **diversity** of European cultural heritage through **education and sustainable models of cultural management**.
  - **To regard cooperation and co-creation as key**. Clearly define with whom we wish to cooperate, and at what level (local, regional, international), and to co-create both on the heritage side (cultural sector professionals) and on the audience side, in order to define the meaning of cultural heritage and create narratives that bring cultural heritage and European values closer to citizens, and to young people in particular.
  - **To make use of digital technologies** to reach more people, especially **vulnerable groups** such as persons with disabilities, by developing narratives that resonate with these groups and appeal to emotions.
  - **To create connections with people, territories, communities, groups, associations and institutions working on the ground**, and to extend cultural heritage networks to other sectors by collaborating with **universities** and **civil society**.
  - To harness the resources and influence available to public administrations, beyond ministries of culture, such as **foreign affairs and tourism**, and to take advantage of the current priority and convergence of interest within the EU in promoting European values.
  - Cultural heritage must be **multidisciplinary, cooperative and collaborative**, and it is necessary to promote **cross-cutting approaches**, as well as **updating** and **modernising** the ways in which cultural heritage is explained and interpreted.
  - **To promote greater cooperation with tourism** as an essential ally in conveying and showcasing cultural heritage and its values. Bringing the tourism sector into culture is crucial, as it not only has resources but also different approaches and a different language that make it possible to reach citizens more effectively.
  - **To commit to dissemination and communication, with well-crafted narratives** that are integrated into visits to European cultural heritage sites.
  - Not to overlook the need for **sufficient financial and human resources**, as these are not a cost but an investment that generates significant returns, not only material but also intangible, by promoting European values that contribute to progress, development and more just societies.
  - **To take risks**, stepping out of the comfort zone, and to challenge the widespread perception of cultural heritage as something serious and rigid. It should be made engaging and enjoyable, seeking to integrate cultural heritage into all aspects of society, incorporating different perspectives and sectors into heritage interpretation (e.g. mathematics), in line with the recommendations of the Faro Convention.

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- # Next Steps:

  - **The preparation of a EHL Framework Recommendations Document**, based on the contributions from the meeting and designed as a strategic guide for the participating sites, taking as reference educational, sustainability, multilingualism and digitalisation criteria.
  - **The creation of a Permanent IVEPC Working Group**, responsible for coordinating progress, sharing good practices, and preparing joint actions among Almadén, Yuste, and other EHL sites.
  - To design of a common European narrative, adaptable to each EHL site and incorporating historical examples, European values (both those enshrined in the EU Treaty and others intrinsic to each site), as well as audiovisual and digital elements.
  - **The development of European pilot educational projects**, in collaboration with schools and universities, integrating visits, transmedia activities, and creative projects. Also to promote joint European projects by making use of existing European programmes that can accommodate EHL actions.
  - **The promotion of cooperation with historical archives**, to link documentation with European narratives accessible to the public.
  - **The design of public communication actions**, including digital materials, social media, short videos, and virtual exhibitions.
  - **The application of immersive technologies**, such as augmented reality, interactive guidance systems, or digital tours, to reinforce the European narrative.
  - **The creation of an annual calendar of thematic meetings**, rotating EHL sites to ensure continuity and stable cooperation.
  - **An evaluation of the European impact** on EHL sites using clear indicators: youth participation, renewal of narratives, improvements in communication, and transnational cooperation.
  - To design a **common youth strategy for the EHL sites**.
  - **To promote the need to integrate European values into cultural heritage and into the priorities of existing European programmes and cultural networks**, such as Europeana, Creative Europe (or AGORA EU), Erasmus+, CERV, Horizon Europe, the Routes of the Council of Europe, European Capitals of Culture, or networks such as Culture Action Europe, in order to multiply reach and secure greater resource allocation.

Cofinanciado por la Unión Europea

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