

Heritage and the role of DutchCulture 2021-2024

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Heritage and the role of DutchCulture 2021-2024

In the previous policy period, DutchCulture stimulated heritage exchange between the Netherlands and ten partner countries through the Shared Cultural Heritage Programme. International cooperation centred around the tangible and intangible heritage that connects the Netherlands to these ten countries contributes to mutual understanding, dialogue and historical awareness. DutchCulture supports the Dutch heritage sector to achieve this goal. We do so by offering advice on international cultural collaborative projects, by organising network events to inform the sector, by inviting international heritage experts to visit the Netherlands through the visitors' programmes, by supporting knowledge exchange within Europe, and by supporting projects financially. DutchCulture furthermore fulfils a network role for domestic and international organisations and professionals, including the Dutch diplomatic missions in the ten partner countries.

The International Heritage Cooperation Programme (in Dutch: *Programma Internationale Erfgoedsamenwerking*, abbreviated as PIE) will continue this line in the coming policy period, but we also see a number of issues that demand a broader approach.

First, there are countries that are currently not part of the ten selected partner countries but with which the Netherlands does have historical ties. These histories are not so prominent now, while they could be of added value for the public by contributing to increased polyphony and a more diverse historical awareness.

Second, we notice a strong desire within the Dutch and European heritage sectors to work together to tackle shared challenges. Dutch heritage experts often face the same kinds of issues as their colleagues in other parts of Europe. This offers opportunities for reciprocal knowledge exchange and for finding potential solutions together.

In order to respond to these challenges, DutchCulture's heritage-related tasks will be expanded. For the policy period of 2021-2024, DutchCulture's Heritage Programme will consist of the following four pillars:

Pillars

1. International heritage cooperation: cooperation between the Netherlands and one or more countries with historical ties to the Netherlands
2. Europe + Heritage: heritage cooperation between the Netherlands and one or more European countries
3. European Heritage Label
4. Thematic focus

What is the International Heritage Cooperation Programme?

Over the course of history, the Netherlands has both left and absorbed countless traces and cultural influences on and from around the world. These include tangible traces such as buildings, shipwrecks, religious objects, but also intangible traces such as sayings, culinary dishes and traditions. Some of these traces reflect a peaceful and reciprocal history, such as the trade between the Netherlands and Japan. While others are tied to extreme violence, such as the colonial occupation and exploitation of Suriname and Indonesia. All these traces connect us and bear witness to the moments when the Netherlands was connected to other regions, countries and communities.

International cooperation can help preserve, manage and make visible this type of cultural heritage that connects the Netherlands with other communities, countries and regions. Collaborative projects can generate new insights, stimulate reciprocal interest, and open up new opportunities. Where colonial histories are concerned, collaboration can also result in the acknowledgement of and coming to terms with suffering and pain that stems from difficult and violent pasts.

This is not a matter for the government only. The active participation from the heritage sector, through independent professionals, organisations and companies, is essential to enable the sustainable conservation and repurposing of heritage sites, and for enhancing the visibility of this heritage and related histories. We strongly value the contributions that local communities in the partner countries and bi-cultural communities in the Netherlands can make, specifically in the form of new insights and reappraisals of existing perspectives about the past. Through such collaborations, we can learn from each other and can make our heritage and the narratives about it more inclusive and more reflective.

For many people, our shared history is a part of their identity and their daily reality. The past continues to resonate in contemporary society. Some of today's prejudices and racism can be traced back to historical power relations. The International Heritage Cooperation Programme can contribute to making (sometimes painful) histories more visible, which add context to our society today. Sharing and recounting these stories can stimulate recognition and understanding between people.

As in the previous period, the International Heritage Cooperation Programme focuses primarily on the following ten partner countries: Australia, Brazil, India, Indonesia, Japan, Russia, Suriname, Sri Lanka, the United States and South Africa.

In the 2021-2024 policy period, we will also cooperate with the other priority countries of the Dutch government's international cultural policy: Belgium, China, Germany, Egypt, France, Hungary, Italy, Morocco, Poland, Spain, Turkey, the United Kingdom and South Korea. The new international cultural policy acknowledges that the Netherlands

also shares histories with these countries and that there is a mutual interest in telling these histories together.

The programme is executed by five organisations:: DutchCulture, the Cultural Heritage Agency of the Netherlands (*Rijksdienst voor het Cultureel Erfgoed*, RCE), the National Archives of the Netherlands (NAN), the Dutch Centre for Intangible Cultural Heritage (*Kenniscentrum Immaterieel Erfgoed Nederland*, KIEN) and the Dutch diplomatic missions in the partner countries listed above.

DutchCulture collaborates closely with the other organisations to increase the coherence, continuity and impact of the International Heritage Cooperation Programme. The Mondriaan Fund and the Cultural Participation Fund are also involved through the support they provide to national and international heritage projects.

Based on the specific expertise and possibilities represented by the various executing partners, the International Heritage Cooperation Programme has a number of tools at its disposal. A new Factsheet International Heritage Cooperation 2021-2024 will be made available soon, offering more information on the tools and possibilities offered by these organisations.

International Heritage Cooperation Programme at DutchCulture

International Heritage Cooperation is an important focus of the Dutch government's international cultural policy. The emphasis is on cultural heritage that connects the Netherlands with the previously mentioned partner and priority countries.

DutchCulture seeks increased and better coordinated cultural cooperation. That is why we stimulate the exchange of knowledge and information, advise the Dutch cultural sector with respect to international cooperation, and contribute to the visibility of these efforts. DutchCulture can also financially support projects initiated by parties in the field.

Tools:

- Visitors Programmes in the Netherlands for heritage experts from abroad
- Advice and information
 - Advisory meetings with project holders
 - Digital information about networks and projects
 - News supply service
 - Organising network meetings
- Financial support through the Heritage Matching Fund, consisting of:
 - PIE Travel Expenses scheme
 - PIE Matching Fund

The components *International Heritage visitors programme* and *Advice and information* apply to both the International Heritage Cooperation Programme and the Europe + Heritage programme.

International Heritage Visitors Programme

The International Heritage Visitors Programme (in Dutch: *Internationaal bezoekersprogramma Erfgoed, BBPE*) provides international heritage experts with the opportunity to get to know the Dutch heritage sector. These meetings are also an opportunity for Dutch heritage professionals to learn from their international counterparts. The goal of the programme is to intensify and improve international cooperation in the field of cultural heritage.

We can receive up to twenty visitors per year. The visitors are offered a tailored programme ranging from a few days to one working week. The programme consists of meetings with relevant organisations within the Dutch heritage sector, government agencies and other related cultural institutions. On account of the current COVID-19 pandemic, the focus is currently more on online or hybrid visitors programmes.

The visitors programme is open to visitors from the ten partner countries (under the International Heritage Cooperation Programme) and to heritage professionals from the previously listed thirteen priority countries. The International Heritage Visitors Programme serves the goals of the Dutch government's international cultural policy and is responsive to current developments.

Would you like to propose an international visitor? Then please contact our BBPE coordinator Rick Busscher (r.busscher@dutchculture.nl).

Advice and information

DutchCulture advises Dutch heritage professionals and organisations with regard to internationalisation. We assist project holders by suggesting contact persons, by providing information about possible funds, and with advice about the prospective project activities. We also advise potential applicants about our schemes by organising meetings and talks.

Additionally, our newsletter and news articles offer insight into current and relevant developments in the Netherlands and the partner countries. We maintain a [public database](#) that contains heritage projects, experts and organisations, which can help project holders make well-informed choices and to identify potential partners.

Would you like to subscribe to our Heritage newsletter? You can do so through [this link](#).

Are you listed in our database, but want to change or add to the information? Then please contact DutchCulture at heritagedesk@dutchculture.nl.

PIE Travel Expenses scheme

DutchCulture remunerates one-off economy class return airplane tickets for at most one person per project. The applying legal person must take care of visa costs, insurance costs, accommodation and subsistence expenses, domestic travel costs and all other expenses. Please note that the resources for this scheme are limited. Every year we reserve € 20,000 for the travel expenses scheme. We are carefully following the current COVID-19 restrictions and the COVID-19 situation in both the Netherlands and the destination country, and we take this into consideration when assessing applications.

The travel expense scheme is intended to strengthen International Heritage Cooperation project applications by enabling the Dutch applicant to travel to the respective partner country to meet potential partners and experts and to obtain first-hand knowledge of the local situation. We hope that this will help the project be better embedded in the local context and that it will increase the reciprocity of the proposed project.

We also introduce a number of new possibilities as a pilot in the 2021-2024 policy period. These new possibilities will be evaluated at the end of 2021.

- China, South Korea, Morocco and Egypt will be added to the current scheme.
- Heritage experts from the ten partner countries + China, South Korea, Morocco and Egypt can apply for a return ticket to the Netherlands in order to set up an International Heritage Cooperation project with a Dutch partner. In this way we hope to make the opportunities and possibilities more accessible to experts and organisations abroad. This is in line with our goal towards fair international cooperation. The application should be submitted to DutchCulture and will be assessed with the Dutch diplomatic mission in the respective partner and/or priority country.
- Dutch organisations wishing to invite a heritage expert from one of the ten partner countries or from China, South Korea, Morocco or Egypt as a speaker for a conference, lecture or event on the subject of the heritage that connects the Netherlands with one of these countries can also apply to the travel expenses scheme. In this way we acknowledge that there is knowledge and expertise to be obtained from these countries which is of added value for the Dutch heritage sector.
- Heritage experts from one of the ten partner countries now also have the possibility of being reimbursed for a ticket to one of the other ten partner countries. After all, historical relations did not consist only of bilateral relations between the Netherlands and individual countries or regions, but also amongst these countries and regions. Strengthening this type of knowledge exchange can lead to successful multilateral cooperation, as exemplified by the Dutch Trading Post Heritage Network. To be eligible for the scheme, the visit should aim to strengthen the knowledge about the history that the Netherlands shares

with the respective country. Local heritage experts can apply to DutchCulture. The application will be assessed together with the Dutch diplomatic mission in the respective partner country.

For a project within Europe, a Dutch heritage or culture professional wanting to work with the theme of heritage can apply for a travel voucher worth € 250 to help cover travel and subsistence costs. Applicants for the Europe + Heritage Travel Expenses Scheme should contact the Europe + Heritage programme.

For all details please see the [PIE Travel Expenses Scheme 2021-2024](#). For further information, please contact DutchCulture at heritagedesk@dutchculture.nl.

PIE Matching Fund

This scheme is intended for projects that contribute to increasing the visibility of histories that connect the Netherlands with the aforementioned partner and priority countries. The scheme supports projects that yield new insights into this past and that provide a platform for lesser-known or silenced voices. For these reasons, we expect applications to demonstrate a strong focus on image building, polyphony and historical awareness.

We support projects from all cultural disciplines, as long as they contribute to the visibility of shared pasts. The PIE Matching Fund is intended for projects carried out together with one or more of the partner countries: Australia, Brazil, India, Indonesia, Japan, Russia, Suriname, Sri Lanka, the United States and South Africa. The 2021-2024 policy period additionally supports collaborations with the priority countries of the Dutch government's cultural policy: Belgium, China, Germany, Egypt, France, Hungary, Italy, Morocco, Poland, Spain, Turkey, the United Kingdom and South Korea.

Seventy-five per cent of the available budget is reserved for projects with the partner countries and a maximum of 25% of the annual budget is available for projects with the priority countries. Per year, the total budget for this scheme is €180,000.

Potential applications should always contact DutchCulture for an advisory meeting. Without such a meeting before applying, applications will not be considered. At this meeting, the advisor can indicate how promising the project is, and can provide information about the schemes offered by DutchCulture but also by other funds. The advisor can also provide contact information of potential Dutch or international partners, when relevant.

Applications to the PIE Matching Fund must fulfil the following criteria:

- The applicant should be a legal entity established in the Netherlands
- The applicant works together with at least one organisation based in the partner and/or priority country.
- The project is completed before 31 December 2024.
- The application is for a maximum of 50% of the full project costs.
- The requested contribution amounts to a minimum of € 5000 and a maximum of € 35,000 per project.
- The project contributes to the visibility of histories and/or the heritage that the Netherlands shares with the country or countries concerned. This means that, when seeing, reading about or experiencing the project, the public gains more knowledge about this history.
- Only projects previously discussed during an advisory meeting will be considered. This advisory meeting must take place not later than two weeks before the deadline to apply for the scheme.

- When considering the implementation of the project, applications must take into account possible restrictions on account of the current COVID-19 pandemic.

There are, in principle, two deadlines a year for the submission of applications, namely in spring and in autumn. The final deadline for the policy period of 2021-2024 is expected to be in the autumn of 2023.

For all the details, see [PIE Matching Fund 2021-2024](#). Would you like to apply to DutchCulture's PIE Matching Fund? Then please contact DutchCulture in general heritagedesk@dutchculture.nl or the relevant country advisor.

Europe + Heritage: cooperation between the Netherlands and one or more European countries

'Heritage unites, Europe inspires': this is the slogan with which the Dutch programme of the European Year of Cultural Heritage was inaugurated in January 2018. It proved a highly successful programme with 350 theme-based activities, often organised by medium-sized and smaller heritage organisations. In subsequent years, we also noticed a strong interest within the Dutch heritage sector to share and gather knowledge within Europe. After all, European countries often face the same challenges with regard to the management and preservation of heritage.

In the 2021-2024 policy period, DutchCulture will strive to further consolidate these European heritage relations. The goal of the Europe + Heritage programme is to strengthen collaborations between the Netherlands and other European countries within the heritage sector, focusing specifically on building and sharing knowledge. To achieve these aims, DutchCulture will stimulate, inform and support the Dutch heritage sector, drawing on the experiences, knowledge and networks that resulted from the European Year of Cultural Heritage.

As a part of this, we will join the Erfgoedplatform Plus (Heritage Platform Plus) of Kunsten '92 in examining the possibilities and opportunities to create new forms of knowledge exchange and cooperation

Tools:

- Advice and information
 - Advisory meetings
 - Digital information about networks and projects
 - News supply service
 - Organising network meetings
- Visitors' programmes for international heritage experts
- Financial support
 - Travel expenses scheme for Europe + Heritage
 - Project support Scheme Europe + Heritage

An annual budget of € 50,000 is available for the travel expenses scheme and support scheme for Europe + Heritage.

Europe + Heritage Travel Expenses scheme

Cooperation and knowledge exchange start by making contacts. Dutch and international applicants may apply for a travel voucher worth €250 to help cover travel and subsistence costs. The goal of this scheme is to help Dutch and European parties get acquainted with each other and to exchange knowledge.

The resources are available for Dutch and non-Dutch cultural and heritage institutions and professionals. The scheme is also and emphatically open to young heritage professionals, as well as to artists, film makers and designers aiming to establish a Shared Cultural Heritage project. The reports of these visits will be shared via our website (with prior permission) in order to inform the heritage sector.

The scheme can also be used by heritage and culture professionals and organisations to strengthen their network in the interest of an International Heritage Cooperation project. When considering applications, we pay close attention to current COVID-19 restrictions and the overall COVID-19 situation, both in the Netherlands and in the designated country.

Parties are eligible to apply to the Europe + Heritage Travel Expenses scheme if the project meets the following conditions:

- A. It serves to consolidate a European network.
- B. It promotes knowledge exchange within a European context.
- C. It involves participation in a relevant conference, symposium or network event that helps to consolidate a European network and enables knowledge exchange.
- D. It involves visiting a region or a number of heritage sites within Europe to improve the knowledge exchange and (potential) cooperation.
- E. It serves to more solidly embed a future International Heritage Cooperation project within Europe. This scheme can also be used to strengthen International Heritage Cooperation project applications by enabling the Dutch applicant to travel to the respective partner country to meet potential partners and experts and to obtain first-hand knowledge of the local situation.

We hope that these exchanges will, in the long term, result in long-lasting and reciprocal collaborations, relations and projects. Our goal is not just to stimulate Dutch heritage professionals to visit their European colleagues, but to also offer European heritage professionals the opportunity to visit the Netherlands.

For further details see the [Europe + Heritage Travel Expenses Scheme 2021-2024](#). For more information, please contact DutchCulture heritagedesk@dutchculture.nl

Europe + Heritage Support scheme

This support scheme is intended for Dutch heritage initiatives, projects, meetings and activities that strengthen the exchange of knowledge between Dutch and European organisations and partners in the field of heritage. Dutch institutes can apply for a maximum contribution of € 5,000.

Parties may apply to the Europe + Heritage Support scheme if the project meets the following conditions:

- A. It consolidates the European network of the Dutch heritage sector.
- B. It promotes knowledge exchange between the Netherlands and European countries within the field of heritage.
- C. It introduces European elements to existing heritage-related events or meetings. For example, by inviting European speakers or a European delegation for a meeting or event. These meetings, events or conferences may only take place fully online through one or more video sessions, or through another form of online media.
- D. It promotes the long-term exchange between the Netherlands and another European country or region with regard to heritage. It may consist of one or more meetings, conferences or symposiums where a certain heritage object, heritage theme or subject is discussed. Besides events, this may also concern online and offline tools. The resources are also available for international exchange regarding the challenges facing the heritage sector on account of the COVID-19 pandemic.

These exchanges are expected to result in new insights, durable relations and projects in the field of heritage.

For all the details, see the [Europe + Heritage Support Scheme 2021-2024](#). For more information please contact DutchCulture heritagedesk@dutchculture.nl.

European Heritage Label

The European Heritage Label highlights places, buildings and events that are important to the history, culture and development of the European Union. The label helps foster mutual understanding among European citizens and provides them with a deeper insight into today's Europe and its shared cultural heritage.

The Ministry of Education, Culture and Science of the Netherlands nominates Dutch candidates for the European Heritage Label. This nomination follows an application and selection procedure. The Ministry, the Cultural Heritage Agency of the Netherlands and DutchCulture work together to provide advice on, support for and communication about the European Heritage Label.

The Netherlands selects sites according to the following four themes: Tolerance & Justice, Mobility & Makeability, Culture & Sport, and Money & Commerce.

So far, the European Heritage Label has been bestowed on four sites in the Netherlands, namely Camp Westerbork, The Hague's Peace Palace, the Maastricht Treaty and the Colonies of Benevolence. Across Europe, 48 sites have been awarded a European Heritage Label.

For content-related questions, such as about the criteria and the Dutch themes, please contact the Cultural Heritage Agency and/or DutchCulture. The contact person at the Cultural Heritage Agency of the Netherlands is Ben de Vries. At DutchCulture contact heritagedesk@dutchculture.nl.

Themes

Besides the activities described above, we also wish to generate extra attention for specific themes by means of theme-based meetings and through the International Heritage Visitors Programme. A number of examples are listed below. These themes can be modified or complemented in response to current developments and events. DutchCulture collaborates closely with the other executing parties of the International Cultural Policy of the Netherlands regarding these themes.

Sustainable Development Goal 11.4

Like its neighbouring countries, the Netherlands is facing formidable challenges including energy transition, climate adaptation, mobility, and the construction of sustainable housing. With a view to quality of life and public support, it is important to combine these changes with creating an attractive and recognisable living environment for all citizens. Heritage can fulfil a role here, for example through the renovation and repurposing of historical buildings. This way, the environment remains recognisable for citizens while the buildings acquire functions suited to contemporary societal needs. The repurposing of

vacant churches in rural areas is a good example of this (see [Kerkenvisie](#)). Heritage experts in the Netherlands and our neighbouring countries are actively engaged with this theme and there is a strong interest in cooperation and knowledge sharing. The repurposing of heritage is also a theme in the partner countries of the International Heritage Cooperation Programme. Revitalising historical neighbourhoods contributes to the quality of life and vitality of cities.

Sustainable tourism

Whether large-scale or small-scale, tangible or intangible, heritage is increasingly suffering the adverse effects of mass tourism. Whereas local authorities and entrepreneurs were once purely pleased with the attention, the income and employment opportunities generated by tourism, the adverse consequences such as a disrupted living environment and damage to heritage are increasingly gaining the upper hand. Professionals from diverse disciplines are seeking to find the right balance between sustainable tourism and the preservation of heritage and identity, while respecting local communities.

Restitution of Colonial Objects

Commissions in the Netherlands, Germany and France are deliberating the question of how to deal with objects that were added to museum collections during the colonial era. Should these objects be returned to their countries of origin? And if so, to which party should they be entrusted and under what conditions? There is great interest in these European countries to discuss the matter together and to learn from each other. At the same time, it is important to engage in dialogue with the countries from where these objects originated. Thanks to our worldwide network and close communication with Dutch diplomatic missions in our partner countries, DutchCulture – and particularly the International Heritage Cooperation programme – is well positioned to stimulate and facilitate these dialogues.