

EDITO



The destiny of historic houses, gardens and parks is linked to the ELO's activities for a strong promotion for a sustainable and prosperous countryside through private enterprise. With the ELO, these historic and natural estates are considered from economic, social and environmental perspectives. These dimensions are of great importance since they are the basis for sustainable economic growth through food production and tourism. In this respect, the partnership between the ELO and the European Historic Houses Association is essential.

We insist on the value of this partnership for the future prosperity of Europe. Historic houses, gardens and parks are an indispensable tool in preserving Europe's cultural heritage. In addition, they contribute, by the good maintenance and care they provide to their lands, to an environmental equilibrium that fosters biodiversity. Let us remind you of the immense potential (the roles) these gardens and parks are able to play in order to welcome pollinators, those insects who enhance the functioning of biodiversity. In this regard, the voice of the European Historic Houses Association has to be more widely diffused than in the only "cultural sphere"; but also in sectors related to agriculture and environment.

Our partnership is also effective concerning the Alliance 3.3 project which was launched by our common partner Europa Nostra. This alliance insists for a plain recognition of the specific value of the European cultural heritage. Cultural heritage diversity is the specificity of Europe. Europa Nostra, the ELO, the European Historic Houses Association and other civil society organisations share a philosophy. We work together to help the European institutions to create a true and visible European cultural heritage policy.



Thierry de l'Escaille
CEO, European Landowners' Organization

European Heritage Alliance 3.3

The European Heritage Alliance 3.3 was launched in June 2011 by 27 European and International networks and organisations active in the field of cultural heritage. The European Historic Houses Association is part of this alliance which brings together Europe's civil society organisations, historic regions, cities, towns and villages, museums, (private) owners of historic buildings, cultural landscapes and collections of artefacts, educators, town planners, heritage professionals and volunteers. The European Heritage Alliance 3.3 thus represents a very large constituency composed of tens of millions of Europe's citizens.

The project takes its name from the Treaty of the European Union (Lisbon Treaty) which stipulates in Article 3.3 that the Union 'shall respect its rich cultural and linguistic diversity and shall ensure that Europe's cultural heritage is safeguarded and enhanced'. In absence of a true and visible European cultural heritage policy, Alliance 3.3 responds to an urgent need to obtain explicit recognition within EU policy priorities of the crucial contribution cultural and natural heritage can and does make to realise Europe's potential, economically, environmentally, socially and indeed culturally.

Europe's cultural and natural heritage has a huge value for Europe's economy, society and environment. To this end Alliance 3.3 believes there is a need to develop an EU strategy for cultural and natural heritage - a strategy that values cultural heritage as a crucial asset and resource, is fully integrated within the EU's key economic priorities as set out in the overall EU strategy for 2020 and enables in particular cultural heritage's contribution to the EU agendas on sustainability, creative Europe, research and innovation, climate change, energy saving, regional and rural development and territorial cohesion agenda.

GENERAL ASSEMBLY IN TALLINN

Conference and post-tour with
visits of Estonian manors
20th – 23th SEPTEMBER 2012

PRIORITIES

The Energy Efficiency Directive *New challenges for European Buildings*

On 22 June 2011, a new set of measures for increased Energy Efficiency is proposed by the European Commission to fill the gap and put back the EU on track. This proposal for this new directive brings forward measures to step up Member States efforts to use energy more efficiently at all stages of the energy chain – from the transformation of energy and its distribution to its final consumption.

Buildings (private and public) still represent 40 % of the overall final energy consumption. Since June 2011, the European Historic Houses Association worked with a real estate coalition (EPF, ELO, UIPI etc...) to push for some changes in the proposition, notably on the energy efficiency targets linked to the energy performance of buildings and the installation of smart metering.

The main measure the European Historic Houses Association was concerned about was the 3% of public buildings that should be renovated each year. In practice, this could mean that walls are insulated, double glazing windows are installed in kinder gardens, schools or townhouses, roofs are redone and inefficient heating boilers replaced. However, the European Historic Houses Association took the position to propose an exemption for listed buildings as the practical and aesthetic difficulties are generally far greater in listed buildings. For instance, heritage conservation laws often prevent the owner of a listed building from implementing new energy management systems. Member states should retain the freedom to apply a more flexible range of solutions to historic buildings, according to specific cases.

The new Directive should be voted in June during the Plenary Session of the European Parliament. We succeeded to introduce an amendment to preserve historic houses from renovation requirements (article 3). It is a great success for our lobby actions. We now are attentive to preserve this outcome during the vote of the Council of EU in September 2012.



Château d'Attre, Belgium

The challenges of cultural tourism at EU level *Followings of the General Assembly in 2011*

Tourism represents a major advantage in order to achieve the objectives of art. 167 of the Treaty on the functioning of the European Union saying that "the Union shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore". It generates the double experience of unity and diversity, proclaimed by the EU : The European Union wants indeed to promote distinction by discovering the other, while promoting resemblance by an individual appropriation of common heritage.

It appears from a survey^[1] that tourism associated with resting - mainly coastal regions and the countryside - is the first motivation of vacationers. The historical buildings, which are most of the time located in the countryside, represent thus an important source of revenue that generate wealth and jobs for the immediate environment. The European Union understands this and promotes – in theory – cultural tourism to facilitate the raise of a greater awareness of a cultural identity that Europe needs in order to strengthen its cohesion. Especially today, after the modifications introduced in 2009 by the Lisbon Treaty, the EU can claim to develop a real tourism policy. The title XXII is entirely dedicated to tourism. Thus, article 195 argues that "the Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings in that sector".

It is our goal to promote the effectiveness of this article by concrete proposals regarding the conservation and promotion of historic houses, parks and gardens, which can be seen as growth vectors for tourism. If the EU is at the moment rather timid in building a concrete policy, we want to operate in order to put the EU institutions in a position it can service its liabilities, and thus bring consistency regarding a cultural tourism policy.^[2]

^[1] According to a Eurobaromètre realised in 9/03/2010 on the importance of tourism in Europe.

^[2] DG XIII – GEATTE, *Tourisme culturel en Europe*, Luxembourg, Office des publications officielles des Communautés européennes, 1994, p. 10.

The European Historic Houses is a European association, based in Brussels, voicing the interests of historic houses owners. Its work is aimed towards major issues linked to cultural heritage such as environmental issues (PPP Directive), fiscal issues (reduced VAT on restoration and maintenance work to historic monuments), the Energy Performance of Buildings Directive (EPBD) and security issues (theft, keeping and illicit trafficking of cultural goods). The Association brings together 18 national associations from 16 European countries and represents more than 50,000 historic houses in Europe.