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# Greening ERIH

The European Route of Industrial Heritage  
on the route to EU-Green Deal

Peter Backes  
Board of ERIH



## Valley of the Ahr, Germany Summer 2021

**Dramatic consequences of climate change  
Not long ago. Not far away.**



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# Greening ERIH

## European Green Deal 2022

Set of policy initiatives by the European Commission.

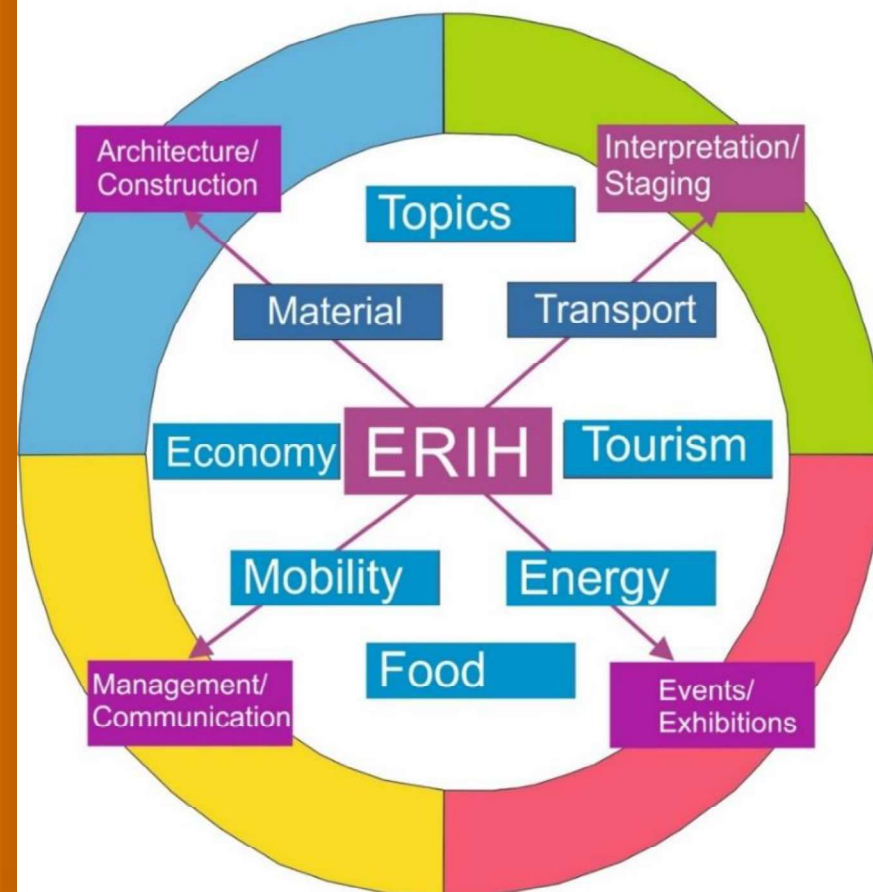
Making the European Union (EU) climate neutral in 2050.

EU's greenhouse gas emission reductions for 2030 to at least 50%.

New legislation on the circular economy, building renovation, biodiversity, farming and innovation.

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### Green Deal/European New Bauhaus



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## Industrial Heritage and Green Deal



"Tackling climate change is the crucial task of this generation, and Europe's rich and diverse cultural heritage can help."

"Greening Europe's cultural heritage is an absolute necessity and offers a unique opportunity to make it more resilient and relevant."

„Let's read, reflect and consider the Green Book on European cultural heritage in this light to find common solutions and areas for cooperation."

(Putting Europe's shared heritage at the heart of the European Green Deal, Europa Nostra, 2021)



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## Industrial Heritage and Green Deal

- Industrial culture and its interpretation and presentation in museums and cultural venues form the ideal thematic context for presenting and discussing aspects of climate change and the impending climate catastrophe.
- It is not only the "common" topics such as environmental pollution and damage to health that should be brought into focus in the context of industrial culture, it is also the interpretation and mediation strategies that should follow ecological and sustainable principles in order to be able to make an important contribution to the goals of the European Green Deal.



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## Industrial Heritage and Green Deal

Particularly in connection with the main tasks of industrial culture and its museums and sites "preserve, protect, maintain", the New European Bauhaus as a special partial aspect of the Green Deal also offers guidelines and orientation approaches that can inspire work in all fields of industrial heritage.

Industrial heritage as an important part of the Common European Cultural Heritage offers an enormous potential to launch activities for the improvement of the climate, influence consumption patterns, promote the transition to a healthier, greener and fairer society.



**Cultural heritage is not just about preserving our past – it is about shaping our future.**



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## Industrial Heritage and Green Deal

Europe's identity grows out of the European cultural heritage, including the heritage of industry – our industrial culture. Being European means being part of European industrial culture. Industrial culture determines European thinking and feeling.

The common European cultural heritage with its central element of industrial culture is a "Gesamtkunstwerk" that has been created by past and present generations. It is the cultural foundation on which Europe is built.

**Let's also become our industrial heritage be part of this „Gesamtkunstwerk“!**

**European culture - from art to cultural and industrial heritage - is a source of creativity,, which can enable the transition to a low-carbon, climate-resilient future.**



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## Industrial Heritage and Green Deal



**Europe's common culture must be positioned at the heart of the Green Deal!**

One lesson from the pandemic is: this positioning will only succeed if we support and learn from each other!

To achieve this goal, it is absolutely necessary to learn from each other. ERIH offers the ideal framework for this learning process and is also the catalyst on the subject of the Green Deal, paving the way for a goal-oriented exchange of players in the subject context of industrial culture and the Green Deal.

**Therefore ERIH takes an central role to play in the implementation of the Green Deal and the greening of our society.**



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# ERIH and the goals of Green Deal

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## Goal 1&2 of the Green Deal:

Extending the EU's 2030 and 2050  
climate targets



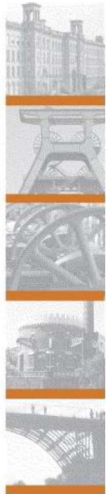
## Key recommendations of the EU

- ⇒ Promoting the use of renewable energies
- ⇒ Promoting the use and reuse of waste heat
- ⇒ Promoting the decarbonisation of heating systems

Especially in the field of industrial museums and open-air venues, the energy demand for lighting, heating, entertainment (maintaining) is enormous and should be reviewed by the stakeholders for efficiency criteria and saving opportunities.

The two main topic areas of the Green Deal, building and mobility, are topics that centrally affect ERIH as a tourist network of industrial culture and in which the topic of climate change and the ecological restructuring of our society is deeply rooted.

**ERIH can raise awareness of the requirements and solutions offered by the Green Deal.**



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# ERIH and the goals of Green Deal

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## Goal 3 of the Green Deal/1:

**Mobilising industry for a clean  
and circular economy**



### Promote an ethic of stewardship and reuse as an element of green transition.

The satisfaction of human needs in ways de-coupled from GHG-intensive (GHG(Greenhouse Gas) consumption in heritage practice, including documentation and interpretation.

Support innovative incorporation of new, bio-based and carbon sequestering materials compatible with traditional design.

A classic issue of heritage protection and industrial heritage prevention is the conversion of existing building stock of industrial culture, machine halls, administration buildings, warehouses, workshops already form the framework and prerequisite of sustainable preservation of industrial monuments.

**Reuse instead of new construction!**



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# ERIH and the goals of Green Deal

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## Goal 3 of the Green Deal/2:

### Mobilising industry for a clean and circular economy



The demands of the EU's Green Deal are also affecting other central aspects of our work:

- ⇒ Marketing and communication must be aligned with the EU's climate goals in terms of the materials used (paper, printed materials), but also in terms of strategies (digital marketing vs. flyer tsunamis and poster bombardments).
- ⇒ Packaging and disposal, the entire waste and waste management must be adapted to ecological requirements.
- ⇒ Finally, **a substantive note:**  
Industrialisation is closely linked to the devastation of our environment and the destruction of our climate. It therefore goes without saying that for informing our visitors and interpreting our places, environmental issues must become the focus of our mediation in order to make understanding of the scope of the climate problem clear. Places of industrial culture must become green places of climate protection.

**Why not present an exhibition on climate protection instead of steel production at our sites?**



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# ERIH and the goals of Green Deal

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## Goal 4 of the Green Deal:

### Energy- and resource-efficient construction and renovation

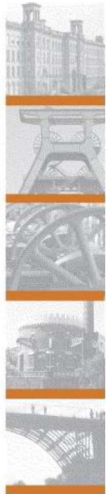
Construction and buildings are central themes of the European New Bauhaus, which heralds nothing less than the "green revolution" in building. This is also absolutely necessary, as around 40% of CO2 emissions are attributable to the construction and use of enclosed space.

**"The issue of construction and buildings is the elephant in the climate room."**

The climate problem of construction concerns two aspects: First, the complex of materials used, i.e. steel and concrete, both absolute "climate killers". The use of new, efficient building materials is seen in the Green Deal as the primary goal of ecologically oriented, green architecture.

The second objective of the Green Deal in the field of construction is the heating of buildings. We all are familiar with this challenge, which is closely linked to the fact that industrial buildings are assigned a completely different function when they are reused or repurposed.

**Climate-efficient energy sources and the sustainable insulation of buildings are becoming the central topic of the Green Deal in the field of industrial heritage.**



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# ERIH and the goals of Green Deal

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## Goal 5 of the Green Deal:

Accelerating the transition to sustainable  
and intelligent mobility



Access for all to a diversity of cultural activities, notably festivals, fairs, natural and cultural heritage sites and practices, while securing the right to move for all citizens.

Reduce the GHGs emissions from cultural tourism and its contributing services, including by promoting lower-carbon itineraries, slow travel, alternative storytelling and other strategies.

Invest in digital services and infrastructures as well as in training and capacity-building for digital skills in the cultural heritage sector to promote digitalisation of art and cultural heritage to reduce GHG emissions.

Utilise cultural heritage destinations to showcase mitigation strategies, educate visitors about climate change, and support behavioural changes towards greener practices.

Travel activities come under scrutiny: Conferences (alternative means of travel: train instead of car and plane, alternative formats: online instead of analogue on-site events) and the travel activities of ERIH partners.

**ERIH is travelling green!**



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# ERIH and the goals of Green Deal

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## Goal 6 of the Green Deal:

"From farm to table": a fair, healthy and environmentally friendly food system



Re-introduction and application of traditional agricultural knowledge and artisanal know-how. Identifying, documenting and preserving knowledge from traditional agricultural technologies and techniques that support sustainability.

Incorporating the cultural traditions and preferences of Europe's different regions, as well as the health benefits of traditional European diets, into efforts to ensure food safety, nutrition and public health, and to promote healthy, sustainable diets.

The changeover or expansion of the offer to vegetarian or vegan products in the catering in the museum restaurant, at events, concerts or conferences (but also at internal meetings) follows the wind of change of the Green Deal and is also a sustainable contribution to the health and fitness of our visitors.

**ERIH feeds itself and its visitors green.**

**Does it really always have to be the famous curry sausage, the meatball or the fat potato dumpling?**



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# ERIH and the goals of Green Deal

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## Goal 7 of the Green Deal:

### Activating education and information on culture

Cultural institutions, cultural and heritage agencies, authorities and organisations should significantly strengthen their messages on climate change.

**Include climate adaptation and greenhouse gas reduction in programmes, tours, exhibitions, cultural routes and other projects.**

### The vision:

Building bridges and foster collaboration between heritage, culture, sustainability, climate science and climate action to inspire and stimulate new approaches so that Europe can make its green transition - together.

ERIH should see itself as a multiplier, bringing the ideas and goals of the Green Deal to the people: In seminars, workshops, exhibitions, webinars, conferences and other events

**ERIH should become one mouthpiece of the EU in the fight against climate change**



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# ERIH and the goals of Green Deal

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We have less time left for fighting the climate change.

Therefore we have to start

**NOW!**

Colleagues and Friends,  
Let's do the first step

**NOW!**

**Glückauf for a green future!**



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**NOW!**

Let's do the first step

**NOW!**



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