

## **APPLICATION FORM EUROPEAN HERITAGE LABEL**

The European Heritage Label (EHL) is a new European Union initiative which builds on a 2006 intergovernmental initiative. The aim of the scheme is to highlight heritage sites that celebrate and symbolize European integration, ideals and history. It is established by Decision 1194/2011/EU of the European Parliament and of the Council.

The general objectives of the European Heritage Label are to strengthen European citizens' sense of belonging to the European Union, in particular that of young people, based on shared values and elements of European history and cultural heritage, as well as an appreciation of national and regional diversity, and to strengthen intercultural dialogue.

To this end the Label will seek to stress the symbolic value and to raise the profile of sites which have played a significant role in the history and culture of Europe and/or the building of the European Union.

The selection and monitoring procedures of the EHL are laid down by a legal text: Decision n°1194/2011/EU of the European Parliament and of the Council of 16 November 2011 establishing a European Union action for the European Heritage Label<sup>1</sup>. They are further explained in the guidelines for candidate sites. It is therefore recommended to candidate sites to read carefully the guidelines for candidate sites and Decision n°1194/2011/EU before starting the preparation of their application.

It is important to keep in mind that the European Heritage Label is distinct to other existing initiatives in the field of cultural heritage such as the UNESCO World Heritage List or the Council of Europe's Cultural routes:

- it will only designate sites which have played a key role in the history of the EU;
- it is not about a site's beauty or architectural quality, but rather its symbolic value ;
- it is not about conservation of sites, but rather the activities they offer and their educational dimension, especially for young people;
- it will help labelled sites be more effective by promoting networking among them, which will facilitate peer learning and boost momentum.

Candidate sites must use a common application form prepared by the European Commission. This form shall be filled in by any candidate and sent to the national authority responsible for the pre-selection at national level. Each Member State participating in the action for a given selection year shall forward the application form of the pre-selected sites to the European Commission for selection at Union level. The pre-selection at national level and the final selection at European level shall be based on the criteria laid down for the Label and the application form filled in by the candidate sites. The monitoring of the labelled sites shall also be based on the project and work plan described in the application form.

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<sup>1</sup> Official Journal of the European Union (OJ) L 303 of 22 November 2011. This Decision is available at the following address: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:303:0001:0009:EN:PDF>

The panel recommends that the length of the application form filled in by the candidate site does not exceed .... pages, characters Times New Roman 12.

The information sheet and application file will be written in one or more of the 23 official EU languages, and one of these languages must be English.

You will find in part A below the application form to be filled in by any candidate site (in accordance with the meaning specified in article 2 (1) of Decision 1194/2011/EU) and any site participating in a transnational site or a national thematic site (in accordance with the meaning specified in article 2 (2) and 2 (3) of Decision 1194/2011/EU respectively).

In addition, any candidate transnational site (respectively candidate national thematic site) should fill in the table available in part B (respectively C) below.

**A. Application form to be filled in by any candidate site (in accordance with the meaning specified in article 2 (1) of Decision 1194/2011/EU) and any site participating in a transnational site or a national thematic site (in accordance with the meaning specified in article 2 (2) and 2 (3) of Decision 1194/2011/EU respectively).**

<b>I/ Identification of the site</b>	
Member State	
Name of the site	This is the name that will appear in all published material about the European Heritage Label (except for transnational sites or national thematic sites).
Postal address of the site	
Official Web address	
Type of site (see meaning as specified in Article 2 (1) of Decision 1194/2011/EU))	<p>Tick one or several of the following boxes:</p> <p>Monument            Natural site            Underwater site            Archaeological site            Industrial site            Urban site            Cultural landscape            Place of remembrance            Cultural good and object (open box: name the place to which the cultural good or object is associated)            Intangible heritage (open box: name the place to which the intangible heritage is associated)</p>
Name and details of the contact person for this application	Name: Title: Address: City, Province, Country: Tel: Fax: E-mail:
Description of the site	Short description of the site, including its size, its history, its development and its status. This section should be written with careful reference to the objectives of the European Heritage Label and take into account its characteristics compared to other initiatives in the field of cultural heritage (such as the UNESCO World Heritage List or the Council of Europe's Cultural routes). Maps with the precise location of the site have to be attached. Pictures of the site can also be included.
Relevance of the application : summary (... words as a maximum)	Explain why the site applies for the European Heritage Label? Why is it considered to have a strong symbolic European value? What are the reasons that make it stand out compared to other sites? What are the objectives and expected impact of awarding of the Label for this site?
Has the site already got the European Heritage Label under the intergovernmental initiative?	YES/NO  If yes, when?
Owner of the site	
Moral or physical person legally responsible for the site	
Public or private authorities responsible for the management of the site	
Name and contact information of the site manager	Name: Title: Address: City, Province, Country:

	Tel: Fax: E-mail:
Has the site been awarded an international specific status :  - Is the site on the UNESCO World Heritage List? Is it on the UNESCO Tentative List?  - Is the site on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity?  -Is the site part of a Cultural Route of the Council of Europe?  - other	YES/NO If yes, since when?  YES/NO If yes, since when?  YES/NO If yes, since when? Indicate the name of the Cultural Route.
Has the site been awarded the European Union Cultural Heritage Prize / Europa Nostra Award?	YES/NO  If yes, in which year? Indicate the category
Are you applying as part of a transnational site?	If yes, indicate the name of the transnational site and the coordinating site.  Each site participating in a transnational site must fill in the application form and must fully comply with the criteria.  In addition, the coordinator site must also fill in section B below.  All the forms must be submitted jointly by the coordinator site to its national authority for the pre-selection procedure and by the national authority to the European Commission for the selection procedure.
Do you apply as part of a national thematic site	If yes, indicate the name of the national thematic site and the coordinator site.  Each site participating in a national thematic site must fill in the present application form and must be in full compliance with the criteria.  In addition, the coordinator must also fill in section C below.  All the forms must be submitted jointly by the coordinator to the national authority for the pre-selection procedure and by the national authority to the European Commission for the selection procedure.
<b>II/ Criteria to be met by the candidate site</b>	
1. Candidate sites for the Label must have a symbolic European value and must have played a significant role in the history and culture of Europe and/or the building of the Union. Please demonstrate <b>one or more</b> of the following:	
1.1 The cross-border or pan-European nature of the candidate site: describe how the site's past and present influence and how its attraction goes beyond the national borders of the Member State.	
1.2 The place and role of the candidate site in European history and European integration, and its links with key European events, personalities or movements.	The European events and personalities linked with the site can go far beyond the establishment of the European Communities or the date of accession of the various Member States. The candidate site must explain these links and how these events or personalities have inspired the process of European integration,

	<p>contributed to the ending of the divisions of the European continent, strengthened the sense of belonging to a common space or paved the way for what has become the European Union.</p> <p>European movements can include inter alia cultural, artistic, political, social, scientific, technological or industrial movements.</p>
<p>1.3 Their place and role in the development and promotion of the common values that underpin European integration.</p>	<p>Describe to what extent your site has significantly contributed to the development and / or promotion of one or more of these values.</p> <p>Article 2 of the Treaty on European Union states that "the Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. The values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail." The common values that underpin European integration are also described greater in detail in the Charter of Fundamental Rights of the European Union.</p>
<p>2. Candidate sites for the Label must submit a <b>project</b> which includes <b>all</b> of the elements listed from 2.1 to 2.5 below. Before detailing every aspect of this project, please summarize it in ... words maximum.</p> <p><i>It is important to note that the implementation of this project is to begin by the end of the designation year at the latest (i.e. one year after the final selection of the site). It is also one of the elements which will be verified during the monitoring of the labelled sites so that the sites may keep the Label.</i></p>	
<p>2.1. Raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training;</p>	<p>How is the European significance of the site currently being highlighted? Are there specific information activities on site or on-line? Describe the signposting. Has the staff been trained to explain the European significance of the site?</p> <p>Which further activities would be carried out to raise awareness of the European significance of the site if it is awarded the Label? When would these activities be launched? Would they be in place one year after the final selection of the site? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?</p>
<p>2.2. Organising educational activities, especially for young people, which increase the understanding of the common history of Europe and of its shared yet diverse heritage and which strengthen the sense of belonging to a common space;</p>	<p>List and describe all the educational activities which are currently being organised by the site. Explain which of these activities are adapted for or specifically targeted at young people. Do you have partnerships with schools or universities? How do your educational activities increase the understanding of the common history of Europe and of its shared heritage? How do they contribute to an appreciation of Europe's national and regional diversity? How do they contribute to intercultural dialogue?</p> <p>How do they strengthen the sense of belonging to a common space? How do they raise awareness of the common values of Europe?</p> <p>Which further activities would be carried out if your site is awarded the Label? When would these activities be launched? Would they be in place by the end of the designation year? What would be the budget for these activities, per year? With</p>

	<p>which means would these additional activities be financed (please specify the sources)?</p>
<p>2.3. Promoting multilingualism and facilitating access to the site by using several languages of the Union;</p>	<p>Which languages of the European Union are currently being used to promote the site? Which other languages are used? For each of these languages, explain if they are used for information activities, educational activities, cultural activities, signposting, guided tours, audio-guides, website, reception facilities...? Has your staff been trained in these languages? Does your site carry out specific activities for the promotion of multilingualism?</p> <p>Which further languages would be used or further activities linked with multilingualism would be carried out if your site is awarded the Label? When would these activities be launched? Would they be in place by the end of the designation year? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?</p>
<p>2.4. Taking part in the activities of networks of sites awarded the Label in order to exchange experiences and initiate common projects;</p>	<p>Does your site already participate in European networks or cooperation projects? Since when? Describe these activities and explain the main benefits.</p> <p>One of the aims of the European Heritage Label is to foster networking among the sites awarded the Label, in particular through an annual conference. What are your expectations from these networking opportunities, notably in terms of exchange of experience, peer learning or common projects?</p> <p>Which further networking or cooperation activities would be carried out if your site is awarded the Label? Please list the milestones for the implementation of these activities. What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?</p>
<p>2.5. Raising the profile and attractiveness of the site on a European scale, <i>inter alia</i> by using the possibilities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives.</p>	<p>Explain how the site is currently raising its profile and attractiveness on a European scale? Did you develop synergies with other European initiatives to raise your profile and attractiveness?</p> <p>Which further activities would be carried out if your site is awarded the Label? When would these activities be launched? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?</p>
<p>2.6 The organisation of artistic and cultural activities which foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity is to be welcomed whenever the specific nature of the site allows this.</p>	<p>In contrast to the other activities of this section, the artistic and cultural activities are not compulsory, but they are welcomed whenever possible. Does the specific nature of your site allow the organisation of artistic and cultural activities?</p> <p>What type of artistic and cultural activities (for example events, festivals, artist residencies...) do you currently organise? How do they foster the mobility of European culture professionals, artists and collections? How do they stimulate intercultural dialogue? How do they encourage linkage between heritage and contemporary creation and creativity?</p> <p>Do you have partnership projects with creative industries? Do you have partnerships with local business activities?</p> <p>Which further artistic and cultural activities such as described in this section would be carried out if your site is awarded the Label? When would these activities be launched? What would</p>

	be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?
2.7 To what extent does the site foster or plan to foster synergies with contemporary creation and creativity?	
<p>3. Candidate sites for the Label must submit a <b>work plan</b> which includes <b>all</b> of the following elements:</p> <p><i>As a parallel to the project mentioned in section 2, it is important to note that the implementation of this project shall begin by the end of the designation year at the latest (i.e. one year after the final selection of the site). It is also one of the elements which will be verified during the monitoring of the labelled sites so that the sites may keep the Label.</i></p>	
3.1. Ensuring the sound management of the site, including defining objectives and indicators;	Explain the management strategy and scheme currently in place. Do you have plans to further develop it?
3.2. Ensuring the preservation of the site and its transmission to future generations in accordance with the relevant protection regimes ;	Is the site protected? If not, has protection being envisaged? List any relevant legal, regulatory, contractual, planning or institutional status of the site (for example historic monument or protected area under national or regional law). Describe how the preservation of the site and its transmission to future generations is ensured. Specify the budget for preservation per year as well as its sources.
3.3. Ensuring the quality of the reception facilities such as the historical presentation, visitors' information and signposting ;	Describe all the reception facilities of the site including the historical presentation, information for visitors, signposting, guided tours, audio-guides, publications, interactive tools, etc...which have been already implemented and the plans for further developments if relevant.
3.4. Ensuring access for the widest possible public, <i>inter alia</i> through site adaptations or staff training ;	<p>Provide any available statistics or estimates of visitor numbers per year and specify the target you expect to reach if the site receives the Label.</p> <p>Explain the public accessibility policy of the site? How many days every year is the site open to the public? How can the site be accessed by public or private transport?</p> <p>Does the site provide easy access to people with restricted mobility? Has the site been adapted? Has the staff been trained to provide assistance?</p> <p>Is overnight accommodation available in the proximity of the site? Are there restaurant or refreshment facilities? Car parking? Lavatories?</p> <p>Please specify if further developments are planned with a view of being awarded the Label.</p>
3.5. According special attention to young people, in particular by granting them privileged access to the site ;	<p>Does your site pay a special attention to young people? Are they granted a privileged access to the site? How?</p> <p>Please specify if further developments are planned with a view of being awarded the Label.</p>
3.6. Promoting the site as a sustainable tourism destination ;	<p>How is your site promoted as a sustainable tourism destination? Describe the marketing plan of the site. Do you use new technologies and digital and interactive means? Do you participate in tourism fairs? Are you included in a national, regional or local strategy for the development of tourism?</p> <p>Please specify if further developments are planned with a view of being awarded the Label.</p>
3.7. Developing a coherent and comprehensive communication strategy highlighting the European	Describe the communication strategy of the site. How does this strategy highlight the European significance of the site?

significance of the site;	Please specify if further developments are planned with a view of being awarded the Label.
3.8. Ensuring that the management of the site is as environmentally friendly as possible.	How does the site take into account the environmental dimension and how does it limit the negative impacts of tourism? Describe the "carrying capacity" of the site. Can it absorb the current or likely number of visitors without adverse effects? Which steps are or will be taken to manage visitors and tourists?
<b>4.1 Explain the mission and current strategy of the development of the site, if any.</b>	
<b>4.2 What is the current operating budget for the management and activities of the site (conservation excluded) :</b> - annual running costs : - communication : - cultural, educational, research, networking activities :	
<b>4.3 What are the income sources of the site (conservation excluded)?</b>	
<b>III/Conclusion</b>	
By whom and how has this application been prepared?	
What are the main assets and the main challenges of the site to get the Label?	
Additional information	Add any further comments which you deem necessary on the subject of this application.

## B: TRANSNATIONAL SITES

This section must be filled in <b>by the coordinators of transnational sites</b>	
1. Are you :  a. Several sites located in different Member States which focus on one specific theme in order to submit a joint application  or  b. One site located on the territory of at least two Member States (please specify the Member States involved)	Tick box
2. Common name to be used for the transnational site	This is the name that will appear in all published material about the European Heritage Label. This name should be concise and must not include the names of the individual sites that participate in the transnational site.
Coordinator site	One of the sites participating in the transnational site must be designated as the coordinator. This coordinator will be the single contact point for the European Commission.
Name and contact information of the contact person in the coordinator site	Name: Title: Address: City, Province, Country: Tel: Fax: E-mail:
List of all the participating sites, with their addresses (when relevant).	
Thematic link	If appropriate, demonstrate the thematic link which unites the participating sites.

## C: NATIONAL THEMATIC SITES

This section must be filled in by the coordinators of national thematic sites	
Common name to be used for the national thematic site	This is the name that will appear in all published material about the European Heritage Label. This name should be concise and must not include the names of the individual sites that participate in the national thematic site.
Coordinator site	One of the sites participating in the national thematic site must be designated as the coordinator. This coordinator will be the single contact point for the European Commission.
Name and contact information of the contact person in the coordinator site	Name: Title: Address: City, Province, Country: Tel: Fax: E-mail:
List of all the participating sites, with their addresses	
Thematic link	Demonstrate the thematic link which unites the participating sites.
Added value of a joint application	Explain why a joint application has a stronger European added value compared to individual applications by the participating sites. This added value can be linked either to the symbolic dimension of the national thematic site or to the quality and the scale of the project proposed or to the quality of the work plan.