European Commission

EUROPEAN HERITAGE LABEL
2021 REPORT

Report of the European Heritage Label Expert Panel to the European Commission

December 2021

EUROPEAN HERITAGE LABEL

Culture



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EUROPEAN
HERITAGE LABEL

2021
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Report of the European Panel to the European Commission

in application of Decision 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

December 2021

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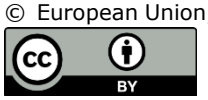
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PREFACE

This Report documents the results of the 2021 Selection Process for the European Heritage Label (EHL). It contains the Expert Panel's considerations and suggestions about the development of this important cultural tool at its tenth anniversary.

The reader will find reports on the 21 applicants, 12 of which were recommended by the Panel to receive the EHL. The new site reports are followed by the Panel's analysis of the current state-of-the-art of the EHL Action and its potential in its forthcoming decade. It is followed by statistics providing an overview of the chronological and geographical development of the EHL, which will now proudly be held by 60 sites all across the European Union.

Drawing on its experience from this and past selection rounds, the Panel has also included an updated version of its recommendations on how to prepare a robust European Heritage Label application.

The Panel wants to express wholeheartedly its special gratitude to Gabrielle Bernoville, Giorgio Guazzugli-Marini, Anouk Lafortune and Valérie Moermans for facilitating and supporting the Panel's work.

EXECUTIVE SUMMARY

In 2021, the Decision No 1194/2011/EU establishing the European Heritage Label celebrates its tenth anniversary. The year of the third and the fourth COVID waves is not ideal for celebration, but the EHL proved its strength and resilience even in these hard times: the number of selected European Heritage Label sites increased by 25 percent reaching the impressive number of 60 sites and three member states – Bulgaria, Finland and Slovakia – could boast their first EHL sites.

Thanks to the further increase in the number of EHL sites, the ensemble of the sites offers a more complete geographical and temporal cover of European territory and history. The original motto of the European Heritage Label Action, Europe starts here!, may be completed by the outcome of the current selection, with which the number of EHL sites reached a critical mass, with the delightful dictum that Europe is everywhere! It is equally present in capital cities and small towns, in the countryside and on the seashore, in the high mountains and even under water. In 2021, 15 states proposed new sites and twelve states could increase the number of their EHL sites. These twelve Member States are evenly situated in the territory of the EU: all the great European regions (Centre, East, North, South and West) have been assigned with new sites.
The periodisation of the timeline of the EHL sites completed with the twelve new sites also demonstrate a more balanced distribution of the sites between the great periods of
European history: the 60 sites manifest an even spread among the three principal periods: there are 19 premodern sites, 19 modern ones and 22 contemporary ones. As a consequence of the unusual increase of the premodern sites in 2021 (seven new sites out of twelve), even the sub-periods (ancient, medieval, premodern, 19th century, pre- WWII, post-WWII) are evenly represented among the EHL sites.
This tendency suggests that the European citizens appropriate progressively their history through the complex and holistic definition of cultural heritage, which is reflected in the Decision No 1194/2011/EU and requires a reflective approach to it. The candidatures manifested that the European citizens are more and more attached to their cultural heritage and they are ready to interpret it from a European perspective. The stories of these sites invite people in Europe to critically reflect upon the past, show its significance in the present and envision a future they want to build. The European Heritage Label is a complex tool of the European Commission that shows what Europe means to all of us. Unity in diversity is perfectly illustrated by the European Heritage Label sites as they show the way Europe was shaped and the way the European Union was built.

The selection for attributing the European Heritage Label is carried out in two stages. At the national level, each participating Member State pre-selects a maximum of two candidate sites per selection year. Out of these, the European Commission attributes the European Heritage Label to a maximum of one site per Member State, based upon the recommendations of a European Panel of independent experts. The three criteria laid down in Decision No 1194/2011/EU establishing the initiative, distinguish the Label from other cultural heritage initiatives. To be awarded the Label, sites must be of European significance, they must explain their European dimension to European audiences, and must have the operational capacity to do so.
The twelve new sites, which are presented in the current Report, will join the Network of European Heritage Label sites, certainly enhance the diversity of the network and allow for new opportunities for cooperation among the labelled sites. This will benefit the European citizens.

Following the tradition of the biannual reports of the EHL Expert Panel, the 2021 Report not only offers the evaluation of the candidate sites, but also a general evaluation of the first decade of the European Heritage Label Action in order to propose some suggestions and recommendations for the next one, which will definitely be decisive because of the challenges imposed by the increasing number of the sites, the growing acclaim of the

EHL Action and the hopefully increasing coherence of the EHL Network. The final part of this Report contains the updated guidelines to prepare a robust EHL proposal and facts and figures about the EHL Action and the current sites. The guidelines are composed and regularly revised, because the Panel is dedicated to encourage more Members States and more communities to propose candidate sites, which are interpreted in complianc e with the Decision No 1194/2011/EU and bring together the different levels of European identity building (European, national, regional and local) in a reflective and harmonious unity of diversity. The Panel thanks all the sites for making substantial efforts to bridge these levels and for sharing their European stories in order to provide eminent heritage experiences to all.

SITE REPORTS

SITES RECOMMENDED FOR THE EUROPEAN HERITAGE LABEL

Vučedol Culture Museum and Archaeological Site

VUKOVAR (CROATIA)
3000 - 2500 BC

Description

The Vučedol Culture Museum and Archaeological Site represents one of the earliest Indo-European cultures on the right bank of the Danube River in eastern Croatia. The systematic excavations paved the way for the creation of the museum, incorporated in the slope near the archaeological site. The site comprises two larger settlement plateaus and the smaller Gradac plateau that served as a cult and metallurgic centre for the entire settlement. The archaeological site provides testimony of the everyday life of four cultural periods, starting with the Neolithic period about 6000 BC onwards, and reaching its highest development in the era of the Vučedol Culture, from 3.000 to 2500 BC.



European Significance

At its peak, the Vučedol culture expanded from its original area - the territory between the rivers Sava, Danube and Drava - to the territory of thirteen of today's European countries including Albania, Austria, Bosnia and Herzegovina, Croatia, Czech Republic, Hungary, Italy, Kosovo, Montenegro, Romania, Serbia, Slovenia and Slovakia, with another settlement registered in Eastern Greece. This enabled the spread of Indo-European traditions and innovations, such as four wheeled carriages, the first saw, the oldest Indo-European calendar, the casting process using two-part clay moulds - a process that enabled mass production, and standards in the production of footwear and clothing. This European significance is clearly articulated in the site's narrative. The candidate site meets the criteria (i) and (ii) for European significance as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project's objective is to contribute to a better understanding of Vučedol culture in a European context, based on scientific research and knowledge resulting from the excavations, and to highlight the value of archaeological heritage. In addition to its regular activities, the museum will intensify the exchange of exhibitions, develop its educational offer, train museum staff, and enable well-targeted audiences to participate in field research led by archaeologists. During the pandemic caused by Covid-19 outbreak, the museum increased its presence on social media and developed its offer for online visitors through virtual walks, exhibitions, quizzes and magazines. When developing such projects, the museum sought to work with artists, including photographers, actors, musicians, designers, etc. More generally, the museum aspires to increase its visibility and to establish an archaeological school based on the museum programme with a view to foster the cooperation with other similar scientific establishments in Croatia and internationally. This in turn would form the basis of a Centre of Indo-European studies on archaeology,

genetics, linguistics and other disciplines, based on a century of archaeological research in the area.
The site meets all the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The Vučedol Culture Museum isa national museum and the archaeological zone is protected at the national level. Artefacts from the excavations are documented and stored in depots and museums and, since 2012 in the Vučedol Museum. The museum is funded through a combination of state subsidies and self-funding. Students are actively involved in its activities. The site has adequate operational capacity to implement the submitted project and meets all the work plan criteria required for the European Heritage Label.

Recommendation

The Vučedol Culture Museum and Archaeological Site bears testimony to one of the earliest Neolithic Indo-European cultures along the Danube basin, leading the way to innovations such as four-wheel carriages, saws and casting techniques.
The Panel recommends that the Vučedol Culture Museum and Archaeological Site receives the European Heritage Label.

Archaeological Site of Nemea

ANCIENT NEMEA (GREECE)
6TH CENTURY BC – 4TH CENTURY AD

Description

Archaeological Site of Nemea is a complex of archaeological remains: the temple of Zeus (330 BC) with evidence of an older temple (6th century BC) surrounded by an open square, nine rectangular buildings, the houses, guesthouse, bath with a swimming pool and Hellenistic stadium (330 – 320 BC) with the locker room and the 178 m long track. The stadium had a capacity of about 40,000 spectators. The first Nemean games took place in 573 BC. They had a Panhellenic character and were held every two years. At the end of the 5th century BC the sanctuary was violently destroyed. In 340-330 BC, the games returned to Nemea. From 271 BC the games were permanently removed from Nemea. In mythology, Hercules's victory against the lion of Nemea, often found in ancient Greek art and literature, inextricably connects the hero with the site..



Aerial view of the Hellenistic stadium (4th century BC)

European Significance

The archaeological site of Nemea is emblematic due to the organisation of the Nemean Games in antiquity. The site includes the sport roots of Europe and the ideals of classical sports as an element for the comprehensive education of young people. The stadium is a characteristic example of this type of construction in its original form. The modern revival of the Games reflects fundamental European values such as equality, social inclusion and peaceful coexistence.

The application convincingly develops the European narrative of the site by Hellenistic tradition of the origin of the classical sport.

Archaeological Site of Nemea presents a summary of the European significance as claimed in the application. The European significance is clearly articulated in the site's narrative. The site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on raising awareness of the European significance of ancient Nemea as a site of the origin of classical sports tradition. The aim is to implement a series of activities focusing on various target groups of European people, emphasising including of amateur athletes. Special attention will be devoted to digital applications, new technologies and multilingual approaches. The continuous organisation of the Nemean Games by the Association for the Revival of the Nemean Games is a highly recognised practice and it increases access to the site for wider European audiences.

Proposed activities are appropriately presenting the European dimension of the site to European audiences.

The submitted project meets the criteria required for the European Heritage Label.

Organisational Capacity (work plan)

Archaeological Site of Nemea is protected under the jurisdiction of the Epharote of Antiquities of Corinthia.
The site is managed by the Museum of Nemea with an adequate and well-trained staff.
The ephorate undertakes all necessary projects for the maintenance of the site, records and antiquities. It duly restores monuments, and carries out museum exhibitions, educational programmes, cultural and scientific events. It has also the administrative duty to protect the antiquities and ensure the preservation of the site.
The site has adequate operational capacity to implement the submitted project and meets the work plan criteria required for the European Heritage Label.

Recommendation

The archaeological site of Nemea with well-preserved and exhibited remains of different ancient buildings is emblematic due to Nemean Sports Games.
The Panel recommends that the archaeological site of Nemea receive the European Heritage Label.

Thracian Art in Eastern Rhodopes: Aleksandrovo Tomb

HASKOVO (BULGARIA)
5th – 2nd CENTURY BC

Description

Museum Centre "Thracian Art in the Eastern Rhodopes" is located next to the Aleksandrovo mound with the original Thracian tomb. The museum building contains an exhibition and an exact copy of the interior of the Aleksandrovo Tomb. The exposition provides information about the Thracian culture from the period of its bloom in 5th – 2nd century BC. Among the exhibits are ninety-eight golden applications found in the northern part of the Sakar Mountain (4500-4000 BC), which are among the oldest processed gold items in Europe.



The exhibition hall with a copy of the original Thracian tomb

European Significance

Museum Centre "Thracian Art in the Eastern Rhodopes" presents a summary of the European significance as claimed in the application in its exhibitions.

The application convincingly develops the European narrative of the site by exposing valuable information about Thracian religious rites, cults, weapons, life, clothing, etc. Thracians were the creators of one of the ancient civilizations in so-called *Ancient Europe* and were the ancestors of following ancient European cultures. The European significance is articulated in the site's narrative. The candidate site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed to promote the understanding of the Thracian culture via the exhibition at the Museum Centre "Thracian Art in the Eastern Rhodopes". The aim of the project is to confirm and explain the significant contribution of Thracian culture to European history.

It is mentioned that the site is one of the first cultural sites for people migrating from Asia to Europe.

The project aims to attract the interest of young people through lectures, attractive games, animated by digital technologies and other tools. It is planned to hold educational lectures on the life of the Thracians and their culture. The participants in the Young Archaeologist circle will have a special pass for free entrance to the site.

The presentation and promotion of the project to the European public will take place through multilingual approaches in social networks. Regional History Museum, Haskovo has produced a film about the opening of the Aleksandrovo tomb.

The proposed project meets the criteria required for the European Heritage Label.

Organisational Capacity (work plan)

The Centre is situated close to the archaeological site Aleksandrovo mound and is affiliated with the Regional History Museum, Haskovo.

Aleksandrovo Tomb has the status of an immovable cultural property with a category of "national significance". The regular financing of the Regional History Museum Haskovo includes the finances for Museum Centre "Thracian Art in the Eastern Rhodopes". This financing also includes finances for the

staff of the Museum Centre. Museum Centre "Thracian Art in the Eastern Rhodopes" was built in 2009 with the financial assistance of the Japanese Government's Cultural Grant Programme. Because of that, Japanese tourists do not pay an entrance fee for the visit.
The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

Museum Centre "Thracian Art in the Eastern Rhodopes: Aleksandrovo Tomb" provides valuable information about the Thracians who were the ancestors of different cultures in ancient Europe.
The Panel recommends that Museum Center "Thracian Art in the Eastern Rhodopes: Aleksandrovo Tomb" receive the European Heritage Label.

Almadén Mining Park

ALMADÉN (CIUDAD REAL) (SPAIN)
1st CENTURY UNTIL NOW

Description

The Almadén Mining Park is a complex of twenty buildings and infrastructures located in Spain, originally operated as mercury mine. It is made up of the following components: an underground mine, historical mining facilities and infrastructure, the Royal Miners' Hospital, an interpretation centre, the Mercury Museum and the Forced-Labour Prison. Since the Roman times, it was a large mining centre producing vermillion. During early medieval times, it was a quicksilver supply centre and from the 13th century, Almadén's production of vermillion and quicksilver was expanded, supplying the markets of Europe and Asia. In the 16th century, the mine was leased to the Fugger family of bankers who introduced new technologies with a decisive impact on the European monetary system. The establishment of the Almadén Mining Academy, the seventh – oldest in Europe, during the 18th century promoted the scientific research on a European level. For the next two centuries, the mining produced and sold mercury. Between 1825 and 1921, it was leased to the Rothschild bank which modernised the distribution network on a global scale. Mining ceased in 2003 and a regeneration plan for sustainable development was then undertaken.



European significance

Almadén Mining Park has been a place of continuous exploitation for 2,000 years. As a centre of applied technological innovation for the last 500 years, it has become a model in the evolution of mining. The development of the mining system in Almadén laid the foundations for the exchange of mints and the expansion of the modern trading system in Europe. Jacob Fugger II was a sponsor of arts who was a patron of Albrecht Durer and co-funded Saint Peter's basilica. Among other things he created the oldest social housing project in the world, the Fuggerei system in Augsburg. The foundation of the Royal Miner's Hospital (18th century) led to a model of occupational healthcare. Finally, the conversion of mining to a system of sustainable management proves the socio-economic commitment to the European values. The Almadén unit has a significant role in European history and culture as an element of the symbolic norms and commitments of Europe and as a world reference in industrial and mining heritage.

The application convincingly develops the European narrative of the site through its: historical – artistic contribution, scientific – technological development, environmental and social attitudes. The European significance is clearly articulated in the site's narrative through its historical and cultural role. The site meets the criteria (ii) and (iii) for European significance, as required for the European Heritage Label. The application meets in part the criterion (i), cross-border nature of the site since it was linked with the mineral trade all over Europe and Asia. Moreover in the 16th century through the Fugger family the mine was associated to the proclamation of Charles V. as Emperor of the Holy Roman Empire.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on the promotion of the site as a European cultural centre of industrial heritage dedicated to the development process and norms of the European Union. The aim is to reach out to an international audience by enhancing the interpretation of the spaces in relation to their European significance and to stimulate cultural, environmental, and educational activities connected to the European values.

Among the new proposed activities is the implementation of a communication signage plan to publicise the heritage values of the site in various European languages and the strengthening of exchanges with European heritage networks. Staff training activities and multilingual training are also provided by the project. New collaborations with educational institutions and the development of a digitalisation programme are planned. The multilingual access to the site is ensured by training activities and development of the website in three languages. The expectations of becoming a member of the label network are specific and relevant to the reinforcement of the concept of European citizenship. The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The Almadén Mining Park is owned by the Spanish State and managed by the public company Minas de Almadén y Arrayanes S.A. which maintains a multidisciplinary management team. The site is a UNESCO World Heritage Site and member of The European Industrial Heritage Association as well as an Anchor Point on the European Route of Industrial Heritage. It receives 15.000 visitors a year. A four-year operational programme funded by the Ministry of Economy is planned.

The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

Almadén Mining Park exemplifies the long-standing European Industrial Heritage and its significance in the European citizenship and economic development process.

The Panel recommends that Almadén Mining Park receive the European Heritage Label.

Echternach Saint Willibrord Heritage

VILLE D'ECHTERNACH (LUXEMBOURG) 7TH CENTURY UNTIL NOW

Description

Echternach Saint Willibrord Heritage is a site of tangible artefacts and intangible legacies of the Anglo-Saxon Irish Benedictine monk Saint Willibrord (658-739). These include the Basilica with the crypt, in which the Willibrord Fountain and the Sarcophagus of the Saint are to be found, the former monastic housing with the Abbey Museum, the Echternach Scriptorium and the annual Hopping Procession, dating back almost to the Saint Willibrord's death, now an intangible cultural heritage on the UNESCO representative list. Nowadays the site is a centre of educational and cultural activities.



European Significance

Echternach Saint Willibrord Heritage embodies the process of early unification of medieval Europe based on faith, politics and cultural exchanges. The life and journeys of Willibrord played a decisive role in this process. Thus, the Echternach Scriptorium witnessed the exchange between Anglo-Saxon insular artists and patrons and those from continental Europe, as the founders of a common European Heritage. The annual Hopping Procession is a European event for pilgrims as well as interested non-believers from several European countries. The application convincingly presents the European significance of the site by revealing the internationalisation and unification of the early medieval Europe, based on faith, diplomacy and cultural exchanges. The European significance is clearly articulated in the site's narrative. The candidate site meets the three criteria (i), (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on the pan-European dimension of the Willibrord Heritage not just in its religious but also cultural and political dimensions. It presents an exhibition at the cultural centre Trifolion, focussed on Willibrord's achievements. The refurbishing of the Abbey-Museum to emphasise the European significance of the site is planned. Two routes are being added: the "Via Epternacensis" and the "Judeum Epternacum" articulating the sites European history beyond Willibrord. The Via Epternacensis will not only be revised by 2023, but made multilingual, and digital, to increase accessibility for people with reduced mobility and audiences abroad. The Hopping Procession is presented as a cross-border European occasion for believers and non-believers. The Echternach Basilica is treated as an important place for carillon musical practice, also an intangible cultural heritage. This trifold dimension will be realised within the site's existing cultural, pedagogical, and touristic infrastructure. The creation of synergies with related sites in Europe is planned, including networking with EHL sites. Special attention will be paid to young people and the intergenerational exchange, as well as to the contemporary pan-European artistic creation. The site aims to encourage research on the works of Willibrord, to host workshops and conferences to discuss the

European significance of the site, to organise training for tour guides, to enhance the existing collaboration with Carlow, Ireland, on the Hopping Procession. The submitted project meets the criteria required for the European Heritage Label.

Organisational Capacity (work plan)

The Echternach Saint Willibrord Heritage is managed by the Stadtmarketing Echternach/Regional Tourist Office in cooperation with the Culture, Tourist and Congress Center (TRIFOLION) in Echternach. The Basilica is under special protection as a national heritage monument. Regular funding by the government, the town of Echternach and Kierchenfong is secured for the site as well as for the planned projects.

An important partner for the management of the Basilica and the Abbey Museum is the Willibrodus Bauverein a.s.b.l. which keeps the site running and open for the public through voluntary work.

The site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

Echternach Saint Willibrord Heritage embodies the history of internationalisation and unification of early medieval Europe based on faith, diplomacy and cultural exchanges.

The Panel recommends that Echternach Saint Willibrord Heritage receive the European Heritage Label.

Historic Centre of Turaida

SIGULDA (LATVIA)
13TH -20TH CENTURY

Description

The Historic Centre of Turaida is a cultural heritage site of 58 hectares, including natural and cultural space, tangible and intangible heritage. It consists of the Turaida medieval castle, the Folk Song Park at Danu Hill, the Cultural and Historical Heritage of Gauja Livs (one of the ancient tribes of Latvia), the Church Hill and Wooden Church (1750), one of the oldest of its kind in the country, and the Economic Centre of Turaida Estate with 21 historic buildings. The location saw the meeting of different cultures, ethnicities and religions resulting in a peaceful dialogue. As a crossroad of historical events, it played a role in the integration of the Baltic States into Europe also by using western Christianity as a means for social integration.



European Significance

The character of Historic Centre of Turaida is, by its nature, multi-ethnic and multicultural. Different historical layers can be explored and they show the role of the site as a crossing point in history. The historic centre of Turaida played an important role in the spread of Christianity and the development of European culture and civilisation, and at the same time shows the devastating impacts of religious intolerance and imperial expansions. A narrative of early European expansion was clearly expressed and is strongly linked to European history and integration. Especially the "Singing Revolution" that took place at the site was a key movement in the reintegration of Latvia into Europe and the European Union. The role and significance of the folklore movement at the site helped to improve and disseminate common values underpinning European integration – especially freedom and cultural diversity.

Therefore the application demonstrates the level of European significance required for the European Heritage Label.

The European significance is clearly articulated in the site's narrative.

The candidate site meets the three criteria (i) (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on the activation and use of the resources that are available at the central museum (Museum-Reserve). The objective is to use these resources more in research and to reach out and develop the audience further. To do this, thematic video tours and the inclusion of the "Singing-Revolution" in the Latvian Register of UNESCO's Memory of the World Programme are proposed. The availability of information on foreign languages is meant to be increased and international conferences on the interpretation and tourism connected to heritage are planned. The proposed activities are viable and realistic and linked to the narrative of the site. The European significance as presented by the site is also reflected in the proposed project. However the Panel suggests to elaborate more clearly the role of the proposed European Significance and related values in the project and activities to European audiences.

The submitted project meets the criteria required for the European Heritage Label.

Organisational Capacity (work plan)

The Historic Centre of Turaida is managed by Turaida Museum Reserve, an organisation that is under the authority of the Minister for Culture of the Republic of Latvia. The majority of its budget is generated by the organisation. The Museum has won a number of awards and is sufficiently staffed and resources.
The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

The Historic Centre of Turaida demonstrates different layers of history, played an important role in the spread of Christianity and was one place where the "Singing Revolution" contributed to the reintegration of Latvia to Europe representing European values of freedom and cultural diversity.
The Panel recommends that the Historic Centre of Turaida does receive the European Heritage Label.

Medieval wall painting in Gemer and Malohont Regions

RIMAVSKÉ BREZOVO (SLOVAK REPUBLIC)
14TH -15TH CENTURY

Description

The Medieval wall painting in Gemer and Malohont Regions is a national thematic site of twelve medieval churches decorated with figural paintings (two by Italian, ten by local masters). The technique is Italian fresco, the paintings are well preserved, they were restored in the years 1889-1895 and 2007-2019. The paintings in the medieval churches are documents of the application of the progressive painting style of the Italian fresco technique also in transalpine countries. They were created during the medieval boom of Gemer gold, silver, copper and iron mining and thus the exchange with other European regions. The paintings are comparable in style to examples in similar mining areas such as Carinthia and South Tyrol. They represent the international character of European art and lively cultural contacts across Europe in the Gothic period. The wall paintings show the influence of the nobility in the Kingdom of Hungary, to which this region belonged, ruled by the Anjou and Luxembourg dynasties.



European Significance

The Medieval wall painting in Gemer and Malohont Regions presents the spread of fresco painting style to transalpine regions as a symbol of the cultural contacts across Europe. The sample of sites show that the European art was not only received by wealthy families or rich towns, but also used for the decoration of rural churches. They embody a common artistic language which could be understood by members of the different ethnic groups as well as the illiterate. It links with key European movement, particularly monumental sacral painting in areas on the edge of Gothic world like the regions of Carinthia and South Tyrol, but it also occurs beyond the Alps in Transylvania, Lesser Poland and Slovakia.

The site demonstrates cross border or pan-European significance in accordance with criteria (i) of the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project's aim is to present the wall paintings in a "new European narrative" as a phenomenon of cross-border artistic ties in Europe. A contemporary presentation of the historical heritage is planned along with the monuments themselves also in an economically, environmentally friendly and sustainable fashion. The aim is to present the art works as a whole set and example of the sub-alpine art phenomenon of medieval wall paintings to a much broader international audience and scholarship. The involvement of local communities is planned. The accessabilty of the sites is one of the main tasks. Young people and visitors from abroad and virtual visitors are the main focus groups. Cultural events, educational activities and the use of new media technology are scheduled. The heritage sites are represented on the web in English and Slovakian. The site will offer materials

and presentation forms in other languages as well.
The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

Medieval wall painting in Gemer and Malohont Regions consist of twelve sites which are owned by the Evangelical Church of the Augsburg confession, the Reformed Church and the Roman Catholic Church. All of them signed a declaration of cooperation to establish joined management, a uniform presentation and a coordination of activities. The basic coordination of the project is covered by the Rimavské Brezovo Church Congregation. Regional self-governing bodies as well as destination management and marketing organisations are responsible for the financial sustainability, promotion, development of sustainable tourism and project management. The non-profit sector represented by the Gothic Route Association provides professional and popularisation activities. Local and regional self governing bodies manage and support measures of restoration and conservation at the sites. The interventions are controlled by the regional monuments board. The restorations of the wall paintings are financed by the Ministry of Culture in the Slovak Republic. The regular funding is provided by own resources thanks to the memorandum of cooperation and joned action, signed by representatives of self-governing regions Banskobystrický Region and Košický Region.
The candidate in all its twelve sites has adequate operational capacity to implement the submitted project for presenting the European dimension of the site to European audiences.
The site meets the criteria required for the European Heritage Label.

Recommendation

The Medieval wall painting in Gemer and Malohont Regions bear whitness to economic, cultural and artistic exchanges across Medieval Europe. They represent a shared artistic language understood by members of different ethnicities and degrees of literacy.
The Panel recommends that The Medieval wall painting in Gemer and Malohont Regions receive the European Heritage Label.

The Oderbruch

SEELOW (GERMANY)
18TH CENTURY UNTIL NOW

Description
The Oderbruch exemplifies anthropogenically formed landscape as a product of European history. The settled river polder features a water system that expands over nearly 1,000 square km. The settlement history of the Oderbruch with its well-preserved historical buildings and structures has been developed over more than 250 years. In their self-conception as an independent population, the colonists cultivated a rural democracy.



European Significance
The Oderbruch is an anthropogenic landscape that has been defined by immigration. The landscape, with its water system, buildings and constructions, was developed on the basis of the most advanced engineering expertise available in Europe at the time and since then it has been continually optimised. The Oderbruch landscape is the result of civic and state actions resolved in democratic processes of communication. Approximately 8,000 colonists found a new livelihood in Oderbruch. Today, Oderbruch is a cross-border landscape which includes not only German, but also some Polish sites and places.
The European significance is clearly articulated in the site's narrative. The candidate site meets the three criteria (i), (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)
The aim is to present Oderbruch to the European public as a self-confident European rural landscape. Here, culture will become the engine for regional development. The objective is to use and link the diverse history of the site as a part of modern development with challenges such as ecological thinking, social participation and economic activities. In the project the heritage sites will be presented multilingual on different media platforms. One particular focus will be to integrate sites in Poland. Educational programmes aimed at youths from different parts of Europe as well as conferences and artistic plenaries will be developed. The site will enhance networking with other European historic landscape sites with the aim to exchange knowledge and experience, to train the staff as well as to improve the cooperation between scholars and experts.
The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)
The Oderbruch is a heterogeneous cultural heritage site which implies particular challenges. The Oderbruch Cultural Heritage Municipal Working Group has a key role for the management. The district of Märkisch-Oderland provides the most important framework for common management. There is no uniform protection status for the site, however, more than 400 individual historic constructions and several building ensembles are protected. Several tourism organisations are involved in the project. The development of bike paths is the central infrastructure project.

The communication of the European significance of the site will focus on four core messages: water system, building culture, independent agriculture and open rural society and culture.
The site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

The Oderbruch, with its water system and constructions, is an anthropogenically formed landscape that has been defined by immigration and expresses the tradition of ecological care and social participation in European past and present.
The Panel recommends that The Oderbruch receive the European Heritage Label.

Palace of the European Commission of the Danube

GALAŢI (ROMANIA)
1896

Description

The Palace of the European Commission of the Danube is a historical building in Galaţi, Romania, purpose-built to serve as the headquarters of the European Commission of the Danube (ECD). The institution was established after the 1856 Peace Congress of Paris to regulate the navigation regime on the river system. The ECD eventually developed into a more complex organisation that aimed to secure peace in a vulnerable European region at the intersection of interests between rival empires of Europe. In 1923, the house built in the Beaux-Arts style was renovated employing the same architectural language, whose key elements survived until now. The building functioned as the ECD headquarters until its dissolution in 1948. In 1968, the "V. A. Urechia Public Library" became the user of the building.



European Significance

The Palace of the European Commission of the Danube is a European building, whose construction was funded by eight European states. The ECD had financial independence; thus the building is the first in the world with international status.

The site narrative foregrounds the building and its maintenance as the headquarters of an important post-Crimean war institution. Being the second international institution in the world and the first to have the statute of Europeans in its title, the ECD was a paragon of collaboration for the development of peaceful and prosperous Europe. European significance is clearly articulated in the site's narrative.

The candidate site meets the three criteria (i) (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on making historical sources available as well as various forms of external communication and networking. The establishment of an information thesaurus (digital and non-digital) regarding the site's history and impacts of the ECD is targeting the European public. The special section devoted to the European Heritage Label on the library site will become a part of the database. The next goal is related to promotional and educational activities: creating the visual identity as a foundation of the ECD brand, staff training and youth engagement in collaboration with higher education institutions in Europe.

The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The Palace of the European Commission of the Danube belongs to the Administrative Territorial Unit of Galaţi, represented by the Galaţi County Council. The building is an inscribed historical monument, being a part of an urban heritage complex. The building has suffered damage in different earthquakes and has repeatedly been repaired. Currently, it undergoes a rehabilitation project, subsidised by the Regional Operational Programme Preserving, Protecting, Promoting and Developing Cultural Heritage. The library has public funding for maintenance of the institution, public programmes and events and other regular costs of library services.
The candidate site has the adequate operational capacity to implement the submitted project and meets the criteria required for the European Herit-age Label.

Recommendation

The Palace of the European Commission of the Danube was a headquarters of a significant international organisation that contributed to increase the European integrity and to establish a peaceful development of Europe.
The Panel recommends that the Palace of the European Commission of the Danube receive the European Heritage Label.

Seminaarinmäki Campus – Equality in Education

JYVÄSKYLÄ (FINLAND) 19TH AND 20TH CENTURY

Description

The Seminaarinmäki Campus – Equality in Education represents the Finnish education system and the high-quality teachers' training promoting equality of all people from its very beginning. Based on the tradition of the first Finnish-speaking teachers' college created in 1863 as Jyväskylä Teacher Seminary in the city of Jyväskylä in central Finland, the school transforms into the multidisciplinary University of Jyväskylä (JYU) in the twentieth century. The architecture embodies the values and pedagogical innovations developed at the site. It is a protected and nationally important site of built cultural heritage. Several buildings were designed by the architects Alvar Aalto in the 1950s and by Arto Sipinen in the 1960s and 1970s.



European Significance

The Seminaarinmäki Campus – Equality in Education is considered a cradle of the world-famous Finnish school system renowned for its egalitarian attitude and successful outcomes on all levels, from the elementary to the postgraduate one. The model of equal education has promoted European values such as social, linguistic and gender equality, respect for human rights, pluralism and justice. The site demonstrates an essential European value in its pan-European nature, its place and role in European history and European integration as well as in the development and promotion of the common European values in the narrative.The European significance is clearly articulated in the site's narrative.

The candidate site meets the three criteria (i), (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The Tietoniekka – Science for all project aims to develop a centre for continuous learning for people of all ages, students, local citizens as well as tourists and visitors. It will communicate the significance of equal education for Finland and the creation of European welfare states. The project will also be focussed on the University teacher's education in several fields of culture and history to develop tools in teaching science, art, media and virtual environments and also multidisciplinary and effect-orientated learning. It also aims to strengthen people's awareness of the school system's importance for the foundation of a democratic society, the critical use of various data and media sources. It creates an open gate to science and comprises a multilingual set of events, exhibitions, and learning environments with interactive and digital tools accessible all across Europe. University students engage in the project that becomes a part of their training. The project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

Seminaarinmäki Campus – Equality in Education properties are managed by the University Properties of Finland Ltd (SYK). The company's owners are Finnish universities and the Finnish State. The SYK Ltd and the university's service centre maintain the campus

buildings, following heritage protection requirements. The Open Science Centre consists of the united university library and the museum, working as an independent institute within the university. Various bodies including NGOs cooperate on the establishment of the project steering group. The university secures funding for the buildings, the employees, the cultural and educational work as well as for the communication and networking activities.
The site has the adequate operational capacity to implement the project and present its European dimension to the European audience.
The candidate site has the adequate operational capacity to implement the submitted project and meets the criteria required for the European Herit-age Label.

Recommendation

The Seminaarinmäki Campus – Equality in Education epitomises the ideal of equal education, providing a foundation for a democratic European social system that prevents social exclusion and maintains diversity and peaceful coexistence.
The Panel recommends that Seminaarinmäki Campus – Equality in Education receive the European Heritage Label.

Ventotene

VENTOTENE (ITALY)
1941

Description

The Ventotene Manifesto "For a free and United Europe" is a historical document which inspired the construction of a federal Europe. It was signed in 1941 by Altiero Spinelli and Ernesto Rossi who both were kept in the prison camp in Ventotene that was built in 1939 to exile opponents of the fascist regime. Ventotene together with its sister island Santo Stefano is located about 50 km off the coast between Rome and Naples and both share a long-standing history as a Roman settlement. Santo Stefano was used as a prison island from the 18th century onwards.



European Significance

Ventotene was a historical document that envisaged a federal government for Europe and laid the foundations for a modern idea of a united Europe. Together with the place where it was written it is a symbol for Europe itself and inspires European leaders till today. The European significance of Ventotene is particularly strong: its past and present influence are targeting the whole European idea and institutions as we know them today. It is not only a significant key document for the construction of Europe, but also one of its creators, Altiero Spinelli, is considered one of the founding fathers of Europe. The ideas of the Ventotene Manifesto played a significant role in the development of common European values such as democracy, solidarity and freedom. The application convincingly develops the European narrative of the site by elaborating the role of the Ventotene for the construction of Europe and its governing bodies. The European significance is clearly articulated in the site's narrative.

The European significance is clearly articulated in the
site's narrative. The candidate site meets criteria (i) and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on using the prominence and narrative of the Ventotene as a core strategy to develop the two islands following the vision "Ventotene, the island of peace
– gateway to Europe". A "Board of Europe" was established to connect pro-European movements for joint projects on the island. The activities range from public seminars together with the Institute of Federalist Studies Altiero Spinelli to historical training and education activities. It is noteworthy that the local communities are strongly involved in this activity. Communication activities in the digital realm have been created and ideas to expand the cooperation with European networks and other European Heritage Label sites exist. Ventotene will serve as a basis in many of these activities and will be translated into several languages, including Arabic.

The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

Ventotene and the islandsare governed by the municipality of Ventotene. A number of regional and national organisations are involved in the financing, management and implementation of projects, for example of the recuperation and new use of the Santo Stefano Prison. Different parts of the local government and NGOs are organised under the auspices of the mayor to implement the proposed activities. The financial and human capacities are appropriate.
The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

The Ventotene Manifesto is a key document from Altiero Spinelli and Ernesto Rossi, confined on Ventotene Island as opponents of the fascist regime, encompassing values such as democracy, solidarity and freedom into a future foundation of a common and strong Europe.
The Panel recommends that Ventotene receives the EuropeanHeritage Label.

MigratieMuseumMigration (MMM)

BRUSSELS (BELGIUM)
2019

Description

MigratieMuseumMigration (MMM) is a project by Foyer vzw, opened in 2019 at Molenbeek (Brussels) in a typical migration "arrival area" in the Brussels canal zone. The site includes two buildings linked by a passage: a front one which is a neoclassical mansion (19th century) with a protected façade and an industrial rear building, combining the former workshop for migrant workers and a warehouse, in which the MMM is located. On the three floors, there are showcases with stories, objects and photographs of migrants living in Brussels by themselves, an overview of migratory waves from 1946 onwards, some art installations inside and in the garden, also screening of archival films and a mobile cinematic museum version.



European Significance

The MMM gives a clear view of the various waves of migrants and refugees to Europe after WW2. It shows some life stories and the important role of the common values that underpin European integration: freedom, human rights, including those of persons belonging to minorities: non-discrimination, pluralism, tolerance, solidarity and gender equality. The museum shows how migrants and migration have contributed to the development and promotion of common values such as cultural diversity and multilingualism that underpin European integration.

The European significance is clearly articulated in the
site's narrative.

The candidate site meets the three criteria (i), (ii), and (iii) for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The MMM aims to promote European citizenship among young people, based on important historical benchmarks since 1946 and diverse life stories spanning several generations. It offers in three languages temporary exhibitions, guided tours and workshops for young people and adults from Belgium and neighbouring countries. MMM reaches a wider European audience through social media and other virtual platforms. MMM aims to develop an online and interactive museum visit, multilingual academic presentations. European cooperation is an important goal with research trips to similar museums and networking, mutual exchanges of exhibitions, transnational artistic projects. Active multilingualism is a very strong point in the museum's offer. Each staff member being at least quadrilingual, guided tours can be provided in 15 languages and in Braille. It is an MMM "in the process", constantly evolving with demographic and sociological developments, and leaning on all the Foyer's expertise in multilingual and intercultural education.

The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The site MigratieMuseumMigration, managed by Foyer vzw, works with four permanent employees, six guides and a pool of volunteers, and benefits from a steering group. Based on user-centred management it adopts some environmentally friendly measures such as cisterns, underfloor heating. MMM will also continue to develop as a foundation. The Panel notes a coherent and well-calibrated development programme despite a small team.
The candidate site has the operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

MigratieMuseumMigration shows how migrants and migration have contributed substantially to the development and promotion of Europe, especially on common values such as multicultural diversity and multilingualism that underpin European integration.
The Panel recommends that the MMM receives the European Heritage Label

OTHER CANDIDATE SITES

ASTRA Museum of Traditional Folk Civilization

SIBIU (ROMANIA)
1967

Description

The ASTRA Museum of Traditional Folk Civilization, located in Sibiu in a culturally diverse region of Transylvania, is one of the largest open-air museums in Europe. It was opened in 1967 as an area devoted to conservation and presentation of tangible and intangible heritage of Romanians and other local ethnic groups. Currently comprising more than 400 vernacular buildings, the museum is a rich venue of cultural events, fairs and crafts workshops, collaborating with ethnic communities and craftspeople.

European Significance

Multicultural heritage represented at the ASTRA Museum of Traditional Folk Civilization reflects a cultural diversity characteristic of the whole of Europe. The museum, which was initially focussed on local craftsmanship and folk culture, has extended its scope, organising international events and being a member of international organisations. It has hosted European events, such as the Informal Summit of Heads of State or the Government of the EU.

The application articulates the European dimension in terms of international collaborations and projects, as well as hosting events taking place in the region, but the narrative insufficiently demonstrates the complexity of ethnic relations and how the work based on museum collections addresses that. The application does not convincingly express the level of European significance in terms of European history, European integration or its pan-European nature as required under the criteria for the European Heritage Label. The site has the potential of European significance that is currently not demonstrated in the application.

Strengthening the communication of the European dimension to European audiences (project)

Until now the museum has increased awareness of the audiences of the European significance through European events and cooperation projects. The objective of the project is to create contemporary contexts for multiethnic dialogue and the interaction of the visitors with bearers of traditional values of ethnic groups in Romania. To increase the visibility of the European significance, the project aims to use onsite signposts, facilitate academic and educational activities, guided tours, digital exhibitions and multicultural events. Although several of the planned activities potentially support the communication of the European significance, most of them focus on highlighting traditional values of the communities. Such activities are culturally relevant but lack the pan-European dimension. It is not clear, to what extent different activities reach general audiences and what the expected reaches or impacts of the activities, embracing the European scope.

The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The ASTRA Museum of Traditional Folk Civilization is a unit of the ASTRA National Museum Complex, a public institution with a legal personality, operating under the authority of the Sibiu City Council. The museum is an A-category historic monument assembly, included in the national historic monuments list. The collection

is monitored by the specialists of the restoration department. The museum is equipped with contemporary visitor services facilities. The museum is situated in a protected nature reserve and its activities are implemented without harming environmental factors or biodiversity. The museum is well integrated into international networks. The candidate site has adequate operational capacity and the work plan meets the criteria required for the European Heritage Label.

Recommendation

The Astra Museum of Traditional Folk Civilization is one of the largest museums in Romania focusing on folk culture and vernacular heritage. Though the application demonstrates the potential, the European significance in terms of promoting pan-European nature and European integration is not convincingly articulated.

The Panel recommends that The Astra Museum of Traditional Folk Civilization does not receive the European Heritage Label.

Baška Tablet in the complex of the Church of Saint Lucy

BASKA (CROATIA)
10TH AND 11TH CENTURY

Description

The Baška Tablet (Bašćanska Ploča) is a rare witness of the old Slavic literacy, dating back to the 10th century. Discovered in 1851 in the Church of Saint Lucy near the village of Baška on the island of Krk, the Tablet was moved to Zagreb in 1934, being displayed in the Croatian Academy of Sciences and Arts ever since. A replica of the Tablet was installed at its original location, as a partition between the altar and the rest of the church. The complex of the Church of Saint Lucy consists of the Romanesque church with its Chapel of Our Lady of the Rosary, the restored monastery and an archaeological site with the remains of an ancient villa and a monastery; it also comprises information and museum centre.

European Significance

The Baška Tablet provides evidence of the development of the Croatian language and the Glagolitic script, created by Constantine-Cyril the philosopher in the mid 9th century to translate Greek liturgical texts into Slavic language and thus to spread Christianity among the Slavs of Moravia. The complex of the Church of Saint Lucy was inhabited in the 10th and 11th century by Glagolitic monks, followers of the two brothers missionaries and polyglots Cyril and Methodius. The monks used books in Old Slavonic language written in Glagolitic script, in a context when only the Croats were allowed by the pope to use their own language and script for liturgy. The Tablet is the only known inscription showing the transition from the Glagolitic script to the more angular Croatian alphabet and contains the first mention of the word 'Croatian' in the Croatian language, next to the name of a Croatian ruler. The text on the Tablet describes the donation of land to a Benedictine abbey. The Baška Tablet and the complex of the Church of Saint Lucy have the potential to explain the use and preservation of local and national languages over time and how the concept of multilingualism has evolved in Europe. However, its narrative should provide more information on the context, in particular through the story of Cyril and Methodius, their legacy of the Glagolitic script and their diplomatic missions crossing the divide between the Roman Catholic world and the eastern Byzantine Empire. Whilst the site has potential for European significance, the application does not articulate this with sufficient contextualisation.

The application does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project seeks to explain the beginnings of Slavic literacy as well as the richness of different languages and the value of multilingualism in Europe through the story of the Baška Tablet, the Glagolitic Script and the complex of the Church of Saint Lucy, where most activities will take place. The current education activities are aimed at schoolchildren and include Glagolitic script courses: this educational offer and target groups will be expanded. A new website, video material and a virtual tour will be developed. The organisation of Croatian Glagolitic and Literacy Days is planned, along with other European projects on the history of European languages, writing and literacy. Whilst the project contains many valuable elements, more attention should be given to cooperation with other EHL sites and to the inclusion of as many European languages as possible in information

and research activities because of the significance of the tablet regarding multilingualism.
The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)

The complex of the Church of Saint Lucy is owned by the Diocese of Krk and the Municipality of Baška. The Church and the Benedictine abbey are protected at national level. Conservation works and additional facilities for visitors are planned and the Diocese and the Municipality will establish within the next four years a Glagolitic Centre - a European Centre for literacy, where the original Baška Tablet will be displayed.
The candidate site has adequate operational capacity and meets the work plan criteria required for the European Heritage Label.

Recommendation

The Baška Tablet in the complex of the Church of Saint Lucy has the potential to provide insights on the use and preservation of local and national languages over time and on how the concept of multilingualism has evolved in Europe. Whilst the application demonstrated potential, in its present form it does not yet meet the qualifying criteria.
The Panel recommends that the Baška Tablet in complex of the Church of Saint Lucy does not receive the European Heritage Label.

Fulda and Petersberg – Centres of the Carolingian Education Reform

FULDA AND PETERSBERG (GERMANY) 8TH AND 9TH CENTURY

Description

Fulda and Petersberg – Centers of the Carolingian Education Reform is a religious centre and monasteries from the 8th - 9th century. The site consists of the former Fulda monastery and ancillary monastery of Petersburg. They, including the monastery school, had a decisive influence on the surrounding region and on the Carolingian education reform. The church and convent building of the Fulda monastery have since 1752 served as Fulda Cathedral. The priests' seminary and Fulda Faculty of Theology with its Bibliotheca Fuldensis Institute continue the monastery's tradition. Petersburg monastery church is today used by its Catholic parish and a Benedict convent.

European Significance

Fulda and Petersberg – Centers of the Carolingian Education Reform had an influence on the Carolingian education reform which recorded achievements through cross-border exchange and dissemination of knowledge. As places of learning and networking, and on the basis of a transcultural approach, people were here united peacefully. The reform movements made education and learning socially significant in times of political fragmentation, geographic isolation, institutional insecurity, limited communication, and frequent political and social violence.Despite the application developing the European narrative of the site by their cross-border nature and their role in European integration, the European significance is not clearly articulated and presented.

The candidate site does not meet the criteria for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed particularly on making people aware of the importance of education and transcultural dialogue and networks, which is symbolised by the "Education in Motion" project. Here, impact of education is followed from the monasteries on to today's emergence of cultural norms and social cohesion. The project will convey how the community of monks played a significant role in the cultural blossoming after the Migration Period and how these achievements laid the foundation for Europe's intellectual culture – and relate this to current challenges. The project includes research and exchange of findings, virtual reconstruction of the medieval monastery, activities in line with "Communication Model of Built Heritage", multilingual guided tours, lecture series, e-Twinning partnerships, workshops and publications. The project also includes staff training on European Heritage Label, knowledge and experience exchange with other European Heritage Label sites as well as deeper cooperation with similar European Heritage Label sites.

The submitted project meets the criteria required for the European Heritage Label.

Organisational capacity (work plan)

Fulda and Petersberg – Centers of the Carolingian Education Reform is a long-term concept led by the City of Fulda Culture Department. Involved key partners have signed formal cooperation agreements. The municipal culture budget provides further financing. The relevant buildings are heritage-listed, and have been restored in recent time, which ensures permanent preservation of the

site. The site has won multiple awards in the tourism industry. The site is part of the city's sustainable development strategies and the cathedral, the Cathedral Museum and Saint Michael Chapel use green energy.
The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label.

Recommendation

Fulda and Petersberg – Centers of the Carolingian Education Reform had an influence on the Carolingian education reform which recorded achievements through cross-border exchange and dissemination of knowledge. However the application in its present form does not meet the qualifying criteria.
The Panel recommends that this application does not receive the European Heritage Label.

Grand Commandery Alden Biesen

BILZEN (BELGIUM)
1220

Description
The Grand Commandery Alden Biesen, located in the east of Belgium, in the Flemish province of Limburg, was founded in 1220 by the Teutonic order of knighthood (born during the Third Crusade in Palestine), with a comitative vocation. It became the most important of the twelve provinces of this powerful Order, covering especially present-day Belgium, the Netherlands and Germany, a centre for the help and care of the poor and pilgrims. To the original moated castle with hospital, church and dependencies was added a monastery fortress in the 16th century that grew into the residential Renaissance castle, surrounded by an English landscape garden in the 18th century. Together with gardens and historic fruit orchards, this unique historic ensemble has been restored since the 1970s. Today, Alden Biesen functions as a hub for international meetings and events and as a support point for European activities on heritage, culture and education. The site is already part of European networks such as ACCR (Association des Centres Culturels de Rencontre: linking Heritage and Culture), and Fest (Federation of European Storytelling) and European projects for 30 years.

European Significance
According to the application, the Grand Commandery Alden Biesen helped shape European history from the Middle Ages. The influence of its mother organisation, the Teutonic order, on social, religious, cultural and political developments from the 14th century onwards throughout Europe was of significant impact and the site served as an important centre of the Meuse and Rhine region, on one of the largest Hanseatic trade routes. Whilst the Grand Commandery Alden Biesen has the potential to meet the criteria for European significance, the narrative lacks a reflective approach to the history of the Teutonic order and the Grand Commandery.
As a result, the application does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)
The project is focusing on young people through Europe classes for secondary school pupils from across Europe with a programme on European citizenship, institutions and their operation, also the shared European history of the Grand Commandery and of the Teutonic Order. The objective is to make these young people together understand each other's individuality and backgrounds and be aware of European values and norms. Whilst this project is very promising and challenging, it is not articulated enough with the heritage of the site itself.
The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)
Owned by the Flemish government since 1971, Alden Biesen is a protected monument, managed by a separate service with 43 permanent staff members.
The candidate site has adequate operational capacity to implement the project and meets the work plan criteria required for the European Heritage Label.

Recommendation

The Grand Commandery Alden Biesen, as one of the most influential seats of the Teutonic order, has played an eminent role in the history of northern Europe in the 13th -18th centuries. The well-managed and active site is popular among visitors and contributes to the cultural life of the region.

Despite the potential of the Grand Commandery Alden Biesen, the Panel recommends that in this present form this application does not receive the European Heritage Label.

Land of Water, Land in Water. The Po River Delta and Venice

PO DELTA (ITALY)
2017

Description
Land of Water, Land in Water. The Po River Delta and Venice are a national thematic site, being the result of the union of the Regional Park of Venice of the River Po Delta (Veneto), the three national archaeological museums located in the Veneto region of Adria, Altino and Venice, and the Civic Museum of the Ancient Delta in Comacchio (Emilia-Romagna). The sites have always taken advantage of water from the River Po or the sea, and the area is one of the encounters, in which the cultural asset is intimately linked to nature. The site, over two regions, involves four cultural institutions and a regional park, known as the Biosphere Reserve MaB UNESCO. This new cultural district, already in the process of formation, sees different universities, both Italian and foreign collaborating with it, therefore increasing its development and research potential.

European Significance
The Land of Water, Land in Water. The Po River Delta and Venice national thematic site is defining its European significance based on criteria (iii), the place and role of the site in the development and promotion of the common values that underpin European integration. Although the proposed site of 'Land of Water, Land in Water, The Po River Delta and Venice' do have European significance, this significance is not conveyed in the application and therefore the candidature does not meet the criterion.

Strengthening the communication of the European dimension to European audiences (project)
The project is focussed on communicating European values through the natural and archaeological heritage. Among the goals are the joint multilingual website, increasing the linguistic skills of museum and park operators to improve accessibility and usability of the sites, as well as new multilingual signposting. Museums and visitor centres will be equipped with free Wi-Fi hotspots installed with new multimedia devices, which, besides attracting a younger audience, will improve comprehension of the message to be conveyed. The proposed activities, although well presented, are not presenting all the SMART qualities (Specific, Measurable, Achievable, Relevant, Time-Bound), and there is a need to demonstrate a deeper cohesion between the activities implemented by the different sites.
The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)
'Land of Water, Land in Water. The Po River Delta and Venice' national thematic site is managed by the Regional Park of Veneto of the River Po Delta, supported by a coordination group. Joint communication and marketing, communication and promotion strategy, and management of entrustment of support services remain the responsibility of the Park. Functions within the coordination group are conducted with: Directors of the National and Civic Museums involved, Directorate of Water Museums of Venice (Water Museum Global Network), The Veneto Museums Regional Directorate (peripheral office of the Ministry of Cultural Heritage and Activities), and the Manager of the CARIPARO Foundation in Padova. In addition, the group involves the universities of: Ca' Foscari and IUAV–UNESCO Chair (Venice), Padova,

Bologna and Ferrara and the two regions of Veneto and Emilia-Romagna. The sites are protected. The Regional Park is a UNESCO Biosphere Reserve, the museums are public institutions that are regionally or nationally protected.
The candidate national thematic site has adequate operational capacity to implement the submitted project and meets the work plan criteria required for the European Heritage Label.

Recommendation

'Land of Water, Land in Water. The Po River Delta and Venice' national thematic site, with its museums and natural sites advocates for the values that are today at the core of European integration, such as democracy, peace, equality and liberty, by using natural and archaeological heritage to ensure a dialogue about and a re-contextualisation of these values. However the application in its present form does not meet the qualifying criteria.
The Panel recommends that this application does not receive the European Heritage Label.

Lech Hill with Gniezno Cathedral

GNIEZNO (POLAND)
10th CENTURY

Description

The Gniezno Cathedral on the Lech Hill is a Brick Gothic cathedral located in the historic city of Gniezno that served as the coronation place for several Polish monarchs and as the seat of Polish church officials continuously for nearly 1000 years. Throughout its long and tragic history, the building stayed mostly intact, making it one of the oldest and most precious sacral monuments in Poland. It is a starting point of Wielkopolska Droga św. Jakuba (one of the Camino de Santiago).

European Significance

The remains of the martyr and missionary Saint Adalbert, the patron saint of Europe were deposited on Lech Hill in the Gniezno Cathedral. The Polish Kingdom was established here as a part of the Empire of the emperor Otto III. Lech Hill is a place of cross-border significance, organising congresses concerning European integration themes. The Camino de Santiago connects the site with the rest of Europe for centuries.
Although the proposed site has potential European significance, it is not clearly articulated in the narrative of the site's application.

Strengthening the communication of the European dimension to European audiences (project)

The project is focussed on streamlining the dissemination of information, continuation of conferences, such as Quo Vadis Europe; Europe of
the Spirit. Christians in the Process of European Integration; Europe of Dialogue, or to be a Christian in a pluralistic Europe. In the coming years, attention will be focussed on the preparations for the 1000th anniversary of the Congress of Gniezno (2025).
The aim is to spread the message about the values of Lech Hill with Gniezno Cathedral to wider European audiences. Proposed activities are not sufficiently tangible and they are projected into the future without a precise timetable of activities. Concerning the budget, the applicant assumes that its resources will not be sufficient to carry out the project.
The submitted project does not meet the criteria required for the European Heritage Label

Organisational capacity (work plan)

The Lech Hill with Gniezno Cathedral is protected as a national listed building. Its conservation was and is also supported by four EU projects: in 2007-08, in 2009-12 and 2015-17 and 2019-21. The archdiocese of Gniezno has had the capacities to manage the sites for centuries. The facility is managed by the director of the Museum of the Archdiocese of Gniezno and by the manager in charge of tourist flow organisation. The director reports to the Archbishop of Gniezno, the Primate of Poland, about the current conservation and tourist activities on Lech Hill annually.
The candidate site has adequate operational capacity to implement the submitted project and meets the work plan criteria required for the European Heritage Label.

Recommendation

Lech Hill with Gniezno Cathedral is a valuable historical and cultural estate for Christians in Poland and Central Europe due to the memory of Saint Adalbert as well as a place of cross-border exchange. However, the application in its present form does not meet the qualifying criteria.
The Panel recommends that this application does not receive the European Heritage Label

Lines of Torres Vedras

LISBON AND WEST REGION (PORTUGAL)
1805-1812

Description
The Lines of Torres Vedras were a defensive system located in Portugal involving six neighbouring municipalities. It consists of a long defence line (85 km), comprising 152 forts that link the Tagus River to the Atlantic Ocean.
The Lines were built in the early 19th century for the protection of Lisbon from the French army attack. The Lines played a decisive role in the military defeat of the Napoleonic army, thanks to the allied British and Portuguese forces.
At present, more than thirty forts are shaping the Historical Route of the Lines of Torres Vedras (HRLTV), a tourism-cultural itinerary of military architecture, namely the visitable forts and headquarters of allied commanders, and the landscape heritage supported by a network of relevant interpretation centres.

European Significance
The Lines of Torres Vedras represent the sacrifice of Portuguese people for their national independence and, furthermore, the challenge of European values established by the French Revolution. According to the application, the defence lines played an important role in the consolidation of major European ideals such as freedom, equality, and fraternity against Napoleon's hegemony.
The application does not develop adequately the European significance of the site through its important role in the termination of the Napoleonic Wars in Europe and does not relate the site to other military places in Europe, which were turning points of Napoleonic Wars. Whilst the construction of the Lines was based in one of the oldest alliances between countries, that of the Portuguese and British, with an important role in the liberation of Europe, the narrative does not sufficiently consider the historical context from a European viewpoint. The European significance is not clearly articulated in the site's narrative. The candidate site does not meet the criteria for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)
The project is focussed on the sustainable development of the territory by safeguarding and enhancing the cultural heritage of the Lines. The aim is to protect and enhance the historical landscape, and the military architectural feature of the site.
Whilst exchange of research, educational activities, as well as restoration and conservation approaches/methods for the site, are planned, it is not clear and well explained how these activities would communicate the European significance to visitors and other audiences.
Although the project prescribes activities for the restoration and maintenance of the cultural landscape of Torres Vedras, visualisation, and interpretive centres for the visitors, the historical contextualisation of the site is not evident.
The submitted project does not meet the criteria required for the European Heritage Label.

Organisational Capacity (work plan)
The Lines of Torres Vedras is protected as a National Monument, managed by the Association for the Historical and Touristic Development of the Lines of Torres Verdes supported by the six municipalities that comprise it. The site's project was awarded by Europa Nostra in 2014 for the valuable archaeological investigation, the restoration of the military structures

and the numerous new interpretation centres.
Among the activities planned for the attraction of European audiences are a multilingual guide, a monograph on the construction of the complex defensive system, networking with other European cultural routes, and intensifying participation in European research networks. The site' strategy to bring a significant improvement to sustainable cultural tourism is evident. The candidate site has adequate operational capacity to implement the submitted project and meets the work plan criteria required for the European Heritage Label.

Recommendation

The Lines of Torres Vedras preserve the memory of Napoleon's army defeat and represents an impressive fortification complex of the 19th century. The application in its present form does not meet the qualifying criteria.
The Panel recommends that The Lines of Torres Vedras do not receive the European Heritage Label.

Máriapócs National Shrine

MÁRIAPÓCS (HUNGARY)
18TH CENTURY UNTIL NOW

Description
Máriapócs National Shrine is situated in a small town in North-Eastern Hungary, contiguous with Slovakia, Ukraine and Romania. It turned into an international pilgrimage site since the 18th century, after the construction of a baroque basilica (1731-49), housing the miraculous icon of the weeping Mother. In 1991, Pope John Paul II celebrated Byzantine liturgy in front of the miraculous icon, in the presence of crowds of believers from Eastern and from Central Europe. It currently attracts over half of million pilgrims annually, with great variety of age, ethnicity and nationality.

European Significance
Máriapócs National Shrine aims to point out its European significance as a cross-border meeting point for Slovaks, Romanians, Rusyns and Hungarians, enhancing its appeal to more remote other EU citizens via a live broadcast by Pilgrimage Church on a YouTube channel. Along with Lourdes, Fatima and Loreto, Máriapócs is a part of the Marian Network, as well as of Mary's Way, a Central European Pilgrimage Route. However, developing its profile as a purely religious site (a bridge between God and man, between generations and nations, but mainly – between the Catholic and East Orthodox Church) the site narrows the presentation of its potential European significance.
Máriapócs National Shrine possesses a potential European significance. However, the European significance is not clearly articulated in the site's narrative.
The candidate site does not meet the criteria for European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)
The project aims to bring together the European citizens using via Mariae, the connections with western European parishes, as well as the European Marian Network, an organisation of European pilgrimage sites of the Theotokos, which holds its annual conference every autumn. The project is also focussed on strengthening the European-Christian identity of the Máriapócs' visitors and to fulfil this aim, a broad range of cultural and artistic activities are planned: joint night vigils, discussions and socialising sessions, musical training camps for cantors; choir festival; icon painting camps for young people and children. Educational activities with theological focus are also foreseen, including an international theological symposium. In the spirit of the EHL application, Máriapócs National Shrine envisages to develop cooperation with other relevant EHL sites such as the Cluny Abbey, the Dohány street synagogue, etc. In this vein, the site provides an extended multilingualism – Ukrainian, Romanian, Slovak, Polish, English and German.
Nevertheless, apart from the purely religious perspective, the project needs to address all European citizens. The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)
Máriapócs National Shrine, and especially the pilgrimage church of Máriapócs is protected by the Hungarian legislation as a national monument with its surroundings, constituting a historical environment, enjoying a proper protection, expressed in major investments into the recovery of the Emanuel pilgrims' Centre, and a few more examples.
Environmentally friendly management (solar Panels) is provided as the environment is believed to be a gift

from the almighty god which needs a disciplined and responsible treatment. The site employs currently 29 people. Information is provided about the sitting capacity of the pilgrimage church and the three halls in the pilgrims' houses, the cooking capacity of the kitchen and the accommodation facilities.
The candidate site has adequate operational capacity and meets the work plan criteria required for the EHL.

Recommendation

Although Máriapócs National Shrine is a genuine active pilgrimage site with growing international recognition and with potential European significance, the application in its present form does not meet the qualifying criteria.
The Panel recommends that this application does not receive the European Heritage Label.

The Address of the Polish Bishops to the German Bishops, November 18, 1965

WROCŁAW (POLAND)
1965

Description
The Address of the Polish Bishops to the German Bishops is a document sent to the German bishops on November 18, 1965. Two main carriers of this text (both in German) have survived, one kept in Rome, the other in Cologne. The document of over a dozen pages contains a description of very complicated Polish-German relations over the course of a thousand years, based on the assumption that Christian culture is an essential element of European culture. The message also contains the programme of Polish-German reconciliation based on truth, dialogue, and readiness to forgive and acknowledge one's own faults. The most famous sentence of the Message is the statement: "We grant forgiveness and ask for forgiveness".

European Significance
The Address of the Polish Bishop to the German Bishops illustrates an atmosphere 20 years after WWII, symbolically initiated the process of reconciliation between Poles and Germans, and consequently contributed significantly to the reconciliation of the peoples of Europe after WWII. It expresses key values for the European community such as truth, dialogue, readiness to forgive and the will to build good neighbourly relations in the future. Europe is approached in this document as a community of values. The European significance is clearly stated in the narrative of the site. The document illustrates the importance of the Roman Catholic Church and especially of the Second Vatican Council, which enabled the meeting of bishops from all over the world during the peak of the Cold War and initiated dialogue during the last session. This significantly helped to improve political relations after WW II and contributed to the fall of communist dictatorships. The address of the Polish bishops to the German bishops meets criteria (i), (ii) and (iii) of European significance, as required for the European Heritage Label.

Strengthening the communication of the European dimension to European audiences (project)
The project is focussed on translation of The Address of the Polish Bishops to the German Bishops into other languages (English, French). The aim is to spread its message to wider European audiences.
The proposed project does not sufficiently reflect the importance of the content of The Address of Polish Bishops to German Bishops. Doubts about the quality of the project are already raised by the way in which the State Party responds to the Panel's questions.
The English translation, which has been sent as Annex 3, is different from the German text (Annex 2). The German text of 3491 words is very detailed, while the English text on 5 pages of 1724 words is brief and different in content. E.g. the name Włodkowic (Polish participant in the Council of Constance, 1414) does not appear in the German original text etc. Church authorities reportedly support activities involving popularization and celebration. However, it is not clear from the project how and in what ways this support will be implemented.
The submitted project does not meet the criteria required for the European Heritage Label.

Organisational Capacity (work plan)
Both original versions of The Address: a manuscript in Rome (the Polish Papal Church Institute) and as the original typescript in Cologne (Historisches Archiv des Erzbistums Köln, 43/1965)

are under legal protection resulting from local legislation on archival records, and their condition does not require urgent conservation intervention.
The "Remembrance and Future" Centre, Wroclaw, submitted the candidature of The Address of the Polish Bishops to the German Bishops and is a public body, co-owned and financially supported by the government and local government. Wroclaw City is a symbolic place to present "The Address" in the EU, not only for Bishop Boleslaw Kominek, but also especially thanks to its history.
The candidate site demonstrates adequate operational capacity to implement the submitted project and meets the work plan criteria required for the European Heritage Label.

Recommendation

The Address of the Polish Bishops to the German Bishops has significantly contributed to reconciliation between Poles and Germans, and thus to European reconciliation after World War II.
It expresses key values for the European community such as community, human rights, truth, dialogue, and reconciliation. The project does not grasp sufficiently the message of The Address and disseminate it in the spirit of its content, i.e. ensure high-quality accurate translations of The Address into the languages of the European Union countries and demonstrate the support of church authorities and use it appropriately.
The Panel recommends that this application does not receive the European Heritage Label.

THE PERSPECTIVES OF THE EUROPEAN HERITAGE LABEL IN ITS SECOND DECADE, 2021-2030

The perspectives of the European heritage label in its second decade, 2021-2030

The tenth anniversary of the *Decision No 1194/2011/EU* that is the beginning of the European Heritage Label Action is not only an extraordinary occasion to celebrate the achievements of the first decade of the EHL, but also the right moment to envision its next decade in relation to the construction of European identities and to the complex role of cultural heritage in it. Though the principal task of the EHL Expert Panel is to select the sites and monitor the selected sites on a regular basis, the members of the Panel decided to share their most important suggestions, which are the result of their dedicated work and accumulated expertise since the establishment of the Panel in 2013.

The first decade of the European Heritage Label Action has proved that the *Decision No 1194/2011/EU*, not only standardized a holistic concept of cultural heritage, stemming from the Faro Convention (2005), on an international level and as an international norm, but also managed to frame a "relationship between the different levels (from local to European through national), which is not only dynamic, but also interactive and should not be considered in the simplifying dichotomy of 'top-down' and 'bottom-up' movements of heritagisation"[1] . One of the most obvious results of the European Heritage Label Action is the standardisation of the contemporary – holistic, complex, integrating and value-based – concept of cultural heritage and the dynamic mechanism of the recognition of heritage sites. Accordingly, a new international norm of cultural heritage has been established, which is comparable to the World Heritage of UNESCO, which is also an international standard of cultural heritage dating from the previous heritage regime based on the distinction between tangible cultural and natural heritage with a predominantly material and aesthetic focus.
In this first commemorative year of the European Heritage Label Action, its significance as an international standard setting instrument can be appreciated and underlined in comparison with the World Heritage List, which is almost fifty years old by now.

The Commonalities and Differences of the European Heritage Label and the World Heritage List

The Convention concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972) is one of the most successful international conventions on cultural heritage. States and especially cities are eager to propose more heritage sites (either individual buildings, or in recent years, ensembles and complete Historic Urban Landscapes) to be included in the list. The convention, best understood in the context of its development after World War II, is a site-based convention and relies on the concept of "Outstanding Universal Value" that potential sites need to prove via ten criteria that are set out in the Operational Guidelines (latest version: UNESCO, 2019). The over the last decades refined instruments on the inscription, especially the understanding of OUV, is at its core mainly based on values that are linked to physical, built heritage. Even when in the recent years some aspects of intangible heritage have been linked, the core site which wants to be nominated needs to be a tangible, physical, natural or cultural site.
The commonalities between the World Heritage List and the European Heritage Label are, that both are supranational instruments (while one is on the global and the other on the European level), both are using procedures of nominations and experts to evaluate and finally a list where the entities are inscribed.

[1] Sonkoly, G, Vahtikari, T. (2018) *Innovation in Cultural Heritage - For an integrated European Research Policy,* 26. https://op.europa.eu/en/publication-detail/-/publication/1dd62bd1-2216-11e8-ac73-01aa75ed71a1/language-en

However, the European Heritage label is following a clearly distinguishable approach: First it has incorporated (already visible in the *Decision No 1194/2011/EU*) a much broader and more integrated concept of cultural heritage. While individual, transnational and national thematic sites can apply (§3), they have to show "European Significance" according to the criteria of the *Decision*.[2] These criteria are not based on physical values that are present in built heritage, but only connected to the history and use of these entities and the role that they have played in connection with the formation of the European Union. Consequently, the entities that have been awarded the European Heritage Label have been documents (on the 3rd May 1791 Polish Constitution), institutions (The general library of the University of Coimbra) and physical sites (Carnuntum). Even when built heritage or archaeological sites have been inscribed in the EHL List, it has been not for the quality of the physical fabric but for the role in connection with the European Integration. This is a big difference to the World Heritage List. The more open concept of cultural heritage that is used by the European Heritage label makes it on the one hand, the easier to include entities that are not limited to built heritage and are nevertheless part of cultural heritage that is more understood as a system and process that belongs to local communities (Ripp 2018), and, on the other hand, it is constantly compared to UNESCO's World Heritage Label.

Second, the European Heritage Label is also requiring the proposers to focus not only on the European Dimension of the site but also on how the operational capacity can be granted and through a proposed and elaborated project the European Dimension of the site is planned to be communicated to a wider audience. It is this project- and at the same time process orientation that has proven a great strength not only in the assessment of the sites but also in the cooperation among them. A wide number of activities, some even in collaboration between the sites, have already been implemented and enhanced the understanding and identification with European Values and stimulated the sense of belonging of European Citizens through the EHL Sites.[3] The frequency and the intensity of these actions will increase with the growth of the number of the sites in the next decade, in which one of the principal challenges will definitely be to determine an infrastructure capable of managing this enlargement in cooperation with the involved communities and stakeholders.

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[2] (i) their cross- border or pan-European nature: how their past and present influence and attraction go beyond the national borders of a Member State; (ii) their place and role in European history and European integration, and their links with key European events, personalities or movements; (or) (iii) their place and role in the development and promotion of the common values that underpin European integration. (*Decision No 1194/2011/EU §7*).
Council of Europe (2005). Framework Convention on the Value of Cultural Heritage for Society. CETS No. 199.
Faro 27/10/2005 https://www.coe.int/en/web/conventions/full-list?module=treaty-detail&treatynum=199

[3] References:
Decision No 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. https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32011D1194
Ripp, M. (2018). Heritage as a System and Process that Belongs to Local Communities Reframing the role of local communities and stakeholders. In *Faro Convention Workshop. C. o. Europe. Fontecchio*.
UNESCO. (1972). *Convention Concerning the Protection of the World Cultural and Natural Heritage*. https://whc.unesco.org/en/conventiontext/
UNESCO (2019). The Operational Guidelines for the Implementation of the World Heritage Convention. https://whc.unesco.org/en/guidelines/

The increase of the number of EHL sites in the second decade

The current number of the EHL sites (60) will probably grow by approximately 67% by 2030 as the following estimation implies: the selection of the EHL sites started in 2013 and there have been five selections in the first decade (2013,14,15,17,19), when the number of EHL sites reached 48. At the current (6th) selection, the number of the sites grew by 25%. Since 2015, the selection takes place biannually. The selection of the UNESCO World Heritage (WH) sites started in 1978 and the original number of WH sites became ten times more after five selections and almost 25 times more after the tenth selection. The selection takes places annually.

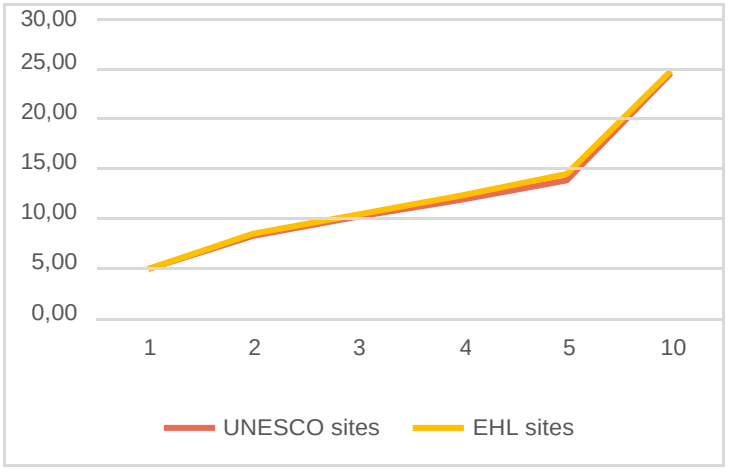


Figure 1. Proportion of heritage sites per selection

The similarity of the growth rate of the WH sites and EHL sites is so spectacular for the first five selections (Figure 1.), that the postulation of a similar tendency for the next five selection does not seem exaggerated. In consequence, we can suppose that the number of EHL sites will be approximately 100 after the tenth selection, in 2029. (Figure 2.)

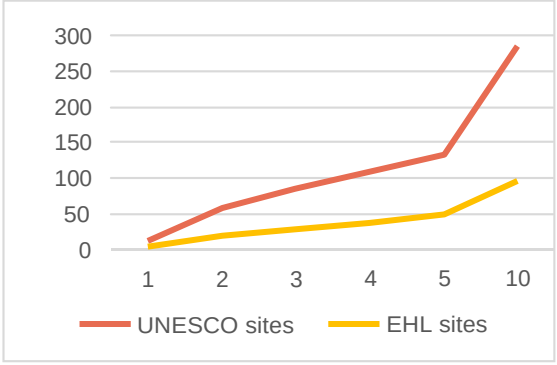


Figure 2. Number of heritage sites per selection

This increase suggests that the current EHL infrastructure of the EC and that of the EHL Network will handle this action on another scale and they also get prepared for the number of EHL sites increasing at a similar pace in the later decades.

The next decade is not only about quantitative growth, but also about the exploitation of the innovative and project-oriented character of the EHL Action and that of the EHL sites and its Network along the main objectives of the new Creative Europe and Horizon Europe programmes (2021-27). Among the great number of possibilities of intervention, the Panel

underlines three areas, in which the EHL sites could play a significant role in the next decade:

1/ EHL sites and the New Bauhaus as an instrument for sustainability and well-being
2/ EHL sites as inceptions of regional innovation strategies for smart specialisation
3/ EHL sites as conveyors of cultural heritage rights and promoters of European culture

Project-oriented inscriptions as an instrument of the EHL and the Idea of a New Bauhaus as an instrument for sustainability and well-being

What makes the European Heritage Label special next to other labels – such as for instance UNESCO's World and Natural Heritage – is that it requires a project (*Decision No 1194/2011/EU§7b*).[4] This would communicate the site's European significance through suitable information, activities, signposting and staff training, especially conveying a shared European history, a mutual and multifaceted European heritage.
The numerous, also small, languages of the European Union should be employed to ease access to the site for as many people as possible. This should also highlight the community and its polyphony, beyond the focus on only a few languages such as the six official languages of the United Nations. In 2019, the Slovenian poem Zdravljica was awarded the EHL. It is not only emblematic of the 1848 Spring of Nations and Year of Revolution, a major movement in European history. It is also indicative of the importance of literature and languages and especially the practice of translating as a hallmark of European communication. Accordingly, the project for Zdravljica focused on rendering the poem in further European languages and multilingual activities.

All EHL sites are encouraged to cultivate active exchanges within the shared network of sites to start further joint projects. To enhance visibility, cooperation and especially participation within the European countries, the projects should also utilise the new digital and technological media. The Site of Remembrance Lambinowice, likewise awarded in 2019, outlined as its project a strategy to cooperate with those other EHL sites which were remembrance sites of 20th century European wars. Above all, new technologies should be integrated with proper methodologies such as crowdsourcing in the communication plan of the site. The Mundaneum, labelled in 2015, exemplifies the beginnings of the European technological and digital tools while the *Universal Decimal Classification system* and *Universal Bibliographic Repertory* provide the foundations of current information science. They are recognised as the precursor of internet search engines.
Not least, projects should reveal synergies with other European initiatives.

[4] Candidate sites for the label must submit a project, …
i) raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training;
(ii) 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;
(iii) promoting multilingualism and facilitating access to the site by using several languages of the Union;
(iv) taking part in the activities of networks of sites awarded the label in order to exchange experiences and initiate common projects;
(v) raising the profile and attractiveness of the site on a European scale, inter alia, by using the possibilities offered by new technologies and digital and int eractive means and by seeking synergies with other European initiatives. (*Decision* No 1194/2011/EU §7b)

Examples are the connection of the W erkbund Estates in Europe 1927 – 1932, awarded 2019, and the Seminaarinmäki Campus – Equality in Education, awarded 2021, to the novel EU-initiative New European Bauhaus. Both EHL sites anticipated this initiative. The Werkbund Estates experimented with novel building technologies, new forms of housing and of living together. They met a social need with well-designed buildings of high quality. The Seminaarinmäki Campus – Equality in Education mirrors and supports with its qualitative architecture and the park-like campus, thus with its surroundings, the values and pedagogical innovations for a cultural, diverse and coherent Europe.
Both sites stand for historical, but ongoing and future initiatives and ideas for cohabitation in Europe, with the aim of achieving universal well-being. They can be associated with the New European Bauhaus and its drive for sustainability, quality of living experience and inclusion as well as finding attractive solutions for the challenge of climate change.

The EHL stands for an integrated approach including tangible, intangible, documentary and memory cultural phenomena. With its project-oriented and procedural inscriptions, it is also turning out to be a highly innovative and developable instrument.[5]

EHL Sites as Inceptions of Regional Innovation Strategies for Smart Specialisation

Cultural Heritage can foster well-being, societal values of identity, belonging, democracy and participation in innovative ways. Nothing is heritage in itself, unless it becomes perceived and used as such. Cultural heritage is considered as a driver for equity and contributing to economic added value, an enabler of social cohesion **,** increased resilience, and sustainability, the upgrade of neighbourhoods, improved liveability and hence significantly contributing to local and regional development.

Preservation of cultural heritage is about taking care of existing resources and taking something from the past and in a conscious act bring this into the future. There is an acceptance of considering cultural heritage as a vital resource and now face the challenge to identify it as the starting point for spatial development. This means it is an integrated part of the development of societies and hereby an important component for the creation of the future.

Protection of cultural heritage is mentioned in target 11.4 of the UN´s Sustainable Development Goals. Here preservation is acknowledged as an investment and not understood as a cost to the society. Returns on such investments are recognised in environment and resilience, prosperity and livelihoods, knowledge and skills, inclusion and participation. The spillover and crossover effects of investments in cultural heritage create many new jobs in EU regions.

The Political Guidelines of the European Commission focus on six headline ambitions for Europe, "A Union that strives for more", with A European Green Deal as its first goal. The EU is committed to promoting culture since 2007 (European Commission, 2007 and 2016). The Council of the EU underlines that cultural heritage is a strategic resource for sustainable Europe (European Council, 2014). In the communication *Towards an*

[5] References:
https://op.europa.eu/en/publication-detail/-/publication/dc00b6d0-7eaa-4263-bfa7-e8b696eb23bf/language-en with numerous translations into other European Languages
https://ec.europa.eu/culture/document/european-heritage-label-2019-Panel-report-selection
https://ec.europa.eu/culture/document/european-heritage-label-Panel-repor t-monitoring-2020
https://europa.eu/new-european-bauhaus/about/about-initiative_en

integrated approach to cultural heritage for Europe, cultural heritage is regarded as a shared resource and a common good.

Regional innovation strategies for smart specialisation (RIS3) provide opportunities for EU regions to explore new linkages between local and regional assets, potential markets and societal challenges as well as fostering new partnerships and new collaborative platforms. Every region in Europe works with strategies aimed at innovation-driven development, strengthening each region's competitive advantage, as well as increasing the system's assets and the capability to learn. RIS3 are also linked to financial mechanisms, such as EU structural funds. Altogether this means important opportunities for EHL sites and their projects to achieve priority in RIS3.

EHL sites as conveyors of cultural heritage rights and promoters of European culture

EHL sites are obvious testifiers to the fact that engaging in cultural heritage, including its protection and preservation, promotes the appreciation of identities for individuals and communities and that this awareness of the significance of heritage can serve as a basis for sustainable recovery and lasting peace, and thus contribute to the resilience of societies. In consequence, their exercise of heritage rights in cases of complex and difficult heritage could be applied in the development of the legal and administrative aspects of the right to heritage in the future in the case of other heritage communities and also on a European level.

Covinced by the distinguished role of the EHL sites to mobilize an increasing number of European heritage communities to appreciate and to re-interpret their legacy, the Panel welcomes the establishment of the EHL Network, financed by a grant of the European Commission to further enhance the networking among the sites and to improve the visibility of the label. It also recognizes the first milestones that have been reached, especially the first joint conference in 2019 between Panel members, the network and national coordinators, where a new level of mutual understanding was reached.
Especially the integration of national coordinators for the EHL is appreciated, because they have a critical role in the success of the EHL through the promotion of the label at the national level, the support and selection of the applications as well as the monitoring of the EHL sites' activity. The Panel is happy to support and participate in upcoming cooperation and networking activities between all EHL sites, empowering further their thematic national and/or transnational consonance, and is ready to actively contribute to the ongoing development of the activities and actions of the network.

EHL sites not only have the potential to be the representatives of European communities, which are aware of their cultural heritage rights, but also to be an ambassador of the European values to the world.
While cultural diplomacy by default belongs to the national arsenal of public policies, the EHL sites – in their variety and unity – emerge as a tool for European cultural diplomacy, representing the common European narrative of those values that are on the ground for responsive and reliable partnership in solving problems of global concern – in the perspective of the 17 UN sustainable development goals, embodied in the European Green Deal and the New Bauhaus Project.

In order to benefit from the eminent potential of the EHL sites for the further development of the EHL Action, the Panel recommends the following measures in the forthcoming years:

1. A **suitable funding** to achieve the goals of the EHL Action including funding to develop cooperation projects, to share knowledge, to promote the European significance of the sites and to communicate on the EHL, to provide grants to EHL sites to reinforce their operational capacity and to develop educational activities and the use of (regional) languages.
2. **Necessary infrastructural developments** to achieve these goals for a larger EHL Action.
3. **Necessary developments in communication and promotion** of the EHL Action to achieve these goals for a larger EHL Action.
4. **Framework of support** for candidate sites for their application and for EHL sites in their capacity building efforts within 'train the trainer' programmes. The organisation of capacity-building sessions, for example, to ensure that the EHL is known and appreciated in all member states, and support is provided to ensure the proficiency of the national coordinators, potential applicants and other relevant stakeholders would be truly useful.
5. Prominent **educational activities** at EHL sites, which could act as pilot projects within the framework of the proposed European Area of Education.
6. **Cooperation with academics and HEIs** to integrate the EHL Action into the latest progress in science.
7. Overall review if the **legal basis should be modified** by – for example - abolishing the limitation of maximum one site per Member State per selection year in order to extend the scope of the EHL more quickly to the whole territory of Europe. The Panel also recommends to change the duration of the mandate of Panel members into 4-year terms in order to mirror the 4-year cycle of selection and monitoring, and to ensure that all Panel members are involved in a monitoring year.
8. An efficient **integration of the EHL action into the Creative Europe Programme** (CEP) taking into consideration all the elements listed above to form synergies between the EHL and the CEP Sectors (cultural and creative sectors, architecture, audiovisual, books and publishing, music).
9. A growing integration within the EHL sites and **an innovative and robust governance** based on equality, cooperation and participation.
10. The involvement and dissemination of EHL sites, for example the freshly selected *The Oderbruch* landscape, in the actions of the EU to **fight against the consequences of the climate change** and to promote successful examples of establishing sustainable solutions, which represent and hinge on t he holistic interpretation of cultural heritage unifying tangible, intangible and natural elements.

FACTS AND FIGURES

The *European Heritage Label* originated out of an intergovernmental initiative created in 2006, under which 68 sites in 19 countries received the label. The current criteria and selection procedure were introduced in 2011 when the *European Heritage Label* was established at the level of the European Union (EU) by *Decision 1194/2011/EU of the European Parliament and of the Council of 16 November 2011* (published in the Official Journal of the European Union, OJ L 303, 22.11.2011, p. 1- 9).
The objective of the *European Heritage Label* is to highlight cultural heritage that has made a contribution to European history and culture and/or the building of the European Union and thereby to increase the European citizen's understanding of the history of Europe and the European Union, and of their common yet diverse heritage.
All types of cultural heritage - or 'sites' in the jargon of the European Heritage Label - are eligible: "monuments, natural heritage, underwater cultural heritage, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects, and intangible heritage associated with a place, including contemporary heritage".
To be awarded the Label, sites have to meet the three criteria, which were introduced when the *European Heritage Label* became an EU initiative: they have to demonstrate their European significance, communicate their European dimension to European audiences, and demonstrate their operational capacity to carry out these activities. The labelled sites are also required to take part in networking activities and cooperation projects. These new requirements are an intrinsic part of the added value of transforming the *European Heritage Label* into an EU initiative.
The selection process takes place every other year. Participation is open to all Member States provided that they confirmed their interest. The procedure for attributing the *European Heritage Label* is carried out in two stages: at the national level a maximum of two candidate sites are preselected every two years. Out of these and based upon the recommendations made by the European Panel of independent experts, the European Commission attributes the *European Heritage Label* to a maximum of one site per participating Member State per year.
Sites awarded the *European Heritage Label* are monitored in order to ensure that they continue to meet the criteria for which they were selected. Monitoring occurs every fourth year.
An external and independent evaluation takes place every six years.

The first cycle of the *European Heritage Label* covered the years 2013 to 2018:

- 2013 and 2014: selection and transition years. In 2013 participation was restricted to those Member States which had not taken part in the intergovernmental initiative, whilst 2014 was reserved for candidate sites from the Member States which had been involved in the intergovernmental initiative;
- 2015 and 2017: selection years,
- 2016: first monitoring year,
- 2018: first independent external evaluation report.

The second cycle started in 2019 as follows:

- 2019, 2021, 2023: selection years,
- 2020, 2024: monitoring years,
- 2024: external evaluation year.

Key figures 2013 – 2021

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
S - selection M - monitoring E - evaluation	S	S	S	M	S	E	S	M	S
Eligible Member States	5	18	24	-	24		25	-	25
Sites to Consider	9	36	18	20	25	38	19	38	21
Thematic national sites	1	1	-	1	-	1	-	1	2
Transnational sites	1	-	-	-	4	1	3	1	-
Member States participating	5	13	11	13	19	24	15	18	15
Intergovernmental labelled sites	-	29	1	11	4	12	2	12	-
Sites recommended for the EHL	4	16	9	-	9	-	10	-	12
Thematic national sites	0	1	-	-	-	-	-	-	1
Transnational sites	0	-	-	-	1	-	2	-	-
Member States concerned	3	10	9	-	9	-	12	-	12
Intergovernmental labelled sites	-	11	0	-	1	-	1	-	-
Total number of sites recommended for the EHL	4	20	29	-	38	-	48	-	60

Participating Member States

The *European Heritage Label* is open to the participation of the EU Member States on a voluntary basis and the first two years were transition years (articles 4 and 19 of the *Decision 1194/2011/EU establishing the European Heritage Label).* The following lists provide an overview of the participating Member States per year.

2013 Selection year for Member States that did not participate in the intergovernmental initiative

5 Member States confirmed their interest in the European Heritage Label and sent applications*

AUSTRIA* - DENMARK* - ESTONIA* - LUXEMBOURG* - NETHERLANDS*

2014 Selection year for Member States that participated in the intergovernmental initiative

18 EU Member States confirmed their interest in the European Heritage Label

13 Member States* sent applications

BELGIUM* - BULGARIA - CYPRUS* - CZECH REPUBLIC* - FRANCE* - GERMANY* - GREECE* - HUNGARY*- ITALY* - LATVIA - LITHUANIA* - MALTA - POLAND* - PORTUGAL* - ROMANIA - SLOVAKIA - SLOVENIA* - SPAIN*

2015 Selection year

24 Member States confirmed their interest in the European Heritage Label

11 Member States* sent applications

AUSTRIA* - BELGIUM* - BULGARIA - CROATIA* - CYPRUS - CZECH REPUBLIC* - DENMARK - ESTONIA* - FRANCE* - GERMANY - GREECE - HUNGARY* - ITALY* - LATVIA - LITHUANIA - LUXEMBOURG - MALTA – NETHERLANDS* - POLAND* - PORTUGAL* - ROMANIA - SLOVAKIA - SLOVENIA - SPAIN

2016 Monitoring year

13 Member States with *European Heritage Label sites* selected in 2013 and 2014

AUSTRIA - ESTONIA - FRANCE - GERMANY - GREECE - HUNGARY - ITALY - LITHUANIA - NETHERLANDS - POLAND - PORTUGAL - SLOVENIA - SPAIN

2017 Selection year

24 Member States confirmed their interest in the European Heritage Label

19 Member States* sent applications and/or were involved in a transnational application

AUSTRIA* - BELGIUM* - BULGARIA* - CROATIA* - CYPRUS - CZECH REPUBLIC* - DENMARK - ESTONIA* - FRANCE* - GERMANY* - GREECE* - HUNGARY* - ITALY* - LATVIA* - LITHUANIA - LUXEMBOURG* - MALTA – NETHERLANDS* - POLAND* - PORTUGAL* - ROMANIA* - SLOVAKIA* - SLOVENIA* - SPAIN

2018 Evaluation year

2019 Selection year

25 Member States confirmed their interest in the European Heritage Label

15 Member States* sent applications and/or were involved in a transnational application

AUSTRIA* - BELGIUM* - BULGARIA - CROATIA* - CYPRUS - CZECH REPUBLIC* - DENMARK - ESTONIA - FINLAND (new) - FRANCE* - GERMANY* - GREECE - HUNGARY* - ITALY* - LATVIA* LITHUANIA - LUXEMBOURG - MALTA – NETHERLANDS* - POLAND* - PORTUGAL* - ROMANIA SLOVAK REPUBLIC* - SLOVENIA* - SPAIN*

2020 Monitoring year

18 Member States with European Heritage Label sites selected in 2013,2014, 2015 and 2017

AUSTRIA - BELGIUM - CROATIA - CZECH REPUBLIC - ESTONIA - FRANCE - GERMANY - GREECE - HUNGARY - ITALY - LITHUANIA - LUXEMBOURG - NETHERLANDS - POLAND - PORTUGAL - ROMANIA - SLOVENIA - SPAIN.

2021 Selection year

25 Member States confirmed their interest in the European Heritage Label

15 Member States* sent applications and/or were involved in a transnational application

AUSTRIA - BELGIUM* - BULGARIA* - CROATIA* - CYPRUS - CZECH REPUBLIC - DENMARK - ESTONIA - FINLAND* - FRANCE - GERMANY* - GREECE* - HUNGARY* - ITALY* - LATVIA* - LITHUANIA - LUXEMBOURG* - MALTA - NETHERLANDS - POLAND* - PORTUGAL* - ROMANIA* - SLOVAK REPUBLIC* - SLOVENIA - SPAIN*.

Timeline of the sites recommended for the European Heritage Label (2013-2021)

-500

Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)	2015
Vučedol Culture Museum and Archaeological Site, VUKOVAR (CROATIA)	2021
Archaeological Site of Nemea, ANCIENT NEMEA (GREECE)	2021
Thracian Art in Eastern Rhodopes: Aleksandrovo Tomb, HASKOVO (BULGARIA)	2021
Archaeological Area of Ostia antica, OSTIA (ITALY)	2019
Heart of Ancient Athens, ATHENS (GREECE)	2014
Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)	2013
Almadén Mining Park, ALMADÉN (SPAIN)	2021

500 – 1500

Azores' Underwater Cultural Heritage, AZORES (PORTUGAL)	2019
Echternach Saint Willibrord Heritage, VILLE D'ECHTERNACH (LUXEMBOURG)	2021
Abbey of Cluny, CLUNY (FRANCE)	2014
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)	2015
Leipzig's Musical Heritage Sites, LEIPZIG (GERMANY)	2017
Historic Centre of Turaida, SIGULDA (LATVIA)	2021
Imperial Palace, VIENNA (AUSTRIA)	2015
Archive of the Crown of Aragon, BARCELONA (SPAIN)	2014
Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO (SLOVAK REPUBLIC)	2021
Great Guild Hall, TALLINN (ESTONIA)	2013
Sagres Promontory, SAGRES (PORTUGAL)	2015

1500-1800

General Library of the University of Coimbra, COIMBRA (PORTUGAL)	2014
Union of Lublin (1569), LUBLIN (POLAND)	2014
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)	2015
Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK (GERMANY)	2014
Living Heritage of Szentendre, SZENTENDRE (HUNGARY)	2019
The Oderbruch, SEELOW (GERMANY)	2021
3 May 1791 Constitution, WARSAW (POLAND)	2014

1800-1900

Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECH REPUBLIC)	2019
Colonies of Benevolence, WORTEL - MERKSPLAS (BELGIUM - coordinator); FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)	2019
Hambach Castle, HAMBACH (GERMANY)	2014
"Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA (SLOVENIA)	2019

Dohány Street Synagogue Complex, BUDAPEST (HUNGARY)	2017
Fort Cadine, TRENTO (ITALY)	2017
Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ (FINLAND)	2021
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)	2014
Site of Remembrance in Łambinowice, ŁAMBINOWICE (POLAND)	2019
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)	2015
Mundaneum, MONS (BELGIUM)	2015
Palace of the European Commission of the Danube, GALAŢI (ROMANIA)	2021

1900 - 1945

Peace Palace, THE HAGUE (NETHERLANDS)	2013
Javorca Memorial Church and its cultural landscape, TOLMIN (SLOVENIA)	2017
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI, (POLAND)	2015
Student Residence or "Residencia de Estudiantes", MADRID (SPAIN)	2014
Kaunas of 1919-1940, KAUNAS (LITHUANIA)	2014
Werkbund Estates in Europe 1927-1932, STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)	2019
Camp Westerbork, HOOGHALEN (NETHERLANDS)	2013
Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator); BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)	2017
Ventotene, VENTOTENE (ITALY)	2021
Franja Partisan Hospital, CERKNO (SLOVENIA)	2014
Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON (FRANCE)	2019

1945 -

Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)	2014
Sighet Memorial, SIGHET (ROMANIA)	2017
European District of Strasbourg, STRASBOURG (FRANCE)	2015
Robert Schuman's House, SCY-CHAZELLES (FRANCE)	2014
"Three Brothers", RĪGA (LATVIA)	2019
Bois du Cazier, MARCINELLE (BELGIUM)	2017
Historic Gdańsk Shipyard, GDANSK (POLAND)	2014
Village of Schengen, SCHENGEN (LUXEMBOURG)	2017
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)	2014
Maastricht Treaty, MAASTRICHT (NETHERLANDS)	2017
MigratieMuseumMigration (MMM), BRUSSELS (BELGIUM)	2021

Sites recommended for the European Heritage Label per selection year

2013 Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)
Great Guild Hall, TALLINN (ESTONIA)
Peace Palace, THE HAGUE (NETHERLANDS)
Camp Westerbork, HOOGHALEN (NETHERLANDS)

2014 Heart of Ancient Athens, ATHENS (GREECE)
Abbey of Cluny, CLUNY (FRANCE)
Archive of the Crown of Aragon, BARCELONA (SPAIN)
Union of Lublin (1569), LUBLIN (POLAND)
Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK (GERMANY)
General Library of the University of Coimbra, COIMBRA (PORTUGAL)
3 May 1791 Constitution, WARSAW (POLAND)
Hambach Castle, HAMBACH (GERMANY)
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)
Student Residence or "Residencia de Estudiantes", MADRID (SPAIN)
Kaunas of 1919-1940, KAUNAS (LITHUANIA)
Franja Partisan Hospital, CERKNO (SLOVENIA)
Robert Schuman's House, SCY-CHAZELLES (FRANCE)
Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)
Historic Gdańsk Shipyard, GDANSK (POLAND)
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)

2015 Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)
Sagres Promontory, SAGRES (PORTUGAL)
Imperial Palace, VIENNA (AUSTRIA)
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)
Mundaneum, MONS (BELGIUM)
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI (POLAND)
European District of Strasbourg, STRASBOURG (FRANCE)

2017 Leipzig's Musical Heritage Sites, LEIPZIG (GERMANY)
Dohány Street Synagogue Complex, BUDAPEST (HUNGARY)
Fort Cadine, TRENTO (ITALY)
Javorca Memorial Church and its cultural landscape, TOLMIN (SLOVENIA)
Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator); BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)
Sighet Memorial, SIGHET (ROMANIA)
Bois du Cazier, MARCINELLE (BELGIUM)

Village of Schengen, SCHENGEN (LUXEMBOURG)

Maastricht Treaty, MAASTRICHT (NETHERLANDS)

2019 Archaeological Area of Ostia antica, OSTIA (ITALY)

Azores Underwater Cultural Heritage, AZORES (PORTUGAL)

Living Heritage of Szentendre, SZENTENDRE (HUNGARY)

Colonies of Benevolence, WORTEL - MERKSPLAS (BELGIUM - coordinator); FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)

Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECH REPUBLIC)

"Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA (SLOVENIA)

Site of Remembrance in Łambinowice, ŁAMBINOWICE (POLAND)

Werkbund Estates in Europe 1927-1932, STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)

Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON (FRANCE)

"Three Brothers", RĪGA (LATVIA)

2021 Vučedol Culture Museum and Archaeological Site, VUKOVAR (CROATIA)

Archaeological Site of Nemea, ANCIENT NEMEA (GREECE)

Thracian Art in Eastern Rhodopes: Aleksandrovo Tomb, HASKOVO (BULGARIA)

Almadén Mining Park, ALMADÉN - CIUDAD REAL (SPAIN)

Echternach Saint Willibrord Heritage, VILLE D'ECHTERNACH (LUXEMBOURG)

Historic Centre of Turaida, SIGULDA (LATVIA)

Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO (SLOVAKIA)

The Oderbruch, SEELOW (GERMANY)

Palace of the European Commission of the Danube, GALAŢI (ROMANIA)

Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ (FINLAND)

Ventotene, VENTOTENE (ITALY)

MigratieMuseumMigration (MMM), BRUSSELS (BELGIUM)

Sites recommended for the European Heritage Label, per selection year, per Member State

2013	AUSTRIA	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM
	ESTONIA	Great Guild Hall, TALLINN
	NETHERLANDS	Peace Palace, THE HAGUE
		Camp Westerbork, HOOGHALEN
2014	FRANCE	Abbey of Cluny, CLUNY
		Robert Schuman's House, SCY-CHAZELLES
	GERMANY	Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK
		Hambach Castle, HAMBACH
	GREECE	Heart of Ancient Athens, ATHENS
	HUNGARY	Pan-European Picnic Memorial Park, SOPRON
	ITALY	Alcide de Gasperi's House Museum, PIEVE TESINO
	LITHUANIA	Kaunas of 1919-1940, KAUNAS
	POLAND	Union of Lublin (1569), LUBLIN
		3 May 1791 Constitution, WARSAW
		Historic Gdańsk Shipyard, GDANSK
	PORTUGAL	General Library of the University of Coimbra, COIMBRA
		Charter of Law for the Abolition of the Death Penalty (1867), LISBON
	SLOVENIA	Franja Partisan Hospital, CERKNO
	SPAIN	Archive of the Crown of Aragon, BARCELONA
		Student Residence or "Residencia de Estudiantes", MADRID
2015	AUSTRIA	Imperial Palace, VIENNA
	BELGIUM	Mundaneum, MONS
	CROATIA	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA
	CZECH REPUBLIC	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC
	ESTONIA	Historic Ensemble of the University of Tartu, TARTU

FRANCE	European District of Strasbourg, STRASBOURG
HUNGARY	Franz Liszt Academy of Music, BUDAPEST
POLAND	World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI
PORTUGAL	Sagres Promontory, SAGRES
2017 BELGIUM	Bois du Cazier, MARCINELLE
FRANCE	Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator); with BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)
GERMANY	Leipzig's Musical Heritage Sites, LEIPZIG
	Former Natzweiler concentration camp and its satellite camps, BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE; with ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator)
HUNGARY	Dohány Street Synagogue Complex, BUDAPEST
ITALY	Fort Cadine, TRENTO
LUXEMBOURG	Village of Schengen, SCHENGEN
NETHERLANDS	Maastricht Treaty, MAASTRICHT
ROMANIA	The Sighet Memorial, SIGHET
SLOVENIA	Javorca Memorial Church and its cultural landscape, TOLMIN
2019 AUSTRIA	Werkbund Estates in Europe 1927-1932, VIENNA; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC)
BELGIUM	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (NETHERLANDS)
CZECH REPUBLIC	Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART
	Werkbund Estates in Europe 1927-1932, BRNO, PRAGUE; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); VIENNA (AUSTRIA)
FRANCE	Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON
GERMANY	Werkbund Estates in Europe 1927-1932, STUTTGART (coordinator); with WROCŁAW (POLAND);BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
HUNGARY	Living Heritage of Szentendre, SZENTENDRE

	ITALY	Archaeological Area of Ostia antica, OSTIA
	LATVIA	“Three Brothers”, RĪGA
	NETHERLANDS	Colonies of Benevolence, FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN; with WORTEL - MERKSPLAS (BELGIUM - coordinator)
	POLAND	Site of Remembrance in Łambinowice, ŁAMBINOWICE
		Werkbund Estates in Europe 1927-1932, WROCŁAW; with STUTTGART (GERMANY coordinator); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
	PORTUGAL	Azores Underwater Cultural Heritage, AZORES
	SLOVENIA	"Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA
2021	BELGIUM	MigratieMuseumMigration (MMM), BRUSSELS
	BULGARIA	Thracian Art in Eastern Rhodopes: Aleksandrovo Tomb, HASKOVO
	CROATIA	Vučedol CultureMuseumandArchaeological Site,VUKOVA
	GERMANY	The Oderbruch, SEELOW
	GREECE	Archaeological Site of Nemea, ANCIENT NEMEA
	SPAIN	Almadén Mining Park,ALMADÉN
	FINLAND	Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ
	ITALY	Ventotene, VENTOTENE
	LUXEMBOURG	Echternach Saint Willibrord Heritage, VILLE D’ECHTERNACH
	LATVIA	Historic Centre of Turaida, SIGULDA
	ROMANIA	Palace of the European Commission of the Danube, GALAŢI
	SLOVAKIA	Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO

Sites recommended for the European Heritage Label per Member State, per selection year

AUSTRIA	2013	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM
	2015	Imperial Palace, VIENNA
	2019	Werkbund Estates in Europe 1927-1932, VIENNA; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND), BRNO, PRAGUE (CZECH REPUBLIC)
BELGIUM	2015	Mundaneum, MONS
	2017	Bois du Cazier, MARCINELLE
	2019	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)
	2021	MigratieMuseumMigration (MMM), BRUSSELS
BULGARIA	2021	Thracian Art in Eastern Rhodopes: Aleksandrovo Tomb, HASKOVO
CROATIA	2015	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA
	2021	Vučedol Culture Museum and Archaeological Site, VUKOVAR
CZECH REPUBLIC	2015	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC
	2019	Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART
	2019	Werkbund Estates in Europe 1927-1932, BRNO, PRAGUE; with STUTTGART (GERMANY - coordinator), WROCŁAW (POLAND), VIENNA (AUSTRIA)
ESTONIA	2013	Great Guild Hall, TALLINN
	2015	Historic Ensemble of the University of Tartu, TARTU
FINLAND	2021	Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ
FRANCE	2014	Abbey of Cluny, CLUNY
	2014	Robert Schuman's House, SCY-CHAZELLES
	2015	European District of Strasbourg, STRASBOURG
	2017	Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (coordinator); with BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)
	2019	Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON
GERMANY	2014	Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK
	2014	Hambach Castle, HAMBACH
	2017	Leipzig's Musical Heritage Sites, LEIPZIG
	2017	Former Natzweiler concentration camp and its satellite camps, BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE; with ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator)
	2019	Werkbund Estates in Europe 1927-1932, STUTTGART (coordinator); with WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
	2021	The Oderbruch, SEELOW
GREECE	2014	Heart of Ancient Athens, ATHENS
	2021	Archaeological Site of Nemea, ANCIENT NEMEA

HUNGARY	2014	Pan-European Picnic Memorial Park, SOPRON
	2015	Franz Liszt Academy of Music, BUDAPEST
	2017	Dohány Street Synagogue Complex, BUDAPEST
	2019	Living Heritage of Szentendre, SZENTENDRE
ITALY	2014	Alcide de Gasperi's House Museum, PIEVE TESINO
	2017	Fort Cadine, TRENTO
	2019	Archaeological Area of Ostia antica, OSTIA
	2021	Ventotene, VENTOTENE
LATVIA	2019	"Three Brothers", RIGA
	2021	Historic Centre of Turaida, SIGULDA
LITHUANIA	2014	Kaunas of 1919-1940, KAUNAS
LUXEMBOURG	2017	Village of Schengen, SCHENGEN
	2021	Echternach Saint Willibrord Heritage, VILLE D'ECHTERNACH
NETHERLANDS	2013	Peace Palace, THE HAGUE
	2013	Camp Westerbork, HOOGHALEN
	2017	Maastricht Treaty, MAASTRICHT
	2019	Colonies of Benevolence, FREDERIKSOORD - WILHELMINAOORD WILLEMSOORD, OMMERSCHANS, VEENHUIZEN; with WORTEL - MERKSPLAS (BELGIUM - coordinator)
POLAND	2014	Union of Lublin (1569), LUBLIN
	2014	3 May 1791 Constitution, WARSAW
	2014	Historic Gdańsk Shipyard, GDANSK
	2015	World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI
	2019	Site of Remembrance in Łambinowice, ŁAMBINOWICE
	2019	Werkbund Estates in Europe (1927-1932), WROCŁAW; with STUTTGART (GERMANY - coordinator); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
PORTUGAL	2014	General Library of the University of Coimbra, COIMBRA
	2014	Charter of Law for the Abolition of the Death Penalty (1867), LISBON
	2015	Sagres Promontory, SAGRES
	2019	Azores Underwater Cultural Heritage, AZORES
ROMANIA	2017	Sighet Memorial, SIGHET
	2021	Palace of the European Commission of the Danube, GALAŢI
SLOVAKIA	2021	Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO
SLOVENIA	2014	Franja Partisan Hospital, CERKNO
	2017	Javorca Memorial Church and its cultural landscape, TOLMIN
	2019	"Zdravljica", the Message of the European Spring of Nations (1848), LJUBLJANA
SPAIN	2014	Archive of the Crown of Aragon, BARCELONA
	2014	Student Residence or "Residencia de Estudiantes", MADRID
	2021	Almadén Mining Park, ALMADÉN

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Ms Csilla Hegedűs
Ms Bénédicte Selfslagh
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HOW TO PREPARE A ROBUST EUROPEAN HERITAGE LABEL APPLICATION

HOW TO PREPARE A ROBUST EUROPEAN HERITAGE LABEL APPLICATION

Based on the experience gained from reading the applications and in order to help future candidate sites in making more robust applications, the Panel is providing the following clarification of the key concepts of the European Heritage Label as well as some advice on how to prepare a European Heritage Label application.

When preparing an application, it is essential to keep in mind that the selection for attributing the European Heritage Label is carried out in two stages. At the national level, each participating Member State pre-selects a maximum of two candidate sites. Out of these, the European Commission attributes the European Heritage Label to a maximum of one site per Member State, based upon the recommendations of a European Panel of independent experts. Transnational and serial applications are preferred above one single site applications. The selection on the European level takes place during the odd years, e.g. 2021, 2023 etc.

The distinctive nature of the European Heritage Label in a nutshell

The European Heritage Label is the first EU action that brings to the fore cultural heritage with a European dimension. All types of heritage, from monuments and landscapes, to books and archives, objects and intangible heritage linked to a place, are eligible provided that they are of European significance in terms of the history and culture of Europe or European integration. Because they are connected to a place, they are called 'sites'. There can be 'single sites', 'transnational sites' or 'national thematic sites'.

The three selection criteria also distinguish the European Heritage Label from other heritage initiatives. To be awarded the European Heritage Label, sites must not only be of European significance (a), but they must explain their European dimension and present a project to convey this European dimension to European audiences (b), and have the capacity to carry out this project (c). In addition, sites awarded the European Heritage Label become part of a European Heritage Label Network to which they are invited to cooperate and contribute. Through the network, they support each other in making the European Heritage Label sites better known to the people in Europe. These audiences should also gain an even deeper knowledge of their own history and the European context.

Before you start

Read the selection criteria carefully: they are reproduced on page 55 of the European Heritage Label Guidelines for Candidate sites. The Panel reports on the selection process in previous years and monitoring contain a wealth of information: skimming through them may give you some ideas on how to approach your own application.

Make sure that you are a rightsholder and have the legitimacy to submit the candidate site. If not, reach out to rightsholders and partners to secure their cooperation: this can only be beneficial for the submission of the application.

Think about the three selection criteria as a whole - European significance, project, capacity - because they are interlinked. Experience has shown that a clear focus on the three selection criteria leads to stronger applications than

trying to embrace the general and long-term objectives of the European Heritage Label initiative.

Description

Not all Panel members will be familiar with your candidate site, its history and location. Make sure to provide a clear description of the candidate site. Make clear for which part of the site, the European Heritage Label is requested: e.g. for the whole archive and its building, the collection, a series or only one archival document?

Provide good maps to indicate the location and the components of the site when applicable. Photographs of good quality and any documentary illustrations should support the description of the site and illustrate its European significance. Choose the illustrations and photographs carefully: they are an opportunity to provide extra information and to highlight the key messages contained in the application. Do not forget to caption the illustrations and to provide all information related to copyrights. Use only photographs that can be used in the Panel's reports with the copyright information you provided.

Make sure that the title of the candidate site matches the nature of the site and reflects its European significance.

(a) EUROPEAN SIGNIFICANCE

Presenting the European significance of the candidate site is paramount. The two strands of European significance - 'European history & culture' and 'European integration' - are of equal importance. Candidate sites must show evidence in the application of their significance under one or both of these strands, by demonstrating one or more of the following sub-criteria *(article 7-1-a of Decision 1194/2011/EU)*:

- Their cross-border or pan-European nature: how the influence and attraction of the site, both past and present, transcend the national borders of a Member State;
- Their place and role in European history and European integration, and their links with key European events, personalities or movements;
- Their place and role in the development and promotion of the common values that underpin European integration.

Candidate sites must indicate which sub-criterion applies. Attempts to demonstrate all three sub-criteria when they do not apply may weaken the application. The justification for meeting sub-criteria should be examined reflectively taking into account the historical context of the site.

Any claims should be substantiated.

Do not focus on the importance of your site as such or in its national context, without paying attention to the European context, which is one of the key requirements for the *European Heritage Label.*

When assessing whether or not the candidate sites meet the criterion of European significance, the Panel also checks to see whether the European significance is fully understood, well articulated and sufficiently conveyed by the sites. This remains a challenge for many: cultural heritage sites are used to presenting a national narrative to a mainly national audience. In contrast, the purpose of the *European Heritage Label* is to contextualise and interpret cultural

heritage sites of European significance in a European geographical and historical context, thus going beyond national borders and audiences.
Presenting the significance European in clear terms and site-specific terms is equally challenging. You are asked to summarise and capture the essence of the European significance in sixty words. When presenting the symbolic European significance of your site in more detail, avoid a narrative that is based on today's values and written in such generic terms that would suit almost any candidate site. E.g. do not claim that your site is an expression of multiculturalism and tolerance if you cannot demonstrate what sets it apart from other similar places in the region.
Make sure to take all the aspects of your site and its characteristics into account: oversimplification of the narrative should be avoided. Other pitfalls are presentism, anachronisms, reading today's values into sites and events of yesterday, or constructing simplistic direct or cause and effect relationships between a site and today's values. Applications should demonstrate a critical, nuanced and reflective approach to the past. Many sites invite reflection upon current values and practices, which is very welcome; however, this does not necessarily mean that sub-criterion (iii) for European significance ("development and promotion of the common values that underpin European integration") is applicable.
Please take into account that the site may hold different meanings and values for different groups and communities; the purpose of the European Heritage Label is not to impose a common narrative but to engage reflection and dialogue from a European perspective.
The title of the application should be centred on the cultural heritage that carries the European significance. Stick to the name of the site and refrain from using sub-titles: most sub-titles proposed by previous candidate sites did not have added value and could have been claimed by other sites too.

Project and Operational Capacity

To receive the *European Heritage Label,* candidate sites need more than just a strong European dimension:

- European significance without a strong project and good management is not enough;
- A strong project and/or good management without the European significance is not enough either.

In addition to their European significance, candidate sites must present a project of activities, which they intend to develop within the framework of the *European Heritage Label* and is focussed on broadly communicating this European significance to European audiences.
They should also demonstrate that they have the operational capacity to implement their project, to manage the site and to take care of its conservation. This operational capacity is called 'work plan' in the *Decision 1194/2011/EU*.

Extract of *Decision 1194/2011/EU*
of the European Parliament and of the Council
of 16 November 2011
Article 7 Criteria

1. The attribution of the label shall be based on the following criteria ('criteria'):

(a) Candidate sites for the label must have a European symbolic value and must have played a significant role in the history and culture of Europe and/or the building of the Union. They must therefore demonstrate one or more of the following:

(i) their cross-border or pan-European nature: how their past and present influence and attraction go beyond the national borders of a Member State;

(ii) their place and role in European history and European integration, and their links with key European events, personalities or movements;

(iii) their place and role in the development and promotion of the common values that underpin European integration.

(b) Candidate sites for the label must submit a project, the implementation of which is to begin by the end of the designation year at the latest, which includes all of the following elements:

(i) raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training;

(ii) 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;

(iii) promoting multilingualism and facilitating access to the site by using several languages of the Union;

(iv) taking part in the activities of networks of sites awarded the label in order to exchange experiences and initiate common projects;

(v) raising the profile and attractiveness of the site on a European scale, inter alia, by using the possibilities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives.

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.

(c) Candidate sites for the label must submit a work plan which includes all of the following elements:

(i) ensuring the sound management of the site, including defining objectives and indicators;

(ii) ensuring the preservation of the site and its trans mission to future generations in accordance with the relevant protection regimes;

(iii) ensuring the quality of the reception facilities such as the historical presentation, visitors' information and signposting;

(iv) ensuring access for the widest possible public, inter alia, through site adaptations or staff training;

(v) according special attention to young people, in particular by granting them privileged access to the site;
(vi) promoting the site as a sustainable tourism destination;
(vii) developing a coherent and comprehensive communication strategy highlighting the European significance of the site;
(viii) ensuring that the management of the site is as environmentally friendly as possible.

2. As regards the criteria laid down in points (b) and (c) of paragraph 1, each site shall be assessed in a proportionate manner, taking into account its characteristics.

(b) PROJECT

The project, the second requirement for the *European Heritage Label (article 7-1-b of Decision 1194/2011/EU),* is often the least effective part of the applications, but it is critical: that the candidate site communicates its European significance on the European level is a condition for being awarded the *European Heritage Label*.

The Panel observed that when the European significance of a candidate site is not well established, often the proposed project is not tied into its European significance: however interesting the prospective activities may be, the proposed project for such sites almost never meets the threshold for the *European Heritage Label*. The Panel recommends that candidate sites prepare and plan their project very carefully.

Develop the general strategy and objectives to raise the awareness of the European significance of your site among European audiences, then detail the activities you intend to develop during the next four years. To be eligible for the *European Heritage Label*, activities should highlight in some way the European significance for Europe-wide audiences. Some candidate sites already run numerous activities to communicate their European significance. For these, the challenge will be to add a new dimension to their work whenever possible. The Panel needs to know which of the proposed activities are new and which of them build on or improve current activities.

The Panel urges candidate sites to take care of the *genius loci* and authenticity of their site, and to ensure that their activities are sustainable. The project should thus include activities that are dependent on the characteristics, the carrying capacity and the needs of the candidate site. Hence the projects are expected to be as diverse as are the sites, e.g. how to highlight and present the significance of archival documents to the public, how to balance access and preservation, how to present intangible values of a site to younger generations, etc. The proposed educational activities should be equally very site specific and intrinsically linked to the European significance of the site. Cultural tourism is one aspect among many objectives of the *European Heritage Label;* it should not be the dominant one.

A goal of the *European Heritage Label* is to provide access to a range of audiences, not only to local citizens and visitors. The Panel always pays particular attention to the website of each candidate site because this is the easiest way for the majority of the European citizens to access the sites. There are various levels of acceptable web presence, from a nice section on an existing site to an interactive website. But in all cases, it is important that the website is

easy to find, regardless of the national language or country of origin of the on-line visitor, and that the European significance is well explained in several languages. Multilingualism is a requirement, thus providing information in only two languages is not sufficient. When specific countries are concerned by the candidate site, particular attention should be given to their national language(s).

The communication on the European significance of the site should be robust and the Panel expects the candidate sites to develop a strategy to that effect. The *European Heritage Label* status, the European significance of the site and the *European Heritage Label Network* must be adequately presented in all communications.

To assist the candidate sites in improving their visibility on the web, a quick checklist is presented below.

The Panel recommends that all European Heritage Label sites:

- Put a 60-word statement on their European significance on their front webpage/homepage of their website;
- Add the logo of the *European Heritage Label* to their front webpage/homepage and link it to the website of the European Commission;
- Put on their front page/homepage a link to a sub webpage with more information on **why** the site received the *European Heritage Label;*
- Ensure that their webpage/website is easy to retrieve, regardless of the language in which the search is made; and
- Update the descriptions of their site in free online encyclopaedia.

The Panel considers that information sessions and/or training for their staff on the *European Heritage Label* in general, and on the particular reasons why their site received the Label, should also be an important element of the project. Providing training for staff members to improve their language skills may need to be considered by some candidate sites.

The Panel identified the following priority actions for the sites that have already been awarded the *European Heritage Label*: reinforcing their presence on the web in more languages, providing staff training on the *European Heritage Label* and the reason why their site received the Label, ensuring that staff members have the necessary language skills, providing the largest possible access for all with a special attention for the needs of the impaired, and developing the European dimension in the educational activities targeted at schools and young people. Candidate sites should make every effort to include activities related to these priorities in their project.

Recommendations for educational activities

- The European significance of the *European Heritage Label sites* should be clearly articulated in educational programmes;
- Educational programmes should not only focus on school students and young people, but target visitors of all ages and families;
- Specific educational material should be developed which is different from publications presenting the sites;
- Educational material should be translated into other European languages, in particular the languages of the region and the languages of the peoples who created the heritage;
- Educational activities should not be confused with general communication activities; and

- Education activities should be regularly assessed to improve and enrich the educational strategy of the site.

Cooperation with other sites that have been awarded the European Heritage Label is a requirement; this cooperation should not be limited to the sites from the same country.

Applications for candidate sites where major works are planned, are premature; they should be submitted after completion of the works.

In summary:

✓ Focus on the European dimension
✓ Be site-specific
✓ Prioritise your activities
✓ Think in terms of 'progress'
✗ Do not be over-ambitious
✗ Do not seek extra visitors as the main objective
✗ Do not apply until major works are completed

Project specific indicators & time table

When assessing whether a candidate site meets the 'project' criterion, the Panel examines the proposed activities within the project as well as how the candidate site intends to make progress during the next four years. In the application form, candidate sites are requested to identify appropriate indicators for each activity submitted as part of their project and to provide a time-table. The purpose of the indicators is to monitor progress and to assess whether the intended outcomes are being achieved.

Thinking from the start about key indicators helps to transform vague ideas into a real project with activities, described in precise terms.

It takes time to launch a European project and to reach new audiences, therefore the proposed time table for implementing the activities should be realistic. Candidate sites may wish to start their project by expanding the communication of their European significance to local communities and visitors first, before reaching out to European audiences. This is fine, however, the goal should be to reach out to European audiences and this should be demonstrated through the indicators and timetable.

The Panel shall use the indicators and the proposed timetable during the monitoring process, conducted every fourth year.

In summary:

✓ Take the time to identify good key indicators
✓ Use them to measure progress
✓ Check the description of your project against the key indicators
✗ Do not be over-ambitious in your time tabling of future actions

(c) OPERATIONAL CAPACITY

The third criterion for the *European Heritage Label* concerns the operational capacity (called 'work plan' *in article 7-1-c of Decision 1194/2011/EU)*. Candidate sites should demonstrate that there is a stable, professional and viable structure ensuring the functionality of the site. Candidate sites should explain by whom the site is managed, who is responsible for the scientific content, and what the relations are between management and scientific content. In other words: how the management functions. For most sites no substantive changes will be required should they receive the *European Heritage Label*. Some sites however, may need to reinforce their operational capacity in terms of human resources and/or funding in order to carry out the proposed project: this should be indicated in the application form.

The focus of the *European Heritage Label* is not on conservation and restoration. However, the heritage status of the candidate site should be mentioned as well as any preservation/conservation issues affecting the status of the site. These should be handled in accordance with the legislation applicable and international conservation standards, and reported to the National Coordinator.

The candidate sites should demonstrate that they are able to carry out the proposed project. They need to demonstrate that they do have the capacity to conduct activities specifically targeted at European audiences. The Panel recommends that the sites seek cooperation with academics or other experts to ensure that their narratives and activities are grounded on established facts and on the latest progress in science. Many successful sites have already established such cooperation, on a European level.

Candidate sites often expect the European Commission to make the *European Heritage Label* better known through branding and communication to achieve greater visibility. The candidate sites themselves can contribute to this objective by a better integration of the *European Heritage Label* in their own communication. They should explain how they intend to do this. Their communication strategy should go beyond using the logo of the *European Heritage Label* and the communication material provided by the European Commission. There are interesting examples of awarded sites that although part of larger institutions, managed to use the designation and drew upon their own strengths to overcome administrative and financial obstacles to implement their project with a lot of creativity.

Candidate sites may have received EU funding or recognition under other programmes or initiatives. This is of interest, however, a selection under one EU programme does not automatically result in the awarding of the *European Heritage Label*: the requirements for each programme are different as they must each achieve differing objectives.

In summary:

- ✓ Present your management system
- ✓ Present your communication strategy
- ✓ Clarify the relationship between the management and scientific teams
- ✓ Check whether you need additional resources
- ✗ Do not assume the European Heritage Label as a given if you have previously obtained a EU grant or designation such as European Capitals of Culture for your site

Transnational and national thematic sites

According to *Decision 1194/2011/EU*, transnational sites are to be considered as a whole. The main issue is thus not that all the participating sub-sites are the most representative of their kind, but that the candidate site as a whole, with the sub-sites, presents a common narrative and that common activities are included in the project in addition to activities specific to each sub-site. The value of a joint application should be well argued. Evidence of the cooperation agreement between the sub-sites should be provided.

One of the sub-sites needs to act as a coordinator. This coordinator should have the capacity to implement its own project and also the operational capacity to be in charge of the coordination of the site and the entire project. Setting up and strengthening the cooperation between the sub-sites may be part of the project. When not, all sub-sites have the same operational capacity, reinforcing their capacity across all sub-sites should be a goal for the future.

Presentation of the applications

All elements must be included in the submission. The content of the applications is more important than their presentation, but there are a few elements to consider by the candidate sites when they prepare their applications. Because the application form follows the order of the sub-criteria in Decision 1194/2011/EU, there are some repetitions in the form, such as the reference to young people in both the 'project' and the 'operational capacity'. Under the 'project' the candidate site should provide information on planned future activities. Under the operational capacity, details should be given on structural and long-term managerial aspects.

Candidate sites should be aware that where descriptions and argumentation in the application exceed the required number of words or pages this may actually disadvantage the applicant.

Drafting applications on cultural heritage in a foreign language requires special skills which are not equally available in all parts of Europe. To ensure that the application does convey the intended key messages, candidate sites are encouraged to seek the help of a proof-reader for the draft application and also to find a competent proof-reader for English translations.

In summary:

✓ Provide for compelling reading
✓ Illustrate your key points with attractive material
✓ Bear in mind that not all readers know your site
✓ Call upon proof-readers and good translators
✗ Do not exceed given text limits
✗ Do not refer to too many annexes

Frequently asked questions

The European Heritage Label Panel assesses all applications forwarded by the Member States according to the three selection criteria. All conditions must be met, but Decision 1194/2011/EU also requires the Panel to assess the candidatures on the basis of their own merit and in a proportionate way, considering their character and scale.

Does a candidate site have to be of 'Outstanding Universal Value'?

No, this is a requirement for World Heritage nominations but not for the European Heritage Label. Likewise, for the European Heritage Label, candidate sites do not need to be 'the best', 'the greatest' or 'the most representative'.

Does the Panel seek to achieve a geographical balance or a balance between sites presenting 'positive' and 'negative' aspects of European history and culture and integration?

Seeking such balances would 'colour' the selection process and is not part of the Panel's mandate. The Panel's duty is to examine each application with care against the three selection criteria. All candidate sites are assessed based on their own merit and not according to a geographical balance or whether they are associated to 'positive' or 'negative' emotions. The only constraint for the Panel is that it can only recommend one site per Member State per selection year.

Why isn't the list of the Labelled sites well balanced and representative?

The selection process combines a bottom-up and a top-down approach. It is dependent on sites that apply and a maximum of two candidate sites per selection year are submitted by Member States; candidate sites are not selected by a group of experts (only top-down). All European Heritage Label sites meet the three criteria, but they are not a homogeneous and representative group. The Panel hopes that over time the network of European Heritage Label sites will form a tapestry, that will become richer and richer, to more fully reflect Europe's culture and history and its diversity.

For other frequently asked questions - such as Who can apply? Which countries are participating? Is it a Label for eternity? see the website of the European Commission or ask the National Coordinator in your country.

Concluding remarks

The Panel is very grateful to all those applying. Whether their sites are recommended for the *European Heritage Label* or not, the work on their site is important. It contributes to new areas of focus in the field of cultural heritage: defining the European dimension of cultural heritage and sharing heritage experiences at European level.

PHOTO CREDITS

Unless mentioned otherwise, all photographs illustrating this report were included in the applications or the 2021 monitoring forms and presentations.

WORD OF THANKS

The Panel wishes to thank the twenty-one candidate sites for their enthusiastic participation in the 2021 selection process. They contribute to a greater awareness of our cultural heritage on a local, national and European level. They unite in diversity. The *European Heritage Label* has got to this stage thanks to all applicants since 2013.

The Panel addresses its gratitude to the National Coordinators for their continuous efforts in explaining the objectives and criteria of the *European Heritage Label* to candidate sites and their support to the sites.

Special thanks go the *European Heritage Label Network* and the European Commission for organising the yearly *European Heritage Label Days.*

The Panel is very grateful to the European Commission for the excellent co-operation and support given to the Panel during and in between the meetings.

The Panel addresses its thanks to its former members who helped shape the process and are excellent ambassadors for the initiative.

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