



EUROPEAN HERITAGE LABEL 2023 REPORT

**2023 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**

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PREFACE

This Report documents the results of the 2023 Selection Process for the European Heritage Label (EHL) and it contains the Expert Panel's considerations and suggestions about the development of this important cultural tool for the forthcoming years.

The reader will find reports on the sixteen applications, seven of which were recommended by the Panel to receive the EHL. The new site reports are followed by the Panel's analysis of current significant issues before the historic year of 2024, when a full-scale monitoring and a realisable revision of the legal basis of the EHL Action will take place. It is followed by data providing an overview of the chronological and geographical development of the EHL. As a result of this year's selection, the EHL title will now be proudly held by sixty-seven 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 wishes to express wholeheartedly its special gratitude to Gabrielle Bernoville and Judith Videcoq for their indispensable support for the Panel's work.

The Panel is truly enthusiastic about the freshly established European Heritage Label Bureau (since March 2023), which is in charge of networking, collaboration, training as well as outreach and visibility operations among the EHL sites and for the totality of the EHL Action. The EHL Bureau has already achieved a higher visibility of the EHL Action, and the Panel is looking forward to the impacts of its well-conceived activities and for its further development to which the Panel is ready to contribute.

EXECUTIVE SUMMARY

In 2023, a considerably renewed Panel –with eight new members– accomplished the seventh selection of the new sites for the title of the European Heritage Label (EHL). The **number of candidate sites was sixteen**, which was slightly fewer than in the previous selection years, but we should not forget the negative effects of the pandemic years. This selection has been the last one in the second cycle of the EHL Action, which started in 2019 and will end in the external evaluation and general revision year of 2024. Finally, the number of selected European Heritage Label sites increased by almost 12% percent reaching the number of **sixty-seven sites** and, in consequence, there are twelve member states in the EU – Austria, Belgium, Czechia, France, Germany, Hungary, Italy, Netherlands, Poland, Portugal, Slovenia, Spain, which can boast at least four EHL sites.

Thanks to the further increase in the number of EHL sites, the total of the sites offers a more complete geographical and temporal cover of European territory and history. In 2023, seventeen states proposed new sites. **Finally, eleven states could increase the number of their EHL sites.** These eleven Member States are evenly situated in the territory of the EU. Although all the great European regions (Centre, East, North, South and West) have been assigned with new sites, the increase of the EHL sites was the most prominent in Central Europe.

The periodisation of the timeline of the EHL sites completed with the **seven new sites** also demonstrates a more balanced distribution of the sites between the great periods of European history: the sixty-seven sites manifest an even spread among the three principal periods: there are **20 premodern sites** (-1500), **24 modern ones** (1500-1900) and **23 contemporary ones** (1900-). As a consequence of the impressive increase of the modern sites in 2023 (five new sites out of seven), even the sub-periods (ancient, medieval, premodern, 19th century, pre-WWII, post-WWII) are more evenly represented among the EHL sites. The three 19th century sites offer appropriate examples of the convincing reinterpretation of heritage sites dating from the classical age of nation-building according to the principles of European significance defined in *Decision No 1194/2011/EU*.

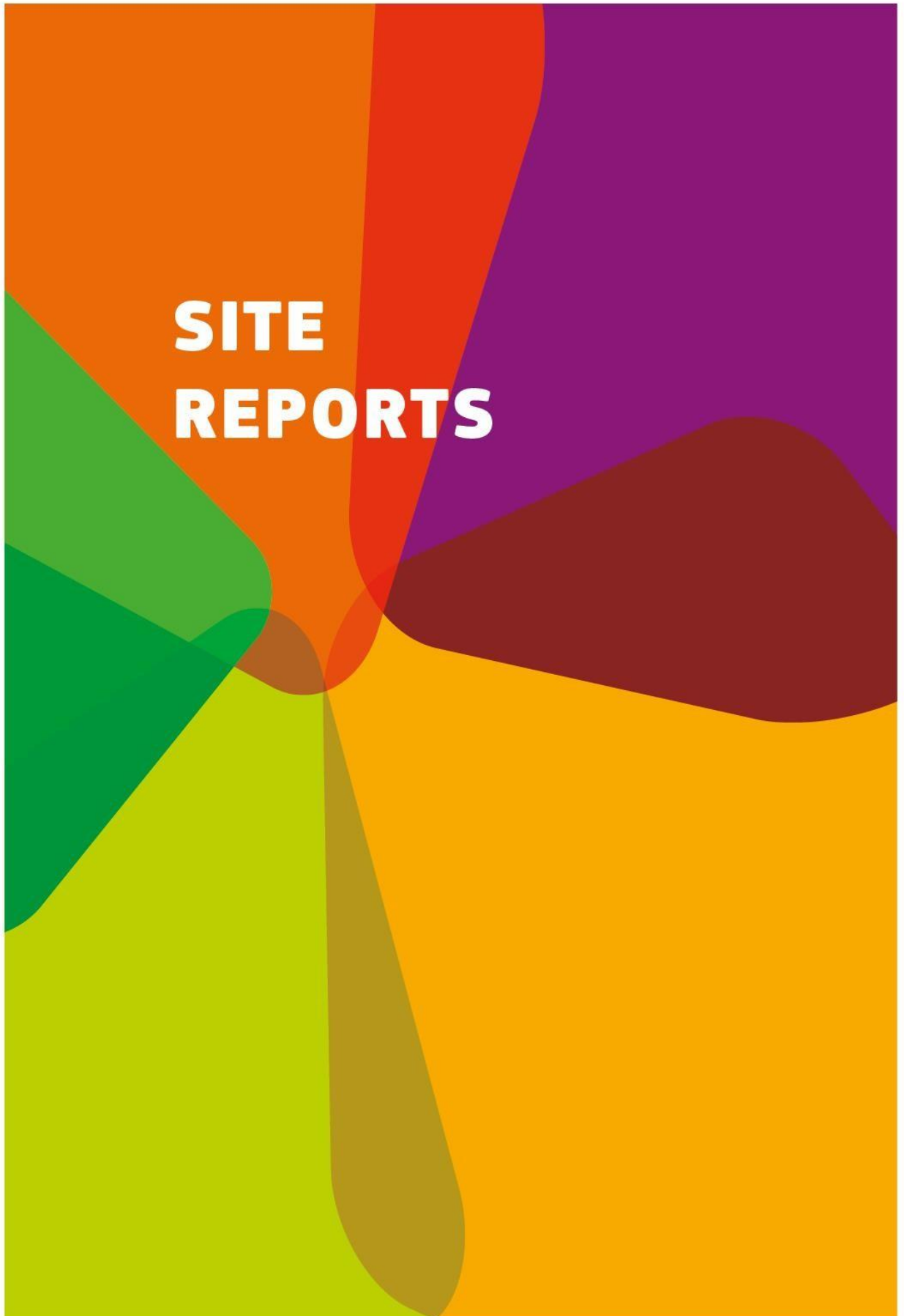
This tendency suggests that European citizens progressively appropriate their history through this **complex and holistic definition of cultural heritage**. The applications manifest that European citizens are increasingly apt and willing to interpret their cultural heritage from a European perspective. 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 EHL is a complex instrument for the European Union and for the European citizens that shows what Europe means to all of us. Unity in diversity is perfectly illustrated by the EHL sites as they exhibit the way Europe was shaped through diverse paths of integration – as many of the newly selected sites demonstrate.

The **selection** for attributing the EHL 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. At the European level, the EHL Expert Panel

carries out the final selection of sites and recommends that the selected sites receive the EHL title. The European Commission is entitled to attribute the European Heritage Label to a maximum of one site per Member State. 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 seven new sites, which are presented in the current Report, will join the Network of EHL 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 2023 Report not only offers the evaluation of the candidate sites but also a chapter of suggestions and recommendations for the forthcoming period of the EHL Action. The final part of this Report contains the updated guidelines to prepare a robust EHL proposal as well as facts and figures about the EHL Action and the current sites. The guidelines are composed and regularly revised because the Panel is dedicated to encouraging more Member States and more communities to propose candidate sites bringing 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 candidate sites for making substantial efforts to bridge these levels and for sharing their European stories in order to provide genuine heritage experiences to all.

SITE REPORTS



SITES RECOMMENDED FOR THE EUROPEAN HERITAGE LABEL

CISTERSCAPES – CISTERCIAN LANDSCAPES CONNECTING EUROPE – AUSTRIA, CZECHIA, GERMANY, POLAND, SLOVENIA

EBRACH (GERMANY)
1127 – TODAY

DESCRIPTION

The site Cisterscapes – Cistercian Landscapes Connecting Europe is a transnational site which connects 17 monastic landscapes from five Member States in the Central European *section*, the so-called *Morimond* line:

Germany: 1. Ebrach, 2. Altenberg, 3. Bronnbach, 4. Langheim, 5. Loccum, 6. Maulbronn, 7. Pforte, 8. Waldsassen;

Austria: 9. Rein, 10. Zwettl;

Czechia: 11. Plasy, 12. Velehrad, 13. Vyšší Brod, 14. Žďár nad Sázavou;

Poland: 15. Wągrowiec/Łekno;

Slovenia: 16. Kostanjevica na Krki, 17. Stična.

The Cistercian monastic Order, branched off from the Benedictines and founded in Cîteaux (France), in 1098 has spread widely throughout Europe, especially in Central Europe from the *Morimond* lineage. They made major contributions to culture and technology in medieval Europe, funding abbeys in many European countries under the principle of economic self-sufficiency. Abbeys were traditionally characterised by “complex hydraulic engineering systems (canals, wells, ponds, mills); granges (specialised manor farmsteads with a chapel, a pond, and square plots of land); forestry, agriculture, viticulture, fruit farming, hop cultivation; shepherding, fish farming; trade routes, town courts”.



Cisterscape, Velehrad ©Mas Buchlov

EUROPEAN SIGNIFICANCE

Sharing knowledge and practices is part of the Cistercians model as the abbeys established cross-border culture, bringing a common identity and narrative through a “uniform and unifying structure of organisation, economy, and landscape”.

The Cisterscapes network has, therefore, a historic pan-European nature, contributed to European history and integration and shaped some of the European values, such as the balance between unity and diversity, and the sustainable use of natural resources.

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

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project is focused on how a transnational exchange of ideas and best practices can effectively “contribute to a unity that respects regional diversity”. Some of the involved sub-sites have already shared dedicated activities and are going to implement some common new ones: “monastic landscape inventories, landscape models with augmented reality app, professional training measures, landscape films, and the development of a European long-distance hiking trail”. The long-distance trail Way of the Cistercians, connecting six countries and different

monasteries, has great potential as a symbolic and physical backbone for Europe.

The potential impact of the activities, their communication (a website connected to the project is already on, in English), and the rebound effects of the seventeen sites, on the European dimension and European audiences, are therefore high.

Moreover, many are the activities regarding education, knowledge exchange and capacity building.

Therefore, the submitted project presents all the requested SMART qualities and meets the criteria required for the European Heritage Label.

ORGANISATIONAL CAPACITY (WORK PLAN)

The seventeen sites are managed by the District of Bamberg through a working group of fifteen members, which also manages the specific site of Ebrach and has the adequate operational capacity to implement the submitted project.

The other sixteen sub-sites also appear to have the operational capacity in terms of management, protection, and accessibility.

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

RECOMMENDATION

The transnational site *Cisterscapes – Cistercian Landscapes Connecting Europe* is a European network founded on a strong common history whose valorisation can make it an important voice of the evolution of landscapes and European cohesion.

The Panel recommends that the transnational site Cisterscapes – Cistercian Landscapes Connecting Europe receive the European Heritage Label.

MONASTERY OF SAN JERÓNIMO DE YUSTE

CUACOS DE YUSTE (SPAIN)
15TH - 16TH CENTURY

DESCRIPTION

The Monastery of San Jerónimo de Yuste is located in the province of Cáceres, in the autonomous community of Extremadura, Spain. It was founded by the Hieronymite Order in 1402. In 1556, Charles V, the Holy Roman Emperor settled here after his abdication and remained in this place until his death two years later. A palace and a system of gardens were constructed for his court, which is now an integral part of the site. The complex was destroyed during the war of 1809 and it was restored in the second half of the 20th century.



Source: e.g. Façade Monastery of San Jeronimo de Yuste ©PatrimonioNacional

EUROPEAN SIGNIFICANCE

The Monastery of San Jerónimo de Yuste benefits from the fact that it was the last place of residence of Charles V, whose reign covered multiple countries of today's Europe. It has also managed to revive its original function as a monastery. The activity of the Yuste Foundation, which has its headquarters at the site, is aimed at promoting European integration and values such as democracy or respect for human rights. Its work includes debating on the current and future challenges of the European Union and its relationship with Ibero-America. Its flagship project is the Carlos V European Award given to prominent European leaders and politicians.

The application convincingly develops the site's narrative by presenting the

currently conducted activities of the Yuste Foundation. The site will enforce the development and promotion of the common values that underpin European integration. Its past and present influence and attraction go beyond the national borders of a Member State. It is demonstrated that present activities override the role the site played in the past. The European significance is clearly articulated in the site's narrative and in the Carlos V European Awards which is part of the activities of the Yuste Foundation based in the palace.

The candidate site meets the criteria (ii) (their place and role in European history and European integration, and their links with key European events, personalities, or movements); and (iii) (their place and role in the development and promotion of the common values that underpin European integration).

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project intends to enhance the enclave as an emblem of the European tangible and intangible heritage; to provide a historical place as a centre for training, research, and debate on the history, present and future of the European Union. It is focused on activities of the Yuste Foundation, which are part of a programme ongoing for many years. It includes talks, debates, publications, music events and guided tours of the site provided in multiple languages. The aim is to convey the message of the European significance of the site, including reference to Charles V. The project also includes plans for collaboration within the European Heritage Label sites network, as well as other EU networks dealing with diplomacy and public policy.

The submitted project meets the criteria required for the European Heritage Label. The site is now owned by the state and a seat of the European and Ibero-American Academy of Yuste Foundation, which manages the property together with National Heritage. It is also a place of residence for monks from the

Polish Order of St Paul the First Hermit. The partners involved demonstrated experience and raised awareness of the European significance of the site; they also organised activities stressing the role of important personalities in the construction of Europe.

ORGANISATIONAL CAPACITY (WORK PLAN)

Monastery of San Jerónimo de Yuste has been managed by National Heritage as a protected site since 2004. National Heritage provides funding and staff to administer the site and carry out necessary conservation works. It is also responsible for the scientific and educational content of the programme. Based on an agreement signed in 2006 with the Extremadura Council, it became the seat of the European and Ibero-American Academy of Yuste Foundation. It is also in part a monastery, as the monks of the Order of St Paul the First Hermit reside here as well based on an agreement signed in 2011.

The candidate site has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label. The complex is overall in good condition, although further conservation works are required. It is state property, with secured funding and designated staff of National Heritage so the operational capacity is convincingly demonstrated. The site is open to different types of audiences and a more accessible Visitor Reception Centre is planned to be created in the coming years. All criteria in the area of organizational capacity of the site are addressed and met.

RECOMMENDATION

Monastery of San Jerónimo de Yuste demonstrates its European significance in relation to the fact that Charles V, the Holy Roman Emperor spent the last two years of his life here. The site offers a broad programme of activities focused on the issues of European integration and shared values.

The Panel recommends that the Monastery of San Jerónimo de Yuste receive the European Heritage Label.

OUR LORD IN THE ATTIC MUSEUM

AMSTERDAM (THE NETHERLANDS)

17TH CENTURY

DESCRIPTION

The hidden church at Amsterdam's Our Lord in the Attic Museum was built in the loft of his canal-side house in 1663 by a Catholic from Germany. Catholics were forbidden to worship publicly in the Dutch Republic. Yet non-Protestant services were allowed to be held in places not outwardly recognisable as churches. Amsterdam tolerated private prayer houses if they could not be seen. There were thousands of such churches in the Republic, run by various religious denominations. It was a key development in the growth of modern Europe in the 17th century. Today's visitors are surprised by this unique hidden church. The museum uses this intrigue to address issues relating to tolerance and religious diversity today.



Our Lord in the Attic Museum, ©RebekkaMell, 2022

EUROPEAN SIGNIFICANCE

The hidden church at Amsterdam's Our Lord in the Attic Museum testifies how freedom of conscience and religion in 17th century Europe –guaranteed in several treaties intended to end the cycle of war and violence– laid the foundation for free democracy. Freedom of thought, conscience and religion are central to the European idea of rule of law, anchored in Article 9 of the European Convention on Human Rights. Europe has a long history of religious strife, to which the many examples of hidden places of worship attest. The

application (convincingly) develops the (European) narrative of the site that contributes to fostering an international dialogue about tolerance in Europe's religiously diverse society to preserve European democracy. 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)

Our Lord in the Attic Museum is in a unique position to address social issues relating to diversity and tolerance in Europe. It links these themes to European history and the oppression of religious minorities. The museum finds ways to help foster peace in Europe. The project includes the following elements:

- Presentation of the International Day of Tolerance on 16 November as a European event through the Voices of Tolerance youth programme.
- Contacting and networking with other hidden places of worship in Europe to spotlight freedom of conscience and religion.
- Generating new content for European visitors by offering a bigger stage to European artists who reflect on tolerance, religious diversity, and freedom of conscience in their work.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Our Lord in the Attic Museum has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label. It is supported by The Our Lord in the Attic Foundation and has appropriate available staff and a community of volunteers.

It has been demonstrated to be able to reach out to a vast group of visitors (of which more than one-third are foreigners) using multiple languages. With this the application meets most of the elements ((i), (ii), (iii), (vii)) expected to be part of the work plan of the Decision establishing the EHL.

Our Lord in the Attic Museum has adequate operational capacity to implement the submitted project and meets the criteria required for the European Heritage Label. It is supported by The Our Lord in the Attic Foundation and has appropriate available staff and a community of volunteers. It has been demonstrated to be able to reach out to a vast group of visitors (of which more than one-third are foreigners) using multiple languages.

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RECOMMENDATION

Our Lord in the Attic Museum testifies to the historical origins and contribution of tolerance and religious freedom to democracy in Europe.

The Panel recommends that Our Lord in the Attic Museum receive the European Heritage Label.

ROYAL THEATRE TOONE

BRUSSELS (BELGIUM)
1830 – TODAY

DESCRIPTION

The Royal Theatre Toone is a historic puppet theatre for adults staging regular performances based on classical works originating or widely known in Europe while continually reflecting contemporary reality. Founded in 1830 and located (since 1966) close to the Grand Place, the site includes a main performance stage for the annual programme of productions, backstage areas, a museum, a storeroom with the oldest puppets and items of scenery, a library, an artists' residence, a gallery for temporary exhibitions, workshops for restoration and making puppets and a traditional café with an additional stage for private performances and educational projects.



Royal Toone Theatre ©Toone

EUROPEAN SIGNIFICANCE

The Royal Theatre Toone defines itself as a site where European literature and history, represented by popular stories and performances suitable for an adult puppet theatre, are designed for a broad audience. It goes back to the traditions of 16th century Flanders, where "poechenelles" (puppets) replaced actors and related places of popular entertainment expressed their satirical messages to create a space for freedom of expression during the period of oppression. Thus, the Royal Theatre transmits and maintains not only the rod marionette art but also the

associated freedom of expression.

By maintaining a European-wide tradition of adult puppet theatre performances and highlighting the value of free expression, the site meets the criteria (i) and (iii) of European significance, as required.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project builds on the range of existing activities embracing theatre performances in various languages, including the local dialect, and exchange with other puppet theatre groups and enthusiasts. Among the new activities, two deserve special attention, with regard to the European dimension. First, the project aims to present the history of European integration and the shared European cultural roots. The proposed way to do this is to create a show about the foundations of Europe and update the exhibition in the museum to present 'Europe from a puppet point of view'. Such activities would playfully showcase European integration with the potential to reach new European and international audiences.

The project also anticipates hosting two students from art colleges and conservatories each year within the Erasmus+ EVOC – "Experimenting VOCational training for puppeteers" programme so they can learn how a traditional puppet theatre operates, how to make a rod marionette and improve their performance skills.

The educational activities target different audiences (Brussels-Molenbeek youth, European schools, puppeteers).

The plan envisages some expansion of multilingual communication beyond the current state.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Royal Theatre Toone is a non-profit association with an administrative body where the City of Brussels has its representation. It resides in a 17th century listed cluster of buildings in the buffer zone of the World Heritage Site Grand Place. The

building is owned by the City of Brussels, while its extensions belong to the Brussels Capital Region. The annexes underwent a renovation in 2016–18.

The Royal Toone Theatre is led by a team of its director and founding president. The inclusion of the European story would be based on a script written by the director and producer of performances. Students are involved in the development of ongoing and planned educational activities. The budget consists of several sources and the staff includes a dedicated team of people.

RECOMMENDATION

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

The Panel recommends that the Royal Theatre Toone receive the European Heritage Label.

THE KALEVALA—LIVING EPIC HERITAGE

FINLAND

1835 – TODAY

DESCRIPTION

Kalevala, the Finnish national epic, based on oral folk poetry, is created by Elias Lönnrot (1835). *Kalevala* is one of the cornerstones of 19th century nation-building processes and remains to be, also through contemporary reinterpretations, the basis of Finnish and Karelian national identity. The national thematic site consists of institutions that work on the promotion and interpretation of *Kalevala* – Finnish Literature Society, Gallen-Kallela Museum, Jumineko Foundation and Parppeinvaara Runosingers's Village.



The Finnish Literary Society (SKS)©Pentti Potkonen / Parppeinvaara 2009

EUROPEAN SIGNIFICANCE

Kalevala is one of the most influential epics of the 19th century, it is based on vernacular tradition and influenced nation-building in Finland. The publication of the *Kalevala* was part of the transnational movement of National Romanticism, which led to the search for specific mythologies for all European nations. Today, the *Kalevala* is a source of inspiration for contemporary European culture, including popular forms of youth culture (metal music, fantasy literature, tattoos).

While *Kalevala* is highly respected as the heritage of Finland, it also showcases the interchange and multi-layered nature of European culture and identity. It is noteworthy that the short

description is not past, but present and future oriented, emphasizing the role of the epic in the tradition of *runo* singing and in current public debates on its provenance.

The European significance is articulated in the site's narrative. The candidate site meets the criteria (i) and (iii) for European significance as it focuses on the interconnection of European values.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The Kalevala - Epic Kaleidoscope project concentrates on raising awareness on national epics as common European cultural phenomena and promotes the epics as a fundamental carrier of local identity. The aim is to upgrade the activities of participating institutions from promoting *Kalevala* as an important Finnish and Karelian heritage to highlighting it as a common European phenomenon and thus promoting also other European epics. The pedagogical project focuses on young people whose interpretations will be incorporated into the Digital *Kalevala* environment.

The ambition of the implementation plan is adequately moderate, thus realistic to achieve. The plans to link it with Singing Route, European Heritage Days and other networks strengthen the application. The most intriguing idea is to celebrate a year of European epic traditions.

The submitted project meets the criteria required for the European Heritage Label as the main activities – awareness raising youth involvement, education, multilingualism, participating in networks, new technologies and media correspond with the expectations of all the criteria. The site and subsites have coordinated cooperation.

ORGANISATIONAL CAPACITY (WORK PLAN)

Kalevala is a national thematic site coordinated by state and municipal institutions with high reputations that have financial stability and have established long-term cooperation with universities, schools, teachers, and communities.

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

RECOMMENDATION

Kalevala represents the European phenomenon of folklore and vernacular traditions- based nation building where local narratives are interlinked with regional trends.

The Panel recommends that The Kalevala–Living Epic Heritage receive the European Heritage Label.

ROMANIAN ATHENAEUM

BUCHAREST (ROMANIA)

1889 – TODAY

DESCRIPTION

The Romanian Athenaeum is a major Bucharest landmark and one of Europe's most beautiful concert halls. It was built by the Romanian Athenaeum Society at the end of the 19th century. The concert hall, with a 794-seat amphitheatre surrounding the stage, and the foyer with its central rotunda are richly decorated. Since 1889, the Athenaeum has been home to the Romanian Philharmonic Society (now the George Enescu Philharmonic). The Romanian Athenaeum is both a historic monument and a living institution where the public can attend lectures and concerts, generally of classical music.



VirginiaZamorano, ©Romanian Athenaeum

EUROPEAN SIGNIFICANCE

Historically, the creation of the Athenaeum Society and the construction of the concert hall, financed by national subscription, was part of a broad transnational project by European bourgeois societies in the 19th century to promote cultural leisure. Athenaeums were created in London, Manchester, Helsinki and Barcelona, and buildings housing Philharmonic halls were inaugurated in major European cities. The founding of the Athenaeum was also a sign of the desire to "Europeanise" the Kingdom of

Romania, which was founded a few years before. Hosting concerts by the great European composers and orchestras, the Roman Athenaeum has been instrumental in disseminating European classical music since its creation. Since 2011, the Athenaeum has hosted public lectures by Nobel Prize laureates and renowned writers from all over Europe, highlighting democracy and European values.

The European significance of the Athenaeum is clearly presented in the site's narrative. The 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 aims to strengthen the Philharmonic's integration in European networks and its contribution to the training and mobility of music professionals. The partnerships already in place (Purcell School in London, Liszt Ferenc Academy in Budapest) will be enhanced by a new partnership with the Music Heritage Site in Leipzig (exchanges of musicians and musicologists, joint symposia). From 2024, the Philharmonic will take part in Erasmus+ exchange programmes for young musicians. From 2024, a virtual museum of the Athenaeum and of the Philharmonic will be developed to emphasise their European significance. Another project will be conceived in partnership with other similar institutions featuring virtual tours of circular concert halls and other buildings that share the name Athenaeum in European space. The European significance of the site will be highlighted by developing dedicated information on the website, tourist brochures and guided tours, using several European languages. Educational activities (concerts) for young audience will be also conducted.

The submitted project meets the criteria (i, ii, iii, iv and v) required for the European Heritage Label.

ORGANISATIONAL CAPACITY (WORK PLAN)

The building has been labelled as a Historic Monument in Romania. The Athenaeum and Philharmonic are funded by the state support and sales of tickets. The staff includes all the categories of a large cultural institution. There are plans to hire specialist curators for the virtual museum.

RECOMMENDATION

The Romanian Athenaeum has the adequate operational capacity to implement the submitted project and it meets the criteria required for the European heritage Label.

The Panel recommends that the transnational site Romanian Athenaeum receive the European Heritage Label

SANT'ANNA DI STAZZEMA

STAZZEMA (ITALY)
1944 – TODAY

DESCRIPTION

It was a small village located in the hinterland of the Tuscan Apennines where on August 12, 1944, an SS division committed a massacre killing over 500 people, including 130 children. The tragic event is commemorated on the site every year. A national Park of Peace was founded there in 2000, with the aim of keeping alive the memory of the crime of war and educating the new generations in the values of peace, justice, and respect between nations. A Historical Museum of the Resistance collects the memory of the place and intends to be a place of reflection and exchange between Europeans.



©History Museum of the Resistance of Sant'Anna di Stazzema

EUROPEAN SIGNIFICANCE

Sant Anna di Stazzema became a significant place of remembrance, commemorating the suffering endured by the European population during World War II. The National Peace Park of Sant'Anna envisions the regular organisation of debates about democracy and about the dangers of totalitarianism. It also carries out cultural activities related to these themes (such as art exhibitions, and theatre festivals). The principal objective is to help younger generations understand and appreciate the values of peace and democracy, which are fundamental to the construction of the European Union. The Park welcomes more than 30,000 visitors yearly with c. 200 school visits. A Youth Forum has been held for the past 20 years. A "Factory of Rights" was inaugurated on the site in 2012 by the then President of the European Parliament, Martin Schulz, to host debates, workshops, and exhibitions on the subject of conflicts.

The European dimension is clearly articulated in the site's narrative. The site's application meets the criterion iii required for the European Heritage Label

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The National Park of Peace intends to strengthen partnerships with European institutions, to increase its focus on young people and to work towards expanding its audience in Europe through new technologies (i.e., teleconferencing, distance learning). The Park's specific project is to promote peace by disseminating knowledge and skills about its importance. Particular attention will be paid to geopolitical issues and conflicts, particularly in Europe. From 2023, the international journalism award "Youth and Europe David Sassoli", whose annual theme is chosen by the Board of Directors of the Park, will reward journalists whose work has particularly scrutinised the issues related to the values of Europe and dialogue between nations.

On Europe Day, schools from Italy and from other countries will be invited to take part in debates on the values of Europe. The aim is

to offer a training course on the issues of peace, international solidarity and human rights.

From 2023, an international congress will take place yearly on the issues of conflicts in Europe and in its vicinities. It will be organised in conjunction with the Representation of the European Commission in Italy, the Italian Office of the European Parliament, the Italian Minister of Foreign Affairs and International Cooperation and other institutions.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Initially, survivors and relatives of the victims formed an association (known as the Martyrs of Sant'Anna, which was gradually developed into the current site, under the aegis of the local municipality, the Tuscany region and the Italian Ministry of Culture. The Sant' Anna di Stazzema National Park was created by Italian Law 381/2000. Since 2016, the management of the park has been entrusted to the *Istituzione Parco Nazionale della Pace di Sant'Anna di Stazzema*.

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

RECOMMENDATION

Sant'Anna di Stazzema is a place of remembrance of the suffering endured by civilian populations during wars. The Peace Park is a relevant and well-conceived place for discussing political conflicts and promoting European values.

The Panel recommends that Sant' Anna di Stazzema receive the European Heritage Label.

OTHER CANDIDATE SITES

BAŠKA TABLET AND THE COMPLEX OF THE CHURCH OF ST. LUCY - THE WELLSPRING OF MULTILINGUALISM

BAŠKA (CROATIA)

11TH CENTURY

DESCRIPTION

The Baška Tablet (Bašćanska Ploča) is a witness of the old Slavic literacy, dating back to the period around 1100. Discovered in 1851 in the Church of St. Lucy near the village of Baška on the Adriatic Island of Krk, the Tablet was moved to Zagreb in 1934 and has been displayed in the Croatian Academy of Sciences and Arts ever since. A replica of the Tablet was installed in the church. The whole area consists of the Romanesque church with a Gothic chapel, a partially restored Benedictine monastery building and an archaeological site, supplemented with an information and museum centre.



©Baška Municipality

EUROPEAN SIGNIFICANCE

The Baška Tablet provides evidence of the development of the Croatian language and the Glagolitic script, created in the mid-9th century to translate Greek liturgical texts into Slavic language and thus spread Christianity among the Slavs.

The Tablet is valued as a rare epigraphic monument showing the transition from the Glagolitic script to the more angular alphabet, where the first mention of the word "Croatian" in the Croatian language occurs. The text

on the Tablet describes the donation of land to a Benedictine abbey.

As mentioned in the previous Panel report, the site has the potential to explain the use and preservation of languages over time and how the concept of multilingualism has evolved in Europe. However, this approach still does not find sufficient articulation in the statement of European significance. Instead, the application narrative does not surpass the national dimension in terms of the importance of the site for Europe. Ranking the Baška monastery among the internationally recognized centres of Glagolism should be explained within the larger geographical and historical context. The same applies to claiming "Glagolism as the beginning of the European literacy process" and the catchword "wellspring of multilingualism" in the title.

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

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project aims to keep the tradition of Glagolitic literacy through various educational, scientific, and cultural activities, using the site and story of the Tablet as a trigger and a stage. Among existing actions, the courses of Glagolitic writing for school children deserve special mention. The project expands the current educational offer and target groups and includes a new website, video material and a virtual tour. The European Heritage Label would contribute to the revitalization of the complex and serve as an incentive for the creation of the future Glagolitic Centre, where the original Baška Tablet is to be displayed.

While "development of the image and brand of the site as a tourist spot" along with "a form of educational and creative entertainment" is expected according to the application, the reflection of European significance does not exceed general

statements in the project. It does not meet the criteria required for the European Heritage Label.

ORGANISATIONAL CAPACITY (WORK PLAN)

The complex of the Church of St. Lucy belongs to the Diocese of Krk and the Municipality of Baška. The area is protected at the national level. Conservation works have been carried out continuously, supervised by the Croatian Ministry of Culture and Media. The management plans lack concreteness. Neither the operating budget nor the human resources strategy refer to the specific project goals.

Therefore, the site does not demonstrate adequate operational capacity to meet the work plan criteria required for the European Heritage Label.

RECOMMENDATION

The site could offer insights into the history of local and national languages and the values of multilingualism in Europe. Yet, the application in its present form does not fully reflect this potential.

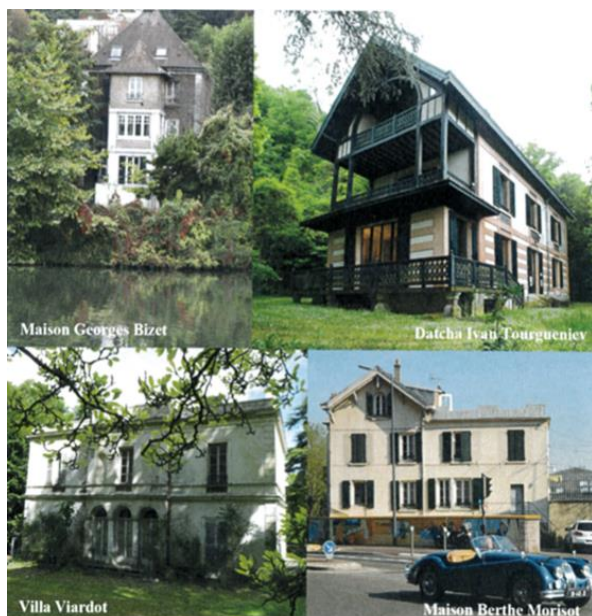
The Panel recommends that this application does not receive the European Heritage Label.

BOUGIVAL, A MELTING POT OF EUROPEAN ARTISTIC AND CULTURAL MODERNITY IN THE 19TH CENTURY

BOUGIVAL (FRANCE)
19TH CENTURY

DESCRIPTION

Bougival, a melting pot of European artistic and cultural modernity in the 19th century, is a site comprised of four historical residences of famous exponents of cultural and intellectual debate at the end of the 19th century: a Palladian villa of the Viardot couple (Pauline – an opera singer, and Louis – a writer and art critic), a wooden *datcha* of Russian writer Ivan Turgenev, built nearby, Maison of the painter Berthe Morisot, and Maison of the composer Georges Bizet.



Bougival ©Mairie Bougival

EUROPEAN SIGNIFICANCE

Bougival as a melting pot of European artistic and cultural modernity in the 19th century would represent the culture of salons as intellectual hubs of that period and sources of a modern, cosmopolitan approach to art, culture and way of life. The application highlights the role of these artistic salons in the development of European modernity. Nevertheless, the denomination does not reflect the

importance of the site, which is not sufficiently demonstrated to the level of “a melting pot” of European importance. Moreover, the relation between selected personalities was not identically tight. Whereas the links between Turgenev and Viardots remain well-known and constitute the foundation of the application, their connection to Morisot and Bizet is not that evident. The latter lived in Bougival just for a few months at the end of his life. The link of the period cultural milieu of Bougival to the hallmarks of European identity deserves a more elaborated articulation in the narrative.

Although the site has the potential to demonstrate European significance, this application does not meet the criteria required for the European Heritage Label.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project focuses on improving touristic infrastructure both on-site and online: new information leaflets and panels, websites and social media communication, audio guides, and some occasional artistic performances. Although the promised activities follow the relevant criteria b-i till b-v, they are presented in a rather general way, without a distinct accent about the site specifics and about its potential European significance.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

The site consists of a thematic circuit whose components do not belong under the competence of one governing body. Yet, all houses come under a public administration. The residences of Viardots and Morisot are currently under restoration. Together with the Turgenev Datcha, they are supposed to be opened to the public as museums once the renovation works finish. The application does not explain the current and future role of the Maison Bizet. The City of Bougival coordinates the project.

The application lacks a clear presentation of the project's administration. The structured distribution of the costs and responsibilities assigned to specific goals is not convincingly provided.

The application does not demonstrate the organisational capacity required for the European Heritage Label.

RECOMMENDATION

Bougival, a melting pot of European artistic and cultural modernity in the 19th century, refers to a transitional period of European culture when artists regarded themselves as forerunners of the presumably coming better future while they remained anchored to traditional values – in contrast to the later avant-gardists. Although the site has great potential, 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.

BUÇACO HERITAGE COMPLEX

FULDA AND PETERSBERG (GERMANY)-
LUSO (PORTUGAL)
17TH – 20TH CENTURY

DESCRIPTION

Buçaco Heritage Complex is a site - over 105 hectares - that combines natural and built heritage which developed in two phases in a sharp terrain crossed by 2 main valleys. In the 17th century, the Discalced Carmelites installed in a Desert, a remote, sacred landscape in an enclosure forested with exuberant native and exotic vegetation, housing the sober Convent of Santa Cruz and other religious elements symbolising Jerusalem (including hermitages for dwellings, devotional chapels, fountains supplied by a hydraulic system and a three-gates fence). With the extinction of Religious Orders (1834), this estate became a National Forest, gradually transformed into a romantic park comprising cottages (Chalets), and later, the Palace-Hotel of Neo-Gothic/Manueline architecture completed in 1907.



Palace Hotel do Buçaco,
©FundaçãoMatadoBuçaco, F, 2023

EUROPEAN SIGNIFICANCE

According to the application, Buçaco Heritage Complex leads us into the history of Christian monasticism, a phenomenon of great importance in European construction with Desert monasticism from the 4th century. Built around 1628, Buçaco is one of the four Deserts set in Portugal, suitable

for the eremitical life along with the cenobitic one, provided by the reform of the Discalced Carmelite Order. The one in Buçaco, is considered to have the greatest architectural value. It presents two architectural and metaphysical programmes, the Desert and the Sacromonte. Furthermore, this site is also linked to the history of Europe by two facts - the French invasions, namely the battle of Buçaco, and the thermalism and tourism movements illustrated by the impressive Palace-Hotel, in a period of revivalism which dominated the European artistic panorama. Although Buçaco Heritage Complex could have some potential European significance, this European significance is not clearly demonstrated in the application.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project is focused on two main line-ups: study and dissemination. The former's aim is to develop knowledge about the Buçaco *Heritage Complex* through European partnerships. The latter is to upgrade the promotion of the site reflecting the significance of its heritage for European audiences, particularly for the younger people.

Among the planned activities, there are environmental education about the forest; cross-border actions linking the Deserts; creation of a network of European Carmelite *Deserts*. The communication strategy - highlighting the European significance of the site- wishes to develop the Discalced Carmelite *Desert* by showing its role in the history of Christian monasticism. The Project Implementation Plan lacks clarity and quantifiable indicators.

Due to its loose structure and not sufficiently demonstrated elements, the submitted project of *Buçaco Heritage Complex* does not meet the criteria required for the European Heritage Label.

ORGANISATIONAL CAPACITY (WORK PLAN)

Buçaco Heritage Complex is classified as a National Monument; twenty-six centennial trees are also protected by the Institute for

Nature Conservation and Forestry and four sets of trees as groves of public interest. The Buçaco Estate is managed by Mata do Buçaco Foundation, a public foundation of private law with an organisational structure and qualified human resources in sufficient numbers to execute the activity plan (2022-2027). Environmental protection is one of the main purposes of this foundation regarding consumption management and a series of planned actions.

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

RECOMMENDATION

Buçaco Heritage Complex presents a symbiosis of natural and cultural heritage, holding one of the best dendrological collections in Europe that developed around a *Desert* of the Discalced Carmelites transformed into a romantic park around a palace-hotel, with deep roots in Europe's history.

Although the site could exhibit potential of European significance, in its present form **the Panel recommends that this application does not receive the European Heritage Label.**

OSTRÓW LEDNICKI - MEDIEVAL HERITAGE SITE

OSTRÓW LEDNICKI ISLAND (POLAND)
10TH - 13TH CENTURY

DESCRIPTION

Ostrów Lednicki is a medieval heritage site in central-western Poland, settled in an area where ten archaeological sites have been found. Ostrów Lednicki has, among the others, a stronghold with relics of defensive ramparts and the restored ruins of a stone palace, built at the end of the 10th century. Many artefacts have been found on the site: the oldest objects of Christian worship in Poland (including a stauotheke, i.e., a reliquary of the Holy Cross Tree), militaria and other elite objects. Moreover, nearly 4,000 graves have been discovered in Lednica's two medieval burial grounds, and among them have been identified the remains of people with disabilities. The site was recognized as a Historic Monument in 1994.



Ostrów Lednicki – Aerial photography of Lednica Isle,
©W. Raczkowski, 2009

EUROPEAN SIGNIFICANCE

According to the application, Mieszko I, the first ruler of the Piast Dynasty (the first historical ruling dynasty of Poland), built the palace in Ostrów Lednicki with a chapel and he was baptised there in 966, which is considered “a symbolic accession to the European community”.

Moreover, the palace became the

meeting place for the rulers of medieval Europe through Emperor Otto III, an advocate of the unification of Germania, Italia, Gaul and Sclavinia. Many artefacts imported from different parts of Europe show the site as “a place where people from different parts of Europe at that time could get to know each other, cooperate, conduct trade”.

Despite these relevant elements, 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 focused on educational activities aiming at showing “how Polish tradition was interwoven into pan-European cultural currents”, identifying the site as a “place of remembrance of the beginnings of the coexistence of local Slavic traditions and European universalism”. At the centre of the project, the Museum of the Piast Dynasty would strengthen the European dimension “through educational events and lessons, guided tours, publishing efforts and training provided for employees of other culture organisations”.

Despite some significant elements, in particular special attention is paid to people with disabilities and many activities planned during the year to attract children and young audiences, the project does not present all the requested SMART qualities and the planned activities do not seem to sufficiently raise awareness of the European significance of the site and strengthen the sense of belonging to a common space.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Ostrów Lednicki is managed by the Museum of the First Piasts at Lednica. Its budget is completed by the Local Government of the Greater Poland region and by the Polish Ministry of Culture and National Heritage.

The site is placed under the custody of the Wielkopolska Regional Conservator of

Monuments and the National Heritage Institute. It is administered by the Wielkopolska Landscape Parks for environmental matters. The site is monitored by a Council that is made up of representatives of the local authorities, scientists, museum professionals and representatives of the tourism industry.

The Museum plans to upgrade communications strategies.

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

RECOMMENDATION

Ostrów Lednicki has a high historical interest and value and the Museum of the Piast Dynasty carries out many education activities and initiatives of great interest and social value.

However, the application does not meet the qualifying criteria.

The Panel recommends that this application does not receive the European Heritage Label.

PLACES OF PEACE

ALCÁZOVAS, ALCAÑICES, EVORAMONTE, KAYNARDZHA, TRENČÍN, VASVÁR, ZADAR

BULGARIA, CROATIA, HUNGARY, PORTUGAL, SLOVAKIA,
SPAIN

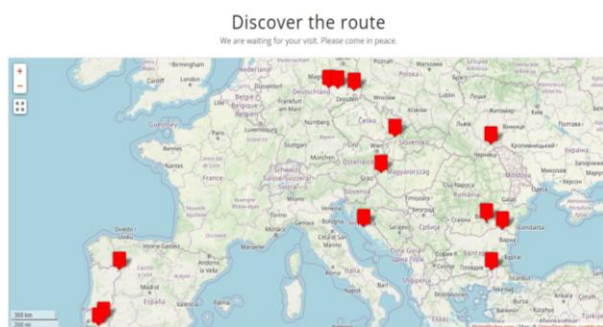
13TH – 19TH CENTURY

DESCRIPTION

The common topic of the transnational application “Places of Peace” are the seven sites in Europe associated with signing different Peace Treaties. Regardless of the historical period in which they were signed, the Peace Treaties share important common features:

- They are a testimony to the moments of dialogue and negotiation with a view towards conflict resolution.
- They reflect the common wish of the European peoples to reach peace following periods of war.
- They present starting points for periods of peace and social, economic, and political development.

These common features reflect the main values of the European Union. The transnational application “Places of Peace” intends to highlight and disseminate those values, based on the historical experience from the European sites associated with signing such Peace Treaties. The sites where Peace Treaties were signed have contributed towards the construction and preservation of the most genuine European value - PEACE.



©EuropeanNetworkofPlacesofPeace

EUROPEAN SIGNIFICANCE

Seven Places of Peace presents a summary of the European significance as claimed in the application, i. e., the

sites where Peace Treaties were signed have contributed towards the construction and preservation of the most genuine European value - PEACE. The Peace Treaties have had, by the norm, a decisive influence on Europe’s political, economic and social development and have been a significant factor in establishing the system of democratic dialogue and cooperation that characterises the European Union today.

There seems to be a great potential to meet criteria (i), (ii) and (iii) in the application. However, the application does not develop the narrative of the sites and theme of peace convincingly. The selection of individual peace treaties and localities tied to them appears to be random.

Despite the obvious potential of the application mentioned above, the application does not meet the criteria for the European Heritage Label.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The proposed project contains several general goals aimed at education, increasing the attractiveness of individual places, and artistic and cultural activities. The project has not yet appeared on the site <https://placesofpeace.eu/network/>. The project thus appears more like a wish list. All criteria b-i to b-v of article 7 of the Decision are listed in the text of the application, but as already mentioned, their presentation is too generic.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Buildings designated as places of peace are mostly protected under national regulations. The peace treaties themselves are also protected as archives, but their originals are usually not located in a specific place of peace. The project does not indicate whether facsimiles or photocopies are in the local collections. Six of the candidate sites (Monastery of St. Francis, Park of Historical Fountain of Kaynardzha, Paço dos Henriques, Evoramonte Convention House, Historic

Complex of Alcañices and House of Peace) are managed by public entities, members of the Association. On one site (Trenčín Castle) a protocol of collaboration and EHL monitoring was established between the management entity and the local member of the Association. Specific management entities are not listed under the name and the links in the text of application do not work. The financial security of the project, including the shares of individual locations, is not specified.

The application does not demonstrate the level of organisational capacity required under the criteria for the European Heritage Label. The links provided in the text of the application were not functioning, so details of the Project Implementation Plan and Work Plan could not be verified.

RECOMMENDATION

There can be no doubt that the peace is one of the crucial European values and the history of peace treaties in specific localities of the Member States could be an excellent tool to fulfil criteria (i), (ii) and (iii) of the Decision. 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.

ROMAN BRIDGE AND ROMAN MEDICINAL BATHS OF CHAVES

CHAVES (PORTUGAL)
3RD - 4TH CENTURY

DESCRIPTION

The Roman Bridge and Roman Medicinal Baths are located in the city of Chaves (former Roman city Aquae Flaviae). This is a national thematic site including two different sites, the Roman Bridge, and the Medicinal Baths. The Medicinal Thermal Baths is a ruin monumental building complex, incorporated into a new structure, the Chaves Roman Baths' Museum. Next to the baths is also preserved a Nymphaeum dedicated to the cult of water. Nearby, on the west bank of the Tamega River, an extensive stonework bridge with eighteen arches, the so-called Trajan's Bridge (2nd century) is in an excellent state of preservation. The bridge was linked with the Roman Via XVII, the main provincial road network



Roman Medicinal Baths of Chaves ©Camare Municipal de Chaves, 2021

European significance

The Roman Bridge and Roman Medicinal Baths of Chaves is a building complex that represents Roman urban planning in health and hygiene, evident in the supply of drinking water, sanitation, and public baths. The bridge evidences the integration of the site (Medicinal Baths) into a provincial road network of thermal cities, and large-scale commercial

networks.

The entire site was part of the European urban planning and networking of infrastructure constructions during a long period of the Roman period.

Whilst the site represents the values of health, well-being and hygiene, the proposal does not convincingly develop the (European) narrative of the site. The proposed concept of presenting the Roman Empire as a predecessor of the European Union is not convincing. Moreover, the architectural structure and design of the museum building do not guarantee the adequate protection of the ruined baths. Even the building's urban integration, in this outstanding archaeological area of the city, does not facilitate the perception and understanding of the antiquities by the visitors.

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 focused on the development of actions to strengthen the sense of belonging to the European Union particularly among young people, based on common values of European cultural heritage, and the promotion of national diversity. It seems as though it mostly aims at the local community and promotes the social and economic aspects of heritage.

The aim is to reach out to an international audience by highlighting the interpretation of the site in relation to its European significance. The presentation of the European significance of the site is expected to be achieved through new digital technologies, enrichment of online communication, and translation of all the archaeological and architectural

material available on the Chaves Roman Baths Museum website into ten more languages (today three, Portuguese, French and English), however none of them from the Central or Eastern Europe (b-iii). Among the new proposed activities for the incorporation of the European dimension of the site is the extension and internalisation of the scientific knowledge about the site (Roman thermal and road complex) through the support for academic research related to the site (b-ii). Training of the staff working in activities related to visitors about the European significance of the site is also planned, (b-i). Chaves City Council is already a member of the Aquae network (Network of Thermal Cities of the Roman Empire). The expectations of becoming a member of the label network are relevant to the reinforcement of the concept of European identity (b-iv, b-v).

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

ORGANISATIONAL CAPACITY (WORK PLAN)

Roman Medicinal Baths of Chaves are declared National Monument (protected since their excavation in 2004) including a Special Protection Zone for the extension of the excavation work. Trajan Bridge has been protected by a Decree since 1910. Since 2008 the bridge has been accessible to pedestrians. The musealization of the ancient baths complex was completed at the end of 2021. However, the archaeological excavation which started in 2006 is to be continued. The site is managed by the Municipality of Chaves (Chaves City Council). A specialized technical team is working for the site.

At this stage, most of the activities described in the proposal are planned but the operational stage has not been reached yet. Additionally, ensuring the preservation of the site and its transmission to future generations, in accordance with the relevant protection regimes (ii) is not satisfactory.

Therefore, the application does not demonstrate the level of organisational capacity required under the criteria for the European Heritage Label.

RECOMMENDATION

The Roman Bridge and Roman Medicinal Baths of Chaves is an important hub of natural, cultural, and technological heritage.

Nevertheless, 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.

MONUMENTAL COMPLEX OF SAN VINCENZO AL VOLTURNO

CASTEL SAN VINCENZO AND ROCCHETTA AL VOLTURNO
(ITALY)
8TH CENTURY

DESCRIPTION

The Monumental complex of San Vincenzo today represents the largest archaeological site of the Carolingian age in southern Europe, a tangible sign of the spiritual, political, and economic centrality of the monastery under the Holy Roman Empire. The complex is an archaeological site of a Benedictine Abbey that had close and direct relations with Charlemagne in the 8th century related to its specific strategic location, contributing to regional development and control of political power. The monks of the abbey at that time profited from this direct relation. Later the site was dismantled (and/or destroyed by earthquakes) and rebuilt at the other site of the Volturno river.



"Incredulity of St. Thomas" - fresco ©Direzione regionale musei Molise - Ministero della Cultura; Regional Directorate of Molise Museums - Ministry of Culture, 2022

EUROPEAN SIGNIFICANCE

San Vincenzo is an outstanding testimony to the importance of Benedictine monastic culture as a unifying element in the Holy Roman Empire's fragmented geopolitical situation, a factor for social, cultural and economic renewal generating the

common values and the sense of belonging which still remain the basis of the modern idea of a united Europe. The European significance seems best represented through the direct relationship of the abbey with Charlemagne in the 8th century evidencing long distance relationships in Europe aspiring for development and political control in this particular case in conjunction with the Roman Catholic Church. This close relationship evidence early development of Europe and the archaeological site evidences this relationship in a tangible way.

Particularly the general reference to the role of Benedictine Order and its cultural contribution is insufficiently referring to the particularities of the site but rather the argumentation related to the encounter/clash between different cultures, unified under Charlemagne, in San Vincenzo. Consequential cultural contributions are not suitably argued with evidence.

Although San Vincenzo has the potential to refer to a unique European significance (criteria (i) and/or (iii)), this is not conveyed in the application and therefore it does not meet the criterion yet.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project is focused on a rather generic and vague communication and action plan, particularly beyond the local/regional level. A better alignment of the narrative with some focus on the European dimension through concrete elements and evidence supporting the expected achievement are not properly provided.

Although some resources seem available from regional development actions further information on resources is contradictory and could benefit from aligning action plans with the allocation of resources.

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

ORGANISATIONAL CAPACITY (WORK PLAN)

The site is owned by the Italian state, and directly managed by the Regional Directorate of Museums Molise (DRM Molise) and various other actors are mentioned to be involved.

However, the vagueness of planned activities and explanation of the role and allocation of time and resources by different actors does not yet demonstrate the level of organisational capacity required under the criteria for the European Heritage Label. Various expected items of the work plan as mentioned in Article 7 of the Decision establishing the EHL, are not yet met.

RECOMMENDATION

In its present form the proposed San Vincenzo site, evidencing the direct relationship of the abbey with Charlemagne in the 8th century aspiring development and political control does not yet meet the qualifying criteria.

The Panel recommends that this application does not receive the European Heritage Label.

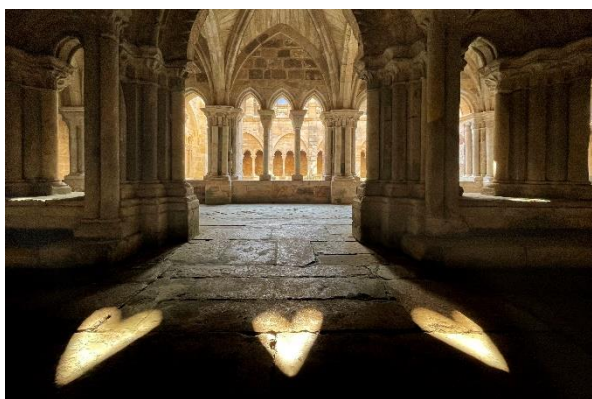
SANTA MARIA LA REAL OF AGUILAR DE CAMPOO MONASTERY

AGUILAR DE CAMPOO (SPAIN)
12TH – 14TH CENTURY

DESCRIPTION

The Monastery of Santa Maria la Real is a national thematic site. It is a large monastic complex including a church, a cloister covered by ribbed vaults with several rooms, a chapter house, a locutory, a refectory and monk's hall as well as later additions. The three naves church is built in Romanesque and Gothic style.

The sacristy of the church, the chapter house and the abbot's chapter, today are transformed into a museum space, an Exhibition Centre. Specifically, the museum space includes audio-visuals, exhibitions, models, and replicas of the church's original capitals. On the upper floor, a secondary school and the headquarters of the Distance University are located. Responsible for the site's management is the Santa Maria la Real Historical Heritage Foundation for the study of the Romanesque style, a non-governmental organisation.



Santa Maria la Real Foundation, ©César del Valle Barreda 2013

EUROPEAN SIGNIFICANCE

The Monastery of Santa Maria la Real belongs to the European monastic movement that regenerated medieval territories at that period. Today, the Foundation contributes to some European research on the Romanesque style as an element of shared European identity. The pan-European nature of the site belonging to the phenomenon

of monasticism and the emergence of Romanesque art (criterion i) is not sufficiently explained and presented. The candidate site could probably meet criterion ii, about the Monastery's contribution to the economic development of its surroundings, its drive to the Romanesque architectural style in the area, and its function as a major milestone for pilgrims on the pilgrimage route to Santiago de Compostela, making part of the quintessential European medieval cultural itinerary, and linking the site with a key European event.

But, although the Monastery of Santa Maria la Real has the potential of European significance, the European narrative is not developed in the application of the site and therefore the candidature does not meet the criterion.

STRENGTHENING THE COMMUNICATION OF THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project is focused on the extension of Foundation's activities to promote the Monastery's cultural values and maintain the commitment of the Foundation to heritage, people, and landscape. The aim is to restore the educational, cultural and development role those medieval monasteries once played and their place in European identity. The aim will be reached by strengthening the digital promotional and cultural resources, expanding the activities into different languages, increasing the presence in European networks, and promoting programs for young people.

The incorporation of the European dimension into education activities is limited to a regional level and does not meet criterion (ii). The promotion of multilingualism is also incomplete. The site does not meet criterion (iii). The intention to participate in international activities and promote contacts with other EHL sites is sufficient (iv), as well as the participation in European partnerships. The staff training and skills are promising. Digitalization, apps, and new website of the site's information is satisfactory, the site meets criterion (v).

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

ORGANISATIONAL CAPACITY (WORK PLAN)

The Monastery of Santa Maria la Real was declared a National Monument in 1866 (further developed in 1910) after its disentanglement and abandonment (1835). In the 1970s the ruined building complex was largely restored and reused. In 2018 it was declared as the Historic Teaching Centre of Castile and Leon, by the Regional Ministry of Education. The management of the site is undertaken by the ROM Exhibition Centre.

Information for visitors is provided in the form of guided tours, while multilingualism enrichment for the next years is poor (two languages). A new expansion of the Monastery's areas for visitors is planned, whereas the impact of the expansion on the existing building is not clearly described.

The work plan of the site is not sufficiently specific, and the operating budget of the site is rather low for the implementation of the project. The effort for the enhancement of the European dimension of the site is not evident.

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

RECOMMENDATION

Whilst the Monastery of Santa Maria la Real presents convincing architectural and historical aspects, 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.

URN CONTAINING THE ASHES OF BURNT MANUSCRIPTS AND EARLY PRINTED BOOKS FROM THE NATIONAL LIBRARY OF POLAND

WARSAW (POLAND)
1944

DESCRIPTION

“Urn containing the ashes of burnt manuscripts and early printed books from the National Library of Poland” is a cube-shaped vessel made of transparent plexiglass, inside of which is a top-open, transparent container filled with ashes from burnt books rescued by National Library librarians in 1944. During World War Two, around 70% of the resources of Polish libraries were destroyed, including a large part of the most valuable collections. In the autumn of 1944, after the Warsaw Uprising had already ended, German military units carrying out the order to raze Warsaw to the ground, deliberately set fire to the priceless artefacts that had survived in the library building. The libraries' collections and their catalogues were incinerated. All that was left of the manuscripts and early printed books was ashes. These fragments were assembled by Polish librarians and placed in a glass urn.



©National Library of Poland

EUROPEAN SIGNIFICANCE

“Urn containing the ashes of burnt manuscripts and early printed books from the National Library of Poland” burnt by Nazi soldiers in the Library of the Krasiński Family in autumn 1944 evokes the memory of World War II. It remains a silent witness to the barbarism of war and a symbol of the loss of Polish libraries and many other cultural institutions. Encased in a glass case, the ashes remind of the importance of European integration, which offers the possibility of cultural development in peace and international cooperation.

The European significance is clearly articulated in the site's narrative. The candidate site meets all three criteria for European significance, as required for the European Heritage Label.

THE EUROPEAN DIMENSION TO EUROPEAN AUDIENCES (PROJECT)

The project is focused on the creation of an exhibition of the Urn containing the ashes of the National Library of Poland's most valuable collections and on an educational programme presenting the events of World War II and its impact on European cultural heritage. The aim is to show how irreversible the effects of warfare on cultural heritage are, and the importance of European integration for peace and as part of international cooperation.

The narrative of how educational activities will increase the understanding of the common history of Europe and how these activities will strengthen the feeling of belonging to a common space are not properly developed in the proposal. There is a superficial approach in what concerns the activities comprised in the Project Implementation Plan. It could be more creative and attractive for the visitors, especially for the young people. Multilingualism is limited to only Polish language on the webpage that currently presents the site. The criteria b- ii, b-iv and b-v are not met. The submitted project does not meet the criteria required for the European Heritage Label. Although there is potential, the project insufficiently

demonstrated its educational activities. At the same time, the project should change the passive approach towards external collaboration with other EHL sites or similar institutions and propose concrete initiatives. Although the European significance of the site is obvious, it is not clearly expressed in the project.

ORGANISATIONAL CAPACITY (WORK PLAN)

“Urn containing the ashes of burnt manuscripts and early printed books from the National Library of Poland” is proposed to be part of the permanent exhibition entitled “Three Times Opened” at the Palace of the Republic. The National Library of Poland will manage the site which will be allocated a separate room and five employees. The National Library of Poland is a central cultural institution with sufficient administrative and operational capacity to implement an EHL project.

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

RECOMMENDATION

The “Urn containing the ashes of burnt manuscripts and early printed books from the National Library of Poland” is an original way to draw attention to the fact that cultural assets can be irretrievably lost in times of war. 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.

RECOMMENDATIONS



RECOMMENDATIONS

CONSIDERATIONS FOR THE DEVELOPMENT OF THE EUROPEAN HERITAGE LABEL ACTION

In 2021, the tenth anniversary of Decision No 1194/2011/EU is the beginning of the European Heritage Label Action was 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. On this occasion, in the 2021 Report, the Panel reflected on the commonalities and the differences between the World Heritage and the European Heritage Label; about the possible increase of the EHL sites and its consequences in the 2020s; Project-oriented inscriptions as an instrument of the EHL and the Idea of a New Bauhaus as an instrument for sustainability and well-being; and about EHL sites as inceptions of regional innovation strategies for smart specialisation. These topics and reflections are still fully relevant and we suggest that they should be integrated in the planning of future activities for the EHL Action, especially in the field of synergies with other EU Actions.

In current Report – still in the trail of determining the specificities of the EHL Action in the context of contemporary heritage discourse – we offer some thoughts

- (1) about the role and application of the quality principles in heritage conservation in the selection and monitoring of EHL sites;
- (2) about the importance of affirmative memory sites in the definition of EHL sites and;
- (3) about the decisive year of 2024, in which the EHL Action will be hopefully reconsidered.

EHL AND THE QUALITY PRINCIPLES IN HERITAGE CONSERVATION

What is the relationship of EHL to the recognised standards of conservation of tangible cultural heritage? *Decision No 1194/2011/EU* of the European Parliament and of the Council¹ governing the selection of sites for the European Heritage Label says (Preamble, paragraph 8):

The label should seek added value and complementarity with regard to other initiatives such as the UNESCO World Heritage List [...]. The main focus of the action should be on the promotion of and access to the sites as well as on the quality of the information and activities offered, as opposed to the preservation of the sites, which should be guaranteed by existing protection regimes.

The evaluation criteria mention (Article 7, paragraph 1.a) "a symbolic European value," not architectural or art historical value. The nominated and designated sites may be architectural and artistic monuments, but not necessarily. According to the Decision (Article 2, paragraph 1),

'sites' means monuments, natural, underwater, archaeological, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects and intangible heritage associated with a place, including contemporary heritage.

¹ Decision No 1194/2011/EU,
<https://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:303:0001:0009:EN:PDF>

As a result, among the designated sites, there are both sites where strict preservation measures apply (i.e., The Heart of Ancient Athens) and others where such a type of protection is not relevant (i.e., European District of Strasbourg) or where their value is primarily of a non-material nature (i.e., Maastricht Treaty).²

The innovation of the EHL concept lies, as has been mentioned several times,³ in its accent on expressing a positive relationship to heritage in forms other than its protection from external influences or conservation-restoration. Nevertheless, this does not mean that the Decision postulates a new approach becoming at odds with other, previously established instruments promoted by the European Union or its Member States for heritage maintenance. Unlike nominations for the Europa Nostra Prize or for inscription on the UNESCO World Heritage List, in the case of EHL, the applicants do not have to provide detailed information on the quality of the restoration works carried out, nor do they have to submit comparative studies confirming the uniqueness of the property. However, the Decision requires (Article 7, paragraph 1.c) that they ensure in their work plan:

- (i) ...the sound management of the site, including defining objectives and indicators.*
- (ii) ...the preservation of the site and its transmission to future generations in accordance with the relevant protection regimes;*
- (viii) that the management of the site is as environmentally friendly as possible.*

At the same time, the Decision emphasises the individual approach (Article 7, paragraph 2): *...each site shall be assessed in a proportionate manner, taking into account its characteristics.*

In its decision-making, the EHL Panel sees the dynamics of the heritage debate as an inclusive discussion, where newly formulated ideas do not primarily challenge but complement and enrich the current state of affairs while maintaining a balance between societal demand and professional recommendations, as well as between short-term benefits and long-term interests.

Leaving aside the national protection regimes, which naturally also apply to EHL sites, site managers and their project teams, as well as the evaluation body, can rely on documents that have been initiated in some cases by the European Union institutions to influence the level of care for cultural heritage in all Member States. In this text, let us draw attention to one of the latter, the European Quality Principles for EU-funded Interventions with potential impact on Cultural Heritage (EQP).⁴ These Quality Principles were developed by a team of experts from ICOMOS (International Council on Monuments and Sites) at the initiative of the European Commission. The task team primarily aimed at monitoring the effectiveness of EU subsidy instruments, but the resulting document has universal application. The EQP, published in 2020, is a practical tool *"for all*

² For definitions of "conservation", "preservation" and other related terms see the Burra Charter (2013 updated version), <https://australia.icomos.org/wp-content/uploads/The-Burra-Charter-2013-Adopted-31.10.2013.pdf>

³ European Heritage Label Report 2021, <https://op.europa.eu/en/publication-detail/-/publication/23014a0c-bad5-11ec-b6f4-01aa75ed71a1>, pp. 53–54.

⁴ European Quality Principles for EU-funded Interventions with potential impact on Cultural Heritage, https://openarchive.icomos.org/id/eprint/2436/1/EUQS_revised-2020_EN_ebook.pdf

stakeholders” to set up and evaluate projects affecting cultural heritage (“*mainly built heritage and cultural landscapes*”) in a way that avoids the loss of their heritage values. The defined quality criteria (of which there are seven) call for:

- (1) *knowledge-based planning,*
- (2) *public benefit,*
- (3) *compatibility* – respect for the historic environment,
- (4) *proportionality,*
- (5) *discernment* – transdisciplinary reflection,
- (6) *sustainability,* and
- (7) *good governance.*

Particular emphasis deserves the criterion of proportionality, specified in the EQP by the appeal “*do as much as necessary but as little as possible*” and by the following four questions:⁵

- *Is the proposed project cautious in its approach, in particular in cases where works are irreversible or knowledge is insufficient or currently unaffordable?*
- *Is the project focused on repair and conservation rather than heavy transformation (i.e., involving replacement of authentic material)? Is the project ‘overdoing’ it and ‘overspending’?*
- *Is the authenticity being preserved, in particular when the project includes contemporary new design to accommodate (new) uses?*
- *Is there balance, harmony and/or controlled dialogue between the cultural heritage and the new elements?*

As a project is part of each EHL candidature, and thus more or less interventions in each of the sites are expected (often with EU financial support), it can only be recommended that both the nominating parties and the EHL Panel members rely on the EQP in their evaluation. It is in the general interest that the projects are not implemented at the expense of the preserved values of the assets and that the EHL-awarded sites serve as a model in this respect. Pioneers of European conservation theory such as John Ruskin and Alois Riegl already appreciated proportionality or caution. Therefore, EHL sites can show the world in current troubled times that traditional and innovative approaches to heritage conservation are in fact very close to each other.

AFFIRMATIVE PLACES OF MEMORY AS EHL SITES

Memory and remembrance have played a crucial role in the definition of the EHL initiative since its establishment. The list of “European Heritage” proposed in its first formulations to “establish a common inscription of high places of memory and creation, sites and monuments emblematic of identity European in all its aspects - whether they evoke the most tragic memories or the happiest moments in European history, whether they are linked to our common past or whether they represent the future that we are building together.” The *Decision* also determines EHL sites as “monuments, natural, underwater, archaeological, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects and intangible heritage associated with a place, including contemporary heritage”. (Article 2, paragraph 1).

⁵ https://openarchive.icomos.org/id/eprint/2436/1/EUQS_revised-2020_EN_ebook.pdf, p. 59.

Without intending to diminish the significance of sites commemorating 'dark heritage' (eleven out of the sixty-seven sites are related to world wars, totalitarian repression and other atrocities), we would like to stress the fact that relatively few sites deal with the importance of our ecological heritage (only four sites are dedicated to this question). Europe is facing crucial challenges (societal, ecological, political, economic, etc), which overemphasise our weaknesses and such a Europe could remain distant for many citizens who are not aware about the values which are our common benefit, and which keep us together. If this feeling of belonging remains weak or if it is not rewarding, the very essence of the EHL Action could be lost. Current Europe badly needs hope and –well-reflected– self-confidence, which could be incarnated in the increasing number of new EHL sites showcasing individual and collective talents, innovative solutions, male and female personalities of sciences, arts, crafts and everyday courage and heroism, cautiously preserved landscapes, inspiring cultural and artistic movements and exchanges. These positive and affirmative examples could help all generations, and especially young people, to develop hope for their European future, which can be based on some beneficial pride nourished by the new sites.

SUGGESTIONS FOR 2024 – A DECISIVE YEAR FOR THE EHL ACTION

The first decade of the European Heritage Label Action has proved that the *Decision No 1194/2011/EU*, not only officially introduced an innovative and 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"⁶. One of the most obvious results of the European Heritage Label Action is the standardisation of a holistic, complex, integrating and value-based concept of cultural heritage and the dynamic mechanism of the recognition of heritage sites. This definition of the EHL rightly designates the significance of cultural heritage in contemporary European society acknowledging different types of actors with different responsibilities and having a proper governance at hand to make it work. Thus, the EHL can play a role in shaping the society of and for the future.

Cultural heritage in its current definition and, hence, in its essence is about shared values, acknowledging the diversity of communities that share various entities of cultural heritage (tangible, intangible, natural, but also places of memories, landscapes, commemorations, rites, etc., which supplant the previous categorizations). It also acknowledges that individuals or different groups of people can simultaneously belong to various communities and therefore can share various sets of cultural heritage. It may obviously lead to negotiations, frictions, dialogues, conversations ... to real democracy and the democratic mechanism of governance. This governance system is fundamentally based on shared values in the commons. Therefore governing cultural heritage based on common governance is more than logic.⁷ In the forthcoming years, we need (1)

⁶ 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>

⁷ Gielen, P. (2023) *Vertrouwen. Bouwen op het Cultureel 'Gemeen' (Confidence, Building on the cultural common)* November 2023, Valiz ism Departement Cultuur, Jeugd & Media, Vlaamse Gemeenschap | ISBN 978-94-93246-21-8 |

to understand the impact and the role of already labelled and unlabelled sites, (2) to critically position EHL in the context of other cultural heritage initiatives, (3) to comprehend what works and what does not work in view of contributing to a commons based cultural heritage approach that responds to the needs of society, (4) to consolidate a new regime in which culture and cultural heritage get their proper place in an appropriate governance model and (5) to further align the EHL Action with shared European priorities such as the European Green Deal and the matters of digitalization.

In order to benefit from the extraordinary potential of the EHL sites for the further development of the EHL Action, the Panel recommends the following measures for the year of 2024:

1. The **overall revision of the legal basis** by simultaneously strengthening the EHL brand and its synergies with other EU initiatives, especially with ECOC.
 - 1.1 **Abolishing the limitation of a maximum one site** per Member State per selection year; since it is an unnecessary restriction, which resulted in the fact that otherwise appropriate applications could not have been selected in the past and it can toughen the preselection by discouraging candidates;
 - 1.2 **Transnational applications**, which are very few at the moment, should be actively encouraged by (1) resolving an easier path for these applications to the second phase of the selection; (2) or by not including these applications in the quotas of the Member States;
 - 1.3 To enable the eventual **extension of already selected sites** into transnational or national thematic sites is not reflected, thus, allowed, in the current framework. However, the selected sites could develop into – national or cross-border– networks, which would considerably enhance their European appeal and significance.
 - 1.4 There should be legal resolution for the integration of **non-EU states** (candidate counties, EFTA countries, partner countries) into the EHL Action, since the EHL could be a preparation for their integration and an encouragement to express their identities through shared European values. For this purpose, a special corridor/focal point should be established, which is not related to the Member States.
 - 1.5 To increase the robustness of the functioning of the EHL Expert Panel the mandate of the Panel members should be **extended into 4-year terms** mirroring the 4-year cycle of selection and monitoring starting from 01 January. In the current – partially chaotic– situation, the mandates are overlapping and often start in different periods of the year, which makes the smooth work as well as the organisation of selection and monitoring processes very challenging.
 - 1.6 In the improvement of the functioning of the EHL Expert Panel, **synergies** could be developed with other initiatives such as the ECOC Panel. The EHL Panel could assist the evaluation of European history and heritage related topics, whereas the ECOC Panel could assist in the evaluation and monitoring of project and organisation-related issues and indicators.
 - 1.7 Deriving inspiration from the ECOC procedure, a **mid-selection feedback** for the candidate sites could be truly beneficial. Sharing the Panel’s first impressions to the applicants and providing them with the opportunity to reflect on these feedbacks and to improve their applications could

considerably enhance the success ratio of the applications. This extra layer should be backed up administratively and financially.

- 1.8 The increasing number of EHL sites will eventually require **site visits** in the monitoring phase, which are not authorised at the moment. To reinforce the efficiency of the monitoring exercise, field visits to problematic sites should be introduced by deriving inspiration from the ECOC procedure and protocol.
 - 1.9 A **calendar of consultations and dialogues** between the stakeholders of the EHL Action (EC, EHL Bureau, Expert Panel, national coordinators, sites) to coordinate the revision of its legal basis should be established for the period of 2024-2025.
2. There should be a more efficient **framework of support for candidate sites**.
 - 2.1 The organisation of **capacity building sessions** and 'train the trainer programmes', 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;
 - 2.2 Developing an overall **capacity building strategy** –including tailored consultancy services– with the active participation of the EHL Bureau would be necessary;
 - 2.3 There should be tailored "consultancy" **services for the non-selected sites** – probably provided by the EHL Bureau–, since the current feedback to explain their failure is limited due to the limitations of the communication of the concerned stakeholders, who are responsible for the selection (EC, Panel). A personalised consultancy could encourage these sites to duly reformulate their applications and it would help them to understand the causes of their lack of success.
 3. The **networking among the selected EHL sites** should be strengthened by facilitating ideas and best practices sharing opportunities with the creation of commons.
 - 3.1. prominent **educational activities** at EHL sites, which could act as pilot projects within the framework of the proposed European Area of Education;
 - 3.2. **cooperation with academics** and HEIs to integrate the EHL Action into the latest achievements of heritage studies, humanities, social sciences as well as natural and earth sciences within Horizon Europe Calls;
 - 3.3. more effective linking of support for the preservation and development of the EHL sites with the priorities of the **European Regional Development Fund**;
 - 3.4. The involvement and dissemination of EHL sites, for example, EHL landscapes, in the actions of the EU to fight against the consequences of **climate change** and to promote successful examples of establishing sustainable solutions, which represent and hinge on the holistic interpretation of cultural heritage unifying tangible, intangible and natural elements;
 - 3.5. In case of monitoring failures of certain sites, an "EHL-Site **Endangered**" programme could be established to assist the development of the site within a 'stand-alone track' under the assistance of the EHL BUREAU;

Special awards (regular and occasional) could be introduced to enhance the activities of the sites. The award could be dedicated to network

cooperation within the EHL Action to increase its sustainability and networking intensity.



FACTS AND FIGURES

ABOUT THE EUROPEAN HERITAGE LABEL

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 labeled 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 pre-selected 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 – 2023

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2023
S selection										
M monitoring	S	S	S	M	S	E	S	M	S	S
E evaluation										
Eligible Member States	5	18	24	-	24		25	-	25	25
Sites to Consider	9	36	18	20	25	38	19	38	21	16
Thematic national sites	1	1	-	1	-	1	-	1	2	-
Transnational sites	1	-	-	-	4	1	3	1	-	2
Member States participating	5	13	11	13	19	24	15	18	15	17
Intergovernmental labelled sites	-	29	1	11	4	12	2	12	-	-
Sites recommended for the EHL	4	16	9	-	9	-	10	-	12	7
Thematic national sites	-	1	-	-	-	-	-	-	1	-
Transnational sites	-	-	-	-	1	-	2	-	-	1
Member States concerned	3	10	9	-	9	-	12	-	12	11
Intergovernmental labelled sites	-	11	0	-	1	-	1	-	-	-
Total number of sites recommended for the EHL	4	20	29	-	38	-	48	-	60	67

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* - CZECHIA* - 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 - CZECHIA* - 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 - CZECHIA* - 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 - CZECHIA* - 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 - CZECHIA - 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 - CZECHIA - DENMARK - ESTONIA - FINLAND* - FRANCE - GERMANY* - GREECE* - HUNGARY* - ITALY* - LATVIA* - LITHUANIA - LUXEMBOURG* - MALTA - NETHERLANDS - POLAND* - PORTUGAL* - ROMANIA* - SLOVAK REPUBLIC* - SLOVENIA - SPAIN*

2023 Selection year

25 Member States confirmed their interest in the *European Heritage Label*
17 Member States* sent applications and/or were involved in a transnational application.

AUSTRIA* - BELGIUM* - BULGARIA* - CROATIA* - CYPRUS - CZECHIA* - 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 - 2023)

-500

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

500 – 1500

Azores' Underwater Cultural Heritage, AZORES	2019
(PORTUGAL)	
Echternach Saint Willibrord Heritage, VILLE D'ECHTERNACH	2021
(LUXEMBOURG)	
Abbey of Cluny, CLUNY	2014
(FRANCE)	
Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY	2023
(CZECHIA); WA	
GROWIEC (POLAND) ; KONTANJEVICA NA KRKI (SLOVENIA)	
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC	2015
(CZECHIA)	
Leipzig's Musical Heritage Sites, LEIPZIG	2017
(GERMANY)	
Historic Centre of Turaida, SIGULDA	2021
(LATVIA)	
Imperial Palace, VIENNA	2015
(AUSTRIA)	
Archive of the Crown of Aragon, BARCELONA	2014
(SPAIN)	
Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO	2021
(SLOVAK REPUBLIC)	
Great Guild Hall, TALLINN	2013
(ESTONIA)	
Sagres Promontory, SAGRES	2015
(PORTUGAL)	

1500-1800

Monastery of San Jerónimo de Yuste, CUACOS DE YUSTE	2023
(SPAIN)	
General Library of the University of Coimbra, COIMBRA	2014
(PORTUGAL)	
Union of Lublin (1569), LUBLIN	2014
(POLAND)	
Historic Ensemble of the University of Tartu, TARTU	2015
(ESTONIA)	
Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK	2014
(GERMANY)	
Our Lord in the Attic Museum, AMSTERDAM	2023
(THE NETHERLANDS)	
Living Heritage of Szentendre, SZENTENDRE	2019
(HUNGARY)	
The Oderbruch, SEELOW	2021
(GERMANY)	
3 May 1791 Constitution, WARSAW	2014
(POLAND)	

1800-1900

Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECHIA)	2019
Colonies of Benevolence, WORTEL - MERKSPLAS (BELGIUM - coordinator); FREDERIKSOORD - WILHELMINA OORD - WILLEM SOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)	2019
Royal Theatre Toone, BRUSSELS (BELGIUM)	2023
Hambach Castle, HAMBACH (GERMANY)	2014
The Kalevala – Living Epic Heritage (FINLAND)	2023
"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
Romanian Athenaeum, BUCHAREST (ROMANIA)	2023
Mundaneum, MONS (BELGIUM)	2015
Palace of the European Commission of the Danube, GALAȚI (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 (CZECHIA); 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 Manifesto, VENTOTENE (ITALY)	2021
Franja Partisan Hospital, CERKNO (SLOVENIA)	2014
Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON (FRANCE)	2019
Sant'Anna di Stazzema, STAZZEMA (ITALY)	2023

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 (CZECHIA)
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 - WILHELMINA OORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN
(THE NETHERLANDS)
Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECHIA)
"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 (CZECHIA); 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, GALAȚI (ROMANIA)
Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ (FINLAND)
Ventotene Manifesto, VENTOTENE (ITALY)
MigratieMuseumMigration (MMM), BRUSSELS (BELGIUM)
- 2023 Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY
(CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
Monastery of San Jerónimo de Yuste, CUACOS DE YUSTE (SPAIN)
Our Lord in the Attic Museum, AMSTERDAM (THE NETHERLANDS)
Royal Theatre Toone, BRUSSELS (BELGIUM)
The Kalevala – Living Epic Heritage (FINLAND)

Romanian Athenaeum, BUCHAREST (ROMANIA)
Sant'Anna di Stazzema, STAZZEMA (ITALY)

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
	CZECHIA	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); WROCLAW (POLAND); BRNO, PRAGUE (CZECHIA)
	BELGIUM	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (NETHERLANDS)
	CZECHIA	Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART Werkbund Estates in Europe 1927-1932, BRNO, PRAGUE; with STUTTGART (GERMANY - coordinator); WROCLAW (POLAND); VIENNA (AUSTRIA)
	FRANCE	Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON
	GERMANY	Werkbund Estates in Europe 1927-1932, STUTTGART (coordinator); with WROCLAW (POLAND); BRNO, PRAGUE (CZECHIA); 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, WROCLAW; with STUTTGART (GERMANY - coordinator); BRNO, PRAGUE (CZECHIA); 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 Culture Museum and Archaeological Site, VUKOVAR
GERMANY	The Oderbruch, SEELOW
GREECE	Archaeological Site of Nemea, ANCIENT NEMEA
SPAIN	Almadén Mining Park, ALMADÉN (CIUDAD REAL)
FINLAND	Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ
ITALY	Ventotene Manifesto, VENTOTENE
LUXEMBOURG	Echternach Saint Willibrord Heritage, VILLE D’ECHTERNACH
LATVIA	Historic Centre of Turaida, SIGULDA
ROMANIA	Palace of the European Commission of the Danube, GALAȚI
SLOVAKIA	Medieval wall painting in Gemer and Malohont Regions, RIMAVSKÉ BREZOVO
2023 AUSTRIA	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
BELGIUM	Royal Theatre Toone, BRUSSELS
CZECHIA	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
FINLAND	The Kalevala – Living Epic Heritage (FINLAND)
GERMANY	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
ITALY	Sant’Anna di Stazzema, STAZZEMA
NETHERLANDS	Our Lord in the Attic Museum, AMSTERDAM
POLAND	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
ROMANIA	Romanian Athenaeum, BUCHAREST
SLOVENIA	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
SPAIN	Monastery of San Jerónimo de Yuste, CUACOS DE YUSTE

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 (CZECHIA)
	2023	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
BELGIUM	2015	Mundaneum, MONS
	2017	Bois du Cazier, MARCINELLE
	2019	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD - WILHELMINA OORD - WILLEM SOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)
	2021	Migratie Museum Migration (MMM), BRUSSELS
	2023	Royal Theatre Toone, 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
CZECHIA	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)
	2023	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
ESTONIA	2013	Great Guild Hall, TALLINN
	2015	Historic Ensemble of the University of Tartu, TARTU
FINLAND	2021	Seminaarinmäki Campus – Equality in Education, JYVÄSKYLÄ
	2023	The Kalevala – Living Epic Heritage
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 (CZECHIA); VIENNA (AUSTRIA)
	2021	The Oderbruch, SEELOW
	2023	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
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 Manifesto, VENTOTENE
	2023	Sant'Anna di Stazzema, STAZZEMA
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 - WILHELMINA OORD WILLEM SOORD, OMMERSCHANS, VEENHUIZEN; with WORTEL - MERKSPLAS (BELGIUM - coordinator)
	2023	Our Lord in the Attic Museum, AMSTERDAM
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 (CZECHIA); VIENNA (AUSTRIA)
	2023	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECHIA); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
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, GALAȚI
	2023	Romanian Athenaeum, BUCHAREST
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
	2023	Cisterscapes, BAMBERG (GERMANY - coordinator); GRATWEIN (AUSTRIA); PLASY (CZECH REPUBLIC); WAGROWIEC (POLAND); KONTANJEVICA NA KRKI (SLOVENIA)
SPAIN	2014	Archive of the Crown of Aragon, BARCELONA
	2014	Student Residence or "Residencia de Estudiantes", MADRID
	2021	Almadén Mining Park, ALMADÉN
	2023	Monastery of San Jerónimo de Yuste, CUACOS DE YUSTE

MEMBERS OF THE EUROPEAN HERITAGE LABEL PANEL

COMPOSITION OF THE 2023 PANEL

Designated by the European Commission (2023-2026)

Ms Riin Alatalu
Mr Gábor Sonkoly, Chair
Ms Anne-Marie Thiesse
Mr Koenraad Van Balen

Designated by the European Parliament (2021-2023)

Ms Eleni Anna Chlepa
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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 contains 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. It is recommended to provide a simple and descriptive title. If you wish to add an adjective in the title, it should be concrete and referring to a shared European value.

(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 European significance 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 subtitles: 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 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 focused 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 symbolic European 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 transmission 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 subpage 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 assessed regularly 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 & TIMETABLE

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 timetable. 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 timetable 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 an 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 take into account 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, taking into account 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 with '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 submitting an application. 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 2023 monitoring forms and presentations.

WORD OF THANKS

The Panel wishes to thank the sixteen candidate sites for their enthusiastic participation in the 2023 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 to 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 and smooth 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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