

**EUROPEAN HERITAGE LABEL**

**SELECTION 2025**

**SINGLE SITE APPLICATION FORM**

Table of Contents

[PART I - IDENTITY OF THE CANDIDATE SITE](#Part1)

[1. GENERAL INFORMATION ON THE SITE](#Part1_1)

[1.1. Contact Details and Information](#Part1_1_1)

[1.2. Summary of the Application](#Part1_1_2)

[1.3. Logo/ Institutional Visual of the site](#Part1_1_3)

[PART II – THE APPLICATION](#Part2)

[1. DESCRIPTION OF THE SITE](#Part2_1)

[1.1. Location and physical description of the site](#Part2_1_1)

[1.2. Site’s history and historical context](#Part2_1_2)

[2. AWARD CRITERIA](#Part2_2)

[2.1. The symbolic European value of the site](#Part2_2_1)

[2.2. The project for the site](#Part2_2_2)

[2.2.A. Raising awareness of the European significance of the site](#Part2_2_2A)

[2.2.B. Organising educational activities](#Part2_2_2B)

[2.2.C. Promoting multilingualism](#Part2_2_2C)

[2.2.D. Cooperating with other European Heritage Label sites](#Part2_2_2D)

[2.2.E. Promotion of the site by using new technologies](#Part2_2_2E)

[2.2.F. Raising the profile and attractiveness of the site on a European scale](#Part2_2_2F)

[2.2.G Contemporary artistic and cultural activities](#Part2_2_2G)

[2.2.H. Project Implementation Plan: Listing planned activities](#Part2_2_2H)

[3. OPERATIONAL CAPACITY OF THE SITE – WORK PLAN](#Part2_3)

[3.1. Management of the site](#Part2_3_1)

[3.2. Preservation of the site](#Part2_3_2)

[3.3. Reception facilities, visitor information and signposting](#Part2_3_3)

[3.4. Public access of the site](#Part2_3_4)

[3.5. Special attention to young people in the site](#Part2_3_5)

[3.6. Sustainable tourism in the site](#Part2_3_6)

[3.7. Communication strategy of the site](#Part2_3_7)

[3.8. Environmentally friendly management of the site](#Part2_3_8)

[3.9. Operating budget of the site](#Part2_3_9)

[3.10. Organisational structure of the site](#Part2_3_10)

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| **PART I - IDENTITY OF THE CANDIDATE SITE** |

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| 1. **General information on the site** |

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| **1.1. Contact Details and Information** | |
| Name of the site |  | |
| Full name of the organisation |  | |
| Street and number |  | |
| Post code |  | |
| Country |  | |
| City or Region |  | |
| Website |  | |
| Name of the EHL project coordinator (contact person) |  | |
| Name of site manager |  | |
| Legal owner of the site |  | |
| Managing Authority(ies) |  | |
| Telephone |  | |
| Social Media links |  | |
| E-mail |  | |

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| **1.2. Summary of the Application** |
| **Description of the site** *(max. 150 words)* |
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| **European significance of the site** *(max. 150 words)* |
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| **Project description** *(max. 150 words)* |
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| **Operational capacity of the site** *(max. 150 words)* |
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| **1.3. Logo/ Institutional Picture of the site** *(For use by the Commission)* |
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| **PART II - THE APPLICATION** |

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| **1. DESCRIPTION OF THE SITE** |
| **1.1. Location and physical description of the site** *(max. 300 words)* |
| *Please provide general description of the site and its location. Insert at least one piece of illustrative material (photos and/or map of the site) with a caption.* |
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| **1.2. Site’s history and historical context** *(max. 400 words)* |
| *Please provide a general description of the historical and cultural significance of the site, and the site’s relation to European history and integration.* |
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| **2. AWARD CRITERIA** |
| **2.1. The symbolic European value of the site** *(max 400 words)* |
| *In this section candidate sites are asked to demonstrate that their site displays:*   * *a symbolic European value and/or* * *a significant role in the history and culture of Europe and/or* * *the building of the European Union*   *Please expand on at least one of the following criteria:*   * *The cross-border or pan-European nature of the site* * *The place and role of the site in European history and European integration. Its links with key European events, personalities or movements* * *The place and role of the site in the development and promotion of the common values that underpin European integration*   ***For further guidance on the award criteria see the Guidelines for Candidate Sites (Section 5).*** |
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| **2.2. The project for the site** |
| *To be attributed the label candidate sites must submit a project, which highlights their European symbolic value and European significance, described in the following sections.*  ***The proposed project must include all the element listed in the following sections.***  *This section of the application form asks you to describe your project for the site, its objectives and the activities to be implemented for each element listed below with reference to the territory in which the site affects and how the project: A) connects territory and community to the European dimension; B) promotes skills and social and economic development for the territory in which it affects; C) involves local communities; D) promotes sustainability and digitisation.* |
| **2.2.A. Raising awareness of the European significance of the site** *(max. 400 words)* |
| *Describe how you intend to use available resources to raise awareness of the European significance of the site.* |
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| **2.2.B. Organising educational activities** *(max. 200 words)* |
| *Describe the educational activities you intend to implement, targeting young people and students. Under the Creative Europe these activities should aim to increase understanding of the common history of Europe, its shared yet diverse heritage, and strengthen the sense of belonging to a common space.*  *Describe the present situation within the site and then outline the actions you intend to implement at a site level.* |
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| **2.2.C. Promoting multilingualism** *(max. 200 words)* |
| *Describe how you intend to promote multilingualism.*  *Describe the present situation of the site, then outline the actions you intend to implement to encourage multilingualism, inclusion, equality, diversity, and participation.*  *In the Project Implementation Plan, please list each activity to be carried out at a site level.* |
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| **2.2.D. Cooperating with other European Heritage Label sites**  *(max. 200 words)* |
| *Describe how you intend to cooperate with other EHL sites in order to exchange experiences and initiate cooperative projects*  *Specify the site’s expectations from networking opportunities provided by the Label. Then outline how you intend to contribute to exchange of experiences and/or to initiate cooperative projects with other EHL sites. Mention the role of specific partner-sites where relevant.* |
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| **2.2.E. Promotion of the site by using new technologies** *(max. 250 words)* |
| *Describe how you intend to use new technologies to promote the site on a European level.*  *Describe the present situation, then outline the actions you intend to implement and the tools that you intend to use.* |
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| **2.2.F. Raising the profile and attractiveness of the site on a European scale** *(max. 200 words)* |
| *Describe the general approach followed to raising the European profile and attractiveness of the site by seeking synergies with other European initiatives.*  *Specify whether you currently take part in any other European initiatives (i.e. European Capitals of Culture, European Heritage Awards/Europa Nostra Awards, European Heritage Days, European Heritage Stories, European Cultural Routes, etc.) or other international programmes.* |
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| **2.2.G. Contemporary artistic and cultural activities**  *(max. 200 words, optional to answer)* |
| *Describe the site’s approach in the area of artistic and cultural activities - including the organisation of artistic, cultural and other activities that foster mobility of European cultural professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity.* |
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| **2.2.H. Project Implementation Plan: Listing of planned activities** | | | | |
| **Project Activity** | **Details of actions**  *Specify here the action to be implemented* | **Intended outcome**  *Specify what the action intends to achieve (the final impact, the added value for the target group)* | **Timeline**  *How often will the activity be held? What is the duration of the activity?* | **Monitoring**  *How will the success of the implemented action be assesed?* |
| Activity 1: Raising awareness of the European significance | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |
| Activity 2: Organising educational activities | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |
| Activity 3: Promoting multilingual access | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |
| Activity 4: Taking part in networking activities | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |
| Activity 5: Raising the profile and attractiveness | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |
| Activity 6: Artistic and cultural activities (optional) | *Action* |  |  |  |
| *Action* |  |  |  |
| *Action* |  |  |  |

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| **3. OPERATIONAL CAPACITY OF THE SITE - WORK PLAN** |
| **To demonstrate their operational capacity, candidate sites need to provide:**   * **A one-page operating budget statement** for the overall management of the site (conservation works excluded), including annual running costs, communication costs, cultural, educational, research, networking activities costs. It should also identify the principal sources of income available to the site. * **A one-page statement on the organisational structure and the human resources** allocated to the implementation of the project. |
| **3.1. Management of the site** *(max 300 words)* |
| *Outline the overall management plan for the site and specify if further developments are planned within the next four years.* |
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| **3.2. Preservation of the site** *(max 250 words)* |
| *Outline the current protection regime for the site, including all relevant legal, regulatory, planning or institutional status of the site. Then describe the current state of conservation and specify any foreseen change or development within the next four years.* |
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| **3.3. Reception facilities, visitor information and signposting**  *(max 250 words)* |
| *Describe your site’s current reception facilities, such as the presentation of the site’s history, visitor information and signposting. Make sure to mention whether the site is open to the public and its opening hours. Specify any foreseen changes or development within the next four years.* |
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| **3.4. Public access of the site** *(max 250 words)* |
| *Describe your access policy, focusing on the facilities and resources you have in place to ensure access to the widest possible public, including access for visitors with disabilities (offline and online), notably through site adaptations and/or staff training.*  *Specify any foreseen changes and/or development to improve access to the site and to visitor information for the widest possible public within the next four years.* |
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| **3.5. Special attention to young people** *(max 250 words)* |
| *Describe what policy and resources you have in place to grant privileged access to young people, including schools.*  *Specify any foreseen changes and/or development in the next four years.*  *Specify any foreseen changes and/or development in the next four years. (max 250 words)* |
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| **3.6. Sustainable tourism** *(max 250 words)* |
| *Describe your policy and actions for promoting the site as a sustainable tourism destination. Examples you may want to mention for promoting sustainable tourism include (but are not limited to) activities related to:*   * *preserving natural and cultural resources* * *limiting negative impacts of tourism, like the use of natural resources and waste production* * *promoting the wellbeing of the local communities and strengthening their involvement in decision-making processes with other stakeholders* * *reducing the seasonality of demand* * *limiting the environmental impact of tourism-related transport* * *making tourism accessible to all* * *improving the quality of tourism jobs* * *balancing tourism and life in local communities* * *sustainability of the site and related activities* * *educational projects and capacity building on the theme of sustainability*   *Please also mention if your site is associated to any other initiatives at a broader local or regional level focusing on: 1) regenerating cities and regions through cultural heritage, 2) promoting adaptive re-use of heritage buildings and/or 3) balancing access to cultural heritage with sustainable cultural tourism and natural heritage.* |
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| **3.7. Communication strategy of the site** *(max 250 words)* |
| *Outline your current communication strategy for the site. Present how you plan to develop a coherent and comprehensive communication strategy highlighting its European significiance to a wide audience and to diverse target groups. Include a broad outline of the communication activities you intend to undertake within the next four years.* |
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| **3.8. Environmentally friendly management of the site** *(max 250 words)* |
| *Outline your environmental policy and/or measures you have taken to ensure that the management of the site is as environmentally friendly as possible.*  *Examples you may want to mention include (but are not limited to) whether you have developed sustainability standards for your management and/or have taken steps towards:*   * *reducing the carbon footprint and environmental impact of the site* * *minimising the use of energy and water* * *minimising waste and encouraging reuse and recycling* * *examining alternative renewable energy sources* * *promoting the use of greener mode of transport for staff and/or visitors to reduce the environmental impact of associated travels* * *integrating environmental criteria for procurement of goods and services and/or* * *integrating environmental and energy performance considerations in the design, refurbishment, and use of buildings* * *ensuring local management of the site and locally provided goods and services*   *Specify any foreseen changes and/or development in this area.* |
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| **3.9. Operating budget of the site** *(max 1 page)* |
| *Outline the current operating budget for the overall management of the site (conservation works excluded). Include: annual running costs, communication costs, cultural, educational, research, networking activities costs. Identify also the principal sources of income available to the site.* |
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| **3.10. Organisational structure of the site** |
| *Provide a statement on the organisational structure and the human resources allocated to the implementation of the project. (max 1 page)* |
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