

**EUROPEAN HERITAGE LABEL**

**SELECTION 2025**

**THEMATIC SITE APPLICATION FORM**

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

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

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| **1.1. DESCRIPTION OF THE THEMATIC SITE** | |
| **Name of the Thematic site** |  |
| **Theme** |  |
| **Added value of the joint application** *(max. 150 words)* |  |

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| **1.2. Contact Details** | |
| **The Coordinator organisation** | |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| Country |  |
| City or Region |  |
| Website |  |
| Social media links |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| E-mail |  |

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| **List of all other participating partner-sites[[1]](#footnote-2)** | |
| Name of the partner-site 1 |  |
| Street and number |  |
| City or Region |  |
| Post code |  |
| Country |  |
| Website |  |
| Social media links |  |
| Name of the partner-site 2 |  |
| Street and number |  |
| City or Region |  |
| Post code |  |
| Country |  |
| Website |  |
| Social media links |  |
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| **1.3. Summary of the Thematic Application** |
| **Description of the Thematic site** *(max. 250 words)* |
|  |
| **European significance of the Thematic site** *(max. 250 words)* |
|  |
| **Project description** *(max. 250 words)* |
|  |
| **Operational capacity of the Thematic site** *(max. 250 words)* |
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| **1.4. Logo/ Institutional Visual of the Thematic Site** *(For use by the Commission)* |
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| **PART II - SPECIFIC INFORMATION**  **ABOUT PARTNER-SITES** |

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| **1. DESCRIPTION OF THE PARTNER-SITES[[2]](#footnote-3)** | |
| **1.A. General information about the partner-site** | | |
| Name of the partner site 1 |  | |
| Street and number |  | |
| Post code |  | |
| City or region |  | |
| Country |  | |
| Website |  | |
| Social media links |  | |
| Legal owner of the site |  | |
| Managing authority(ies) |  | |
| Name of the site manager |  | |
| Name of the EHL project coordinator |  | |
| Telephone |  | |
| E-mail |  | |

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| **1.B. Location and physical description of the partner-site**  *Provide at least one illustrative material (photos and/or maps)* with a caption (max. 200 words) |
|  |
| **1.C. General historical description of the partner-site** *(max. 200 words)* |
| *Please provide a short overview of the partner-site’s historical and cultural significance and the partner-site’s relation to European history and integration.* |
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| **2. AWARD CRITERIA** |
| **2.A. The symbolic European value of the partner-site** *(max. 200 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.B. The project for the partner-site** *(max. 200 words)* |
| *In this section, candidate partner-sites must elaborate on the project that they will carry out as part of the Thematic Application. The proposed project must include all the elements listed in the following sections. Describe the project each of the partner-sites plan to implement for each element listed below. Describe the present situation within the partner-site and then outline the actions you intend to implement. Mention the Project Implementation Plan of each partner-site, listing all additional activities planned to be carried out by the candidate partner-sites. Please follow the Project Implementation guidelines carefully.* |
|  |
| **2.C. Raising awareness of the European significance of the partner-site** *(max. 200 words)* |
| *Describe how you intend to use available resources to raise awareness of the European significance of the candidate partner-site.* |
|  |
| **2.D. Organising educational activities** *(max. 200 words)* |
| *Describe the educational activities intended to be implemented by the candidate partner-site targeting young people. 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 candidate partner-site and then outline the actions you intend to implement at a site level.* |
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| **2.E. Promoting multilingualism***(max. 200 words)* |
| *Describe how you intend to promote multilingualism*  *Describe the present situation of the candidate partner-site, then outline the actions you intend to implement to encourage multiligualism, 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.F. Cooperating with other European Heritage Label sites**  *(max. 200 words)* |
| *Describe how the candidate partner-site intends to exchange experiences with other EHL sites and initiate cooperative projects.*  *Specify the expectations from networking opportunities provided by the Label. Then outline how the site intends 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.G. Promotion of the site by using new technologies** *(max. 200 words)* |
| *Describe how you intend to use new technologies to promote the partner-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.H. Raising the profile and attractiveness of the site on a European scale** *(max. 200 words)* |
| *Describe the general approach to raising the European profile and attractiveness of the candidate partner-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.I. Contemporary artistic and cultural activities**  *(max. 200 words, optional to answer)* |
| *Describe the approach in the area of artistic and cultural activities - including the organisation of artistic and cultural 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.J. Project Implementation Plan: Listing planned activities** | | | | |
| **Project Activity** | **Details of actions**  *Specify here the action to be implemented* | **Intended outcome**  *Specify what the action intends to achieve and for whom (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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| **2.K. Operational capacity of the partner-site**  *(max 200 words)* |
| *Provide a statement of the organisational structure of the partnership and the human resources allocated for the implementation of the partner-site project and the coordination of activities to be carried out solely by the site.* |
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| **2.L. Operational capacity of the partner-site – Work Plan** |
| *To demonstrate their operational capacity, partner-sites also need to provide:*   * *A one-page* ***operating budget statement*** *for the overall management of the site (See 2.L.9.)* * *A one-page* ***statement on the organisational structure and human resources*** *allocated to the implementation of the project. (See 2.L.10.)* |
| **2.L.1. Management of the partner-site** *(max 300 words)* |
| *Outline the overall management plan for the site and specify if further developments are planned.* |
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| **2.L.2. Preservation of the partner-site** *(max. 250 words)* |
| *Outline the current protection regime for the site, including all relevant legal, regulatory, planning or institutional regulations regarding the site. Then describe the current state of preservation and specify any foreseen change or development.* |
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| **2.L.3. Reception facilities, visitor information and signposting in the partner-site** *(max. 250 words)* |
| *Describe the partner-site’s current reception facilities, such as the historical presentation, 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.* |
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| **2.L.4. Public access of the partner-site** *(max. 250 words)* |
| *Describe this partner-site’s 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 public possible.* |
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| **2.L.5. Special attention to young people in the partner-site**  *(max 250 words)* |
| *Describe what policy and resources this partner-site has in place to grant privileged access to young people. Specify any foreseen changes and/or development in the next four years.* |
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| **2.L.6. Sustainable tourism in the partner-site** *(max 250 words)* |
| *Describe the partner-site’s policy and actions for promoting the site as a sustainable tourism destination.*  *Following the Creative Europe cross cutting priority, mention actions underaken by the partner- site to encourage sustainable tourism including (but 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*   *Please also mention if the partner-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.*  *Specify any foreseen changes and/or development in this area.* |
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| **2.L.7. Communication strategy of the partner-site** *(max. 250 words)* |
| *Outline the current communication strategy for the partner-site. Present how you plan to develop a coherent and comprehensive communication strategy highlighting its European significiance to a wide audience and diverse target groups. Please include a broad outline of the communication activities you intend to undertake.* |
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| **2.L.8. Environmentally friendly management of the partner-site**  *(max. 250 words)* |
| *Outline the partner-site’s environmental policy and/or measures 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 the day-to-day management of the partner-site 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* * *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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| **2.L.9. Operating budget of the partner-site** *(max. 1 page)* |
| *Outline the current operating budget for the overall management of the partner-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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| **2.L.10. Organisational structure of the partner-site** *(max. 200 words)* |
| *Provide a statement on the organisational structure and the human resources allocated to the implementation of the project in the partner-site.* |
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| **PART III - THE JOINT APPLICATION** |

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| **1. DESCRIPTION OF THE THEMATIC SITE** |
| * 1. **Location and physical description of the Thematic site**   *(max. 300 words)* |
| *Provide a general description of the site and its location. Insert at least one piece of illustrative material (photos and/or maps) with a caption.* |
|  |
| **1.2. Thematic site’s history and historical context** *(max. 250 words)* |
| *Provide a general description of the history of the Thematic site as a whole. Explain how the partner-sites relate to each other and, if relevant, why such group of partner-sites has been selected to form the application.* |
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| **2. AWARD CRITERIA – THEMATIC SITE** |
| **2.A. The symbolic European value of the site** *(max 250 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.B. The project for the Thematic site** *(max. 250 words)* |
| *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 elements listed in the following sections.* |
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| **2.C. Raising awareness of the European significance of the Thematic site** *(max. 250 words)* |
| *Describe how you intend to use available resources to raise awareness of the European significance of the Thematic site. (max. 250 words)* |
|  |
| **2.D. Organising educational activities** *(max. 250 words)* |
| *Describe the educational activities you intend to implement targeting young people. 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 Thematic site and then outline the actions you intend to implement.* |
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| **2.E. Promoting multilingualism** *(max. 250 words)* |
| *Describe how you intend to promote multilingualism.*  *Describe the present situation of the Thematic 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.* |
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| **2.F. Cooperating with other European Heritage Label sites** *(max 250 words)* |
| *Describe how you intend to exchange experiences with other EHL sites and initiate cooperative projects.*  *Specify the Thematic 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.G. 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.* |
|  |
| **2.H. Raising the profile and attractiveness of the site on a European scale** *(max 250 words)* |
| *Describe the general approach followed to raising the European profile and attractiveness of the Thematic 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.I. Contemporary artistic and cultural activities** *(max. 250 words)* |
| *Describe the followed approach in the area of artistic and cultural activities - including the organisation of artistic and cultural activities that foster mobility of European culture professionals, artists, and collections, stimulate intercultural dialogue, and encourage linkage between heritage and contemporary creation and creativity.* |
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| **2.J. 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 and for whom* *(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 an 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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| **2.K. Operational capacity of the site – Work Plan** *(max 250 words)* |
| *Provide a statement of the organisational structure of the partnership and the human resources allocated for the implementation of the Thematic site project and the coordination of activities to be carried out by all sites*. |
|  |

1. Applicants are required to duplicate table for each partner-site [↑](#footnote-ref-2)
2. Applicants are required to duplicate table for each partner-site. [↑](#footnote-ref-3)