

EUROPEAN HERITAGE LABEL

2015 Panel Report

2 December 2015

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. New criteria and a new selection procedure were introduced in 2011, when the European Heritage Label was established at the level of the European Union:

Decision 1194/2011/EU of the European Parliament and of the Council of 16 November 2011

The new European Heritage Label is intended for sites that not only have made a contribution to European history and culture and/or the building of the Union, but also promote and highlight their European dimension and demonstrate their operational capacity to carry out these activities. These new requirements are an intrinsic part of the added value of the new European Heritage Label.

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 decides to attribute the European Heritage Label to a maximum of one site per participating Member State per year.

2013 and 2014, the first two years of the action at the EU level, were 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 is therefore the first year that participation was open to all Member States provided that they confirmed their interest: 24 Member States signed up.

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INTRODUCTION

2015 is the first year of the European Heritage Label with open participation for candidate sites from all the European Union Member States that confirmed their interest. The Panel considered 18 candidate sites preselected by 11 Member States. Since the European Heritage Label became a European Union initiative, candidate sites are required to demonstrate their European significance and to submit a project with a view to presenting the European dimension of their site to a European audience.

The range of cultural heritage represented by the 2015 preselected sites was perhaps not as diverse as last year, but the Panel welcomed the fact that new sectors were covered such as music and domestic architecture: if one of the aims of the European Heritage Label sites is to represent the rich, diverse history and culture of Europe, more applications from a wide range of countries embracing all types of cultural heritage should be encouraged.

Some particularly innovative candidate sites were preselected this year. For a few of them, the project unfortunately did not match the boldness of the idea behind the site. Developing activities aimed at European audiences is a challenge for many sites: not only does it require new thinking about cultural heritage that transcends national borders, but it implies for those in charge of the sites a reinforcement of their operational capacity so that they can effectively welcome European visitors, at their site and through the web and social media. From this perspective, the added value of the new European Heritage Label has already been demonstrated. The Panel is confident that with the support of the network of National Coordinators and the network of labelled sites, expertise is being developed that will help candidate sites to gain confidence and generate a range of interesting applications in the years to come.

The success of the European Heritage Label relies foremost on the willingness of candidate sites to participate; therefore the list of labelled sites will always be different from a theoretical list prepared by experts based upon scientific criteria. The vitality and attractiveness of the European Heritage Label will depend also on how the labelled sites use this recognition themselves. The Panel expects the monitoring year, which will take place for the first time in 2016, to provide useful insights for all stakeholders.

The relevance of the messages conveyed by the labelled sites has been demonstrated recently with the refugee crisis. The history and narrative of two European Heritage Label sites can help contextualise recent events from the perspective of European history and may help European citizens to deepen their understanding. *Camp Westerbork (Hooghalen, Netherlands)* is a site with multi-layered significance and has been used as a refugee camp as well; in 1989, the border between Hungary and Austria was symbolically opened for a few hours and as a result the *Pan-European Picnic Park (Sopron, Hungary)* where the peaceful freedom protest started as a mass picnic has become a symbol of breaking down the fence system between countries.

This report contains the Panel recommendations and explanations for the attribution of the Label in 2015. The individual evaluations of the candidate sites should be read in conjunction with the general considerations. Based on the assessment of the applications within the framework of the criteria laid out in Decision 1194/2011/EU, the Panel recommends that the European Commission attribute the European Heritage Label to 9 candidate sites in 2015. This would bring the number of labelled sites to 29 since the action was brought to the European Union level in 2013. Keeping with the spirit of the European Heritage Label, the assessments of the candidate sites are presented in chronological order to convey an overall sense of European history – albeit random.

The Panel wishes to thank the National Coordinators of the European Heritage Label for their continued efforts in explaining the objectives and new criteria to their constituency and for preselecting a range of highly interesting candidate sites. The Panel is grateful for the opportunities given by the European Commission to exchange views and experience with the National Coordinators and thanks the European Commission for the logistical support provided during its work. Finally and foremost, the Panel wishes to thank all candidate sites that submitted an application in 2015. It wishes all of them success in their endeavours in caring for their sites.

Bénédicte Selfslagh Chairperson

SITES RECOMMENDED FOR THE EUROPEAN HERITAGE LABEL

Neanderthal Prehistoric Site and Krapina Museum

HUŠNJAKOVO/KRAPINA (CROATIA)

Description

In 1899 at Hušnjakovo were found the largest number of Neanderthal fossil bones, some nine hundred human remains from about eighty individuals, as well as bones of various animals. The archaeological zone with all its discoveries dating back 125 000 BC has been protected since 1948. Whilst the original collection is housed in Zagreb, a new Krapina Neanderthal Museum was opened in 2010 in the vicinity of the archaeological site to present in an interactive way the origin of life on Earth and the evolution of humankind. The candidate site encompasses both the archaeological site and the new museum.

European significance

Hušnjakovo is where the largest number of Neanderthal human fossil bones were found in one place anywhere in Europe (and it is one of the most significant sites of this kind worldwide) while the Krapina Neanderthal Museum is a showcase for their interpretation. Experts from all over the world have conducted research on the collection: their interpretation of the Krapina findings has influenced different scientific theories about human development. In addition, the candidate site offers insight into how hominid communities in Europe lived during the Pleistocene period. The candidate site has played a significant role in the history of European palaeoanthropology and in the dissemination of research findings in this area. It is a monument to Europe's contribution to the research on the genesis of humankind.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

The new museum is a vital instrument for propagating information about prehistory. The project is focused on developing the museum's offering of educational activities addressed to young people from different European countries



and expanding the interpretative material on site. Audio guides and publications are already available in 8 languages, information on the site itself will be made available in additional languages.

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

Organisational capacity (work plan)

The prehistoric site is owned by the Republic of Croatia and is protected by national legislation.

The Ministry of Culture is responsible for the annual budget for preservation and maintenance of the site and of the Museum. The candidate site has a proven track record in managing multilingual interpretative projects.

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

Recommendation

The Neanderthal Prehistoric Site at Hušnjakovo is where the largest number of Neanderthal human fossil bones have been found in one place anywhere in Europe and the Krapina Neanderthal Museum bears witness to Europe's contribution to the research on the genesis of humankind. The Panel recommends that the Neanderthal Prehistoric Site and Krapina Museum, Croatia receive the European Heritage Label.

Olomouc Premyslid Castle and Archdiocesan Museum

OLOMOUC (CZECH REPUBLIC)

Description

The focal point of Olomouc's development is the Premyslid castle and cathedral hill with the Christianisation of Great Moravia in the 9th century as a starting-point. The Archdiocesan Museum was established in the buildings of the Chapter Deanery at the Premyslid Castle.

The Archdiocesan Museum is the first museum of its kind in the Czech Republic and opened its doors to the public in 2006 as part of the Olomouc Art Museum after extensive conservation works. The Archdiocesan Museum is devoted to the conservation of works of art of the Olomouc Archdiocese; its collections are shown in a location representing thousand years of history, from the remnants of the Bishop's and Prince's Palaces, to Baroque and Rococo.

European significance

The cathedral hill of Olomouc is a manifestation of the enlargement of Carolingian Europe. Since early Medieval times Olomouc had become an important centre of political and religious life of Central Europe. The museum's collection offers evidence of the importance of the Premyslid and Luxemburg dynasties, as well as the archbishops of Moravia who were leading art collectors. The Archdiocesan newly established Museum showcases the European dimension of the patronage of the archbishops and the Moravian aristocracy. The conservation works to establish the Archdiocesan Museum and the way the objects are managed, are themselves important and per se an important testimony of the importance and care for cultural heritage in this part of Europe.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

The Archdiocesan Museum has already developed several educational activities addressed to various types of schools. The project proposes to reinforce cooperation with foreign institutions and will focus on developing new educational programmes for young people using the buildings and the art collections to explore the main spiritual foundations of European culture: Antiquity, Judaism, Christianity.

In order to reach out to wider international audiences, the museum will increase the number



of languages in which audio guides and leaflets are being offered. Contemporary artistic work is included in the programmes, thus adding to the attractiveness of the site.

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

Organisational capacity (work plan)

The building is owned by the Metropolitan Chapter and is protected by national legislation.

The Archdiocesan Museum is part of Olomouc Museum of Art, a government subsidised organisation, which since 2015 also has a status of a research organisation. The collections owned by the Olomouc Archbishopric and the parishes in the Archdiocese are in the care of the Archdiocesan Museum. Refurbishment of some exhibits is planned. The communication strategy of the Archdiocesan Museum, adopted by the Olomouc Museum of Art, is part of a comprehensive communication strategy which aims at promoting the European significance of the Archdiocesan Museum.

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

Recommendation

The Olomouc Premyslid Castle and Archdiocesan Museum are a focal point of Moravian presence in European history: it is an early centre of Christianity, a place that preserves and highlights the high level of artistic patronage of the archbishops of Moravia, and a fine example of heritage conservation in the region. The Panel recommends that the Olomouc Premyslid Castle and Archdiocesan Museum, Czech Republic receive the European Heritage Label.

Sagres Promontory

SAGRES (PORTUGAL)

Description

The Sagres Promontory is a natural and historical landscape located in the Algarve region of Portugal, close to Cape St. Vincent. The site comprises a series of significant archaeological remains, urban structures, and monuments from different periods that testify to its strategic importance over the centuries, notably at the time of Prince Henry the Navigator. Salient among them are the fifteenth-century urban settlement *Vila do Infante*; the church of *Nossa Senhora da Graça*, founded by Prince Henry in 1459; the *Rosa dos Ventos* or "Compass Rose"; and a fortress built at the end of the 18th century by the prominent military engineer José de Sande Lemos.

European significance

The site constitutes a rich cultural landscape that contains traces of the origins and development of European civilisation dating back to the megalithic period. It was known in Roman times as the Sacrum promontorium (sacred promontory), from where it derives its name - a status that continued into the early Middle Ages with the establishment of the Igreja do Corvo (Church of the Crows), which housed the shrine of St. Vincent, and became a popular place of pilgrimage for Iberian Christians. Having been chosen by Prince Henry the Navigator as the headquarters for his projects of maritime expansion it became the privileged scenario for the accomplishments of the Age of Discoveries in the fifteenth century, a key historical moment that marked the expansion of European culture, science, and commerce both towards the Atlantic and the Mediterranean, setting European civilisation on its path to the global projection that came to define the modern world.

The candidate site meets the criteria for European significance required for the European Heritage Label.

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

The project presented by the candidate site comprises several initiatives destined to highlight its European dimension in various historical periods.



These initiatives will materialise in a project of archaeological research, an exhibition, and a communications project, with the production of signs, website, thematic guides, scripts and video guides and staff training, as well as an educational project of artistic creation and cultural tourism promotion in partnership with Turismo de Portugal, Turismo do Algarve, local development associations and tour operators.

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

Organisational capacity (work plan)

Currently the site is being developed under the "Project of Requalification and Valorisation of the Sagres Promontory" to be concluded in 2015 and supervised by the Portuguese Government.

From 2016 onwards, a sustainable management model will be put in place. The construction of a new exhibition centre with enhanced possibilities to explain the history and the significance of the site is under way.

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

Recommendation

Sagres Promontory is a rich cultural landscape testifying to the remote origins of European civilisation and its universal expansion in the *Age of Discoveries* through science, commerce, and exploration. The Panel recommends that Sagres Promontory, Portugal receive the European Heritage Label.

Imperial Palace

VIENNA (AUSTRIA)

Description

Hofburg Wien, the Imperial Palace, is a complex of buildings and gardens in the centre of Vienna, which used to serve as the residence of the Habsburgs, a ruling family of large parts of Europe. During the 700 years of the history of the Hofburg decisions were taken here that had effect on territories that include or are part of today's Austria, Hungary, Czech Republic, Poland, Slovakia, Slovenia, etc. Today the Imperial Palace is home to the seat of the Austrian Federal President, 5 worldclass museum organisations (the Albertina Museum, the Museum of Art History, the Museum of Natural History, the Austrian National Library, Schloss Schönbrunn) comprising 61 important collections as well as the Spanish Riding School, and other institutions.

European Significance

Following its creation around 1240, the complex being the seat of government of the Habsburg empire and latterly the Austrian Republic, it has witnessed important events in Europe's history: for example, it was a starting point of the Counter Reformation, a target for Ottoman expansion under Suleiman the Magnificent, and it served for accommodation, informal meetings, balls and concerts during the Congress of Vienna (1814-1815) when European frontiers were redefined. The Habsburg Empire included a wide range of ethnicities and religions that by standards of the time developed an evolved status of citizenship, including religious freedom and access to education.

The candidate site meets the criteria for European significance required for the European Heritage Label.

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

Each institution based in the Imperial Palace complex attracts many visitors and has developed its own activities and communication strategy. As a result, it can be hard to gain a global perception of the Imperial Palace. The project aims to provide an overall coherent view of the Palace by focusing on the European dimension of the site. The central idea of the project is to improve coordination between the various institutions based in the Palace and to develop a common communication strategy and branding for the site.



The project includes a broad variety of actions for different audiences in different languages, in particular the presentation of the European significance of the Imperial Palace to young people through interactive online games and thematic routes.

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

Organisational capacity (work plan)

The candidate site is owned by the Republic of Austria and managed by the Burghauptmannschaft Österreich, which is a subordinate agency of the Federal Ministry of Science, Research and Economy. The entire complex is protected under Austrian heritage law. Funding for on-going conservation works and the commitment for the enhanced coordination of communications has been secured. The presentation of the site is robust but will be further improved with the implementation of planned projects.

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

Recommendation

The Imperial Palace in Vienna was the seat of the Habsburg empire, a multi-ethnic and a multi-religious empire that had a strong political, administrative, social and economic impact on many European countries; its cultural influence is attested by the important collections and activities of the cultural institutions based in the complex. The Panel recommends that the Imperial Palace in Vienna, Austria receive the European Heritage Label.

Historic Ensemble of the University of Tartu

TARTU (ESTONIA)

Description

The Historic Ensemble of the University of Tartu is a campus designed by architect Johann Wilhelm Krause at the beginning of the nineteenth century. Located in the historic centre of Tartu, on and around the Toome Hill, it comprises the Main Building, the University Library in the Tartu Cathedral (now a museum), the Old Anatomical Theatre, the Old Observatory and the Botanical Garden.

The university was established in 1632 by the Swedish King Gustav II Adolf. Political power in the region transferred between several nations, including Sweden, Poland, Germany and Russia, each of which left their mark on the university. In 1802, the University of Tartu was reopened and as the need for new buildings arose it allowed Krause to create a comprehensive university campus that is salient for its innovative architecture, landscape design and for the ways it incorporated historical buildings from Tartu's past.

European significance

The buildings of Tartu University along with the park and the collections embody the concept of a new university during the Age of Enlightenment, both in terms of planning - a university in the city, a university in the park – and in terms of the new concepts related to education linking learning and science.

Science knows no state borders: based on the ideas of the Enlightenment, Tartu University became part of a pan-European network of scientists and participated in cultural exchanges. The university and its collections have a truly international character. In addition, the University of Tartu has remained a beacon of progressive ideas.

The combination of its commendable institutional history and its unique buildings, collections and landscape make the University of Tartu a notable place.

The candidate site meets the criteria for European significance required for European Heritage Label.

Strengthening the communication of the European dimension (project)

The project proposes to give visibility to the idea "science connects" alongside the rich history and scientific accomplishments of the University using its heritage and its collections as a starting point.



The proposed activities are particularly targeted at young people and include *inter alia*: an outdoor exhibition at Toome Hill, highlighting the accomplishments of scientists who have been active in the University of Tartu, and a new permanent exhibition underscoring the impact of the University of Tartu on the cultures of other nations of Europe and its position in the cultural and scientific global landscape.

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

Organisational capacity (work plan)

The University of Tartu owns and manages the buildings in the historical campus. The main buildings are registered as national monuments and protected by legislation. Toome Hill Park is managed by the city of Tartu and is protected by the Nature Conservation Act since 1957. Additionally, Tartu Observatory also belongs to the UNESCO's World Heritage List since 2005 as part of the Struve Geodetic Arc.

The University develops many educational activities using its buildings and museum collections and has carried out considerable conservation works.

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

Recommendation

The Historic Ensemble of the University of Tartu - a university in the city, a university in the park - embodies the ideas of a university in the Age of Enlightenment. Linking science and learning, it reflects the European tradition in education. The Panel recommends that the Historic Ensemble of the University of Tartu, Estonia receive the European Heritage Label.

Franz Liszt Academy of Music

BUDAPEST (HUNGARY)

Description

The Franz Liszt Academy of Music was established in 1875 by the outstanding composer and musician himself. The Academy is an educational institution, an international university of musical arts as well as a venue for about 600 concerts annually, featuring world-class musicians and ensembles from all over Europe and beyond.

The Academy is housed in a 1907 building by Flóris Korb and Kálman Giergl, which is considered to be a masterpiece of Hungarian Secession. It integrates inter alia the Franz Liszt Memorial Museum and Research Centre, the Kodály Institute and the Kodály Museum.

European significance

Franz Liszt travelled extensively around Europe and the Academy he established is inherently international, from the outset. Throughout its history, the Academy has promoted an open, creative, innovative spirit, using the unbounded language of music as a living tradition. Today, it continues to foster musical talent, to motivate and support committed music teachers, to share the exemplary Kodály method of music education named after a professor of the Academy who revolutionised the system of music education in Europe and beyond. The Academy maintains close ties with local and foreign musical institutions and orchestras. Many well-known composers played a role in the history of the Academy. A large number of its former students became key figures of the twentieth century's musical performing arts. Overall the Liszt Academy nurtures, preserves and develops a living European cultural tradition.

The candidate site meets the criteria for European significance required for the European Heritage Label.

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

The primary purpose of the project is to make the unique cultural heritage of the Academy of Music accessible to the wider European public, with special regard to young people and an international public.



A variety of activities are planned: education projects for children, museum matinees, an international Kodály seminar, educational workshops, support for the implementation of the Kodály music teaching methods in kindergartens and preschools, free visits of the Academy building for students. The Academy will increase the number of languages in which information is provided and intends to develop cooperation around music with other European Heritage Labelled sites.

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

Organisational capacity (work plan)

The Franz Liszt Academy of Music is state-owned and protected under Hungarian law. Following major conservation work the building was reopened in 2013.

The Franz Liszt Academy is centrally financed. The site has a track record of managing a variety of activities: teaching, concerts, museum activities and research.

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

Recommendation

The Franz Liszt Academy of Music is a multi-faceted institution which brings our music heritage to the fore whilst holding true to its spirit of openness, creativity and innovation and its European and international character. The Panel recommends that the Franz Liszt Music Academy in Budapest, Hungary receive the European Heritage Label.

Mundaneum

MONS (BELGIUM)

Description

The Mundaneum was created at the initiative of Henri La Fontaine (Nobel prize winner in 1913) and Paul Otlet (pioneer of the modern documentation). Both were convinced that peace could be achieved through culture and sharing of knowledge. The Mundaneum's aim was to gather all information available in the world, regardless of its medium (books, newspapers, postcards...), and to classify it according to a system they developed, the *Universal Decimal Classification*.

Originally, the Mundaneum was located in Brussels and comprised among other holdings the *Universal Repertory of Documentation*, the *Universal Bibliographic Repertory* and the *International Newspaper Museum*. Today the Mundaneum is located in Mons where its important assets are made accessible through an archive centre, exhibition spaces and educational activities.

European significance

The Mundaneum is a landmark in the intellectual and social fabric of Europe. Its founders, Henri La Fontaine and Paul Otlet, were advocates of peace through dialogue, sharing knowledge at European and international level with the means of bibliographic enquiry. They were also instrumental in establishing a series of international organisations such as the *International Office of Bibliography* (1895) and the *Union of International Associations* (1907).

The holdings of the Mundaneum trace the evolution of values now fundamental to Europe, in particular peace through culture, while the Universal Decimal Classification system and Universal Bibliographic Repertory provide the foundations of present day information science and are seen as a precursor of Internet search engines. This combination of knowledge management and intellectual values is of European significance.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

The project presented for the European Heritage Label consists of a series of actions comprising an



in situ and online exhibition on pacifism, a special exhibition on Standardisation at the service of European Dialogue, the expansion of the website and peace classes to be held in Mons itself.

The website has recently been greatly enhanced, being fully accessible in three European languages, and providing access to virtual exhibitions and the archival holdings themselves. The project also includes the expansion of the website into an additional European language and the translation of two existing publications into French and Spanish.

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

Organisational capacity (work plan)

The building and holdings are owned by the French Community of Wallonia-Brussels. They are managed by the Mundaneum as a non-profit organisation. The new premises in Mons allow the hosting of exhibitions, lectures and congresses and educational activities.

The Universal Bibliographic Repertory was added to the UNESCO Memory of the World Register in 2013. The Mundaneum is governed by the conservation standards of the International Council on Archives.

The candidate site has adequate operational capacity to implement the project presented for the European Heritage Label.

Recommendation

The Mundaneum with its holdings and focus on peace, the *Universal Decimal Classification system* and the *Universal Bibliographic Repertory* – considered as precursors of Internet search engines - provide the foundations of present day information science. The Panel recommends that the Mundaneum in Mons, Belgium receive the European Heritage Label.

World War I Eastern Front Cemetery No. 123

ŁUŻNA – PUSTKI, POLAND

Description

Wartime cemetery No. 123, established in 1918 in Łużna–Pustki on the Pustki hill, is located near Gorlice, the scene of one of the largest battles of World War I on the Eastern front between the Austro-Hungarian and German armies and the Russian Army. The cemetery is the final resting place for soldiers from these three armed forces, who came from territories which now form part of today's Austria, Hungary, Germany, Poland, Ukraine, Russia, Slovenia and were of different linguistic and religious backgrounds.

The cemetery was designed to blend in the landscape by the architects Jan Szczepkowski and Dusan Jurkovič from Poland and Czechoslovakia respectively; the latter designed the monumental staircase and the wooden chapel. After a long period of oblivion following World War II, preservation works at the cemetery began in the 1990s and the wooden chapel was restored after a fire in 1985.

European significance

The battle of Gorlice, also called the Verdun of the East, was one of the fiercest battles of the Eastern front. Of the different cemeteries in the region, the Łużna–Pustki wartime cemetery No. 123 is the largest and most complex cemetery, situated on the slopes of the hill which was the object of heavy fighting. It is a burial place where all soldiers, winners or defeated, were treated with equal respect regardless of the nationality, religion, or military affiliation.

The work by Szczepkowski and Jurkovič draws on ethnic richness and cultural traditions of the regions where the fighting took place.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

The project comprises several initiatives intended to highlight the European dimension of the candidate site.



The principal proposed activities focus on the restoration of the historic structures of the site and conserving its artistic values while promoting knowledge about the site as a tangible reminder of World War I. Interpretative materials and the website will be provided in several languages and an annual International Youth Meeting will be organised addressing themes arising from the heritage of the Eastern Front.

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

Organisational capacity (work plan)

Łużna-Pustki wartime cemetery No. 123 is state owned, whilst direct supervision is delegated to the Municipality of Łużna. The site is protected under the Act on Protection and Care for Historic Monuments and Sites and the Act on Wartime Graves and Cemeteries.

The Municipality plans to develop infrastructure to improve the quality of services for the visitors.

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

Recommendation

The World War I Eastern Front Cemetery No. 123 is a place of remembrance embodying the idea of ecumenism, with its identical treatment of the fallen, regardless of their military, ethnic or religious affiliation. The Panel recommends that the World War I Eastern Front Cemetery No 123 in Łużna–Pustki, Poland receive the European Heritage Label.

European District of Strasbourg

STRASBOURG (FRANCE)

Description

The signing of the Treaty of the Council of Europe in 1949 marked the beginning of the European district of Strasbourg. As the idea of a united Europe gradually took hold, more and more buildings were built for European institutions in this district, e.g. the *Palace of Europe*, the *Agora* building housing the Council of Europe's administration, the *European Court of Human Rights*, the *European Parliament* of the *European Union*, as well as other institutions with a strong European character.

European significance

Bilingual Strasbourg has a symbolic location in the centre of Europe. After the Second World War, European institutions created for maintaining peace were housed in an area which became the European district of Strasbourg. These institutions are the drivers of European consolidation; they are central to the strengthening of human rights and to the defence of democratic values and the rule of law. The district is also host to many events relating to Europe which underscore the candidate site's European dimension.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

Since the early days of the European district, the city has always wanted to convey to visitors the European aspects of the area. Two new schemes were launched in 2014 to support the project for the European Heritage Label: the Lieu d'Europe, a resource and activities centre located within the candidate site, is tasked with publicising the dimension of Strasbourg European transmitting Europe's values. The second scheme is the Europe Trail or Parcours d'Europe, a signposted Europe-themed walk around the European institutions in Strasbourg, which sets out to explain their roles and functions. Taking these schemes as a starting point, the city intends to develop signage for cyclists, to increase the number of guided tours, to develop activities and conferences for families and European students in Strasbourg.



The City and its partners will reinforce the use of web and social media to communicate about the candidate site and they also plan to make a participatory documentary on Europe in Strasbourg and the role of Strasbourg's European organisations in the defence of European values. The submitted project meets the criteria for the European Heritage Label.

Organisational capacity (work plan)

The city of Strasbourg has set up a special team to manage the project and to coordinate the initiatives of the different stakeholders.

The candidate site is regulated by several protection schemes and the *Orangerie Park* and three buildings in the district are listed as historic monuments.

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

Recommendation

The European District of Strasbourg, home to the Council of Europe, its European Court of Human Rights and the European Parliament of the European Union, bears witness to European integration, the defence of human rights, democracy and the rule of law. The Panel recommends that the European District of Strasbourg, France receive the European Heritage Label.

CONSIDERATIONS BY THE PANEL

Main findings in 2015

In 2015 the Panel received once again a wide range of very interesting applications covering many types of European cultural heritage. 18 candidate sites from 11 Member States were preselected. None were submitted as a thematic national site or a transnational site, although one candidate (Industrialisation in Upper Silesia, Poland) could have been presented as a national thematic site. One candidate site (Royal Palace of Visegrád, Hungary) received the label under the intergovernmental initiative.

Overall the quality of the applications improves every year. The clarifications to the application form have already had a positive effect, however more streamlining of the form is needed and repetitions should be avoided. To help future candidate sites, the Panel has submitted some recommendations to the European Commission to simplify the application form to be used for 2017 and following years.

This year's applications had a lot of potential: all proposed sites could have told fascinating stories about the history and culture of Europe. Unfortunately, not all applications met the criteria laid down in Decision 1194/2011/EU establishing a European Union action for the European Heritage Label. The following findings provide general explanations for the Panel's conclusions.

EUROPEAN SIGNIFICANCE

Whilst the sites are accustomed to presenting their national significance to a national audience and many excel in doing so, the added value of the European Heritage Label is to challenge the candidate sites: the aim of the European Heritage Label is not to bring a "traditional" national narrative to a European audience but to contextualise and interpret their cultural heritage in a broader European geographical and historical context, thus beyond the national borders.

The main difficulties encountered with regard to the European significance and the narrative presented by the candidate sites, are the following:

- Building a case to demonstrate the European significance of their candidate site;
- Explaining in a few words the European significance of the candidate site and which message(s) are to be conveyed at the European level;
- Conveying the full European dimension of the candidate site: in some applications the narratives were limited to a national context;
- Explaining the European significance when it is embedded in several layers of significance. In contrast to sites associated to one major event, for many sites it is the combination of several important factors that explains their European significance to its full extent. Whilst it is not easy for candidate sites to include all the layers of their history when communicating about their significance, the Panel nevertheless encourages them to pursue their efforts to present all the different strands as the narrative presented will be all the more nuanced, balanced and ultimately convincing;
- Building narratives that are site specific. Many applications offered interpretations of European values
 of the candidate site that were so generic that they could have applied to many sites or could be
 qualified as anachronistic.

PROJECT

The aim of the project is to bring the European dimension of the site to European audiences. In many applications, the project was the least convincing part. In some cases the Panel had to refrain itself from redrafting the application, which was tempting because the candidate sites were so interesting. The Panel must base its assessments on the information contained in the applications including the projects contained therein, and, in several cases, on the answers given to the requests for additional information; they are not based on the potential of the preselected candidate sites.

The main difficulties encountered are similar to those encountered in previous years:

- Several applications did not link the activities included in their project to the presentation of the European significance of the candidate site; others did not take into account all aspects of the European significance of the candidate site.
- It was not always clear what narrative and messages the candidate site would promote in relation to the European significance;
- In some cases the project was limited to the continuation of activities with a local dimension only;
- Several applications did not propose activities for interested European audiences who may not
 physically visit the site but may wish to engage with it through virtual means e.g. websites and other
 media;
- · The projects did not really facilitate access to the candidate site through multilingualism;
- Too many applications included a project that read like a wish list (in the order of the criteria listed in the Decision establishing the European Heritage Label) but failed to present specific activities that could realistically be implemented.

Candidate sites with similar themes, or belonging to the same category of heritage, presented very different projects: the Panel welcomes the fact that the submitted projects are tailor-made for each candidate site.

WORK PLAN = OPERATIONAL CAPACITY

With regards to the operational capacity, the Panel must assess whether the candidate site has the operational capacity to implement the submitted project:

- Most of the candidate sites have the operational capacity to carry on their current activities, however, not all demonstrate that they have, or would have, the capacity to be in charge of activities with a European dimension;
- Not all applicants were explicit on how they planned to communicate about the European dimension of their site and how this may fit in their communication strategy;
- Likewise, it would be of interest in the future that candidate sites indicate how they intend to
 communicate about the European Heritage Label should they receive the Label, as this was hardly
 touched upon in the applications.

SELECTION

The selection process has been designed in such a way as to limit the number of candidate sites Member States may preselect: 2 every two years (article 10-2 of Decision 1194/2011/EU); the Panel evaluates the pre-selected sites and must recommend a maximum of 1 site per Member State (article 11-2 of Decision 1194/2011/EU). This year is the first year where the Panel had to apply this provision.

CONCLUSIONS

The range of applications received since 2013 and the variety of activities proposed at the candidate sites confirm the added value of the European Heritage Label. However there remains a need to deepen reflection on the notion of *cultural heritage in a European context* and it is of interest to see that several conferences are being organised on the topic and that university students are already conducting research on the European Heritage Label.

Of equal interest is to see how the labelled sites carry out their projects and how the networking between the labelled sites develops. The Panel has worked with the European Commission to prepare the first monitoring exercise, which takes place in 2016 and it looks forward to the results of this first monitoring year.

By sharing its general findings and by including a section in this report on *Clarification of the Key Concepts and Criteria*, the Panel hopes to provide guidance for future candidate sites. The Panel is confident that the quality of the projects and the description of the operational capacity of the future candidate sites will only improve. It underscores the crucial role of the National Coordinators in this regard and the Panel particularly welcomed the opportunities given by the European Commission this year to exchange views and experience with the National Coordinators.

These general findings should be read in conjunction with the individual assessments. The Panel suggests that some candidate sites consider resubmitting an application once they have clarified the European dimension of their site and/or have developed a more relevant project and operational capacity on the basis of the European Heritage Label criteria.

Working methods and meetings

As laid down by Decision 1194/2011/EU, the Panel consists of 13 members, four of whom have been appointed by the European Parliament, four by the Council, four by the Commission and one by the Committee of the Regions. One member was unable to attend the meetings and resigned during the course of the year.

The Panel met four times in Brussels:

- 15 April 2015, to examine the applications received by the European Commission and to designate two Rapporteurs to each candidate site. However all Panel members must read all the applications in order to contribute fully to the assessment of all sites;
- 17-19 June 2015, to discuss the merits of each candidate site and to identify those applications for which additional information was needed;
- 1-2 October 2015, to examine the results of the additional information received and to review the contributions by the Rapporteurs;
- 22-23 October 2015, to finalise its recommendations to the European Commission and to review the overall draft report.

The European Commission provided the facilities and support for which the Panel is very grateful.

At the first meeting of the Panel, all members signed a statement of non-conflict of interest with regard to the candidate sites. The Panel follows strict rules: no Panel member takes part in the decision-making process on candidate sites from his/her country and when candidate sites of the country of the chairperson are being considered, another Panel member chairs that part of the meeting.

At each of its meetings, the Panel checked if observations on candidate sites as per article 10-5 of Decision 1194/2011/EU had been received by the European Commission in response to the publication of the list of the 18 pre-selected sites. None were received.

At its June meeting, the Panel started with a general discussion on the overall quality of the applications and the perceived difficulties encountered by the applicants. The Panel reconsidered the selection criteria and the principles of the European Heritage Label spelt out in Decision 1194/2011/EU and set the benchmarks for the selection criteria. It then examined each application carefully: each candidate site was introduced by two designated Rapporteurs and was followed by a general discussion.

Two new questions were included in the 2015 application form upon recommendation of the Panel: *How would you summarise the European significance of your candidate site in no more than 60 words?* And *How will you communicate this at the European level?* These questions were forwarded again to those sites that had not responded clearly to them. Additional questions for clarification were also sent to candidate sites as appropriate. A formal response was received from all candidate sites.

In October, the Panel considered whether the additional information received answered the questions. Each application was assessed based on its own merits but before finalising its final recommendation to the European Commission, the Panel considered the overall consistency of its individual recommendations. The Panel reached its conclusions by consensus and only once proceeded by vote because the outcome of the discussion was not obvious. All final recommendations to the European Commission were agreed without reservation.

Now that the transition period of the new European Heritage Label has come to an end, the Panel had to consider for the first time another requirement of Decision 1194/2011/EU: Member States may pre-select up to 2 sites in a given year (maximum 2 sites every two years; article 10-2) but the Panel can only recommend one site per Member State per year (article 11-2).

The Rapporteurs finalised their contribution to the final report on each candidate site based on the discussions held during the Panel meetings. Issues raised by the Panel during these discussions are reflected in the *Introduction* and in the *Considerations by the Panel*. After a review of the draft report by the Panel at the last meeting in October, the Chairperson edited the report with the support of the Rapporteur of the Panel. The photographs illustrating this report were included in the applications.

CLARIFICATION OF THE KEY CONCEPTS AND CRITERIA

Based on the experience gained from reading the applications from the first 3 years and in order to help future candidate sites make more robust applications, the Panel is providing the following clarification of the key concepts of the European Heritage Label:

SELECTION CRITERIA

The selection criteria are contained in Decision 1194/2011/EU and reproduced on page 20 of this report. They are grouped under three headings: the European significance, the project, and the work plan. The Panel recommends that the applicants read carefully the Decision and the Guidelines prepared by the European Commission before starting the preparation of their application.

EUROPEAN SIGNIFICANCE

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 (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 may choose which sub-criterion applies; attempts to demonstrate all 3 sub-criteria when they do not apply may weaken the application.

DIFFERENCE BETWEEN 'PROJECT' AND 'WORK PLAN'

To receive the EHL, it is not enough for candidate sites to have a strong European dimension; they need to be taken care of appropriately (good conservation), well managed and present a robust project related to their European significance:

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

Candidate sites should describe their project in precise terms and should demonstrate that they have the organisational capacity to implement it.

PROJECT

Candidate sites must present a project, which they intend to develop within the framework of the European Heritage Label (article 7-1-b of Decision 1194/2011/EU). The project should focus on communicating the European significance of the site to European audiences. This is critical: if the European significance is not communicated at a European level, there is no reason to grant the European Heritage Label to the site.

Some candidate sites already run numerous activities to communicate their European significance: for them the challenge will be to add a new dimension to their work whenever possible.

The submitted project is often the weakest part of an application, so the Panel recommends that candidate sites prepare and plan their project carefully.

WORK PLAN = OPERATIONAL CAPACITY

Candidate sites need to have the organisational capacity to implement the proposed project (article 7-1-c of Decision 1194/2011/EU). There should be a stable, professional and viable structure, ensuring the functioning of the site and capable of managing the proposed project. This should be demonstrated by information provided under the section 'Work Plan' of the application form.

KEY INDICATORS

Each site shall be monitored on a regular basis to ensure that it continues to meet the European Heritage Label criteria and that the project and work plan are carried out as outlined in the original application. Therefore the Panel recommends that applicants think through their project and their operational capacity in detail.

The Panel developed an "indicator sheet" to be used as a tool to define the European Heritage Label project, alongside the application form. It helps to identify appropriate indicators by which the project and the operational capacity can be monitored to maintain European Heritage Label status for the site. The central question is, "How would **you** measure the success of your project?"

PRESENTATION OF THE APPLICATIONS

Candidate sites should be aware that where descriptions and argumentation in the application exceed the required number of words, this may actually disadvantage the applicant as an overload of extraneous information can create confusion for the reader.

To ensure that the application does convey the intended key messages, candidate sites are encouraged to seek proofreading assistance of the draft application by peers and of translations by native speakers before submitting them.

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 trans- mission to future generations in accordance with the relevant protection regimes;
 - (iii) ensuring the quality of the reception facilities such as the historical presentation, visitors' information and signposting;
 - (iv) ensuring access for the widest possible public, inter alia, through site adaptations or staff training;
 - (v) according special attention to young people, in particular by granting them privileged access to the site:
 - (vi) promoting the site as a sustainable tourism destination;
 - (vii) developing a coherent and comprehensive communication strategy highlighting the European significance of the site;
 - (viii) ensuring that the management of the site is as environmentally friendly as possible.
- 2. As regards the criteria laid down in points (b) and (c) of paragraph 1, each site shall be assessed in a proportionate manner, taking into account its characteristics.

OTHER CANDIDATE SITES

Mértola Vila Museu

MÉRTOLA (PORTUGAL)

Description

Mértola is located in the Alentejo region of southern Portugal on the river Guadiana. It functioned as a river port from pre-Roman times until the Middle Ages forming part of trading networks with North Africa and the Middle East. For the past decades, an independent archaeological initiative, Campo Arqueologico Mértola (CAM), has uncovered the vestiges of Mértola's past spanning from Roman times through early Christian period, to the moments of Islamic presence and later.

In recent times, the municipality, the CAM and other institutions have come together to use Mértola's heritage to stimulate new activity, as Mértola Vila Museu, a network of 12 new museums in the town, and the promotion of cultural heritage tourism.

European significance

Mértola's strategic location in the Guadiana river, and its status as "the last Mediterranean port" transformed it into a meeting place for peoples and cultures throughout history encapsulating the diversity of European civilisation. This diverse cultural history materialises in a rich monumental and archaeological landscape which encompasses several periods of European history (the Roman House, the Paleochristian Basilica, the Chapel and the Necropolis of S. Sebastião, the Castle's Citadel and the Monastery, the remains of the mosque and other objects related to its Islamic past, to name a few).

The archaeological discoveries at Mértola provide evidence of tolerant cultural exchanges among peoples in Europe. In this, it joins the ranks of other sites spread throughout the Mediterranean.

While Mértola has a notable assemblage of cultural sites covering many periods of European history, the application does not demonstrate a level of European significance as required under the criteria for the European Heritage Label.

Strengthening the communication of the European dimension (project)

Mértola Vila Museu is committed to the sustainable development of the town based on its heritage. However a specific project to underscore the European dimension is not outlined in the application. Instead the European Heritage Label will be stitched into existing activities being carried out as part of on-going local and transnational projects.

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

Organisational capacity (work plan)

The historic core of Mértola is robustly protected under Portuguese national legislation.

Substantial financial commitment has been made already by the municipality to heritage revalorisation both physically and through animation activities such as festivals.

The candidate site has adequate operational capacity required under the criteria for the European Heritage Label.

Recommendation

Much worthwhile heritage valorisation work is going on in Vila Museu Mértola, Portugal, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Castle of Canossa

CANOSSA (ITALY)

Description

The Castle of Canossa, built around 940, is located in the Apennine area of Reggio Emilia on a rugged cliff between the river Crostolo and the river Enza with extensive views over the great river Po valley below. The Castle of Canossa played the backdrop for a key chapter of the power struggles between the Papacy and European secular rulers, the Investiture Controversy, in the eleventh century. Here in dramatic circumstances in 1077, Henry IV Holy Roman Emperor, sought the forgiveness and withdrawal of the order of excommunication from Pope Gregory VII. The castle was then owned by one of Henry's cousins, Matilda of Canossa, who had sided with the papacy against the Holy Roman Empire. From 1077 to 1092 the castle of Canossa and the fortified system powered by Matilda of Canossa controlled the Po Valley and the Apennines passes along the road to Rome. Henry IV was finally defeated in 1092 at Canossa by the troops of Matilda.

The ruins of the castle were excavated in the late 1870s. Between 1998-2000 further works took place on the feudal palace building and on improving the conservation and display of finds at the refurbished museum.

European significance

The Investiture Controversy is of significance in the development of the balance of power between the papacy and secular rulers in medieval Europe and the event at Canossa has given rise to the term, "Going to Canossa," in a multitude of languages. Henry, having had his excommunication revoked, continued to oppose the Pope and the wars continued until Henry's defeat -in1092. From that point on, the power of the Papacy over secular rulers was asserted. Being a political figure, a military leader and having a large expanse of strategically located territory under her control Matilda was a notable woman for her times.

The Castle of Canossa does have European significance as outlined in this report, however this significance is not conveyed in the application.

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

Strengthening the communication of the European dimension (project)

No specific project to promote the European dimension is included in the application. Educational activities are planned, however these are aimed specifically at audiences in Regio Emilia and in the former territories of Lorraine and the Palatinate rather than a wider European audience, while the actual messages to be promoted are not described in detail.

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

Organisational capacity (work plan)

The site is owned by the Ministry for Cultural Heritage, and the castle and its surroundings are protected under cultural landscape designations.

The site is run on a day-to-day basis by the Province of Reggio Emilia and is operative for tourism purposes. The management system may work well for the day-to-day operation, however it is uncertain that it would be sufficient to implement a European Heritage Label project.

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

Recommendation

The Castle of Canossa, Italy is a place of historic interest, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Holy Cross of Brother Mansueto of Castiglione

CASTIGLION FIORENTINO (ITALY)

Description

The candidate site celebrates a thirteenth-century reliquary cross and the historical figure associated with it, the Franciscan friar Mansueto of Castiglione, legate of Pope Alexander IV to several European courts. The cross contains two relics associated with Christ's Passion which were given by King Louis IX of France to Mansueto of Castiglione, in gratitude for his diplomatic accomplishments as a mediator in the conflicts between France and England leading up to the *Treaty of Paris* (1259), which sealed a peace agreement between the two kingdoms.

European significance

By highlighting the role of Mansueto of Castiglione as a political negotiator between France and England, the candidate site celebrates the power of diplomacy as a means to avert war and testifies to the power of words and negotiations as alternative to weapons and war.

The cross reliquary, a precious object of considerable artistic and historical significance, encapsulates the values of the site: it is a diplomatic gift commemorating a political treaty, and for Christians it is a religious symbol of peace. However, its pan-European significance and its place and role in European history and European integration are not fully demonstrated in the application in terms of the European Heritage Label criteria.

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

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

Rather than presenting a coherently articulated project, the application lists a series of initiatives

too generic and local to respond to requirements for European Heritage Label projects. Those activities that present a higher degree of elaboration, such as the creation of prize to award a thesis that develops a project to highlight the European significance of the cross through the use of new technologies, are, however, insufficient. A communication plan to promote the knowledge of the object is lacking. Equally insufficient is the promotion of multilingualism as most of the signposting and staff training will be reduced to Italian and English.

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

Organisational capacity (work plan)

The holy cross is kept in the Pinacoteca comunale of the city of Castiglion Fiorentino, under the jurisdiction of the Department of Artistic and Cultural Heritage of Arezzo, and the Italian Ministry of Culture. It is well protected and has been recently conserved at the Opificio delle Pietre Dure in Florence.

The organisational capacity for the current activities is good, however it is uncertain whether it would be possible to manage a European Heritage Label project.

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

Recommendation

The Holy Cross of Brother Mansueto, Castiglion Fiorentino, Italy is a precious object associated with a historical figure, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Industrialisation in Upper Silesia

ZABRZE/TARNOWSKIE GORY/TYCHY (POLAND)

Description

The application involves three different entities: a silver mine Zabytkowa Kopalnia Srebra from late 18th century, a coal mine Zabytkowa Kopalnia Guido from 1850s, and a brewery Tyskie Browarium from 1861. Together these entities, submitted as one single candidate site provide a comprehensive picture of economic and social processes and changes covering three periods: the proto-industrialisation (through the silver mine), the industrialisation (through the coal mine), the post-industrial period or restructuring of industry (through the coal mine and brewery).

European significance

The special nature of the industrialisation of Upper Silesia results from a number of factors: its geographical location, close contacts between Eastern and Western Europe, the implementation of new inventions and technologies, social mobility of the workers, and the different political regimes that left their mark on the industry and territory. The new technologies include for example the steam engines, the electrification, railways, cooling systems, fermentation systems and production lines.

Industrialisation in Upper Silesia was initiated by building on experience from other European areas such as Britain. In turn, Silesia has promoted its own industrial advances to other parts of Europe too. It is one of few nearly intact and industrial areas of this type in Europe, which due to its present day revitalisation is a testimony of not only economic and social processes, but also the political and cultural processes that shaped Europe.

The candidate site meets the criteria for European significance required for the European Heritage Label.

Strengthening the communication of the European dimension (project)

The candidate site is represented by three autonomous entities of the *Industrial Monuments Route of the Silesian Province*, a public one, a private one, and one managed by a non-

governmental group. This is one of the application's strengths but also a weakness. The project included in the application is not a detailed joint project, which includes all three entities; it does not clearly show how the general activities (e.g. staff training, constructing of educational cooperation with European partners, increasing the number of languages used) will highlight the European dimension of the candidate site to a European audience and be implemented by each entity.

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

Organisational capacity (work plan)

All three entities are protected through being entered on the regional registers of monuments of Katowice and Silesian Provinces. Funds for the conservation of the historical substance of the aforementioned places are derived from the individual budgets of each institution and from national and EU funds obtained.

The site is not submitted as a national thematic site. Each entity has management capacities to implement its own activities. However, the application did not present a coherent link between the three autonomous sites and a convincing joint strategy of communication. Although the application states that the project will be coordinated by one of the entities (the coal mine), it is unclear whether they would be able to efficiently administer common aims of the project and implement the actions jointly.

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

Recommendation

Industrialisation in Upper Silesia, Zabrze/ Tarnowskie Gory/Tychy, Poland is a successful example of the revitalisation of this type of heritage in one of the oldest industrial regions of Europe, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Industrial Heritage of the City of Rijeka

RIJEKA (CROATIA)

Description

The City of Rijeka is well known for its history as an industrial town, tied to the river and the sea. The Rječina River was used as a power source for all kinds of mills (flour, rice peel, leather) as well as for supplying freshwater. The location of Rijeka on the Adriatic coast resulted in the development of an important harbour with supporting activities such as shipyards, metal workshops etc. in particular when Rijeka became the principal harbour under Hungarian control. Rijeka's industrial heritage is located in and around the city centre and most of the buildings are derelict and awaiting a new function or demolition.

European significance

Rijeka was a multicultural city, part of the Austro – Hungarian Empire, and has historically been a part of the European social, political and scientific sphere. Rijeka developed during the 18th and 19th century as an industrial city and was highly influenced by foreign capital and investors. Various factories were built around the city to produce sugar, cigarette paper and leather goods, and most notably, a facility where torpedoes were produced for the first time. This makes the candidate site noteworthy and the history of the site is undoubtedly of value as well, however the application does not demonstrate a level of European significance as required under the criteria for the European Heritage Label.

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

The proposed project consists of developing an interdisciplinary web database about industrial heritage of Rijeka.

Once the relevant information has been gathered, the intention is to use it to inform *in situ* interpretation at the various locations by virtual means. In terms of holistic and target-specific communication activities the proposed project does not focus on presenting the European significance of the site to a European audience. The submitted project does not meet the criteria required for the European Heritage Label.

Organisational capacity (work plan)

Today most of the industrial buildings are in ruins. The efforts to document the site and presented as the project for the site are currently not linked to a general strategy on how to protect and find new uses for the industrial heritage in the town. Many more institutions would need to be involved. There is a need to develop a master plan and to attract funding to renovate and/or reuse the site if the industrial heritage itself is to be safeguarded. It is not clear how existing challenges could be met through the management system presented. The application does not demonstrate the level of operational capacity required under the criteria for

Recommendation

the European Heritage Label.

Documenting the industrial heritage of the city of Rijeka, Croatia and mediating between the different stakeholders is an effort that should be commended and continued in the future, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Congress Hall

VIENNA (AUSTRIA)

Description

The Congress Hall is one of the main rooms situated in the purpose-built State Chancellery by architect Johann Lukas von Hildebrandt. The building still serves as the Federal Chancellery of Austria. It is furbished in 19th century Empire style. After being severely damaged during World War II it was faithfully restored to its original appearance. The Hall bears its name in commemoration of the Congress of Vienna (1814-15). Following the defeat of Napoleon Bonaparte, monarchs and diplomats from some 200 European states, provinces and cities participated in this congress, the goal of which was to restore the order that had existed before the Napoleonic conquests in Europe.

Since the time of the Congress, the Austrian Chancellery has used the Congress Hall for exhibitions and public affairs purposes. The weekly press briefings after cabinet meetings are held here.

European significance

The Congress of Vienna is a historic event of undoubted European significance. It reshaped the political order of the continent after the French Revolution and the Napoleonic era with strong geopolitical and ideological impact for the entire continent. The Congress Hall is the site most closely associated with the Congress of Vienna.

The candidate site meets the criteria for European significance required for the European Heritage Label.

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

The proposed project is twofold: an exhibition *Europe at the Ballhausplatz* set up for the 200th anniversary of the Congress from December 2014 to October 2015 in the representation rooms of the Federal Chancellery.

The second element is a *Congress of the European Youth*, which will take place in 2016. Within a period of three weeks young women and men, from 18 to 24 years, shall negotiate a *Charter on alternative solutions for Europe*. The *Congress of European Youth* project will provide an opportunity to highlight the European dimension of the historic site. The inclusion of the Congress Hall in a wider presentation and into series of events is also planned. The site is accessible except when official events take place.

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

Organisational capacity (work plan)

The candidate site is owned by the Austrian state, and protected under Austrian heritage protection law.

The organisation of the site is the responsibility of the governmental administration of the Federal Chancellery of Austria who have a demonstrated track record in providing access to the Congress Hall as far as governmental demands on the site allow.

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

Recommendation

The Congress Hall in Vienna, Austria meets the criteria required for the European Heritage Label. However, referring to Article 11-2 of the Decision establishing a European Union action for the European Heritage Label, the Panel recommends this application does not receive the European Heritage Label.

Adolf Loos interiors

PILSEN (CZECH REPUBLIC)

Description

The candidate site consists of a series of apartments in Pilsen, the interiors of which were designed by internationally acclaimed architect Adolf Loos between the years 1907 – 1910 and 1927 – 1932 for members of the Jewish community. After World War II, they have been reused or used for different purposes, or forgotten. They have been recently "rediscovered". Loos designed approximately 13 pieces, mainly interiors, in Pilsen of which 8 have been preserved until today; 4 of them are publicly accessible after comprehensive conservation works and 2 other interiors are accessible from time to time for special occasions.

European significance

Adolf Loos is a world famous architect who influenced the expert public at that time and contributed remarkably to the quality of urban living. His work still inspires and is sought out by both experts and general public from all over the world. The personality and work of Adolf Loos, the stories of the Jewish families marking one of the most tragic events in the modern history which affected the whole Europe, the Holocaust, and the way these apartments were used after the war offer an insight in the history of Europe.

The apartments represent a tribute to Loos and his work as a pioneer of modern architecture who influenced architects and designers, and the early development of Modernism throughout Europe and the world. Whilst the efforts for conserving and presenting these interiors are noteworthy, in the framework of the European Heritage Label they cannot be dissociated from their broader historical and social context, and this is not conveyed in the application.

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

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

The project focuses on the presentation and marketing of the Loos interiors to be opened to the public in 2015.

This includes guided tours in 5 languages, leaflets in 3 languages, involving the youth and also organising educational and cultural events. The project is mainly focused on the presentation of the interiors to visitors staying in Pilsen. It does not include, among other issues, enough activities to present the site and its broader historic and social context to a wider European audience and to the networks of sites awarded the Label, in order to exchange experiences and initiate common projects.

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

Organisational capacity (work plan)

Of the four Loos interiors open to the public, one is privately owned, two are owned by the City of Pilsen, the other by the regional authority of the Pilsen area. All the preserved Loos interiors in Pilsen (except for 140 Klatovská Street) have been listed as cultural monuments under Czech law.

Pilsen – TOURISM, a newly established organisation of the City of Pilsen has been entrusted to operate the tours to all four sites. One of its main tasks is the marketing of the City of Pilsen as a tourist destination.

The operational capacity meets the current day-to-day needs but it is unclear whether this is sufficient to implement a project with a broader dimension. The application does not demonstrate the level of operational capacity required under the criteria for the European Heritage Label.

Recommendation

The restoration and re-opening of the Adolf Loos interiors in Pilsen, Czech Republic is an important step to safeguard these interiors, to increase awareness of their existence and to present the way of life of the families who lived their before and after the war. However, the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Schunck Glass Palace

HEERLEN (NETHERLANDS)

Description

The Glass Palace is a modernist building of concrete and glass built in 1935 in the centre of Heerlen. It is recognised as an influential contribution to 20th century architecture. The Glass Palace was built by the family Schunck as a clothes department store: it was here that the miners of the region bought their working clothes. Today, after a period of decay, the Glass Palace houses a multidisciplinary cultural institution, a library and offers educational programmes.

European significance

The candidate site is submitted as a future narrative powerhouse for the European Coal and Steel Community (ECSC), a precursor to the European Union - European cooperation and integration having started with coal and steel. Preparatory discussions of setting up the ECSC took place in Heerlen, not far from the Glass Palace.

The intention of the candidate site is to present the historic narrative of the European mining communities in the Glass Palace, seen that this heritage was largely eliminated in this part of the Netherlands under the *Green for Black* programme, whereas a lot of mining heritage has been preserved in the neighbouring countries.

The building itself is of undoubted architectural interest and so is the link with the ECSC, however in the application the message and the link with the ECSC as conveyed by the candidate site seems tenuous at present.

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

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

2015 being the Year of the Mines in the Netherlands, the candidate site hopes to present the history of mining in the Euroregion through exhibitions, educational programmes materials, and by creating a digital portal, Mining Europe. The intention is to work with other European regions, which share a similar heritage, and the candidate site is part of the Euroregion Mining Heritage Working Group. The creation of a Mining Europe Cultural Route (to be approved by the Council of Europe) is envisaged for 2020. The website of the site is currently only in Dutch. The proposals are not yet very detailed and the establishing the link with the ECSC is still work in progress.

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

Organisational capacity (work plan)

In 1995 the Glass Palace was declared a national monument; in 2004 it was thoroughly restored. Today, "Schunk" is a cultural institution of the city of Heerlen with high professional management standards. There is a multi-year policy plan (2014-16). The organisational capacity of the site is good. The candidate site has adequate operational capacity required under the criteria for the European Heritage Label.

Recommendation

The Schunck Glass Palace in Heerlen, Netherlands is a highly interesting building and a place of socioeconomic and cultural interest, however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

Royal Palace of Visegrád

VISEGRÁD (HUNGARY)

Description

The Royal Palace of Visegrád was the residence of the Hungarian rulers from 1323 to 1408. Located north of Budapest, the Royal Palace evolved over two centuries, starting in the early 1300s. During the reign of Matthias Corvinus the palace was an important centre for the propagation of artistic developments from Renaissance Italy. In recent times the candidate site has undergone restoration and extensive reconstruction works, and has been developed as a museum and conference centre.

European significance

The candidate site was the royal seat of Hungary from 1323 to 1408. It is also a place where two key European events took place. The first is the Congress of Visegrád of 1335, an early attempt to settle issues between European countries through diplomacy. The second is the signature of the Memorandum of Understanding between Hungary, Czechoslovakia and Poland in 1991, marking a new era of cooperation between the three states in post-communist Central Europe.

The candidate site meets the criteria for European significance required for the European Heritage Label.

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

The objective of the project is to raise awareness of the role the late medieval Hungarian royal court and the palace played in the history of Europe and in shaping the spirit, culture and art of European nations. The information on the site (signposting,

audio guides, animated film) is available in Hungarian and English; it will be renewed and extended to other languages.

The submitted project does not include activities related to the 1991 Visegrád Memorandum of Understanding thus limiting the full potential of the site in terms of its European significance. It is unclear how the European narrative will be expressed.

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

Organisational capacity (work plan)

The site is protected by law and is owned by the Hungarian State and is under the financial management of Hungarian National Museum. It has been a protected area since 1934 when the excavations began.

The current management is functional to meet the needs of the visitors of the Royal Palace, but it is unclear whether the current team has the capacity to manage a project of a wider dimension and aimed at larger audiences.

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

Recommendation

The Royal Palace of Visegrád, Hungary is of historic interest however the application does not meet the qualifying criteria. The Panel recommends this application does not receive the European Heritage Label.

ATTACHMENTS

Key figures

	2013	2014	2015
Eligible Member States	5	18	24
Participating Member States	5	13	11
Applications	9	36	18
Thematic national sites	1	1	0
Transnational sites	1	0	0
Intergovernmental labelled sites	-	29	1
Recommended sites	4	16	9

Participating Member States

Article 19 of Decision 1194/2011/EU establishing the European Heritage Label (EHL) provided some transitional measures. The following lists provide an overview of the Member States that could pre-select candidate sites at the national level; not all Member States choose to participate.

2015 All Member States

24 Member States confirmed their interest in the EHL

11 Member States* sent applications

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

2014 Only Member States that participated in the intergovernmental initiative

18 EU Member States confirmed their interest in the EHL

13 Member States* sent applications

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

2013 Only Member States that did not participate in the intergovernmental initiative

5 Member States confirmed their interest in the EHL and sent applications* AUSTRIA* - DENMARK* - ESTONIA* - LUXEMBURG* - NETHERLANDS*

Chronological presentation of recommended sites since 2013

Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)	2015
Heart of Ancient Athens, ATHENS (GREECE)	2014
Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)	2013
Abbey of Cluny, CLUNY (FRANCE)	2014
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)	2015
Archive of the Crown of Aragon, BARCELONA (SPAIN)	2014
Great Guild Hall, TALLINN (ESTONIA)	2013
Sagres Promontory, SAGRES (PORTUGAL)	2015
General Library of the University of Coimbra, COIMBRA (PORTUGAL)	2014
Imperial Palace, VIENNA (AUSTRIA)	2015
Union of Lublin (1569), LUBLIN (POLAND)	2014
Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK (GERMANY)	2014
3 May 1791 Constitution, WARSAW (POLAND)	2014
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)	2015
Hambach Castle, HAMBACH (GERMANY)	2014
Charter of Law of Abolition of the Death Penalty (1867), LISBON (PORTUGAL)	2014
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)	2015
Mundaneum, MONS (BELGIUM)	2015
Peace Palace, THE HAGUE (NETHERLANDS)	2013
Student Residence or 'Residencia de Estudiantes', MADRID (SPAIN)	2014
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI, (POLAND)	2015
Kaunas of 1919-1940, KAUNAS (LITHUANIA)	2014
Camp Westerbork, HOOGHALEN (NETHERLANDS)	2013
Franja Partisan Hospital, CERKNO (SLOVENIA)	2014
European District of Strasbourg, STRASBOURG (FRANCE)	2015
Robert Schuman's House, SCY-CHAZELLES (FRANCE)	2014
Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)	2014
Historic Gdańsk Shipyard, GDANSK (POLAND)	2014
Pan European Picnic Memorial Park, SOPRON (HUNGARY)	2014

Recommended sites per year

2015 Recommended sites

Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)

Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)

Sagres Promontory, SAGRES (PORTUGAL)

Imperial Palace, VIENNA (AUSTRIA)

Historic Ensemble of the University of Tartu, TARTU (ESTONIA)

Franz Liszt Academy of Music, BUDAPEST (HUNGARY)

Mundaneum, MONS (BELGIUM)

World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI (POLAND)

European District of Strasbourg, STRASBOURG (FRANCE)

2014 Labelled sites

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 AND OSNABRÜCK (GERMANY)

General Library of the University of Coimbra, COIMBRA (PORTUGAL)

3 May 1791 Constitution, WARSAW (POLAND)

Hambach Castle, HAMBACH (GERMANY)

Charter of Law of 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)

2013 Labelled sites

Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)

Great Guild Hall, TALLINN (ESTONIA)

Peace Palace, THE HAGUE (NETHERLANDS)

Camp Westerbork, HOOGHALEN (NETHERLANDS)

Recommended sites per year, per Member State

2015 Recommended sites

AUSTRIA Imperial Palace, VIENNA

BELGIUM Mundaneum, MONS

CROATIA Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA

CZECH REPUBLIC Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC

ESTONIA Historic Ensemble of the University of Tartu, TARTU

FRANCE European District of Strasbourg, STRASBOURG

HUNGARY Franz Liszt Academy of Music, BUDAPEST

POLAND World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI

PORTUGAL Sagres Promontory, SAGRES

2014 Labelled sites

FRANCE Abbey of Cluny, CLUNY

Robert Schuman's House, SCY-CHAZELLES

GERMANY Sites of the Peace of Westphalia (1648), MÜNSTER AND 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 of 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

2013 Labelled sites

AUSTRIA Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM

ESTONIA Great Guild Hall, TALLINN

NETHERLANDS Peace Palace, THE HAGUE

Camp Westerbork, HOOGHALEN

Recommended sites per Member State

AUSTRIA	Imperial Palace, VIENNA	2013
BELGIUM	Mundaneum, MONS	2015
CROATIA	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA	2015
CZECH REPUBLIC	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC	2015
ESTONIA	Great Guild Hall, TALLINN Historic Ensemble of the University of Tartu, TARTU	2013 2015
FRANCE	Abbey of Cluny, CLUNY Robert Schuman's House, SCY-CHAZELLES European District of Strasbourg, STRASBOURG	2014 2014 2015
GERMANY	Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK Hambach Castle, HAMBACH	2014 2014
GREECE	Heart of Ancient Athens, ATHENS	2014
HUNGARY	Pan European Picnic Memorial Park, SOPRON Franz Liszt Academy of Music, BUDAPEST	2014 2015
ITALY	Alcide de Gasperi's House Museum, PIEVE TESINO	2014
LITHUANIA	Kaunas of 1919-1940, KAUNAS	2014
NETHERLANDS	Peace Palace, THE HAGUE Camp Westerbork, HOOGHALEN	2013 2013
POLAND	Union of Lublin (1569), LUBLIN 3 May 1791 Constitution, WARSAW Historic Gdańsk Shipyard, GDANSK World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI	2014 2014 2014 2015
PORTUGAL	General Library of the University of Coimbra, COIMBRA Charter of Law of Abolition of the Death Penalty, LISBON Sagres Promontory, SAGRES	2014 2014 2015
SLOVENIA	Franja Partisan Hospital, CERKNO	2014
SPAIN	Archive of the Crown of Aragon, BARCELONA Student Residence or 'Residencia de Estudiantes', MADRID	2014 2014

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