

**APPLICATION FORM – NATIONAL THEMATIC SITE[[1]](#footnote-2)**

**Selection 2021**

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| **Common name of the site** |  |
| **Added value of joint application** *(max 150 words)* |  |

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| **Specific theme** | | The proposed national thematic site links together several sub-sites located in the same Member State, all focused on such theme. | | |
| **Theme** | |  | | |
| **The Coordinator organisation (and sub-site 1)** | | | |
| Full name of the organisation | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Name of the contact person | |  | |
| Telephone | |  | |
| Web address of the organisation | |  | |
| E-mail | |  | |
| **List of all other participating sub-sites** | | | |
| Name of the sub-site 2 | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Website | |  | |
| Name of the sub-site 3 | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Website | |  | |
| Name of the sub-site 4 | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Website | |  | |
| Name of the sub-site 5 | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Website | |  | |
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| **SUMMARY OF THE APPLICATION** *(max 1 page)[[2]](#footnote-3)* |
| **S.1 Description of the site** *(max 150 words)* |
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| **S.2 European significance of the site** *(max 60 words)* |
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| **S.3 Project** *(max 150 words)* |
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| **S.4 Operational Capacity** *(Max 150 words)* |
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| *Insert here the main picture of the site (in high resolution with caption and copyright)* |

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| **PART I. THE JOINT APPLICATION** |
| **Description and history of the site** *(max 400 words)*  *- Provide a general description of the site as a whole.Explain how the sub-sites relate to each other and, if relevant, why such group of sub-sites has been selected to form the application.*  *- Describe as well the organisational structure of your partnership – including who is responsible for which tasks?* |
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| **Location maps and photos** *(max 2 pages).*  *Provide a map showing the location of all sub-sites and a selection of photos. Please caption the photographs.* |
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| **I.a. The symbolic European value of the site (400 words).** |
| *Describe clearly how your site has a symbolic European value and has played a significant role in the history and culture of Europe and/or the building of the Union and how it meets one of the following sub-criteria (or more than one if relevant):*  *i) The cross-border or pan-European nature of the site;*  *ii) The place and role of the site in European history and European integration. Its links with key european events, personalities or movements;*  *iii) The place and role of the site in the development and promotion of the common values that underpin European integration.* |
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| **I.b The project for the national thematic site** |
| **I.b.1 Raising awareness of the European significance** *(max 400 words)* |
| *Outline the general strategy and objectives of your EHL project to raise the awareness of the European significance of your site. Describe how the project will address European audiences. Present first the current situation, then your strategy and objectives. Finally, tell us what visibility and communication activities you will implement should your site receive the Label. In this part, mention only the strategy that all sub-sites have in common.* |
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| **I.b.2 Information activities, signposting and staff training**  *(max 250 words)* |
| *Describe how your strategy, outlined in I.b.1, will make use of information activities, signposting, staff training and other related activities to raise awareness of the European significance of the site. Tell us first what has been done so far and then present the actions you intend to implement as of 2022. Under question I.b.8, list each activity you wish to carry out. In this part, mention only the actions that will be implemented by all sub-sites.* |
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| **I.b.3 Educational activities** *(250 words max)* |
| *Describe the educational activities you propose, especially for young people. These should aim to increase the understanding of the common history of Europe, and also of its shared yet diverse heritage which strengthen the sense of belonging to a common space. Tell us first what has been done so far and present the actions you intend to implement in this area as of 2022. Under question I.b.8, list each activity you wish to carry out. In this part, mention only the educational activiteis that will be implemented by all sub-sites.* |
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| **I.b.4 Promoting multilingual access to the site** *(250 words max)* |
| *Describe first how multilingual the site is as a whole, and how each sub-sites is multilingual at present.*  *Then present the actions you intend to implement in order to increase multilingualism, if your site receives the Label. Under question I.b.8, list each activity you wish to carry out. In this part, mention only the actions that will be implemented by all sub-sites.* |
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| **I.b.5 Being an active member of the European Heritage Label network of sites** *(250 words max)* |
| *Describe your expectations of becoming a member of the EHL network. Under question I.b.8, list each activity you wish to carry out.**Mention the role of specific sub sites where relevant.* |
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| **I.b.6 Using new technologies, digital and interactive means**  *(250 words max)* |
| *Describe your general approach to increasing the European attractiveness of your site through the use of new technologies, digital and interactive means. Tell us first what has been done so far and then present the actions you intend to implement in this area as of 2022. Mention how you will use it to 1) attract virtual visitors, 2) enhance the in-situ interpretation of your site and 3) enhance its interpretation on the web. Under question I.b.8, list each activity you wish to carry out. In this part, mention the actions that will be implemented by all sub-sites.* |
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| **I.b.7 Artistic and cultural activities, including contemporary creation** *(250 words max, optional to answer)* |
| *Describe your approach in the area of artistic and cultural activities - including contemporary creation - that foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity.Tell us first what has been done so far and then present the actions you intend to implement as of 2022. Under question I.b.8, list each activity you wish to carry out.**In this part, mention only the actions that will be implemented by all sub-sites.* |
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| **I.b.8 The listing of activities to implement your joint project** | | | | | |
| **Activity** | **Present situation** | **Details of actions** | **Intended outcome** | **Start date of action** | **Indicator** |
| Activity **I.1:** |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity I.2: |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity I.3: |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |

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| **PART II : SPECIFIC INFORMATION about sub-site x[[3]](#footnote-4)** | | | |
| **II.a.1. General information about the sub-site** | | | |
| Name of the site | |  | |
| Street and number | |  | |
| Post code |  | City or region |  |
| Country | |  | |
| Website | |  | |
| Social media links | |  | |
| Site manager | |  | |
| Telephone | |  | |
| E-mail | |  | |
| Legal Owner of the site | |  | |
| Managing authorities | |  | |

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| **II.a.2 Description of the sub-site x** |
| **II.a.2.1 Location maps and photos of the sub-site** *(max 1 page). Please caption the photographs.* |
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| **II.a.2.2 Description and history of the sub-site x** *(max 200 words)* |
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| **II.b The extra project of the sub-site X** |
| *In this part of the application, only mention activities that haven't been mentioned in the joint part of the application and that will implemented by this sub-site only.* |
| **II.b.1 Raising awareness of the European significance** *(max 200 words)* |
| *Describe any extra activity that this sub-site will implement to raise the awareness of its European significance. Describe how the extra activities will address European audiences. Finally, tell us what extra visibility and communication activities the sub-site will implement should it receive the Label.* |
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| **II.b.2 Information activities, signposting and staff training**  *(max 125 words)* |
| *Describe any additional information activities, signposting, staff training and other related activities you – as a subsite- will implement to raise awareness of the European significance of the sub-site.Tell us first what has been done so far and then present the specific actions you intend to implement as of 2022. Under question II.b.7, list each activity you wish to carry out.* |
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| **II.b.3 Educational activities** *(125 words max)* |
| *Describe the extra educational activities you propose, especially for young people. These should aim to increase the understanding of the common history of Europe, and also of its shared yet diverse heritage which strengthen the sense of belonging to a common space. Tell us first what has been done so far and present the actions you intend to implement in this area as of 2022. Under question II.b.7, list each activity you wish to carry out.* |
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| **II.b.4 Promoting multilingual access to the sub-site** *(125 words max)* |
| *Describe first how multilingual your sub-site is at present. Then present the actions you intend to implement in order to increase multilingualism, if your sub-site receives the Label. Under question II.b.7, list each activity you wish to carry out.* |
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| **II.b.5 Using new technologies, digital and interactive means**  *(125 words max)* |
| *Describe any specific approach to increasing the European attractiveness of your sub-site through the use of new technologies, digital and interactive means. Tell us first what has been done so far and then present the extra actions your sub-site intend to implement in this area as of 2022. Mention how you will use it to 1) attract virtual visitors, 2) enhance the in-situ interpretation of your sub-site and 3) enhance its interpretation on the web.* *Under question II.b.7, list each activity you wish to carry out.* |
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| **II.b.6 Artistic and cultural activities, including contemporary creation** *(125 words max, optional to answer)* |
| *Describe your approach in the area of artistic and cultural activities - including contemporary creation - that foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity.Tell us first what has been done so far and then present the actions you intend to implement as of 2022. Under question II.b.7, list each activity you wish to carry out.* |
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| **II.b.7 The listing of activities to implement your extra project as a sub-site** | | | | | |
| **Activity** | **Present situation** | **Details of actions** | **Intended outcome** | **Start date of action** | **Indicator** |
| Activity **II.1:** |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity II.2: |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity II.3: |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |

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| **II.c The organisational capacity of the sub-site X** |
| **II.c.1 Management of the sub-site** *(300 words max)* |
| *Outline the overall management plan for your sub-site and specify if further developments are planned within the next four years.* |
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| **II.c.2 Preservation of the sub-site** *(250 words max)* |
| *Outline the legal protection your site enjoys at present, then describe the current state of conservation and whether any conservation work is planned within the next four years.* |
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| **II.c.3 Reception facilities, visitors' information and signposting of the sub site** *(250 words max)* |
| *Describe the current reception facilities and list any future improvements you are planning to undertake within the next four years.* |
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| **II.c.4 Public access** *(250 words max)* |
| *Describe how you ensure access to your sub-site for the widest possible public. Mention any future sub-site adaptations or staff training you are planning to undertake within the next four years.* |
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| **II.c.5 Special attention for young people** *(250 words max)* |
| *If young people have special or prioritised access to the sub-site, present it here. Then describe any future activities you are planning to undertake in this area within the next four years.* |
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| **II.c.6 Sustainable tourism** *(250 words max)* |
| *Present the marketing plan for the sub-site as a tourist destination. Then describe any future actions you are planning to undertake in this area within the next four years.* |
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| **II.c.7 Communication of the European significance of the sub-site**  *(250 words max)* |
| *Outline your current communication strategy for the sub-site. Then present additional communication activities to highlight its European significiance which you plan to undertake in this area within the next four years.* |
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| **II.c.8. Environmentally friendly management of the sub-site** *(250 words max)* |
| *Outline your approach to integrating the protection of the environment in your day-to day management of the sub-site and in the way you welcome visitors. Then present any future actions you are planning to undertake in this area within the next four years.* |
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| **II.c.9 The international outreach and recognition of your sub-site**  *(250 words max)* |
| *Describe the current international networks your sub- site is part of and any international recognition it currently has. Then present any other international outreach you are planning to undertake within the next four years, in addition to the EHL.* |
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| **II.C.10. Operating budget of the sub-site** *(maximum 1 page)* |
| *Outline the current operating budget for the overall management of the sub-site (conservation works excluded). Please include: annual running costs, communication costs, cultural, educational, research, networking activities costs. Identify also the mainsources of income available to the sub-site.* |
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1. The application form is in two parts: Part I: The Joint Application and Part II "Specific information about each sub site. Each subsite should fill out a Part II form. . [↑](#footnote-ref-2)
2. Anytime a max number of words is mentioned in the form, it has to be applied either to the English version of your application or to the other language of your application. [↑](#footnote-ref-3)
3. *This section should be duplicated for each sub-site included in the application.* [↑](#footnote-ref-4)