

European  
Commission

# EUROPEAN HERITAGE LABEL

## 2019 SELECTION

Report of the European Panel  
to the European Commission  
20 December 2019



EUROPEAN  
HERITAGE LABEL



Culture

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Web address: [https://ec.europa.eu/programmes/creative-europe/actions/heritage-label\\_en](https://ec.europa.eu/programmes/creative-europe/actions/heritage-label_en)



**EUROPEAN  
HERITAGE LABEL**



## **2019 SELECTION**

**Report of the European Panel  
to the European Commission**

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

establishing a European Union action for  
the European Heritage Label

20 December 2019

This report reflects the views of the European Panel of independent experts - established to carry out the selection and monitoring at Union level for the European Heritage Label in application of Decision 1194/2011/EU - and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

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## THE EUROPEAN HERITAGE LABEL IN THE NEWS

A few examples from the European Commission's Instagram account showing the relevance and the potential of the *European Heritage Label*:

27 February 2019

"Today is World Day Against the Death Penalty. (...)"

The Charter of Law for the Abolition of the Death Penalty (1867, Portugal), the first national law to abolish the death penalty on a permanent basis, was awarded the European Heritage Label in 2014.



7 February 2019

"26 years ago the Maastricht Treaty was signed by 12 countries represented by their EU foreign and finance ministers. (...)"

The Maastricht Treaty, signed in Maastricht (NETHERLANDS), was awarded the European Heritage Label in 2017.



29 June 2019

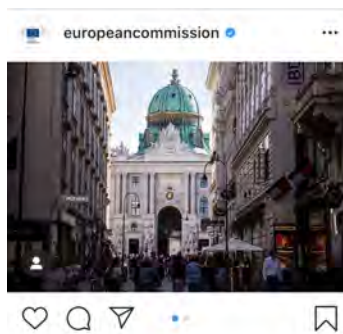
"Europe will not be made all at once, or according to a single plan. It will be built through concrete achievements which first create a de facto solidarity."

Robert Schuman's House in Scy-Chazelle (FRANCE), was awarded the European Heritage Label in 2014.

14 June 2019

"Moment of the week. 34 years of the Schengen agreement."

The Village of Schengen (LUXEMBOURG) where the agreements were signed on a barge, was awarded the European Heritage Label in 2017.



24 August 2019

"(...) Our last stops are two countries sharing a border and history: Austria and Hungary. (...)"

19 August - 9 November 1989

The temporary opening of the Hungarian-Austrian border on 19 August 1989 marked the beginning of the destruction of the Iron Curtain. The Pan-European Picnic Memorial in Sopron (HUNGARY) was awarded the European Heritage Label in 2014.

## EXECUTIVE SUMMARY

The *European Heritage Label* is the first EU action that brings the European dimension of cultural heritage to the fore. European citizens are attached to cultural heritage and the *European Heritage Label sites* invites them to discover all types of cultural heritage from a European perspective, from archaeological sites to "the internet before the internet", from archival documents to a hidden hospital, from a small war cemetery to a music academy and concert hall. The stories of these sites invite people in Europe to critically reflect upon the past and the future they want to build. The *European Heritage Label* is the only tool of the European Commission that shows what Europe means to all of us. Unity in diversity is perfectly illustrated by the *European Heritage Label sites* as they show the way Europe was shaped and the way the European Union was built.

The selection for attributing the *European Heritage Label* is carried out in two stages. At the national level, each participating Member State pre-selects a maximum of two candidate sites per selection year. Out of these, the European Commission attributes the *European Heritage Label* to a maximum of one site per Member State, based upon the recommendations of a European Panel of independent experts. The three criteria laid down in *Decision 1194/2011/EU* establishing the initiative, distinguish the *Label* from other cultural heritage initiatives. To be awarded the *Label*, sites must be of European significance, they must explain their European dimension to European audiences, and must have the operational capacity to do that.

2019 was a selection year. Out of 19 applications from 15 countries, the Panel recommends to the European Commission to attribute the *European Heritage Label* to 10 new cultural heritage sites. This brings the total number of sites having received the *Label* since the launch of the initiative at EU level in 2013, to 48 sites. The 10 selected heritage sites are presented overleaf, followed by an overview of the current 38 *European Heritage Label sites*.

2019 saw the proposal and selection of large transnational sites, such as the Werkbund Estates 1927 - 1932 spread over four Member States (Germany, Poland, Czech Republic, Austria), and of new types of cultural heritage such as the Underwater Cultural Heritage of the Azores (Portugal), or "Zdravljica" - the message of the European Spring of Nations with its intangible values (Slovenia). The *Label* is recommended for a first site in Latvia. The Panel regrets that because of the limitation of maximum one site per member state, once again Coudenberg Palace (Brussels, Belgium) cannot be awarded the *Label* even if it meets the three criteria: in accordance with the legal basis, the Panel had to give priority to the Colonies of Benevolence (Belgium & Netherlands) because it is a transnational site.

The 10 new sites will join the *Network of European Heritage Label sites*, enhance the diversity of the network and allow for new opportunities for cooperation among the labelled sites. This will benefit the European citizens. Over time, the collection of *European Heritage Label sites* will become richer and richer and like a kaleidoscope reflect Europe's culture and history. The Panel welcomes that the *European Heritage Label Network* was formally launched in October 2019 because cooperation among the labelled sites is one of the added values of the *Label*. As the networking meetings and the yearly *European Heritage Label Days* have generated spontaneous and sometimes unexpected cooperation, the Panel looks forward to seeing new initiatives by the European Commission to support and strengthen the *European Heritage Label Network*, especially in its infant years.

Contrary to other initiatives, no financial retribution is attached to receiving the *European Heritage Label*, not even a start-up grant to implement the project to make the European significance of the sites better known at European level. The Panel hopes that the recommendation from the first independent evaluation of the *European Heritage Label* initiative in 2018, to provide such grants will be taken up and that all possibilities of the *Creative Europe Programme* will be used.

The second cycle of the *European Heritage Label* (2019-2024) has now started: the time has come to bring the *Label* to the next level and to exploit its full potential. The *European Heritage Label* should receive more visibility and more support, more Members States should be encouraged to propose candidate sites - it is much appreciated that Finland has decided to engage with the *Label* - and a little administrative help for the Panel would be most welcome.

Education and culture are at the core of the European project, the core of what makes Europe unique. The *European Heritage Label* is about uncovering hidden gems of European history and culture, and connecting them with people. The Panel thanks all the sites for sharing their European stories and providing unique heritage experiences to all.

On behalf of the European Heritage Panel,  
Bénédicte Selfslagh, Chairperson

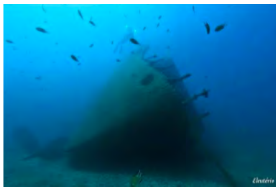
## NEW SITES RECOMMENDED FOR 2019 SELECTION



Archaeological Area of Ostia Antica  
OSTIA (ITALY)

6TH CENTURY BC - 6TH CENTURY AD

Ostia Antica, the main port of ancient Rome, was a melting pot of different cultures and a place of intense cultural exchange with the Mediterranean basin and beyond.



Underwater Cultural Heritage of the Azores  
AZORES (PORTUGAL)

6TH - 20TH CENTURY

Azores' Underwater Cultural Heritage, represented by a sample of 30 shipwrecks each acting as a time capsule, bears witness to the extension of European activities across the ocean.



Living Heritage of Szentendre  
SZENTENDRE (HUNGARY)

18TH-19TH CENTURY

The Living Heritage of Szentendre is a blend of intangible and tangible urban heritage, shaped since the 18th century by the fusion of cultures and religions across borders, and thriving up to the present through arts and cultural activities.



Colonies of Benevolence  
WORTEL, MERKSPLAS (BELGIUM)

FREDERIKSOORD, WILHELMINAORD, WILLEMSOORD, OMMERSCHANS, VEENHUIZEN, (THE NETHERLANDS)

1818-1993

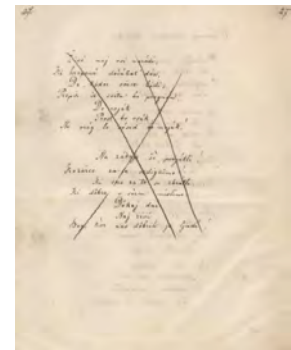
The Colonies of Benevolence, established as controlled agricultural settlements for the needy, represent an example of innovative policies and practices seeking to combat poverty and segregation.



Kynžvart Chateau – Place of diplomatic meetings  
LÁZNĚ KYNŽVART (CZECH REPUBLIC)

19TH CENTURY

Kynžvart Chateau is a "lieu de mémoire" and a milestone in the history of European diplomacy, the European balance of powers and the history of the European State system.



"Zdravljica" - the Message of the European Spring of Nations  
LJUBLJANA (SLOVENIA)

1844-1848

The Slovenian poem "Zdravljica" calls for peace and acts as a reminder of the equality of European languages, the freedom of speech and the abolition of censorship.





Site of Remembrance in  
Łambinowice  
ŁAMBINOWICE (POLAND)

1870-1946

The Site of Remembrance in Łambinowice bears witness to the camp life and the suffering of prisoners of war (POW) and migrating populations as a result of changing borders; the site demonstrates the need to respect human dignity and rights.



Lieu de Mémoire au  
Chambon-sur-Lignon  
CHAMBON-SUR-LIGNON  
(FRANCE)

1940-1944

Lieu de Mémoire au Chambon-sur-Lignon is a place of remembrance for the life-saving actions of the Righteous during World War II in offering refuge to over 5,000 people of different religions, languages and political backgrounds from all over Europe, who otherwise would not have survived the horrors of war.



Werkbund Estates in  
Europe  
STUTTGART (GERMANY)  
WROCŁAW (POLAND)  
BRNO, PRAGUE  
(CZECH REPUBLIC)  
VIENNA (AUSTRIA)

1927-1932

The Werkbund Estates in Europe 1927-1932, built in response to the housing shortage after WWI, demonstrated that healthy living quarters could also be efficient and affordable buildings. Their avant-garde vision, aesthetic and social responsibility influenced the modern housing movement and later 20th century European architecture.



"Three Brothers"  
RĪGA (LATVIA)

20TH CENTURY

"Three Brothers" is an exemplar of the role of heritage management and preservation in helping articulate, shape and sustain a sense of belonging to Europe, during the Soviet occupation and up to present times.

## THE CURRENT 38 EUROPEAN HERITAGE LABEL SITES



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

125 000 BC

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.

EHL 2015



**Heart of Ancient Athens**  
ATHENS (GREECE)

3RD CENTURY BC

Philosophy, democracy and political theory, theatre and music and all kinds of visual arts were developed and practiced in the Heart of Ancient Athens.

EHL 2014



**Leipzig's Musical Heritage Sites**  
LEIPZIG (GERMANY)

13TH CENTURY TO PRESENT

Leipzig's Musical Heritage Sites represent various episodes in the town's musical history. They embody the dynamic continuity of a specific European tradition in music and civic engagement.

EHL 2017



**Abbey of Cluny**  
BURGUNDY (FRANCE)

910 AD

The Abbey of Cluny strongly influenced the promotion of literacy and learning in many regions of Europe and played a crucial role in European politics and diplomacy, seeking peaceful resolutions to conflicts and promulgating the idea of the "Peace of God," aimed at reducing violence against the vulnerable in society and the Church.

EHL 2014



**Archaeological Site of Carnuntum**  
PETRONELL-CARNUNTUM  
(AUSTRIA)

1ST CENTURY AD

Carnuntum witnessed important events such as the Three Emperors' Conference in 308 AD, which decided the future of the Roman Empire. Being situated at the border between the eastern and western halves of the Roman Empire, it was of economic and strategic importance and a multicultural place.

EHL 2013



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

C.11TH CENTURY

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.

EHL 2015





**Archive of the Crown of Aragon**  
BARCELONA (SPAIN)

1318 TO PRESENT

The Archive of the Crown of Aragon is the administrative, economic and political memory of the Crown of Aragon, a monarchy that extended across the Mediterranean. It allows for research of the history of the territories of the Crown and beyond, and of great events in European history.

EHL 2014



**Great Guild Hall**  
TALLINN (ESTONIA)

1410

The history of Tallinn's Great Guild Hall is closely entangled with the history of trade, the Hanseatic League and cultural developments in medieval northern Europe.

EHL 2013

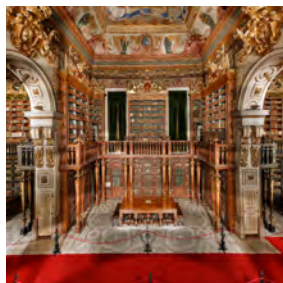


**Sagres Promontory**  
SAGRES (PORTUGAL)

15TH - 19TH CENTURY

Sagres Promontory is a rich cultural landscape testifying to the remote origins of European civilisation and its expansion in the Age of Discoveries through science, commerce, and exploration.

EHL 2015



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

FROM 16TH CENTURY TO PRESENT

The General Library of the University of Coimbra combines unique library holdings, and innovative library practices in relation to access. It bears witness to the idea of free access to sources of knowledge and education, a principle which is a pillar of Europe's democracy and the Charter of Fundamental Rights of the European Union.

EHL 2014



**Imperial Palace**  
VIENNA (AUSTRIA)

1240 TO PRESENT

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.

EHL 2015



**Sites of the Peace of Westphalia**  
MÜNSTER AND OSNABRÜCK (GERMANY)

1648

The Peace of Westphalia is a key event in European history: peace was agreed through diplomatic negotiations, religious tolerance was accepted as the basis of international relations and state sovereign rights were secured. The treaties became a pillar of international law still relevant today.

EHL 2014



**Union of Lublin**  
LUBLIN (POLAND)

1569

The Union of Lublin between the Kingdom of Poland and the Grand Duchy of Lithuania, ranging from the Baltic Sea to the Black Sea, led to a commonwealth with an elected king, and the stable co-existence of people of different backgrounds; it was studied in preparation for the Union of the Crowns of England and Scotland in 1603.

EHL 2014





**3 May 1791 Constitution**  
WARSAW (POLAND)

1791

The 3 May 1791 Constitution, one of the first constitutions of its type alongside the American Constitution (1787) and the French Constitution (1791), is a symbol of democratic and peaceful transformation of a political system. It reflects Enlightenment principles, which gave primacy to reason, law, freedom and religious tolerance.

EHL 2014



**Hambach Castle**  
HAMBACH (GERMANY)

1832

The Hambach Festival of 27 May 1832 makes Hambach castle a symbol of the struggle for civil liberties in Europe. It now stands as a symbol of the pursuit of democracy in a cross-border context.

EHL 2014



**Fort Cadine**  
TRENTO (ITALY)

1860-61

Fort Cadine, a representative fortification of the defensive system of about 80 such monuments in the Trento region, is a reminder of historical divisions, military conflicts and changing borders, and provides the necessary context to better understand the value of open borders and free circulation.

EHL 2017



**Dohány Street Synagogue Complex**  
BUDAPEST (HUNGARY)

1854 TO PRESENT

The Dohány Street Synagogue Complex comprising the largest synagogue in Europe, memorials, a museum and archives, is a symbol of integration, remembrance and openness to dialogue.

EHL 2017



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

1632, 1802 TO PRESENT

The Historic Ensemble of the University of Tartu embodies the ideas of a university in the Age of Enlightenment; it is a university in the city, a university in the park. Linking science and learning, it reflects the European tradition in education.

EHL 2015



**Franz Liszt Academy of Music**  
BUDAPEST (HUNGARY)

1875 TO PRESENT

The Franz Liszt Academy of Music was established by the composer and musician himself. Housed in a Hungarian Secession building, it brings music heritage to the fore whilst holding true to its spirit of openness, creativity and innovation and its European and international character.

EHL 2015



**The Charter of Law for the Abolition of the Death Penalty**  
LISBON (PORTUGAL)

1867

The Portuguese Charter of Law for the Abolition of the Death Penalty is a pioneering example of a law on the abolition of the death penalty for civilian crimes adopted on a permanent basis. It served the cause of the abolitionist movement.

EHL 2014



**Javorca Church and its cultural landscape**  
TOLMIN (SLOVENIA)

1916

Javorca Memorial Church is a unique piece of Art Nouveau built in the mountains by soldiers of the WWI Isonzo Front to remember fallen soldiers regardless of their origin and culture; today the church and its cultural landscape continue to function as a symbol of this call for reconciliation.

EHL 2017



**Student Residence**  
MADRID (SPAIN)

1913-1915

The "Residencia de Estudiantes" served as a gathering place, residence, a conference venue and place for debate and dialogue for leading personalities of European interwar arts, philosophy and science. It is still a place for research, study and diffusion of contemporary intellectual life in Europe.

EHL 2014



**Kaunas of 1919-1940**  
KAUNAS (LITHUANIA)

1919-1940

During the interwar period, Kaunas became the temporary capital of Lithuania. Its remarkable economic, cultural, architectural and educational development created a vibrant urban landscape reflecting European interwar modernism and constituting today the impressive heritage of the city.

EHL 2014



**Mundaneum**  
MONS (BELGIUM)

END OF 19TH CENTURY

The Mundaneum with its focus on peace through culture and sharing knowledge is a landmark in the intellectual and social fabric of Europe. Its holdings, the *Universal Decimal Classification* system (1905) and the *Universal Bibliographic Repertory* - considered as precursors of Internet search engines - provide the foundations of present day information science.

EHL 2015



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

1918

The World War I Eastern Front Cemetery No. 123, resting place of soldiers fallen during the battle of Gorlice (also called the Verdun of the East) and preserved thanks to the local population, 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.

EHL 2015



**Peace Palace**  
THE HAGUE (THE NETHERLANDS)

1907-1913

The Peace Palace is an international icon for peace. It is the seat of the International Court of Justice, the Permanent Court of Arbitration, the Hague Academy of International Law and the Peace Palace Library. It bears witness to Europe's efforts in the complex and long-term process of building and strengthening peace.

EHL 2013



**Camp Westerbork**  
HOOGHALEN (NETHERLANDS)  
1939 - 1971

Camp Westerbork has a layered history, from the arrival of Jewish refugees, who sought safety in The Netherlands, to the deportation of Jews and Gypsies by the Nazis, a prisoners' camp after World War II, and the temporary accommodation for Dutch people returning from the former colonies in the West Indies. It gives testimony from the economic depression to the rebuilding of postwar society dealing with issues relating to decolonisation and the birth of a multicultural society.

EHL 2013



**Former Natzweiler concentration camp and its satellite camps**  
ALSACE-MOSELLE, HAUT RHIN (FRANCE)  
BADEN-WÜRTTEMBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)  
1941-45

The former Natzweiler concentration camp and its satellite work camps detained people from almost all European countries; many were originally resistance fighters opposing the Nazi regime who were exploited in forced labour. It is both a place of remembrance and of citizen's education.

EHL 2017



**Franja Partisan Hospital**  
CERKNO (SLOVENIA)  
1943-1945

The Franja Partisan hospital was a secret hospital hidden in the mountains, run by partisans during World War II as part of a broadly organised resistance movement against the occupying Nazi forces, and supported by the local population. Franja Hospital is a symbol of human fortitude and medical care, of solidarity and companionship in hardship, between staff and wounded from both sides of the conflict.

EHL 2014



**Sighet Memorial**  
SIGHET (ROMANIA)  
1948-1955

The Sighet Memorial is a former prison and a site of remembrance dedicated to the victims of communism and totalitarian regimes, and also to those who tried and still try to combat such regimes.

EHL 2017



**European District of Strasbourg**  
STRASBOURG (FRANCE)  
1949 TO PRESENT

The European District of Strasbourg is home to the Council of Europe, its European Court of Human Rights and the European Parliament of the European Union. It bears witness to European integration, the defence of human rights, democracy and the rule of law.

EHL 2015



**Robert Schuman's House**  
SCY-CHAZELLES (FRANCE)  
1950

In his home, Robert Schuman, one of the "Founding Fathers of the EU" received Jean Monet's report and worked on the draft for the Declaration of 9 May 1950. Known today as the *Schuman Declaration*, it paved the way towards post-war European integration, the European Coal and Steel Community, and eventually the European Union.

EHL 2014



**Alcide de Gasperi's House Museum**  
PIEVE TESINO (ITALY)  
1945-1953

Alcide de Gasperi was born in this house which today is a museum highlighting his contribution to the construction of Europe after World War II. He is one of the "Founding Fathers of the EU". As Italian Foreign Affairs Minister and then as Prime Minister, he supported Schuman's plans for the creation of the European Coal and Steel Community. Furthermore, he was an inspiring force in the creation of the European Economic Community.

EHL 2014



**Bois du Cazier**  
**MARCINELLE (BELGIUM)**  
 1956

The Bois du Cazier coal mine illustrates immigration and working conditions in the 20th century. It is also a symbol of European solidarity demonstrated in the aftermath of the 1956 disaster, which triggered the creation of a health and safety body by the European Coal and Steel Community.

EHL 2017



**Pan-European Picnic Memorial Park**  
**SOPRON (HUNGARY)**  
 1989

The temporary opening of the Hungarian-Austrian border on 19 August 1989 during the Pan-European Picnic peace demonstration gave nearly 600 citizens of the German Democratic Republic the opportunity to flee across the Hungarian border to the West, making the event the beginning of the destruction of the Iron Curtain.

EHL 2014



**Village of Schengen**  
**SCHENGEN (LUXEMBOURG)**  
 1985/1990

Schengen is a village situated at the banks of the Moselle river, in the border triangle of Luxembourg, France and Germany; it is synonymous with free movement in Europe since the Schengen Agreements were signed there on a river cruise ship in 1985 and 1990.

EHL 2017



**Historic Gdansk Shipyard**  
**GDANSK (POLAND)**  
 1970, 1980s, 2007

The Historic Gdansk Shipyard has strong associations with the birth and commemoration of the Solidarity movement and the origins of democratic transformations in Central and Eastern Europe in the late 20th century.

EHL 2014



**Maastricht Treaty**  
**MAASTRICHT (NETHERLANDS)**  
 1991-1992

The Maastricht Treaty was a milestone for the European integration: it was in Maastricht that the then 12 Member States agreed to proceed with the economic and monetary Union, leading to the introduction of the Euro, to the reinforcement of democratic representation in the Union and the extension of competences to new areas such as culture.

EHL 2017







## ABOUT THE 2019 SELECTION

The *European Heritage Label* highlights sites that have a symbolic value for the history and culture of Europe or the European integration. In doing so, the *European Heritage Label* seeks to increase the European citizen's understanding of the history of Europe and of the building of the European Union, and of their common yet diverse heritage.

The *European Heritage Label* is open to all types of cultural heritage: "*monuments, natural heritage, underwater cultural heritage, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects, and intangible heritage associated with a place, including contemporary heritage*". According to the *Decision 1194/2011/EU establishing a European Union action for the European Heritage Label*, they are called 'sites', a terminology used in this report. 'Transnational sites' include several sites located in at least 2 Member States.

### Applicants

19 candidate sites from 15 Member States were proposed in 2019. Among the applications there were 3 transnational sites: one involving 4 Member States, 1 coordinator site and 4 sub-sites; the other two involving 2 Member States each, 1 coordinator site and 6 or 7 sub-sites. The trend towards larger scale applications thus continues. Two candidate sites were resubmissions of sites that had been labelled prior to 2011, when the *European Heritage Label* was an intergovernmental action.

The Panel noted a greater variety in the candidate sites. It welcomed in particular the proposal of candidate sites that reflect heritage typologies not submitted in previous years - such as underwater archeology - and sites with a strong intangible heritage dimension. In comparison to previous years, there was a greater focus on sites that bear witness to the history and culture of Europe than on European integration. This is a positive trend if the timeline of the *European Heritage Label* is to become more representative. The geographical participation seems stable as not all Member States send candidate sites every selection year, so there is a need to encourage a few Member States to propose candidate sites. It is much appreciated that Finland has decided to engage with the *European Heritage Label*, bringing the number of Member States that joined the initiative to 25.

### Selection process

*Decision 1194/2011/EU* provides for a 2-step procedure: a pre-selection of the candidate sites at national level, and the selection at European level by a panel of 13 independent experts designated by the European institutions. The Panel welcomed 7 new members in 2019: the 4 members designated by the Council in 2018 during which the Panel did not meet, and 3 members designated by the European Parliament in 2019. The renewal of two mandates, one by the European Parliament and the other by the Committee of the Regions, was helpful to ensure continuity in the Panel's work. Should *Decision 1194/2011/EU* be reviewed, the Panel recommends to change the duration of the mandate of Panel members into 4-year terms in order to mirror the 4-year cycle of selection and monitoring, and to ensure that all Panel members are involved in a monitoring year. The composition of the Panel is detailed on page 64. The Panel assessed the 19 applications against the 3 criteria laid down in *Decision 1194/2011/EU*: the European significance of the sites, the communication of their European dimension to European audiences (= the project) and the operational capacity to implement their project (= work plan). Candidate sites are assessed on the basis of their own merit and in a proportionate way, taking into account their character and scale, as required by *Decision 1194/2011/EU*. All elements must be in the application: the Panel should not read beyond the application and cannot rewrite applications.

### Recommendation to the European Commission

The Panel recommends 10 new sites for the *European Heritage Label* in 2019, bringing the total of recommended sites to 48. The Label is recommended for a first site in Latvia. The Panel regrets that because of the limitation of "*maximum one site per Member State*" (article 11-2 of *Decision 1194/2011/EU*), once again Coudenberg Palace (Brussels, Belgium) which meets the 3 criteria cannot be awarded the *Label*. Under the application of article 12-4 of the *Decision*, the Panel had to give priority to the Colonies of Benevolence (Belgium & The Netherlands) because it is a transnational site. The Panel recommends that sites that met all criteria reapply in the future; it encourages sites whose European dimension or potential has been recognised to reapply with a robust project.

## Trends

As in the previous years, a number of trends emerged; these are presented below. The individual site reports should be read in conjunction with them.

The general observations made in previous years remain valid. They are summarised and have been updated based on this year's experience in the section "How to prepare a robust European Heritage Label application" of this report.

### DESCRIPTION

The 2019 applicants for the *European Heritage Label* included candidate sites of great complexity, not only in terms of geographical scope but also in terms of heritage typologies and values. A full and clear description of the cultural heritage for which the Label is requested should be provided in the application. This is essential as there may be layers of heritage in a candidate site, all of which will not be part of the *European Heritage Label* application. The proposed title should reflect the focus of the application.

### EUROPEAN SIGNIFICANCE

Presenting the European significance of a site is paramount for an application to be successful. Preparing a *European Heritage Label* application, should trigger reflection on the European dimension of the candidate site and on the contextualisation of the site in a wider European perspective. Unfortunately, this was not the case for all applications received in 2019.

The *European Heritage Label sites* are selected as eminent examples of critical reflection upon Europe's past. European citizens are fascinated by their history, culture and heritage, but this fascination does not necessarily go together with a critical and reflective approach to the past. The past is sometimes exploited to express present ideological and political objectives or taken hostage by restricted interests of self-representation. This is especially relevant in the case of modern and contemporary history. According to the *Decision No 1114/2011/EU* and to the opinion of the Panel, the *European Heritage Label sites* should represent and contribute to the learning process of the reflective interpretation of European history for the benefit of European society, with a special attention to young people who might be less prepared for populist presentist views on our shared past. Candidate sites often bear witness to the long and difficult road to the shared values of humanism, peace, freedom and democracy, human rights and the rule of law, or the quest for knowledge, social progress and welfare. Critical reflection and interpretation is needed to avoid overly simplistic cause and effect relationships between the sites and these European values. There is no need to put forward sub-criterion (iii) for European significance ("development and promotion of the common values that underpin European integration") to indicate that the site invites to reflection on current values.

### PROJECT

The project submitted with the application should be tied into the heritage itself and to its European dimension. If not, the project will not meet the threshold for the *European Heritage Label*. Every year this proves to be true for those applications that do not demonstrate a thorough reflection on the European dimension of the candidate site or where the European dimension is not well articulated.

To be relevant for the *European Heritage Label*, the project should focus on making the European dimension of the site better known to visitors and non-visitors. Several candidate sites included activities of a general nature in their project; however interesting these may be, they are not relevant for the *European Heritage Label*.

The Panel welcomes that the candidate sites looked into ways to cooperate with existing *European Heritage Label sites*. The more *European Heritage Label sites* there are, the more interesting cooperation projects can be generated covering all participating Member States.

### OPERATIONAL CAPACITY

Most if not all the applications demonstrated their operational capacity to conduct their current activities. However, this operational capacity was not always used to engage with what is expected from a *European Heritage Label* site: reflecting on the European dimension of their site, highlighting this dimension through developing and implementing a project to communicate this European dimension not only to locals but to European audiences, and in particular the young people. The capacity to do this must be demonstrated in the application. The Panel also reiterates its previous recommendation that the sites seek cooperation with academics to ensure that their narratives and activities are grounded on established facts and on the latest progress in science.

With regard to the transnational candidate sites, the Panel is of the opinion that setting up and strengthening the cooperation between the sub-sites in the framework of the *European Heritage Label* is part of the project. Whilst not all sub-sites have the same operational capacity, the strengthening of their capacity should be a goal for the future. Evidence of the cooperation agreement between the sub-sites should be provided.

## Prospects

2019 marks the beginning of a second cycle for the *European Heritage Label*, after the independent evaluation carried out in 2018. The new cycle includes selection years in 2021 and 2023, monitoring years in 2020 and 2024, and the next evaluation in 2024 as well.

### THE 2018 EVALUATION OF THE EUROPEAN HERITAGE LABEL

The Panel carefully considered the 2018 evaluation report and its recommendations related to the workings of the Panel. The Panel took up the suggestion to make the sub-criteria for European significance explicit. The recommendation by the evaluators to introduce a 2-step assessment process in the Panel's assessment did not take into account the Panel's working methods nor the fact that all sections of the application form provide background information on the claims for European significance, which the Panel needs to make informed decisions. Some aspects, such as more administrative and archival support for the Panel, were not dealt with in detail by the evaluators; the Panel hopes that they will nevertheless receive due attention during the second cycle. The 2020 monitoring will be an opportunity for the Panel to provide more feedback on these aspects.

### THE EUROPEAN HERITAGE LABEL DAYS AND NETWORK

2019 saw the launch of the *European Heritage Label Network* during the *European Heritage Label Days*. The Panel underscores the importance of these days in facilitating the exchange between the National Coordinators, the *European Heritage Label sites*, the European Commission and the Panel. This networking meeting provided an excellent opportunity for the *European Heritage Label sites* to get to know each other, to exchange experience and to initiate cooperation projects. The meetings generate cross-border and cross-thematic cooperation between the sites, and are part of the added value of the *European Heritage Label*. For the Panel, they provide access to essential information for the monitoring.

### PREPARING THE 2020 MONITORING

The second round of the monitoring process will take place in 2020. The Panel is to review reports from 18 Member States and 38 sites. This is almost twice as many as in 2016, the first monitoring year, when 20 sites from 13 Member States were considered. The 2016 Monitoring Report and working methods, and the dialogue during the *European Heritage Label Days* provided useful background information for a first exchange with the European Commission on how to define the common indicators and on how to organise the monitoring process in 2020.

### THE 2021 AND 2023 APPLICATION FORM

The 2019 application form was well understood by the applicants and overall they provided the amount of information needed. A few minor improvements would nevertheless be helpful. The Panel noted that the examples included in the form are influencing the applicants in ways that are not beneficial; their deletion should be considered. The lay-out of the form could be more attractive, also to highlight what is important; the numbering of the sections could be simplified.

The Panel recommends that future candidate sites include good maps and more photographs; additional photographs in the sections on the project and the operational capacity may be helpful.

### CREATIVE EUROPE AND THE EUROPEAN HERITAGE STORIES

The Panel welcomes the efforts made by the National Coordinators in the Member States to make the *European Heritage Label* better known and to help candidate sites to prepare their applications, as appropriate. It reiterates its 2017 recommendation that the *Creative Europe Desks* in the Member States be well informed about the *Label* and provide basic information on the *Label* to their audience in liaison with the National Coordinators (see also p 53 of this report). Contrary to other initiatives, no financial retribution is attached to receiving the *European Heritage Label*, not even a start-up grant to implement the project making the European significance of the sites better known at European level. This was also pointed out in the 2018 independent evaluation. Therefore the Panel hopes that the recommendation to provide such grants will be taken up by the European Commission and that all possibilities of the *Creative Europe Programme* will be used to that effect.

The Panel also welcomes the *Call for European Heritage Stories*, a joint initiative of the Council of Europe and the European Commission organised in the framework of the *European Heritage Days* in September; this call is open for participation to European Heritage Days communities from the 50 European States signatory to the *European Cultural Convention*, the winners of the *EU Prize for Cultural Heritage/Europa Nostra* and the *European Heritage Label sites*. Along with the stories, applicants can apply for a grant of up to 10,000 euros. It is recommended that future calls for the *European Heritage Stories* request that the project submitted in these grant applications reinforce the link with the *European Heritage Days* and that a percentage of the grants be reserved for *European Heritage Label sites*.

## Working method and meetings

The Panel met four times in Brussels:

- 28-29 March 2019, to familiarise the new Panel members with the objectives of the *European Heritage Label* initiative and Panel's working methods;
- 18-20 June 2019, to discuss the merits of each candidate site and to identify those applications for which additional information was needed;
- 2-3 October 2019, to examine the results of the additional information received, to finalise the recommendations on the 2019 selection to the European Commission, and to brainstorm on the 2020 monitoring;
- 24 October 2019, to review the draft Panel report and to prepare for the 2020 monitoring.

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 19 pre-selected sites. None were received.

At the first meeting of the Panel, the members elected the Chairperson and the General Rapporteur. All members signed a statement of non-conflict of interest with regard to the candidate sites; one member declared a conflict for a one application. The rules of the Panel are strict: no Panel member takes part in the decision-making process on candidate sites from his/her country and when there is a conflict of interest. When candidate sites of the country of the Chairperson are being considered, another Panel member chairs that part of the meeting.

The European Commission, in consultation with the Chairperson, designated two Rapporteurs for each candidate site and three Rapporteurs for two large transnational sites. All Panel members read the 19 applications in order to contribute fully to the assessment of all sites.

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 recalled the selection criteria and the principles of the *European Heritage Label* spelt out in *Decision 1194/2011/EU* as well as the benchmarks set during the previous selection years. It then examined each application: each candidate site was introduced by the designated Rapporteurs, followed by a discussion by all Panel members.

Additional questions for clarification were sent to candidate sites as appropriate. A formal response was received from all those candidate sites. Beginning of October, the Panel considered whether the additional information received answered the questions.

All applications were assessed on their own merits. Before finalising its recommendations to the European Commission on awarding the *European Heritage Label*, the Panel examined the overall consistency of its individual recommendations in regard of the list of all *European Heritage Label sites*.

The Panel reached its conclusions by consensus and agreed on the final recommendations to the European Commission without reservation.

At its last meeting in October, the Panel reviewed the contributions drafted by the Rapporteurs for each candidate site and flagged the general considerations that needed to be reflected in the Panel report. The Chairperson edited the report with the support of the General Rapporteur.

The Directorate General Education, Youth, Sport and Culture of the European Commission provided the facilities and support to the Panel for which it is very grateful.

## SITE REPORTS

## SITES RECOMMENDED FOR THE EUROPEAN HERITAGE LABEL

### Archaeological Area of Ostia antica

OSTIA (ITALY)

6<sup>TH</sup> CENTURY BC - 6<sup>TH</sup> CENTURY AD

#### Description

The Archaeological Area of Ostia antica consists of the remains of a Roman settlement originally located at the mouth of the River Tiber on the west coast of Italy. Due to changes in the river channel and the coastline, the remains are now about 4 km from the sea. Ostia was founded in the 6th century BC, but earlier defences date from the 4th century. The main function of the settlement was originally to protect the mouth of the river Tiber, but later with the construction of a new harbour by Claudius and Trajan the city developed in an active commercial centre that spread beyond the city walls. As the principal port of Rome, Ostia became a place of great strategic and commercial importance in the Mediterranean area. By the end of the 2nd century AD the city was still thriving and hosted a population of more than 50,000. It went into decline in the middle of the 3rd century AD as the focus of the Empire moved eastwards.



#### European significance

The Archaeological Area of Ostia antica is a place where goods circulated and different cultures and religions mingled. As a "Gateway to Rome" Ostia was a melting pot and a place with far-reaching influence on land, across the Mediterranean basin and beyond. Evidence of the trade, the exchanges and the diverse population can still be seen today in the mosaic floors, the archaeological remains and funeral inscriptions.

The European dimension and the cross-border nature of the site are well articulated in the site's narrative. The candidate site meets criterion (i) for European significance, as required for the European Heritage Label.

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

The project is focussed on the message of Ostia antica as a multicultural place and a gateway to Rome for goods and ideas. The aim is to reach out to a local audience including schools, to an international audience, and also to stimulate scientific research on the site and its role and contribution to the history of Europe. Among the proposed activities is a cycle of annual conferences targeted at scientific and research audiences as well as a school-work-alternation project. It is planned to communicate with schools about the heritage of Ostia antica as a testimony of the common past of the people who lived and worked there and to increase awareness of this important social history. An audioguide in several European languages is available and an extensive website caters for an English and Italian speaking audience.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

#### Organisational capacity (work plan)

The Archaeological Area of Ostia antica is protected under Italian law and managed by the Archaeological Park of Ostia antica. It is part of the State nature reserve for the Roman Coast. Whilst the current status of the monuments is good, a substantial conservation programme is planned over the next 5 years. In addition, wide ranging activities dedicated to communications, culture, and linkages to coastal paths, Fiumicino airport and railway station are planned. Entrance to the site for Europeans under 18 is free of charge.

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

#### Recommendation

Ostia antica, the main port of ancient Rome, was a melting pot of different cultures and a place of intense cultural exchange with the Mediterranean basin and beyond. The Panel recommends that Ostia antica receive the European Heritage Label.

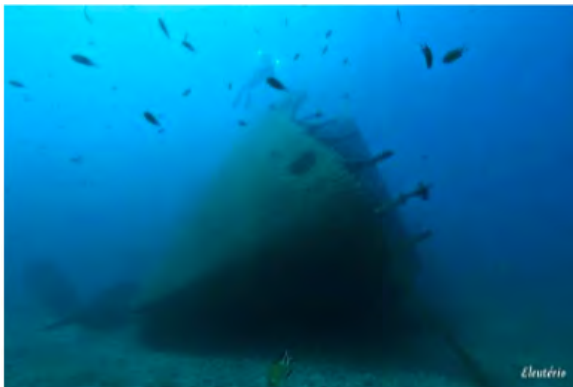
## Underwater Cultural Heritage of the Azores

AZORES, PORTUGAL

16<sup>TH</sup> CENTURY – 20<sup>TH</sup> CENTURY

### Description

Azores' Underwater Cultural Heritage consists of a network of 30 public dive sites centred on a range of shipwrecks dating between the 15<sup>th</sup> and 20<sup>th</sup> centuries. These sites are representative of the overall underwater heritage of Azores which is made up of more than 1,000 documented shipwrecks of which about 100 underwater archaeological sites have been identified. The Azores archipelago was of strategic importance for the transatlantic voyages. The 30 shipwrecks in the application are connected to different aspects of European history and trade from the 16<sup>th</sup> to 20<sup>th</sup> centuries: the Silver Route to South America, the transatlantic slave trade, military conflicts such as the American War of Independence and both World Wars, emigration ships from Europe to America, and exploration expeditions such as the famous the Beagle voyage on which Charles Darwin travelled around South America.



Shipwreck of Dori (Eleutério)

### European significance

Azores' Underwater Cultural Heritage as represented through the sample of these 30 shipwrecks bears witness to the role of the Azores in European history as "the world's bottleneck" for transcontinental sailing over many centuries. The Azores' shipwrecks provide material evidence of the expansion of Europeans across oceans and the early starting points to globalisation in terms of trade, military actions, migration, etc. The shipwrecks are presented as time capsules of European history, symbolic of different times and different territories. The European dimension, the cross-border nature, and the role and place in European history are well articulated in the site's narrative. The candidate site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

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

The project is focussed on three main areas of actions: 1) further scientific investigation of the underwater sites; 2) developing the model for managing of underwater heritage in consultation with the international dive community; and 3) presenting investigated and managed heritage to European audiences through travelling exhibitions to schools, audio visuals, television, publications and the media. Three new interpretative centres are planned too. The project will build on international best practices for managing underwater heritage, such as using three-dimensional models to allow interactive digital or virtual visits to underwater sites. The guide to the 30 sites will be available initially in four languages.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

Azores' Underwater Cultural Heritage is protected as a series of underwater archaeological parks created under Portuguese law and based on the UNESCO Convention on the Protection of Underwater Heritage. They are managed by the Azores Regional Directorate for Culture, working with local authorities. The budget comes from the Autonomous Region of the Azores and additional funding is provided by European programmes such as INTERREG. European co-funding is available for the future interpretation centres.

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

### Recommendation

The Underwater Cultural Heritage of the Azores, represented by a sample of 30 shipwrecks, each acting as a time capsule, bears witness to the extension of European activities across the ocean. The Panel recommends that Azores' Underwater Cultural Heritage receive the European Heritage Label.

## Living Heritage of Szentendre

SZENTENDRE (HUNGARY)

LATE 17<sup>TH</sup> – 19<sup>TH</sup> CENTURY

### Description

The city of Szentendre dates back to Roman times but its today's appearance has mainly been influenced by Serbian refugees since the end of the 17<sup>th</sup> century. The character of the city has been shaped by the influence of the cross-border political and cultural connections, the culture-led urban development in which cultural heritage played a major role and enabled the city to function as a bridge between different European cultural areas from East and West, the Balkan and the Carpathian Basin, and Catholic and Orthodox Christianity. The proximity to Budapest has posed a constant challenge to the city.



Main Square - Performance of The Barber of Seville

### European significance

Szentendre is characterised by the spirit of multi-ethnic and religious tolerance, urban resilience and creativity since the end of the 17<sup>th</sup> century, deriving from its cross-border location. The connections along the Danube river and the prolific cohabitation of its Hungarian and Serbian population and other cultures resulted in a place of peaceful coexistence, integration and productive exchange, shaping a unique architectural design. The blending of Eastern and Western cultures in an emblematic locality of artistic freedom during totalitarian regimes determines the spirit of the town and the living heritage can still be experienced today. The application develops a clear European narrative based on the site's function as a place of tolerance and dialogue and co-development of different cultures, stemming from the cross-border relations and exchange. The European dimension and the cross-border nature are clearly articulated in the site's narrative. The candidate site meets criterion (i) for European significance, as required for the European Heritage Label.

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

The project starts from Szentendre strengths: its cross-border political and cultural connections, its resilient nature and being a bridge between the East and the West. Its framing concept incorporates festivals, artistic events and educational activities. In the future it is planned to use an emphatic catchphrase or tagline to highlight the European dimension of the local culture. Planned activities include also a historical competition and the dissemination of a children book. Digital means, online activities and multilingualism will be included to reach out to non-visitors and beyond the Serbian and Hungarian people. Links with other European Heritage Label sites will be incorporated.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The site is protected under Hungarian law as a conservation area, and it is also part of the Pilis Biosphere reserve. It is managed by the Municipality of Szentendre which promotes the heritage management of the town as a historic urban landscape. The Municipality works in close cooperation with local NGOs and cultural and artistic institutions run by the Ferenczy Museum Center, comprising 11 museums, and the Szentendre Cultural Centre, responsible for several cultural festivals in the city. The operating funds are provided by the Municipality.

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

### Recommendation

The Living Heritage of Szentendre is a blend of intangible and tangible urban heritage, shaped since the 18<sup>th</sup> century by the fusion of cultures and religions across borders, and thriving up to the present through arts and cultural activities. The Panel recommends that the Living Heritage of Szentendre receive the European Heritage Label.



## Colonies of the Benevolence

WORTEL - MERKSPLAS (BELGIUM, COORDINATOR)  
FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD  
OMMERSCHANS - VEENHUIZEN (THE NETHERLANDS)

1818-1993

### Description

'Colonies of Benevolence' is a transnational application including seven sub-sites in Belgium and the Netherlands, established in the 19th century to reduce poverty through social employment in new agricultural settlements. They were created as a social experiment in what was then the Kingdom of the Netherlands with borders resulting from the Congress of Vienna, at a time when Europe was extremely impoverished. The colonies were established either as 'free' - for families who received the chance to run small farms, or 'unfree' - as large collective structures for vagrants and orphans. Their original functioning was suspended.

Merksplas (L.V.)



Characteristic avenues (© Kempens Landschap, James)

### European significance

The Colonies of Benevolence pioneered a new public-private approach based on investments in agriculture on barren land, providing access to education and employment, and preserving 'peace and order' in society, on the one hand, but also on "false assumptions about the make-ability and productivity of people and land", on the other. The 175-years of their history reveal the long evolution in the European thought concerning socially marginalised people and

their scarcely recognised rights as full members of society, enshrined now in Article 1.2 of the European Constitution.

The European dimension and the place of the Colonies of Benevolence in the history of poverty reduction and social endeavours in Europe are clearly articulated in the site's narrative. The candidate site meets criterion (ii) for European significance, as required for the European Heritage Label.

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

The overall aim of the project is to take the foundation ideas of the Colonies as a basis from which to explore the conceptual development of social policies on poverty alleviation in Europe from the early 19th century up to and including the present day. The four visitor centres of the seven colonies will cooperate to present "1 history, 7 sites". Specific actions will include an educational toolkit aimed at different target groups (including entrepreneurs and young people) to promote this exploration, as well as multilingual guided tours and a coherent multilingual communications programme across all the sites publicising the role of the Colonies of Benevolence as pioneers in European public employment and social policies. This will be promoted on the common website and through the use of digital and interactive technologies on-line and at the individual visitor centres.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

All the colonies are nationally protected landscapes under Belgian and Dutch law. The sites are owned by a range of organisations include municipalities, land management agencies, and independent organisations set up to run an individual site. The funding for sites comes from various sources including self generated income, and public funds. The four existing visitor centres are leading the common project for the European Heritage Label under the coordination of the Belgian site.

The coordinator and the sub-sites have adequate operational capacity to implement the project and meet the criteria required for the European Heritage Label.

### Recommendation

The Colonies of Benevolence, established as controlled agricultural settlements for the needy, represent an example of innovative policies and practices seeking to combat poverty and segregation. The Panel recommends that the Colonies of Benevolence receive the European Heritage Label.

## Kynžvart Chateau – Place of diplomatic meetings

LÁZNĚ KYNŽVART (CZECH REPUBLIC)

19<sup>TH</sup> CENTURY

### Description

Kynžvart Chateau, located in the west of the Czech Republic, is surrounded by a historical park with an area of 293 hectares. In the first half of the 19th century the chateau was rebuilt by the Austrian Chancellor, Prince Klemens von Metternich (1773–1859), who added greatly to the significant collections of the Metternich family in particular the library of European importance including a notable collection of daguerrotypes, and a cabinet of curiosities. The collections have remained undivided to this day and are completely accessible to the public. The Chateau has been opened to the public since 1928. In 1840, the Chateau was at the centre of a diplomatic initiative, the Peace League Proposal. This proposal represented an important moment in the search for a lasting balance of power in Europe.



### European significance

Due to its ownership by a very well-known historical figure, Chancellor Metternich, Kynžvart Chateau was the location for many discussions and negotiations of European diplomacy. The Chateau represents a "lieu de mémoire" of European diplomacy attentive to the search for a balance between the main European States. This is the focus of the site rather than the personal involvement in the history the chateau of Metternich – whose own role should be the subject of critical discussion.

The application clearly articulates the European dimension of the Chateau, the pan-European nature and the role it played in European diplomatic history. The candidate site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

### Strengthening the communication of the European dimension to European audiences

The project is focused on the use of the history of the Chateau – and of the role it played in the political and diplomatic history of 19th century Europe – as a way to communicate the history of the difficult search for a European peace. In the immediate term, the project, building on initiatives already in place, aims at organising exhibitions, museum tours and international conferences. More languages will be used to facilitate access to the site and to improve the overall experience of visitors. It also intends to link up with several other European Heritage Label sites which have played a role in European diplomacy e.g., the Abbey of Cluny, the Sites of the Peace of Westphalia and the Imperial Palace in Vienna. The Panel encourages the forging of such links.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity

The Chateau is protected under Czech law and is managed by the National Heritage Institute. The collection of daguerrotypes is included in UNESCO Memory of the World. Along with its adjoining golf course, the chateau is an important tourist attraction for the area. A reasonable increase of 20% in visitor numbers is being sought, so additional facilities are being planned as a result. The system of management is such to guarantee the operational readiness of the site and to initiate further research into its complex history.

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

### Recommendation

Kynžvart Chateau is a "lieu de mémoire" and a milestone in the history of European diplomacy, the European balance of powers and the European State system. The Panel recommends that Kynžvart Chateau receive the European Heritage Label.

## "Zdravljica" - the Message of the European Spring of Nations (1848)

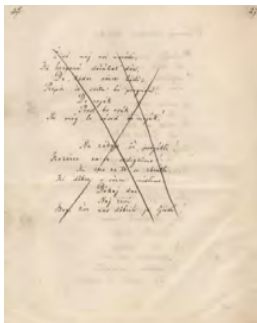
LJUBLJANA (SLOVENIA)

1844-1848

### Description

"Zdravljica" is a poem written in 1844 by the Slovenian poet France Prešeren. It was only published in 1848, after the abolishment of censorship in the Habsburg empire as part of the Spring of Nations. Written in Slovenian it had an influence in the development of Slovenian identity, and more generally in the promotion of freedom of expression. The continued importance of Zdravljica was illustrated in 1944 when the partisans resisting Nazi-fascism re-printed "Zdravljica", and in 1989 after the end of the Socialist Federal Republic of Yugoslavia when "Zdravljica" was sung on various occasions. In 1991 in the new Slovenian Republic, the 7th verse of the poem was chosen as the national anthem. In this verse the poem expresses the ideal of a peaceful co-existence of all nations.

A quotation from the poem is stamped onto the €2 coin and also engraved on a memorial erected in 2008 in front of the Justus Lipsius building of the European Council in Brussels, during the Slovenian EU Presidency.



The crossed off poem in the manuscript of Poezije Doktorja Franceta Prešerna

### European significance

"Zdravljica" is representative of 1848 - the Spring of Nations or Year of Revolution, an important movement in European history. The role of literature, written in national or minority languages, in kindling nationalist feelings, and shaping demands for the removal of censorship and the right of freedom of expression, was reflected across Europe. Whilst the literary achievements of the poem's author, France Prešeren, are of central importance to the creation of a Slovenian nation via language and literature, the poem simultaneously promoted the message of peaceful coexistence of nations. The positive reception of the poem and its transmission across Europe through German and Scandinavian translations since the 1860s/1880s, and English and other languages since the mid-20th century, made the poem widely known. In addition, it promotes an international inclusive spirit rarely found in a national anthem.

The European dimension and the role of the poem in a period calling for abolition of censorship, respect for all languages and peaceful co-existence is clearly articulated. The candidate site meets criterion (ii) for European significance, as required for the European Heritage Label.

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

The project is focussed on improving awareness of the importance of the heritage of European literature and languages. This will be realised primarily through activities which intend to increase the visibility of "Zdravljica" across Europe through translations into European languages and other multilingual activities. Among the main target groups are high school and university students, educators and especially the EU general public. A reflective approach towards the activities will allow greater exploration of the importance of literature within the sphere of cultural heritage in Europe. The original manuscripts and the bibliographic editions will be shown through exhibitions including virtual and interactive ones. There will be a permanent presentation at the National and University Library (NUK) Information Centre and an online virtual exhibition.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

"Zdravljica" and its various documentary manifestations is protected as a cultural monument under Slovene law. The library collections and building are managed by the National and University Library (NUK). The Library is financed by the national Ministry of Culture.

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

### Recommendation

The Slovenian poem "Zdravljica" calls for peace and is a reminder of the equality of European languages, the freedom of speech and the abolition of censorship. The Panel recommends that Zdravljica, the message of the European Spring of Nations (1848) receive the European Heritage Label.

## Site of Remembrance in Łambinowice

ŁAMBINOWICE (POLAND)

1870-1946

### Description

The Site of Remembrance in Łambinowice consists of several places along the 'Road of Remembrance': the Old Cemetery of the Prisoners of War (POW), the areas of former Stalags VIII B (344) and 318/VIII F (344) Lamsdorf, the Cemetery of Soviet POWs, the area of the former Labour Camp and its Cemetery, and the Central Museum of Prisoners-of-War. The Museum was established in 1964 to commemorate and to study the camps and issues surrounding the POW, established during the Franco-Prussian War in 1870-71 and used during World War I and World War (WW) II. Over seven thousand POWs from several European nationalities are buried at the Old Cemetery. During WWII, many anti-Nazi and freedom fighters were imprisoned in the camps. After the wars, the camps were used for migrating civilians.



Monument of POWs' Martyrdom

### European significance

The Site of Remembrance in Łambinowice has transnational gravitas because the camps were used by different states and because of the provenance of the POWs themselves. The site bears witness to the perspectives of thousands of Europeans on important European historical events, starting from the Franco-Prussian War up to the mass-migrations after WW II. The site plays an important role for commemorating, studying - by popular and comparative research - and interpreting these lesser known parts of Europe's history. The application emphasises the need to look into different perspectives and establish a link with the present. The European dimension, the pan-European nature and the place of the Site of Remembrance in Łambinowice in the European history is clearly articulated in the site's narrative. The candidate site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

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

The project is focussed on museum educational activities and the involvement of young people and students in the remembrance of major European wars and their psycho-social consequences, and the need to respect human dignity and rights. The multilingual promotion of the site and cooperation with academics is a key objective for the site. The site has a strategy to cooperate with those European Heritage Label sites which are remembrance sites of 20th European wars. New technologies are integrated with proper methodologies such as crowdsourcing in the communication plan of the site. The potential of artistic interpretation of the commemorative actions related to the site will be built on with special attention to the interest of young people through trans-European networks of transport and knowledge-exchange.

The proposed activities will access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The Site of Remembrance in Łambinowice is managed by the Central Museum of Prisoners of War, under the legal supervision of a local authority. Other involved European countries also take part in the preservation of the site. Reception facilities are being developed and the public access is organised between the Opole museum and the related locations. The cooperation between the museum, the local municipalities and the related institutions is essential and will guarantee the appropriate promotion of the site. The organisational capacity of the site is presented from all the expected aspects.

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

### Recommendation

The Site of Remembrance in Łambinowice, bears witness to the camp life and suffering of prisoners of war (POW) and migrating populations as a result of changing borders; the site demonstrates the need to respect human dignity and rights. The Panel recommends that the Site of Remembrance in Łambinowice receive the European Heritage Label.

## Werkbund Estates in Europe 1927-1932

STUTTGART (GERMANY - COORDINATOR)

WROCLAW (POLAND)

BRNO, PRAGUE (CZECH REPUBLIC)

VIENNA (AUSTRIA)

1927-1932

### Description

The Werkbund Estates in Europe 1927-1932 is a transnational site, comprising 4 countries (Germany, Poland, Czech Republic, Austria) and 5 towns (Stuttgart, Wrocław, Brno and Prague, Vienna). After World War I from 1918 on, across Europe there was an urgent problem of a wide-spread lack of suitable housing. In response under the banner, New Objectivity, avant-garde architects from different parts of Europe wished to find affordable solutions that met social need with well-designed, high quality buildings. The first Werkbund Estate, Weissenhof, was built in Stuttgart in 1927, and it inspired others to adopt modernist principles to similar projects. The other estates followed from 1928 to 1932. All faced difficulties in conveying their progressive ideas to a broader public. Under the Nazi regime the buildings were derided for their modernism. Post WW II, with some Werkbund Estates behind the Iron Curtain, the estates went in separate ways. In 2013 a network of the estates was formed to promote exchanges of good practise and advice for their preservation. The Werkbund Estate in Zürich (Switzerland) is part of the 2013 network.

Weissenhof Estate, Stuttgart



WuWa (Wohnung und Werkraum Ausstellung, Wrocław)

### European significance

The Werkbund Estates in Europe 1927-1932 started as an architectural experiment but had a profound influence on 20th century modernist architecture by allowing architects from different European countries to put their modernist theories into practice. The Estates are a manifestation of the European origins of this movement with substantial developments in 5 countries. The Werkbund Estates have an important place in the history of architecture in Europe, but the evolution of the settlements over time also reflects the various political and social situations between the East and the West. Their social, emancipatory, aesthetic and technical aspirations and the lessons learnt remain a source of inspiration for the present day where several European countries are also struggling to provide adequate social housing for their populations. The Estates demonstrate how exchange of heritage practice can build up transnational communities of interest in heritage preservation, architectural history and resolution of shared social problems.

The value of a joint application is well argued. The European dimension, the cross-border nature, the role of the Werkbund Estates in the history and the promotion of modernist ideas to build suitable and affordable housing is clearly articulated in the site's narrative. The candidate site meets the criteria (i), (ii) and (iii) for European significance, as required for the European Heritage Label.

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

The joint network project aims to intensify cooperation and to sensitise European citizens, especially young people to the European dimension of the Werkbund estate through an improved understanding of modern architecture, and the ideas that shaped it. A traveling exhibition already used in Wrocław will go on tour to the other the cities in the network and will be used by them to organise more events. Common training standards and material will be developed. A unifying logo will be developed and common multilingual flyers produced. Multilingual information resources will be established at the shared website, starting with the languages of the countries. Each place will give visibility to the other sites of the network and the common narrative.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

All sites of Werkbund Estates in Europe 1927-1932 are protected by relevant national law; in some cases they are part of a World Heritage Site, for example, Stuttgart. Some sites are managed by city authorities;

others are in private ownership, all having retained their residential function. The Werkbund Estates attract many international visitors. Stuttgart, Vienna, Wrocław and Brno already possess the necessary infrastructure for visitors, and in Prague an important project is under way. In Stuttgart and Wrocław there are information centres, with an annual budget; Vienna has an information point; in the other towns the organisational capacity is to be increased.

The coordinator and the sub-sites have adequate organisational capacity to implement the project and meet the criteria required for the European Heritage Label.

#### Recommendation

The Werkbund Estates in Europe 1927-1932 built in response to the housing shortage after WWI, demonstrated that healthy living quarters could also be efficient and affordable buildings. Their avant-garde vision, aesthetics and social responsibility influenced the modern housing movement and later 20th century European architecture. The Panel recommends that the Werkbund Estates in Europe (1927 -1932) receive the European Heritage Label.

## Lieu de Mémoire au Chambon-sur-Lignon

CHAMBON-SUR-LIGNON (FRANCE)

1940-1944

### Description

Lieu de Mémoire au Chambon-sur-Lignon is a memorial place opened in 2013, presenting the rescue operations provided by the locals during World War II. From December 1940 to September 1944 the inhabitants of Le Chambon-sur-Lignon and the villages of the surrounding plateau provided shelter for an estimated 5,000 people, of Jewish origin (among them many children), as well as Spanish republicans, anti-Nazi Germans, members of the French resistance and others. The site consists of an interpretative/history trail on various resistance activities against the Nazis during WWII; a memorial space with testimonies from former refugees and the Righteous; rooms for exhibitions and educational activities; and a memory garden designed by Louis Benech, the landscape artist. The extraordinary role played by the inhabitants of Chambon was recognised by means of an honorary diploma from the Institute Yad Vashem (Jerusalem) in 1990.



### European significance

In the 1930s the arrival in the town of a group of Protestant clergy and people involved in European and international peace networks from outside France moved to Chambon-sur-Lignon. Combined with the attitudes of the then mayor and other clergy to stand up against the Nazis and the Vichy regime, this helped to shape Chambon-sur-Lignon, and the surrounding villages into a place of active resistance and a refuge for those people these regimes sought to eliminate. As such this site has important tangible and intangible dimensions. The European dimension, the cross-border nature and the role of the site in European history and in defending respect for human lives is clearly articulated in the site's narrative. The candidate site meets the criteria (i), (ii) and (iii), as required for the European Heritage Label.

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

The aim of the project is to encourage reflection among European audiences on the role of the Righteous and how they were able to act in different European countries during WW II. The project has two main actions: firstly a guide-book aimed at European visitors to be translated into several languages. Secondly an exhibition on the Righteous in Europe, presenting all sites and memorials dedicated to the Righteous in Europe. It also proposes to increase scientific research and networking at European level.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

Lieu de Mémoire au Chambon-sur-Lignon was established under French law in 2000 and is managed by the town of Chambon-sur-Lignon. It is funded by public and private sources, including the Ministry of Culture, local and regional government, the Foundation for the Memory of the Shoah, and sponsorship. The team is quite small: a director in charge of the cultural programmes and the management of the site, a heritage assistant, and reception and mediation staff, while history/geography teachers support the education service. International researchers will join the scientific committee. Temporary workers augment the service during the summer months. It is planned to reinforce the team from 2019 onwards. The Panel recommends that the site make strategic use of their resources.

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

### Recommendation

Lieu de Mémoire au Chambon-sur-Lignon is a place of remembrance for the life saving actions of the Righteous during the World War II in offering refuge to over 5,000 people of different religions, languages and political backgrounds from all over Europe, who otherwise would not have survived the horrors of war. The Panel recommends that Lieu de Mémoire au Chambon-sur-Lignon receive the European Heritage Label.

## “Three Brothers”

RĪGA (LATVIA)

20<sup>TH</sup> CENTURY

### Description

The “Three Brothers” is a complex of three houses in Riga built between the 15th and 17th centuries. Amongst the three is the oldest known surviving stone-built house in Riga and a building with a façade based on drawings by Hans Vredeman de Vries. The buildings are characteristic of dwelling houses found in Hanseatic towns in the Baltic Region. Over the centuries they have undergone changes. The most recent intervention took place in the 1950s under P. Sauliis. In this restoration campaign, parts from other destroyed and lost buildings were integrated into the ensemble. During the Soviet occupation of Latvia the complex was one of the first sites to be restored, building on the preservation philosophy and practice originating from the Latvian Republic in the inter-war period. This philosophy which aims to retain a maximum of historic material, and wear and tear, also informed other restoration projects, despite the threats and pressure from the Soviet occupiers. The pivotal role of the site in heritage preservation in Latvia continues as it is the home of the National Heritage Board and the Latvia Museum of Architecture.



### European significance

Heritage preservation and the concepts that informed its practice were instrumental in building resistance to the destruction of Latvian culture during the Soviet occupation, and for sustaining the link with Europe and the value of freedom during this period. The “Three Brothers” was at the centre of this movement. After independence in 1989/90, high priority was given to heritage policy, which was based on the principles for cultural heritage preservation developed in Europe. This continues up to the present, with the new dimension of heritage policies integrated into a long-term vision based on the example of protecting historic

Riga from negative impacts of over-exploitative economic development. As a result, the “Three Brothers” have become a symbol of cultural heritage protection systems and their ‘soft powers’ in Europe. The European dimension and the role in the history of heritage conservation is clearly articulated in the site’s narrative. The candidate site meets criterion (ii) for European significance, as required for the European Heritage Label.

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

The project is focused on raising awareness of the “Three Brothers” as a symbol of the potential of heritage organisations to sustain a sense of belonging to Europe even during difficult political situations and to make their own valuable contributions to European culture. The aim is to initiate further comparative research with other post Soviet European countries on the role of heritage policies during this period, and to promote a series of annual exhibitions on the theme of European identity and cultural heritage. A programme for senior foreign officials based in or visiting Latvia will also be initiated to promote the values of the site and the European Heritage Label. Specific activities are planned for children and young people on “Three Brothers” as a European Heritage Label site and on the notion of European heritage along with a new map of the labelled sites. A multilingual audio guide will be produced in different languages. The digital presence on-line of the site is also being expanded. The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

“Three Brothers” is protected under Latvian heritage legislation and is located in the World Heritage Site of Historic Centre of Riga. The complex is owned by the Latvian State, and the National Heritage Board is responsible for its conservation and management; an annual maintenance budget is in place. The site receives nearly 60,000 visitors a year, and has adequate measures in place to cater for their diverse needs including the opening of a new visitor centre in 2020. The candidate site has adequate operational capacity to implement the project and meets the criteria required for the European Heritage Label.

### Recommendation

“Three Brothers” is an exemplar of the important role of heritage management and preservation in helping articulate, shape and sustain a sense of belonging to Europe during the Soviet occupation and up to present times. The Panel recommends that “The Three Brothers” in Riga receive the European Heritage Label.



## OTHER CANDIDATE SITES

### Vučedol Culture Museum and Archaeological Site

VUKOVAR (REPUBLIC OF CROATIA)

3000 - 2500 BC

#### Description

The Vučedol Culture Museum and Archeological Site are both located on the bank of Danube River in eastern Croatia. The museum's permanent exhibition introduces the prehistoric Vučedol archeological culture, which at its peak expanded across a substantial territory covering thirteen of today's European countries including Albania, Austria, Bosnia and Herzegovina, Croatia, Czech Republic, Hungary, Italy, Kosovo, Montenegro, Romania, Serbia, Slovenia and Slovakia. The museum was opened in 2015 with the mission to put the Vučedol archeological site on the archeological map of Europe and to extend knowledge of Indo-European traditions through new contemporary facilities, education and research activities.

#### European significance

5,000 years ago the Vučedol culture brought about what is now regarded as typological Indo-European tradition and innovations such as four wheeled carriages, and advanced copper and bronze casting. However, the wider European context of the Vučedol archeological site is insufficiently reflected in the application. As civilisations do not evolve in isolation, further comparison with other Neolithic cultures in Europe is needed. The application lacks a sufficiently reflective approach in presenting the Vučedol heritage. Whilst the application shows potential, it does not demonstrate the level of European significance required under the criteria for the European Heritage Label

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

The project aims to position the Vučedol region as a new cultural and tourism destination in Europe. The Museum wants to increase its visibility, to intensify promotional activities, to develop new educational content, especially for young people, and to enhance the availability of information in several languages. The institution also plans to establish a centre of Indo-European studies (archeology, genetics, linguistics) based on a century of archaeological research in the area. These activities are very valuable, however, they are not sufficiently focused on raising awareness of the European dimension of the site. The project does not meet the criteria required for the European Heritage Label.

#### Organisational capacity (work plan)

The Vučedol Culture Museum is a national museum of the Republic of Croatia. Additional works are planned to increase its accessibility and to strengthening its scientific infrastructure. The Museum is funded through a combination of state funding and self-funding. The developments are implemented in partnership between the Ministry of Culture and City of Vukovar.

Whilst the candidate site has adequate operational capacity to carry out its activities, the application does not demonstrate the level of organisational capacity necessary to broadly communicate the European dimension of the site to a Europe-wide public, as required under the criteria for the European Heritage Label.

#### Recommendation

The Vučedol Museum and Archaeological Site are a significant archeological landmark and heritage institution for the prehistory of Europe. Whilst the application has demonstrated potential, in its present form it does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.

## Columbus Sites

HUELVA COUNTY (SPAIN, COORDINATOR)  
WITH 6 MORE SITES IN SPAIN,  
AND LISBON (PORTUGAL)

15<sup>TH</sup> CENTURY

### Description

The Columbus Sites are a transnational network of places in Spain and Portugal where Columbus' plan 'to reach the east by travelling west, following the path of the sun' was managed, financed, organised and carried out. During the mid 1480s Christopher Columbus travelled to the courts of Portugal, and Aragon, Castile and Leon where he was finally successful in gaining support from Ferdinand and Isabella, to finance his expedition and to recruit the most experienced sailors available for his epic adventure. This transnational candidature is a joint effort of the Huelva County, Palos de la Frontera, Moguer, Huelva, San Juan del Puerto (all in Huelva County); Baiona la Real (Gallicia); La Gomera (Canary Islands); and Lisbon (Portugal).

### European significance

The Columbus Sites represent an episode of Europe's history which transformed the fundamentals of Europe completely. The new intercontinental maritime routes challenged countries to innovate in naval technology and navigational skills. This territorial and commercial expansion and the new interactions between civilisations on either side of the Atlantic Ocean, and between European states themselves, has played a fundamental role in the history and culture of Europe, transforming all areas of life. The value of a joint application and of the teamwork is well articulated.

Whilst the Columbus Sites have the potential to meet the criteria for European significance, a common narrative for the places is still in the making and the different perspectives on Columbus are not sufficiently explored in order to articulate a reflective approach and to inform the complex impacts of Columbus' voyages. As a result the application does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

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

The aim of the project is to raise awareness of these places as the cradle of Columbus' project, of the scientific and technological advances and the resulting intercontinental, commercial network. The focus is on strengthening the network between these places and improving the quality of the tourism offer. There will be a joint presentation of the sub-sites as well as common marketing, communication, teaching and training strategies. A five-year action plan will be drawn up. The projects of the sub-sites detail the more site-specific activities in terms of organisation, events, programmes for school children, use of languages and staff training. However useful these activities may be for both the network and the places themselves, overall the project does not communicate the European dimension of the sites nor a reflective approach to Columbus. The project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The association of the various places is managed by a board of public and private institutions in Spain and Portugal, coordinated by Huelva County Council as the project leader. Most of the activities are in the hands of public administrations who plan to invest in local human resources and infrastructure. As such the Columbus sites have a strong operational capacity to manage the network, its activities and the site-specific activities. However, due to the short-comings in relation to the approach adopted regarding the European dimension of the Columbus sites, the application does not demonstrate the level of organisational capacity to communicate their complex European significance in all its aspects to a Europe-wide public, as required for the European Heritage Label.

### Recommendation

The Columbus Sites have the potential to meet the criteria for European significance since from here 'the meeting of two worlds' was started; however the narrative lacks a reflective approach on its complex dimensions. In its present form the application does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.

## Vizsolyi Bible Commemorative Site

VIZSOLY (HUNGARY)

11<sup>TH</sup> - 16<sup>TH</sup> CENTURY

### Description

The Vizsolyi Bible Commemorative Site is located in the wine-making area of Tokaj, in northern Hungary. It consists of a historic Gothic church, which dates from the 11th century and houses one of the first editions of the Vizsolyi Bible, the first complete translation of the Bible into Hungarian. The church is also home to an important collection of medieval frescoes. The commemorative site also includes a reception area in a neighbouring building, the House of Books and Bibles, where the history of the Vizsolyi Bible is presented. Located close-by are exhibitions on the history of printing, and winemaking in the region of Tokaj, and their interrelations.

### European significance

Vizsoly is the place where the first bibles in Hungarian were printed at the end of the 16th century. As in other areas of Europe, the translation of the Bible into the vernacular had substantial impact on the development of the Hungarian language, and literature as well as religious practice. The narrative in the application taking the Vizsolyi Bible as an example, makes a well articulated connection with the transmission of Reformation and Enlightenment ideas such as freedoms of press, speech and religion.

The European dimension, the place of the Vizsolyi Bible in European history are well articulated in the site's narrative. The candidate site meets criterion (ii) for European significance, as required for the European Heritage Label.

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

The proposed project is an assemblage of activities mainly centred on the creation of a 'Society of the Guardians of the Hungarian Bible', which will involve municipalities and communities linked to the translation, printing or safeguarding of the Bible in Hungarian. The application does not clearly show how the site has contributed or spread the ideals of the Reformation and the Enlightenment, and how the history and the European dimension of the site will be transmitted to a wider European public. Even though a conference on «freedom of the press and national language cultivations» is to be developed, the application does not sufficiently demonstrate how it will raise awareness of the European dimension among European audiences. Therefore the project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The Gothic church was designated as a national asset in 2014 and as a historic commemorative site in 2017. It is planned to clean and conserve the bible itself over the next four years. More repair and maintenance works are envisaged to safeguard the frescos. The Vizsolyi Bible Commemorative Site is managed by the congregation which has a dedicated budget for the operation of its activities. Some work is also carried out on a voluntary basis. The budget for some of the proposed future activities is not secured yet and this could pose a potential risk to the efficient implementation of these. The candidate site has adequate operational capacity to manage its current activities, however the application does not demonstrate the level of operational capacity necessary to broadly communicate the European dimension of the Vizsolyi Bible to a Europe-wide public, as required for the European Heritage Label.

### Recommendation

The Vizsolyi Bible Commemorative Site has demonstrated its European significance through its historical connections to the translation, printing and dissemination of the Bible in Hungarian and the spread of ideas of the Reformation and the Enlightenment. However, in its present form the application does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.

## Sagunto

SAGUNTO, SPAIN

6<sup>TH</sup> CENTURY BC - PRESENT DAY

### Description

Sagunto is located on the western Mediterranean coast of Spain, at the mouth of the Palancia river. The port city of 70,000 inhabitants is sited at the crossroads of the Via Heráclea and the Via Augusta. Sagunto was an important Roman municipality, later on it became a Muslim citadel, then a medieval town named Murviedro, which protected a notable Jewish community persecuted in many other parts of Spain during the 16th century. In the twentieth century, during the Spanish Civil War, the city and its port were defended from German and Italian aerial bombardment by volunteers from the Belgian, Czech, Dutch, English, French, German, Hungarian, Italian, Polish, and Slovenian International Brigades.

### European significance

The application emphasises that due to its strategic location, Sagunto was a scene of several conflicts, from the Second Punic War (219 BC) and the beginning of Romanisation of the Iberian Peninsula, to the battle of Sagunto in the Spanish War of Independence against the Napoleonic troops, to the Spanish Civil War. Sagunto was also and still is an important trade city and presently Sagunto is an important centre of production of steel. However, the application does not clearly articulate the importance of the city in relation to its heritage and in a European context. The application does not demonstrate a sufficient level of European significance as required for the European Heritage Label.

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

The project is ambitious: a Strategic Plan was adopted following the principles of participatory governance; it ensures the cooperation and the coordination between various city departments.

In the immediate term, the project intends building on specific initiatives such as training teachers in local history and on women's contribution during the era of the old steel factory. There is a European Erasmus Plus programme; training days for local guides; and an initiative to train local guides in the Jewish culture of Sagunto. However, the project is formulated in very general terms. As such the proposed activities are not tied to the cultural heritage of the city nor do they focus on communicating how the city defines its European significance. The project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan) Sagunto

The site is managed by the City Council, Ayuntamiento of Sagunto. The Foundation Comunidad Valenciana del Patrimonio Industrial, whose majority shareholder is the Town Council, would also be involved in the project. The overall budget of the municipality is ca. 80 Mio Euros. In the upcoming years an investment of 13 million Euros is planned through the activation of EDUSI and ERDF funds. The intention is to allocate parts of these investments to the heritage-related infrastructure. The candidate site has adequate operational capacity to implement its activities, however the application does not demonstrate the level of operational capacity necessary to communicate the significance of Sagunto in a European context, as required for the European Heritage Label.

### Recommendation

Despite many interesting elements in the history of Sagunto, from ancient times to the present, the application does not demonstrate a sufficient level of European significance to meet the criteria for the European Heritage Label. The Panel recommends that this application does not receive the European Heritage Label.

## Castello del Valentino

TURIN, ITALY

16<sup>TH</sup> - 17<sup>TH</sup> CENTURY

### Description

Castello del Valentino is a baroque residence in north-western Italy at the City of Turin, built in many phases originating in 16th century. It was under the orders of Christine of France, sister of Louis XIII, in the early 17th century that the first large-scale redevelopment took place in the French pavillon-système model. The castle was one of the residences of the Royal House of Savoy and as a result was a witness to important power shifts in the history of Europe. From an architectural perspective it is one of the few buildings in Italy to have been designed intentionally in a French architectural style. It has been used for over a century by the School of Architecture of the Polytechnic University of Turin, an institution with an international reputation whose attendance includes about a quarter of international students.

### European significance

Castello del Valentino has a strong cultural connection to European history, particularly to France and Spain. However the narrative presented in the application focuses on the story of Italian unification rather than exploring the European dimension of the Castello del Valentino. Thus, different aspects of the European dimension, which are political and cultural in nature are not fully articulated or expanded upon in the application. Although the application shows potential, it does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

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

The project is part of a Strategic Plan with a broader scope. It aims at promoting the castle and improving awareness of the site's European significance through guided visits, lectures, seminars, conferences. International awareness-raising actions will include training youth as 'cultural-architectural heritage ambassadors' of the castle. Practical measures, such as improved signing, staff training and advanced communication are also planned. However, in their current form, the proposed activities are too general in nature and the application does not explain how they would express and communicate the European significance of this site to visitors and non-visitors. Therefore, the project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

Castello del Valentino is managed by the Polytechnical University of Turin. The castle is part of the Royal Houses of Savoy, which were designated as a World Heritage Site in 1997. There is a management plan for the World Heritage site. A Master Plan for the Polytechnic University of Turin is being defined. The maintenance involves constant monitoring of the particular local restoration sites. The application shows potential, but despite these strengths, it does not demonstrate level of operational capacity necessary to communicate the European dimension of the castle to a Europe-wide public as required for the European Heritage Label.

### Recommendation

Castello del Valentino is a fine example of European architectural heritage and a former site of political decision making. Whilst the application has demonstrated potential, in its present form it does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.

## Coudenberg Palace

BRUSSELS (BELGIUM)

12<sup>TH</sup> - 18<sup>TH</sup> CENTURY

### Description

The archaeological site of the Coudenberg Palace is located in the heart of Brussels, in the centre of Belgium. The site includes the remains of the old Palace of Charles V and other constructions (the Palatine Chapel, Aula Magna, rue Isabelle, Hoogstraeten House). The construction of these buildings started in the twelfth century; they lasted until 1731 when much of the palace was accidentally destroyed by fire, and subsequently demolished to create Place Royale in 1775. The large-scale (3,000m<sup>2</sup>) underground site, made up of relict basements, cellars and street surfaces, is accessible to visitors along with a display of over 200 objects.

### European significance

Coudenberg was the royal palace of Philip the Good, Duke of Burgundy and later, the rulers of the Habsburg Empire including Charles V, who ruled much of western Europe including Burgundy, Spain, Austria, France, the Low Countries. During this period Brussels was an important political and diplomatic centre. The Dukes of Burgundy and the Habsburgs were also extravagant patrons of the arts with the resultant dissemination of European artistic and intellectual movements through their territories. The site today provides a tangible link to the oft-concealed cultural and political importance of the Duchy of Burgundy and the Spanish Low Countries. These layers of European history have been physically rediscovered over the past thirty years through archaeological excavations, which through very noteworthy presentation and interpretation, demonstrate the strength of archaeology in reconnecting us in a tangible way with the past.

The European dimension, and place in history of the site are clearly articulated in the site's narrative. The candidate site meets the criteria (i) and (ii) for European significance, as required for the European Heritage Label.

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

The project, "C for Coudenberg," offers a transnational glimpse of history for visitors of all ages. The proposed project is ambitious and will use thematic approaches (Europe's Courts, sovereignty, palace architecture, diplomacy, cultural and artistic exchange) to present the European significance of the site. Work has already started on this with the inclusion of showcases on Coudenberg being included in the House of European History in Brussels. It will include a virtual and three-dimensional representation of the destroyed buildings and a temporary exhibition (physical or virtual) devoted to Coudenberg collections now found in other European museums and collections.

The proposed activities will widen access to the European dimension of the site for European audiences. The project meets the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The site is managed by an association and supported by the Region of Brussels-Capital and the City of Brussels which secure the funding for the running costs. The monuments are protected under law of the Brussels-Capital Region. The archaeological site and the museum are subject to constant monitoring and respect the Code of Ethics of ICOM and of ICOMOS. The site works in partnership with other museums and institutions and has coped well with the increasing number of visitors since the opening of the site.

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

### Recommendation

Coudenberg Palace reveals the hidden layers and interconnections of European history and bears witness to the complex political, cultural, religious and economic history of Europe before the formation of nineteenth century nation states. The Coudenberg Palace meets all the criteria required for the European Heritage Label. However, under Article 14.4 of *Decision 1194/2011/EU* on the European Heritage Label it is not possible to award the Label to Coudenberg Palace as the Colonies of Benevolence site has also been recommended for the Label and, according to this article, priority must be given to transnational sites.

## Manor House Dolná Krupá

DOLNÁ KRUPÁ (SLOVAKIA)

18<sup>TH</sup> - 20<sup>TH</sup> CENTURY

### Description

The Manor House Dolná Krupá is situated in the centre of Dolná Krupá village, 10 kilometres from the village Tmava in western Slovakia. In the 18th century the nobleman Anton I Brunsvik built a Baroque manor with a 100-hectare park. The estate housed rich collections of art, a library, a mineralogical collection and was a place of fine arts, music, theatre, park etc. In the 19th century Ludwig van Beethoven stayed at the manor house and reputedly composed his Moonlight Sonata there. In the 20th century, a descendant of the family, Mária Henrieta Chotek, built one of the largest rose gardens in Central Europe which fell into dereliction later.

### European significance

Dolná Krupá reflects the collaboration of architects from all over Europe in the 18th and 19th centuries in the architecture of the buildings as well as in the garden and park design. It was also the site of art collections. As such it is an exemplar of sites of this type. Whilst the manor house and the park design in themselves are not exceptional, they have a European dimension. The manor house was a meeting place between European noble families and artists. This blend of relationships has shaped the Europe of today. Additionally, at the beginning of the 20th century, Mária Henrieta Chotek established a rosarium with 6,000 roses in the style of the French rosarium L'Haÿ. Other rosariums, such as Sangerhausen (Saxony-Anhalt, Germany) were influenced by her activities. The establishing of the rosarium also had an impact on networks of rosariums and rose breeders all over Europe.

Whilst the site has potential European significance, the application does not articulate or explore this clearly. The application does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

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

The project aims at increasing the awareness of historical research on architecture, music and landscaping and thereby European cultural history. The project includes exhibitions and events in three areas: music, roses, and the relationship with nature. The LEStival (ForestFestival) is organised for children to demonstrate the connection between the nature movement and fairy-tales. The project also intends to renew the international artistic mobility which characterised the Manor House Dolná Krupá with workshops, courses and space for researchers of music history as well as for creative dialogue between young artists in the fields of drama, arts and music. However interesting they are, the different activities are too general and not sufficiently focused on the European dimension of the Manor House Dolná Krupá and on raising awareness among European audiences. The project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

The Manor House Dolná Krupá is under national protection and managed by the Slovak National Museum-Music Museum financed by the Ministry of Culture of the Slovak Republic. Works on the historical park, the revival of the rosarium, the gate house and the orangery are planned. The site has a sufficient staff of scholars, teachers, curators, restorers and technicians. It is supported by and cooperates with international scholarly institutes, universities, associations, societies and companies in the fields of music, historical parks, gardens, gardening schools as well as schools and training facilities.

The candidate site has adequate operational capacity to carry out its activities. The application shows potential but does not demonstrate the level of operational capacity to broadly communicate the European dimension of the Manor House Dolná Krupá to a Europe-wide public as required for the European Heritage Label.

### Recommendation

The Manor House Dolná Krupá and its park are linked to historical and creative relationships in Europe. An additional story is the establishing of a rosarium linked to European networks for cultivating and breeding of roses in the twentieth century. Whilst the application has demonstrated potential, in its present form it does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.

## Lines of Torres Vedras

LISBON AND WEST REGION (PORTUGAL)

1809-12

### Description

Lines of Torres Vedras is an 85-km defensive line of 150 forts linking the Tagus River to the Atlantic Ocean, out of which c. 30 compose a historical route crossing six municipalities in Portugal. Built between 1809-12, its purpose was to protect Lisbon from the Napoleonic Army. Thanks to the allied British and Portuguese forces, the Lines of Torres Vedras halted the French intervention with success. Nowadays, it is an educational resource and a touristic site.

### European significance

The success of the Lines of Torres Vedras is interpreted in the application as a turning point in the history of the Napoleonic Wars, subsequently leading to the liberation of Europe from Napoleon, thus bringing peace to the continent. The site represents the sacrifice of the Portuguese people to protect their national freedom and that of Europe. Despite its well-described military importance, the application does not demonstrate how the site relates to other military heritage in Europe and places that claim to be the turning points of Napoleonic Wars. Whilst the site commemorates the struggle for freedom and independence of the Portuguese people, the narrative does not sufficiently examine the context from a pan-European perspective. Whilst the application shows potential, it does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

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

The project is focussed on safeguarding and conserving the tangible heritage of the Lines of Torres Vedras as well as promoting the site for cultural tourism. The communication and dissemination strategies of the site are comprehensive and ongoing. Though the educational activities are listed, they are very general and it is unclear to what extent the history of the site will be contextualised. The site's promotion is mainly bilingual (Portuguese and English) with the possibility of its extension to other languages. Other activities of the project are focused on tourism and gastronomy. Whilst of general interest, these activities do not focus on the European dimension and the application does not explain how they would communicate the European dimension to visitors and non-visitors. The project does not meet the criteria required for the European Heritage Label.

### Organisational capacity (work plan)

Lines of Torres Vedras is managed by the association for tourism and heritage development, and involves the six local municipalities, which established the inter-municipal platform for the site. The fortifications are owned by the Portuguese Defence Ministry. Lines of Torres Vedras is preserved on the national level, though the completion of its classification as a national site is still to be completed. The site's strategy to play an important role in sustainable cultural tourism is convincing.

The network of the local municipalities has the capacity to carry out their activities. However, the application does not demonstrate that the candidate site has the level of operational capacity to contextualise and communicate the European dimension of the site to a Europe-wide public as required for the European Heritage Label.

### Recommendation

Lines of Torres Vedras represents an impressive set of fortifications built to protect Lisbon from the Napoleonic army. Whilst the application has demonstrated its potential, in its present form it does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.



## Polish National Film, TV and Theatre School named after Leon Schiller in Lodz ŁÓDŹ (POLAND)

### SECOND HALF OF THE 20<sup>TH</sup> CENTURY

#### Description

The Polish National Film, TV and Theatre School in Lodz was founded in 1948 for the education of a range of film-making and moving image professions including, inter alia, directors, cinematographers, television producers, editors, producers and actors. It is one of the oldest film schools in the world and many of its graduates and students have won awards at international film festivals. Under the Communist regime, Lodz was an important cultural centre in Poland with a modicum of political freedom which allowed the film school to create a relatively open film education programme.

#### European significance

Film and moving image art forms are recognised as an important part of European culture and Heritage. The Polish National Film, TV and Theatre School has many alumni who have become well-known film-makers and their films have been shown all over Europe. Whilst many Polish film-makers are mentioned in the application, many with international reputations, it would have been helpful to know how many students from other European countries have graduated from the school and what the impact of these exchanges were; the cultural influence of the film production by the alumni is not demonstrated in the application.

Lodz is a city, historically a four-European cultural blend (Polish, German, Russian, and Jewish), and as mentioned earlier an important cultural centre in Poland. One of the film school's co-founders, Jerzy Toeplitz, intended to educate film-makers as artists who through film would promote values such as humanism, social and aesthetic sensitivities, and a desire to improve the world.

The application does not use the potential of these elements nor does it develop a coherent and well articulated narrative about the European dimension of the school. The application does not demonstrate the level of European significance required under the criteria for the European Heritage Label.

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

The project is focussed on educational, cultural and scientific activities of the school. These activities are largely a continuation of efforts already underway as part of the development strategy of the school. Their aim is to include the distribution and promotion of the graduates' works using online platforms; providing better service for international tourists; and widening international cooperation within the European Heritage Label Network. These noteworthy activities are not tied to the European dimension of the school. Therefore, the project does not meet the criteria required for the European Heritage Label

#### Organisational capacity (work plan)

Since 2017, Lodz has been included in the Creative Cities Network as a UNESCO City of Film. The Polish National Film, TV and Theatre School in Lodz is a public and autonomous university with four departments with all together 371 employees. It has an important film archive, stored in a new building created with co-financing from EU funds. The annual budget exceeds 10 million euros.

As such the film school would have the potential operational capacity to manage a European Heritage Label project. However, due to the short-comings in relation to the approach adopted regarding the European significance, the application does not demonstrate the level of organisational capacity to communicate the European dimension of the School to a Europe-wide public, as required under the criteria for the European Heritage Label.

#### Recommendation

The Polish National Film, TV and Theatre School is one of the most famous film, TV and theatre schools in Europe with several well-known alumni. Moving image including film, and film-making are an important element of European cultural heritage. However, the application in its current form does not meet the qualifying criteria. The Panel recommends that this application does not receive the European Heritage Label.



## HOW TO PREPARE A ROBUST EUROPEAN HERITAGE LABEL APPLICATION

Based on the experience gained from reading the applications and in order to help future candidate sites in making more robust applications, the Panel is providing the following clarification of the key concepts of the *European Heritage Label* as well as some advice on how to prepare a *European Heritage Label* application.

When preparing an application, it is essential to keep in mind that the selection for attributing the *European Heritage Label* is carried out in two stages. At the national level, each participating Member State pre-selects a maximum of two candidate sites. Out of these, the European Commission attributes the *European Heritage Label* to a maximum of one site per Member State, based upon the recommendations of a European Panel of independent experts. The selection at European level takes place during the odd years, e.g. 2019, 2021 etc.

### The distinctive nature of the European Heritage Label in a nutshell

The *European Heritage Label* is the first EU action that brings to the fore cultural heritage with a European dimension. All types of heritage, from monuments and landscapes, to books and archives, objects and intangible heritage linked to a place, are eligible provided that they are of European significance in terms of history and culture of Europe or European integration. Because they are linked to a place, they are called 'sites'. There can be 'single sites', 'transnational sites' or 'national thematic sites'.

The three selection criteria also distinguish the *European Heritage Label* from other heritage initiatives. To be awarded the *European Heritage Label*, sites must not only be of European significance (a), but they must explain their European dimension and present a project to bring this European dimension to European audiences (b), and have the capacity to carry out this project (c). In addition, sites awarded the *European Heritage Label* become part of a *European Heritage Label Network* to which they are expected to cooperate and contribute. Through the network, they support each other in making the *European Heritage Label sites* better known to people in Europe. These audiences should also gain an even deeper knowledge of their own history and the European context.

### Before you start

Read the selection criteria carefully: they are reproduced on page 43 of this report. Get a copy of the *European Heritage Label Guidelines for Candidate sites*. The Panel reports on the selection process in previous years and monitoring contain a wealth of information: skimming through them may give you some ideas on how to approach your own application.

Think about the three selection criteria as a whole - European significance, project, capacity - because they are interlinked. Experience has shown that a clear focus on the three selection criteria leads to stronger applications than trying to embrace the general and long term objectives of the *European Heritage Label* initiative.

Plan ahead so that you have the time to proof-read your text and to make a compelling presentation.

### Description

Not all Panel members will be familiar with your candidate site, its history and location. Make sure to provide a clear description of the candidate site. Make clear for which part of the site the *European Heritage Label* is requested: e.g. for the whole archive and its building, the collection, a series or only one archival document?

Provide good maps to indicate the location and the components of the site, when applicable. Photographs of good quality and any documentary illustrations should support the description of the site and illustrate its European significance. Choose the illustrations and photographs carefully: they are an opportunity to provide extra information and to highlight the key messages contained in the application. Do not forget to caption the illustrations. Be aware that photographs may be used in the Panel's reports.

Make sure that the title of the candidate site matches the nature of the site and reflects its European significance.

## (a) EUROPEAN SIGNIFICANCE

Presenting the European significance of the candidate site is paramount. The two strands of European significance - 'European history & culture' and 'European integration' - are of equal importance. Candidate sites must show evidence in the application of their significance under one or both of these strands, by demonstrating one or more of the following sub-criteria (*article 7-1-a of Decision 1194/2011/EU*):

- Their cross-border or pan-European nature: how the influence and attraction of the site, both past and present, transcend the national borders of a Member State;
- Their place and role in European history and European integration, and their links with key European events, personalities or movements;
- Their place and role in the development and promotion of the common values that underpin European integration.

Candidate sites must indicate which sub-criterion applies. Attempts to demonstrate all three sub-criteria when they do not apply may weaken the application. The justification for meeting sub-criteria should be examined reflectively taking into account the historical context of the site.

Do not focus on the importance of your site as such or in its national context, without paying attention to the European context, which is one of the key requirements for the *European Heritage Label*.

When assessing whether or not the candidate sites meet the criterion of European significance, the Panel also checks to see whether the European significance is fully understood, well-articulated and sufficiently conveyed by the sites. This remains a challenge for many: cultural heritage sites are used to presenting a national narrative to a mainly national audience. In contrast, the purpose of the *European Heritage Label* is to contextualise and interpret cultural heritage sites of European significance in a European geographical and historical context, thus going beyond national borders and audiences.

Presenting the European significance in clear terms and site specific terms is equally challenging. You are asked to summarise and capture the essence of the European significance in sixty words. When presenting the symbolic European significance of your site in more detail, avoid a narrative that is based on today's values and written in such generic terms that would suit almost any candidate site. E.g. do not claim that your site is the expression of multiculturalism and tolerance if you cannot demonstrate what set it apart from other similar places in the region.

Make sure to take all the aspects of your site and its characteristics into account: oversimplification of the narrative should be avoided. Other pitfalls to avoid are presentism, anachronisms, reading today's values into sites and events of yesterday, or making simplistic direct or cause and effect relationships between a site and today's values. Applications should demonstrate a critical, nuanced and reflective approach to the past. Many sites invite reflection upon current values and practices, which is very welcome; however this does not necessarily mean that sub-criterion (iii) for European significance ("development and promotion of the common values that underpin European integration") is applicable.

The title of the application should be centred on the cultural heritage that carries the European significance.

In summary:

- ✓ Deepen your understanding of your candidate site
- ✓ Contextualise
- ✓ Be critical, reflective and nuanced
- ✓ Be specific
- ✓ Present a clear narrative (in 60 words!)
- ✗ Do not demonstrate all 3 sub-criteria *per se*
- ✗ Do not rewrite history
- ✗ Do not oversimplify

## Project and Operational Capacity

To receive the *European Heritage Label*, candidate sites need more than to have a strong European dimension on its own:

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

In addition to their European significance, candidate sites must present a project of activities, which they intend to develop within the framework of the *European Heritage Label* and is focused on broadly communicating this European significance to European audiences.

They should also demonstrate that they have the operational capacity to implement their project, to manage the site and to take care of its conservation. This operational capacity is called 'work plan' in the *Decision 1194/2011/EU*.

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

Article 7 Criteria

1. The attribution of the label shall be based on the following criteria ('criteria'):
  - (a) Candidate sites for the label must have a symbolic European value and must have played a significant role in the history and culture of Europe and/or the building of the Union. They must therefore demonstrate one or more of the following:
    - (i) their cross-border or pan-European nature: how their past and present influence and attraction go beyond the national borders of a Member State;
    - (ii) their place and role in European history and European integration, and their links with key European events, personalities or movements;
    - (iii) their place and role in the development and promotion of the common values that underpin European integration.
  - (b) Candidate sites for the label must submit a project, the implementation of which is to begin by the end of the designation year at the latest, which includes all of the following elements:
    - (i) raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training;
    - (ii) organising educational activities, especially for young people, which increase the understanding of the common history of Europe and of its shared yet diverse heritage and which strengthen the sense of belonging to a common space;
    - (iii) promoting multilingualism and facilitating access to the site by using several languages of the Union;
    - (iv) taking part in the activities of networks of sites awarded the label in order to exchange experiences and initiate common projects;
    - (v) raising the profile and attractiveness of the site on a European scale, inter alia, by using the possibilities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives.

The organisation of artistic and cultural activities which foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity is to be welcomed whenever the specific nature of the site allows this.
  - (c) Candidate sites for the label must submit a work plan which includes all of the following elements:
    - (i) ensuring the sound management of the site, including defining objectives and indicators;
    - (ii) ensuring the preservation of the site and its transmission to future generations in accordance with the relevant protection regimes;
    - (iii) ensuring the quality of the reception facilities such as the historical presentation, visitors' information and signposting;
    - (iv) ensuring access for the widest possible public, inter alia, through site adaptations or staff training;
    - (v) according special attention to young people, in particular by granting them privileged access to the site;
    - (vi) promoting the site as a sustainable tourism destination;
    - (vii) developing a coherent and comprehensive communication strategy highlighting the European significance of the site;
    - (viii) ensuring that the management of the site is as environmentally friendly as possible.
2. As regards the criteria laid down in points (b) and (c) of paragraph 1, each site shall be assessed in a proportionate manner, taking into account its characteristics.

## (b) PROJECT

The project, the second requirement for the *European Heritage Label* (article 7-1-b of Decision 1194/2011/EU), is often the least effective part of the applications, but it is critical: if the candidate sites do not communicate the European significance at a European level, there is no reason to grant them the *European Heritage Label*.

The Panel observed that when the European significance of a candidate site is not well-established, often the proposed project is not tied into its European significance: however interesting the proposed activities may be, the proposed project for such sites almost never meets the threshold for the *European Heritage Label*. The Panel recommends that candidate sites prepare and plan their project very carefully.

Develop the general strategy and objectives to raise the awareness of the European significance of your site among European audiences, then detail the activities you intend to develop during the next four years. To be relevant for the *European Heritage Label*, activities should highlight in some way the European significance among Europe-wide audiences. Some candidate sites already run numerous activities to communicate their European significance. For these sites, the challenge will be to add a new dimension to their work whenever possible. The Panel needs to know which of the proposed activities are new and which of them build on or improve current activities.

The Panel urges candidate sites to take care of the *genius loci* and authenticity of their site, and to ensure that their activities are sustainable. The project should thus include activities that are dependent on the characteristics, the carrying capacity and the needs of the candidate site. Hence the projects are expected to be as diverse as are the sites, e.g. how to highlight and present the significance of archival documents to the public, how to balance access and preservation, how to present intangible values of a site to younger generations, etc. The proposed educational activities should be equally very site-specific and intrinsically linked to the European significance of the site. Cultural tourism is one aspect among many objectives of the *European Heritage Label*; it should not be the dominant one.

A goal of the *European Heritage Label* is to provide access to a range of audiences, not only to local citizens and visitors. The Panel always pays particular attention to the website of each candidate site because this is the easiest way for the majority of the European citizens to access the sites. There are various levels of acceptable web presence, from a nice section on an existing site to an interactive website. But in all cases it is important that the website is easy to find, regardless of the national language or country of origin of the on-line visitor, and that the European significance is well explained in several languages.

The communication on the European significance of the site should be robust and the Panel expects the candidate sites to develop a strategy to that effect. The *European Heritage Label* status, the European significance of the site and the *European Heritage Label Network* must be adequately presented in all communications.

The Panel wishes to stress that presenting the European significance is not synonymous to using the *European Heritage Label* logo: the use of the logo does not imply that the European significance of the site is clearly presented and explained to audiences.

To assist the candidate sites in improving their visibility on the web, a quick checklist is presented below.

The Panel recommends that all *European Heritage Label* sites:

- Put a 60 word statement on their European significance on their front webpage/home page of their website;
- Add the logo of the *European Heritage Label* to their front webpage/home page and link it to the website of the European Commission;
- Put on their front page/home page a link to a subpage with more information on **why** the site received the *European Heritage Label*;
- Ensure that their webpage/website is easy to retrieve, regardless of the language in which the search is made; and
- Update the descriptions of their site in free online encyclopaedia.

The Panel considers that information sessions and/or training for their staff on the *European Heritage Label* in general, and on the particular reasons why their site received the Label, should also be an important element of the project. Providing training for staff members to improve their language skills may need to be considered by some candidate sites.

For the 2017-2020 period, the Panel identified priority actions for the sites that have already been awarded the *European Heritage Label*: reinforcing their presence on the web in more languages, providing staff training about the *European Heritage Label* and the reason why their site received the Label, ensuring that staff members have the necessary language skills, providing the largest possible access for all with a special attention for the needs of the impaired, and developing the European dimension in the educational activities targeted at schools and young people. Candidate sites should make every effort to include activities related to these priorities in their project.

Recommendations for educational activities:

- The European significance of the *European Heritage Label sites* should be clearly articulated in educational programmes;
- Educational programmes should not only focus on school students and young people, but target visitors of all ages and families;
- Specific educational material should be developed which is different from publications presenting the sites;
- Educational material should be translated into other European languages, in particular the languages of the region and the languages of the peoples who created the heritage;
- Educational activities should not be confused with general communication activities; and
- Education activities should be assessed regularly to improve and enrich the educational strategy of the site.

Applications for candidate sites where major works are planned, are premature; they should be submitted after completion of the works.

In summary:

- ✓ Focus on the European dimension
- ✓ Be site-specific
- ✓ Prioritise your activities
- ✓ Think in terms of 'progress'
- ✗ Do not be over-ambitious
- ✗ Do not seek extra visitors as the main objective
- ✗ Do not apply until major works are completed

## Project specific indicators & time table

When assessing whether a candidate site meets the 'project' criterion, the Panel examines the proposed activities within the project as well as how the candidate site intends to make progress during the next four years. In the application form, candidate sites are requested to identify appropriate indicators for each activity submitted as part of their project and to provide a time-table. The purpose of the indicators is to monitor progress and to assess whether the intended outcomes are being achieved.

Thinking from the start about key indicators helps to transform vague ideas into a real project with activities, described in precise terms.

It takes time to launch a European project and to reach new audiences, therefore the proposed time table for implementing the activities should be realistic. Candidate sites may wish to start their project by expanding the communication on their European significance to local communities and visitors first, before reaching out to European audiences. This is fine, however the goal should be to reach out to European audiences and this should be demonstrated through the indicators and timetable.

The Panel shall use the indicators and the proposed timetable during the monitoring process, conducted every fourth year.

In summary:

- ✓ Take the time to identify good key indicators
- ✓ Use them to measure progress
- ✓ Check the description of your project against the key indicators
- ✗ Do not be over-optimistic in your time tabling of future actions

### (c) OPERATIONAL CAPACITY

The third criterion for the *European Heritage Label* concerns the operational capacity (called ‘work plan’ in article 7-1-c of Decision 1194/2011/EU). Candidate sites should demonstrate that there is a stable, professional and viable structure ensuring the functionality of the site. Candidate sites should explain by whom the site is managed, who is responsible for the scientific content, and what the relations are between management and scientific content. In other words: how the management functions. For most sites no substantive changes will be required should they receive the *European Heritage Label*. Some sites however, may need to reinforce their operational capacity in terms of human resources and/or funding in order to carry out the proposed project: this should be indicated in the application form.

The focus of the *European Heritage Label* is not on conservation and restoration. However, the heritage status of the candidate site should be mentioned as well as any preservation/conservation issues affecting the status of the site. These should be handled in accordance with the legislation applicable and international conservation standards, and reported to the National Coordinator.

The candidate sites should demonstrate that they are able to carry out the proposed project. The candidate sites may have the operational capacity to carry out their day-to-day operations but this is not the point. They need to demonstrate that they do have the capacity to conduct activities specifically targeted at European audiences. The Panel recommends that the sites seek cooperation with academics or other experts to ensure that their narratives and activities are grounded on established facts and on the latest progress in science. Many successful sites have already established such cooperation, at European level.

Candidate sites often expect the European Commission to make the *European Heritage Label* better known through branding and communication to achieve greater visibility. The candidate sites themselves can contribute to this objective by a better integration of the *European Heritage Label* in their own communication. They should explain how they intend to do this. Their communication strategy should go beyond using the logo of the *European Heritage Label* and the communication material provided by the European Commission. There are interesting examples of awarded sites that although part of larger institutions, managed to use the designation and drew upon their own strengths to overcome administrative and financial obstacles to implement their project with a lot of creativity.

Candidate sites may have received EU funding or recognition under other programmes or initiatives. This is of interest, however, a selection under one EU programme does not automatically result in the awarding of the *European Heritage Label*: the requirements for each programme are different as they must each achieve differing objectives.

In summary:

- ✓ Present your management system
- ✓ Present your communication strategy
- ✓ Clarify the relation between the management and scientific teams
- ✓ Check whether you need additional resources
- ✗ Do not assume the European Heritage Label as a given if you have previously obtained a EU grant or designation such as European Capitals of Culture for your site

### Transnational and national thematic sites

According to Decision 1194/2011/EU, transnational sites are to be considered as a whole. The main issue is thus not that all the participating sub-sites are the most representative of their kind, but that the candidate site as a whole, with the sub-sites, presents a common narrative and that common activities are included in the project in addition to activities specific to each sub-site. The value of a joint application should be well argued. Evidence of the cooperation agreement between the sub-sites should be provided.

One of the sub-sites needs to act as a coordinator. This coordinator should have the capacity to implement its own project and also the operational capacity to be in charge of the coordination of the site and the entire project. Setting up and strengthening the cooperation between the sub-sites may be part of the project. When not all sub-sites have the same operational capacity, reinforcing their capacity across all sub-sites should be a goal for the future.

### Presentation of the applications

All elements must be included in the submission: the Panel members cannot be expected to be familiar with all candidate sites in advance or to use their own background knowledge or training to interpret an application. The Panel cannot rewrite applications.



The content of the applications is more important than their presentation, but there are a few elements to take into account by the candidate sites when they prepare their applications.

Because the application form follows the order of the sub-criteria in *Decision 1194/2011/EU*, there are some repetitions in the form, such as the reference to young people in both the 'project' and the 'operational capacity'. Under the 'project' the candidate site should provide information on planned future activities. Under the operational capacity, details should be given on structural and long-term managerial aspects.

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

Drafting applications on cultural heritage in a foreign language requires special skills which are not equally available in all parts of Europe. To ensure that the application does convey the intended key messages, candidate sites are encouraged to seek the help of a proof-reader for the draft application and also to find a competent proof-reader for English translations, ideally a native speaker or someone well-accustomed to writing in English.

In summary:

- ✓ Provide for compelling reading
- ✓ Illustrate your key points with attractive material
- ✓ Bear in mind that not all readers know your site
- ✓ Call upon proof-readers and good translators
- ✗ Do not exceed given text limits
- ✗ Do not refer to endless annexes

## Frequently asked questions

The *European Heritage Label* Panel assesses all applications forwarded by the Member States according to the 3 selection criteria. All conditions must be met, but *Decision 1194/2011/EU* also requires the Panel to assess the candidatures on the basis of their own merit and in a proportionate way, taking into account their character and scale.

[Does a candidate site have to be of 'Outstanding Universal Value'?](#)

No, this is a requirement for World Heritage nominations but not for the *European Heritage Label*. Likewise, for the *European Heritage Label*, candidate sites do not need to be 'the best', 'the greatest' or 'the most representative'.

[Does the Panel seek to achieve a geographical balance or a balance between sites presenting 'positive' and 'negative' aspects of European history and culture and integration?](#)

Seeking such balances would 'colour' the selection process and is not part of the Panel's mandate. The Panel's duty is to examine each application with care against the 3 selection criteria. All candidate sites are assessed based on their own merit and not according to a geographical balance or whether they are associated to 'positive' or 'negative' emotions. The only constraint for the Panel is that it can only recommend one site per Member State per selection year.

[Why isn't the list of the Labelled sites well balanced and representative?](#)

The selection process combines a bottom-up and a top-down approach. It is dependant on sites that apply and a maximum of 2 candidate sites per selection year are submitted by Member States; candidate sites are not selected by a group of experts (only top-down). All *European Heritage Label sites* meet the 3 criteria but they are not a homogeneous and representative group. The Panel hopes that over time the network of *European Heritage Label sites* will form a tapestry, that will become richer and richer, to more fully reflect Europe's culture and history and its diversity.

For other frequently asked questions - such as [Who can apply?](#) [Which countries are participating?](#) [Is it a Label for eternity?](#) see the website of the European Commission or ask the National Coordinator in your country.

## Concluding remarks

The Panel is very grateful to all those submitting an application. Whether their sites are recommended for the *European Heritage Label* or not, the work on their site is important. It contributes to new areas of focus in the field of cultural heritage: defining the European dimension of cultural heritage and sharing heritage experiences at European level.



## FACTS AND FIGURES

## About the European Heritage Label

The *European Heritage Label* originated out of an intergovernmental initiative created in 2006, under which 68 sites in 19 countries received the label. The current criteria and selection procedure were introduced in 2011 when the *European Heritage Label* was established at the level of the European Union (EU) by *Decision 1194/2011/EU of the European Parliament and of the Council of 16 November 2011* (published in the Official Journal of the European Union, OJ L 303, 22.11.2011, p. 1- 9).

The objective of the *European Heritage Label* is to highlight cultural heritage that has made a contribution to European history and culture and/or the building of the European Union and thereby to increase the European citizen's understanding of the history of Europe and the European Union, and of their common yet diverse heritage.

All types of cultural heritage - or 'sites' in the jargon of the *European Heritage Label* - are eligible: "*monuments, natural heritage, underwater cultural heritage, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects, and intangible heritage associated with a place, including contemporary heritage*".

To be awarded the Label, sites have to meet the 3 criteria, which were introduced when the *European Heritage Label* became an EU initiative: they have to demonstrate their European significance, communicate their European dimension to European audiences, and demonstrate their operational capacity to carry out these activities. The labeled sites are also required to take part in networking activities and cooperation projects. These new requirements are an intrinsic part of the added value of transforming the *European Heritage Label* into an EU initiative.

The selection process takes place every other year. Participation is open to all Member States provided that they confirmed their interest. The procedure for attributing the *European Heritage Label* is carried out in two stages: at the national level a maximum of two candidate sites are pre-selected every two years. Out of these and based upon the recommendations made by the European Panel of independent experts, the European Commission attributes the *European Heritage Label* to a maximum of one site per participating Member State per year.

Sites awarded the *European Heritage Label* are monitored in order to ensure that they continue to meet the criteria for which they were selected. Monitoring occurs every fourth year.

An external and independent evaluation takes place every six years.

The first cycle of the *European Heritage Label* covered the years 2013 to 2018:

- 2013 and 2014: selection and transition years. In 2013 participation was restricted to those Member States which had not taken part in the intergovernmental initiative, whilst 2014 was reserved for candidate sites from the Member States which had been involved in the intergovernmental initiative;
- 2015 and 2017: selection years,
- 2016: first monitoring year,
- 2018: first independent external evaluation report.

The second cycle is as follows:

- 2019, 2021, 2023: selection years,
- 2020, 2024: monitoring years,
- 2024: external evaluation year.

## The European Heritage Label in 2030 – A vision

The *European Heritage Label* Panel, at its final meeting of the 2017 Selection year on 16-17 October 2017, discussed the future of the *Label* and agreed upon the following vision for the forthcoming years<sup>1</sup>. The starting point is the willingness of the *European Heritage Label sites* to "meet the past and walk to the future" and their strong commitment to present the European values of human dignity, freedom, equality, solidarity, and the principles of democracy and the rule of law.

### THE ACHIEVEMENTS OF THE EUROPEAN HERITAGE LABEL BY 2030

1. *European Heritage Label sites* create convincing new perceptions and narratives reflecting the European significance of our heritage and link the levels of understanding from local, regional and national to a fundamental European perspective.
  2. *European Heritage Label sites* present a kaleidoscope of cultural heritage integrated in a dynamic network.
  3. *European Heritage Label sites* offer emotional and intellectual heritage experiences in Europe.
  4. *European Heritage Label sites* extend across the European Union and its surroundings.
1. The *European Heritage Label sites* reveal heritage communities of people, who are proud to interpret their past within the wider framework of European culture and history. They courageously present their site by raising questions. The stories of the *European Heritage Label sites* allow the European peoples to develop emotional attachment to cultural heritage in Europe. This then becomes shared heritage and enables the understanding of a multilayered European identity. These communities are outstanding examples of cultural resiliency and solidarity.
  2. The *European Heritage Label sites* illustrate the new and fresh definition of and approach to cultural heritage, which is inclusive and value-based. They encompass a great variety of heritage types: archaeological sites, cultural landscapes and natural heritage, historical monuments and places of remembrance, urban quarters, intangible heritage and cultural objects, books and archives, etc. They cooperate as a dynamic network to present European values and principles.
  3. The *European Heritage Label sites* are taken care of by communities who are the custodians of their European significance. The *European Heritage Label sites* cover, potentially, all Member States, the whole of the European Union including the periphery, and the surrounding territories in which European values are appreciated and cultivated. Through the *European Heritage Label sites* every member and neighbouring state can add its contributions to the history and culture of Europe.
  4. The *European Heritage Label sites* offer ways to deepen knowledge about the history and culture of Europe and its integration that goes beyond battlefields and trivialities. The diversity of the *European Heritage Label sites* embraces not only tangible cultural and natural heritage sites but also social and cultural practices linked to the sites. The *European Heritage Label sites* build understanding and solidarity while respecting diversity. These are prerequisites to linking other constituting levels (local, regional, national) of identity to a European identity based on common values and principles.

### THE OBJECTIVES OF THE EUROPEAN HERITAGE LABEL

1. *European Heritage Label sites* remind us of our shared responsibility for Europe's future.
2. *European Heritage Label sites* facilitate understanding of our societies.
3. *European Heritage Label sites* generate a quality shift in the appreciation of European values.
4. *European Heritage Label sites* construct a dynamic model of heritage governance.

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<sup>1</sup> The European Commission published its communication *Strengthening European Identity through Education and Culture* on 14 November 2017 (COM(2017) 673 final). In it, it sets the horizon at 2025. In its discussion, the Panel set 2030 as a target date.

1. The *European Heritage Label sites* reveal why the Europeans need heritage. The experience gained from the living and radiant heritage of the *European Heritage Label sites* transfer a strong message regarding the European perspective in times of uncertainties in which habitual references lose their authority. The *European Heritage Label sites* are exemplary in opening up to citizens and raise the awareness of Europeans, including young people, about the benefits of living in Europe as well of the challenges ahead. The *European Heritage Label sites* remind us of the struggle for peace, of improving living and working conditions, food security, education and well-being as a common European endeavour. They rouse us to admire works of art and forms of solidarity and dignity. They present honestly the challenges for cultural heritage preservation, sustainable development and the environment. Their story and storytelling is fact-based, put into context and placed in a geographical and time perspective.
2. The *European Heritage Label sites* are the mirrors and ambassadors of European significance and of our shared European history. The *European Heritage Label sites* create an excellent opportunity to learn more about and to understand multiple identities in Europe. The *European Heritage Label sites* and their projects allow citizens to ask questions that go deeper along thematic fields – struggle for peace, solidarity, quest for knowledge, freedom and democracy, networks of exchange. These reveal why we are Europeans and what unites us in our diversity. They encourage us to make peace with our past and with ourselves.
3. The communities of the *European Heritage Label sites* are dynamic, sustainable and resilient. The number of *European Heritage Label sites* will have reached 100 sites by 2030. They show a nuanced picture of the evolution of European history and culture and of European integration. They support the emergence of meaningful and inspiring European narratives that enrich and complement the local and national interpretations of our heritage. The increase of the *European Heritage Label sites* generates an understanding in the public opinion of European values and principles in the same way as World Heritage has promoted the concept of outstanding universal value.
4. The *European Heritage Label sites* link Europeans across states, regions and localities, across borders. Its dynamic model of heritage governance, which replaces the opposition between ‘top-down’ and ‘bottom-up’ approaches, bridges different levels of hierarchies through a consensual decision making process.

#### A ROADMAP TO ACHIEVE THE EUROPEAN HERITAGE LABEL OBJECTIVES

1. *European Heritage Label sites* and their network receive sufficient funding and official acknowledgment.
  2. *European Heritage Label sites* and their projects are well-known by a substantial number of European audiences and especially popular among young people.
  3. *European Heritage Label sites* and their projects strategically integrate new technology into heritage preservation.
  4. *European Heritage Label sites* are supported by researchers.
1. The *European Heritage Label sites* are engaged in a dynamic network which receives continuous funding. Cooperation between *European Heritage Label sites* in the *European Heritage Label Network* and transnational sites are supported. The European institutions use the *European Heritage Label sites* to illustrate their policies and challenges: "*we learn from the past to take informed decisions today*". They are used in virtual space (through social media) and presented in tangible space (for example on a wall of *European Heritage Label sites* in Brussels and/or Strasbourg). Politicians and decision-makers use the examples and visit the *European Heritage Label sites* along with the citizens.
  2. The *European Heritage Label sites* act as gateways for the young generations to get acquainted with the history and culture of the continent. School curricula are extended beyond borders. In the same way as the Erasmus networks created a shared European experience of study and education, *European Heritage Label sites* and their network of knowledge offer shared heritage experiences to young people using their preferred communication tools.
  3. The *European Heritage Label sites* offer the magic of a real place without fear of integrating new technology - Virtual Reality and Artificial Intelligence - into the preservation and representation of cultural heritage. They address the challenges and impacts of the technologies in terms of social relations, culture and health (blurred line between public and private spheres and property; the multiplication of realities and representations, etc.).
  4. The *European Heritage Label sites* present their story and their European significance. They are supported by and assessed in cooperation with the European scientific community. They are pilots of innovation in European cultural heritage research. By offering a genuine heritage experience, they provide an alternative to unrealistic expectations, populist and opportunist information, fake news and wishful interpretations of the past.

## 10 recommendations issued by the Panel in 2017

The Panel recommends that:

1. The *European Heritage Label Network* receive funding to develop cooperation projects, to share knowledge, to promote the European significance of the sites and to communicate on the *European Heritage Label*. The *European Heritage Label Network* may also provide grants to *European Heritage Label sites* to reinforce their operational capacity and to develop educational activities and the use of (regional) languages;
2. Candidate sites receive support for preparing their application;
3. The *European Heritage Label* be presented in a more user-friendly and prominent way on the European Commission's website and in the activities conducted at European level in the framework of *2018 - European Year of Cultural Heritage*;
4. The European institutions and Member States use *European Heritage Label sites* to provide contextual information when they explain current challenges in Europe and for Europe. Their communication departments and persons in charge of the social media should be familiar with the *European Heritage Label sites* and their signification and make ample use of the *European Heritage Label sites* in their communication and on social media;
5. The *European Heritage Label sites* and the *European Heritage Label Network* participate in *2018 - European Year for Cultural Heritage*, cooperate with the *European Heritage Days* at local and at European level, organise a special activity during the *European Heritage Days*, and that the *European Heritage Label sites Network* makes use of social media;
6. The *European Heritage Label sites* strengthen their educational activities - as a pilot project within the framework of the proposed *European Area of Education*;
7. The *European Heritage Label sites* seek cooperation with academics to ensure that their narratives and activities relate to a contemporary perspective on European contexts, and are grounded on established facts and on the latest progress in science;
8. The *Creative Europe Desks* in the Member States be well informed about the *European Heritage Label* and provide basic information on the Label to their audiences;
9. The National Coordinators and the European Commission organise 'Train the trainer' sessions to improve the knowledge of the key concepts and principles of the *European Heritage Label*;
10. Should the legal basis be reviewed, consideration be given to extending the scope of the *European Heritage Label* to the whole territory of Europe, and to abolishing the limitation of maximum one site per Member State per selection year.

## Key figures 2013-2019

	2013	2014	2015	2016	2017	2018	2019	2020
<b>S</b> selection								
<b>M</b> monitoring	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>E</b>	<b>S</b>	<b>M</b>
<b>E</b> evaluation								
<b>Eligible Member States</b>	<b>5</b>	<b>18</b>	<b>24</b>	<b>-</b>	<b>24</b>		<b>25</b>	<b>-</b>
<b>Sites to consider</b>	<b>9</b>	<b>36</b>	<b>18</b>	<b>20</b>	<b>25</b>	<b>38</b>	<b>19</b>	<b>38</b>
Thematic national sites	1	1	-	1	-	1	-	1
Transnational sites	1	-	-	-	4	1	<b>3</b>	1
Member States participating	5	13	11	13	19	24	<b>15</b>	18
<i>Intergovernmental labelled sites</i>	-	29	1	11	4	12	<b>2</b>	12
<b>Sites recommended for the EHL</b>	<b>4</b>	<b>16</b>	<b>9</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>10</b>	<b>-</b>
Thematic national sites	0	1	-	-	-	-	-	-
Transnational sites	0	-	-	-	1	-	<b>2</b>	-
Member States concerned	3	10	9	-	9	-	<b>12</b>	-
<i>Intergovernmental labelled sites</i>	-	11	0	-	1	-	<b>1</b>	-
<b>Total number of sites recommended for the EHL</b>	<b>4</b>	<b>20</b>	<b>29</b>	<b>-</b>	<b>38</b>	<b>-</b>	<b>48</b>	<b>-</b>
<b>Total number of Member States</b>	<b>3</b>	<b>13</b>	<b>16</b>	<b>-</b>	<b>18</b>	<b>-</b>	<b>19</b>	<b>-</b>



## Participating Member States

The *European Heritage Label* is open to the participation of the EU Member States on a voluntary basis and the first two years were transition years (articles 4 and 19 of the *Decision 1194/2011/EU establishing the European Heritage Label*). The following lists provide an overview of the participating Member States per year.

### 2013 Selection year for Member States that did not participate in the intergovernmental initiative

5 Member States confirmed their interest in the *European Heritage Label* and sent applications\*  
AUSTRIA\* - DENMARK\* - ESTONIA\* - LUXEMBURG\* - NETHERLANDS\*

### 2014 Selection year for Member States that participated in the intergovernmental initiative

18 EU Member States confirmed their interest in the *European Heritage Label*  
13 Member States\* sent applications

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

### 2015 Selection year

24 Member States confirmed their interest in the *European Heritage Label*  
11 Member States\* sent applications

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

### 2016 Monitoring year

13 Member States with *European Heritage Label sites* selected in 2013 and 2014

AUSTRIA - ESTONIA - FRANCE - GERMANY - GREECE - HUNGARY - ITALY - LITHUANIA - NETHERLANDS - POLAND - PORTUGAL - SLOVENIA - SPAIN

### 2017 Selection year

24 Member States confirmed their interest in the *European Heritage Label*

19 Member States\* sent applications and/or were involved in a transnational application

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

### 2018 Evaluation year

### 2019 Selection year

25 Member States confirmed their interest in the *European Heritage Label*

15 Member States\* sent applications and/or were involved in a transnational application

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

### 2020 Monitoring year

18 Member States with *European Heritage Label sites* selected in 2013,2014, 2015 and 2017

AUSTRIA - BELGIUM - CROATIA - CZECH REPUBLIC - ESTONIA - FRANCE - GERMANY - GREECE - HUNGARY - ITALY - LITHUANIA - LUXEMBOURG - NETHERLANDS - POLAND - PORTUGAL - ROMANIA - SLOVENIA - SPAIN

## Timeline of the sites recommended for the European Heritage Label (2013-2019)

### - 476 AD

Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)	2015
Heart of Ancient Athens, ATHENS (GREECE)	2014
Archaeological Area of Ostia antica, OSTIA (ITALY)	2019
Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)	2013

### 476 AD - 1648

Leipzig's Musical Heritage Sites, LEIPZIG (GERMANY)	2017
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
Azores' Underwater Cultural Heritage, AZORES (PORTUGAL)	2019
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 (coordinator) & OSNABRÜCK (GERMANY)	2014

### 1648 - 1900

3 May 1791 Constitution, WARSAW (POLAND)	2014
Living Heritage of Szentendre, SZENTENDRE (HUNGARY)	2019
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)	2015
Colonies of Benevolence, WORTEL - MERKSPLAS (BELGIUM - coordinator); FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)	2019
Hambach Castle, HAMBACH (GERMANY)	2014
Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECH REPUBLIC)	2019
"Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA (SLOVENIA)	2019
Dohány Street Synagogue Complex, BUDAPEST (HUNGARY)	2017
Fort Cadine, TRENTO (ITALY)	2017
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)	2014
Site of Remembrance in Łambinowice, ŁAMBINOWICE (POLAND)	2019
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)	2015

## 1900 - 1945

Mundaneum, MONS (BELGIUM)	2015
Peace Palace, THE HAGUE (NETHERLANDS)	2013
Javorca Memorial Church and its cultural landscape, TOLMIN (SLOVENIA)	2017
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI, (POLAND)	2015
Student Residence or "Residencia de Estudiantes", MADRID (SPAIN)	2014
Kaunas of 1919-1940, KAUNAS (LITHUANIA)	2014
Werkbund Estates in Europe 1927-1932, STUTTGART (GERMANY - coordinator); WROCLAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)	2019
Camp Westerbork, HOOGHALEN (NETHERLANDS)	2013
Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator); BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)	2017
Franja Partisan Hospital, CERKNO (SLOVENIA)	2014
Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON (FRANCE)	2019
Sighet Memorial, SIGHET (ROMANIA)	2017

## 1945 -

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
"Three Brothers", RĪGA (LATVIA)	2019
Bois du Cazier, MARCINELLE (BELGIUM)	2017
Historic Gdańsk Shipyard, GDANSK (POLAND)	2014
Village of Schengen, SCHENGEN (LUXEMBOURG)	2017
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)	2014
Maastricht Treaty, MAASTRICHT (NETHERLANDS)	2017

## Sites recommended for the European Heritage Label per selection year

- 2013** Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)  
Great Guild Hall, TALLINN (ESTONIA)  
Peace Palace, THE HAGUE (NETHERLANDS)  
Camp Westerbork, HOOGHALEN (NETHERLANDS)
- 2014** Heart of Ancient Athens, ATHENS (GREECE)  
Abbey of Cluny, CLUNY (FRANCE)  
Archive of the Crown of Aragon, BARCELONA (SPAIN)  
Union of Lublin (1569), LUBLIN (POLAND)  
Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK (GERMANY)  
General Library of the University of Coimbra, COIMBRA (PORTUGAL)  
3 May 1791 Constitution, WARSAW (POLAND)  
Hambach Castle, HAMBACH (GERMANY)  
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)  
Student Residence or "Residencia de Estudiantes", MADRID (SPAIN)  
Kaunas of 1919-1940, KAUNAS (LITHUANIA)  
Franja Partisan Hospital, CERKNO (SLOVENIA)  
Robert Schuman's House, SCY-CHAZELLES (FRANCE)  
Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)  
Historic Gdańsk Shipyard, GDANSK (POLAND)  
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)
- 2015** Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)  
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (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)

- 2017 Leipzig's Musical Heritage Sites, LEIPZIG (GERMANY)  
 Dohány Street Synagogue Complex, BUDAPEST (HUNGARY)  
 Fort Cadine, TRENTO (ITALY)  
 Javorca Memorial Church and its cultural landscape, TOLMIN (SLOVENIA)  
 Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN  
 (FRANCE - coordinator); BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)  
 Sighet Memorial, Sighet (Romania)  
 Bois du Cazier, MARCINELLE (BELGIUM)  
 Village of Schengen, SCHENGEN (Luxembourg)  
 Maastricht Treaty, Maastricht (Netherlands)
- 2019 Archaeological Area of Ostia antica, OSTIA (ITALY)  
 Azores Underwater Cultural Heritage, AZORES (PORTUGAL)  
 Living Heritage of Szentendre, SZENTENDRE (HUNGARY)  
 Colonies of Benevolence, WORTEL - MERKSPLAS (BELGIUM - coordinator); FREDERIKSOORD -  
 WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)  
 Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART (CZECH REPUBLIC)  
 "Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA (SLOVENIA)  
 Site of Remembrance in Łambinowice, ŁAMBINOWICE (POLAND)  
 Werkbund Estates in Europe 1927-1932, STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND);  
 BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)  
 Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON (FRANCE)  
 "Three Brothers", RĪGA (LATVIA)

## Sites recommended for the European Heritage Label, per selection year, per Member State

2013	AUSTRIA	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM	
	ESTONIA	Great Guild Hall, TALLINN	
	NETHERLANDS	Peace Palace, THE HAGUE Camp Westerbork, HOOGHALEN	
2014	FRANCE	Abbey of Cluny, CLUNY Robert Schuman's House, SCY-CHAZELLES	
	GERMANY	Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK Hambach Castle, HAMBACH	
	GREECE	Heart of Ancient Athens, ATHENS	
	HUNGARY	Pan-European Picnic Memorial Park, SOPRON	
	ITALY	Alcide de Gasperi's House Museum, PIEVE TESINO	
	LITHUANIA	Kaunas of 1919-1940, KAUNAS	
	POLAND	Union of Lublin (1569), LUBLIN 3 May 1791 Constitution, WARSAW Historic Gdańsk Shipyard, GDANSK	
	PORTUGAL	General Library of the University of Coimbra, COIMBRA Charter of Law for the Abolition of the Death Penalty (1867), LISBON	
	SLOVENIA	Franja Partisan Hospital, CERKNO	
	SPAIN	Archive of the Crown of Aragon, BARCELONA Student Residence or "Residencia de Estudiantes", MADRID	
	2015	AUSTRIA	Imperial Palace, VIENNA
		BELGIUM	Mundaneum, MONS
		CROATIA	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA
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	
2017	BELGIUM	Bois du Cazier, MARCINELLE	
	FRANCE	Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator); with BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)	

GERMANY	Leipzig's Musical Heritage Sites, LEIPZIG Former Natzweiler concentration camp and its satellite camps, BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE; with ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator)
HUNGARY	Dohány Street Synagogue Complex, BUDAPEST
ITALY	Fort Cadine, TRENTO
LUXEMBOURG	Village of Schengen, SCHENGEN
NETHERLANDS	Maastricht Treaty, MAASTRICHT
ROMANIA	The Sighet Memorial, SIGHET
SLOVENIA	Javorca Memorial Church and its cultural landscape, TOLMIN
2019 AUSTRIA	Werkbund Estates in Europe 1927-1932, VIENNA; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC)
BELGIUM	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (NETHERLANDS)
CZECH REPUBLIC	Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART Werkbund Estates in Europe 1927-1932, BRNO, PRAGUE; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND); VIENNA (AUSTRIA)
FRANCE	Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON
GERMANY	Werkbund Estates in Europe 1927-1932, STUTTGART (coordinator); with WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
HUNGARY	Living Heritage of Szentendre, SZENTENDRE
ITALY	Archaeological Area of Ostia antica, OSTIA
LATVIA	"Three Brothers", RĪGA
NETHERLANDS	Colonies of Benevolence, FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN; with WORTEL - MERKSPLAS (BELGIUM - coordinator)
POLAND	Site of Remembrance in Łambinowice, ŁAMBINOWICE Werkbund Estates in Europe 1927-1932, WROCŁAW; with STUTTGART (GERMANY - coordinator); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
PORTUGAL	Azores Underwater Cultural Heritage, AZORES
SLOVENIA	"Zdravljica" - the Message of the European Spring of Nations (1848), LJUBLJANA

## Sites recommended for the European Heritage Label per Member State, per selection year

AUSTRIA	2013	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM
	2015	Imperial Palace, VIENNA
	2019	Werkbund Estates in Europe 1927-1932, VIENNA; with STUTTGART (GERMANY - coordinator); WROCŁAW (POLAND), BRNO, PRAGUE (CZECH REPUBLIC)
BELGIUM	2015	Mundaneum, MONS
	2017	Bois du Cazier, MARCINELLE
	2019	Colonies of Benevolence, WORTEL - MERKSPLAS (coordinator); with FREDERIKSOORD - WILHELMINAOORD - WILLEMSOORD, OMMERSCHANS, VEENHUIZEN (THE NETHERLANDS)
CROATIA	2015	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA
CZECH REPUBLIC	2015	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC
	2019	Kynžvart Chateau – Place of diplomatic meetings, LÁZNĚ KYNŽVART
	2019	Werkbund Estates in Europe 1927-1932, BRNO, PRAGUE; with STUTTGART (GERMANY - coordinator), WROCŁAW (POLAND), VIENNA (AUSTRIA)
ESTONIA	2013	Great Guild Hall, TALLINN
	2015	Historic Ensemble of the University of Tartu, TARTU
FRANCE	2014	Abbey of Cluny, CLUNY
	2014	Robert Schuman's House, SCY-CHAZELLES
	2015	European District of Strasbourg, STRASBOURG
	2017	Former Natzweiler concentration camp and its satellite camps, ALSACE-MOSELLE, HAUT RHIN (coordinator); with BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE (GERMANY)
	2019	Lieu de Mémoire au Chambon-sur-Lignon, CHAMBON-SUR-LIGNON
GERMANY	2014	Sites of the Peace of Westphalia (1648), MÜNSTER (coordinator) & OSNABRÜCK
	2014	Hambach Castle, HAMBACH
	2017	Leipzig's Musical Heritage Sites, LEIPZIG
	2017	Former Natzweiler concentration camp and its satellite camps, BADEN-WÜRTENBERG, HESSEN, RHINELAND-PALATINATE; with ALSACE-MOSELLE, HAUT RHIN (FRANCE - coordinator)
	2019	Werkbund Estates in Europe 1927-1932, STUTTGART (coordinator); with WROCŁAW (POLAND); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
GREECE	2014	Heart of Ancient Athens, ATHENS
HUNGARY	2014	Pan-European Picnic Memorial Park, SOPRON
	2015	Franz Liszt Academy of Music, BUDAPEST
	2017	Dohány Street Synagogue Complex, BUDAPEST
	2019	Living Heritage of Szentendre, SZENTENDRE
ITALY	2014	Alcide de Gasperi's House Museum, PIEVE TESINO
	2017	Fort Cadine, TRENTO
	2019	Archaeological Area of Ostia antica, OSTIA
LATVIA	2019	"Three Brothers", RIGA
LITHUANIA	2014	Kaunas of 1919-1940, KAUNAS
LUXEMBURG	2017	Village of Schengen, SCHENGEN



NETHERLANDS	2013	Peace Palace, THE HAGUE
	2013	Camp Westerbork, HOOGHALEN
	2017	Maastricht Treaty, MAASTRICHT
	2019	Colonies of Benevolence, FREDERIKSOORD - WILHELMINAOORD WILLEMSOORD, OMMERSCHANS, VEENHUIZEN; with WORTEL - MERKSPLAS (BELGIUM - coordinator)
POLAND	2014	Union of Lublin (1569), LUBLIN
	2014	3 May 1791 Constitution, WARSAW
	2014	Historic Gdańsk Shipyard, GDANSK
	2015	World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI
	2019	Site of Remembrance in Łambinowice, ŁAMBINOWICE
	2019	Werkbund Estates in Europe (1927-1932), WROCŁAW; with STUTTGART (GERMANY - coordinator); BRNO, PRAGUE (CZECH REPUBLIC); VIENNA (AUSTRIA)
PORTUGAL	2014	General Library of the University of Coimbra, COIMBRA
	2014	Charter of Law for the Abolition of the Death Penalty (1867), LISBON
	2015	Sagres Promontory, SAGRES
	2019	Azores Underwater Cultural Heritage, AZORES
ROMANIA	2017	Sighet Memorial, SIGHET
SLOVENIA	2014	Franja Partisan Hospital, CERKNO
	2017	Javorca Memorial Church and its cultural landscape, TOLMIN
	2019	"Zdravljica", the Message of the European Spring of Nations (1848), LJUBLJANA
SPAIN	2014	Archive of the Crown of Aragon, BARCELONA
	2014	Student Residence or "Residencia de Estudiantes", MADRID

## Members of the European Heritage Label Panel

### COMPOSITION OF THE 2019 PANEL

#### Designated by the European Commission (2017-2019)

Mr Christer Gustafsson  
Ms Csilla Hegedus  
Mr Gábor Sonkoly  
Ms Bénédicte Selfslagh, Chairperson

#### Designated by the European Parliament (2018-2020)

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Mr Anton Rombouts\*  
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#### Designated by the Council (2019-2021)

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Mr Jacek Purchla (2013; 2014-2016)

#### Designated by the European Parliament

Mr Roland Bernecker (2013-2014; 2015-2017)  
Ms Martine Pastor (2016-2017)  
Mr Michele Rak (2013-2014; 2015-2017)

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Mr Francisco Prado-Villar (2013-2015)  
Mr Michel Thomas-Penette (2013-2015)  
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## PHOTO CREDITS

Unless mentioned otherwise, all photographs illustrating this report are part of the touring exhibition (EU-DG EAC) or were included in the applications or the 2016 monitoring forms and presentations.

- p 4                 Screenshots of the European Commission's Instagram account on dates shown
- p 7                 Poster for the International Werkbund exhibition in Vienna, © University of Applied Arts Vienna, Art Collection and Archives
- p 27                WuWa (Wohnung und Werkraum Ausstellung, Wrocław), Gallery

## WORD OF THANKS

The Panel wishes to thank the nineteen candidate sites for their enthusiastic participation in the 2019 selection process. They contribute to a greater awareness of our cultural heritage at local, national and European level. They unite in diversity. The *European Heritage Label* has got to this stage thanks to all applicants since 2013, successful or otherwise: without them there would be no *European Heritage Label sites*.

The Panel addresses its gratitude to the National Coordinators for their continuous efforts in explaining the objectives and criteria of the *European Heritage Label* to candidate sites and their support to the sites.

Special thanks go to the newly established *European Heritage Label Network* and the European Commission for organising the yearly *European Heritage Label Days*.

The Panel is very grateful to the European Commission for the excellent co-operation and support given to the Panel during and in between the meetings.

The Panel addresses its thanks to its former members who helped shape the process and are excellent ambassadors for the initiative.

