

# Self-assessment form

1. **The site must meet one or more of the following criteria. Select one or more requirement that you are able to justify in your application:**

- The site is of a pan-European and cross-border nature.
- The site has a place and a role in the history and integration of Europe. It is linked to key European events, personalities or movements.
- The site has a place and role in the development and promotion of the common values that underpin European integration.

2. **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. The project must include all of the following elements:**

- i. The project raises awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training.
- ii. The project organises 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. The project promotes multilingualism and facilitates access to the site by using several languages of the Union.
- iv. The operator takes part in the activities of networks of sites that have been awarded the label in order to exchange experiences and initiate common projects.
- v. The project raises 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.

**Does the applicant have the resources and the opportunity to implement such a project?**

- yes
- no

**3.1 The preparation of the required project involves creating various plans and reports. Does the applicant have the resources to prepare the needed documents and an application that**

- Presents the project strategy and objectives regarding how the site's profile will be raised and the European reach of marketing increased.
- Presents the information activities, signposting and staff training that will be performed in order to improve the site's European visibility.
- Presents the educational activities, especially for young people, which aim to 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.
- Presents the current multilingual access to the site and a plan to develop it.
- Describes the site's expectations as regards the European Heritage Label.
- Presents how the site's European attractiveness can be increased by new technologies and digital and interactive means. Special attention should be paid to how these tools can be used to attract visitors online and improve the site's local significance and online interpretation.
- Describes the artistic and cultural activities connected to the site. These activities should foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity.

**3.2 These activities are turned into objectives and their realisation is monitored. Does the applicant have resources for the formulation, implementation and monitoring of such objectives?**

- yes
- no

**4. The applicant and the site must also be supported by a sufficiently extensive financial and operational organisation capacity. Does the site have sufficient resources and the opportunity to**

- Prepare and describe the site's general management plan and its possible changes in the four years following the application.
- Present the legal protection of the site at the time of application and describe the current protection status and its possible changes in the four years following the application.
- Present the site's current reception facilities and information activities and possible development measures to be taken in the four years following the application.
- Present the measures than ensure access for the widest possible public and the development measures, staff trainings and other possible plans for the four years following the application.
- Explain how the access of young people has been facilitated and/or what related measures are planned for the future.
- Prepare and present a marketing plan for the site as a sustainable tourism destination and possible plans to develop it in the four years following the application.
- Present an up-to-date communications plan highlighting the site and its European significance, in particular. The application must also present alternative information activities that will promote the European significance of the site in the next four years.
- Present the site's approach to environmental protection and how this is evident in the management of the site and in how visitors are welcomed in the four years following the application.
- Present the site's international networks and recognitions at the time of application. The application must also include the awards that the site intends to apply for in addition to the European Heritage Label in the four years following the application.

- Present the current operating budget of the site and its management: the site's annual running costs, communications costs and the cost related to culture, training, research and networking, as well as the most important sources of income.