

**APPLICATION FORM**

**Selection 2023**

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| **Name of the site**  |  |
| **Country of the site** |  |
| **Website** |  |
| **Name of the organisation** |  |
| **Web address of the organisation** |  |

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| *Insert image of site* |

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| **SUMMARY OF THE APPLICATION** *(max 1 page)* |
| **Description of the site** *(max 150 words)* |
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| **European significance of the site** *(max 60 words)* |
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| **Project description** *(max 150 words)* |
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| **Operational capacity of the site** *(max 150 words)* |
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| **PART I. THE APPLICANT AND THE SITE** |
| **I.A. The applicant** |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  | City or region |  |
| Country |  |
| Name of the contact person[[1]](#footnote-1) |  |
| Telephone  |  |
| E-mail |  |
| **I.B. General information about the site** |
| Name of the site |  |
| Street and number |  |
| Post code |  | City or region |  |
| Country |  |
| Website  |  |
| Social media links |  |
| Legal owner of the site |  |
| Managing authority(ies)  |  |
| Name of the site manager |  |
| Name of the EHL project coordinator |  |
| Telephone |  |
| E-mail |  |

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| **I.C. Description of the site** |
| **I.C.1. Location and physical description of the site** (max 300 words)*Provide at least one illustrative material (photos and/or maps) with caption* |
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| **I.C.2 Site’s history and historical context** *(max 400 words)* |
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| **PART II. AWARD CRITERIA**  |
| **II.A: The symbolic European value of the site** (max 400 words) |
| *To be attributed the label, candidate sites must demonstrate that they 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.**Please explain below the European symbolic value and European significance of the candidate site. You must demonstrate at least one of the following (or more than one if relevant):* *i) The cross-border or pan-European nature of the site;**ii) The place and role of the site in European history and European integration. The links with key european events, personalities or movements;**iii) The place and role of the site in the development and promotion of the common values that underpin European integration.**For further guidance on Criteria 1 and the European symbolic value, please consult the applicant’s guidelines (Section 4.1).* |
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| **II.B: The site’s project**  |
| *To be attributed the label, candidate sites must submit a project which highlights their European symbolic value and European significance described in Part II.A.**The proposed project must include all of the following elements:*1. *raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training;*
2. *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;*
3. *promoting multilingualism and facilitating access to the site by using several languages of the Union;*
4. *taking part in the activities of networks of sites awarded the label in order to exchange experiences and initiate common projects;*
5. *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.**This section of the application form asks you to describe your project, its objectives and the activities you plan to implement for each element listed above.**In addition, you will need to submit a Project Implementation Plan following the template provided. In the Project Implementation Plan, you will need to provide a list of actions for each element of the project, with a proposed timeline for their implementation, intended outcome(s) and related indicators.* |
| **II.B.1. Raising awareness of the European significance of the site***(max 400 words)* |
| *Describe how you intend to make use of information activities, signposting, staff training and other related activities to raise awareness of the European significance of the site.* *Please, first describe the present situation, then outline the actions you intend to implement as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.2. Organising educational activities** *(max 250 words)* |
| *Describe the educational activities you intend to implement, especially for young people. These should aim to increase the understanding of the common history of Europe, its shared yet diverse heritage and strengthen the sense of belonging to a common space.* *Please,first describe the present situation, then outline the actions you intend to implement as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.3. Promoting multilingualism and facilitating access to the site** *(max 250 words)* |
| *Describe how you intend to promote multilingualism and facilitate access to the site by using several languages of the Union.* *Please, first describe the present situation, then outline the actions you intend to implement as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.4. Taking part in the activities of networks of European Heritage Label sites** *(max 250 words)* |
| *Describe how you intend to take part in the activities of networks of EHL sites awarded the label in order to exchange experiences and/or initiate common projects.**Please, first specify your expectations from networking opportunities provided by the Label. Then outline how you intend to contribute to the exchange of experience and/or to initiate common projects with other European Heritage Label sites. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.5a. Raising the profile and attractiveness of the site on a European scale, by using new technologies, digital and interactive means** (max 250 words) |
| *Describe how you intend to use new technologies, digital and interactive means to raise the European profile and attractiveness of your site, focusing on how you will use them to 1) attract virtual visitors, 2) enhance the in-situ interpretation of your site and 3) enhance its interpretation on the web.**Please, first describe the present situation, then outline the actions you intend to implement as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.5b. Raising the profile and attractiveness of the site on a European scale, by seeking synergies with other European initiatives** (max 250 words) |
| *Describe your general approach to raising the European profile and attractiveness of your site by seeking synergies with other European initiatives.* *Please first specify whether you currently take part in any other European initiative (i.e. European Capitals of Culture, European Heritage Awards/Europa Nostra Awards, European Heritage Days, European Heritage Stories, European Cultural Routes, etc.) or other international programmes. Then present the actions you intend to implement in this area as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.6. Artistic and cultural activities, including contemporary creation** *(max 250 words, optional to answer)* |
| *Describe your approach in the area of artistic and cultural activities - including 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.* *Please, first describe the present situation, then outline the actions you intend to implement as of 2024. In the Project Implementation Plan, please list each activity to be carried out.* |
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| **II.B.7. Project Implementation Plan template: The listing of activities to implement your project** |
| **Project Activity** | **Present situation***Specify here the need the action aims to address* | **Details of actions***Specify here the action to implement* | **Intended outcome***Specify here what the action intends to achieve and for whom* | **Start date of action***Specify here when the action started or is planned to start* | **Indicator***Specify here how you intend to asess whether the action has achieved its intended outcome(s)* |
| Activity 1: Raising awareness of the European significance |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity 2: Organising educational activities |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity 3: Promoting multilingual access  |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity 4: Taking part in networking activities |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity 5: Raising the profile and attractiveness |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |
| Activity 6: Artistic and cultural activities (optional) |  | *Action 1* |  |  |  |
|  |  | *Action 2* |  |  |  |
|  |  | *Action 3* |  |  |  |

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| **II.C: Operational capacity of the site – Work Plan** |
| *To be attributed the label, candidate sites must submit a work plan. The work plan (section II.C of this form) should demonstrate the site’s operational capacity to implement the project proposed in section II.B. of this form, according to the priorities of the European Heritage Label action.**The work plan needs to include all the following elements:* 1. *ensuring the sound management of the site, including defining objectives and indicators:*
2. *ensuring the preservation of the site and its transmission to future generations in accordance with the relevant protection regimes:*
3. *ensuring the quality of the reception facilities such as the historical presentation, visitor information and signposting:*
4. *ensuring access for the widest possible public, for example through site adaptations or staff training:*
5. *paying special attention to young people, in particular by granting them privileged access to the site;*
6. *promoting the site as a sustainable tourism destination:*
7. *developing a coherent and comprehensive communication strategy highlighting the European significance of the site;*
8. *ensuring that the management of the site is as environmentally friendly as possible.;*

***To demonstrate their operational capacity, candidate sites also need to provide:**** ***A one-page operating budget statement*** *for the overall management of the site (conservation works excluded), including annual running costs, communication costs, cultural, educational, research, networking activities costs. It should also identify the principal sources of income available to the site.*
* ***A one-page statement on the organisational structure and human resources*** *allocated to the implementation of the project.*
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| **II.C.1. Management of the site** *(max 300 words)* |
| *Outline the overall management plan for the site and specify if further developments are planned within the next four years.* |
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| **II.C.2. Preservation of the site** *(max 250 words)*  |
| *Outline the current protection regime for the site, including all relevant legal, regulatory, planning or institutional status of the site; Then describe the current state of conservation and specify any foreseen change or development within the next four years.* |
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| **II.C.3. Reception facilities, visitors' information and signposting** *(max 250 words)* |
| *Describe your sites’ current reception facilities, such as the historical presentation, visitor information and signposting. Make sure to mention whether the site is open to the public and its opening hours.**Specify any foreseen changes or development within the next four years.* |
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| **II.C.4. Public access** *(max 250 words)* |
| *Describe your access policy, focusing on the facilities and resources you have in place to ensure access to the widest possible public, notably through site adaptations and/or staff training;**Specify any foreseen changes and/or development to improve access to the site and to visitor information for the widest public possible within the next four years.* |
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| **II.C.5. Special attention for young people** *(max 250 words)* |
| *Describe what policy and resources you have in place to grant privileged access to young people.**Specify any foreseen changes and/or development in the next four years.* |
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| **II.C.6. Sustainable tourism** *(max 250 words)*  |
| *Describe your policy and actions for promoting the site as a sustainable tourism destination.**Examples you may want to mention for promoting sustainable tourism include (but are not limited to) activities related to:** *preserving natural and cultural resources,*
* *limiting negative impacts of tourism, like the use of natural resources and waste production,*
* *promoting the wellbeing of the local communities and strengthening their involvement in decision-making processes with other stakeholders,*
* *reducing the seasonality of demand,*
* *limiting the environmental impact of tourism-related transport,*
* *making tourism accessible to all,*
* *improving the quality of tourism jobs…*

*Please also mention if your site is associated to any wider initiatives at local or regional level focusing on 1) regenerating cities and regions through cultural heritage, 2) promoting adaptive re-use of heritage buildings and/or 3) balancing access to cultural heritage with sustainable cultural tourism and natural heritage;**Specify any foreseen changes and/or development in this area within the next four years.*  |
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| **II.C.7. Communication strategy of the site***(max 250 words)* |
| *Outline your current communication strategy for the site. Present how you plan to develop a coherent and comprehensive communication strategy highlighting its European significiance to a wide audience and diverse target groups. Please include a broad outline of the communication activities you intend to undertake within the next four years.* |
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| **II.C.8. Environmentally friendly management of the site** *(max 250 words)* |
| *Outline your environmental policy and/or measures you have taken to ensuire that the management of the site is as environmentally friendly as possible.* *Examples you may want to mention include (but are not limited to) whether you have developed sustainability standards for your day-to-day management and/or have taken steps towards:** *reducing the carbon footprint and environmental impact of the site,*
* *minimising the use of energy and water,*
* *minimising waste and encouraging reuse and recycling,*
* *examining alternative renewable energy sources,*
* *promoting the use of greener mode of transport for staff and/or visitors to reduce the environmental impact of associated travels,*
* *integrating environmental criteria for procurement of goods and services and/or*
* *integrating environmental and energy performance considerations in the design, refurbishment, and use of buildings…*

*Specify any foreseen changes and/or development in this area within the next four years.* |
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| **II.C.9. Operating budget of the site** *(max 1 page)* |
| *Outline the current operating budget for the overall management of the site (conservation works excluded). Please include: annual running costs, communication costs, cultural, educational, research, networking activities costs. Identify also the principal sources of income available to the site.* |
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| **II.C.10. Organisational structure of the site** (max 1 page) |
| *Please, provide a statement on the organisational structure and human resources allocated to the implementation of the project.*  |
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1. This person may be contacted during the selection process [↑](#footnote-ref-1)