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[http://ec.europa.eu/programmes/creative-europe/actions/heritage-label/discover\\_en.htm](http://ec.europa.eu/programmes/creative-europe/actions/heritage-label/discover_en.htm)



# Engage Heritage sites

- Select and support heritage sites (broad sense) that celebrate and symbolize European values, ideals, history and integration.
- To bring citizens closer to the European Union by raising awareness of the European history.





## How do we select the sites?

- ❖ Today, 24 out of 28 Member States, on a voluntary basis.
- ❖ Selection round every two years, with:
  - ❖ A pre-selection by each country of maximum 2 sites
  - ❖ A selection by the Commission, based on the recommendation of a panel of experts that assesses the proposals of sites against the criteria
- ❖ A monitoring process every four years



European  
Commission

# What we offer





# Sharing European history to citizens

- ❖ New opportunities to learn about our common yet diverse cultural heritage
- ❖ A site telling both a local, regional, national and European story next door.
- ❖ Increased cultural tourism bringing economic benefits





# Co-create the bigger picture of the European History

- ❖ Thanks to EHL, selected sites are part of a bigger narrative on European values and European History.
- ❖ Cooperation is starting between selected sites.



# From the Cradle of Democracy to the Renaissance

5<sup>th</sup> Century BC:  
The Heart of Ancient  
Athens, Greece

910:  
Abbey of Cluny, France

1240:  
Imperial Palace,  
Vienna, Austria

1410:  
Great Guild Hall,  
Tallinn, Estonia

1250000 BC:  
Neanderthal  
Krapina Museum  
Croatia

1<sup>st</sup> Century AD:  
Archaeological Park  
Carnutum, Austria

12 Century:  
Olomouc Premyslid Castle  
and Archdiocesan Museum,  
Czech Republic

1318:  
Archive of the  
Crown of Aragon  
Spain

# From the Age of Discovery to the Age of Enlightenment

**1513:**  
General Library of  
the University of  
Coimbra, Portugal

**1648:**  
Münster and Osnabrück:  
Sites of the Peace of  
Westphalia, Germany

**1802:**  
Historic Ensemble  
of the University  
of Tartu - Estonia

**1867:**  
Charter of the Law of  
Abolition of the Death  
Penalty, Portugal

**1459:**  
Sagres  
Promontory,  
Portugal

**1569:**  
Union of  
Lublin, Poland

**1791:**  
The May 3 1791  
Constitution,  
Warsaw, Poland

**1832:**  
Hambach Castle,  
Germany

**1875:**  
Liszt Ferenc  
Academy of  
Music,  
Budapest,  
Hungary



# From Modernism to Anti-Fascism

**1910:**  
Residencia de  
Estudiantes, Madrid,  
Spain

**1918:**  
World War I Eastern Front  
Cemetery No. 123, Łużna –  
Pustki, Poland

**1939-1945:**  
Camp Westerbork, The  
Netherlands

**1895:**  
Mundaneum, Mons,  
Belgium

**1913:**  
Peace Palace, The  
Hague, Netherlands

**1919:**  
Kaunas of 1919-1940,  
Lithuania

# Post-war Europe

**1945:**  
Museo Casa Alcide De  
Gasperi, Pieve Tesino, Italy

**1950:**  
Robert Schuman's  
House, Scy-Chazelles,  
France

**1989:**  
Pan-European Picnic  
Memorial Park, Sopron,  
Hungary

**1940:**  
Franja Partisan Hospital,  
Slovenia

**1949:**  
European District of  
Strasbourg, France

**1980:**  
The Historic Shipyard,  
Gdansk, Poland



ANCIENT ATHENS, Greece

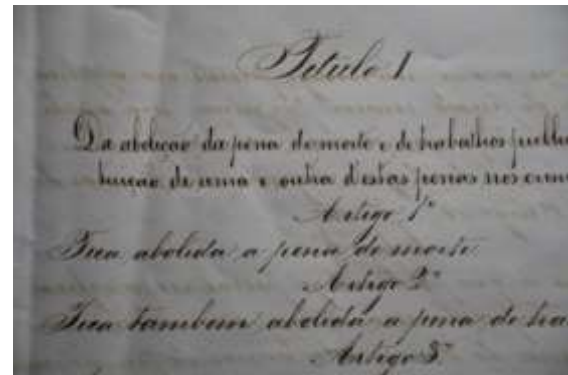
# European Year of Cultural Heritage 2018

## Main objective

- > **raise awareness** of challenges & opportunities in heritage sector
- > **highlight the role of the EU** in promoting **shared solutions.**



UNIVERSITY OF COIMBRA  
LIBRARY, Portugal



ABOLITION OF DEATH PENALTY,  
Lisbon

## Overall objectives

European cultural heritage:

- > basic component of cultural diversity and intercultural dialogue.
- > Contribution to economy & society, through its direct & indirect economic potential.
- > important element of the EU's international dimension.



LISZT FERENC ACADEMY OF MUSIC,  
Budapest  
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## Eleven Specific Objectives

- a) encourage **approaches that are people-centred, inclusive, forward-looking, more integrated & cross-sectoral**;
- b) promote **innovative models of multilevel governance & management** of cultural heritage, involving all stakeholders;
- c) promote debate, research & innovation activities & exchange of good practices on the **quality of conservation & safeguarding of cultural heritage**
- d) highlight & stimulate positive **contribution of cultural heritage to society & the economy through research & innovation**

## Eleven Specific Objectives

- (e) encourage **local development strategies**;*
- (f) support development of specialised **skills & improve knowledge management & knowledge transfer**;*
- (g) promote heritage as a **source of inspiration for contemporary creation & innovation** -highlight potential for **cross-fertilisation & stronger interaction between the cultural & creative sectors** & communities;*
- (h) raise **awareness of the importance of European cultural heritage** through education & lifelong learning;*

# Eleven Specific Objectives

- (i) highlight potential of **international cooperation in matters of cultural heritage** - encourage intercultural dialogue, post-conflict reconciliation & conflict prevention;*
- (j) **promote research & innovation** on cultural heritage; facilitate the uptake & exploitation of research results;*
- (k) encourage **synergies between the Union & Member States**, including strengthening **initiatives to prevent the illegal trafficking of cultural goods**.*



## Measures

### European, national, regional, local levels

- Conferences, events & initiatives
- Information, education & awareness raising campaigns
- Sharing of experiences & good practices
- Studies, research & dissemination of results
- Exhibitions
- Social media

MUNDANEUM, Mons

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(Belgique)





# Funding

**EYCH will be implemented using existing EU programmes.**

*These programmes include: **Creative Europe**; the **European structural & investment funds**; **Horizon 2020**; **Erasmus+**; & **Europe for Citizens**.*

*Creative Europe has three EU actions specifically dedicated to cultural heritage: **European Heritage Days**; the **EU Prize for Cultural Heritage**; the **European Heritage Label**.*

## Coordination at national and European levels - International cooperation

- MS to appoint a **national co-ordinator**
- EC to convene **meetings of national co-ordinators**
- Cooperate with competent **international organisations**



PEACE PALACE, The Hague

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## To sum up...expected benefits of EYCH 2018

- European citizens to better understand the present
- Appreciation of the social & economic benefits of cultural heritage
- Highlight challenges & opportunities
- help to propose solutions for existing challenges

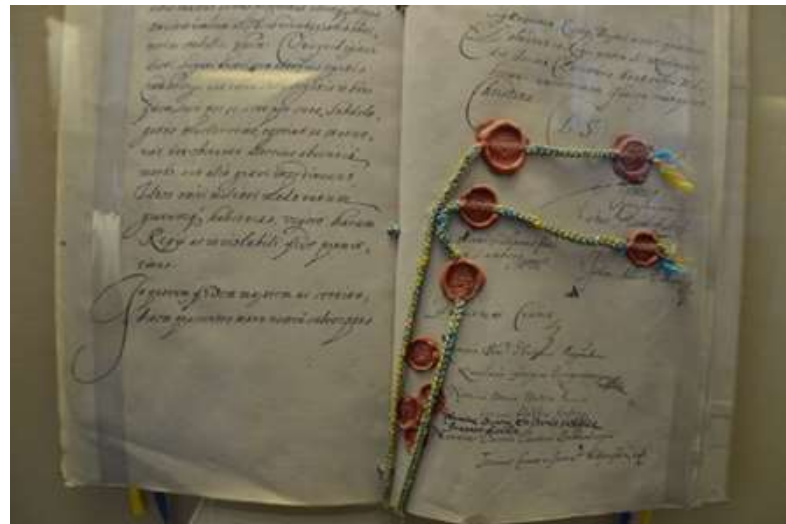


RESIDENCIA DE  
ESTUDIANTES,  
Madrid



SCHUMAN'S HOUSE, Scy-  
Chazelles

# Thank you!



PEACE OF WESTPHALIA, Münster and Osnabrück  
(Germany)