

EUROPEAN HERITAGE LABEL
SELECTION 2025

Thematic site application form

GENERAL REMINDER

The application form for Thematic l sites' applications is in two parts:

* Part 1 "Specific information about each partner-site”
* Part 2: "The Joint Application"

**E-form completion: Role of coordinator site**
- Filling out the online form.
- Gathering individual forms filled out by  partner-site.
- 'Saving a draft' of the e-form - receiving a**link to share with National coordinator** to give them access to the form and complete their sections.

**E-form verification: Role of the National Coordinator**
- The National Coordinator involved in this thematic sites' application will review the form and upload the supporting letter from their Member State.

**E-form verification and submission: Role of the Coordinator site's National Coordinator**
- After uploading its supporting letter confirming the site application's preselection at national level and its submission for the selection at the Union level,
- the coordinating site's Member State will submit the e-form, by clicking the 'Submit' button.

QuestionDownload the Guidelines for applicants here [eu-heritage-label\_Guidelines\_for\_applicants\_0.pdf](https://ec.europa.eu/eusurvey/files/dbff14f1-ab3a-4343-a84f-a55f27252df5/76319a9d-b332-4be0-ad84-38b7bad402d8)

**PART I -  IDENTITY OF THE CANDIDATE THEMATIC SITE**

**1. General information on the Thematic site**

**1.1. DESCRIPTION OF THE THEMATIC SITE**

**\* Common name of the thematic site**

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**\* Theme**

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\* Country of the coordinator site (select only the Member State submitting the pre-selected application at Union level)

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Austria |  | Estonia |  | Latvia |  | Romania |
|  | Belgium |  | Finland |  | Lithuania |  | Slovakia |
|  | Bulgaria |  | France |  | Luxembourg |  | Slovenia |
|  | Croatia |  | Germany |  | Malta |  | Spain |
|  | Cyprus |  | Greece |  | Netherlands |  |  |
|  | Czechia |  | Hungary |  | Poland |  |  |
|  | Denmark |  | Italy |  | Portugal |  |  |

**\*** **Added value of a joint application**

*5000 character(s) maximum*

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**1.2. Contact Details – Thematic Site**

**The Coordinator organisation**

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|  | Please provide details below |
| **\***Full name of the organisation |  |
| **\***Street and number |  |
| **\***Post code |  |
| **\***City or region |  |
| **\***Country |  |
| **\***Website of the organisation |  |
| **\***Name of the EHL project coordinator (contact person) |  |
| **\***Telephone |  |
| **\***Email |  |
| **\***Social Media Links |  |

**1.3. Summary of the Application - Thematic Site**

**\*Description of the site**

*1250 character(s) maximum*

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**\* European significance of the site**

*1250 character(s) maximum*

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**\*** **Project description**

*1250 character(s) maximum*

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**\*** **Operational capacity of the site**

*1250 character(s) maximum*

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**1.4. Logo/ Institutional Picture of the Thematic site**

**\*** Please **upload the main picture** of the site Additional help available

The maximum file size is 1MB

 Only files of the type png,jpg,jpeg,gif,bmp are allowed.

**PART II - SPECIFIC INFORMATION ABOUT PARTNER-SITES**

**1. General information on the Thematic Partner-sites**

**1.A. General information about the partner-sites**

**The partner-site organisation**

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| --- | --- |
|  | Please provide details below |
| **\***Full name of the organisation |  |
| **\***Street and number |  |
| **\***Post code |  |
| **\***City or region |  |
| **\***Country |  |
| **\***Website of the organisation |  |
| **\***Name of the EHL project coordinator (contact person) |  |
| **\***Telephone |  |
| **\***Email |  |

**The partner-site organisation**

|  |  |
| --- | --- |
|  | Please provide details below |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| City or region |  |
| Country |  |
| Website of the organisation |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| Email |  |

**The partner-site organisation**

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| --- | --- |
|  | Please provide details below |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| City or region |  |
| Country |  |
| Website of the organisation |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| Email |  |

**The partner-site organisation**

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|  | Please provide details below |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| City or region |  |
| Country |  |
| Website of the organisation |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| Email |  |

**The partner-site organisation**

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|  | Please provide details below |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| City or region |  |
| Country |  |
| Website of the organisation |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| Email |  |

**The partner-site organisation**

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|  | Please provide details below |
| Full name of the organisation |  |
| Street and number |  |
| Post code |  |
| City or region |  |
| Country |  |
| Website of the organisation |  |
| Name of the EHL project coordinator (contact person) |  |
| Telephone |  |
| Email |  |

**\*** **1.B. Location and physical description of the partner-sites**
Provide at least one illustrative material (photos and/or maps) with a caption

*1000 character(s) maximum*

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**\*** Please upload at least one illustrative material (photos and/or maps) with caption

The maximum file size is 1MB

**\*** **1.C. General historical description of the partner-site**Please provide a short overview of the partner-site’s historical and cultural significance and the partner-site’s relation to European history and integration.

*1000 character(s) maximum*

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**2. Award Criteria**

**2.A. The symbolic European value of the partner-site**

**\*In this section candidate sites are asked to demonstrate that their site displays:**

**- a symbolic European value and/or**

**- a significant role in the history and culture of Europe and/or**

**- the building of the European Union**

**Please expand on at least one of the following criteria:**

**- The cross-border or pan-European nature of the site**

**- The place and role of the site in European history and culture and European integration Its links with key European events, personalities or movements**

**- The place and role of the site in the development and promotion of the common values that underpin European integration**

**For further guidance on the award criteria see the Guidelines for Candidate Sites (Section 5).**

*200 character(s) maximum*

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**2.B: The project for the partner site**

**\*** **In this section, candidate partner-sites must elaborate on the project that they will carry out as part of the Thematic application. The proposed project must include all the elements listed in the following sections. Describe the project each of the partner-sites plan to implement for each element listed below. Describe the present situation within the partner-site and then outline the actions you intend to implement. Mention the Project Implementation Plan of each partner-site, listing all additional activities planned to be carried out by the candidate partner-sites. Please follow the Project Implementation guidelines carefully.**

*100 character(s) maximum*

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**\*** **2.C. Raising awareness of the European significance of the partner-site
Describe how you intend to use available resources to raise awareness of the European significance of the candidate partner-site.**

*1250 character(s) maximum*

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**\*** **2.D. Organising educational activities
Describe the educational activities intended to be implemented by the candidate partner-site targeting young people. Under the Creative Europe these activities should aim to increase understanding of the common history of Europe, its shared yet diverse heritage and strengthen the sense of belonging to a common space. Describe the present situation within the candidate partner-site and then outline the actions you intend to implement at a site level.**

*1250 character(s) maximum*

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**\*** **2.E. Promoting multilingualism**

**Describe how you intend to promote multilingualism.**

**Describe the present situation of the candidate partner-site, then outline the actions you intend to implement to encourage multilingualism, inclusion, equality, diversity, and participation. In the Project Implementation Plan, please list each activity to be carried out at a site level.**

*1250 character(s) maximum*

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**\*2.F. Cooperating with other European Heritage Label sites**

**Describe how the candidate partner-site intends to exchange experiences with other EHL sites and initiate cooperative projects.**

**Specify the expectations from networking opportunities provided by the Label. Then outline how the site intends to contribute to exchange of experiences and/or to initiate cooperative projects with other EHL sites. Mention the role of specific partner-sites where relevant.**

*1250 character(s) maximum*

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**\*2.G. Promotion of the site by using new technologies**

**Describe how you intend to use new technologies to promote the partner-site on a European level. Describe the present situation, then outline the actions you intend to implement and the tools that you intend to use.**

*1250 character(s) maximum*

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**\*2.H. Raising the profile and attractiveness of the site on a European scale**

**Describe the general approach to raising the European profile and attractiveness of the candidate partner-site by seeking synergies with other European initiatives.**

**Specify whether you currently take part in any other European initiatives (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.**

*1250 character(s) maximum*

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**2.I. Contemporary artistic and cultural activities [optional]**

**Describe the approach in the area of artistic and cultural activities - including the organisation of artistic and cultural activities that foster mobility of European cultural professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity.**

*200 character(s) maximum*

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**2.J. Project Implementation Plan: Listing planned activities**

You can download the template below. Once you have filled in the template, please go to the section 'Upload your Project Implementation Plan' and upload your file.

**REMINDER: each sub-site will need to submit their own Project Implementation Plan, listing all additional activities they plan to carry out at their site.**

The template is available to download below:

[ehl-2025\_Implementation\_Plan\_.pdf](https://ec.europa.eu/eusurvey/files/dbff14f1-ab3a-4343-a84f-a55f27252df5/bd145dbf-d7ba-4134-90bb-cefe3232cb47)

**\*** Please upload here for partner-site 1

The maximum file size is 1MB

**\*** Please upload here for partner-site 2

The maximum file size is 1MB

Please upload here for partner-site 3 -10

The maximum file size is 1MB

**2.K. Operational capacity of the partner-sites**

**\*** **Provide a statement of the organisational structure of the partnership and the human resources allocated for the implementation in each partner-site and the coordination of activities to be carried out solely by the partner-site.**

*1250 character(s) maximum*

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**2.L. Operational capacity of the partner-sites - Work Plan**

**To demonstrate their operational capacity, partner-sites also need to provide:**

**A one-page operating budget statement for the overall management of the site (See 2.L.9.)A one-page statement on the organisational structure and human resources allocated to the implementation of the project. (See 2.L.10.)**

**\*2.L.1. Management of the partner-site**

Outline the overall management plan for the site and specify if further developments are planned.

*1500 character(s) maximum*

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**\*2.L.2. Preservation of the partner-site**

**Outline the current protection regime for the site, including all relevant legal, regulatory, planning or institutional regulations regarding the site. Then describe the current state of preservation and specify any foreseen change or development**

*1250 character(s) maximum*

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**\*2.L.3. Reception facilities, visitor information and signposting in the partner-site**

Describe the partner-site’s 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.

*250 character(s) maximum*

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**\*2.L.4. Public access of the partner-site**

**Describe the partner-site’s access policy, focusing on the facilities and resources you have in place to ensure access to the widest possible public, including access for visitors with disabilities (offline and online), 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.**

*1250 character(s) maximum*

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**2.L.5. Special attention to young people in the partner-site**

**Describe what policy and resources this partner-site has in place to grant privileged access to young people. Specify any foreseen changes and/or development in the next four years.**

*1250 character(s) maximum*

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**2.L.6. Sustainable tourism in the partner-site**

**Describe the partner-site’s policy and actions for promoting the site as a sustainable tourism destination.**

**Following the Creative Europe cross cutting priority, mention actions underaken by the partner- sites to encourge sustainable tourism including (but 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 the partner-site is associated to any other initiatives at a broader 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.**

*1250 character(s) maximum*

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**2.L.7. Communication strategy of the partner-site**

**Outline the current communication strategy for the partner-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**

*1250 character(s) maximum*

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**2.L.8.  Environmentally friendly management of the partner-site
Outline the partner-site’s environmental policy and/or measures taken to ensure 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 the day-to-day management of the partner-site 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**
* **integrating environmental and energy performance considerations in the design, refurbishment, and use of buildings ensuring local management of the site and locally provided goods and services**

Specify any foreseen changes and/or development in this area.

*2500 character(s) maximum*

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**2.L.9. Operating budget of the partner-site**

**Outline the current operating budget for the overall management of the partner-site (conservation works excluded). Include: annual running costs, communication costs, cultural, educational, research, networking activities costs. Identify also the principal sources of income available to the site.**

*1500 character(s) maximum*

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**2.L.10. Organisational structure of the partner-site**

Provide a statement on the organisational structure and the human resources allocated to the implementation of the project in the partner-site.
*1250 character(s) maximum*

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**PART III - JOINT APPLICATION**

**1. DESCRIPTION OF THE THEMATIC SITE**

**1.1. Location and physical description of the Thematic site**

**\*** **Provide the locations of the selected partner-sites and add a general description of the Thematic site. Insert at least one piece of illustrative material (photos and/or maps) with a caption.**
*1500 character(s) maximum*

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Please upload your photo / logo / Image of the site

Select file(s) to upload

**1.2. Thematic site’s history and historical context**

**\*** **Provide a general description of the history of the Thematic site as a whole. Explain how the partner-sites relate to each other and, if relevant, why this particular group of partner-sites has been selected to form the application.**

*1250 character(s) maximum*

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**2. AWARD CRITERIA**

**2.A. Thematic site’s history and historical context**

**\*In this section candidate sites are asked to demonstrate that their site displays:**

**- a symbolic European value and/or
- a significant role in the history and culture of Europe
- and/or the building of the European Union**

**Please expand on at least one of the following criteria:**

**- The cross-border or pan-European nature of the site
- The place and role of the site in European history and European integration.
- Its links with key European events, personalities or movements
- The place and role of the site in the development and promotion of the common values that underpin European integration

For further guidance on the award criteria see the Guidelines for Candidate Sites (Section 5)**

*1250 character(s) maximum*

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**2.B. The project for the Thematic site**

**\*To be attributed the label candidate sites must submit a project, which highlights their European symbolic value and European significance, described in the following sections.**

**The proposed project must include all the elements listed in the following sections.**

**This section of the application form asks you to describe your project for the site, its objectives, and the activities to be implemented for each element listed below.**

*1250 character(s) maximum*

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**2.C. Raising awareness of the European significance of the Thematic site**

**\*** Describe how you intend to use available resources to raise awareness of the European significance of the Thematic site.

*1250 character(s) maximum*

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**2.D. Organising educational activities**

**\*Describe the educational activities you intend to implement targeting young people and students. Under the Creative Europe these activities should aim to increase understanding of the common history of Europe, its shared yet diverse heritage and strengthen the sense of belonging to a common space.**

**Describe the present situation within the Thematic site and then outline the actions you intend to implement.**

*1250 character(s) maximum*

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**2.E. Promoting multilingualism**

**Describe how you intend to promote multilingualism.**

**Describe the present situation of the Thematic l site, then outline the actions you intend to implement to encourage multilingualism, inclusion, equality, diversity and participation. In the Project Implementation Plan, please list each activity to be carried out**

*1250 character(s) maximum*

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**2.F. Cooperating with other European Heritage Label sites**

**\*Describe how you intend to exchange experiences with other EHL sites and initiate cooperative projects.**

**Specify the Thematic site’s expectations from networking opportunities provided by the Label. Then outline how you intend to contribute to exchange of experiences** **and/or to initiate cooperative projects with other EHL sites. Mention the role of specific partner-sites where relevant.**

*1250 character(s) maximum*

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**2.G. Promotion of the Thematic site by using new technologies**

**\*Describe how you intend to use new technologies to promote the site on a European level.**

**Describe the present situation, then outline the actions you intend to implement and the tools that you intend to use**

*1250 character(s) maximum*

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**2.H. Raising the profile and attractiveness of the site on a European scale.**

**\*Describe the general approach followed to raising the European profile and attractiveness of the Thematic site by seeking synergies with other European initiatives.**

**Specify whether you currently take part in any other European initiatives (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.**

*1250 character(s) maximum*

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**2.I. Contemporary artistic and cultural activities**

**\*** **Describe the followed approach in the area of artistic and cultural activities - including the organisation of artistic and cultural activities that foster mobility of European culture professionals, artists, and collections, stimulate intercultural dialogue, and encourage linkage between heritage and contemporary creation and creativity. (max. 250 words, optional to answer)**
*1250 character(s) maximum*

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**2.J. Project Implementation Plan: Listing of planned activities**

**You can download the template below. Once you have filled in the template, please go to the section 'Upload your Project Implementation Plan' and upload your file.**

**REMINDER: List all the activities that are common -  collective to the Thematic Site**

The template is available to download below:

[ehl-2025\_Implementation\_Plan\_.pdf](https://ec.europa.eu/eusurvey/files/dbff14f1-ab3a-4343-a84f-a55f27252df5/8246b277-08ba-420e-8a6e-b82858d6af8e)

**\*** Please upload here for the thematic site Additional help available

The maximum file size is 1MB

**2.K. Operational capacity of the Thematic site – Work Plan**

**\*** **Provide a statement of the organisational structure of the partnership and the human resources allocated for the implementation of the Thematic site project and the coordination of activities to be carried out by all sites.**

*1250 character(s) maximum*

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Dear candidate site,

This completes your contribution to the European Heritage Label application at EU level. The rest of this form is to be completed by your national coordinator.

**ATTENTION! Your contribution is not yet submitted and needs to be validated by your national coordinator. In order to do so, please click on the 'Save as a draft' button on the right side of the screen.**

You will be given a link that you need to **forward to National Coordinators.** If you do not save and forward this link, your information will not be saved and will be lost.

Thank you for preparing your application for for the European Heritage Label selection.

European Heritage Label team
DG EAC
European Commission

Validation by ALL National Coordinator(s)

**\*** QuestionProvide a statement of the organisational structure of the partnership and the human resources allocated for the implementation of the Transnational site project and the coordination of activities to be carried out by all sites.

*1250 character(s) maximum*

*0 out of 1250 characters used.*

**This section is to be completed by all National Coordinators**Please **review the information provided in Part 1 'Joint Application'** and confirm that it is accurate and all answers are provided in English.

Please **verify in Part 2 the contributions of the sub-sites** located in your Member States and confirm that it is accurate and all answers are provided in English.

Please confirm by **uploading a supporting letter** that your Member State agrees to this application being submitted for the 2025 European Heritage Label Selection at Union level.

This letter must be:
duly signed by a representative of the Member State scanned and uploaded on the e-form. The letter must be addressed to:

European Commission
Directorate General Education, Youth, Sport and Culture
Head of Unit Creative Europe, Directorate Culture and Creativity

**\*** Question**Section for National Coordinators (excluding the coordinator site's National Coordinator):**
Please upload your Member States' supporting letters here: Additional help available

The maximum file size is 1MB

Select file(s) to upload

**\*** Question**Section for the coordinator site's National Coordinator:**
Please upload here your supporting letter here confirming the application's preselection at national level and its submission for the selection at the Union level.

Select file(s) to upload

Privacy Statement

If processing your application involves the recording and processing of personal data (such as your name, address and CV), such data will be processed pursuant to Regulation (EU) 2018/1725 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC)

No 45/2001 and Decision No 1247/2002/EC.

Unless indicated otherwise, any personal data requested are required to evaluate your application in accordance with the invitation to submit a proposal and will be processed solely for that purpose by the European Commission. Details concerning the processing of your personal data are available on the privacy statement at: https://ec.europa.eu/dpo-register/detail/DPR-EC-05067

Your personal data may be registered in the Early Detection and Exclusion System (EDES) if you are in one of the situations mentioned in Article 136 of the Financial Regulation. For more information, see the Privacy Statement on

http://ec.europa.eu/budget/library/explained/management/protecting/privacy\_statement\_edes\_en.pdf

Submission of the application by the coordinating site's National Coordinator

**This section is to be completed by the National Coordinator**

**Please do not for forget to click on the 'Submit' button below to submit the application form electronically to the European Commission.**

You may print or download a copy of the complete application form for your records.