

EUROPEAN HERITAGE LABEL  
SELECTION 2025  
Single site application form

Before you start: GENERAL REMINDER

For single sites' application the e-submission process is as follows:   
**E-form completion: Role of candidate site**  
- The site start **filling out the application form in English**  
- The site should 'Save a draft' of the application form. It will then receive a **new, unique link** **to share with National coordinator(s)** to give them access to the form and complete their sections.  
  
**E-form verification and submission: Role of the National Coordinator**  
- The National Coordinator will **review the form** and upload the **Member State's supporting letter** confirming the site application's preselection at national level and its submission for the selection at the Union level  
- After uploading its supporting letter, the National Coordinator will **submit the application form**, by clicking on the 'Submit' button.

Download the Guidelines for [Candidate sites](https://culture.ec.europa.eu/document/european-heritage-label-guidelines-for-candidate-sites)

[eu-heritage-label\_Guidelines\_for\_applicants\_0.pdf](https://ec.europa.eu/eusurvey/files/4554ffbe-2ac6-4f65-9595-a12a8d566cce/94b281c9-04e8-48bc-82e2-1a0907f9cb3a)

General information about the candidate site

**\*** **Name of the site**

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**\*** **Country of the site**

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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 |  |  |

Please **upload here the site's application in the official language of the Member State** participating in the action (optional).

The maximum file size is 1MB

**\*** Please **upload a photo** of the site

The maximum file size is 1MB

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

Short description and/or caption for the photo:

Please note that by uploading the image, you agree to grant a non-exclusive, royalty-free licence to the European Commission to use it for the purpose of publication(s) and communication activities related to the European Heritage Label Selection, including in the European Panel report, European Union websites and official social media pages.

By uploading the image, you also confirm that you have obtained all the necessary authorisations in order to be entitled to license the rights mentioned above and warrant that you have obtained all the appropriate authorisations from the holders of copyright, related rights and other intellectual property rights pertaining to the photos, as well as written authorisations of persons depicted, in compliance with the [General Data Protection Regulation](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016R0679), where applicable.

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| Please provide details below |
| **\***Name of the Site |  |
| **\***Number - Street |  |
| **\***Region - City |  |
| **\***Postcode - Country |  |
| **\***Legal owner of the Site |  |
| **\***Managing authorities |  |
| **\***E-mail |  |
| **\***Telephone Number |  |
| **\***Name of the contact person |  |
| **\***E-mail |  |
| **\***Website |  |

**I. GENERAL INFORMATION ON THE SITE**

**I.1. Contact Details and Information**

**1.2. Summary of the Application**

**\*** **Description of the site**

*750 character(s) maximum*

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**\*** **Please upload at least one illustrative material (photos and/or maps) Additional help available**

The maximum file size is 1MB

**\*** **I.C.2. European Significance: Site’s history and historical context**

*750 character(s) maximum*

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**\*** **Project description**

*750 character(s) maximum*

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

*750 character(s) maximum*

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**II. THE APPLICATION**

1. DESCRIPTION OF THE SITE

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

**\*** **Please provide general description of the site and its location. Insert at least one piece of illustrative material (photos and/or map of the site) with a caption**

*1500 character(s) maximum*

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**1.2 Site’s history and historical context**

**\*** **Please provide a general description of the historical and cultural significance of the site, and the site’s relation to European history and integration**

*2000 character(s) maximum*

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2. AWARD CRITERIA

**2.1 The symbolic European value of the 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 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).**

*2000 character(s) maximum*

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**2.2 The project for the 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 element 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 with reference to the territory in which the site affects and how the project: A) connects territory and community to the European dimension; B) promotes skills and social and economic development for the territory in which it affects; C) involves local communities; D) promotes sustainability and digitisation.**

**\*** **2.2.A. Raising awareness of the European significance of the site**

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

*1250 character(s) maximum*

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**\*** **2.2.B. 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 site and then outline the actions you intend to implement at a site level.**

*250 character(s) maximum*

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**\*** **2.2.C. Promoting multilingualism**

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

**Describe the present situation of the 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**

*1200 character(s) maximum*

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**\*** **2.2.D. Cooperating with other European Heritage Label sites**

**Describe how you intend to cooperate with other EHL sites in order to exchange experiences and initiate cooperative projects**

**Specify the 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.**

*1200 character(s) maximum*

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**\*** **2.2.E. Promotion of the 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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**\*2.2.F. 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 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.**

*1200 character(s) maximum*

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**2.2.G. Contemporary artistic and cultural activities [optional]**

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

*1200 character(s) maximum*

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**2.2.H. 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**.

The template is available to download below:

[ehl-2025\_Implementation\_Plan\_.pdf](https://ec.europa.eu/eusurvey/files/4554ffbe-2ac6-4f65-9595-a12a8d566cce/4afd69b8-0ad2-4e1c-b1aa-73632aaee933)

**\*** Please upload your Project Implementation Plan: Additional help available

The maximum file size is 1MB

**III. OPERATIONAL CAPACITY OF THE SITE - WORK PLAN**

**To demonstrate their operational capacity, candidate sites 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 the human resources allocated to the implementation of the project.**

**3.1. Management of the site**

**\*** **Outline the overall management plan for the site and specify if further developments are planned within the next four years.**

*1500 character(s) maximum*

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**3.2. Preservation of the site**

**\*** **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.**  
*1250 character(s) maximum*

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**3.3. Reception facilities, visitor information and signposting**

**\*** **Describe your site’s current reception facilities, such as the presentation of the site’s history, 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.**

*1250 character(s) maximum*

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**3.4. Public access of the site**

**\*Describe your 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 possible public within the next four years.**

*1250 character(s) maximum*

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**3.5. Special attention to young people**

**\*** **Describe what policy and resources you have in place to grant privileged access to young people, including schools. Specify any foreseen changes and/or development in the next four years.**

*1250 character(s) maximum*

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**3.6. Sustainable tourism Management**

**\*** **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**
* **balancing tourism and life in local communities sustainability of the site and related activities educational projects and capacity building on the theme of sustainability**

**Please also mention if your 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.**

*1250 character(s) maximum*

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**3.7. Communication strategy of the site**

**\*** **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 to diverse target groups. Include a broad outline of the communication activities you intend to undertake within the next four years**

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**3.8. Environmentally friendly management of the site**

**\*Outline your environmental policy and/or measures you have 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 your 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 ensuring local management of the site and locally provided goods and services**

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

*1250 character(s) maximum*

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**3.9. Operating budget of the site**

**Please submit below the operating budget of the site (maximum 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.**

**\*** **Please upload your file Additional help available**

The maximum file size is 1MB

**3.10. Organisational structure of the site**

**Please submit below an outline of the organisational structure of the site (maximum 1 page)**

**Outline the organisational structure oand human resources  allocated to the implementation of the project. It can be presented as an organigram or organisation chart and should specify job titles, responsibilities, departments/units and number of FTE staff**

**\*** **Please upload your file Additional help available**

The maximum file size is 1MB

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 your national coordinator.** If you do not save and forward this link to your national coordinator, 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 National Coordinator(s)

**This section is to be completed by National Coordinators**

Dear National Coordinators,  
  
Please **review the information** provided in the e-form and confirm that it is accurate and all answers are provided in English.  
  
Please **verify, when applicable,** that the site's application in the official language of your Member State has been uploaded in the first section of the form.  
  
Please confirm by **uploading a supporting letter** that your Member State has preselected this application to be submitted for the 2025 European Heritage Label Selection at Union level.  
  
This letter must be:

* duly signed by a representative of the body in charge of the pre-selection in the Member State
* scanned and uploaded on this 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

The site's application will not be considered in the selection at Union level, without this supporting letter.

**\*** QuestionPlease **upload** the Member State's supporting letter here: Additional help available

The maximum file size is 1MB

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 National Coordinator

**This section is to be completed by National Coordinators**  
  
**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.