



EUROPEAN
HERITAGE LABEL



Panel Report on Monitoring

19 December 2016



ABOUT THE EUROPEAN HERITAGE LABEL

The *European Heritage Label* originated out of an intergovernmental initiative created in 2006, under which 68 sites in 19 countries received the label. New criteria and a new selection procedure were introduced in 2011 when the *European Heritage Label* was established at the level of the European Union (*Decision 1194/2011/EU of the European Parliament and of the Council of 16 November 2011* published in the Official Journal of the European Union, OJ L 303, 22.11.2011, p. 1- 9).

The new *European Heritage Label* is intended for sites that not only have made a contribution to European history and culture and/or the building of the Union, but also promote and highlight their European dimension and demonstrate their operational capacity to carry out these activities. The new requirements are an intrinsic part of the added value of the new *European Heritage Label*.

The procedure for attributing the *European Heritage Label* is carried out in two stages: at the national level a maximum of two candidate sites are pre-selected every two years. Out of these and based upon the recommendations made by the European Panel of independent experts, the European Commission decides to attribute the *European Heritage Label* to a maximum of one site per participating Member State per year.

2013 and 2014, the first two years of the action at the European Union level, were transition years: in 2013 participation was restricted to those Member States which had not taken part in the intergovernmental initiative, whilst 2014 was reserved for candidate sites from the Member States which had been involved in the intergovernmental initiative. 2015 was the first year that participation was open to all Member States provided that they confirmed their interest: 24 Member States signed up. The next phases of site selection will take place in 2017 and in 2019.

Sites awarded the *European Heritage Label* are monitored on a regular basis in order to ensure that they continue to meet the criteria for which they were selected. 2016 was the first monitoring year and the European Panel has examined the sites awarded in 2013 and 2014. The next monitoring year will take place in 2020 and will include all sites that received the label prior to 2019.

Photo cover page, clockwise starting from the top:

Union of Lublin (Lublin, Poland), Historic Gdańsk Shipyard (Gdańsk, Poland; photo credit: Grzegorz Mehring, European Solidarity Centre Archive), Charter of Law for the Abolition of the Death Penalty 1867 (Lisbon, Portugal), Franja Partisan Hospital (Cerkno, Slovenia).

Unless mentioned otherwise, all photographs illustrating this report were included in the applications, the monitoring forms or presentations made by the sites during the 2016 monitoring process.

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FOREWORD

After three selection years, the first monitoring year of *European Heritage Label* sites took place in 2016. For the twenty sites that received the Label in 2013 and 2014, but also for the National Coordinators, the European Commission and the European Panel of experts, it meant the start of a new joint adventure. 'New' because it had not been done before, and 'a joint adventure' because the success of any monitoring exercise depends on the co-operation of all stakeholders.

According to *Decision 1194/2011/EU establishing the European Heritage Label*, monitoring is needed to ensure that the labelled sites continue to meet the criteria which led to their selection.

Initially there was some uneasiness because the sites to be monitored had only received the *European Heritage Label* one or two years before and one could not reasonably expect that they had already implemented their project completely. Therefore the monitoring year was carefully prepared by the European Commission in consultation with the National Coordinators, whilst the Panel clarified the overall objective: the 2016 monitoring year would be more than anything else a year of dialogue, of coaching and mutual learning.

Thanks to the excellent co-operation between the twenty sites and the Panel, and the support received from the National Coordinators and the European Commission, the results of this first monitoring year can be shown with pride. The sites have demonstrated great enthusiasm in carrying the *European Heritage Label* and sharing their stories with European citizens. The formula of a dialogue rather than a top-down evaluation, has allowed the sites to come forward with new ideas to implement the project submitted with their application in order to communicate their European dimension to European audiences; they received further guidance from the Panel when they needed it. This report provides general considerations on the 2016 monitoring as well as feedback and/or specific recommendations as appropriate.

The Panel concluded that it had not been premature to organise the first monitoring in 2016; on the contrary. It has been extremely helpful to underscore the importance and the potential for action by the *European Heritage Label* sites and to clarify the expectations for 2020 when the second monitoring exercise will take place. The Panel hopes that this report will inspire the sites that were examined as well as for those sites that have been or will be awarded the *European Heritage Label* in 2015 and in the future.

Most labelled sites started to convey their message locally, but the ultimate goal is to spread their message across Europe, across generations and language groups, and to reach younger generations and policy makers alike. The labelled sites are testimonies of networks and exchanges that have always existed, of our quest for knowledge and understanding of the world.

Even outside of Europe, the sites are strong symbols of peace, the rule of law, welfare and democracy. This was demonstrated once more recently by the visit of the President of the United States, Barack Obama, to a *European Heritage Label* site, Ancient Athens. Inspired by his surroundings, President Obama highlighted the significance of the site as the birthplace of democracy and the rule of law, the value of citizenship, inclusivity and peaceful resolution of disputes.

It should come as no surprise that several labelled sites remind us of difficult situations in the past which unfortunately bear similarities with current political issues. The *European Heritage Label* sites are gateways to discover (or rediscover) European history, culture and integration. By presenting their narrative in a historical and wider European context, the sites invite us and our leadership to visit them, to reflect on these problems and on our values, which in turn will, hopefully, contribute to better informed decisions for our society.

Meanwhile the European institutions are taking steps to organise a *European Year of Cultural Heritage* in 2018. The *European Heritage Label* sites are called upon to play an active role in this campaign.

On behalf of the Panel,
Bénédicte Selfslagh
Chairperson

The first monitoring year

The *European Heritage Label* initiative calls for a monitoring of the labelled sites every fourth year: each site awarded the Label is monitored in order to ensure that it continues to meet the criteria, that it respects the project submitted with the application for the *European Heritage Label* and that it still has the operational capacity to implement this project.

The *Decision 1194/2011/EU establishing the European Heritage Label* provides for a 2-step monitoring process:

- The Member States are responsible for the monitoring of the *European Heritage Label* sites at the national level; the National Coordinators collect the information from the sites, prepare a report and send it to the European Commission;
- The European Panel of independent experts examines the information the European Commission received and issues a report on the state of the *European Heritage Label* sites with recommendations to be taken into account for the following monitoring period as appropriate.

2016 being the first monitoring year for the *European Heritage Label* and taking into account that the sites to be examined had received the label only in 2013 or 2014, the European Commission, the National Coordinators and the European Panel of experts exchanged views on how to best organise the monitoring for the benefit of the sites and all stakeholders. In addition to the monitoring form to be filled in by the sites, which the National Coordinators in turn transmitted to the European Commission as their national monitoring report, it was thus agreed to take advantage of the *European Heritage Label Days*, the annual networking meeting of the labelled sites, to organise a dialogue between the sites and the Panel.

A variety of sites illustrated by their visitor numbers

The definition of *site* under the *European Heritage Label* initiative embraces all types of cultural heritage from all periods. The first twenty sites to be monitored reflect the intended variety already: the periods range from the Greek civilisation of the 3rd century BC (*Heart of Ancient Athens, Greece*) up to recent times with the fall of the Iron Curtain in 1989 (*Pan-European Picnic Memorial Park, Sopron, Hungary*). Among the sites, there are historic documents, archives and libraries, archaeological sites, house-museums and landscapes; even a former hospital and a former shipyard have received the Label. So far, only one application for a *national thematic site* has been submitted (*the sites of the Peace of Westphalia, Münster and Osnabrück, Germany*) and it received the Label. Some sites are urban, others are located in remote places. Some of these sites form part of a large institution while others are small and independent. Some sites were already very well known, others were "discovered" by the public when they received the Label.

Comparing visitor numbers for sites that are so different is thus not relevant. The sole purpose of mentioning some of the figures provided by the sites is to further illustrate the diversity of the sites.

The site that receives the most visitors is undoubtedly the *Ancient Heart of Athens (Athens, Greece)* with over a million visitors a year. The *General Library of the University of Coimbra (Coimbra, Portugal)* reports over 355,000 visitors of which 115,000 were young people.

Sites that received more than 100,000 visitors include *Camp Westerbork (Hooghalen, Netherlands: 178,500)*, the *Archeological Site of Carnuntum (Petronell-Carnuntum, Austria: 160,000)*, the *Abbey of Cluny (Cluny, France: 133,000)*, and the *Peace Palace (The Hague, Netherlands: 100,000)*.

Sites with a smaller carrying capacity are *Franja Partisan Hospital (Cerkno, Slovenia: 20,791)*, *Robert Schuman's House (Scy-Chazelles, France: 11,280)* and the *Alcide de Gasperi's House Museum (Pieve Tesino, Italy: 8,000)*.

Several sites house cultural or other activities and it is not always possible to clearly distinguish between visitors attracted by the site for its European dimension and the Label and other guests : e.g. 100,000 people use the facilities of the *Student Residence (Madrid, Spain)*, *Hambach Castle (Hambach, Germany)* received 150,000 guests, the European Solidarity Centre, part of the *Historic Gdansk Shipyard (Gdansk, Poland)* has 430,000 visitors and it is estimated that 50% of them are young, the old building of the *Archive of the Crown of Aragon (Aragon, Spain)* acts as a cultural centre and receives more than 1 million visitors a year.

An overview

When devising its methodology and assessing the sites, the European Panel of experts took the variety of the sites into account. How the Panel applied the three qualifying criteria for the *European Heritage Label* during the monitoring year and what the emerging trends were for each of them is presented in a first section of this report.

In a next section, the Panel presents the state of the sites. The Panel aimed to take a step further in clarifying the descriptions and the European significance of the sites, as was done in the 2015 report. This section contains specific feedback for the sites and, when necessary, recommendations which should be read in conjunction with the more general considerations contained in the first part.

The third part contains a description of the methodology applied for the 2016 monitoring and an assessment of the process, followed by the conclusions on the 2016 monitoring.

The last part contains reflections on the first cycle of selections and the monitoring (2013-2016), from the perspective of the sites that were monitored and from the European Panel.

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MONITORING THE THREE QUALIFYING CRITERIA

Mindful of the intrinsic characteristics of the sites and of the fact that 2016 was the first monitoring year, the Panel emphasised the dialogue with the sites and assessed them in a proportionate manner. Based on the information gathered, the Panel checked whether they still meet the three criteria:

Criterion (a) - European significance

The European significance of the labelled sites was paramount when they were awarded *the European Heritage Label*: this cannot be lost, hence when assessing whether the labelled sites still meet the criterion of European significance, the Panel checked whether the European significance was fully understood, well-articulated and conveyed by the sites.

This remains a challenge for the labelled sites: as mentioned in previous Panel's reports, cultural heritage sites are used to presenting a national narrative to a principally national audience. In contrast, the purpose of *European Heritage Label* is to contextualise and interpret cultural heritage sites of European significance in a European geographical and historical context, thus going beyond national borders and audiences. Equally challenging is to present the European dimension in clear terms and to take all its aspects into account.

During the one-to-one meetings the Panel members sought to gain a good understanding of the narrative presented by the sites and if the narrative of a site had been impacted by its *European Heritage Label* status.

Significance and interpretation are not static: it will be interesting to see how the sites will continue to deepen their knowledge and understanding of their significance. The Panel wishes to stress that presenting the European significance is not synonymous to using the *European Heritage Label* logo in communications: the logo may be used extensively whilst the European significance of the site is not well presented.

The Panel concluded that the majority of the labelled sites have a good understanding of their European significance and that it is well-articulated in their narratives. Some sites reported that receiving the Label had widened their perspective with a positive impact on the interpretation of the site. The narrative of a few sites does not (yet) fully reflect their European significance, some aspects remain under-explored and/or there is a need for more information on the historic and current context. For those sites, the Panel made specific recommendations so that they can make progress in presenting their European significance more robustly. Finally the Panel noted that the European dimension of many sites are intrinsically linked with topics that are very high on the political agenda of governments and the European Union institutions: migration, abolition of the death penalty, democracy and peace to name just a few.

Criterion (b) - Strengthening the communication of the European dimension to European audiences (project)

When assessing whether the labelled sites still meet the second criterion that requires the sites to strengthen the communication on their European dimension to European audiences, the Panel examined if progress had been made since the sites received the Label.

At the time of submitting their application, some sites were already conducting activities to convey their European dimension; indeed for some it is their *raison d'être*. For these sites, the extra recognition and attention received thanks to their *European Heritage Label* status helped them to implement their project smoothly. For other sites, it meant embarking on a new adventure and in some cases this caused delays in the implementation of parts of their project. The sites have taken this into account when detailing the actions they will conduct in the years to come in their *2016-2020 Monitoring Sheet*.

The projects of the sites include activities that are dependent on the characteristics, the carrying capacity and the needs of the sites. Hence the projects are as diverse as are the sites, e.g. how to highlight and present the significance of archival documents to the public, how to balance access and preservation, how to present intangible values of a site to younger generations, etc. The Panel looks forward to seeing how these site-specific activities will evolve over the years and what impact they will have. Educational activities are equally very site-specific and intrinsically linked to the significance of the site.

Several sites organised information sessions and/or training for their staff on the *European Heritage Label* in general and on the particular reasons why their site received the Label. The Panel considers that this is an important element of their project. In addition, some sites provided training for staff members to improve their language skills.

Not surprisingly, many sites started their project by expanding the communication on their European significance to local communities and visitors first, before reaching out to European audiences. In a few cases, the Panel considered that the communication on the European dimension of the site should be made more robust and it has made specific recommendations to that effect.

The goal of the *European Heritage Label* being to provide access to a range of audiences, and not only to local citizens and visitors, the Panel paid particular attention to the website of the labelled sites because this is the easiest way for the majority of the European citizens to access the sites. While there are various levels of acceptable web presence, from a nice section on an existing site to an interactive website, it is important that the website is easy to find regardless of the national language or country of origin of the on-line visitor, that the European dimension is well explained in several languages, and that the *European Heritage Label* status and network are adequately presented. To assist the sites in improving their visibility on the web, a quick checklist is included below.

Concerning their presence on the web, the Panel recommends that all labelled sites:

- Put a 60 words statement on their European significance on their front webpage/home page of their website,
- Add the logo of the *European Heritage Label* to their front webpage/home page and link it to the website of the European Commission,
- Put on their front page/home page a link to a subpage with more information on why the site received the *European Heritage Label*,
- Ensure that their webpage/website is easy to retrieve, regardless of the language in which the search is made, and
- Update the descriptions of their site in free online encyclopedia.

The implementation of the projects will take time and the Panel was interested in the progress made. The Panel concluded that overall the sites made good progress towards the implementation of their project and encourages them to continue their efforts. The Panel felt that a few sites needed more support and therefore it put forward specific recommendations in order to assist them.

The Panel urges all sites to reinforce their presence on the web in more languages, to provide staff training about the *European Heritage Label* and the reason why their site received the Label, and to ensure that staff members have the necessary language skills. The sites should continue their endeavours to provide the largest possible access for all with a special attention for the needs of the impaired, and to develop the European dimension in the educational activities targeted at schools and young people. These activities should become a priority for the 2017-2020 period.

Criterion (c) - Operational capacity (workplan)

The third criterion required for the *European Heritage Label* is to have the operational capacity to implement the project submitted with the application.

For most sites there were no substantive changes since they received the Label. Some sites reported that they had been able to reinforce their operational capacity in terms of human resources and/or funding; others on the contrary mentioned shortage of funding or limits in terms of human resources.

The Panel noted that any preservation/conservation issue affecting the status of the site should be handled in accordance with the legislation applicable and reported to the Panel by the National Coordinators.

Not all sites have a communication strategy but they are gradually using the logo of the *European Heritage Label* and the communication material provided by the European Commission. The Panel noted the expectations from the sites for the European Commission to make the *European Heritage Label* better known through branding and communication to achieve greater visibility: see Feedback by the sites. However, to a certain extent, the sites themselves can contribute to this objective by better integration of the *European Heritage Label* in their own communication.

There are interesting examples of sites that although part of larger institutions, managed to use the designation and drew upon their own strengths to overcome administrative and financial obstacles to implement their project with a lot of creativity.

A few sites seem to have reached the limits of what they can reasonably achieve with their current resources: for those sites, the Panel has included recommendations to support them. Sites with strong operational capacity and which showed interest to support the networking between the labelled sites are encouraged to do so.

REVIEW OF THE SITES

Heart of Ancient Athens

ATHENS (GREECE)

3RD CENTURY BC

Description

The Heart of Ancient Athens comprises the Acropolis and surrounding areas of the core of ancient Athens, now consisting of five archeological sites and more than one hundred partly ruined monuments of exceptional value. They belong to the peak achievements of classical Greek art and architecture that for millennia have influenced European culture. As a whole the area creates a unique landscape.



European significance

The Heart of Ancient Athens conveys intangible values of specifically European origin: philosophy, democracy and political theory, theatre and music and all kinds of visual arts were developed and practiced in these places. This makes Athens, the leading cultural centre of ancient Greece, the cradle of essential aspects and values of European culture and civilisation. As such it formed the basis of European civilisation, culture and social systems and contributed to a specifically European way of thinking. It shaped or influenced all kinds of art from antiquity up to the present time.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

An ambitious project to strengthen the interpretation of European significance of the site is being implemented. Much has been achieved in terms of multilingualism, staff training, access for the disabled, websites and other interpretative materials.

Educational programmes, collaboration with schools, universities and cultural institutions are being planned for the future. A new ticketing system is also being planned which will encourage people to access the entire site, at a variety of times during the day, and through different access points. Visitors will be encouraged to explore on foot the archeological park made up of all the sites. A new website on the Heart of Ancient Athens is planned too. The Panel looks forward to the implementation of these plans as well as the new website which should clearly display the European significance of the site in several languages.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

While the organisational capacity is the same as in previous years, much effort has been given to improving the multilingual abilities of the staff and other skills necessary to run a site of such importance.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

Receiving the European Heritage Label has allowed the re-establishment of connections between individual archaeological sites thus presenting the whole of the ancient Athenian way of life.

Conclusion and recommendations for the future

The Heart of Ancient Athens has made much progress to re-unite the individual archaeological sites thereby offering an improved legibility of the significance of the site as a whole. The Panel looks forward to seeing how this new vision will benefit the site and be reflected in the new website, as well as to an increase in multilingualism.

Archaeological Site of Carnuntum

PETRONELL-CARNUNTUM (AUSTRIA)
1ST CENTURY AD

Description

Carnuntum is a huge archaeological site. The city was founded around 40 AD at the crossroads of important trade routes: the Amber Road from the Baltic to the Adriatic Sea and the Limes Road, leading from West to East along the Danube. For 400 years it functioned as a metropolis in the Roman Empire. Carnuntum is strongly connected to figures such as the emperors Marcus Aurelius and Diocletian. In 308 AD it was host to the Emperors' Conference which shaped the future of the Roman Empire. The site, extending over an area of 10 km², is now an archaeological park where visitors can explore a museum, enjoy educational programmes and experience how Roman buildings may have looked, all created to develop educational and entertainment activities based on experimental archaeology.



European significance

The Roman Empire combined different cultures, religions and geographic areas under one administrative system. Carnuntum witnessed important events and, being situated at the border between the eastern and western halves of the Roman Empire, was of economic and strategic importance and a multicultural place. The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The project linked to the Emperors' Conference and

the Gladiators' theme was implemented and guided tours are being offered in seven languages. The touristic offer is well developed as are the educational programmes for children and teenagers. In the future, Carnuntum wants to combine and connect tangible and intangible heritage to become simultaneously a place to visit and a place to explore the concept of "border" within the present context of European history. For 2016-2020, the site plans to use the concept of *limes* (which in Latin means "the wall at the border," fortified boundary or boundary of a country) as a link between the North and the South, and the West and the East of Europe. This offers opportunities for cooperation with other sites. The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The site uses latest scientific findings and technology to present a virtual reconstruction of the former city and has a strong marketing expertise. The Panel suggests that the site take advantage of its capacity and the *limes* theme to work with other European Heritage Label sites in particular those situated in border regions for example the Pan-European Picnic Memorial Park (Sopron) and the Great Guild Hall (end of the ancient Amber Road, Tallinn).

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

The European Heritage Label is a gateway for more international recognition and has changed the market positioning of Carnuntum. The first year after the site was designated, media interest had increased and the site had welcomed more visitors.

The network of the European Heritage Label sites has a lot of potential. In Austria, Carnuntum is working with the Imperial Palace (Vienna) and would like to develop also a connection with Heart of Ancient Athens.

Conclusion and recommendations for the future

Carnuntum is a dynamic site which seeks to use the European Heritage Label to communicate its lesser-known history to European audiences. The Panel looks forward to seeing the European significance of the site presented through its new theme of the *limes* (borders) and migrant flows. In this perspective, the site should consider networking with other related thematic sites of the European Heritage Label.

Abbey of Cluny

BURGUNDY (FRANCE)

910

Description

Founded in AD 910, the Abbey of Cluny grew to become the spiritual and administrative centre of one of the largest monastic networks in European history, facilitating the circulation of people, books, artistic ideas and scientific knowledge across national borders. Consequently the Cluniac order exerted an important influence on the Christian world of Western Europe throughout the Middle Ages. Today, many initiatives contribute to keeping the European Cluniac spirit alive.



European significance

The Abbey of Cluny strongly influenced the promotion of literacy and learning in many regions of Europe and played a crucial role in European politics and diplomacy, seeking peaceful resolutions to conflicts and promulgating the idea of the "Peace of God," aimed at reducing violence against the vulnerable in society and the Church.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

A wide range of activities has taken place including cultural and artistic events and multilingual signage. The site transmits its European significance through several activities such as thematic visits (e.g. Cluny and Europe), educational workshops for schools from other European countries and guided tour applications.

The majority of foreign visitors come from European countries. Reception facilities are provided for all visitors.

New additions to the guide book on the European identity of Cluny Abbey and multilingual tour booklets for children are planned. The Panel looks forward to further developments of the website with translations into several languages in order to reach out more easily to on-line visitors.

The site still meets the project criteria required for the European Heritage Label.

Operational capacity (work plan)

The Abbey of Cluny is included in the List of Historical Monuments of France and managed by the Centre des Monuments Nationaux. The attribution of the Label seems to have reinforced the interest of the other tutelary institutions (Ministry of Culture and Communication, Region's Prefecture, City Council etc), the school for engineers (ENSAM) and related associations which will contribute to the consolidation of the whole project. In this framework the Ministry intends to purchase a piece of land for the site to open a research, mediation and exhibition space.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site managers

Since the European Heritage Label designation the Abbey of Cluny is not only a historical site but also a multi-dynamic site communicating the culture of peace and scientific values to all visitors. Efforts are also being made in order to enlarge the monument's surrounding area and to cooperate with all stakeholders.

Conclusion and recommendations for the future

The Abbey of Cluny has successfully implemented much of its project for the European Heritage Label. The Panel looks forward to seeing the result of the planned activities for the future, such as the creation of a cultural space undertaking research programmes and publications, and in particular those enabling the communication in several languages of the European significance of Cluny to on-line visitors.

Archive of the Crown of Aragon

BARCELONA (SPAIN)

1318

Description

The Archive of the Crown of Aragon, founded in 1318, is one of the oldest archival institutions in Europe, and has one of the largest and most valuable collections of medieval Europe. It also possesses one of the oldest testimonies of the creation process of a European state and rule of law including its parliamentary system. It serves as a centralised depositary for the Crown of Aragon, a monarchy that extended across the Mediterranean. Its holdings pertain to several regions of Spain, Italy, Portugal, France, England, Germany, Central Europe, the Balkans, Greece, Turkey and even Muslim realms and Emirates. The Archive is spread over two locations: the Viceroy's Palace from the 16th century and the new premises opened in 1994.



European significance

The Archive of the Crown of Aragon is the administrative, economic and political memory of the Crown of Aragon. Over the centuries, it became the keeper of documentation generated by the Kingdom of Aragon and other entities. The Archive and its holdings makes possible the research and reconstruction of the history of the territories of the Crown and beyond, and of great events in European history.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The project proposed in the initial application has been partially realised e.g. brochures describing the archive have been published in Spanish, Catalan, French and English, an on-line monthly educational activity has been implemented, and the translation of the website into English is partially completed. Researchers have access to the description and image of documents on line. The videos of all European Heritage Label sites are shown in the Viceroy's Palace. Other activities, such as a new archive guide, a mobile app and QR codes, a translation of the citizen charter have not yet materialised but will be implemented in 2016-2020.

Whilst many activities have been implemented with success, greater effort is needed to convey the specific European significance of the site to a larger public. The Panel looks forward to seeing the European dimension of the site being communicated more forcefully through its website, which in turn needs to be translated into several languages.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

There is no indication that significant changes to the organisational capacity of the site have occurred since the designation of the European Heritage Label. However, as the Archive is part of a larger organisation, the ability to plan new developments independently is more limited than for stand-alone sites.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Impact of the European Heritage Label

The impact of the European Heritage Label designation has been felt mainly in the field of attracting attention to the site with the result that greater financial support has been allocated to the site by the Ministry of Culture.

Conclusion and recommendations for the future

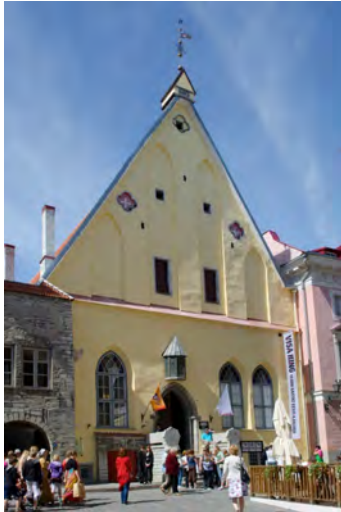
The Archive of the Crown of Aragon has made good progress to implement its project and is preparing its 700th anniversary in 2018. The Panel looks forward to a more visible profile of the site and its European significance on the web, in more languages in order to reach wider European audiences.

Great Guild Hall

TALLINN (ESTONIA)

1410

Description



The Great Guild Hall, a Gothic building was commissioned by the association of Hanseatic merchants and completed in 1410. It is one of the most distinguished public buildings of medieval Tallinn. Today the Great Guild Hall hosts the Estonian History Museum and its

exhibition *The Spirit of Survival* which presents the history of Estonia in its European context.

European significance

The history of Tallinn's Great Guild Hall is closely entangled with the history of trade and cultural developments in medieval northern Europe. Tallinn joined the Hanseatic League at the end of 13th century. The Great Guild's history of interactions with the Hanseatic league reveals the intriguing story of trade during medieval times, allowing parallels to be drawn raised by the current European internal market.

The site transmits the message of its relevance to the European history, culture and integration, by telling the history of Estonia. In doing so, the site inevitably reveals many aspects of European history and values. However, some particularly relevant elements of Estonian history have remained under-explored and more effort should be made to explain the European significance of the site more robustly.

The Panel recommends that within the framework of the European Heritage Label, the story of Tallinn's role in the Hanseatic League - an example of early medieval North European trade and defence organisation - be better articulated in the narrative offered by the museum.

Strengthening the communication of the European dimension to European audiences (project)

The site has developed tools to communicate the narrative of Estonian history, such as a mobile app on the museum serving also as a free audio guide.

The activities for 2016-2020 are spelled out in detail, e.g. the promotion of multilingualism, development of educational activities, and interactions with other European Heritage Label sites, however their main focus is on the current museum activities.

Whilst the site still meets the project criteria required for the European Heritage Label, the Panel recommends that a thorough rethinking takes place in the upcoming project period on how to contextualise the mainly Estonian national history narrative in a wider European perspective. For example, the story of the Hanseatic League could be made more central in the web presentation and in the printed materials. In addition, the fact that the Great Guild Hall and Estonian History Museum has been awarded the European Heritage Label could be explained more clearly. Greater networking with other European Heritage Label sites should be considered too. The project plans for 2016-2020 need to be revised accordingly.

Organisational capacity (work plan)

There is no indication that significant changes in the organisational capacity of the site have occurred since the award of the European Heritage Label. Shortage of funding is being pointed out as a persistent problem though.

The site still has adequate operational capacity, however additional funding and human resources may be needed to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

The European Heritage Label seems to have positively influenced the visibility of the site, but it is difficult to measure since no statistical data has been collected.

Conclusion and recommendations for the future

The Great Guild Hall (Estonian History Museum) maintains high standards of museology. However, the Panel recommends that during the 2017-2020 period the museum team looks into ways to better articulate and emphasise the European significance of the Great Guild Hall in the site's narrative, and to develop more actions for European audiences, including through an improved multilingual presence on the web.

General Library of the University of Coimbra

COIMBRA (PORTUGAL)
FROM 1537 TO PRESENT

Description

The General Library of the University of Coimbra consists of the ancient *Biblioteca Joanina* seated in the historic building of the early 18th century, and the modern *Edifício Novo* built in 1962. The historic library was founded in 1537 and its notable feature is its longstanding attitude towards access to knowledge. For centuries it served not only Coimbra University but was open to the general public. The *Joanina* was one of the first libraries in Europe to provide subject catalogues (1743) and the university library never succumbed to censorship during the darker periods of Portuguese history.



European significance

The General Library of the University of Coimbra combines unique library buildings with exceptional holdings, and innovative library practices in relation to access. It bears witness to the idea of free access to sources of knowledge and education, a principle which is a pillar of Europe's democracy and the Charter of Fundamental Rights of the European Union.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences

A number of activities to communicate the European dimension of the site are in progress, e.g. a website in 6 languages for adults and for children. Training guides in foreign languages will be finished in 2016 and beyond.

The principal activity is the creation of a "virtual visit" of the *Joanina library*. This will provide an alternative to the real visit, which is limited for preservation and security reasons but also because the library is a working research library. Due to the fragility of the site, the virtual visit is one of the most practical ways to increase the number of visitors without putting the collections at risk for future generations. Progress is also evident in the continual digitalisation and presentation (only in Portuguese so far) of the historic treasures stored in the library. The Panel looks forward to the completion of the virtual visit to the library, and to an improved multilingual presence of the Library on the web.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

No substantive changes to the organisational capacity have occurred since the European Heritage Label designation. However, a positive achievement is the insertion of European Heritage Label agenda in the new Strategic Plan of the University. It is expected that the new Strategic Plan of the University will give a new impetus to the library capacity.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

The Library benefited from the European Heritage Label designation by greater recognition within the University, and saw an increase in its financial allocation.

Conclusion and recommendations for the future

The General Library of the University of Coimbra is implementing its project well, seeking a right balance between its mission as a library, providing access to a wider public, and preservation of the buildings and holdings. The Panel looks forward to seeing the impact of the virtual visit and of intensified presence on the web in more languages.

Union of Lublin

LUBLIN (POLAND)

1569

Description

The European Heritage Label site of the Union of Lublin consists of three historic monuments in the city of Lublin, places linked intimately to the constitutional union of the Kingdom of Poland and the Grand Duchy of Lithuania (1569): the Chapel of the Holy Trinity in Lublin Castle where the treaty was signed, the Dominican Order church where the thanksgiving mass was celebrated, and the monument erected to the Union of Lublin in Lithuania Square (the original monument was replaced by the present obelisk in the early 19th century).



The three sites in present day Lublin

European significance

The Union of Lublin (1569) between the Kingdom of Poland and the Grand Duchy of Lithuania (ranging from the Baltic Sea to the Black Sea) was an exceptional case of constitutional integration between two countries, which led to a commonwealth with an elected king, and the stable co-existence of people of different religious and ethnic backgrounds for over two hundred years. At the time, the Union caused great interest, e.g. it was studied in preparation for the Union of the Crowns of England and Scotland in 1603.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The European Heritage Label designation and the importance of the Union has been communicated to locals and visitors by means of a seminar, the erection of plaques as well as educational activities

in Lublin aimed at young people and foreign students. Work is in progress to prepare for *Union Day* in 2017 as part of the celebrations to mark the 700th anniversary of the incorporation of the town of Lublin. A collective exhibition of Polish European Heritage Label sites intended for Polish centres abroad is planned. However, some questions arise e.g., can the significance of the Union of Lublin be promoted more visibly to virtual visitors through websites? How can audiences in the former territories of the Grand Duchy of Lithuania be reached effectively?

Whilst the site still meets the project criteria required for the European Heritage Label, the Panel recommends that the European narrative of the Union be communicated more robustly, for example by creating coherent web presence on this subject supported by all three organisations (municipality, museum and Dominican church).

Organisational capacity (work plan)

The three sites have signed up to their memorandum of understanding and are planning works accordingly. Conservation monitoring equipment has been put in place in the Dominican monastery and the other sites. While visitor numbers have increased slightly, monitoring of visitor impact in the more sensitive areas should continue.

The site still has adequate operational capacity to implement the project required by the criteria for the European Heritage Label, however the Panel recommends greater emphasis on a shared work plan between the three organisations with particular focus on the communication of the European narrative of the Union of Lublin.

Feedback from the site managers

Being awarded the European Heritage Label has had a positive effect with an increased knowledge on the Union of Lublin among inhabitants and tourists.

Conclusion and recommendations for the future

Work to date on the Union of Lublin sites has focused on conservation monitoring, and communicating to Lublin-based audiences. The Panel recommends that the three organisations adopt a co-ordinated approach to new activities during the period 2017-2020. These should focus on communicating the relevance of the Union of Lublin to local and European audiences, and in particular to investigating links with Lithuania and if possible, Belarus and Ukraine.

Sites of the Peace of Westphalia

MÜNSTER AND OSNABRÜCK (GERMANY)

1648

Description

The sites of the Peace of Westphalia (1648) constitute a *national thematic site* consisting of the Town Halls of Münster and Osnabrück, where the peace treaties were negotiated over four years. These treaties brought an end to the Thirty Years' War (1618-1648), a political and religious conflict in which all major European powers were involved. Moreover, they also concluded the Dutch War of Independence (1568-1648) from Spain.



European significance

The Peace of Westphalia is a key event in European history: peace and an ecclesiastical settlement were agreed through diplomatic negotiations and state sovereign rights were secured. The treaties became a pillar of international law still relevant today. The European significance is not yet fully reflected in the narrative. The Panel recommends that more should be done to promote the site also as a symbol of peace achieved through international negotiations.

Strengthening the communication of the European dimension to European audiences (project)

The sites of the Peace of Westphalia started to transmit their European significance through publications, joint events, congresses, educational programmes, film productions and exchange of envoys from partner towns. The European Heritage Label logo is used in all joint activities as the main marketing tool of the sites.

Social media and other communication channels will be developed to communicate the European dimension of the sites. Translation of the publications has not been prepared (Osnabrück), while European synergies have not been exploited due to the lack of resources (Münster). Existing audio guides in various languages will be updated in 2016 to include information about the European Heritage Label.

The sites still meet the project criteria required for the European Heritage Label. However the Panel recommends that the communication of the European significance should be stronger and target a wider range of audiences in Europe. Educational activities and publications for school classes should be the focus of work in the next project period too.

Operational capacity (work plan)

The sites of the Peace of Westphalia are managed by the Cities of Münster and Osnabrück. The sites are integrated into the common marketing strategies of the cities and will participate in the European Year of Cultural Heritage in 2018.

Separately, the sites have adequate operational capacity to implement the project as required by the criteria for the European Heritage Label. However the Panel recommends a stronger coordination of the activities between Münster and Osnabrück and that a common strategy be developed, both under the responsibility of the coordinator of the national thematic site (Münster).

Feedback from the site managers

The designation of the Label had an important impact, influencing cultural and touristic marketing. The awareness of the importance of the theme, Peace of Westphalia, was increased, attracting visitors and school classes from Germany and abroad.

Conclusion and recommendations for the future

Being a *national thematic site*, the Peace of Westphalia sites need some extra time to implement their project. Hence the Panel recommends a clearer articulation of the global significance of the national thematic site for the 2017-2020 period, as well as a stronger coordination of the activities between Münster and Osnabrück under the responsibility of the coordinator.

3 May 1791 Constitution

WARSAW (POLAND)

1791

Description

The 3 May 1791 Constitution – Act of Government is an expression of the liberal political and philosophical ideas of the European Enlightenment, which gave primacy to reason, law and freedom. It adopted Montesquieu's tripartite division of powers into the executive, legislative and judiciary, at the time a ground-breaking model of state governance. The Constitution of 3 May 1791 was adopted by the Polish–Lithuanian Commonwealth, to ensure more freedom and political equality on its territory and introduce the constitutional monarchy system. The Constitution is kept in the Archives of Historical Records, Warsaw.



European significance

The 3 May 1791 Constitution is a symbol of democratic and peaceful transformation of a political system. It reflects Enlightenment principles, which gave primacy to reason, law and freedom, as well as religious tolerance, and it is considered one of the first constitutions of its type alongside the American Constitution (1787) and the French Constitution (1791). The impact and power of the 3 May 1791 Constitution can only be appreciated through the communication of the background story of the political circumstances.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The Archives of Historical Records has increased its efforts to communicate the narrative of the 3 May

1791 Constitution to young people, the local community and visitors to Warsaw. The proposed project, a permanent exhibition in the gate of the Archives is in place. The content of the website has been gradually enhanced and significant progress should be made during 2016. Both the exhibition and the website include the broader context leading up to the adoption of the Constitution. A joint presentation of the European Heritage Label sites in Poland has been prepared as well.

The planned actions for 2016-2020 should improve the visitor experience both *in situ* and virtual. More and more Europeans will have access to the story of the Constitution in their own language. A number of activities are planned: brochures in several languages, a book project, a travelling exhibition, performance of a play on the Constitution, lectures and the enhancement of the online presentation of the Constitution. The Panel encourages the site to strengthen its efforts to communicate the European dimension of the site more intensely to a larger audience and young people, *inter alia* by providing more information about the background and more translations in particular into French given the historical context, and by reaching out to virtual visitors on-line and in schools.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The organisational capacity has remained at a similar level as that of previous years. The main focus has been to develop a range of activities and tools with regard to the gate exhibition.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

There is a positive effect and increased interest from the audience to the site since the European Heritage Label designation. We are interested in acquiring more knowledge on communication and fundraising issues especially for archives.

Conclusion and recommendations for the future

A solid start has been made in communicating the European narrative of the 3 May 1791 Constitution locally. The Panel looks forward to seeing more intensified communication activities on the European dimension of the site being developed and in more languages, in particular for on-line visitors, young people and audiences in Lithuania.

Hambach Castle

HAMBACH (GERMANY)

1832

Description

Built in the Middle Ages, Hambach Castle gained importance in the 19th century. Following a period of political repression, around 30,000 people from Germany, France and Poland came together at the castle on 27 May 1832 to celebrate the Hambach Festival. The participants spoke out for fundamental rights and political freedoms and for equality, tolerance and democracy in Germany and Europe.



European significance

Hambach Castle is linked to one specific key event, the Hambach Festival of 27 May 1832. This made the castle a symbol of the struggle for civil liberties in Europe. It now stands as a symbol of the pursuit of democracy in a cross-border context.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The main objective of the activities carried out in the framework of the European Heritage Label has been to make people aware of the historic role that the Hambach Festival played in the promotion of democratic ideals in Germany and also in Europe during the 19th century. This objective is being pursued by means of themed tours and workshops for children, guided tours and events, such as the Hambach Dialogues for adults, and festivals.

Initiatives have been taken in order to increase the awareness of the European dimension among the employees through network cooperation, staff training and workshops.

The activities for 2016-2020 include the continuation of the tours, workshops, lectures and festivals. A new concept for the exhibition with a greater focus on the European dimension of the site is being examined. The new website has not been launched yet at the time of writing this report, but is planned for.

The Panel looks forward to seeing the European significance presented more forcefully in the exhibition and to virtual visitors and that access to the website be facilitated for non-German speakers. The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

Hambach Castle is owned and managed by a foundation, the Stiftung Hambacher Schloss. The overall management of the site has not changed since the time of the application, however a visitor building was opened in 2015.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site managers

As a result of being designated under the European Heritage Label, locals and visitors gained a better understanding of the European dimension of the site. Being a European Label Heritage site helps to place Hambach not only in a German context but also in a wider European perspective. We are interested in cooperation with other European Heritage Labelled sites.

Conclusion and recommendations for the future

Hambach Castle has well articulated the overall issues concerning the European dimension of the site and is developing new means to communicate its European significance. While the website has content relevant to the European significance of the site, the Panel looks forward to seeing progress in highlighting the European sections in the on-line material and in the exhibition, and providing them in more languages to facilitate their access.

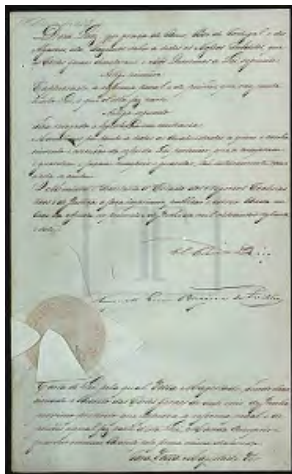
The Charter of Law for the Abolition of the Death Penalty

LISBON (PORTUGAL)

1867

Description

The Charter of Law of Abolition of the Death Penalty in Portugal (1867) is preserved in the National Archives of Torre do Tombo in Lisbon. The Charter is



one of the first examples of a law on the abolition of the death penalty for civilian crimes adopted within a national legal system on a permanent basis. In a congratulatory letter Victor Hugo commended Portugal as leading Europe by taking this important step: *“To proclaim principles is even more beautiful than to discover worlds.”*

European significance

The Charter of Law for the Abolition of the Death Penalty is the outcome of a historical process involving leading European figures and humanitarian doctrines from the Age of Enlightenment. It paved the way for the concept of Human Rights and numerous treaties and conventions as well as the Charter of Fundamental Rights of the European Union. The Portuguese pioneering example served the cause of the abolitionist movement. Debate on the death penalty is still very high on today's political agenda and this precursor law has retained its exemplary status.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

Thanks to a new permanent exhibition situated strategically in the archive atrium and the display of a facsimile, the Charter is on view to a wide public including young people; to ensure its longterm preservation the original Charter is accessible to the public in special circumstances only. Visiting the archives is promoted as a civic activity, to improve

knowledge of Portuguese national heritage and for its contribution to common European history. Digital technologies have improved the visibility of the document, e.g. video recordings of the conferences with legal experts, sociologists, academics or members of Amnesty International are available on the website of the General Direction of Libraries, Archives and Books (DGLAB). In the same spirit, innovative school tours could be organised and good practices could be shared with European partners. The Charter of Law can be accessed and downloaded for free by any citizen through the DGLAB's database. The translation of the Charter in two other European languages will be completed by the end of 2016 and other translations will follow, thereby offering an additional opportunity to make the European significance more visible on the main website. The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The site has increased its operational capacity and is an example of how to enhance interpretation at an archive even with modest financial resources. The archives make use of the building's reception facilities - a conference room, an auditorium, a large exhibition room - and have the potential capacity to further develop the cooperation with libraries and universities.

Despite the constraints of a national structure and of financial restrictions the site succeeds to implement the project well.

The site still has adequate operational capacity to implement the project as required by the criteria of the European Heritage Label.

Feedback from the site manager

The European Heritage Label has helped to obtain further support to communicate better about the Charter. It can contribute to developing the synergies with the various networks and facilitate partnerships with research institutions and European archives.

Conclusion and recommendations for the future

The project to present the European significance of the Charter of Law for the Abolition of the Death Penalty (1867) is progressing well with important partnerships such as cooperation with Amnesty International and intellectual communities, making the link between history and current issues. The Panel looks forward to seeing the presence of this monumental document on the website be made more visible and easier to access in more languages.

Peace Palace

THE HAGUE (THE NETHERLANDS)
1907-1913

Description

The Hague has been associated in European and world collective memory for more than a hundred years not only with the venue of the First World Peace Conference in 1899, but the subsequent peace conventions to which the city also gave its name.

The Peace Palace, a symbol of this unique function of The Hague, was constructed between 1907 and 1913. It is the seat of the International Court of Justice, the Permanent Court of Arbitration, the Hague Academy of International Law and the Peace Palace Library. Furthermore, it serves as a venue for various events in international law and politics.



European significance

Today, the Peace Palace is an international icon for peace, which underlines at the same time the significance of Europe's efforts in the complex and long-term process of building and strengthening peace and justice.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

Due to the nature of the site as the actual seat of important international institutions with respective high security standards, the access for visitors is limited. This is increasingly compensated by exhibitions and virtual or online access. The main instruments to inform the interested public about

the history and significance of the site are a website, which is soon going to be redesigned, a visitor centre with a permanent exhibition, guided tours in the historic building as well as educational tours in several languages.

The Panel looks forward to the organisation of a Peace Trail walking tour through the city of The Hague and a mobile app that will tell the story of the heritage value and the significance of the Peace Palace.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The organisational capacity of the site is adequate. The management and the preservation of the site are handled by the Carnegie Foundation and monitored by the Foundation's Board. The presentation in the visitor centre is regularly updated and the staff trained accordingly.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

A recent significant increase in visitors was noted. Even if it is not possible to link this development directly to the European Heritage Label designation it definitely assists in communicating the site's important message by adding a new accent to the narrative of the Peace Palace. In the future, more emphasis will be put on peace as a result of the common willingness for cooperation and as a shared European value. We will also seek to co-operate with other sites related to this theme, as well as those that could benefit from a reinforcement of their operational capacity.

Conclusion and recommendations for the future

The Peace Palace in The Hague is developing its project, seeking the right balance between being the working place of international institutions, providing access to the public and being an active European Heritage Label site. The Panel looks forward to seeing how the site will meet this challenge and reach its full potential. It may play a key role in a network of related thematic sites of the European Heritage Label, to further strengthen the important message of peace as a core value of the European Union.

Student Residence

MADRID (SPAIN)

1913-1915

Description

The Student Residence or *Residencia de Estudiantes* is a campus consisting of four buildings of recognised architectural value built between 1913-1915. It played an important role in the modernisation of Spain in the early 20th century and ensured Spanish input into intellectual and scientific currents of a modernising Europe. Serving as a residence, a conference venue and a place for the exchange of ideas, leading personalities of European interwar arts, philosophy and science gathered here for debate and dialogue.

Today, upholding the values of free-thinking, cooperation and exchange, the *Residencia de Estudiantes* remains a centre renowned throughout Europe for encouraging communication and understanding among generations, cultures and disciplines.



European significance

The *Residencia de Estudiantes* is still a place for research, study and diffusion of contemporary intellectual life in Europe. It promotes cosmopolitan and interdisciplinary dialogue and awareness of the transnational character of European cultures.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

Project activities as set out in detail in the application have been implemented with convincing results and include staff training, signposts, an educational guide, school visits etc.

The updated project takes up the different layers of activities of the previous project and defines new indicators. These project activities are most fitting to enhance the communication of the European significance of the site. The *Kindred Spirits* programme, a cooperation network of European Houses of Poetry, is noted with appreciation since it reflects the spirit of the European Heritage Label. The Panel looks forward to seeing the website made available in more European languages and to the intensification of the participation especially of young European researchers and artists in the residence programme *Artists at the Residencia*. The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The organisational capacity of the site continues to be of high quality. The *Residencia* has the necessary resources to implement a vast array of activities and demonstrates its inclination to take innovative action. It has wide experience in organising networks and creating opportunities for cultural and scientific exchange.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

Being designated as a European Heritage Label site brings to the fore the international emphasis of the Residencia's mission and has contributed to a renewed focus by the institution on further exploring and communicating the European significance of the site.

Conclusion and recommendations for the future

The raison d'être of the *Residencia* is to be a place of encounter and exchange at international and European level, which is well reflected in the implementation of its project. Hence the Panel looks forward to seeing the results of activities that the *Residencia* could implement in the future, in particular access for on-line visitors and the use of more languages. The site may also play a special role in strengthening the network of the European Heritage Label sites and in promoting the overarching objectives of the European Heritage Label initiative.

Kaunas of 1919-1940

KAUNAS (LITHUANIA)

1919-1940

Description

During the interwar period, the city of Kaunas was the temporary capital of Lithuania and developed into a modern, vibrant and dynamic cultural centre of the country. Kaunas increased significantly in its population and surface area, and was extensively modernised. Many Lithuanians, who studied in other European countries, brought back new knowledge and ideas to Kaunas, where a fruitful mix of modern tendencies and old traditions expressed the country's prosperous development in the city's architecture.



European significance

The remarkable economic, cultural, architectural and educational development of Kaunas in the interwar period created a vibrant urban landscape reflecting European interwar modernism and constituting today the impressive and noteworthy heritage of the city.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The site has focused on improving and modernising communication of the value of its architectural heritage

Significant progress has been made in this regard through the development of a mobile app, audio guides, websites and bilingual information plaques attached to the most relevant buildings representing the elements of the site.

The mobile app, "Kaunas 1919-1940," under the banner of the European Heritage Label is a user-friendly tool to learn more about the cultural treasures of Kaunas.

During the next period, the site intends to intensify its activities and, among others to increase the number of visits, to improve the website and database, to organise exhibitions and launch a competition, as well as to increase awareness of the owners to preserve interwar design elements such as *Doors for Kaunas*. The Panel looks forward to seeing how the site will continue its efforts both at local and European level to present its European dimension, and how it will pursue work with researchers and develop projects using the Historic Urban Landscape approach.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The organisational capacity of the site is increasing in relation to the European Heritage Label. For example, the site managers indicated that Kaunas is the first Lithuanian city where a heritage management programme financed by the municipality has been put in place. As an ecological component, a cycle path leads to some 15 cultural heritage buildings.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

Being awarded the European Heritage Label is perceived as an important step in increasing local as well as national and international awareness of the important heritage of Kaunas. It stimulated quite a number of activities aimed at improving understanding and preservation as well as communicating the values represented by this heritage.

Conclusion and recommendations for the future

The preservation and promotion of the rich architectural heritage of Kaunas is being conducted in a very dynamic manner in the framework of the European Heritage Label. The Panel looks forward to seeing how the site will continue its efforts to develop more in-depth networking with other European Heritage Label sites with a view to further enhancing awareness of the site at European level.

Camp Westerbork

HOOGHALEN (NETHERLANDS)

1939 - 1971

Description

Built in 1939 as a camp for Jewish refugees from Central Europe, Camp Westerbork became between 1942 and 1945 a deportation camp from which 107,000 Jews (among them Anne Frank and her parents), Romani and Resistance fighters were deported and sent to Nazi extermination camps. After the war and over successive periods, the camp housed soldiers, collaborators, returnees from the Dutch East Indies and, until 1971, Moluccan refugee families.

Since 1983, the site has been a National Remembrance Centre. The layered episodes of its history are still present in the landscape and explained on the site.



European significance

Camp Westerbork gives testimony to a period of the European history between pre- and post World War II, from the economic depression and refugee situation of the 1920s and 1930s, the occupation and persecution of Jews and Gypsies by the Nazis, to the rebuilding of postwar society dealing with issues relating to decolonisation and the birth of a multicultural society.

The place with its surrounding landscape conveys a strong message. The site supports the "Culture of Peace and Reconciliation," through shared European memories. Its layered history and relevance is an invitation to reflect on the values on which the European Union is built.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

At the time of the application, the project gave primary attention to the deportation period under the Nazis in 1940s and the Holocaust. Activities related to remembrance of decolonisation and multiculturalism are still being worked on. The site provides tours in five languages and the exhibition is also available in Braille for visually impaired people.

New elements are being added for 2016-2020 including a focus on the experience of the returnees from the Dutch East Indies and the Moluccans. The Panel looks forward to these new developments since this may have resonance with the present day migrants to the European community.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The site receives many visitors. Since the European Heritage Label designation, additional space has been created encapsulating the former commander's house in order to provide better interpretation facilities on the site. The Panel noted the effort to improve the quality of welcome, however recommends greater consciousness of the "Spirit of place."

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from site managers

The European Heritage Label designation has encouraged Camp Westerbork to focus not only on World War II but also to enlarge its narrative to become a Remembrance Centre linked to the rights of former and current minorities and of socially and economically weaker groups. It has given new energy and willingness to contribute to the current debate on the refugees.

Conclusion and recommendations for the future

Camp Westerbork is making good progress in developing its offer of activities to reach out to wider audiences as part of the project under the European Heritage Label. As it plans to extend its museum and remodel the site itself, the Panel recommends that the site make every effort to keep the "Spirit of place." It looks forward to seeing how the site will balance the number of visitors and the preservation of this fragile place.

Franja Partisan Hospital

CERKNO (SLOVENIA)

1943-1945

Description

The Franja Hospital was a secret hospital hidden in the mountains, run by partisans during World War II as part of a broadly organised resistance movement against the occupying Nazi forces. The hospital treated wounded soldiers from both the Allied and the Axis powers and the physicians came from various European countries. The hospital was run and kept secret thanks to the support of local people.



European significance

Franja Hospital is an outstanding symbol of human fortitude and medical care, of solidarity and companionship in hardship, between staff and wounded. The efforts undertaken to care for the wounded, regardless of their nationality or origins, was extraordinary. The site is an outstanding example of how human values can be sustained even during times of war.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The site is undertaking a range of actions to transmit the European significance of the site. This includes guided tours, a twinning project and other activities with schools and children. Thematic evening lectures are aimed mainly at the local population.

An e-Twinning European education project, intergenerational projects and the development of the website and informative material in more languages have been proposed, with some of the activities with schools and new signage have been realised to date. Other activities, such as the enhancement of online access are still to be progressed. As a result the objectives for the next five years are designed to include any areas not addressed in the first period. The number of visitors has increased since the site was awarded the European Heritage Label, and in the light of existing capacities on site, a lot is being achieved. The Panel looks forward to additional time and resources being allocated to improve access for on-line visitors and the use of more languages.

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The organisational capacity has remained at the same level over the past few years and has reached its limits. The site itself is aware that in order to benefit more from the European Heritage Label and to reach out to wider audiences, increased management capacities are essential.

The Panel noted that the implementation of proposed activities is taking longer than expected and suggests that in the years to come special attention is given to the allocation of sufficient human resources.

The site still has the operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from site manager

The European Heritage Label designation has had positive impacts such as increased media coverage and enhanced visitor numbers.

Conclusion and recommendations for the future

Despite the limitations on its resources, Franja Partisan Hospital has made excellent effort in communication activities and educational programmes. The Panel looks forward to seeing the organisational capacity of the site being strengthened to enable it to communicate even more on its European significance.

Robert Schuman's House

SCY-CHAZELLES (FRANCE)

1950

Description

The French foreign minister Robert Schuman (1886-1963) is a founding figure of the European Union, one of the "Founding Fathers of the EU." With his declaration of 9 May 1950, commemorated annually as Europe Day, he laid the foundations for the European Coal and Steel Community and for all the European institutions to come. Schuman bought the house in 1926 and, from 1960 onwards, spent the years of his retirement there. Today it hosts a museum containing many of his personal belongings and library, which demonstrate his attachment to the European ideal. After his death in 1963, the site was taken over by a voluntary organisation to promote his memory and the values of peace and international cooperation.



European significance

The site is the place where Schuman received Jean Monet's report and worked on the draft for the Declaration of 9 May 1950, known today as the *Schuman Declaration*. This document paved the way towards post-war European integration and eventually the European Union.

The role of Robert Schuman and the *Schuman Declaration of 9 May 1950* are fundamental to the history of the European Union.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The project included multi-lingual presentations (e.g. website, printed matter, virtual tour), networking, cultural activities, new communication material, and the creation of a comic strip. Most of these activities have already been carried out successfully, others will be implemented in the next phase.

Activities for the next period include the publication of a new biography of Schuman, a new chronology of Europe's history on their website, a family site visit tour, more translations as well as artistic projects. The Panel suggests that in these activities greater emphasis be given to the ideas and visions of Schuman. In the long term, it looks forward to seeing reinforced cooperation between the houses of the "Founding Fathers of the EU."

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The site has increased its operational capacity since it has been designated a European Heritage Label site. Individual contractors and additional staff have been hired.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site managers

The publication of the comic strip was a success. The designation as a European Heritage Label site has helped to increase the number of visitors, to strengthen the prestige of the site among the local population, and has provided opportunities to work on cultural and scientific projects with new European partners, and to share experiences with other labelled sites.

Conclusion and recommendations for the future

Robert Schuman's House is actively implementing the project. It is a place to explore and reflect on the founding principles of the European Union. Therefore the Panel looks forward to seeing the implementation of its activities with a renewed focus on Schuman's vision for Europe, possibly against the current political background, and to a reinforced cooperation with the houses of the other "Founding Fathers of the EU."

Alcide de Gasperi's House Museum

PIEVE TESINO (ITALY)
1945-1953

Description

Alcide de Gasperi (1881-1954), one of the "Founding Fathers of the EU," was born in this house which today is a museum highlighting his contribution to the construction of Europe after World War II. He served as Foreign Affairs Minister and then as Italian Prime Minister from 1945 to 1953. He supported Schuman's plans which led to the creation of the European Coal and Steel Community. Furthermore, he was an inspiring force in the creation of the European Economic Community. The museum opened in 2006 and is located in a traditional Alpine village.



European significance

The Alcide de Gasperi House Museum is one of the houses and museums dedicated to the "Founding Fathers of the EU." One of the main messages of the site, inspired also by its transalpine and frontier location, is co-existence. It also underlines De Gasperi's commitment against all forms of fundamentalism.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The new management of the museum has focused its efforts on activities to reach new local and regional audiences including families and young people. In particular it has developed training activities for young administrators and a European Festival for students.

The Alcide de Gasperi's House Museum is keen to develop stronger links with the European Heritage

Label network. While the site is small, it seeks to promote itself at an international level, particularly in the light of its connections to the story of the European Union. Its credo could best be summarised as *"A small museum in a small town - but with big ideas!"*

The Panel looks forward to seeing progress in the short term on guided tours via mobile app in four languages as the first step forward in making the museum more accessible to the international public. In the long term, it looks forward to reinforced cooperation between the houses of the "Founding Fathers."

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

The de Gasperi's House Museum is a small site and is limited in the number of visitors it can receive. At present nearly half their visitors are made up of school groups. The present capacity of the site caters mainly to local visitors and others from the region. However, the site has increased its operational capacity with a view to implementing the actions planned for the European Heritage Label.

The site still has adequate operational capacity to implement the project as required for the European Heritage Label.

Feedback from the site manager

Being awarded the European Heritage Label has allowed our museum to expand its role from being a local museum to a museum rooted in a wider European narrative – that of the development of the idea of the European Union.

Conclusion and recommendations for the future

The Alcide De Gasperi House Museum is implementing its project with renewed energy. It has the potential to show how, with a lot of creativity, smaller European Heritage Label sites can present the history and values that underpin the building of the European Union to the public and especially to young people. The Panel looks forward to seeing stronger promotion of the site to European audiences and increased cooperation with the houses of the other "Founding Fathers of the EU."

Historic Gdansk Shipyard

GDANSK (POLAND)

1970, 1980s, 2007

Description

As a Hanseatic port, Gdansk played an important commercial role in Northern Europe. Its renowned shipyards were a hotbed for social demands and struggles. The European Heritage Label designation includes the BHP Hall (the place where the August Agreement was negotiated), historic Gate no.2 (where Lech Walesa made his speeches), Solidarity Square with the Monument to the Fallen Shipyard workers of 1970 and a wall with commemorative plaques, as well as the European Solidarity Centre.



The constituent elements of the site

European significance

The Historic Gdansk Shipyard has strong associations with the birth and commemoration of the Solidarity movement and the origins of democratic transformations in Central and Eastern Europe in the late 20th century. The events of August 1980 at the Lenin Shipyard in Gdansk had a fundamental influence on the recovery of freedom from communist regimes by Poland and other Central and Eastern European countries. At the time, these events paved the way to the end of the Cold War.

Today the large-scale reconversion of the shipyard site and the clear narrative ensure the achievements of the Solidarity movement are handed down to future generations.

The European significance is clearly articulated in the site's narrative.

Strengthening the communication of the European dimension to European audiences (project)

The Historic Gdansk Shipyard implements an impressive range of activities and promotes a responsible form of tourism.

The increasing numbers of visitors could nevertheless put the integrity of the site at risk and care is needed to avoid over-commercialising *Solidarity* as a tourist product or a brand.

The educational activities focus on the fostering of civic attitudes. The audioguide in seven languages includes notably the local minority language, Kashubian.

The Panel looks forward to seeing some original and promising projects extended at a European level e.g.: *"The shipyard is a woman," "The youth forum," "Academy of solidarity," "The civic workshop for immigrants."*

The site still meets the project criteria required for the European Heritage Label.

Organisational capacity (work plan)

Whilst the European Heritage Label site is larger, the European Solidarity Centre, in development at the time of submitting the application, is the anchor of the site. Through its extensive database of archival materials, the Centre increases historical knowledge; it also actively collects the archives of other political opposition movements in Eastern Europe. Continued cooperation with qualified and various partners such as museums, city stakeholders, universities, tourism staff, local community and voluntary groups, schools and art academy contribute to efficient management capacity and a solid financial base.

The site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label.

Feedback from the site manager

The Historic Gdansk Shipyard is a European meeting point and could be a creative lab for the European Heritage Label by focusing on wider partnership.

Conclusion and recommendations for the future

The Historic Gdansk Shipyard is implementing its project effectively. One of the challenges for the site is to depict its complex history on a popular and a scientific level for a mixed public of international visitors and local inhabitants, migrants and young people. The Panel looks forward to seeing how the site continues to address this challenge successfully. The site may also wish to foster closer and helpful cooperation with the other European Heritage Label sites.

Pan-European Picnic Memorial Park

SOPRON (HUNGARY)

1989

Description

The Pan-European Picnic Memorial Park is located on the outskirts of Sopron, next to the Hungarian-Austrian border. The Memorial Park commemorates the civil initiative of the Pan-European Picnic peace demonstration, which was held here on 19 August 1989. The temporary opening of the Hungarian-Austrian border during the demonstration gave nearly 600 citizens of the German Democratic Republic the opportunity to flee across the Hungarian border to the West, making the event the beginning of the destruction of the Iron Curtain. Having divided Europe ideologically and economically into two separate areas, the fall of the Curtain led to the reunification of Germany and the European Union's eastern enlargement in 2004.



European significance

The Pan-European Picnic Memorial Park commemorates the historical events of August and September 1989 which took place in this spot. It is why the place is rightly considered as the symbol of the collapse of the Iron Curtain in Europe and stands for the post-1989 borderless and unified Europe. The site is a strong symbol, particularly in the context of the 2016 refugee crisis in Europe, but more effort should be made to explain this and to sustain the collective memory with regard to this place.

The Panel recommends that within the framework of the European Heritage Label, the narrative of the Pan-European Picnic Memorial provide more information on the historic and current context of borders and migration flows.

Strengthening the communication of the European dimension to European audiences (project)

The implementation of the project shows some progress. The importance of the site has been communicated to locals and via internet through a variety of actions including memorial celebrations. However since the communication is mainly addressed to locals, many young Hungarians are unaware of the wider European significance of the site. There is no meaningful cooperation with their Austrian neighbours yet. For the next period, the website will be updated, staff trained and other activities will be continued.

Whilst the site still meets the project criteria required for the European Heritage Label, the Panel recommends stronger communication activities on the European significance of the site at national and European level, and trans-border cooperation.

Organisational capacity (work plan)

Several issues were identified by the applicant in the original application in 2014: lack of visitor infrastructure and interactivity, and isolation from the touristic offer. The application indicated that these would be addressed through the construction of an interactive visitor centre but important delays have occurred.

Whilst the interpretation centre may or may not progress, the site still has adequate operational capacity to implement the project as required by the criteria for the European Heritage Label. However, the Panel recommends that other ways to convey the European significance be put in place while resources to build the centre are being sought.

Feedback from the site manager

Following the European Heritage Label designation, it is very much hoped to get resources from the Hungarian government to realise the plans for an interpretation centre.

Conclusion and recommendations for the future

The project of the Pan-European Picnic Memorial Park has had a slower start than expected. The site requires support on the national level. Given the delays encountered to build the interpretation centre, the Panel recommends that for the period 2017-2020 the municipality of Sopron consider how to effectively communicate the European significance of the site even in the absence of such infrastructure. The Panel looks forward to seeing a renewed focus to reach out to national and European audiences.

MONITORING METHODOLOGY

Monitoring Form

A Monitoring Form (included in the attachments to this report) was provided in the format of an on-line spread sheet. It contained four parts:

- In Part I - *Updating your Original Monitoring Sheet*, the labelled sites had to update the monitoring sheet that they had provided along with their application.
- In Part II - *Knowing You Better*, the sites were invited to provide feedback on being a *European Heritage Label* site and some key figures, for example number of visitors or web site hits.
- In Part III - *Monitoring Form 2016-2020*, the labelled sites were requested to describe the activities planned for the next four years.
- Part IV - the *Communication and Network Sheet* gave an opportunity to the labelled sites to describe their needs in terms of communication at European level and support from the European Commission.

The labelled sites were explicitly asked to fill the Monitoring Form with sincerity, even if not all aspects of their project had been implemented.

Dialogue between the labelled sites and the European Panel

During the annual networking meeting, each site gave a short presentation describing the site and its European significance, the elements of the project that had been implemented, the work that was still ahead, and the (institutional) context in which they were operating. The audience consisted of all the labelled sites, including the sites which received the *European Heritage Label* in 2015, representatives of the National Coordinators and the European Commission and the members of the European Panel. The introduction session lasted for a day.

Subsequently, each site to be monitored met with three to four members of the European Panel for a short individual meeting in the presence of their National Coordinator and a representative of the European Commission. The objective of the individual meetings was to offer an opportunity to the sites to engage in an open dialogue with the European Panel and to review the site's success stories, plans for the future and any issue to be addressed. The Panel had identified a number of common topics to raise with all sites during the dialogue, but each meeting was tailored to the specificities of the site based on the examination of its Monitoring Form and its oral presentation.

Meetings of the European Panel

2-3 March 2016

The first meeting of the year was held in Vienna, at the invitation of the *Federal Department for Culture*, National Coordinator for Austria. The Panel started with an introductory session on the *European Heritage Label* and on the working methods for selecting sites, for the attention of its new members. The Panel shared its experience or first impressions regarding the criteria required for the *European Heritage Label* sites, discussed the common indicators, and agreed on the working methods for the monitoring year. The Panel allocated the twenty sites among three working groups of three to four Panel members and designated two rapporteurs for each site. The system of working groups was introduced to facilitate the dialogue with the sites during the *European Heritage Label Days* in April, however all Panel members had to read all the monitoring forms in order to fully contribute to the assessment of the twenty sites. The Panel members agreed on a template for the reports on the individual sites and signed a statement of non-conflict of interest.

12-15 April 2016

The second meeting of the Panel was held in conjunction with the *European Heritage Label Days*. The Panel started with a plenary meeting (half day) during which it discussed the findings following the examination of the monitoring forms and prepared the dialogue with the individual sites in order to ensure a coherent approach for these one-to-one meetings. After the presentations by the twenty sites (1 day), the individual meetings (half day) and the award ceremony (evening), the Panel resumed in plenary meeting (1.5 day). During this final session, the Panel examined the progress of each site using all information gathered. The Panel had also a preliminary discussion on trends and general recommendations.

2-3 June 2016

During its third and last face-to-face meeting, the Panel considered the outline for its 2016 report, the preliminary reports on the state of each site, and general recommendations with regard to monitoring of the *European Heritage Label* sites. The Panel also identified issues to include in the report pertaining to its experience with the first cycle of three selection years and one monitoring year. All recommendations and conclusions by the Panel were reached by consensus. The Panel and the European Commission also exchanged views on the tasks that lay ahead for the 2017 selection year.

Based on the discussions held, the Rapporteurs finalised their contribution on the state of the individual sites. The Chairperson edited the report with the support of the Editor/Rapporteur of the Panel.

Composition of the European Panel

In 2016, the Panel welcomed three new members designated by the Council of Ministers for the period 2016-2018 as well as one new member designated by the European Parliament to terminate the 2015-2017 mandate of an expert who was unable to attend the previous meetings. The fourth member designated by the Council was unable to attend the first Panel meeting due to health reasons and resigned shortly afterwards.

Archives

The work of the Panel was greatly facilitated by the new networking and archival system that was put in place by the European Commission: all applications and forms received since the launch of the *European Heritage Label* initiative at the European Union level are accessible to all members of the Panel and at any time on a dedicated and secured internet platform.

Assessment of the 2016 monitoring process

All twenty sites participated in the monitoring process: they filled in the Monitoring Form under the guidance of their National Coordinator, attended the annual networking meeting (*European Heritage Label Days*), made an oral presentation and participated in the one-to-one meetings with members of the Panel.

Through the *Monitoring Form*, the sites reported on progress in implementing the project they submitted with the application and provided details on the activities and indicators for the next period 2016-2020. One site that was awarded the label in 2013 had to catch up and identified its indicators as part of the 2016 monitoring process.

The spreadsheet format of the *Monitoring Form* had many advantages: e.g. updating the information for the next monitoring in 2020 will be easier and less time-consuming for the sites, and the feedback given by the sites could be presented thematically thus allowing the identification of trends.

However, the sites and the Panel felt that the format could be adjusted for the monitoring in 2020 to make it easier for the sites to complete the form while increasing the readability and facilitating the assessment by the Panel. To that end, the Panel suggests to add an open question on the overall aim of the project as an introduction to the *Updated Monitoring Sheet* and the *2016-2020 Monitoring Sheet*. Likewise, open questions rather than a spreadsheet should be considered to collect information about changes in the operational capacity of the sites, if any, which would also contribute to distinguish between the project and the operational capacity.

The plenary session with the oral presentations was very successful in many regards. The sites themselves reported that it entailed them to reflect on the positioning of their site, not only with regard to the Label but in general. For the sites it was a way to get to know each other (this was true in particular for the sites that received the Label in 2015 and did not participate in the monitoring process) and to foster co-operation between the labelled sites.

The dialogue with the sites was extremely interesting even if the meetings were rather short. They were carefully organised to avoid as far as possible potential language barriers. In general, the sites had prepared them very well; the presence of the National Coordinators was much appreciated. The meetings shed additional light on information included in the Monitoring Form. For the Panel members those meetings were essential to deepen their understanding of the project. The combination of the oral presentations and the individual meetings offered a lot of information about the context in which the sites were operating that otherwise would not have been available to the Panel.

CONCLUSIONS ON THE 2016 MONITORING

The *European Heritage Label* still being a recent initiative, the Panel considered the first monitoring year to be a year of dialogue, of coaching and mutual learning. Overall, the labelled sites made excellent progress in a short timeframe.

The 2016 monitoring process offered the sites a moment for self-evaluation. The presentations by the sites and the dialogue with the Panel members were key moments of the *European Heritage Label Days* in 2016, although the highlight remains the award ceremony for the sites that received the label in 2015, in the presence of high dignitaries of the European Commission, the Council of Ministers and the European Parliament. Given the positive outcomes and feedback the Panel recommends that future monitoring processes will continue to include such self-evaluation, presentations and a dialogue with the Panel.

The majority of the labelled sites have a good understanding of their European significance, which is well-articulated in their narratives. Receiving the Label may well widen the perspective for the sites and have a positive impact on their interpretation: this seems already to be the case for some sites. For the few sites where the narrative does not (yet) fully reflect their European significance, when some aspects remain under-explored or when there is a need for more information on the historic and current context, the Panel made specific recommendations so that the sites can make progress in presenting their European significance more robustly by 2020.

The implementation of the projects will take time and the Panel was interested in the progress made since the sites received the Label. Not surprisingly, many sites started their project by expanding the communication on their European significance to local communities and visitors first, before reaching out to European audiences. Overall the sites made good progress although a few sites needed more support and therefore it put forward specific recommendations in order to assist them.

During this first monitoring year, the Panel focused on a few but essential indicators: an understanding and clear communication of the European significance of the site, its presentation on the web in several languages, communication about their *European Heritage Label* status and the Label in general, the awareness of staff members about the Label and their language skills, and the implementation of the site-specific activities included in their project.

The Panel urges all sites to reinforce their presence on the web in more languages, to provide staff training about the *European Heritage Label* and the reason why their site received the Label, and to ensure that staff members have the necessary language skills. The sites should continue their endeavours to provide the largest possible access for all with a special attention for the needs of the impaired, to develop the European dimension in the educational activities targeted at schools and young people, and last but not least, to set up co-operation projects and participate in the networking of the *European Heritage Label* sites.

These activities should become a priority for the 2017-2020 period. Their implementation together with the other elements of their project and the site specific recommendations that the Panel made for a few sites, will be monitored in 2020.

By the end of this 2016 monitoring year, the Panel reached the conclusion that the process was not premature but came at a timely moment: to test out the procedures, to clarify the objectives of the monitoring and to explain the goals for the 2020 monitoring to the sites. By that time, the number of sites will have increased while the first tranche of sites should have consolidated their projects. The Panel hopes that the report will also help future candidate sites to prepare robust applications.

REFLECTIONS ON THE FIRST EUROPEAN HERITAGE LABEL CYCLE (2013-2016)

Feedback from the sites

This section summarises the findings of parts II and IV of the Monitoring Forms with additional feedback given by the 2013 and 2014 sites during the dialogue with the Panel members.

Benefits of being a European Heritage Label site

Almost all sites reported that receiving the *European Heritage Label* had already brought a positive impact. They received media attention at local, national and international level and many sites saw an increase of the number of visitors. Several sites put a word of caution concerning the visitor numbers since they were not able to measure how many visitors or schools were attracted as a direct result of their new status of *European Heritage Label* site. However, some sites reported a significant increase in visitor numbers and followers on Facebook as a result of their *European Heritage Label* designation. One of the sites noted an increase of visitors coming from European institutions.

Several sites added that the gain in attention led to securing additional funding in their institution and/or from other partners. The opportunities to create synergies with partners and the potential of the network of the *European Heritage Label* sites was also underscored. The sites indicated that they now have more possibilities to enlarge and contextualise their narrative in a European context. For several sites this led to a strategic reflection on their potential and on how to make the best use of their resources. Others mentioned that the European context was new to them and they were eager to explore the opportunities offered by this internationalisation.

For many sites in particular those linked to recent history, receiving the *European Heritage Label* had an important impact at the local and national level because the stakeholders strongly felt that their contribution to the history of Europe was being recognised: Europe was coming to them. The impact on the staff members was also mentioned but not as often as might be expected. Several sites reported that the knowledge of the visitors on the European dimension of the site was increasing, while others saw a chance to develop more educational programmes.

The sites being very different, their expectations from the *European Heritage Label* differ too. For smaller or less known sites, the international recognition has helped them already to strengthen their local supports and to focus more strongly on their European dimension. The larger sites, in particular those that have a very robust operational capacity, tend to see the *European Heritage Label* as a quality label that reinforces their own brand and their position in terms of marketing and tourism. Some sites expect to be put on the map as a tourist destination, others hope to obtain *World Heritage* status.

What the labelled sites have in common is their interest in the network of the *European Heritage Label* sites, which they see as having a lot of potential. They hope to set up a formal network to facilitate their cooperation.

Challenges

The sites identified two major challenges. The first challenge is the problem of financial resources. Regrets were expressed about the absence of any funding from the *European Heritage Label* itself, not for professional assistance nor even for the production of multilingual material, a key requirement to reach out to European audiences. Secondly, there is a need to give greater visibility to the *European Heritage Label* at the international level. Currently, the Label is not very well-known and therefore it is not realistic to expect an increase in visitor numbers. The sites hope to receive full support from the European Commission in order to meet both challenges.

Other challenges linked to the sites' characteristics were identified: they range from accessibility by public transport for (international) tourists to a (lack of) human resources. The local dynamics and the communication between the labelled sites between the annual meetings were also mentioned. One site mentioned the need for the *European Heritage Label* to have a clear identity, different from *World Heritage* listing or other recognitions.

European Values

All sites all showed great willingness to share their story and experience. For many labelled sites the *European Heritage Label* brings the idea of sharing common heritage, European symbols and European citizenship closer to those who work in the sites, for the neighbours, users and visitors. The sites tell stories about Europe but with a focus on values, peace, democracy, human rights... Several sites are interested in developing thematic itineraries so as to reinforce in their communication the common elements of their narrative.

Meetings and networking

The sites are keen to participate in the annual network meeting of the labelled sites and to develop cooperation between them in the future. For them the annual meeting is essential in order to get to know each other, to set up a network and to develop cooperation projects between labelled sites which share common interests. They praised the professional way the meetings were organised and the beautiful setting of the Solvay Library in Brussels. The presentation of examples of good practices and of EU funding opportunities were also much appreciated.

Workshops as well as discussions in small groups and during breaks are considered to be key factors for the success of the annual meetings. For the future, the sites suggest that the meetings take place in one of the labelled sites. They confirmed their interest in exchange of experience and good case studies in relation to interpretation, education, and communication. Some sites already suggested themes such as Europe, European values and culture, the worth of human life, peace. It was proposed that prior to the annual meeting the Commission collect and disseminate the themes the sites wish to work on so that during the meeting they can discuss with other interested sites how to develop common projects. Other topics that were put forward are the international promotion of the Label, cooperation with sites that received the Label more recently, funding and how to manage the *European Heritage Label* designation and implementing the project submitted with their application in times of financial constraints.

It was also suggested to increase co-ordination between the *European Heritage Label* and other EU heritage initiatives such as the *European Heritage Days* and the *European House of History*.

Communicating about the European Heritage Label designation

Press releases and celebration ceremonies

Following the press release issued by the European Commission to announce the list of the sites proposed by the Panel to receive the *European Heritage Label*, all twenty sites but one issued their own press release. In addition, the European Commission prepared an e-mail showcasing the newly labelled sites. 13 sites indicated that they disseminated this mail to their contacts. Most of the labelled sites would like to see that the European Commission increases its communication on the *European Heritage Label*.

All sites attended the official ceremony during which they were presented to the public and the press by the means of a short video and were handed over the *European Heritage Label* plaque by the Member of the European Commission in charge of Culture or Members of the European Parliament. Most of the sites issued a second press release at this occasion.

15 sites organised a local ceremony to unveil the plaque in the presence of ministers, mayors and other dignitaries and hence received again media attention. The dates for such celebrations were often chosen with care: e.g. 15 May - date of the signature of the Dutch-Spanish peace treaty - by the *Sites of the Peace of Westphalia (Münster and Osnabrück, Germany)*; or 18 April - International Monuments and Sites Day - by *Franja Hospital (Cerkno, Slovenia)*.

The unveiling of plaques was often accompanied by other celebratory events for the public: e.g. the Hambach Parade was re-enacted by pupils dressed in historic costumes at *Hambach Castle (Germany)*; the *Sites of the Peace of Westphalia (Münster and Osnabrück, Germany)* organised celebrations with a programme of activities including a Peace Meal in Münster and more performances during the town festival in Osnabrück; the *Peace Palace (The Hague, Netherlands)* launched its Peace Bicycle Tour in The Hague.

European Heritage Label plaque

All sites have displayed the *European Heritage Label* plaque. The labelled sites use the small or the large version of the plaque, or both, depending on the nature of the site. The position is most often carefully chosen as demonstrated by the *Franja Hospital (Cerkno, Slovenia)* where the large plaque is placed at the entrance of the site and the small plaque displayed on the surgery barrack "*because this barrack has the closest association with the communicative value of the site.*" When the larger plaque is used on the site itself, the smaller may be used in municipal offices. In one site the plaque has been displayed on the office building of the site managers only.

Websites

Not all labelled sites have their own website. Some sites are part of a larger institution and therefore do not manage the content of the website directly. Most sites nevertheless indicate that they made special efforts to increase their visibility on the web and/or plan to do so in the near future. Several sites indicated that they intend to offer more content on the web in more languages. All sites but one have acknowledged on their website that they were awarded the *European Heritage Label* and added the *European Heritage Label* logo. The sites expect that the Commission maintains a good and user-friendly website with information on the Label and on the sites.

Videos

All sites but a few exceptions have uploaded the video provided by the European Commission on their website or provide a link to it. Those who did not explained that there were technical issues or that they do not handle their webpages themselves. One such site mentioned that the reference to the role of its mother institution had been edited, which did not help. The sites use the videos in various ways: on social media, at press conferences, in newsletters, during guided tours or during special events, in the reception area of the site and for staff training on the Label.

Logo, flyers, posters and postcards

With regard to the use of the logo of the *European Heritage Label*, the sites adopted a pragmatic approach: when preparing new leaflets, brochures, bookmarks, programmes and invitations for events, etc., they include the logo.

There is a large consensus among the sites that the leaflet on the *European Heritage Label* provided by the European Commission is mainly geared towards future candidate sites, hence there is a need for another brochure for the general public to present the sites that received the Label. Such a brochure should include a map of Europe indicating the location of the labelled sites as well as specific information and the main characteristics of each site. It would demonstrate the variety of the sites and the strength of the Label. Also, more use should be made of QR codes to link to information on the Label and on the sites.

The postcards are appreciated because the public likes them, but there is a suggestion to choose photographs that allow for an easier identification of the sites and are more telling with regard to the site's narrative. For example, *Camp Westerbork (Hooghalen, Netherlands)* expressed uneasiness with the slogan "*Europe starts here!*" presented on the background of a picture of a concentration camp.

While some sites used the poster provided by the European Commission whenever possible, posters are hardly used anymore. The general feeling is that a map with the location, picture and key information of the labelled sites would be of greater interest to the public.

Social media

Almost all sites use Facebook, but other social media (Twitter, Instagram) are not widely used. Further details on the use of social media are not available at this stage

Feedback from the European Panel

At its first meeting in April 2013, the Panel discussed its vision for the *European Heritage Label*: how would it look ten years hence? The answer that emerged from its deliberations was in the form of a metaphor: *European Heritage Label* sites should act as *gate ways* for the citizens to explore and increase their understanding of Europe, its history and its culture, its unity and diversity. The sites should connect citizens with other European heritage sites and future sites of the same sort. The sites should invite citizens to think about Europe, what Europe stands for and what its core values are.

Twenty-nine sites from sixteen countries have received the Label, the outcome of three selection years. Through these sites we are invited to start a journey of discovery, of permanent questioning and reflection on Europe and its values. The speech presented on behalf of the Panel at the award ceremony for the sites selected in 2015 - attached at the request of the sites - gave an overview of the sites, highlighting the strength of their commitment towards the objective of the Label. This commitment of the sites and their dynamism was demonstrated once again during the monitoring process. The sites are now in the process of formalising their network to facilitate cooperation among themselves. The vision of the Panel may well become reality sooner than expected.

Notwithstanding these successes, some questions arise:

- Will the *European Heritage Label* attract more attention from national and European decision makers? Given the connection between current political issues and the narratives of many of the labelled sites, one of the central questions should be how the sites can make a connection not just with the citizens, but also with politicians.
- Will the *European Heritage Label* gain more visibility? Will there be more promotional activities?
- Will more countries send applications in the coming years?
- Will there be a possibility for non-European Union States to participate in the future? After all, Switzerland participated in the intergovernmental initiative.
- Ultimately the *European Heritage Label* sites should present a wide coverage of European history and culture, and European integration: how can this be pursued given that the scheme is a bottom-up scheme based on spontaneous applications and on the willingness of Member States to join?
- Could single *European Heritage Label* sites be extended to become transnational sites?
- Contrary to other initiatives, with less stringent selection processes or monitoring systems, no funding is attached to the *European Heritage Label*: is this sustainable for the Label?
- Can the current practise of EU financial support for UNESCO World Heritage sites be extended to include *European Heritage Label* sites?

The success of the *European Heritage Label* depends heavily on the willingness of sites to participate and on the support given by the participating states. The role of the National Coordinators should be underscored, not only in terms of the preselection of sites, but also in terms of providing support to sites once they received the Label. The Panel hopes that they will provide further guidance to the sites as a result of the monitoring.

Together with the National Coordinators and the Panel, the European Commission is continuously trying to streamline the whole application, selection and monitoring process. Much work has gone into revising the application form and the Panel looks forward to seeing the impact of the new 2017 form. Streamlining will also be necessary for the 2020 monitoring process while taking care to keep the innovative elements such as the dialogue between the sites and the Panel. The value of this step has been demonstrated in the monitoring report. In addition, the dialogue provides a good alternative to site visits, given that the Panel is not in a position to visit all labelled or candidate sites.

With regard to its own work, the Panel is fully aware after this first cycle that it should be attentive to cultural differences in presenting applications and monitoring reports in terms of language skills or under- or over-stating strengths and abilities. European languages are part of our common heritage and cultural diversity is a recognised asset: the positive feedback from the wider use of languages in videos of the sites attests to this.

Between them, the twenty-nine labelled sites already present an insight on the diverse heritage of Europe. The expectations of the sites for the Label are as diverse as this heritage. However there are three points of common agreement: i) the Label needs to be a high quality label, ii) networking and co-operation is important, and iii) the Label should become more visible at European level. The Panel concurs.

Finally the Panel noted that the European dimension of many labelled sites are intrinsically linked with topics that are very high on the political agenda of governments and the European Union institutions: migration, EU membership, abolition of the death penalty, democracy and peace to name just a few. The background and challenges of each of these topics can be illustrated by one or more *European Heritage Label* sites, for example, *Camp Westerbork (Hooghalen, Netherlands)* and the *Pan-European Picnic Memorial Park (Sopron, Hungary)*, the *Sites of the Peace of Westphalia (Münster and Osnabrück, Germany)*, the *Charter of Law for the Abolition of the Death Penalty (Lisbon, Portugal)* or the *Heart of Ancient Athens (Athens, Greece)*.

President Obama received a guided tour of *Ancient Athens* and delivered an inspiring speech about democracy, citizenship and the rule of law from the very spot where democracy was born. As gate ways to a better understanding of current challenges, the labelled sites are prime locations for other encounters and speeches since they bring a historic depth and context on current issues and debates to citizens and decision makers and may provide a source of inspiration and new perspectives.

Several *European Heritage Label* sites will commemorate important anniversaries in 2017, 2018 or in the years to come: could these anniversaries be an opportunity to raise the overall visibility of the *European Heritage Label* and of all sites? The upcoming *European Year for Cultural Heritage 2018* certainly is an opportunity not to be missed!



President Barack Obama visits the Erechtheion, a temple dedicated to both Athena and Poseidon, during a tour of the Acropolis in Athens, Greece, Nov. 16, 2016. Dr. Eleni Banou, Director, Ephorate of Antiquities for Athens, Ministry of Culture, leads the tour. (Official White House Photo by Pete Souza)



In his speech, President Obama refers to *Solidarity* (photo of Lech Walesa, European Solidarity Centre Archive, Historic Gdańsk Shipyard, Gdańsk, Poland)



Former President of the European Parliament, Mrs Simone Veil, during her visit of the *Alcide de Gasperi's House Museum* in 2008 (photo included in the application)

Speech at the European Heritage Label Ceremony

by Bénédicte Selfslagh, Chairperson, European Heritage Label Panel of Experts

Brussels, 13 April 2016

Ladies and Gentlemen, Commissioner,

On behalf of the *European Heritage Label Panel*, I wish to congratulate the 9 sites, which received the *European Heritage Label* tonight. The network of the 29 labelled sites is a very special club.

The first reason that makes them so special is that they signed themselves up to present their narrative not only to the citizens of their own country, but to European citizens at large, and especially to younger generations.

The second reason that makes the labelled sites so special is their commitment to highlight their European dimension because in many places, national narratives are still the norm in history teaching and cultural heritage interpretation; elsewhere the danger is that isolationist approaches become the norm again.

Our heritage, our daily environment, our history remind us - or should remind us - that there have always been connections and exchanges, similarities and differences. Looking at our continent from the perspective of Africa, Asia or the Americas, there is no doubt that there is something “European” about us and about our heritage. We share common values, as enshrined in the Charter of Fundamental Rights of the EU. We cherish them and the *European Heritage Label* helps to convey these values.

Discovering the European significance of a site and unlocking it so that it opens up to a wider audience is what the *European Heritage Label* is about: the labelled sites invite you on a journey of discovery, of permanent questioning and reflection – in accordance with longstanding traditions and values of our continent. It may start locally, but ultimately the goal is to be accessible throughout Europe, across generations and abilities.

It shall come as no surprise that several sites invite us to remember the construction of the European Union itself, such as the *Schuman* and *de Gasperi* houses, and the *European District in Strasbourg*.

In 2012, the Nobel Peace Prize was awarded to the EU. Some *European Heritage Label* sites remind us of battlefields and destructive periods, and of our struggles for peace. Examples are:

- the *sites of the Peace of Westphalia* and the *Peace Palace*,
- *World War I East Front Cemetery No 123*, *Camp Westerbork* and *Franja Partisan Hospital*.

The freedom, democracy and rule of law that we enjoy today were developed and promulgated through negotiations, which are illustrated by:

- *Ancient Athens*, *the Union of Lublin*, and *the 1791 Constitution*,
- *Hambach castle* and *the Charter of the Abolition of the Death Penalty*,
- the *Historic Shipyard* in *Gdansk* and the *Pan-European Picnic Memorial Park*.

Other sites such as:

- *Cluny* and the *Hanseatic Great Guild Hall* in *Tallinn*,
- *Carnuntum* and *Olomouc*,
- the *Archive of the Crown of Aragon*, *Sagres Promontory*, the *Imperial Palace* in *Vienna*, and *Kaunas*,

are first-hand witnesses of networks and exchanges, and of places where decisions were taken that influenced our countries.

Finally, there is the quest for knowledge and understanding of the world, the Europe of science and progress, and the Europe of culture, of which

- the *Neanderthal Krapina*,
- the *Libraries of the University of Coimbra* and *Tartu University*,
- the *Students Residence* in *Madrid* and the *Mundaneum* are good examples - I could have mentioned the *Mundaneum* under the former theme of Peace as well.

The *Franz Liszt Academy* in *Budapest* established by Liszt himself, ends this provisional list with music, which knows no borders.

There are of course many different ways to group sites thematically and some sites sit easily into several categories, which is intriguing in itself!

The list is still somewhat “patchy”. Did you notice that the sites do not cover the whole timeline, as if nothing happened in Europe for centuries? Or, that some sectors are not yet represented? With the bottom up approach that characterises the *European Heritage Label*, the gaps will be filled gradually.

The *European Heritage Label* sites form a tapestry, with a discovery of colours, patterns and materials, experimenting new techniques, to possibly remaking a section....

I would like to conclude with the following.

Although, the *European Heritage Label* is still in its infant years, its added value has already been demonstrated:

By submitting their candidatures, applicants deepen their own understanding of the European significance of their site.

The public benefits from the discovery or rediscovery of the sites, especially when they allow us to contextualise current events, which we saw recently with the Pan-European Pic Nic Park and Camp Westerbork.

Last but not least, and to use the words of the sites themselves:

“Historia est Magistra vitae”. They are “meeting the past and walking to the future”, and are eager to reinforce their connection with a European audience through the co-operation opportunities offered by the *European Heritage Label*.

We wish them every success

!



Award ceremony for the sites that received the European Heritage Label in 2015
(Solvay Library, Brussels, 13 April 2016)

WORD OF THANKS

The Panel wishes to thank the twenty sites for their enthusiastic participation in the 2016 monitoring. They deserve special thanks for starting off the monitoring process of the *European Heritage Label* and bearing with the inevitable teething problems.

The Panel addresses its gratitude to the National Coordinators who provided the necessary support to the sites to complete the Monitoring Forms and for their continuous efforts in explaining the objectives and criteria of the *European Heritage Label* to candidate sites.

The Panel is very grateful to the Austrian authorities for organising the March meeting in Vienna, the first meeting held outside of Brussels. It provided the Panel with a great opportunity to learn more about the experience of a National Coordinator when conducting the selection process at national level as well as to visit a *European Heritage Label* site, namely the *Imperial Palace (Vienna)* which received the Label in 2015.

The Panel also wishes to thank the Mundaneum (Mons) for the visit organised within the *European Heritage Label Days*.

This year the *European Heritage Label Days* included also monitoring meetings in addition to the award ceremony, the yearly networking meeting for the labelled sites, the yearly networking meeting of the National Coordinators and the Panel meetings. The organisation of the different events by the European Commission, in circumstances that were not easy following the terrorism attacks in Brussels, was again very smooth and professional. In addition, the European Commission has stepped up its efforts to communicate on the *European Heritage Label* to give it greater visibility at the European level. The Panel is very grateful for this and for the excellent co-operation and support given to the Panel during and in between the meetings.

The Panel addresses its thanks to its former members who helped shape the process and are excellent ambassadors for the initiative.

The *European Heritage Label* has got to this stage thanks to all applicants since 2013, successful or otherwise: without them there would be no sites!



Left: Library at the Imperial Palace (Vienna, Austria). Right: Mundaneum (Mons, Belgium)

2016 Monitoring Form

READ ME

Guidelines to fill your monitoring file 2016

The objective of the monitoring of the site you are managing is to ensure that it continues to meet the criteria regarding the European Heritage Label, that it respects the project submitted in its application form and still has the operational capacity to implement it.

It is also an opportunity for us to have an updated view of the activities you will implement in the future and an overview of the Communication and Networking activities you have been undertaking since your site was added to the European Union's list of European heritage sites.

The monitoring process at European level has two phases: First, the submission of **this monitoring folder**; Second, **your oral presentation** of your past and upcoming activities during the 2016 EHL sites network meeting taking place in Brussels in spring 2016. This monitoring folder that you send to us should include:

- Cover page
- Part I: Updated Monitoring Sheet
- Part II: Your feedback
- Part III: Monitoring form 2016-2020
- Part IV: Communication and Network sheet
- The annexes of the communication and networking activities sheet

The name of your folder should be your site's number as displayed here below. (...)

I Updated Monitoring Sheet

This monitoring sheet is part of the application form you submitted us when applying for the Label. It is the starting point for the monitoring process. In this sheet, you selected indicators that are relevant and easy to measure to allow you to assess whether you are achieving your intended outcome. We encourage you to produce an honest report not limiting it to quantitative elements: for example, if an intended activity could not take place or has not been fully implemented, or if you have carried out additional activities, please list them and explain the reasons. Apart from some quantitative elements, we thus encourage you to consider including qualitative ones. The monitoring topics come from the criteria regarding the European Heritage Label, more precisely from Article 7, paragraph 1, points (b) and (c) of Decision 1194. We would like to know your achievement as of end 2015. See here below how to update the sheet.

II Your Feedback

The European Heritage Label is a new initiative, please give us your view about it and help us to know your site better.

III Monitoring form 2016-2020

In this sheet, please describe the activities you are planning for the next four years.

IV Communication and Network sheet

This section is about monitoring the EHL initiative, to understand more about who you are and how we could improve our work supporting you as EHL sites. Please fill it with sincerity as no answer is a bad answer. The European Heritage Label is a new initiative and your cooperation in giving us a snapshot of your reality will be very useful for us and much appreciated.

How to update your original monitoring sheet

- (a) Add this column to the monitoring sheet you submitted in your application form.
- (b) This is just an example of an activity like the activities you described in the monitoring sheet of your application form.
- (c) Add new lines for activities you didn't plan to do but actually initiated before 2016. Highlight these lines in yellow.

Activity			Present situation	Details of action	Intended outcome	Start Date of action	Indicator	ACHIEVEMENT as of 2016 (a)
Signposting (b)			20 signs in Dutch in part of the site	To translate existing signs into German and English.	To make the site more accessible to other nationalities	May 2014	20 trilingual signs on site by December 2014	
				To produce new graphics				
				To produce and install new signs with new graphics				
Audioguides (c)			Audio guides were only available in German	To produce Audioguides in French and English	To make the site more accessible to other nationalities			

COVER

EUROPEAN HERITAGE LABEL MONITORING FORM 2016	
<i>Insert your site's number here</i>	
<i>Name of the site</i>	
<i>TOWN</i>	<i>COUNTRY</i>
<i>If you are a transnational or thematic site, mention it here</i>	

PART I: Your updated Original Monitoring Sheet

1. Raising awareness of the European significance of your site through information activities. Please list the relevant information activities (e.g. signposting, staff training, web resources ...) and provide details for each of them.
2. Organising educational activities, particularly for children and young people, to increase the understanding of the common history and heritage of Europe
3. Promoting Multilingualism
4. Exchange of experience/involvement in projects within the networks of sites awarded the EHL.
5. Raising profile and attractiveness of the site at European level using inter alia, new technologies and digital means, and European synergies
6. Organisation of artistic and cultural activities relating to European practitioners or linking heritage and contemporary creation (Optional)
7. Sound Management of the site
8. The long term preservation of the site (conservation plan)
9. Quality of the reception facilities (including historical presentation, visitor information, signposting)
10. Access for all
11. Privileged access for young people
12. Sustainable Tourism
13. A communication strategy focussed on improved communication around the European significance of your site
14. Presentation of the European Heritage Label, its importance and the benefits brought by it to your site
15. Environmentally friendly management of the site

PART II: Your Feedback

1. Being a EHL site

- 1.1. What are the benefits gained so far from being designated as a European Heritage Label site?
- 1.2. What are the main challenges you have encountered while implementing your activities related to the European Heritage Label ?
- 1.3. Please share with us any ideas or comments you would like to express about being an EHL site.

2. Knowing you better

Please provide us some general key figures about your site. For example: number of visitors, number of young visitors, number of website hits, etc.

PART III: Monitoring form 2016-2020

1. Raising awareness of the European significance of your site through information activities. Please list the relevant information activities (e.g. signposting, staff training, web resources ...) and provide details for each of them.
2. Organising educational activities, particularly for children and young people, to increase the understanding of the common history and heritage of Europe
3. Promoting Multilingualism
4. Exchange of experience/involvement in projects within the networks of sites awarded the EHL.
5. Raising profile and attractiveness of the site at European level using inter alia, new technologies and digital means, and European synergies
6. Organisation of artistic and cultural activities relating to European practitioners or linking heritage and contemporary creation (Optional)
7. Sound Management of the site
8. The long term preservation of the site (conservation plan)
9. Quality of the reception facilities (including historical presentation, visitor information, signposting)
10. Access for all
11. Privileged access for young people
12. Sustainable Tourism
13. A communication strategy focussed on improved communication around the European significance of your site
14. Presentation of the European Heritage Label, its importance and the benefits brought by it to your site
15. Environmentally friendly management of the site

Part IV : Communication and Network sheet

1. Communicate about the designation

- 1.1. Did you produce a press release when the official Decision of the European Commission announced your designation?
- 1.2. Did you produce a press release when attending the Ceremony in Brussels?
- 1.3. Did you organise a local event to celebrate your designation?
If yes, please briefly describe the event. If not, explain why you did not organise one (max 200 words).

2. EHL Plaque and your site

- 2.1. Did you display the small EHL plaque?
If yes, please describe where the plaques are displayed. If not, explain why not (max 100 words).
- 2.2. Did you display the big EHL Plaque?
If yes, please describe where the plaque is displayed. If not, explain why not (max 100 words).
- 2.3. Did you organise a specific 'inaugural' event for the installation of the plaques?
If yes, please briefly describe the event (max 200 words).

3. The special mail

- 3.1. Did you disseminate the special email as proposed by the Commission in June 2015?
- 3.2. If yes, please indicate how many emails recipients it was sent to.

4. Including your designation within your communication products

- 4.1. Do you have a **specific website** about your EHL site?
If yes, please provide the URL and tell us in which languages the website is available. If not, explain why you don't have a website about the site. If only monolingual, tell us if any translations are foreseen, and in which languages (max 200 words).
- 4.2. Do you have the **EHL logo on your website**?
If not, explain why not (max 100 words).
- 4.3. If you have a **flyer** about your site, do you have the logo of the EHL on it?
If not, describe why you don't have it (max 100 words).
- 4.4. If you have a **poster** about your site, do you have the logo of the EHL on it?
If not, describe why you don't have it (max 100 words).
- 4.5. Is the video produced by the European Commission about your site on your website?
If yes, please provide the direct URL . If not, describe the reasons why you choose not to publish it (max 100 words).
- 4.6. Did you use the video in some other contexts?
If yes, please describe the contexts (max 100 words).
- 4.7. Are you on social media?
- 4.8. Facebook?
- 4.9. Twitter?
- 4.10. Instagram?
- 4.11. Did you produce **other promotional material or goodies** with the EHL logo?
Please describe each product (max 200 words).

5. Disseminating general information about the Label

- 5.1. Did you disseminate the **general EHL flyer** to your stakeholders and general public?
- 5.2. Do you think this flyer is relevant to help you communicate on the European Heritage Label?
- 5.3. How could we improve it? (max 100 words)
- 5.4. Could we send you extra flyers?
- 5.5. If yes, how many would you need?
- 5.6. Did you disseminate the **general EHL poster** to your stakeholders and general public?
- 5.7. Do you think this poster is relevant to help you to communicate about the European Heritage Label?
- 5.8. How could we improve it? (max 100 words)
- 5.9. Could we send you extra posters?
- 5.10. If yes, how many would you need?

6. The network of EHL sites

- 6.1. Please give us some feedback about the networking meeting of 15 and 16 April 2015 (max 100 words).
- 6.2. Would you have any advice for improving the networking meetings (max 100 words)?
- 6.3. What would you like to see at the next meeting (max 100 words)?
- 6.4. What topic or expertise would you like to share with the other sites at one of the next networking meeting (max 200 words)?
- 6.5. Are there any experts you would like us to invite to present their actions/field of expertise during one of the upcoming networking conferences (max 500 words)?

Key figures 2013-2016

	Selection year			Monitoring year
	2013	2014	2015	2016
Eligible Member States	5	18	24	-
Member States participating	5	13	11	13
Sites to consider	9	36	18	20
Thematic national sites	1	1	0	1
Transnational sites	1	0	0	0
Intergovernmental labelled sites	-	29	1	11
Sites recommended for the EHL	4	16	9	-
Thematic national sites	0	1	0	-
Transnational sites	0	0	0	-
Intergovernmental labelled sites	-	11	0	-
Member States concerned	3	10	9	-

Participating Member States

The following lists provide an overview of the participating Member States since 2013. Article 19 of Decision 1194/2011/EU establishing the European Heritage Label (EHL) provided some transitional measures and a few Member States have not yet indicated their willingness to participate in the European Heritage Label.

2013 Member States that did not participate in the intergovernmental initiative

5 Member States confirmed their interest in the EHL and sent applications*

AUSTRIA* - DENMARK* - ESTONIA* - LUXEMBURG* - NETHERLANDS*

2014 Member States that participated in the intergovernmental initiative

18 EU Member States confirmed their interest in the EHL

13 Member States* sent applications

BELGIUM* - BULGARIA - CYPRUS* - CZECH REPUBLIC* - FRANCE* - GERMANY* - GREECE* - HUNGARY* - ITALY* - LATVIA - LITHUANIA* - MALTA - POLAND* - PORTUGAL* - ROMANIA - SLOVAKIA - SLOVENIA* - SPAIN*

2015 All Member States

24 Member States confirmed their interest in the EHL

11 Member States* sent applications

AUSTRIA* - BELGIUM* - BULGARIA - CROATIA* - CYPRUS - CZECH REPUBLIC* - DENMARK - ESTONIA* - FRANCE* - GERMANY - GREECE - HUNGARY* - ITALY* - LATVIA - LITHUANIA - LUXEMBOURG - MALTA - NETHERLANDS* - POLAND* - PORTUGAL* - ROMANIA - SLOVAK REPUBLIC - SLOVENIA - SPAIN

2016 Member States with sites selected in 2013 and 2014

AUSTRIA - ESTONIA - FRANCE - GERMANY - GREECE - HUNGARY - ITALY - LITHUANIA - NETHERLANDS - POLAND - PORTUGAL - SLOVENIA - SPAIN

Timeline of the labelled sites

Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)	2015
Heart of Ancient Athens, ATHENS (GREECE)	2014
Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)	2013
Abbey of Cluny, CLUNY (FRANCE)	2014
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)	2015
Archive of the Crown of Aragon, BARCELONA (SPAIN)	2014
Great Guild Hall, TALLINN (ESTONIA)	2013
Sagres Promontory, SAGRES (PORTUGAL)	2015
General Library of the University of Coimbra, COIMBRA (PORTUGAL)	2014
Imperial Palace, VIENNA (AUSTRIA)	2015
Union of Lublin (1569), LUBLIN (POLAND)	2014
Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK (GERMANY)	2014
3 May 1791 Constitution, WARSAW (POLAND)	2014
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)	2015
Hambach Castle, HAMBACH (GERMANY)	2014
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)	2014
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)	2015
Mundaneum, MONS (BELGIUM)	2015
Peace Palace, THE HAGUE (NETHERLANDS)	2013
Student Residence or ' <i>Residencia de Estudiantes</i> ', MADRID (SPAIN)	2014
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI, (POLAND)	2015
Kaunas of 1919-1940, KAUNAS (LITHUANIA)	2014
Camp Westerbork, HOOGHALEN (NETHERLANDS)	2013
Franja Partisan Hospital, CERKNO (SLOVENIA)	2014
European District of Strasbourg, STRASBOURG (FRANCE)	2015
Robert Schuman's House, SCY-CHAZELLES (FRANCE)	2014
Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)	2014
Historic Gdańsk Shipyard, GDANSK (POLAND)	2014
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)	2014

Labelled sites per year

- 2013** Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM (AUSTRIA)
Great Guild Hall, TALLINN (ESTONIA)
Peace Palace, THE HAGUE (NETHERLANDS)
Camp Westerbork, HOOGHALEN (NETHERLANDS)
- 2014** Heart of Ancient Athens, ATHENS (GREECE)
Abbey of Cluny, CLUNY (FRANCE)
Archive of the Crown of Aragon, BARCELONA (SPAIN)
Union of Lublin (1569), LUBLIN (POLAND)
Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK (GERMANY)
General Library of the University of Coimbra, COIMBRA (PORTUGAL)
3 May 1791 Constitution, WARSAW (POLAND)
Hambach Castle, HAMBACH (GERMANY)
Charter of Law for the Abolition of the Death Penalty (1867), LISBON (PORTUGAL)
Student Residence or '*Residencia de Estudiantes*', MADRID (SPAIN)
Kaunas of 1919-1940, KAUNAS (LITHUANIA)
Franja Partisan Hospital, CERKNO (SLOVENIA)
Robert Schuman's House, SCY-CHAZELLES (FRANCE)
Alcide de Gasperi's House Museum, PIEVE TESINO (ITALY)
Historic Gdańsk Shipyard, GDANSK (POLAND)
Pan-European Picnic Memorial Park, SOPRON (HUNGARY)
- 2015** Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA (CROATIA)
Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC (CZECH REPUBLIC)
Sagres Promontory, SAGRES (PORTUGAL)
Imperial Palace, VIENNA (AUSTRIA)
Historic Ensemble of the University of Tartu, TARTU (ESTONIA)
Franz Liszt Academy of Music, BUDAPEST (HUNGARY)
Mundaneum, MONS (BELGIUM)
World War I Eastern Front Cemetery No. 123, ŁUŻNA – PUSTKI (POLAND)
European District of Strasbourg, STRASBOURG (FRANCE)

Labelled sites per year, per Member State

2013	AUSTRIA	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM
	ESTONIA	Great Guild Hall, TALLINN
	NETHERLANDS	Peace Palace, THE HAGUE Camp Westerbork, HOOGHALEN
2014	FRANCE	Abbey of Cluny, CLUNY Robert Schuman's House, SCY-CHAZELLES
	GERMANY	Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK Hambach Castle, HAMBACH
	GREECE	Heart of Ancient Athens, ATHENS
	HUNGARY	Pan-European Picnic Memorial Park, SOPRON
	ITALY	Alcide de Gasperi's House Museum, PIEVE TESINO
	LITHUANIA	Kaunas of 1919-1940, KAUNAS
	POLAND	Union of Lublin (1569), LUBLIN 3 May 1791 Constitution, WARSAW Historic Gdańsk Shipyard, GDANSK
	PORTUGAL	General Library of the University of Coimbra, COIMBRA Charter of Law for the Abolition of the Death Penalty (1867), LISBON
	SLOVENIA	Franja Partisan Hospital, CERKNO
	SPAIN	Archive of the Crown of Aragon, BARCELONA Student Residence or ' <i>Residencia de Estudiantes</i> ', MADRID
	AUSTRIA	Imperial Palace, VIENNA
	BELGIUM	Mundaneum, MONS
2015	CROATIA	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA
	CZECH REPUBLIC	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC
	ESTONIA	Historic Ensemble of the University of Tartu, TARTU
	FRANCE	European District of Strasbourg, STRASBOURG
	HUNGARY	Franz Liszt Academy of Music, BUDAPEST
	POLAND	World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI
	PORTUGAL	Sagres Promontory, SAGRES

Labelled sites per Member State

AUSTRIA	Archaeological Site of Carnuntum, PETRONELL-CARNUNTUM	2013
	Imperial Palace, VIENNA	2015
BELGIUM	Mundaneum, MONS	2015
CROATIA	Neanderthal Prehistoric Site and Krapina Museum, HUŠNJAKOVO/KRAPINA	2015
CZECH REPUBLIC	Olomouc Premyslid Castle and Archdiocesan Museum, OLOMOUC	2015
ESTONIA	Great Guild Hall, TALLINN	2013
	Historic Ensemble of the University of Tartu, TARTU	2015
FRANCE	Abbey of Cluny, CLUNY	2014
	Robert Schuman's House, SCY-CHAZELLES	2014
	European District of Strasbourg, STRASBOURG	2015
GERMANY	Sites of the Peace of Westphalia (1648), MÜNSTER AND OSNABRÜCK	2014
	Hambach Castle, HAMBACH	2014
GREECE	Heart of Ancient Athens, ATHENS	2014
HUNGARY	Pan-European Picnic Memorial Park, SOPRON	2014
	Franz Liszt Academy of Music, BUDAPEST	2015
ITALY	Alcide de Gasperi's House Museum, PIEVE TESINO	2014
LITHUANIA	Kaunas of 1919-1940, KAUNAS	2014
NETHERLANDS	Peace Palace, THE HAGUE	2013
	Camp Westerbork, HOOGHALEN	2013
POLAND	Union of Lublin (1569), LUBLIN	2014
	3 May 1791 Constitution, WARSAW	2014
	Historic Gdańsk Shipyard, GDANSK	2014
	World War I Eastern Front Wartime Cemetery No. 123, ŁUŻNA – PUSTKI	2015
PORTUGAL	General Library of the University of Coimbra, COIMBRA	2014
	Charter of Law for the Abolition of the Death Penalty, LISBON	2014
	Sagres Promontory, SAGRES	2015
SLOVENIA	Franja Partisan Hospital, CERKNO	2014
SPAIN	Archive of the Crown of Aragon, BARCELONA	2014
	Student Residence or ' <i>Residencia de Estudiantes</i> ', MADRID	2014

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