



PRE-SELECTION IN FINLAND 2024

HOW TO APPLY FOR THE EUROPEAN HERITAGE LABEL

1. Introduction

The European Heritage Label is a cultural heritage action of the European Union. The purpose of the label is to share information of European history and values, the construction of the Union and of shared, diverse cultural heritage.

The European Commission has awarded the European Heritage Label since 2013. The label can be awarded to sites located within the EU that have played a significant role in European history, culture and integration. The sites must also be developed through a pedagogical project. By 2024, the label has been awarded to 67 sites in 20 countries. Label recipients include museums, archaeological digs, monuments, archives and different active institutions.

Finland joined the European Heritage Label initiative in 2018. The Finnish Heritage Agency is responsible for the national coordination of the label. A third pre-selection is now being organized for cultural heritage sites in Finland. The first site awarded with the label was the [University of Jyväskylä's Seminaarinmäki campus and equality of education](#). The second label was awarded in 2024 to [Kalevala - Living Epic Heritage](#).

These detailed instructions apply to the pre-selection in Finland in 2024.

2. Application process in Finland

The member states are responsible for pre-selecting the sites at a national level, after which the sites can participate in the final selection procedure at an EU level. Each member state selects a maximum of two sites each selection year.

In the spring of 2024, the Finnish Heritage Agency will open an opportunity for Finnish sites to show their interest in applying for the European Heritage Label. Representatives of the sites must respond to the questions prepared by the Agency by 12th June 2024 (4 pm). The questionnaire is attached to this guide in

section 7. In addition, applicants should complete a self-assessment form, which will not be sent to the Finnish Heritage Agency.

Based on the replies, the Finnish Heritage Agency and the European Heritage Label steering group will provide the Ministry of Education and Culture with a proposal of one candidate site that best meet the European Commission criteria for the Heritage Label and that are best placed to receive it. The Ministry of Education and Culture can then select up to two single, cross-border or thematic sites for which the communities behind the sites can then prepare the actual application.

The Finnish Heritage Agency supports the applicants in preparing the final application. Responsibility for the application content lies with the communities that govern or carry out the suggested traditions, and they must select a coordinator for the application process. The application should be prepared in wide-ranging participation with stakeholders and operators related to the topic.

The Finnish Heritage Agency will submit the application forms of pre-selected sites to the Commission by 1st March of the year of the selection procedure. The application forms to the Commission are drawn up either in Finnish, Swedish or English. The form is delivered to the Commission in English. The Finnish Heritage Agency will take care of translating the applications, if necessary.

The application process in itself will demand resources from the coordinating body. The applicant must provide these personal or financial resources themselves or they must apply for external funding.

3. Selection at European Union level

The final selection of sites is carried out by the independent European panel of experts under the responsibility of the European Commission. The panel will evaluate the application forms based on the objectives and criteria of the initiative. The panel may request further information from the candidates through the Commission.

The European panel shall issue a report and transmit it to the Commission, at the latest, by the end of the year of each selection procedure. The report shall include a recommendation for the attribution of the label and provide an accompanying explanation for its conclusions regarding those sites which are selected and those which are not. The candidate sites may not appeal the recommendation of the European panel. The reports from previous years are available on the Commission website, links are provided in section 6 of these instructions.

At the start of the year following the application procedure, the Commission shall officially designate the sites to be awarded the label, having due regard to the recommendation of the panel. Candidate sites which are not selected may submit new applications for pre-selection in the following years.

4. Criteria

The European Heritage Label can be awarded to sites that have a strong symbolic European value and that highlight the shared history of Europe, the building of the Union and the European values and human rights on which the European integration is based.

The label is awarded, based on the following three criteria:

1. The site's symbolic European value (must meet one or more of the following requirements)
 - The site's cross-border or pan-European nature.
 - The site's place and role in European history and integration, and its links with key European events, personalities or movements.
 - The site's place and role in the development and promotion of the common values that underpin European integration.

2. The suggested project to promote the site's European dimension
 - Raising awareness of the European significance of the site.
 - Organising educational activities, especially for young people, which increase the understanding of the common history and heritage of Europe.
 - Promoting multilingualism and facilitating access to the site by using several languages.
 - Taking part in the activities of networks of sites that have been awarded the label in order to exchange experiences and initiate common projects.
 - Raising the profile and attractiveness of the site on a European scale by using the possibilities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives.

3. The candidate sites must demonstrate that they have the required operational capability to execute the suggested project as regards all of the following elements:
 - The site is managed soundly, it has a general management plan and a possible development plan for the coming years.
 - The preservation of the site and its transmission to future generations is ensured in accordance with the relevant protection regimes.
 - The site's reception facilities, such as the historical presentation, visitors' information and signposting, are of high quality. Access for the widest possible public is ensured.
 - Special attention is accorded to young people.
 - The site is promoted as a sustainable tourism destination. The management of the site is as environmentally friendly as possible.
 - A coherent and comprehensive communication strategy highlighting the European significance of the site is developed.

More detailed information is available in the [European Commission's application instructions](#).

5. Timeline 2024–2025

May 2024: the Finnish Heritage Agency launches the pre-selection for the European Heritage Label.

A webinar on applying the label 20th May at 10-12 am.

The pre-selection closes on 12th June at 4pm.

June: the steering group discusses the applications; feedback is given to all applicants by email.

15 August 2024: applicants have the option to send an improved application to the Finnish Heritage Agency. The steering group discusses the applications and the Agency makes a presentation about the best object with reasons to the Ministry of Education and Culture

September: the Ministry of Education and Culture makes a decision on the site, for which the communities will prepare an application to the European Commission.

September – November: participatory preparatory processes, webinars and workshops in which stakeholders are involved in the preparation of the application.

December: application for comments to the Finnish Heritage Agency, the steering group and the Ministry of Education and Culture.

January - February 2025: application refinement and translations

1st March 2025 the latest, the Finnish Heritage Agency will send the application to the European Commission.

6. Useful links

- The Finnish Heritage Agency's site for the label www.kulttuuriperintotunnus.fi
- The European Commission's European Heritage Label website https://ec.europa.eu/programmes/creative-europe/actions/heritage-label_en
- The European Commission's application instructions https://www.museovirasto.fi/uploads/EHL_GUIDELINES_SITES.pdf
- Selection Report of the European Panel <https://op.europa.eu/en/publication-detail/-/publication/23014a0c-bad5-11ec-b6f4-01aa75ed71a1>
- Selection Report of the European Panel 2019: https://ec.europa.eu/programmes/creative-europe/content/european-heritage-label-2019-selection-report_en
- Selection Report of the European Panel 2017: https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/library/ehl-2017-panel-report_en.pdf

7. Pre-selection for the European Heritage Label in Finland 2024

Answer the following questions and send the word-file to the Finnish Heritage Agency no later than **12th June 2024 by 4pm** to leena.marsio@museovirasto.fi. For more information, please contact Senior Advisor Leena Marsio by email or phone +358 29533 6017.

Questions (indicative character limit in brackets)

1. Name of the site
2. Organization / person coordinating the application and their contact information
3. Partners and their contact information
4. The type of the site (single/cross-border/thematic)
5. Short description of the suggested site. (500–2,000 characters)
6. How does the site meet the three required criteria for the label? See section 1 of the self-assessment form. (500–2,000 characters)
7. Provide a short description of the project designed to develop the site. How are the resources provided? See section 2 of the self-assessment form. (500–2,000 characters)
8. Who will implement the application process, what are the resources and what is the schedule for 2020?
9. Why should this particular site be selected as the first label recipient in Finland? (max. 2,000 characters)