



EUROPEAN HERITAGE LABEL



ACTION PLAN FOR THE YEARS 2020-2022

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1 INTRODUCTION

The European Heritage Label is a cultural heritage action of the European Union. The European Heritage Label is part of the EU's Creative Europe programme. The objective of the Label is to increase intercultural dialogue and improve awareness of European history and the building of the Union, and of shared, diverse cultural heritage. The European Commission has awarded the European Heritage Label since 2014. So far, the Label has been awarded to 48 sites in 19 countries.¹

Finland joined the European Heritage Label initiative in November 2018. This was prompted by the European Year of Cultural Heritage 2018², after which joining the Label was a natural development. Finland has been following the discussions and activities around the Label since 2006. The EUROHERIT research project of the University of Jyväskylä³ (2015–2020) has collected a wide range of information on the functionality of the Label in different countries. From Finland's perspective, it is essential to take part in the discussions concerning Europe and being European: by participating, we can make an impact and highlight values that are important to us.

The Finnish Heritage Agency is responsible for the national coordination of the European Heritage Label. The initiative provides Finnish cultural heritage sites with an opportunity to think about their role from a European perspective and apply for the Label. The first available application takes place in March 2021, the following one in spring 2023. Two seminars were organised during the preparation stage of the Label in 2019.⁴

This action plan outlines Finland's activities concerning the European Heritage Label during 2020–2022. It contains basic information about the European Commission initiative at an international level and specifies Finland's activities, communications and processes concerning applications. It also defines the roles of operators involved in the Label implementation. The action plan can be updated during its term.

1 https://ec.europa.eu/programmes/creative-europe/actions/heritage-Label/sites_en.

2 <http://www.kulttuuriperintovuosi2018.fi/en/>.

3 <https://www.jyu.fi/hytk/fi/laitokset/mutku/en/research/projects2/euroherit/EUROHERIT>.

4 The seminar programmes and video recordings are available on the Finnish Heritage Agency website <https://www.museovirasto.fi/fi/tietoa-meista/kansainvalinen-toiminta/euroopan-unioni-ja-kulttuuriperinto/euroopan-kulttuuriperintotunnus>.

© Great Guild Hall, Estonian History Museum



Suurkillan talo | Viro



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Vuosien 1919–1940 Kaunas | Liettua

2 WHAT IS THE EUROPEAN HERITAGE LABEL?

The European Heritage Label was first launched in 2006 in the form of an inter-governmental initiative involving 18 EU countries. The European Commission began to manage the initiative in 2011.

The objective of the Label is to improve European citizens' knowledge of the common history of Europe and the building of the Union, and of its shared, yet diverse cultural heritage. It also highlights the values underlying the European integration, such as democracy and human rights. The objective is to select sites that symbolise European ideals, values, history and integration.

Cultural heritage is at the heart of several international conventions. These include the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (so-called World Heritage Convention from 1972⁵, Finland joined in 1987), the Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO 2003⁶, Finland joined in 2013), the Convention on the Value of Cultural Heritage for Society of the Council of Europe⁷ (Finland joined in 2018) and the Enlarged Partial Agreement on Cultural Routes of the Council of Europe⁸ (Finland joined in 2019).

The emphasis of the European Heritage Label is in the European story and sites that are linked to our shared history and the European integration. Furthermore, the Label has the objective of promoting the accessibility and educational significance of the sites, especially to young people. The objective is that the sites would form unity, which tells about the achievements of the Union and what it is to be European.

The European Commission awarded the first Labels in 2014. So far, 48 sites have received the Label, and the list is growing every other year. 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. The Label may be awarded for sites and documents related to built heritage, cultural environment and intangible cultural heritage. The sites are predominantly museums, archaeological digs, monuments, archives and active institutions. No specific funding is included in receiving the Label.

5 <https://whc.unesco.org/en/conventiontext/>.

6 <https://ich.unesco.org/en/convention>.

7 <https://www.coe.int/en/web/culture-and-heritage/faro-convention>.

8 <https://www.coe.int/en/web/cultural-routes/about-the-epa>.

3 FOCUS AREAS IN FINLAND

The European Heritage Label process is implemented in Finland in accordance with the following principles. Sustainable development is the overarching theme of implementation in all of its ecological, economic, social and cultural dimensions. The sites applying for the Label must also operate in accordance with these principles.

Dialogue: Finnish cultural heritage operators are encouraged to take part in the discussion in a transparent and participatory way. The citizens' interest in safeguarding cultural heritage is awakened. European meanings in sites inside Finland's borders are recognised and all sites that receive the Label are promoted.

Cooperation: Both Label applicants and recipients are encouraged to cooperate with local, national and international operators. National coordination has a significant role in this process. In particular, the cooperation between the sites and different local and regional interest groups is encouraged.

New perspectives: The Label allows us to study cultural heritage from new and innovative perspectives that have not necessarily been highlighted in national historical narratives. The implementation of the Label encourages the observation of new perspectives both in Finland and at a European level.

Future: Cultural heritage is not just a thing of the past, but it is also about processing the present and creating the future. Therefore, sites that receive the Label should naturally emphasise both the present and the future in their operations, act as communal arenas and take part in public discussions.

4 APPLYING FOR THE LABEL

The European Heritage Label may be applied for

- monuments
- natural, underwater, archaeological, industrial or urban sites
- cultural landscapes
- places of remembrance
- cultural goods and objects (with artistic, historical or archaeological value to a particular country) and

- the intangible heritage associated with a place (e.g. oral traditions, rituals and performing arts), modern cultural heritage included.
- The Label can also be awarded to cross-border and national thematic sites.

Sites applying for the Label must meet some or several of the following criteria. Candidate sites must also provide sufficient resources for their operations and submit a work plan.

Candidate sites for the Label must have a symbolic European value and must have played a significant role in the history and culture of Europe and/or the building of the Union. They must, therefore, demonstrate one or more of the following:

- their cross-border or pan-European nature: how their past and present influence and attraction go beyond the national borders of a Member State;
- their place and role in European history and European integration, and their links with key European events, personalities or movements;
- their place and role in the development and promotion of the common values that underpin European integration.

Candidate sites for the Label must also submit a project raising awareness of the European significance of the site, organising educational activities, promoting multilingualism, taking part in the activities of networks of sites awarded the Label and raising the profile and attractiveness of the site on a European scale.

The sites are pre-selected by countries taking part in the initiative. Each participating country can suggest 1-2 sites to the Commission every other year. The list of pre-selected sites is forwarded to an independent European panel of experts that selects a maximum of one site from each country. Based on the panel's recommendations, the European Commission designates the sites which will receive the Label.

The sites are monitored regularly to ensure that they continue to meet the criteria and implement their project and work plans.



© Municipality of Tolmin

Javorcan kirkko | Slovenia



Tartu üliopisto | Viro

© Andres Tennus

5 APPLICATION PROCESS IN FINLAND

Decisions on Finnish sites are made by the Ministry of Education and Culture on a proposal from the Finnish Heritage Agency. The pre-selection is carried out by the European Heritage Label steering group. The first available application for Finnish sites takes place in March 2021, the following one in spring 2023.

The national application process in Finland is carried out in two stages. In the first stage, the candidates submit a letter of intent in which they answer some of the questions of the actual application, either in Finnish or Swedish. This stage of the application process is supported by a self-assessment form that contains the criteria of the actual application form. This allows operators to assess whether it seems that they have a chance to succeed in the application process.

The steering group discusses the applications and makes a recommendation to the Finnish Heritage Agency, which, in turn, submits a proposal to the Ministry of Education and Culture on the site or sites nominated for the Label. The final selections are made by the Ministry.

The approved sites will then complete the official application to the Commission. The Finnish Heritage Agency will provide expert assistance to the sites that reach the actual application process. The operators taking part in the application must provide their own resources for the planning and implementation of the application.

The Finnish Heritage Agency forwards up to two applications to the European Commission. The applications are evaluated by an international panel of experts, and finally, the European Commission designates the Label recipients.

6 COMMUNICATIONS

The European Heritage Label is a tool that prompts discussions about European cultural heritage and the history and values of Europe. Another aim is to spark discussions about cultural heritage in Finland from the European perspective.

The Finnish Heritage Agency draws up a communications plan for the Label. Communication materials will be produced in Finnish, Swedish, Northern Sami and English. Communications will utilise material produced by the Commission and produce national materials, as necessary. Communications will make use of

multi-channelled communications and networks. Communication will be targeted separately to the general public and to interest groups in the field.

Core messages

- Europe starts here! Europe starts with you! (European Commission slogans)
- Cultural heritage is significant to individuals, communities and the whole society.
- Cultural heritage enables different kinds of people to meet each other.
- Cultural heritage helps us recognise our own European roots and consider where we are and where we are going.
- It is important that Finland and people living in Finland are involved in defining what Europe and its cultural heritage are like.
- Diversity, influences from many different directions, different layers of history and the participation of diverse social groups, minorities, sub-cultures and people of different ages are emphasised in defining cultural heritage.
- Awareness of Finnish cultural heritage sites alongside other European sites are increased. At the same time, we get to know a variety of diverse sites.

7 IMPLEMENTATION IN FINLAND

The Ministry of Education and Culture funds and instructs the implementation of the Label. The Ministry is also involved in the steering group activities. Furthermore, the Ministry decides on the Finnish candidates for the Label based on a proposal from the Finnish Heritage Agency.

The Finnish Heritage Agency coordinates the implementation process and has designated a national coordinator for this task. The Finnish Heritage Agency

- actively communicates about the Label and sparks discussions about cultural heritage from a European perspective
- encourages dialogue by organising various events, seminars and workshops
- promotes European cooperation and information exchange between the Member states, towards the European Commission and with other cultural heritage programmes and conventions

Coimbran yliopiston kirjasto | Portugali



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Westfalenin rauha | Saksa

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- provides information about the application process and monitoring of the Label and guides interested actors in preparing their applications
- draws up a proposal on Finnish sites for the Ministry and is responsible for drawing up applications together with communities backing these sites
- forwards the selected applications and site reports to the Commission within agreed upon time limits
- supports networking of the sites and candidates
- supports the sites in increasing visibility, communications and information exchange
- provides information about potential financial instruments

In June 2019, the Finnish Heritage Agency set up a steering group to support the Label's implementation process in Finland. The group includes representatives from the Finnish Heritage Agency, the Ministry of Education and Culture, the University of Jyväskylä, Europa Nostra Finland and the Finnish Local Heritage Federation.

The task of the steering group is to

- support the European Heritage Label implementation process in Finland
- support the establishment of the national implementation model by the Finnish Heritage Agency and approve it
- support the Finnish Heritage Agency in forming and executing communications objectives relating to the Label
- evaluate the sites applying for the Label
- draw up a proposal on the basis of which the Finnish Heritage Agency makes a proposal to the Ministry of Education and Culture on the candidates to be presented to the Commission
- take part in monitoring the selected national sites

Measures

2020

The Finnish Heritage Agency communicates about the Label on its website. The site includes application instructions, an application guide, useful links and a self-assessment form that the interested sites can use to evaluate their chances for applying the Label. In spring 2020, the Label will also gain a Facebook page in Finnish. An information campaign will also be launched in the spring to communicate about the Label and its application process. The campaign will collect suggestions and photos in social media with a hashtag related to European cul-

tural heritage. At the same time, people are invited to the Facebook page and the website to learn more about the Label and consider taking part in the application process.

The first round of applications runs from April to August. This application stage is intended for sites whose self-assessment meets the criteria for the Label and whose operational continuity and resources are in order. With support from the steering group, the Finnish Heritage Agency will provide the Ministry with a proposal of 1-2 candidates who will start to prepare the actual application to the European Commission. The Ministry will decide on the candidates who will then deliver their prepared applications at the end of December. The Finnish Heritage Agency will provide the applicants with expert assistance.

2021

The Finnish Heritage Agency will send Finland's first 1-2 applications to the European Commission by 1st March 2021.

A touring exhibition of existing sites produced by the European Commission with support from partners will be organised. The online exhibition can be presented at libraries, schools and other public facilities. The Commission's information offices around Finland will be used, when possible.

2022

Visibility for the possible first Finnish site awarded the Label will be increased with the help of press releases and multi-channel communications in spring 2022.

The implementation and application processes are evaluated and developed as needed. International cooperation between existing and potential sites is developed.

8 MORE INFORMATION

- 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

- Application instructions: https://www.museovirasto.fi/en/about-us/international-activities/euroopan-unioni-ja-kulttuuriperintoe/european_heritage_label/applying-for-the-european-heritage-label
- Decision establishing the European Heritage Label <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32011D1194&from=EN>
- 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
- European Heritage Label Panel Report on Monitoring 2016: https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/ehl-report-2016_en.pdf
- Evaluation of the European Heritage Label Action 2019: <https://op.europa.eu/en/publication-detail/-/publication/6699e8c5-8d85-11e9-9369-01aa75ed71a1/language-en/format-PDF/source-99344284>
- Website of the EUROHERIT project of the University of Jyväskylä <https://www.jyu.fi/hytk/fi/laitokset/mutku/en/research/projects2/euroherit/EUROHERIT>





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