

EUROPEAN HERITAGE LABEL
2013 Panel Report

FOREWORD

The European Heritage Label is a new European Union initiative which builds on a 2006 intergovernmental initiative. It is established by Decision 1194/2011/EU of the European Parliament and of the Council¹. The procedure for awarding sites is carried out in two stages: sites are pre-selected at the national level and the final selection is done at European level by the Commission, based on the recommendations of a European Panel of independent experts. This is the Panel report for 2013; it includes a recommendation for the attribution of the Label and provides accompanying explanations for its conclusions.

2013 was the first selection year of the European Heritage Label (EHL) as a European Union initiative. Only the Member States which did not participate in the intergovernmental initiative were invited to pre-select up to four candidate sites. Five Member States indicated their willingness to participate in the EHL initiative: Austria, Denmark, Estonia, Luxembourg and the Netherlands. In total, the Commission received nine applications, including one national thematic site and one transnational site:

- Archaeological Park of Carnuntum, Petronell-Carnuntum (Austria)
- “Silent Night, Holy Night!”, Mariapfarr – Arnsdorf - Oberndorf (Austria)
- Carlsberg, Copenhagen (Denmark)
- Dybbøl Hill, Sønderborg (Denmark)
- “The First Europeans”, Løgumkloster (Denmark) – Peplin (Poland)
- Great Guild Hall (with the Estonian History Museum and its exhibition), Tallinn (Estonia)
- Schengen (Luxembourg)
- Camp Westerbork, Hooghalen (Netherlands)
- Peace Palace, The Hague (Netherlands)

The European Heritage Label is intended for sites of European significance that propose a project and a work plan. There are two strands under which the European significance can be demonstrated, both of which are equally important: European history & culture, and European integration. Sites must demonstrate their significance under one of these strands. EHL sites thus should become ‘gate ways’ for citizens to explore and increase their understanding of Europe:

- EHL sites should explain and interpret their European dimension;
- EHL sites should promote better understanding of Europe in its unity and diversity;
- EHL sites should invite citizens to think about Europe, what Europe stands for and what its core values are;
- EHL sites should be made accessible to all European citizens by appropriate means, especially through multilingualism and the web;
- EHL sites should connect citizens with other EHL sites, and ven future EHL sites of the same category.

In contrast to other international programmes, the number of sites that will be awarded the EHL will be a measure of success of the programme – the more the better!

The EHL Panel wishes to thank the candidate sites for choosing to submit an application to this new initiative. The Panel welcomed the variety of applications received in 2013 but noted with regret that many of the applications could have been more robust. There were misunderstandings on the objective of the European Heritage Label and crucial information on the significance for Europe or on the proposed project and plan was often missing. The requirements with regard to the proposed project and work plan are new in comparison to the intergovernmental initiative. The Panel has therefore provided some clarification on the interpretation of the criteria and has made recommendations to help future candidate sites in making stronger applications; these are outlined later in this report.

¹Available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:303:0001:0009:EN:PDF>

Four candidate sites met all the necessary criteria laid down by the European Parliament and Council Decision: demonstrating their European significance, being well managed and having a strong project to strengthen the presentation of their European dimension. It is thus with great pleasure that the Panel recommends to the European Commission that the European Heritage Label be awarded to:

The Peace Palace, The Hague (Netherlands)
The Great Guild Hall, Tallinn (Estonia),
The archaeological site of Carnuntum, Petronell-Carnuntum (Austria), and
Camp Westerbork, (Netherlands).

This first selection includes sites in urban and rural areas, from Roman times to modern times, sites that are already very well known and sites that deserve to be better known, and even a site testifying to the dark hours of European history, the message being that one can learn from the past. All these sites invite European citizens, and in particular our young people, to discover and increase their understanding of some aspects of Europe, its history and cultural heritage, to enjoy its national and regional diversity, and to engage in a dialogue on these themes with other citizens. For the successful sites, the real challenge will be to communicate clearly their European dimension to the public.

Even if the number of candidate sites was low during this first transition year, the 2013 selection shows the potential range of sites that may qualify for the European Heritage Label. The Panel expects that the initiative will gain momentum in 2014 when the Member States that participated in the intergovernmental initiative may propose up to four candidate sites, including sites that were awarded a label within the intergovernmental initiative. The Panel hopes that ultimately the range of EHL sites will cover all aspects of European history and culture, and European integration.

SITES RECOMMENDED FOR THE AWARD OF EUROPEAN HERITAGE LABEL

Peace Palace

THE HAGUE (NETHERLANDS)

European significance

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

The fruit of the First World Peace Conference is not only “a convention with 61 articles to limit the arms race, the humanisation of warfare”, but also “the founding of the Permanent Court of Arbitration”. The Hague thus has been, on the one hand, a symbolic site, in which since the end of the 19th century the efforts leading to the pursuit of “the dream of world peace” have been concentrated, whilst, on the other, it became the seat of the institutions executing the ideas of peaceful co-existence in Europe and in the world, such as the International Court of Justice and the Permanent Court of Arbitration.

The symbol of this unique function adopted by The Hague more than a hundred years ago is embodied in the Peace Palace, founded by Andrew Carnegie –the industrialist and philanthropist, and one of the promoters of the idea of world peace. The construction started in 1907 and was completed in 1913 to the design of Louis Marie Cordonnier. Apart from the International Court of Justice, the Palace houses the Permanent Court of Arbitration, the Hague Academy of International Law and the Peace Palace Library: “every single day, people are working to establish peace here, in Europe and the rest of the world”. The Palace serves also as a venue for various events in international law and politics. The Peace Palace is thus an icon and a symbol of Peace and

Justice in Europe and in the world, a “Peace Shrine”, stressing at the same time the significance of European efforts for peace processes.

Strengthening the presentation of the European dimension (project)

The new Visitor Centre, opened in 2012, welcomes and informs tourists about the history, the peace movement and the institutions housed in the Palace via an audio tour/multimedia show and guided tours. The educational programmes, addressed, among others, to young people will be developed and adapted to emphasise the years of peace in Europe and the role the Peace Palace plays in maintaining this. The information offer of the Peace Palace is prepared in many languages. Information and website are available in 3 languages. The audio tour is available in 7 languages and 2 more languages will be made available by the end of 2014.

Organisational capacity (work plan)

The application is convincing in the presentation of the operational strategies, in particular with regard to the possibilities of increasing the number of the visitors and developing educational programmes for young people. The Peace Palace is legally protected as a national heritage site and is managed by the Carnegie Foundation.

Recommendation

The Panel recommends the Peace Palace, The Hague (Netherlands) for the award of the European Heritage Label.

Great Guild Hall

with the Estonian History Museum and its exhibition

TALLINN, ESTONIA

European significance

The history of Tallinn's Great Guild Hall is closely linked to the history of trade and cultural developments in medieval northern Europe. The Great Guild of Tallinn merchants was the most important organization in the city for centuries. The Great Guild's history of interactions with the Hanseatic League reveals the intriguing story of European "integration" in medieval times. The candidate for the award of the EHL is the Great Guild Hall together with the Estonian History Museum and its exhibition *The Spirit of Survival*. One section of this exhibition, "Power of the Elite," is devoted to the Great Guild Hall and its role in European history. As suggested by its title, *The Spirit of Survival*, the other parts of the exhibition present Estonian history as a long sequence of resistance to enemies and occupations. The recent history of Estonia creates an opportunity to present the narrative of Estonia and Estonian people within the context of European history and integration; the Panel encourages all efforts towards such contextualisation.

Strengthening the presentation of the European dimension (project)

The Great Guild Hall / Estonian History Museum plans to develop its activities, enlarge their outreach to new audiences by developing new educational programmes and software to explore the museum content. The existing educational programmes and interactive tools seem of a high professional standard which should be extended to the forthcoming

planned activities. Information on the exhibitions is available online and in printed materials, in Estonian and English. Audio guides are available in Estonian, English, Spanish, German, Finish, and Russian. The intention is to take advantage of the EHL to offer these in 3 additional languages and to translate more sections of the website starting with those presenting the European signification of the site.

Organisational capacity (work plan)

The overall management of the site is professional. The existing administrative structures and funding schemes are solid and sustainable. The Museum has a good management strategy and has developed indicators to measure its achievements. The Great Guild Hall is a listed monument. The site has developed strategies and practices for audience attraction and accessibility. The museum policy actively addresses young people. Different age groups are attracted through different programs and tools.

The marketing plan and practices are robust. The communication strategy in itself is sophisticated and multifaceted. It is expected that the award of the EHL will make the European significance of the site more visible.

Recommendation

The Panel recommends the Great Guild Hall, Tallinn (Estonia), which includes the Estonian History Museum and its exhibition, for the award of the European Heritage Label.

Archaeological Site of Carnuntum

PETRONELL-CARNUNTUM (AUSTRIA)

European significance

Carnuntum is a huge archaeological site, its importance originating from its function in the Roman Empire as an important crossroads of trade routes and also due its links with emperors such as Marcus Aurelius, linked to the Edict of Milan and famous for his influence on the development of religious tolerance. Important events took place in Carnuntum such as the Emperors Conference in 308 AD which decided the future of the Roman Empire. The Roman Empire is considered by some as a predecessor of Europe, combining different cultures, religions, and geographic areas under one administrative system.

Strengthening the presentation of the European dimension (project)

The proposed project uses the existing presentation as a starting point and aims, through the reorganisation of the museum and an exhibition with the title *AD 313 – From Carnuntum to Christianity*, to reach different target groups to enhance the awareness of Carnuntum's importance on a broad basis. Experimental archaeology, basic research, the production of an international documentary and the improvement of existing museum educational programs will be used to achieve this objective. Carnuntum is a pioneer in the use of digital technologies for visitor interpretation and is hosting an annual world theatre festival with international productions taking place in Carnuntum's ancient amphitheatre. It is planned to extend the information on-line in 4 additional languages and basic

information in these languages will be made available on site in printed form. A visit to the Museum Carnuntinum in Bad Deutsch-Altenburg and the open-air model provide a welcome overview of the whole ancient site: they help the visitor to understand the enormous size and significance of the site. The EHL offers an opportunity to focus on the strong message carried by the site itself and its archaeological remains.

Organisational capacity (work plan)

The application is convincing with regard to the overall management of the site. The existing administrative structures and funding schemes prove to be solid and sustainable. Ancient Carnuntum is protected by various national laws and regulations. This protection together with the financial means and expertise will ensure the transmission of the site to future generations.

Through digital reconstructions there is also virtual access to the site. A professional structure for teachers and school classes is in place. Noteworthy are also the strong scientific cooperation through various networks, and the focus on a holistic visitor experience. There is a robust communication strategy using the Brand: *Carnuntum – Reborn City of the Emperors*.

Recommendation

The Panel recommends the Archaeological Site of Carnuntum, Petronell-Carnuntum (Austria) for the award of the European Heritage Label.

Camp Westerbork

HOOGHALEN (NETHERLANDS)

European significance

Camp Westerbork gives testimony to a period of the history of the Netherlands between pre- and post-World War II in Europe. The camp was destroyed in 1971 and a “memorial” was established from 1983 onwards in order to raise the awareness of the way the Nazi Regime used this camp within their whole system of extermination.

The layered episodes of history are explained in a very direct, concrete, sensitive and moving manner. It began as a camp for Jewish refugees from Central Europe, then became a deportation camp in which 107,000 Jews, among them Anne Frank and her parents, but also around 200 Sinti and Roma gypsies were deported and sent to extermination camps in Germany, Poland or Czech Republic. Less than 5,000 of them came back alive.

The site was used after the end of the World War II as a camp to imprison the Nazis awaiting trial, and at the end of the 1960's it provided temporary accommodation to Dutch people who had to leave the West Indies at the end of the colonization period. Camp Westerbork supports the “Culture of Peace and Reconciliation” through shared European memories.

The scenography and museology of the site interprets the “cultural landscape” of the camp and its surrounds as a whole. It presents the system of circulation for the people brought to the camp by train, then sorted and sent off again by train to extermination camps in other places. It shows the photographs of individuals – human beings – and describes their fates, leading visitors through an

emotional trail experienced by walking through this landscape. The way in which the interpretation is designed through participation and mobilization of all the senses is a true achievement.

Strengthening the presentation of the European dimension (project)

This site is the focus of a long-term project to which the EHL will bring added value. Connections, including universities, and partnerships have been set up throughout Europe in order to update information, to place the site in a wider European context, as well as opening up the site to a larger European audience.

Currently the communication is done in three languages, but the intention is to increase by four additional languages, to update the signposting system and to adapt the discourse to a larger variety of cultural and historic backgrounds.

Operational Capacity (work plan)

Camp Westerbork is well managed and the site is self-financed up to 75%. It is expected that the award of the EHL will contribute to raising awareness of the site's significance and of the necessity to keep memory for the new of war crimes and abuses against human rights.

Recommendation

The Panel recommends Camp Westerbork, Hooghalen (Netherlands) for the award of the European Heritage Label.

FURTHER CONSIDERATIONS BY THE PANEL

As laid down by Decision 1194/2011/EU establishing the European Heritage Label (EHL), the Panel consists of 13 members, four of whom have been appointed by the European Parliament, four by the Council, four by the Commission and one by the Committee of the Regions: see list on page 15.

The 'Guidelines for the European Heritage Label Panel'² spell out the working methods of the panel. The Commission implements the selection and designation procedures and provides the facilities and the secretariat to the Panel.

The Panel met three times in Brussels:

- 16 April 2013, to designate two rapporteurs for each candidate site and the chairperson. At this meeting the Panel members also signed a statement of non-conflict of interest with regard to the candidate sites;
- 3-5 June 2013, to discuss the merits of each candidate site and to identify those applications for which additional information and/or a visit was needed: two site visits were arranged and additional information was requested when necessary;
- 30 September – 1 October 2013, to examine the results of the additional information received and to finalise its recommendations to the European Commission.

Prior to the examination of the individual applications, the Panel held a general discussion on the principles of the EHL initiative and the interpretation of the criteria.

The Panel noted that following the publication of the list of the nine pre-selected sites, no observations were received in conformity with article 10-5 of Decision 1194/2011/EU, which could have an impact on the selection.

Before taking a final decision on each application the Panel carefully considered the overall consistency of its recommendations. All recommendations were made by consensus and without reservation. The Panel points out that candidate sites not recommended for award the European Heritage Label may choose to resubmit an application in future where relevant, building on their first experience as EHL applicants..

In October and November, the Rapporteurs finalised their report on each candidate site, based on the general discussion and the Panel conclusion for each application, in coordination with the Chairperson who edited this Panel report.

All Panel members attended the three meetings, with the exception of one member who could not attend but contributed to the general discussion on the principles through comments to the Chairperson.

Clarification of the key concepts

Following the examination of the applications of this first selection year, the Panel realised the need to clarify some key concepts of the European Heritage Label. Most applicants had not understood the objectives of the new initiative or taken note of the criteria. In order to help candidates to make stronger applications, the Panel provided the following clarification:

SELECTION CRITERIA

The selection criteria are contained in Decision 1194/2011/EU. They are grouped under three headings: the European significance, the project, and the work plan. The Panel recommends that the applicants read carefully the Decision and the Guidelines prepared by the European Commission before starting the preparation of their application.

² Available on-line at http://ec.europa.eu/culture/our-programmes-and-actions/doc/label/guidelines-for-candidate-sites_en.pdf

EUROPEAN SIGNIFICANCE

The two strands of European significance – ‘European history & culture’ and ‘European integration’ are of equal importance. Candidate sites must show evidence in the application of their significance under one of these strands by demonstrating 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.”³

DIFFERENCE BETWEEN ‘PROJECT’ AND ‘WORK PLAN’

To be awarded the EHL, it is not enough for candidate sites to have a strong European dimension; they need to be taken care of (good conservation), well managed and present a robust project on the European dimension:

The European dimension without a strong project and good management is not enough;

A strong project and good management without the European dimension is not enough either.

Candidate sites should describe their project in precise terms and should demonstrate that they have the organisational capacity to implement it.

‘PROJECT’

Candidate sites must present a project which they intend to develop within the framework of the EHL. The project should focus on communicating the European significance of the site to European audiences. This is critical: if the European significance is not communicated at the European level, there is no reason to award the site the EHL. Some candidate sites have already numerous activities to communicate their European significance: for them the challenge will be to add a new dimension to their work whenever possible.

‘WORK PLAN’

Candidate sites need to have the organisational capacity to manage the proposed project. There should be a stable, professional and viable structure, ensuring the functioning of the site and capable of managing the new project. This should be demonstrated by information provided under the section ‘Work Plan’ of the application form.

Monitoring

Each site shall be monitored on a regular basis to ensure that it continues to meet the EHL criteria and that the project and work plan are carried as submitted in the original application. Therefore the Panel recommends that applicants think through their projects and work plans in detail.

The Panel developed a monitoring sheet to be used as a tool to define the EHL project, alongside the application form. It helps to identify appropriate indicators by which the work plan and project can be monitored to maintain EHL status for the site. The central question is “How would you measure the success of your project?” The Panel has recommended to the European Commission that this be attached to the application form.

The Panel further recommends to the Commission that the awarded sites in 2013 be invited to provide a monitoring sheet to serve as a benchmark for future monitoring of the site.

³ See article 7-1-a of Decision 1194/2011/EU

Application form

On the basis of the first selection procedure and in order to help candidate sites in making stronger applications, the Panel recommended to the Commission that the application form be simplified to focus on the key concepts of the EHL. The Panel believes that the application form and associated documentation should seek out only that information which is essential to allow an informed assessment of each application and its monitoring programme. Most candidate sites do not have the resources to prepare complex applications.

The Panel has given these recommendations to the Commission but notes that the preparation of the application form is the remit of the Commission. Meanwhile the Commission revised the application form and it is available on its website. Experience will show if further simplification of the form is desirable, especially for the sections describing the project and work plan.

Recommendations for the future

The Panel thanks the Commission for giving it the opportunity to share these findings on the need to clarify the key concepts and the simplified application form with the National Coordinators. The input of the National Coordinators will be crucial for the success of the EHL initiative. The Panel hopes that the National Coordinators will ensure that their pre-selected sites have a viable work plan and meet the conservation standards required by their national legislation.

The Panel recommends that the communication on the European Heritage Label by the Commission and the awarded sites focus on the reasons why the EHL was awarded to these sites. Candidate sites should provide the Commission with recent images that may be used free of charge in its communication on the EHL.

The Panel further recommends that consideration be given to making some level of financial support available in the future, in particular to help the successful sites to develop informed presentations in more languages.

The Panel wishes to thank the Commission, the National Coordinators and all those who have supported its work, but above all the applicants. Regardless of whether the nominated sites were successful or not, the sites are all of great interest and deserve to be cared for in the interest of present and future generations.

OTHER CANDIDATE SITES

"Silent Night, Holy Night!"

MARIAPFARR – ARNSDORF – OBERNDORF (AUSTRIA)

European significance

The subtitle of this application is: *The Song of continental European culture with worldwide significance. Sites of origin, museums and historical impact.*

"Silent Night, Holy Night!" is a world-famous Christmas carol, created in 1816 by Joseph Franz Mohr (1792-1848) and Franz Xaver Gruber (1787–1863). During the midnight mass of 1818, the song was performed for the first time in the old parish church of St. Nikolai in Oberndorf. "Silent Night, Holy Night" is a combined application of sites in Mariapfarr, where the priest and poet Joseph Mohr wrote the poem the song is based upon; in Arnsdorf, where the composer of the song, Franz Xaver Gruber, lived and worked from 1807 to 1829, and Oberndorf, the community where the song was performed for the first time.

"Silent Night, Holy Night" expresses the values of the hope for peace, solidarity and brotherhood of humankind as values of global Christianity. It gives a strong expression of the spiritual, social and emotional values, which are associated with Christmas. The creation of the song is linked to a specific moment in European history after the long years of war during the Napoleonic era, when people were longing for peace. "Silent Night, Holy Night" can be perceived as an expression of the general mood of the period after the Congress of Vienna, the deep desire to overcome the pressure exerted by permanent political and military conflicts. "Silent Night, Holy Night" is a significant intangible heritage of the communities that perform it together during Christmas time.

The song itself, the history of its creation and the sites which today represent the story of this globally known Christmas carol do not, however, explicitly refer to Europe or European history. The

communication strategy of the three sites focuses on the general significance of the song as a globally known Christmas carol and as part of the intangible heritage of humanity.

Strengthening the presentation of the European dimension (project)

The project which is submitted with the application is not clear. General educational and networking activities are mentioned under this item; they remain vague in comparison to the required criteria and are not linked to Europe.

Organisational capacity (work plan)

Requirements with regard to the work plan are not met. The connections of the song with a site are not very strong anymore: e.g. the Church of St. Nikolai, where the song was performed for the first time ever on 24 December 1818, was destroyed a hundred years ago. The places the song is associated with and where the creation of the song is commemorated have limited infrastructural substance. The elements displayed are mostly items linked to the life of Mohr and Gruber, representative of people of their social contexts and professions in the period and region they have lived.

Recommendation

Notwithstanding the outstanding value of this world-famous Christmas carol, the European Heritage Label does not seem to be an appropriate home. The carol is part of the intangible heritage of humanity. The three proposed sites do not correspond to the criteria of European significance required for the award of the European Heritage Label; the proposed project and the work plan do not fulfil the criteria of the EHL. The Panel recommends this application does not receive the European Heritage Label.

Carlsberg

COPENHAGEN (DENMARK)

European significance

Carlsberg has important historic values for the development of the brewery industry in Europe. The Carlsberg owners, the Jacobsen family, have played a

significant role in building up art collections in Denmark. Today the brewery site is also an important part of heritage tourism in Copenhagen.

Brewing is an ancient part of global as well as European culture; it has played an important part in European industrialisation. The Carlsberg brewery has supported research and technology transfer around Europe. However this is not at a scale to be any more significant than other established breweries in Europe.

While the Brewery has had European connections from the outset and spread its own technological advances throughout Europe, the site does not demonstrate the criteria of having a “symbolic European value”; nor has it played a “significant role in the history and culture of Europe and/or building the Union”.

This application contains some strong parts but also some weaker parts. Breweries are common in the whole of Europe. Therefore it would have been of great value if the application had contained more ideas on a pan-European level, as a part of European integrated network of breweries.

Strengthening the presentation of the European dimension (project)

The application presents a strong project in regard to accessibility to the site. However, it is lacking when it comes to express how the project can promote the

common values that underpin European integration. The application is also weak when it comes to raising awareness of the European significance of the site, promoting multilingualism and presenting ideas how to take parts in the activities of networks of similar sites.

Operational capacity (work plan)

The application shows sound management and preservation of the site. Parts of the work plan are very strong: the quality of reception facilities, special attention for young people, promoting sustainable tourism destination, a developed coherent and comprehensive communication strategy, and environmentally friendly management.

However, the application does not include a work plan in line with the criteria laid down in the EHL Decision

Recommendation

This application has many merits but it was not centred on promoting the European values; the proposed project and the work plan do not fulfil the criteria of the EHL. The Panel recommends this application does not receive the European Heritage Label.

Dybbøl Hill

SØNDERBORG (DENMARK)

European significance

The Dybbøl Hill History Centre and Dybbøl Mølle have presented a comprehensive document on the Dybbøl Hill, site of remembrance. Dybbøl Hill was the place where the two Schleswig wars took place, involving several European states. Dybbøl still plays an important role in the historical awareness of the people in Denmark and Schleswig-Holstein, closely linked to the national minorities in the Danish-German border region. Notwithstanding the obvious value of this site for the regions and countries concerned, the pan-European significance is not presented in the application.

Strengthening the presentation of the European dimension (project)

The application does not describe the educational and awareness raising projects in detail. The only item that one could see was the film produced *The dawn of the attack*, presenting the events from 1864.

The multilingualism, required for any site to be granted the EHL, is not demonstrated by the documents and websites the Panel had access to.

Although there are modern facilities for the visitors, including guided tours, they are offered in Danish only.

Operational capacity (work plan)

The proposed organisational structure is composed of several institutions. The work plan included in the application is not presented in any significant detail.

The site is an important part of heritage tourism in Denmark. The applicants do participate in a number of cross-border and European projects. The application does not describe how EHL and the co-operation with other EHL sites could be used to present the site in a broader European context. So while Dybbøl Hill has had European connections from the outset, the application does not emphasize enough the European connections.

Recommendation

Although this site is an important place of remembrance for Denmark and for the Schleswig-Holstein region, it does not meet the criteria for pan-European significance required for the award of the

European Heritage Label, nor does the application contain a project and work plan that fulfil the criteria

of the EHL. The Panel recommends this application does not receive the European Heritage Label.

Schengen

SCHENGEN (LUXEMBURG)

European significance

Schengen is a village located in the border triangle of Luxembourg, Germany and France. The Schengen Agreement was signed on a riverboat Princesse Marie-Astrid on the Moselle in this symbolic setting on 14 June 1985: five countries - Germany, Belgium, Luxembourg, France and the Netherlands - agreed to gradually eliminate border controls. The Schengen Agreement has evolved since, and 31 countries are now part of the Schengen system. The absence of systematic national border controls is an important milestone in European integration.

Strengthening the presentation of the European dimension (project)

The application presents the activities that have been carried out in the visitor centre until 2013: this

highlights the importance of the site and how it is being cared for. Much effort has been spent on making the place better known, but the applicants did not submit a project under the EHL criteria.

Operational capacity (work plan)

The work plan required by the criteria for the EHL is not submitted together with the application.

Recommendation

The Panel recommends this application does not receive the European Heritage Label. Its strong symbolic European value is such that this site should qualify for the European Heritage Label in the future. However, in order to be successful, the applicant must provide a robust project and work programme that meet the EHL criteria.

“The First Europeans”

LØGUMKLOSTER (DENMARK) AND PEPLIN (POLAND)

European significance

This transnational site brings together two centres that embody the living heritage of the Cistercian movement in promoting the values of work and community, the sharing of knowledge and artistic styles, and an inclusive spirituality across the nations of Europe. By implementing a variety of activities within their local communities, these two centres demonstrate how the heritage of the Cistercians lives on in new forms and reaches new generations, fostering understanding, cooperation, and intercultural exchange among young people. However, neither Løgumkloster nor Pelplin can claim a significant historical role in the formation and development of the Cistercian movement, nor can they claim to be central representatives of the movement in present times. Furthermore, the significance of each participating site, even within their own countries, is largely limited to local and regional levels.

Strengthening the presentation of the European dimension (project)

The project presented by the two sites proposes the implementation of a threefold agenda: a spiritual agenda which seeks to promote interfaith understanding; a democratic agenda which fosters the value of cooperation and intercultural respect for diversity; and an educational agenda which implements sustainable learning programs and creative activities for young people.

Although the project presented in this application is well designed and greatly improves the current situation, the new proposed activities, aside from the traveling exhibition *Cistercians – The First Europeans*, remain circumscribed to a regional level. Therefore, they do not solve the main weakness of this application, that is, the sites' marginal historical significance within the movement they claim to represent and the limited regional outreach of the planned activities.

Operational capacity (work plan)

Both sites present their operational capacity at the level of their respective sites. Preparing this joint application has certainly triggered a more intense cooperation between the two sites, however the

work plan included in the application does not meet the EHL criteria.

Recommendation

Each site in this transnational application is exemplary in promoting the values of the Cistercian movement and projecting them to the future within

their local communities. However they do not reach the level of European significance required for the award of the European Heritage Label. The proposed project and the work plan do also not fulfil the criteria of the EHL. The Panel recommends this application does not receive the European Heritage Label.

MEMBERS OF THE 2013 PANEL

Ms Bénédicte Selfslagh, Chairperson

Mr Roland Bernecker

Ms Dessislava Gavrilova

Ms Irma Grigaitienė

Mr Christer Gustafsson

Ms Csilla Hegedüs

Ms Beatrice Kelly

Mr Francisco Prado-Vilar

Mr Jacek Purchla

Mr Michele Rak

Mr Matthias Ripp

Mr Michel Thomas-Penette

Information & contact

European Commission
Directorate General Education and Culture

Web address

http://ec.europa.eu/culture/our-programmes-and-actions/label/european-heritage-label_en.htm

E-mail: Eac-Culture@ec.europa.eu