

# Evaluation of the European Heritage Label Action

Fields marked with \* are mandatory.

## Introduction

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Welcome to the European Commission's online public consultation on the European Heritage Label (EHL) action. This consultation aims to collect information and views about the functioning and results of the action. It aims to involve the general public in the evaluation of the EHL as much as its stakeholders to ensure that the process is inclusive, transparent, effective and coherent.

We encourage you to consult the background document as it provides further details about the EHL action and the aims of its evaluation. Depending on your answers, the questionnaire might take you 15 minutes or more to complete. Please be as specific and objective as possible – your answers are valuable to us.

We welcome contributions from citizens, social partners, public and private organisations and public authorities.

You are free to upload a document (e.g. a position paper) at the end of the questionnaire.

## About you

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\* You are replying:

- as an individual in your personal capacity
- in your professional capacity or on behalf of an organisation

\* Respondent's first name

Elisabetta

\* Respondent's last name

Scungio

\* Respondent's email address

If you do not have an email address, please write "Not available".

elisabetta.scungio@beniculturali.it

\* Name of the organisation

European Heritage Label Focus Point - Ministero dei beni e delle attività culturali

\* Postal address of the organisation

Via Milano 76, 00184 Rome, Italy

\* Your contribution,

Note that, whatever option chosen, your answers may be subject to a request for public access to documents under [Regulation \(EC\) N° 1049/2001](#).

- can be published with your personal (and your organisation's) information** (I consent the publication of all information in my contribution in whole or in part including my name or my organisation's name, and I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent publication)
- can be published provided that you (your organization) remain anonymous** (I consent to the publication of any information in my contribution in whole or in part (which may include quotes or opinions I express) provided that it is done anonymously. I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent the publication.

\* Country of residence/ Country of organisation's headquarters

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovak Republic
- Slovenia
- Spain

- Sweden
- United Kingdom
- Other

If "other", please specify:

**\* Age group**

- 18 or under
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or above

**\* Type of organisation**

Please select the answer option that fits best.

- Public authority (national, regional or local)
- EU institution or Agency
- International organisation (e.g. Council of Europe, OECD, ILO, OSCE, UNESCO)
- Research/academic organisation
- Business organisation, chamber of commerce
- Employer organisation
- Trade union
- Non-governmental organisation (representing for-profit or non-profit interests)
- Private company
- Other, please specify

If "other", please specify:

If you represent a company, how many employees does the company have?

- More than 250 employees (Large enterprise)
- Between 50 and 250 employees (Medium-sized enterprise)
- Between 10 and 49 employees (Small enterprise)
- Less than 10 employees (Micro enterprise)
- Self-employed (Micro enterprise)

**\* Is your organisation included in the Transparency Register?**

If your organisation is not registered, we invite you to register here, although it is not compulsory to be registered to reply to this consultation. Why a transparency register?

- Yes
- No

Not applicable

\* Please, let us know how familiar you are with the European Heritage Label action:

- No knowledge  
 General knowledge  
 Detailed knowledge

\* Do you, or does your organisation, have a role with the European Heritage Label action?

- Yes, as a beneficiary of the action (the user of end products/services, participant in events)  
 Yes, as a staff member at a European Heritage Label site  
 Yes, as a National Coordinator  
 Yes, as a member of the European Panel of independent experts  
 Yes, as a staff member of the European Commission  
 None of these roles

## About the European Heritage Label action

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1. Have you visited directly or online any of the sites that were awarded the European Heritage Label?

- No  
 Yes  
 I don't know

2. Please, mark the sites that you have visited directly or online:

	VISITED DIRECTLY	VISITED ONLINE
Krapina Neanderthal Site, Croatia	<input type="radio"/>	<input checked="" type="radio"/>
The Heart of Ancient Athens, Greece	<input checked="" type="radio"/>	<input type="radio"/>
Archaeological Park Carnuntum, Austria	<input type="radio"/>	<input checked="" type="radio"/>
Abbey of Cluny, France	<input checked="" type="radio"/>	<input type="radio"/>
Olomouc Premyslid Castle and Archdiocesan Museum, Czech Republic	<input type="radio"/>	<input checked="" type="radio"/>
Archive of the Crown of Aragon, Barcelona, Spain	<input type="radio"/>	<input checked="" type="radio"/>
Great Guild Hall, Tallinn, Estonia	<input type="radio"/>	<input checked="" type="radio"/>
Sagres Promontory, Portugal	<input checked="" type="radio"/>	<input type="radio"/>
General Library of the University of Coimbra, Portugal	<input checked="" type="radio"/>	<input type="radio"/>
The Imperial Palace, Vienna, Austria	<input type="radio"/>	<input checked="" type="radio"/>
Union of Lublin, Poland	<input type="radio"/>	<input checked="" type="radio"/>
Münster and Osnabrück – Sites of the Peace of Westphalia, Germany	<input type="radio"/>	<input checked="" type="radio"/>

The May 3, 1791 Constitution, Warsaw, Poland	<input type="radio"/>	<input checked="" type="radio"/>
Historic Ensemble of the University of Tartu, Estonia	<input type="radio"/>	<input checked="" type="radio"/>
Hambach Castle, Germany	<input type="radio"/>	<input checked="" type="radio"/>
Charter of Law of Abolition of the Death Penalty, Lisbon, Portugal	<input type="radio"/>	<input checked="" type="radio"/>
Liszt Ferenc Academy of Music, Budapest, Hungary	<input type="radio"/>	<input checked="" type="radio"/>
Mundaneum, Mons, Belgium	<input type="radio"/>	<input checked="" type="radio"/>
Peace Palace, The Hague, the Netherlands	<input type="radio"/>	<input checked="" type="radio"/>
Residencia de Estudiantes, Madrid, Spain	<input type="radio"/>	<input checked="" type="radio"/>
World War I Eastern Front Cemetery No. 123, Łuźna – Pustki, Poland	<input type="radio"/>	<input checked="" type="radio"/>
Kaunas of 1919-1940, Lithuania	<input type="radio"/>	<input checked="" type="radio"/>
Camp Westerbork, the Netherlands	<input type="radio"/>	<input checked="" type="radio"/>
Franja Partisan Hospital, Slovenia	<input type="radio"/>	<input checked="" type="radio"/>
European District of Strasbourg, France	<input checked="" type="radio"/>	<input type="radio"/>
Museo Casa Alcide De Gasperi, Pieve Tesino, Italy	<input checked="" type="radio"/>	<input type="radio"/>
Robert Schuman's House, Scy-Chazelles, France	<input type="radio"/>	<input checked="" type="radio"/>
The historic Gdańsk Shipyard, Poland	<input type="radio"/>	<input checked="" type="radio"/>
Pan-European Picnic Memorial Park, Sopron, Hungary	<input type="radio"/>	<input checked="" type="radio"/>

3. Do you agree that a visit to any of these sites (directly or online) has:

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
Improved your understanding of European history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Improved your understanding of democratic values and human rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Improved your knowledge about the building of Europe and its integration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Increased your appreciation of cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strengthened your sense of belonging to Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Encouraged you to learn more about European history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
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4. Would you like to know more about the European Heritage Label action?

- Yes, definitely
- Yes, to some extent
- No, not really
- No, not at all
- Do not know

The European Heritage Label is one of the EU's most recent initiative in the field of cultural heritage. It has emerged as part of the response to the growing gap between Europe and its citizens. The action was launched in 2006 as an intergovernmental initiative to establish a European list of cultural heritage sites that have played a key role in building and uniting Europe, thus, enhancing the European dimension of heritage. In 2011 the initiative was transformed into a Union action with the aim of developing common, clear and transparent selection criteria and procedures for the label, as well as strengthening coordination between the Member States. In the long term, the European Heritage Label action is expected to contribute to the following general objectives: (a) strengthening European citizens' sense of belonging to the Union, in particular that of young people, based on shared values and elements of European history and cultural heritage, as well as an appreciation of national and regional diversity; and (b) strengthening intercultural dialogue.

5. Knowing that a specific site bears the European Heritage Label would encourage you to:

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
Find out more about the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visit the site online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visit the site directly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Find out more about other labelled sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visit other labelled sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Find out more about the European Heritage Label action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Share the information about the labelled site with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Share the information about the European Heritage Label action with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

6. Do you think it is important for the EU to take action in order to:

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
Reinforce a sense of belonging to a common European space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Raise awareness of common European history and values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strengthen intercultural dialogue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Encourage the sharing and appreciation of cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Promote access to cultural heritage through the use of digital technologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Promote cultural heritage as a source of inspiration for artistic creation and innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Promote cultural heritage as a resource for economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

7. Do you think there are overlaps between the European Heritage Label and the following initiatives:

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
UNESCO World Heritage List	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UNESCO List of Intangible Cultural Heritage	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UNESCO Creative Cities Network	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memory of the World Register	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Routes of Cultural Heritage	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Union Prize for Cultural Heritage/Europa Nostra Awards	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With projects under the Creative Europe programme	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With projects under the Erasmus + programme	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

With other initiatives targeted at intercultural dialogue (please, specify below)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With any initiatives at the national and local levels (please, specify below)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please, specify:

8. The European Heritage Label was launched in 2011. Do you think that it has made progress in reaching its overall goals and objectives since then?

	NO PROGRESS	MINIMUM PROGRESS	SOME PROGRESS	SIGNIFICANT PROGRESS	DO NOT KNOW
Strengthening European citizens' sense of belonging to the Union	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthening intercultural dialogue	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stressing the symbolic value and raising the profile of sites significant for the common history and culture of Europe	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing European citizens' understanding of the history and culture of Europe	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. For the site(s) you are familiar with, do you think that they have made progress in reaching their specific objectives?

	NO PROGRESS	MINIMUM PROGRESS	SOME PROGRESS	SIGNIFICANT PROGRESS	DO NOT KNOW
Highlighting their European significance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Raising European citizens' awareness of their common cultural heritage, especially that of young people	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating the sharing of experiences and exchanges of best practices across the Union	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing access to the sites through digital tools, especially for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Increasing intercultural dialogue, especially among young people	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering synergies between cultural heritage and contemporary creation and creativity	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Contributing to the attractiveness and the economic and sustainable development of regions					
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10. Do you think that the following measures are efficient in reaching the target audiences and communicating European narrative of the sites to them:

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
The EHL plaque on the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Press releases, news reports and other traditional media outreach	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The website of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The website of the Action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebration events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Promotional videos about the sites	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters, leaflets, postcards and other print promotional materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Live exhibition(s) and guided tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Virtual tours and mobile guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Live seminars, workshops or lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Online seminars, workshops or lectures	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Do you think that the following aspects are present in the governance of the Action?

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
The strategic direction of the Action is clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The desired outcomes of the Action are realistic	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The selection criteria are clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The EU selection procedures are transparent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

The EU Monitoring helps the sites improve their performance	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Results of the Action correspond to the resources used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The needs of end-users are taken into consideration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

12. Before 2011, the European Heritage Label functioned as an intergovernmental initiative. Do you think that its transformation into an EU action in 2011 has added value in comparison to the original intergovernmental initiative?

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
Improved functioning and visibility of the label	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Enhanced cooperation between Member States in the field of cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Facilitated the development of additional expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Promoted the involvement of different stakeholders in the governance of cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

13. In your opinion, what would be the potential impact of terminating the European Heritage Label action?

More than one option is possible.

- Reduced European citizens' sense of belonging to the Union
- Less intercultural dialogue
- Decreased European citizens' understanding of European history
- Decreased European citizens' appreciation of European values
- No change
- Other

14. Do you agree that the following measures could improve the performance of the European Heritage Label action in the future?

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DO NOT KNOW
Establish a network of the labelled sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Provide funding for the network of labelled sites to develop cooperation projects and share knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Provide grants to the labelled sites to reinforce their operational capacity and develop educational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Provide methodological support to candidate sites for preparing their applications	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Present the Action in a more user-friendly and prominent way on the European Commission's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Make use of social media to publicise the network of the sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strengthen educational activities of the sites through a pilot project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Seek cooperation with academia in developing narratives and activities of the sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Organise training sessions on key concepts and principles of the Action	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extend the scope of the Action to the whole territory of Europe, not only EU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Abolish the limitation of maximum one site per Member State per selection year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

15. If you have any other ideas on how to improve performance of the Action, please, specify:

In order to improve the performance of the Action, new volumes promoting its knowledge and the understanding of the selected sites could be issued.

Please feel free to upload a concise document, such as a position paper. The maximal file size is 1MB.

*Please note that the uploaded document will be published alongside your response to the questionnaire which is the essential input to this open public consultation. The document is an optional complement and serves as additional background reading to better understand your position.*

If you wish to add further information – within the scope of this questionnaire – please feel free to do so here.

*1000 character(s) maximum*

**Contact**

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