

**EUROPEAN COMMISSION – DG EDUCATION AND CULTURE**

**EUROPEAN HERITAGE LABEL  
PUBLIC CONSULTATION MEETING  
10 JUNE 2009**

**AGENDA**

Address: Charlemagne Building (Sicco Mansholt room), Rue de la Loi 170, Brussels

**9.00: Registration and coffee**

**9.30: Opening by the European Commission**

The context of the European Heritage Label and the main steps of its impact assessment

**10.00: Presentation of the first results of the online consultation on the European Heritage Label**

**10.30: Open discussion: what are the potential impacts of a label in the field of cultural heritage?**

- Social impacts?
- Economic impacts?
- Environmental impacts?
- How to maximize the positive impacts of the European Heritage Label?
- Are there models of good practices to follow?

**11.30: Open discussion: what is the added value of the European Heritage Label?**

- What should the originality of this Label be taking into account other existing national or international initiatives in the field of cultural heritage?
- Which selection criteria would enable to highlight this specificity?
- How to enhance the European dimension of our cultural heritage?
- How to promote the access of young people to European cultural heritage?

**12.30 – 14.00: Lunch break**

**14.00: Open discussion: which role for the European Union in the European Heritage Label?**

- Would the Label benefit from a closer involvement of the European Union?
- What role for the European Union in the selection process of the sites?
- What role for the European Union in the monitoring process?

**15.00: Open discussion: how to implement the European Heritage Label effectively?**

- How to ensure that the number of sites awarded the Label will remain reasonable and representative?
- Should the Label be attributed on a permanent basis or for limited time only?
- How to raise the profile and the visibility of the European Heritage Label?
- How to keep the administrative arrangements light and flexible both at European and national level?

**16.00: Conclusions and close of the meeting**