

# **The European Heritage Label**

Analysis of the on-line consultation on European Union plans for a European Heritage Label

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16<sup>th</sup> July 2009

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# Contents

PAGE

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<b>1.0</b>	<b>Introduction.....</b>	<b>3</b>
<b>1.1</b>	<b>Brief background to the European Heritage Label.....</b>	<b>3</b>
<b>1.2</b>	<b>Methodology for analysing the responses.....</b>	<b>3</b>
<b>2.0</b>	<b>Consultation Responses: Statistical Profile .....</b>	<b>4</b>
<b>2.1</b>	<b>Introduction .....</b>	<b>4</b>
<b>2.2</b>	<b>Analysis of the Responses to the Online Consultation .....</b>	<b>4</b>
<b>2.2.1</b>	<b>Nationality of Respondents.....</b>	<b>4</b>
<b>2.2.2</b>	<b>Type of Respondents .....</b>	<b>5</b>
<b>3.0</b>	<b>Analysis of the Responses .....</b>	<b>7</b>
<b>3.1</b>	<b>Introduction .....</b>	<b>7</b>
<b>3.2</b>	<b>Attitudes towards the European Heritage Label.....</b>	<b>7</b>
<b>3.3</b>	<b>The Uniqueness of the European Heritage Label.....</b>	<b>9</b>
<b>3.4</b>	<b>Engaging with Young People .....</b>	<b>11</b>
<b>3.5</b>	<b>Practical Considerations for the EHL .....</b>	<b>12</b>
<b>4.0</b>	<b>Key Issues Emerging from the Consultation Responses .....</b>	<b>14</b>
	<b>Annex One: The on-line survey .....</b>	<b>A1</b>
	<b>Annex Two: Organisations responding to the on-line survey.....</b>	<b>A6</b>
	<b>Annex Three: Participating Countries and nominated sites.....</b>	<b>A10</b>
	<b>Annex Four: Further statistical profile of respondents.....</b>	<b>A14</b>

## List of figures

<b>Figure 2.1</b>	<b>Number of responses to the online consultation per country.....</b>	<b>5</b>
<b>Figure 2.2</b>	<b>Type of respondents to the consultation .....</b>	<b>6</b>
<b>Figure A1</b>	<b>The type of activities that organisations responding to the survey are involved in .....</b>	<b>15</b>
<b>Figure A2</b>	<b>Whether respondents had a 'competence' in the heritage sector .....</b>	<b>15</b>
<b>Figure A3</b>	<b>The age group of respondents .....</b>	<b>16</b>
<b>Figure A4</b>	<b>Gender of respondents .....</b>	<b>16</b>

# 1.0 Introduction

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This report provides an analysis of the responses to the on-line consultation on EU plans for a European Heritage Label. The consultation was designed in such a way as to gather comments from both civil society bodies active in the cultural field across Europe and the general public with regard to the operation and effectiveness of the Label in the future. The online consultation was carried out between 20<sup>th</sup> March and 15<sup>th</sup> May 2009, via the Europa website [http://ec.europa.eu/culture/our-programmes-and-actions/doc1983\\_fr.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc1983_fr.htm). It was open to everybody who wanted to complete a survey questionnaire (attached at Annex one of this report) and was available in six languages (French, English, Spanish, German, Italian and Polish). 220 responses were received through the online application, which was undertaken using the European Commission's Interactive Policy Making (IPM) tool. Six additional written responses were sent outside the online application procedure. They are equally taken into account in this report.

## 1.1 Brief background to the European Heritage Label

The European Heritage Label was launched in 2007 by various European countries as an intergovernmental initiative. It aims to "strengthen the support of European citizens for a shared European identity and to foster a sense of belonging to a common cultural space". To be awarded the Label, heritage sites must highlight their European significance and a plaque bearing the Label logo is mounted at the entrance to such sites. Currently 66 sites have obtained the label in 18 European participating countries (17 EU Member States, plus Switzerland). The full list of participants and sites are detailed in Annex three.

On 20 November 2008, the EU Council called on the Commission to draft a proposal to transform the European Heritage Label into an official EU initiative<sup>1</sup> in order to make the label more visible and effective. The Commission has launched an impact study – including a public consultation – to assess whether the EU should get involved and whether it can add something to the European heritage label.

## 1.2 Methodology for analysing the responses

The consultation was designed to provide a combination of 'closed' and 'open' questions. The analysis that follows in this report provides quantitative assessments relating to those 'closed' questions, alongside more detailed qualitative analysis in relation to 'open' questions. In relation specifically to the qualitative nature of the responses gathered, the analysis sought to capture all comments made and to subsequently cluster comments according to key themes and reflect these in a final concluding chapter of the report. In considering each response in turn, the analysis team sought to identify 'key quotes' to provide first-hand accounts of the comments made by respondents, alongside general and thematic points that were made. All quotations within the report remain anonymous.

Finally, because the consultation gathered responses from a wide range of organisations and individuals from across Europe (and beyond), the detailed analysis has divided responses emanating from countries already participating in the intergovernmental Label and non-participating countries, where it was considered appropriate and useful to distinguish in this way.

<sup>1</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:319:0011:0012:EN:PDF>

## 2.0 Consultation Responses: Statistical Profile

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### 2.1 Introduction

The following Chapter sets out the profile of those responding to the consultation. Additional statistical profile information beyond these 'headlines' is available in Annex Four of this report.

### 2.2 Analysis of the Responses to the Online Consultation

This sub section provides a brief overview of some of the key characteristics of the 220 respondents to the survey about the impact and future of the European Heritage Label (EHL). Six additional amplified responses were received, three of which were from international / European associations,<sup>2</sup> one from the German Federal Government and two from individuals from Germany and Greece. These responses are taken into account in the report as for their content, but they do not appear in statistics.

Contributions were received from respondents based in 26 different countries – see Figure 2.1 below. Of further interest is the fact that, of countries participating in the EHL presently, there were no respondents from Hungary, Lithuania, Malta or Slovenia while, of EU countries not participating in the EHL there were no respondents from Denmark. Notwithstanding this, the survey is representative of the views of those strongly interested in the EHL currently (i.e. the participating countries), and also of those who are interested in participating in the EHL in the future (i.e. countries such as Germany and the United Kingdom). 55% of respondents originate from countries currently participating, 37% from non-participating countries and 8% from non-identified countries.

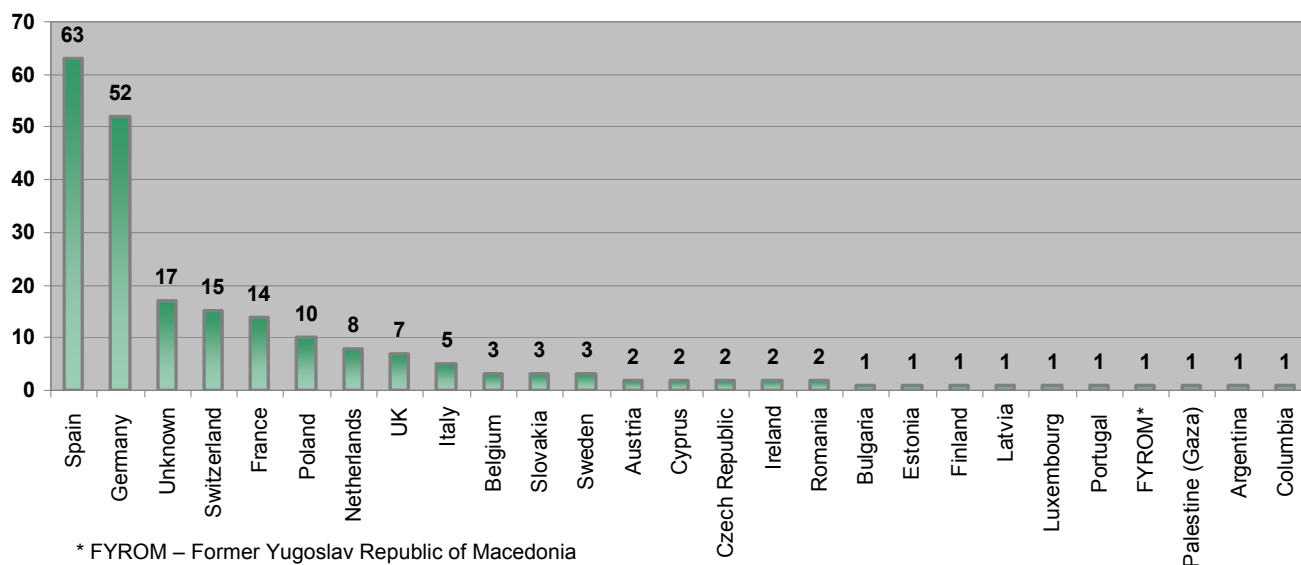
#### 2.2.1 Nationality of Respondents

It is apparent from Figure 2.1 that the largest proportions of online survey responses were submitted by Spanish stakeholders, accounting for 29% of the total, followed by German ones (24% of the total). Respondents from Switzerland, France and Poland accounted for between 10 to 15 responses each, while the remaining countries of origin accounted for only one or two responses each. With regard to the 'unknown' responses, these were from respondents within the EU who did not provide any country-specific details.

The proportionately high number of respondents from Spain and Germany may be accounted for by the fact that the former currently hosts the secretariat to the EHL (within their Ministry of Culture) and, hence, awareness of and networking related to the EHL is likely to be higher across Spain: With regard to Germany, several large associations responded from the field of archaeology and heritage and it is likely that their networks will have provided a high number of responses, organisationally and individually. Indeed, for Germany, a notably high number of responses were received from academics and students (21 out of a total of 52 respondents); For Spain, the respondent group was far more diverse with no clear pattern emerging regarding the organisational origins of respondents.

<sup>2</sup> Europa Nostra, Assembly of European Regions and Rurality - Environment – Development .

**Figure 2.1 Number of responses to the online consultation per country**



Source: European Commission: Directorate General for Education and Culture (2009)

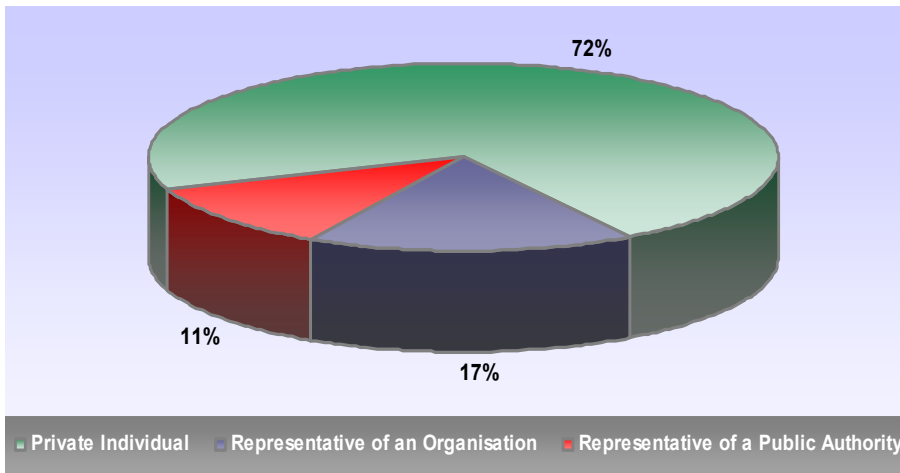
### 2.2.2 Type of Respondents

Figure 2.2 provides some basic details on respondents to the online survey; 72% indicated that they were responding as a private individual (such as cultural heritage officers, researchers or other professionals), 17% were representatives of a public or private organisation (such as the German Archaeologists Association, European Cultural Tourism Network or European Historic Houses), while the remaining 11% were representatives of a Public Authority (such as the Department for Culture, Media and Sport [UK], Department of Antiquities [Cyprus], or Municipality of Utrecht [Netherlands]). Of these 11%, representing 25 respondents in total, 15 were from local government, 8 from national government and 2 from regional government (Figure 2.3).

However, it should be noted that because of the new transparency standards of the European Commission, it was strongly recommended that organisations registered before inputting: as a result, it is likely that a certain number of individuals working for those organisations preferred to answer as 'individuals' in their own right. This may well account for the proportionately high number of individuals responding when compared to organisation responses. This may have also been exacerbated by the privacy statement accompanying the survey which stated that "received contributions, together with the identity of the contributor, will be published on the Internet, unless the contributor objects to publication of the personal data on the grounds that such publication would harm his or her legitimate interests".<sup>3</sup>

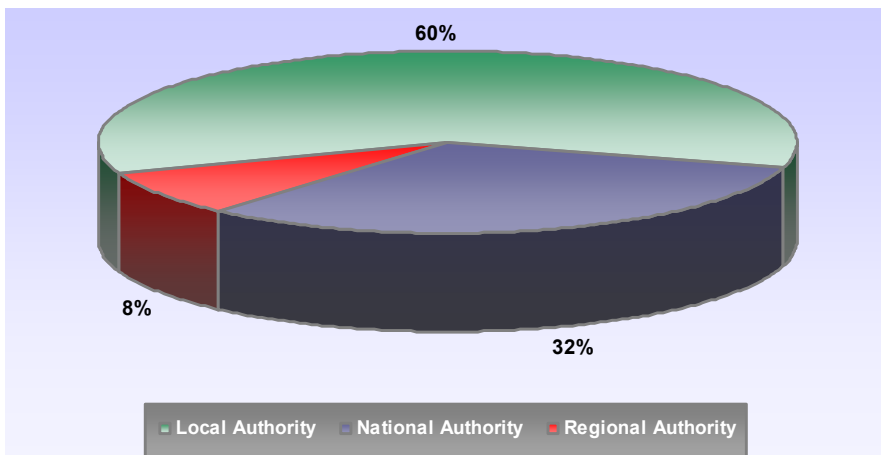
3 [http://ec.europa.eu/culture/our-programmes-and-actions/doc/specific\\_privacy\\_statement\\_EHL.pdf](http://ec.europa.eu/culture/our-programmes-and-actions/doc/specific_privacy_statement_EHL.pdf)

**Figure 2.2 Type of respondents to the consultation**



*Source: European Commission: Directorate General for Education and Culture (2009)*

**Figure 2.3 Level of Governance of the 25 responding Public Authorities**



*Source: European Commission: Directorate General for Education and Culture (2009)*

## 3.0 Analysis of the Responses

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### 3.1 Introduction

The Chapter which follows provides a more in-depth analysis of the substantive responses made by respondents to the on-line survey. In particular, in our analysis we have sought to identify and synthesise responses thematically under a range of headings which have been developed to best represent the views expressed (for example, 'Promoting unity' and 'Collective action and networking') and supported by a representative quote from a respondent. Responses are also clustered in the following way where this was appropriate to do so:

- Respondents from countries who already participate in the current EHL (including Switzerland).
- Respondents from countries who do not currently participate in the current EHL (including those from beyond the EU).

### 3.2 Attitudes towards the European Heritage Label

#### Questions

- Do you recognise this Label?
- Do you think that a European Heritage Label could help citizens feel more as if they belong to the European Union? How?
- Do you think that the European Heritage Label would benefit from closer involvement by the European Union? What type of involvement?

It is important to note that the majority of the respondents (58%) were previously unaware of the EHL. Generally, our analysis of respondents showed that the private individuals who responded to the online consultation were less likely than other groups to be aware of the EHL; indeed, 62% of all private individuals (who responded to this question) were unaware of the scheme. By comparison, over half of respondents responding from some form of organisation (51%) or public authority (60%) reported that they were previously aware of the EHL.

The online survey explored thoughts and opinions on the issue of a common European 'identity'; in particular, whether the EHL could have a positive, reinforcing impact on European citizenship. It is very positive to note that 89% of all respondents to the online survey perceived that the EHL could indeed have this effect upon reinforcing European citizenship. Respondents were then asked whether they perceived that greater engagement and participation of the EU would bring 'added value' to the EHL. Results from the survey would suggest that most respondents believe that greater participation would bring 'added value' to the EHL, with 90% believing this to be the case (206 out of 220 respondents to this question). Of the 10% who did not see 'added value' from EU level intervention, the most commonly held views stated that the designation of the Label should be determined by regional and national governments of participating countries, as the best judges of what is of value. There was also some correlation between those who did not see the added value of EU intervention with the view that the Label itself was of little worth and should not be progressed further.

### **Respondents from participating countries**

- **Promoting unity** - *"...the European heritage label could help better an understanding of the role of national heritage in European cultural history. It would bring a possibility to compare the common qualities and diversity of European heritage ..."* In a broad sense, there was an appreciation by the majority of respondents that the EHL would promote unity in the EU. Specifically, the identification of cultural and historical sites was thought by many to be an appropriate means of working towards this goal, as one respondent stated: *"...cultural activities are the best instrument of identification of countries and cultures..."* A significant number of respondents saw the value of EHL specifically through the promotion of a sense of belonging to a wider European community, fundamental European values and mutual understanding. However, as an 'antidote' to this, one respondent noted: *"...as the EU borders expand, the 'validity' of a European heritage becomes less conceivable and more controversial..."*
- **A sense of common history** - *"...a historical awareness which focuses on common European interests rather than on national and other differences is helpful, even necessary. Europe must concentrate on its common cultural roots and its common cultural heritage..."* There was a majority view that the Label can play a role in establishing common heritage and culture across Europe, helping to promote a sense of belonging across Member States. Some respondents expressed the view that whilst there had been steps toward economic unity across the EU, there was now a need to secure integration and unity in culture and education. Some responses drew out the capacity of the EHL to link past events and phenomena to places and to therefore build a sense of common history and traditions (an example was referred to as being the shipyard strike at Gdansk). The positive view of the role of the Label was tempered with the view amongst some that whilst the Label is very good for visually identifying sites, there is a requirement to use additional initiatives which are more likely to have a tangible impact (the adoption of a compulsory European language into the educative system in Europe was suggested as an example).
- **Collective action and networking** – *"...the most important thing is the possibility of networking between all sites that obtain this label. This label wouldn't have any value if there were no common projects established..."* Overall, the majority of respondents shared the view that European citizenship could be reinforced through the collective actions between all of the sites. These were commonly identified as being linked to the provision of an information exchange, cooperation between sites through the organization of cultural and artistic events, conferences, and educational/social programs. This could help to reinforce an awareness of common values and establish an additional layer of 'cultural identification'.
- **Closer links with EU institutions** – a majority of respondents were of the view that the EU could bring added value to the EHL scheme, especially in terms of the participation of Member States in European institutional projects and programmes. Furthermore, it was considered valuable that sites could benefit from a closer link with EU institutions, which the EHL would help to enable. It was stated by one European representative body that the Label can act as a tool to promote the diversity of European cultural heritage (in line with the EU motto "United in Diversity") and that the EU could bring legitimacy and promotional benefits to the Label and enable the coordination between EHL and other related initiatives.
- **Visibility and promotion** - This was a key area identified by a majority of respondents in which the EU orchestration of the scheme was deemed valuable. This was linked to benefits for individual sites through media and publicity coverage. There was also the view that mobility was an important theme, and that the EU could, for instance, facilitate meetings for citizens in different parts of Europe connected to EHL. This would help to achieve a sense of shared understanding and heritage. There was agreement by some respondents that the EU would benefit the EHL through the following interventions and roles:

- ▶ Developing common selection criteria and monitoring procedures related to this;
  - ▶ better organisation of the network, especially focused on increasing the prestige of the Label;
  - ▶ promotion of education, exchange of experiences and information;
  - ▶ financial and logistical support for EHL operated on a national basis; and,
  - ▶ the creation of a map to indicate the EHL sites and descriptions for promotional purposes.
- **Credibility** – A commonly expressed view was that the EU brings an added layer of visibility and legitimacy to the EHL and the EU was regarded as the only credible 'institutional body' able to support the Label as it is perceived as a credible institution by European citizens.
  - **Economies of scale** - One of the main benefits of EU involvement identified by a number of respondents related to the scale economies and positive externalities that they perceived to be possible through collective action and coordination of the Label across many different countries. Practical roles of the EU were suggested in terms of setting common selection criteria, guaranteeing that sites accord with the requirements of the Label and monitoring and deploying appropriate management and upkeep of sites.

#### ***Respondents from non-participating countries***

While converging on similar opinions as the ones related in the previous section, respondents from countries not participating in the Label made the following additional points.

- **Heritage beyond borders** - In terms of the importance of the EHL, commonly observed themes related to its potential to move heritage beyond national considerations, emphasising our common European roots, and values (several mention the Greco-Roman tradition in this context). It was also generally considered that the EHL could contribute to a 'shared identity' and a sense of belonging across national boundaries.
- **Quality assurance** – A common observation among respondents concerned the importance of the selection process and ensuring quality (avoiding a 'tourist badge' with negative connotations).
- **Cultural diversity** - Other themes expressed related to the importance of young people knowing about heritage, the importance of looking after it, learning lessons from the past and helping to shape the future. As well as past conflicts, other respondents placed importance on cultural diversity.

### **3.3 The Uniqueness of the European Heritage Label**

#### **Questions**

- How should the Label be different from other international and national initiatives to promote cultural heritage?
- In order to highlight this difference, how should candidates for the European Heritage Label be selected?
- What practical measures would better highlight Europe's role in heritage matters, while respecting national and regional diversity?  
Are you aware of any examples of best practices?

Respondents were invited to provide input to a range of open questions regarding the uniqueness (or distinctiveness) of the Label and the role of Europe in selecting and promoting the Label and sites.

#### ***Respondents from participating countries***

- **Cultural recognition** - there was a majority view that the Label should afford some protection or cultural recognition that would not otherwise be achieved by other schemes or designations.

- **Education and learning** – A majority view was that the originality of the scheme should relate to a learning culture associated with the scheme, with the EHL embedding learning as a core aim particularly with reference to young people learning about our common heritage or inheritance. One example given was by making visits to EHL sites compulsory for 12-16 year old students. There was also the strong view that attention should be paid to the educational and promotional activities of the managing authority of the site when site selection criteria are being developed.
- **More than monuments: a focus upon history and politics** - “...*the Label should highlight the European dimension of the site. EHL should not be awarded considering only the artistic value of the site, but to places that have a symbolic and educational value...*” The EHL was seen overall by most respondents as being potentially distinctive in that it could be awarded on the basis of historical and/or political criteria. A significant number of respondents commented that the EHL could usefully identify sites which may have symbolic importance to European culture. It was thought by many that criteria should be based around the role of the site in European culture and history, its transnational aspect, the combination of historical/political aspects as well as artistic characteristics.
- **Transnationality** - The EHL was regarded by the majority as being potentially distinct from other cultural heritage related initiatives as it has the capacity to reflect the European dimension of sites, rather than being limited to the local history of sites. It was felt by some that criteria should be developed to encourage transnationality in the selection procedures.
- **Seeking diversity** - There were a range of views expressed concerning selection criteria, with some respondents referring to the archaeological, historical or ethnological merit of sites as well as their popularity and visitor numbers. Other respondents considered that the criteria should not be designed to encourage homogeneity in understanding heritage but rather should support a diverse range of sites and qualities. Criteria were thought necessary to reflect social and cultural qualities, the contribution of a site to Europe's development and constitution as well as accessibility and a good condition of heritage.
- **Objective selection panel** - With respect to the selection of sites, it was regarded by a strong majority that there would be a role for a European selection board to review the sites selected by Member States. Furthermore, there was thought to be a role for the European Commission in approving sites proposed.
- **Networking** – A majority of respondents saw the creation of a network, cultural agenda or calendar and resources to support the sites and their contribution to European integration as being of great value and a selling point for the EHL scheme, and one which would support the growth of cultural tourism to sites.
- **Partnership** - A large number of responses considered that being able to demonstrate collaboration such as through the involvement of national, regional and local authorities involved in maintenance and conservation should be a prerequisite for sites being assigned the EHL.

#### ***Respondents from non-participating countries***

Supplementary to the issues raised above, the following additional points were made by respondents from countries not yet participating in the EHL:

- **A broad network of sites** – many respondents referred to the need to develop a cultural heritage network, not limited to a few 'beacon' or leading sites, but reflecting the diversity of cultural heritage and supported by mainstream European funding. Others highlight the need for the EHL to be more than a marketing or tourism exercise, enabling real public participation and promoting living or spiritual heritage (not just buildings), with 'heritage routes' also mentioned.
- **Communicating the selection procedures** - several respondents mentioned international competitions, exhibitions and events, with a number citing the examples of 'heritage days' as a successful approach that could be followed. Others recommended publications, media campaigns and student initiatives.
- **Avoiding overlap** - Amongst the respondents, there were a small number who expressed a concern that the EHL would replicate or overlap with other designations, both national and international. If this was to be the case it was thought that the application of the Label "**...could overly complicate and threaten existing frameworks for protection and management of sites. The EHL needs to exist apart from, not cut across existing heritage designations...**"

### 3.4 Engaging with Young People

#### Questions

- How could young people be encouraged to visit sites carrying the European heritage label?
- Are you aware of any educational programmes that are related to heritage sites and that have significantly increased young people's interest in European history?

The consultation asked how young people could be encouraged to visit EHL sites and for information about educational programmes related to heritage that have been successful in reaching out to young people. It is perhaps disappointing to note that of the 179 respondents who provided their age, only 2% were under the age of 18 and 11% were under 25 years old. Key comments made by respondents were as follows:

- **Free access** – **"...EHL sites should support visits of young people by giving them free access or reduced fees to the sites and with the use of specific didactic materials..."** A large number of respondents considered that free access for young people would be a positive step to encourage involvement amongst this group.
- **Educational links** - **"...Heritage needs to be included in educational curricula, not just as a subject per se but also in programmes such as citizenship which are particularly appropriate for developing a sense of European identity..."** Cultural activities and exchanges, guided visits, internet projects and virtual museums were all proposed by respondents as means of engaging young people. Educational programmes were emphasised including the need to integrate heritage into the curriculum. Education programmes could be put in place and coordinated by the network with the aim of improving knowledge and understanding of cultural heritage. It was suggested that setting up tours, open days and workshops supported with website and publication coverage could help to achieve this aim.
- **Strong publicity, targeting young people** - There was a common recognition that targeted media and publicity support, especially through schools and the web, would be important for developing the interest of young people. Among the ideas put forward were: to hold 'living history events' to bring sites to life, to

provide e-trails, plus quizzes designed for young people. Respondents commonly identified investment in publicity and orchestration of international initiatives as being worthwhile initiative to pursue.

- **Programmes and activities** - *"...Young people visit sites if there is anything interesting, vibrant, exceptional..."* The majority considered that a programme of activities (such as workshops) and notably those encouraging exchange style projects would be effective means of leveraging youth interest:
- **Networks of sites** - The other central means expressed by several respondents through which this could be achieved was through building links with educational facilities and networking sites with these institutions. One respondent suggested the promotion of the Label scheme to form part of *"...itineraries like "Inter - Rail", so you could plan your holiday trip through several countries visiting the common European heritage..."*, another cited introducing a passport for young people which they can get stamped each time they visit a different European Heritage site.

### 3.5 Practical Considerations for the EHL

#### Questions

- In your view, the Heritage Label should be awarded to sites on a permanent basis or for a limited time only? If limited, for how many years? Should the period be renewable or non renewable?
- The European Council has recommended that the Heritage Label be awarded to a reasonable, representative number of sites. What do you think would be a reasonable, representative number? 5/country; 5-10/country; 10+/country?
- How could the EU help national authorities with the selection process so that selection criteria are applied uniformly?
- What type of monitoring procedure could be set up in order to ensure that sites receiving the heritage label do in fact meet the commitments they undertake when the label is awarded?

All 220 respondents commented on the issue of the length of time that the EHL should be awarded for. However, no consensus emerged, with 54% of respondents perceiving that the Label should be granted on a permanent basis and 46% feeling that it should only be granted on a time-limited basis. Further to this, survey respondents who preferred the Label to be awarded for a limited duration were also asked whether they felt the Label (allocated to a site) should be renewable or not. In total, 91% of respondents to this question believed that the Label should be renewable.

The next question was concerned with the number of sites that should be allocated per country. In total, 89% of respondents answered this question, with 48% of these respondents believing that between 5 and 10 sites should be allocated per country. However, there was a sizeable number (40%) who indicated that more than 10 sites should be allocated per country, while only 12% perceived that less than 5 sites should be allocated.

#### ***Respondents from participating countries***

- **Time period for the allocation** – The majority of respondents considered that the Label should be awarded on a permanent basis.
- **Renewable or not** – However, further to the above, a significant minority of respondents believed that the Label should be time limited but renewable, with conditions on renewal based upon issues such as maintenance of the site. This was a view supported by the majority of EU level organisations responding, with a range of years stated before the Label became renewable, typically no longer than 5 years.

- **Site allocation per country** – The majority view stated was for between 5-10 sites per country. There was a significant minority view that the number of Labels applied could depend on the size of the country and its role in European history. Similarly, a minority view proposed that instead of applying an 'arbitrary limitation', the number of Labels assigned should depend on the "offer" available in each country.
- **Monitoring and evaluation** – The majority of respondents were broadly in favour of 'light touch' monitoring arrangements, based on clear objectives established at the commencement of the award. The requirement to produce management plans was a commonly held view. Other ideas suggested were:
  - ▶ The establishment of a controlling body to undertake monitoring independently.
  - ▶ Reporting in a public friendly way on websites - open and clear but not 'heavy handed'.
  - ▶ Providing a budget for sites on condition that satisfactory progress against objectives is met.
  - ▶ Learning from UNESCO in putting in place robust systems of monitoring and evaluation.
  - ▶ National committees for the EHL responsible for monitoring and reporting to the central organisation.
  - ▶ Visitor satisfaction surveys.

### ***Respondents from non-participating countries***

- **Time period for the allocation** – The majority of respondents believed that it should be given on a permanent basis. This was mainly because preserving cultural heritage is a continuous task and limited awards would imply heritage is (or the sites themselves are) unimportant, with the inference that short term awards would suggest that the EHL is designed mainly for communication or marketing purposes.
- **Renewable or not** – The majority view supported some form of renewing, with performance, site management, visitor satisfaction and satisfactory reporting as criteria to determine renewal of the Label.
- **Site allocation per country** – The majority of respondents suggested that there should not be an arbitrary limit on the number of sites eligible; it should depend on availability and quality. Also, while some suggested the EHL awards should be distributed amongst countries on the basis of area or inhabitants, more argued that the award should be based on objective, technical criteria rather than proportionality.
- **Monitoring and evaluation** - A small but significant number of archaeological organisations argued for monitoring in line with 'strategic environmental proofing'. A similarly small number of respondents mentioned the need for the Label to be removed if the site is not performing.
- **Additional administrative burden** – a minority view was stated by several respondents to the effect that the current inter-governmental initiative has very limited administrative 'overheads' but that the creation of a more formalised scheme could lead to "**...a scheme that involved considerable bureaucracy and resources and had limited public benefits...**"
- **Sustainability** – several respondents raised the issue of how to ensure standards are maintained, and how costs of assessment, promotion as well as commitment to management plans could be achieved.
- **Participation by all** – one respondent from outside the EU commented that "**...the European heritage label shouldn't be an exclusively owned label just for EU member states, it should be available also to candidate countries, potential candidates and all of the countries on the European continent...**"

## 4.0 Key Issues Emerging from the Consultation Responses

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From the analysis of the responses to the online consultation, the following themes have emerged which are considered to be of particular importance, especially in considering the future development and operation of the EHL.

- **Familiarity with the EHL** – the consultation revealed a low level of awareness of the Label amongst many respondents, which is significant given that the overwhelming majority of respondents were drawn from the culture and heritage sector(s).
- **Reinforcing European identity and citizenship** – the strong and clear majority view of respondents is that the Label can and should be fundamentally concerned with reinforcing a sense of what it means to be European.
- **Distinctiveness of the Label** – respondents were clear that the emphasis upon European culture and values is what will distinguish the EHL from other designations, marques and labels which exist in the broad sector(s) of heritage and culture.
- **Communication, promotion and celebration** – the consultation revealed strong support and many ideas for communicating and promoting the Label, as a means of spreading the message and enhancing familiarity, creating distinctiveness and celebrating the cultural achievements of Europe.
- **Engaging with young people** – while the consultation itself was not successful in engaging with many young people, the messages received from the strong majority of respondents is that the Label can and should engage with young citizens as a core objective, particularly by working in partnership with schools and designing communication initiatives targeting young citizens.
- **Permanence of the Label** – a majority (54%) of respondents stated that the Label, once granted to a site, should be permanent; and of those 46% of respondents who stated that the Label should not be permanent, the vast majority believed that it should be renewable.
- **Extensiveness of the Label** – there was majority support expressed for between 5-10 sites per country (48% of respondents) over those who supported more than 10 sites per country (40% of respondents). However, there were strong comments made to the effect that only relevant sites should be included and that a 'quota system' may distort or divert attention from the key purpose of the Label. This point too underlines the commonly held view that a transparent and rigorous set of selection criteria will be essential for the future success of the Label, along with a central role for the EU in overseeing selection – providing a degree of 'quality control' and expertise at the European level.
- **Sustainability of the Label** – while there were no questions specifically targeted at sustainability, either in terms of the Label's potential to contribute towards specific site sustainability issues or wider sustainable development goals, there were a significant number of comments which refer to the subject and the importance of ensuring the Label 'adds value' in these areas.

- **The EHL adding value** – respondents provided clear support for the Label in adding value to heritage and culture, with the following areas commonly cited as of importance:
  - ▶ The dissemination of European values amongst custodians and stakeholders.
  - ▶ The contribution toward a shared or common identity.
  - ▶ Supporting the growth of 'cultural' tourism.
  - ▶ Supporting learning, especially of young people.
  - ▶ Raised awareness of the diversity of cultural heritage.

Where a minority of respondents considered that the Label would afford no added value this was generally linked to the scheme being seen as an additional administrative burden or that it was regarded as overlapping with existing schemes. The main areas of concern were seen to relate to the following areas:

- ▶ Sustainability and resourcing implications.
  - ▶ Clarity and credibility – there were questions raised as to how the Label would link to recognition given by other bodies and the extent to which it may overlap with other awards/schemes.
  - ▶ Administrative and financial burden associated with implementation.
  - ▶ The limited nature of any likely impacts.
- **Selecting future EHL sites/developing selection criteria** – there were a great many comments provided by respondents which were concerned with site selection. Most typically these concerned the following:
    - ▶ The Label should apply to sites which can demonstrate the influence of the site beyond national borders.
    - ▶ Sites should demonstrate a link to transnational unity, collaboration or shared learning;
    - ▶ The Label should be applied not just to buildings but also to sites relating to human and democratic values or sites of literary importance, for instance.
    - ▶ Sites should stress a strong educational dimension.
    - ▶ The symbolic value of sites is more important than aesthetic values.
- **The role of the EU in adding value** – respondents clearly regarded the EU as having the potential to add value in a number of critical ways, notably:
    - ▶ The provision of visibility and publicity for the Label.
    - ▶ Co-ordination of the Label.
    - ▶ Production of supporting material such as marketing and publicity.
    - ▶ Giving credibility to the Label and an 'institutional guarantee' of the importance of heritage.
    - ▶ Facilitation of meetings, events and networking
    - ▶ The creation and maintenance of a list/ map/ database of the EHL sites.
    - ▶ Clearer objectives, selection criteria and procedures – providing support to participating countries and acting as a final and expert adjudicator in site selection.

## **Annex One: The on-line survey**

# Consultation on EU plans for a European heritage label

The European heritage label was launched in 2007 by various European countries as an intergovernmental initiative. The thinking behind the label was to increase EU citizens' feeling of belonging to a shared European identity and a common cultural space. 60 sites in 18 European countries have obtained the label thus far. 17 of those countries are EU members. On 20 November 2008, the EU Council Union called on the Commission to draft a proposal to transform the European heritage label into an official EU initiative. This would make the label more visible and effective. The Commission has launched an impact study - including a public consultation - to assess whether the EU should get involved and whether it can add something to the European heritage label. If the answer is yes, the impact study will be used to decide what form EU involvement should take. The current online consultation is one element of the public consultation.

## Your profile

1. surname, first name, email (optional)

2. Are you participating in this consultation as: (compulsory)

A private individual                       An organisation                       A public authority

- Cultural heritage
- Visual arts
- Performing arts
- Literature, books, reading
- Architecture
- Design, applied arts
- Other

- National authority       Regional authority       Local authority       Other
- Yes       No

3. Age-range (optional)

4. Gender (optional)

- Male       Female

5. Country of origin (compulsory)

- European Union       Other

## European heritage label

Several European countries launched the European heritage label as an intergovernmental effort in 2007.

6. Do you recognise this label? (optional)

- Yes       No

7. Do you think that a European heritage label could help citizens feel more as if they belong to the European Union? (optional)

- Yes       No

8. Do you think that the European heritage label would benefit from closer involvement by the European Union? (optional)

- Yes       No

## Originality of the label

If the European heritage label became an official EU initiative, it would be important to take account of other international initiatives in the field of cultural heritage, such as UNESCO's world heritage list - which focuses on protecting monuments and sites of universal value - and the Council of Europe's cultural routes - which highlight influences and shared values.

9. How should the European heritage label be different from other international and national initiatives to promote cultural heritage? (optional)

10. In order to highlight this difference, how should candidates for the European heritage label be selected? (optional)

11. What practical measures would better highlight Europe's role in heritage matters, while respecting national and regional diversity? Are you aware of any examples of best practices? (optional)

## Target group: young people

The EU member countries are particularly attentive to the concerns of young people and to the heritage label's possible use as a teaching tool.

12. How could young people be encouraged to visit sites carrying the European heritage label? (optional)

13. Are you aware of any educational programmes that are related to heritage sites and that have significantly increased young people's interest in European history? (optional)

## Practical arrangements

The Commission has yet to decide on various questions as to how the heritage label should be implemented.

14. In your view, the heritage label should be awarded to sites: (compulsory)

On a permanent basis

For a limited time only

Renewable

Non-renewable

15. The European Council has recommended that the heritage label be awarded to a reasonable, representative number of sites. What do you think would be a reasonable, representative number? (optional)

- Fewer than 5 sites per country
- Between 5 and 10 sites per country
- More than 10 sites per country

16. How could the EU help national authorities with the selection process in order to ensure that the selection criteria are applied uniformly? (optional)

17. What type of monitoring procedure could be set up in order to ensure that sites receiving the heritage label do in fact meet the commitments they undertake when the label is awarded? (optional)

18. Do you have any other comments? (optional)

## **Annex Two: Organisations responding to the on-line survey**

41 identifiable organisations responded to the consultation, they qualified themselves, either as with an European coverage or from the country they are based (henceforth some European associations are listed in the country their headquarter is based). Those identified within the consultation responses are included in the following table:

**Table A1: Responding Organisations by country**

Country	Organisation
Austria	President of Euroclassica European Frame for Classical Languages, European Latin and Ancient Greek Exam.
Czech Republic	KHK MSK Business consultancy - Enterprise Europe Network
Estonia	Life Zone (youth work, art)
EU	Archäologisches Spessart-Projekt e.V MANRA Europa Nostra Assembly of European Regions Rurality- Environment- Development
France	Alliance de Villes Européennes de Culture / Alliance of European Cultural Cities Patrimoine sans frontières (sustainable development; heritage; professional training for heritage and tourism).
Germany	Deutscher Verband für Wohnungswesen, Städtebau und Raumordnung e.V. (German Association for Housing, Urban and Spatial Development) Dachverband Archäologischer Studierendenvertretungen e.V. (DASV) (Dachverband Archäologischer Student Representatives Association). Deutscher Archäologen-Verband Registrierungsnummer (German archaeologists Association) DGUF Deutsche Gesellschaft für Ur- und Frühgeschichte; (German Society for Prehistory and Early History) (3 responses) West- und Süddeutscher Verband für Altertumsforschung e.V. (WSVA) Western and Sueddeutscher Association for Ancient Research Blick in die Vergangenheit /Kijk op Verleden (‘Looking to the Past’ through Music and Theatre) Archaeologie, Historie und Planentwicklung (Archeology, history and development plan)
Greece	Panteion University
Italy	Associazione TRAMES

Country	Organisation
Netherlands	European Historic Houses (UEHHA) Hortus Botanicus Leiden Van Sprew Projectmanagement (Landscape and Urban Design) Erfgoed Nederland (monuments, sites, museums, archives and cultural landscape)
Portugal	Eindhoven University of Technology
Spain	Museo Nacional y Centro de Investigacion de Altamira Mancomunidad Ribera Alta Artepick TM; Littérature, livres, lecture. (Literature, books, reading) Archivo Historico de Orihuela (Historic Archive) Consorci de les Drassanes Reials i Museu Maritim de Barcelona (Consortium) Archivo de la Corona de Aragón (Archive of the Crown of Aragon) Zaragoza City Council - Culture Department Asociación Cutral Juanita Cru (Cultural Association) Ad Hoc Gestion Cultural (Ad Hoc Cultural Management) Federación Española de Periodistas y Escritores de Turismo (Spanish Federation of Tourism Journalists and Writers)
UK	ICOMOS-UK, The International Council on Monuments and Sites European Cultural Tourism Network National Historic Ships New Lanark Trust (UNESCO World Heritage Site)

26 identified Public Authorities responded to the Consultation. Those identified in the consultation responses are included in the following table:

**Table A2: Responding Public Authorities by country**

Country	Public Authority
Belgium	City of Antwerp - Cultural Heritage Unit
Cyprus	Department of Antiquities Agency for Arts and Heritage - Flemish Community Belgium
France	Ministère de la Culture et de la Communication Commune de Saint-Martin-Vésubie / Adjoint au Maire délégué au Patrimoine Ville de Nantes. Direction générale à la culture
Germany	Hochtaunuskreis, Fachbereich Kultur Landkreis Rügen Landratsamt Main-Tauber-Kreis, Tauberbischofsheim DEU-Stellungnahme
Italy	Comune di Bienno (Brescia) Comune di Ravenna Province of Benevento (Local Authority)
Latvia	Public Authority
Netherlands	Ministry of Education, Culture and Science, department of cultural heritage Municipality of Utrecht, Netherlands
Poland	Ministerstwo Kultury i Dziedzictwa Narodowego, Departament Ochrony Zabytków
Spain	Ayuntamiento de Segovia Archivo Historico Provincial de Valladolid Dirección General de Patrimonio Cultural, Gobierno del Principado de Asturias Museu d'Història de Tarragona Jose Suarez Arias-Cachero
Switzerland	Bundesamt für Kultur BAK
UK	Department for Culture, Media and Sport English Heritage

## **Annex Three: Participating Countries and nominated sites**

COUNTRY	SITE
<b>BÉLGIUM</b>	Palace of the Prince-Bishops at Liege
	Stoneware of Raeren (German Community)
	Archaeological site of Ename
	Archaeological site of Coudenberg
<b>BULGARIA</b>	Archaeological site of Debelt
	Memorial Vassil Lesvki
	Historic town of Rousse
	Boris Christoff Music Centre
<b>CYPRUS</b>	Fortifications of Nicosia
	Castle of Kolossi
	Site of Kourion
	Circuit of 6 churches with Byzantine and post Byzantine frescos, Troodos
<b>CZECH REPUBLIC</b>	Castle of Kynzvalt
	Zlín, town of Tomas Bat'a
	Vítkovice coal mine at Ostrava
	Memorial of Antonin Dvorak at Vysoka
<b>FRANCE</b>	Cluny Abbey
	House of Robert Schumann, near Metz
	Pope's Palace Court, Avignon
<b>GREECE</b>	Acrópolis, Athens
	Knossos Palace
	Archaeological site of Poliochne
	Byzantine site of Monemvasia
<b>HUNGARY</b>	Royal castle of Esztergom

COUNTRY	SITE
	Szigetvar fortress
	The Reformed college and great church at Debrecen
	Royal palace of Visegrád
<b>ITALY</b>	Birthplace of Rossini
	Birthplace of Puccini
	Birthplace of Verdi
	Birthplace of Gasperi
	Ventotene Island
	Capitole Place in Roma
<b>LATVIA</b>	Historic centre of Riga
	Rundale Palace
	Town of Kuldiga
<b>LITHUANIA</b>	Mikalojus Konstantinas Ciurlionis' works
	Historical centre of Kaunas
	Zemaitija (lowlands) region and the Hill of Crosses
	Museum of Genocide Victims (1940-41) at Vilnius
<b>MALTA</b>	Catacombs of Rabat
<b>POLAND</b>	Gdansk Shipyards
	Hill of Lech at Gniezno (Cathedral, church, palaces, museum)
	Cathedral St Wenceslas and Stanislas, Krakow
	Town of Lublin
<b>PORTUGAL</b>	Braga cathedral
	Convent of Jesus at Setubal
	General library of the University of Coimbra
	Abolition of the death penalty
<b>ROMANIA</b>	Archaeological site of Istria

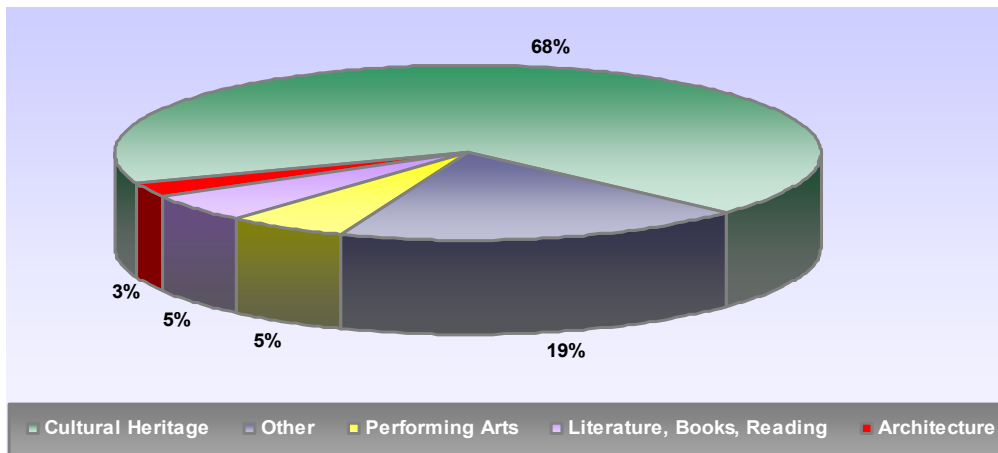
COUNTRY	SITE
	Cantacuzino Palace at Bucarest
	Roman Athenaeum at Bucarest
	Park Brancusi at Targu Jiu
<b>SLOVAKIA</b>	Pre Romanesque Ecclesiastical Architecture, St Margaret church, Kopcany
	The Castle of Červený Kameň
	The Barrow of General Milan Rastislav Štefánik at Bradlo
<b>SLOVENIA</b>	Memorial church of the Holy Spirit at Javorca
	Franja Hospital at Dolenji Novaki
	Zale Cemetery at Ljubljana
<b>SPAIN</b>	Crown Aragon Archive
	Yuste Royal Monastery
	Cap Finisterre
	Students Residence, Madrid
<b>SWITZERLAND</b>	Cathedral St Peter in Geneva
	Castle of La Sarraz
	Hospice of St Gotthard

## **Annex Four: Further statistical profile of respondents**

## Types of Activities of Organisations Responding

37 out of 220 respondents answered the question about the specific type of activities of the organisation they represented. However, of those who did respond, the biggest proportion reported that they were involved in cultural heritage activities, accounting for 68% of the total, with the remainder involved in activities including the performing arts, literature and architecture.

**Figure A1** The type of activities that organisations responding to the survey are involved in

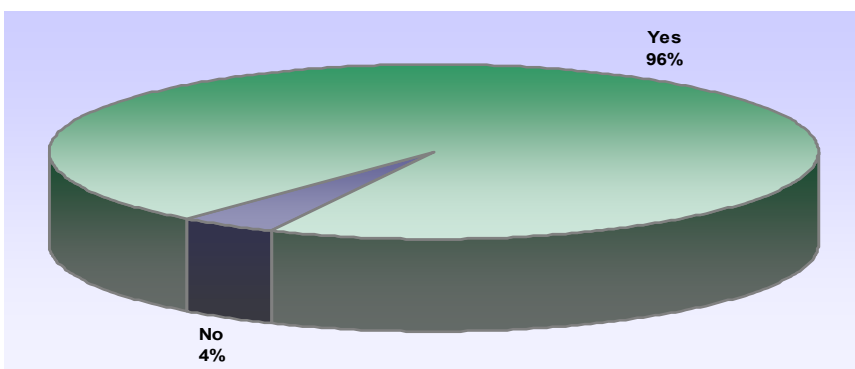


Source: European Commission: Directorate General for Education and Culture (2009)

## Competence of Respondents in the Heritage Sector

In total, 23 respondents answered the survey question about whether they had a 'competence' directly related to the heritage sector. Looking at the results below, it is evident that almost all respondents (96%) reported that they do indeed have a core 'competence' (i.e. some form of training or qualification) related to the heritage sector.

**Figure A2** Whether respondents had a 'competence' in the heritage sector

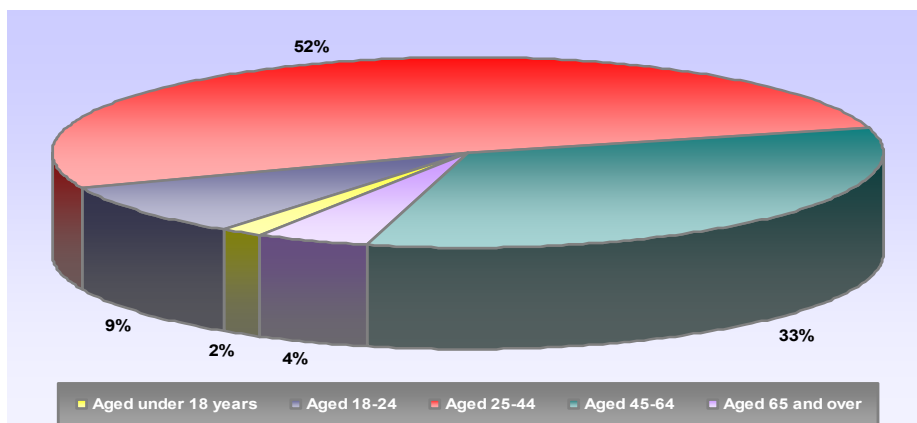


Source: European Commission: Directorate General for Education and Culture (2009)

## Age Range of Respondents

It is evident from the Figure A3 below that respondents to the online consultation cut across the age spectrum. Perhaps the most observable trend being that half (52%) of respondents to the online consultation who provided their age (in total 179 out of 220 respondents provided their age) were aged 25-44 years, a further 37% were aged 44 years or over, while only 11% stated that they were aged under 25 years. It is perhaps disappointing that the smallest respondent set were under the age of 18 (2%), considering the explicit objectives of the EHL to promote intercultural dialogue especially among young people.

**Figure A3 The age group of respondents**

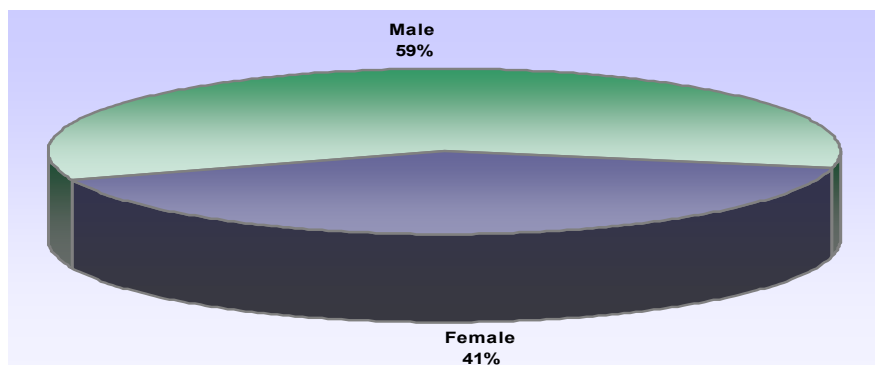


Source: European Commission: Directorate General for Education and Culture (2009)

## Gender of Respondents

With regards to gender, more online survey responses were received from male (59%) than female (41%) respondents, although it should be borne in mind that only 195 out of the 220 individuals who completed the online survey provided name and gender details, therefore these figures do not necessarily provide the definitive picture in terms of gender.

**Figure A4 Gender of respondents**



Source: European Commission: Directorate General for Education and Culture (2009)