

DGII/PAT/JEP(2021)012

17 November 2021

**European Heritage Label sites[[1]](#footnote-1)**

**Call for Project Proposals**

**Grant Award Procedure**

**Organised within the framework of the European Heritage Days   
joint action between the Council of Europe and the European Commission**

**TERMS AND CONDITIONS**

**For the submission of Project proposals**

1. **Introduction**

The [European Heritage Label](https://ec.europa.eu/programmes/creative-europe/actions/heritage-label_en) action implemented by the European Commission aims to strengthen **European citizens’ sense of belonging** to the European 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 to strengthen **mutual understanding and intercultural dialogue**. The Label is given to sites which have a strong symbolic European value and which highlight the common history of Europe and the building of the European Union (EU), as well as the European values and human rights that underpin the process of European integration. Since 2013, **48 sites** have been carefully selected based on their significant European value, the project proposed to promote their European dimension and their operational capacity to implement the project or work plan.

The[European Heritage Days](http://www.europeanheritagedays.com) are the most widely celebrated participatory cultural events shared by people living in Europe. With up to 70 000 events organised every year in the 50 European States signatory to the [European Cultural Convention](https://www.coe.int/en/web/conventions/full-list/-/conventions/treaty/018?module=treaty-detail&treatynum=018), and enjoyed by up to 30 million visitors, the European Heritage Days, as a joint action of the Council of Europe and the European Commission, represent a unique example of a grass-roots initiative organised and shared by millions of European citizens. Since their launch, the European Heritage Days have grown and evolved, not only in terms of the increasing number of participating countries and cultural heritage events organised every year, but also in their role in the development of cultural networks that stretch across Europe. For the past ten years, the focus of the European Heritage Days has been on community heritage and the extraordinary significance of a common vision to protect, promote and enhance shared heritage and common European values. The focus on people behind places has allowed the Programme to highlight the importance of the role of individuals in cultural heritage and the work communities are undertaking on local, regional, national and European levels.

1. **Objectives and priorities**
   1. **Objectives**

The [European Heritage Days](http://www.europeanheritagedays.com) as the [European Heritage Label](https://ec.europa.eu/programmes/creative-europe/actions/heritage-label_en) action contribute to 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 strengthening intercultural dialogue.

Based on that, the main objectives of the Call to European Heritage Label sites under the European Heritage Days are:

* Encouraging people, in particular young people, to engage with Europe’s cultural heritage and to reinforce a sense of belonging to the European common space.
* Identifying and promoting communities working with heritage in line with European values and with a long-term perspective of collaboration.
* Providing additional funding to European Heritage Label sites to support the development of their European Heritage Label project.
* Motivating and encouraging European Heritage Label sites to participate in the [European Heritage Days](http://www.europeanheritagedays.com).
  1. **Priorities**

In order to achieve these objectives, and in view to promote resilience and recovery from the Covid-19 pandemic, supported projects shall focus on one or more of the following priorities:

* 1. **Young audiences:** carry out people-centred activities, with a focus on the inclusion of young people, to promote the participation, engagement and cooperation between audiences and the local community**[[2]](#footnote-2)**.
  2. **Digital:** harness new technologies to enable digital transformation of the site, to provide access for all or reach new and wider audiences or smaller communities, as well as to facilitate networking opportunities.
  3. **Green:** contribute to accelerate the green transition by transforming places following the principles of sustainability, inclusion, aesthetics[[3]](#footnote-3) as well as through activities that promote biodiversity[[4]](#footnote-4). Promote sustainable cultural tourism.

The supported projects shall demonstrate a strong European Dimension, as defined by the European Heritage Days Joint Action, which could be developed around one or more of the following characteristics and/or activities:

1. **Multilevel collaborations:** local, regional, national and international, cross-frontier, transnational initiatives.
2. **Focus on links between heritage, history and culture as well as on the promotion of cultural diversity**: with emphasis on accessibility in its widest sense, in line with the texts adopted by the European Commission, the Council of Europe and UNESCO.
3. **Cooperation with partners:** exchange of ideas, best practices, goods, services and resources with different partners and stakeholders in European countries. For example, through **University or cultural cooperation** betweeninstitutions and organisations situated in different participating countries[[5]](#footnote-5)
4. Vision of **cultural heritage as a vector**: a value and resource for trust-building, community engagement and sustainable responsible partnerships.

This list is non-exhaustive, and applicants are invited to propose their own examples to demonstrate their understanding of the European Dimension.

Supported projects shall include a detailed description on how they plan to implement one or more of these priorities.

In addition to the specific features of the scheme and in compliance with the principle of subsidiarity, the support projects shall contribute to creating European added value as defined in Article 5 of [Regulation No 1295/2013 establishing the Creative Europe Programme.](https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0221:0237:EN:PDF)

* 1. **Targeted projects**

For the purpose of this Call, “*sites*” means monuments, natural, underwater, archaeological, industrial or urban sites, cultural landscapes, places of remembrance, cultural goods and objects and intangible heritage associated with a place, including contemporary heritage.

Examples of project outputs may include conferences, workshops, publications, performances, events, preservation and restoration work, films, exhibitions, digital apps, or educational resources (this list is non-exhaustive).

Purely illustrative examples of the kind of projects that can be supported within this Call include the following (please note this list is non-exhaustive):

* Cross-cooperation between different types of cultural heritage organisations (e.g. museums, libraries, film archives, heritage sites, civil society organisations etc.), cultural organisations and/or other cultural heritage stakeholders coming together to develop actions, aiming at promoting and developing the exchange of good practices on cooperation within a framework of creative experimentation and dialogue between the cultural heritage field and other creative sectors; encouraging the innovative reuse of cultural heritage, including for contemporary creation, interventions in the historical environment and the use of digital cultural heritage content by the creative sectors; as well as promoting and strengthening the use of culture and creativity to better preserve, present and interpret cultural heritage, capitalising on the creative industries' potential to improve the supply of cultural services through new higher added-value services.

Such activities can include different forms of exchange and collaboration, as well as peer learning activities, between European Heritage Label site managers, heritage professionals, artists and cultural operators in joint projects exploring cultural heritage through contemporary perspectives, including arts installations in public spaces or innovative arts projects surrounding heritage sites, helping communities to experience, understand and enjoy their surroundings anew, while fully respecting the integrity and authenticity of the sites. The activities should help the European Heritage Label sites in giving a European dimension to their activities, to develop sustainable cooperation with new partners in other countries and to reach broader audiences. The reach of such tools can be multiplied through the dissemination of best practices and recommendations and their dissemination at national or European scale, such as within the network of European Heritage Label sites.

* Cultural activities and/or exhibitions and/or performances travelling in different European regions and countries and focusing on exploring, documenting, disseminating and enhancing under-represented aspects of Europe's cultural heritage, as well as activities aiming at promoting positive values such as reconciliation, mutual respect, dialogue and intercultural understanding.

1. **Indicative timetable**

The indicative timetable for this call for proposals is:

|  |  |
| --- | --- |
| **Steps** | **Date and time or indicative period** |
| Publication of the call and direct invitation sent to all 48 European Heritage Label sites to submit an application | 17 November 2021 |
| Deadline for submitting applications | 17 January 2022 – midnight CET |
| Evaluation period | 4 weeks |
| Information to applicant European Heritage Label sites | February 2022 |
| Signature of grant agreement | February 2022 |
| Start date of the action | Between 1 March 2022 and 30 June 2022 |
| End date of the action | 31 January 2023 |
| End date of the reporting period | 28 February 2023 |

1. **Budget available**

As part of the [European Framework for Action on Cultural Heritage,](https://ec.europa.eu/culture/content/european-framework-action-cultural-heritage_en) adopted in December 2018, to secure the long term impact of the European Year of Cultural Heritage, and with a view to promoting synergies between European Heritage Label sites and the European Heritage Days programme, the maximum grant funds available within the scheme shall be **EUR 43 500**.

The **maximum grant per project** will be **EUR 14 500**.

It is expected to fund around three projects.

Co-funding of projects is mandatory and can take the form of staff, permanent equipment and/or core running costs.

1. **Admissibility requirements**

In order to be admissible, applications must be

* sent no later than the deadline for submitting applications referred to in section 3,
* submitted in writing using the Application form available in the Annex to this Call,
* drafted in one of the official languages of the Call (English or French).

Applicants shall be excluded from the grant award procedure where they:

1. have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
2. are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
3. have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
4. do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
5. are or if their owner(s) or executive officer(s), in the case of legal persons, are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at [www.sanctionsmap.eu](http://www.sanctionsmap.eu)).
6. **Eligibility criteria**
   1. **Eligible applicants**

In order to be eligible, applications must be submitted by European Heritage Label sites designated under the European Union action for the European Heritage Label, established through the Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011.

European Heritage Label sites which have received a grant through the European Heritage Days joint action between the European Commission and the Council of Europe during the past three years are not eligible for this Call.

* 1. **Eligible activities**

Eligible activities to be taken into consideration are the activities which intend to achieve the objectives and priorities set out in Section 2.4 *Priorities*.

* 1. **Implementation period**

Project activities shall begin before 30 June 2022 and be completed by 31 January 2023 at the latest.

In any case, activities shall not start before the signature of the Grant Agreement by the Council of Europe unless the applicant provides a prior justification accepted by the Council of Europe.

Applications for projects scheduled to be implemented for a longer period than the period specified in this Call will not be accepted.

The beneficiaries shall work with the European Commission and Council of Europe to ensure monitoring of the project and to deliver a mid-action draft narrative and financial report on the implementation of the grant.

1. **Award criteria**

Eligible applications will be assessed based on the following criteria:

|  |  |  |
| --- | --- | --- |
| Criteria | Definition | Maximum points |
| 1. Relevance | This criterion evaluates how the project implements the selected priorities (see section 2.4) | 30 |
| 1. Quality of the content and activities | This criterion evaluates how the project will be implemented in practice (quality of activities and deliverables, methodology, timetable, appropriateness of the budget) and how likely it will reach its objectives. | 30 |
| 1. Communication and dissemination | This criterion evaluates the project’s approach to communicating its activities and disseminating its results and to sharing knowledge and experiences within the network of European Heritage Label sites. The aim is to maximise the impact of the project results at local, regional, national and European level, and to ensure that the sustainability of the impact beyond the project’s lifetime. | 20 |
| 1. Quality of the partnership | This criterion evaluates the relevance of the involvement of the actors to the project as well as the extent to which the structure and the management of the project will ensure the effective implementation of the project. | 20 |

Within the limit of the available budget, applications obtaining the highest scores under each category will be selected.

To be considered for funding, proposals must score a **minimum quality threshold of 75/100 points.**

1. **Evaluation Committee**

The Evaluation Committee comprises three members: one coordinator appointed by the Council of Europe and two representatives appointed by the European Commission. The Evaluation Committee will select a minimum of three European Heritage Label sites to receive a grant of a maximum of €14 500 each.

To avoid any risk of conflict of interest, it is not permitted for applicants to contact a member of the Evaluation Committee directly on any issue linked to the Call for Project Proposals without going through the European Commission or the Council of Europe.

1. **Legal commitments**

In the event of a grant award by the Council of Europe, a grant agreement drawn up in euro and detailing the conditions and level of funding, will be sent to the European Heritage Label site manager, as well as the information on the procedure in view of formalising the agreement of the parties.

The Grant agreement will be issued by the Council of Europe and signed by both parties.

1. **Financial provisions**
   1. **Balanced budget**

The project proposal shall be accompanied by a summary expenditure plan for a budget of up to €14 500. For further information, please see Section 12. *Procedure for submission and selection of applications*. The budget must be drawn up in euros.

Applicants for whom costs will not be incurred in euros should use the exchange rate published on the Infor-euro website available at:

<http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm>

* 1. **Ineligible costs**

In addition to the ineligible costs as referred to in Article 7 of Appendix: Rule No. 1374 of 16 December 2015 on the grant award procedures of the Council of Europe, applicants must acknowledge that the grant cannot be spent entirely or to a large extent on permanent staff, permanent equipment or core running costs of the applicant. However, such costs can be declared as co-funding costs in support of the application.

* 1. **Calculation of the final grant**

The final grant amount is calculated by the Council of Europe at the time of the payment of the balance.

* 1. **Reporting and payment arrangements**

A pre-financing payment corresponding to 80% of the maximum grant amount will be paid upon signature of the grant agreement.

Payment of the balance corresponding to 20% of the maximum grant amount will be paid upon submission of a certified financial report, narrative report and credit advice slip from the bank confirming receipt of the 80% advance along with all supporting documents.

Grant recipients shall submit the short narrative report on the project’s activities, along with a completed and validated expenditure report template, no later than 28 February 2023.

The grant recipients are required to keep all original invoices and justifications for the amount spent within the grant. Any unspent amount will be returned to the European Heritage Days Programme budget at the end of the implementation period.

1. **Publicity**
   1. **Publicity by the beneficiary**

Beneficiaries shall clearly acknowledge the European Union’s and the Council of Europe’s contribution in all publications or in conjunction with activities for which the grant is used, and shall give prominence to the names and logos of the European Commission, the Council of Europe, the European Heritage Label and the European Heritage Days on all of their publications, posters, programmes and other products realised under the co-financed project.

To do this they must use the logo of the European Heritage Label and the following disclaimer:

*“This document has been produced using funds of a Joint Project between the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of the European Union or the Council of Europe”*

The visual identity guidance for the European Heritage Days logo can be found on page 29 of the programme’s [Handbook](http://www.europeanheritagedays.com/App_Documents/Publications.Photo/bba94ffb-9bb8-4e01-9d32-5978ca514136.pdf).



If this requirement is not fully complied with, the grant may be reduced in accordance with the provisions of the grant agreement.

* 1. **Publicity by the European Commission and the Council of Europe**

The European Commission and the Council of Europe may publish information related to the grants awarded on the respective websites of the European Heritage Label and the European Heritage Days.

* 1. **Communication and dissemination**

To maximise the impact, projects should present a strategy for communication and dissemination of their activities and results.

Beneficiaries are also strongly encouraged to promote their project outcomes through their own websites, social media channels and national and local press networks.

The European Commission and the Council of Europe may identify good practices and prepare relevant dissemination materials to be shared with National coordinators, policy makers and stakeholders in the Cultural and creative sectors.

Completed or ongoing projects shall be promoted by the European Heritage Days programme in the form of a newsletter and/or web article to be published on [www.europeanheritagedays.com](http://www.europeanheritagedays.com), as well as through European Heritage Days social media channels.

Through funded projects, the European Heritage Label sites will be invited to explore synergies with the European Heritage Days programme and transmit their knowledge to the European Heritage Days network.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the Council of Europe to share their experience with other participants and/or policy makers.

If this requirement is not fully complied with, the grant may be reduced in accordance with the provisions of the grant agreement.

1. **Processing of personal data**

The reply to any call for proposals involves the recording and processing of personal data (such as name, address and CV). Such data will be processed by the Council of Europe and the European Commission pursuant to the rules and regulations applicable to them.

Unless indicated otherwise, the questions and any personal data requested that are required to evaluate the application in accordance with the call for proposal will be processed solely for that purpose by the European Commission and the Council of Europe.

1. **Procedure for submission and selection of applications**
   1. **Invitation to submit an application**

All European Heritage Label sites[[6]](#footnote-6) currently listed under the European Union action by the time of the Call are invited to submit a **project proposal** and **budget proposal** using the Application form provided with this Call. The detailed **grant application** and **budget proposal** **form** will form part of the grant agreement signed between the European Heritage Label site and the Council of Europe.

* 1. **Submission of grant applications**

Applications shall be submitted in accordance with the admissibility requirements and the deadline indicated hereafter:

Applications shall be submitted to [Stories.EHD@coe.int](mailto:Stories.EHD@coe.int) **no later than Monday 17 January 2022 at midnight CET.**

No modification to the application is allowed once the deadline for submission has expired. However, if there is a need to clarify certain aspects or to correct clerical mistakes, the applicant may be contacted during the evaluation process.

Applicants will be informed in writing about the results of the selection process.

The administrative language of the Call for proposals is English. Applications shall be drawn up in one of the official languages of the Call (English or French).

* 1. **Notification and publication of the evaluation results**

Applicants will be notified in writing individually of the outcome of the evaluation procedure to the legal Representative of the European Heritage Label site at the latest six weeks after the application deadline.

It is the responsibility of the applicant European Heritage Label site to submit in the application the correct e-mail address of the Legal representative.

* 1. **Rules applicable**

Rule nº 1374 – Grant Award Procedures of the Council of Europe

* 1. **Cancellation of the call**

The European Commission and the Council of Europe reserve the right to cancel the European Heritage Label sites 2021-22 Call for Project Proposals at any point without any further justification and without paying compensation of any kind.

**Contacts**

For any further information, please contact either the Council of Europe European Heritage Days team at [Stories.EHD@coe.int](mailto:Stories.EHD@coe.int), or the European Commission’s European Heritage Label team at [EAC-EUROPEAN-HERITAGE-LABEL-COORDINATION@ec.europa.eu](mailto:EAC-EUROPEAN-HERITAGE-LABEL-COORDINATION@ec.europa.eu) .

**Annexes**

[**Annex 1 - Rule nº 1374 – Grant Award Procedures of the Council of Europe**](file:///R:\EUROPEAN%20HERITAGE%20DAYS\Projects\EHL%20Call\2021\Guidelines\Final%20for%20Publication\English\Annex%201%20-%20Rule%20No.%201374%20on%20Grant%20award%20procedures%20of%20the%20Council%20of%20Europe.pdf)

[**Annex 2 - Application form**](file:///R:\EUROPEAN%20HERITAGE%20DAYS\Projects\EHL%20Call\2021\Guidelines\Final%20for%20Publication\English\Annex%202a%20-%20European%20Heritage%20Label%20-%20Grant%20Application%20Form%202021-22.docx)**, including** [**Budget**](file:///R:\EUROPEAN%20HERITAGE%20DAYS\Projects\EHL%20Call\2021\Guidelines\Final%20for%20Publication\English\Annex%202b%20-%20European%20Heritage%20Label%20-%20Estimated%20Budget%20Form%202021-22.xlsx)

[**Annex 3 - Model Grant agreement**](file:///R:\EUROPEAN%20HERITAGE%20DAYS\Projects\EHL%20Call\2021\Guidelines\Final%20for%20Publication\English\Annex%203%20-%20Model_Grant%20agreement_Council%20of%20Europe.docx)

[**Annex 4 - Model Financial report**](file:///R:\EUROPEAN%20HERITAGE%20DAYS\Projects\EHL%20Call\2021\Guidelines\Final%20for%20Publication\English\Annex%204%20-%20Model_Financial%20report_Grant%20agreement.xlsx)

**\* \* \***

1. European Heritage Label sites designated under the designated under the European Union action for the European Heritage Label, established through Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011. [↑](#footnote-ref-1)
2. A study on 'Participatory governance of cultural heritage' has been published by the European Commission and can be found at: <https://publications.europa.eu/en/publication-detail/-/publication/b8837a15-437c-11e8-a9f4-01aa75ed71a1/language-en> [↑](#footnote-ref-2)
3. In line with the New European Bauhaus initiative: [COM(2021)\_573 (https://europa.eu/new-european-bauhaus/system/files/2021-09/COM%282021%29\_573\_EN\_ACT.pdf)](https://europa.eu/new-european-bauhaus/system/files/2021-09/COM%282021%29_573_EN_ACT.pdf) [↑](#footnote-ref-3)
4. In line with the Council of Europe [Convention on the conservation of European wildlife and natural habitats (Bern Convention) (coe.int)](https://www.coe.int/en/web/bern-convention?_sm_au_=iVVtWnJSVsMSFDZ5), [The European Landscape Convention (coe.int)](https://www.coe.int/en/web/landscape/the-european-landscape-convention) and [Recommendation CM/Rec(2018)3 of the Council of Europe Committee of Ministers to Member States on cultural heritage facing climate change: increasing resilience and promoting adaptation](https://search.coe.int/cm/Pages/result_details.aspx?ObjectId=0900001680791160)  (Adopted by the Committee of Ministers on 7 March 2018 at the 1309th meeting of the Ministers' Deputies) [↑](#footnote-ref-4)
5. This includes developing projects with the [eTwinning community for schools](https://www.etwinning.net/en/pub/index.htm) in Europe.

   eTwinning offers a platform for staff (teachers, head teachers, librarians, etc.), working in a school in one of the European countries involved, to communicate, collaborate, develop projects, share and, in short, feel and be part of the most exciting learning community in Europe. eTwinning is co-funded by the Erasmus+, the European programme for Education, Training, Youth and Sport. [↑](#footnote-ref-5)
6. European Heritage Label sites designated under the designated under the European Union action for the European Heritage Label, established through Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011. [↑](#footnote-ref-6)