



EUROPEAN
HERITAGE LABEL



2024 European Heritage Label Community
Call for Projects



Co-funded by
the European Union



EHLBUREAU



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1. Background

The European Heritage Label (“EHL”) has been launched by the European Institutions in 2013 to bolster European values and feelings of community among European people through the selection of Heritage Sites and memorial places of symbolic relevance to the European Project and its history.

EHL Sites bring to life the European narrative and the history behind it. They enhance the promotion of European values and offer valuable educational and awareness-raising activities, especially for young people.

In 2019, a call for support, and networking of EHL sites was launched under the Creative Europe Programme, with the aim of fostering networking and promoting capacity-building among EHL sites; this is also, in line with the recommendations stemming from the EHL mid-term evaluation.

The EHL 2020 Monitoring Report¹ and European Heritage Label 2021 Report² delved further into the adjustments that need to be carried out in the second decade of the EHL implementation and recommended extending the support to the EHL sites and Network to “reach an even higher level of integration and increased international recognition”.

Echoing this aim, some members of the European Heritage Label Expert Panel developed, in July 2021, a set of recommendations answering the strategy of ensuring the evolution of the EHL which included a call on the European Commission to reinforce the EHL’s capacity to manage the challenges of its growing significance and turning the EHL sites into “ambassadors of European significance.” The recommendations framed by the EU Panel span over the need to cover:

- support to local activities,
- the promotion of European significance,
- the integration of modern technologies, educational activities,
- synergies with the heritage network,
- communication operations,
- train-the-trainer programmes.

¹ [European Heritage Label Panel Report on Monitoring, 2020 \(europa.eu\)](#)

² [Report of the European Panel to the European Commission in application of Decision 1194/2011/EU of the European Parliament and of the Council of 16 November 2011 establishing a European Union action for the European heritage label - Publications Office of the EU \(europa.eu\)](#)



In 2023, the European Commission established the EHL BUREAU (March 2023-July 2026), an umbrella body which objectives are to: foster synergies among EHL stakeholders, develop the capacities of the EHL sites, promote the visibility of the Action. This call for proposals is an activity foreseen in the EHL Bureau work plan as agreed between the European Commission and GOPA PACE to provide financial support to the EHL Sites.

In the early stages of their work, the EHL Bureau has carried out an extensive consultation of EHL Sites, through field visits, online interviews and surveys. Several common needs among EHL Sites have emerged through these consultations:

- to strengthen the visibility of the EHL, both online and offline,
- to increase networking opportunities among EHL Sites to share information and know-how,
- to support the Sites in the co-creation of activities (to engage with new audience).

The EHL Bureau is implementing a Community of Practice (CoP) strategy with 3 areas of focus:

- (i) foster internal and external communication of the EHL and of the EHL Sites.
- (ii) develop capacities of the EHL members in relevant skills and activities.
- (iii) provide financial support to the EHL Sites to implement activities aiming at enhancing *“people’s, especially young people’s, understanding and appreciation of the EU shared and diverse heritage, and contributes to strengthening citizens’ sense of belonging to the EU³”*.

The strengthening of the EHL members around a community of practice implies the implementation of the different CoP features⁴ which will enable the EHL Sites to implement joint actions based on “a common concern, a set of problems, or an interest in a topic” between EHL Sites.

In this context, the EHL Bureau has launched this call for projects to support the EHL Sites in fulfilling both individual and group goals based on their current needs and priorities.

³ 2021 Creative Europe Monitoring Report

⁴ [The communities of practice playbook - Publications Office of the EU \(europa.eu\)](https://european-council.europa.eu/media/e3000420/1641464/1641464_en.pdf)



2. Objectives

2.1. General Objective

The general objective of the call is to increase through new initiatives and collaborative partnerships of EHL sites in a cross-border way, the European citizens' sense of belonging to the European Union.

2.2. Cross-cutting priorities and specific objectives

Cross cutting priorities:

As established during the 2024 EHL Forum (18.04.2024, Antwerp, Belgium), in a collaborative consultation with EHL Sites representatives, the EHL 2024 Call for Projects will resolve around the below cross-cutting priorities:

Each application must address at least one of the following cross-cutting priorities:

1. **Youth:** increasing youth interest in cultural activities and European integration history for them to develop a stronger sense of belonging to the European Union.
2. **Digital:** developing the Sites' capacities in using digital media to promote heritage and reach wider audiences.
3. **Climate change and Sustainability:** consolidating the transition of the EHL site in line with the green agenda; addressing ways on how EHL Sites can better adapt to climate transition / contribute to the European greening agenda.
4. **Citizenship:** further disseminating the European dimension of your Sites and promoting debate around the European heritage and integration within a wider audience.

In addition, each proposal should address at least one of the following **specific objectives**:

- a. **Visibility** - projects should aim at increasing the visibility of the EHL and of the Sites to a wider audience.
- b. **Networking** – projects should aim at creating opportunities for exchanging information, best practices and priorities between Sites.
- c. **Capacity Development** – projects should aim at developing capacities in EHL Sites to present their “stories” in a European context.
- d.



2.3. Activities and results

This Call intends to support a broad range of activities matching the identified cross-cutting priorities with the specific objectives. Projects submitted are invited to include diverse activities. The below list is a non-exclusive collection of potential activities for inspiration. Other types of activity are eligible.

Specific results and corresponding activities

- **Shared visibility and audience development actions:**
 - **Story telling** (novel ways to communicate, re-enactments, virtual and augmented reality tools).
 - **Exhibitions and/or performances** touring between different European regions.
 - **Communication material** and/or social media activities.
 - **Translations, interpretations** for audience-development.

- **Shared networking opportunities**
 - **Peer-to-peer initiatives** (residencies in another Site, work placements, exchanges of approaches / experiences on topics etc.)
 - **Event organization focusing on operational priorities.**
 - **Co-organization and Participation in joint events** as speakers.

- **Common educational opportunities and capacity-building**
 - Training of trainers.
 - Joint training materials production.
 - Joint collaboration with cultural heritage organisation (e.g. museums, libraries, film archives, heritage sites, civil society organisations etc.).
 - Joint exchanges and conferences:
 - subject-related (literary, social, scientific etc.).
 - skills-related (press relations, social media, fundraising).
 - audiences-engagement skills (very young children, people with disabilities, teenagers).



Cross cutting priorities and corresponding activities

1. Youth

- Education materials [games] for young audiences
- Youth Ambassadors scheme
- Training for guide on young audiences
- Youth competition
- Youth or cross-generational co-curated activities

2. Digital

- Immersive cross-borders exhibition
- Video Game or AR/VR tool for audience development
- Digitization of collections

3. Climate change and Sustainability

- Doughnuts economy models for EHL sites
- Green Charter for EHL sites
- Cross borders exhibition
- Conferences cycle

4. Citizenship

- Conference Cycle
- Dedicated exhibition
- Youth engagement competition

Ineligible activities:

- Activities listed in the Site's EHL Application and its action plan.
- Activities funded under the European Heritage Days call for EHL Sites.
- Activities which concern and benefit only one EHL Site.

Throughout the project and at its end, Applicants will be asked to make available to the European Commission and EHL Bureau communication materials of the implemented activities that can be shared across the network of EHL Sites, to inspire others and encourage longer-term collaboration.



3. Calendar of the call and of the projects

The indicative calendar of the call is set out as follows:

Steps	Deadline
Launching of the call	July 17 th 2024
Training and information Sessions*	<p>General information:</p> <ul style="list-style-type: none"> • July 24th (10:00 CET) • July 31st (10:00 CET) <p>On project development:</p> <ul style="list-style-type: none"> • August 6th (10:00 CET) • August 13th (11:00 CET) <p>On result-oriented approach:</p> <ul style="list-style-type: none"> • August 16th (10:00 CET) <p>On budget development:</p> <ul style="list-style-type: none"> • August 28th (11:00 CET) • September 11th (11:00 CET)
Submission of the application by EHL Sites	September 30 th 2024 (18:00 CET)
Award notification	November 15 th 2024
Grand Agreement Signature	December 1 st 2024
Project start	December 15 th 2024
Project end	December 15 th 2025

* The EHL Bureau will plan additional information sessions in September which will be communicated at the latest by August 31st.



4. Admissibility requirements to submit the application

- **The application consists of 2 parts:**
 - o Part 1 – Description of project.
 - o Part 2 – Budget.
- Each site can submit up to 2 applications.
- Applications must be submitted using the **templates provided in Annex 1** of this call.
- For each application, a leader should be designated. The Lead Applicant should sign the Grant Agreement and be responsible for other partners.
- **Language:** the applications should be submitted **in any of the EU official languages**. In case of submission in any other EU languages, and should no English transcript be enclosed the Evaluation Committee would use the European Commission’s Machine Translation system “eTranslation” to translate the application.
- Applications must be written entirely in a single EU language.
- **Submission:**
 - o Via email to grants@ehl-bureau.eu
 - o Subject “Application - 2024 EHL call for projects”
 - o Deadline: **September 30th 2024 (18:00 CET)**.
 - o 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 (via e-mail sent from grants@ehl-bureau.eu) about the results of the evaluation process;
- The administrative language of the call for proposals is English.



5. Eligibility

- Applicants (coordinator and partner(s)) must be one of the current 67 European Heritage Label Sites⁵;
- Applicants may be rejected if they fall under one of the exclusion criteria listed in Annex 2;
- Applications must be submitted by at least 2 EHL Sites;
- Activities funded through the grants can take place only in EU countries.

6. Budget

The maximum budget available under this call is **300.000 euros**.

Each project should have a maximum budget of **30.000 euros**.

Each Site can receive a maximum contribution of 30.000 euros which can be split across a **maximum of 2 different projects**.

Each Site can request a maximum contribution of 20.000 euros per application, considering the maximum total contribution of 30.000 euros per site under this Call.

The amount requested should be organized as per the template in Annex 1 Part 2. There is no minimum financial amount per partner or per category.

7. Eligible costs

Applications must include a detailed estimated budget presented in Euro. Applicants established outside the Euro zone must use the conversion rates corresponding to the date of publication of the present call for projects. The conversion rates are published by the European Commission's official monthly accounting rate for the euro. The information is available at the following link: https://commission.europa.eu/funding-tenders/procedures-guidelines-tenders/information-contractors-and-beneficiaries/exchange-rate-inforeuro_en

⁵ European Heritage Label Sites 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.



The EHL Bureau can only provide financial support in Euro, and applicants should be aware that exchange rate risks are carried by the applicant Sites.

Expenditure must include the estimated eligible costs corresponding exclusively to the implementation of the project.

The categories of eligible costs are as follows:

- Direct cost 1 - Personnel costs including employees and natural persons under direct contract;
- Direct cost 2 - Subcontracting costs;
- Direct cost 3 - Purchase costs including travel and subsistence; and other goods, works and services (e.g. venue rental or printing material, consumables). To calculate travel, accommodation and subsistence costs, the application budget needs to refer to specific unit costs as defined by the European Commission (Decision C(2021)35). All applicable unit costs can be consulted on the European Commission's decision (check Annex 4);
- Indirect costs are a maximum flat-rate of 7% of the eligible direct costs (personal costs, subcontracting costs and purchase costs).

The following costs are considered as not eligible:

- Costs not incurred during the duration of the project;
- Debts and debt service charges (interest);
- Provisions for losses, or potential future liabilities;
- Activities that are affiliated directly with/or supportive to political and/or religious agendas;
- Purchases of equipment, land or buildings;
- Currency exchange losses;
- Costs related to permanent staff, or core running costs of the applicant which are not directly related to the project;
- Bonuses included in costs of staff; customs and import duties, or any other charges;
- Fines, financial penalties and expenses of litigation;
- Taxes, including VAT (except when it is non-recoverable under national VAT legislation might be eligible.)



8. Payment

Payments are made to the lead applicant of the project - who is responsible for allocating the budget to the different partners as per the budget template. The payment procedures are established in the contract between the awarded Sites and the EHL Bureau (GOPA PACE). Payment of the grant will be made in a first instalment and a final instalment (the balance). The amount of the first instalment payment is 70%, while 30% of the funds (the balance) will be disbursed after the approval of the final technical and financial report.

9. Implementation and Reporting

The implementation time of the project should last **a maximum of 12 months from the date of signature of the contract with the awarded Sites**. In any case, project activities should not start before the EHL Bureau (GOPA PACE) has signed the contract with the awarded Sites.

Beneficiaries are expected to deliver at least:

- A final report, at the latest one month after the completion date.



10. Award criteria

The score of each application will be based on the following 4 criteria described below.

Criteria	Definition	Maximum points
1. Relevance	This criterion evaluates the degree to which: - the project' specific objective (see section 2.2) corresponds to the general objective of the call.	30
2. Operational Capacity	This criterion evaluates the degree to which the project implementation fulfils the project specific objective: - quality of activities and deliverables, - timetable, - appropriateness of the budget, - communication and dissemination.	40
4. Quality of the partnership	This criterion evaluates the degree to which the project partnership is: - relevant to the project objectives, - balanced between project partners' roles and responsibilities, - technically capable to implement the project activities.	30

After the evaluation, a table will be drawn up listing the applications ranked according to their score. The highest scoring applications will be provisionally selected until the available budget for this call for project is reached.



For applications with the same score, priority order will be determined according to the following approach:

- The ex-aequo applications will be prioritized according to the scores they have been awarded for the criterion “Relevance”.
- When these scores are equal, priority will be given to the geographical scope of the applications. Preference will be given to applications with a geographical scope under-represented in the selected applications.

11. Evaluation Committee

The Evaluation committee will be **chaired by the EHL Bureau** and will be **composed of three independent experts** with knowledge of the European Union and cultural heritage. The European Commission may participate as observer.

12. Questions & Answers

Topic	Modality
To submit a question	All EHL Sites can submit their questions to the EHL Bureau via grants@ehl-bureau.eu
To receive the answer	The EHL Bureau will reply individually to each question upon reception. A list of questions and answers will be circulated frequently to all EHL Sites.
Information session	The EHL Bureau will organize online sessions to explain the call to the EHL Sites. Each session will be recorded for better access and provided access to all interested parties. These information sessions will be organized between July 2024 and September 2024. The exact dates are defined on section 3. Calendar.



13. Publicity

13.1 Publicity by the beneficiary

Beneficiaries shall clearly acknowledge the EHL Bureau and EHL'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 Union, EHL Bureau and European Heritage Label on all their publications, posters, programmes and other products realised under the co-financed project. Files and templates will be provided by the EHL Bureau.

On every communication and dissemination material produced with the awarded funding, the awardees may display the logos and the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or The European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them."

13.2 Publicity by the European Commission and the European Heritage Label Bureau

The European Commission and the European Heritage Label Bureau may publish information related to the grants awarded on the respective websites, newsletters and social media platforms of the European Commission and of the EHL Bureau.

13.3 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 EHL Bureau may identify good practices and prepare relevant dissemination materials to be shared with National Coordinators, policy makers and stakeholders in the cultural heritage and creative sectors.



Completed or ongoing projects shall be promoted by the European Heritage Label Bureau in the form of a newsletter and/or web article to be published on www.ehl-bureau.eu and on EHL Bureau social media.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the European Heritage Label Bureau to share their experience with other participants and/or policy makers. Awarded Sites are expected to provide timely project updates and communication materials for this use.

14. 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 EHL Bureau (GOPA PACE) and the European Commission pursuant to the rules and regulations applicable to them.

By submitting an application, you are consenting to the processing of your personal data by the EHL Bureau (GOPA PACE).

Unless indicated otherwise, any personal data requested that is required to evaluate the application in accordance with the call for proposals will be processed solely for that purpose by the European Commission and the EHL Bureau (GOPA PACE). Please refer to our annex 3 Privacy Statement.

Contacts

For any further information, please contact the EHL BUREAU at grants@ehl-bureau.eu.



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