

## EUROPEAN HERITAGE AWARDS / EUROPA NOSTRA AWARDS 2020

### CALL FOR ENTRIES

The European Heritage Awards / Europa Nostra Awards (previously the European Union Prize for Cultural Heritage / Europa Nostra Awards) was launched in 2002 by the European Commission as part of the Culture Programme, which has now been succeeded by the Creative Europe Programme.<sup>1</sup> Since its launch, Europa Nostra, the Voice of Cultural Heritage in Europe, has been responsible for running this awards scheme on the basis of its long experience in publicly recognising individual or joint excellence in the field of cultural heritage at a European level.

The Awards are granted annually to identify and promote best practices in the conservation of tangible and intangible cultural heritage, to stimulate the trans-frontier exchanges of knowledge and experience throughout Europe, to enhance public awareness and appreciation of Europe's cultural heritage, and to encourage further excellent initiatives through the power of example.

Outstanding heritage achievements will be awarded in the following **categories**:

- **Conservation**
- **Dedicated service by individuals or organisations**
- **Research**
- **Education, training and awareness-raising**

Criteria for the assessment and selection of entries include: excellence in the work executed and preliminary research conducted, respect for artistic, cultural and social value, setting, authenticity, integrity as well as the European dimension<sup>2</sup> of the entry. Its innovation, sustainability, interpretation and presentation, educational work, funding and management, social responsibility, and audience development will also be considered. Entries can be related to tangible, intangible<sup>3</sup> or digital heritage<sup>4</sup>. They can be ranging on a scale from small to large, from local to European and international.

The European Heritage Awards / Europa Nostra Awards will honour up to 30 outstanding heritage achievements from all parts of Europe every year. The number of awards each year will depend on the type and quality of entries received.

Among the winners, four projects (one per category) will be selected as Grand Prix winners and one will receive the Public Choice Award following an online vote conducted via the Europa Nostra website.



In addition, two new **ILUCIDARE**<sup>5</sup> Special Prizes will be awarded in 2020 and 2021 from among the submitted applications. ILUCIDARE is a project funded by the European Union's Horizon 2020 Research and Innovation Programme with the aim of fostering heritage-led innovation and diplomacy. ILUCIDARE will contribute to the European Heritage Awards / Europa Nostra Awards by identifying and promoting best practices in cultural heritage-led innovation and diplomacy.

<sup>1</sup> Countries eligible for the European Heritage Awards/Europa Nostra Awards are those taking part in the Creative Europe programme of the European Union. These Awards receive funding from the Creative Europe programme. Please consult the section 'Who may submit an entry?' on page 3 of this document for those countries eligible for the Europa Nostra Awards only.

<sup>2</sup> The European dimension may refer to: Collaboration between organisations or individuals in two or more European countries on a particular project; Contribution to developing a sense of European identity or European social cohesion; Enrichment and deepening of symbolic meanings and aesthetic values drawn from European tradition.

<sup>3</sup> Intangible cultural heritage, as defined by the UNESCO, refers to practices, representations, expressions, knowledge and skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognise as part of their cultural heritage (inter alia oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe and traditional craftsmanship). Source: [UNESCO](https://www.unesco.org/en/ich)

<sup>4</sup> For more information on Digital Culture and Digitisation visit <https://ec.europa.eu/digital-agenda/en/digital-culture>

<sup>5</sup> ILUCIDARE is a project funded by the European Union's Horizon 2020 research and Innovation Programme, under Grant Agreement No. 821394.

**Closing date: 1 October 2019** (last date of sending)

**For more information: [awards@europanostra.org](mailto:awards@europanostra.org)**

**Download an entry form: [www.europeanheritageawards.eu/apply](http://www.europeanheritageawards.eu/apply)**

## CONDITIONS OF ENTRY

Select the most appropriate category and submit one entry form only per project or field of work. The project/entry may be submitted to one category only. If you are not sure which category is the most appropriate for your project, please contact [awards@europanostra.org](mailto:awards@europanostra.org) or +31 70 302 40 52.

### Areas covered

- Moveable heritage: collections or single works of art or objects of historic significance
- Architectural heritage: single buildings or groups of buildings in a rural or urban setting
- Building additions or alterations, or new building projects within historic areas in urban and rural settings
- Industrial and engineering heritage structures and sites
- Cultural landscapes, including historic urban environments or townscapes, city or town squares and streetscapes, historic parks and gardens, larger areas of designed landscape or of cultural, environmental and/or agricultural significance
- Archaeological sites, including underwater archaeology
- Intangible heritage

### Categories

#### Conservation

*Outstanding achievements in the conservation, enhancement and adaptation to new uses of cultural heritage in any of the above-mentioned areas.*

- Projects should have involved outstanding restoration or conservation of a structure or site, its adaptation to new or existing uses, building additions or alterations, or new design in conservation areas.
- The building / site / work(s) of art must be accessible to the public. Buildings or sites that are regularly used by large numbers of people, for instance schools or office premises, are considered accessible; private buildings or sites that are regularly open to visitors are considered accessible.
- The projects may include an interpretative display for cultural or educational purposes.
- Completed phases of large-scale projects are eligible. Entrants should state in the description how the phase relates to the project as a whole, and indicate the overall project's expected completion date.
- The projects must have been completed within the past three years: October 2016 - October 2019.

#### Research<sup>6</sup>

*Outstanding research and knowledge transfer projects which lead to tangible effects in the conservation and enhancement of cultural heritage in Europe in any of the above-mentioned areas.*

- Studies, digitisation projects, scientific publications, results of research/applied research and/or pilots, development of innovative methodologies, techniques, models and tools leading to the increase of knowledge, preservation and/or the enhancement of Cultural Heritage which have been completed within the past three years (October 2016 - October 2019) may be submitted.

Note: If the study is preliminary research carried out before a now completed intervention, submit the entry as a Category Conservation project only.

#### Dedicated service by individuals or organisations

*Open to individuals or organisations whose contributions over a long period of time (minimum 10 years) demonstrate a high degree of devotion coupled with excellence in the protection, conservation and enhancement of cultural heritage (relating to any of the above-mentioned areas) in Europe and far exceeding normal expectations in the given context. The contribution should be of a standard which would be considered outstanding in the European context and may have a European impact.*

- Entries must be nominated by a third party only; nominations may not be submitted by a family member of a nominated individual or by a member / employee of a nominated organisation
- Nomination of an artist may not be accepted

<sup>6</sup> This definition is valid for the 2020 and 2021 editions of the European Heritage Awards / Europa Nostra Awards during which the ILUCIDARE Special Prizes will be awarded.

## Education, training and awareness-raising

*Outstanding initiatives related to education, training and awareness-raising in the field of tangible and / or intangible cultural heritage (in any of the above-mentioned areas), to promote and/or to contribute to the sustainable development of the environment.*

The initiative should be:

- Sufficiently advanced to have led to tangible results: ongoing or future activities must be in evidence
- Exemplary, sustainable and applicable in other parts of Europe
- Innovative and creative
- Interactive and participatory
- Reaching beyond the usual academic framework

They should also have a professional basis, reach a large audience and promote social inclusion, intercultural and intergenerational dialogue, as well as active community engagement.

The activities should be related to education or training, or be a combination of the two. They can also be solely awareness-raising initiatives (e.g. innovative and interactive media-projects, campaigns, etc).

**The educational activities** should also have a sound educational method to familiarize the public with tangible and/or intangible heritage, creating acceptance and support for the built environment and the sensitisation of non-experts. The initiative should result in greater respect for the tangible and/or intangible cultural heritage.

**The training activities** should also be based on a sound pedagogical method, and should provide knowledge of historical construction and technical skills, interdisciplinary cooperation, mastering of processes in restoration and reconciliation of historical and modern technology. They should result in increased self-esteem and confidence in the participants.

**The awareness-raising activities** should actively increase the community's understanding and relationship with tangible and/or intangible heritage and issues concerning its conservation and sustainable development. The initiative should be innovative and participatory, promoting public awareness, increasing community participation and building capacity.

All initiatives should result in local support, building a sense of place, identity and ownership.

## Who may submit an entry?

- Entries for the **European Heritage Awards / Europa Nostra Awards** may be submitted from all countries that take part in the Creative Europe Programme of the European Union<sup>7</sup>. The following countries are eligible for the **Europa Nostra Awards** only: Andorra, Azerbaijan, Belarus, Faroe Islands, Israel<sup>8</sup>, Liechtenstein, Monaco, San Marino, Turkey, Russia and Switzerland. Entrants to the European Heritage Awards / Europa Nostra Awards and the Europa Nostra Awards are eligible for the ILUCIDARE Special Prizes. All entrants should make sure to use the correct form when applying.
- Entries may be submitted by anyone closely connected to the entry, as long as they have obtained permission from the owner of the building or site, author / owner of the study / project, or nominee, prior to submission.
- Entries may be re-submitted one time only, with the necessary additional documentation.
- Entries that have previously received a Special Mention of the Jury may not re-apply in the same category.

## Entry Dossiers

- Entrants should complete and submit the entry form and make sure all required documentation is included. Please follow carefully the "Dossier requirements" for the appropriate category when preparing your dossier. Non-compliance will result in the elimination of the entry and it will not be submitted to the jury.
- Dossiers must be submitted in English or French only.
- Entry forms must be typed (handwritten applications will not be accepted).
- Entry forms may not be submitted in capital letters.
- All parts of the entry form should be filled in.

<sup>7</sup> For the updated list of the eligible countries [www.europeanheritageawards.eu/apply](http://www.europeanheritageawards.eu/apply)

<sup>8</sup> Faroe Islands and Israel are also eligible for the Europa Nostra Awards given the fact that they are signatories of the Horizon 2020 programme.

- Entries must be supported by
  - a minimum of three (3) letters of recommendation in category Dedicated Service
  - a maximum of three (3) letters of recommendation in all other categories of entry.
- Receipt of the entry dossier will be acknowledged by the Europa Nostra International Secretariat by email only.
- Dossiers will not be returned, but instead will be filed in the Europa Nostra archives.

### Selection procedure

- All entries will be assessed by a local expert prior to the jury meeting. Assessors will submit their assessment report to the juries. Entrants may be contacted by the assessor ahead of preparing this report.
- The award-winning entries will be selected by a European jury of independent experts appointed by the Europa Nostra Board.
- The four Grand Prix laureates will be selected by the Europa Nostra Board in close consultation with the chairs of the four juries (one jury per category).
- Entrants will be informed of the decision of the jury via e-mail. The decisions of the jury are final. Correspondence may not be entered into regarding the decision of the jury. No feedback on the project can be provided.
- Representatives of all winning entries will be invited to attend the European Heritage Awards Ceremony where they will be presented with their awards.

### Awards

- All winning entries will receive an award certificate as well as a wall plaque.
- In addition, the four winners of a Grand Prix (chosen from among the laureates of the European Heritage Awards / Europa Nostra Awards) will receive a monetary award of €10,000. Winners of the Europa Nostra Awards are not eligible for the Grand Prix.

### Publicity

- Award winners must respect the media embargo, until such time that they are advised by the Europa Nostra International Secretariat to announce the news. This is in order to maximise the effect of the announcement of the total list of laureates.
- The award-winning achievements will be widely publicised throughout Europe.
- Award winners will endeavour to achieve local and national media coverage of their Award (after the embargo has been lifted).
- Award winners are expected to provide Europa Nostra with additional photo material for PR purposes upon notification of the jury decision, if necessary. All photo material provided must be copyright free for Europa Nostra's use for publicity and other uses; photo credits will be noted on request.
- Award winners are expected to organise, in consultation with the Europa Nostra Secretariat and after the European Heritage Awards Ceremony has taken place, a Local Award Ceremony to present their award to those involved in completing their project and the local community, and to promote their achievement at national level.
- Owners or those responsible for the winning projects are requested to place the awarded bronze plaque in-situ, in a visible location.

## ILUCIDARE SPECIAL PRIZES

During the editions 2020 and 2021 of the European Heritage Awards / Europa Nostra Awards, two ILUCIDARE Special Prizes per year will be awarded (one for cultural heritage-led innovation and one for cultural heritage-led diplomacy) as part of the Horizon 2020<sup>9</sup> project with the same name that promotes heritage as a resource for innovation and international cooperation. It aims to make heritage-led innovation and diplomacy in Europe an example for sustainable development and international cooperation through diverse collaborative actions.

The dedicated website of ILUCIDARE is <https://ilucidare.eu/>

The winners of these prizes will be selected from among the submitted eligible entries to the four categories of the European Heritage Awards / Europa Nostra Awards. There will be no overlap of winners of the European Heritage Awards / Europa Nostra Awards and the winners of the ILUCIDARE Special Prizes.

## Areas covered

### Heritage-led innovation:

Heritage-led innovation builds on the implementation of a cutting-edge idea or method that results in an improvement for users. The basis of the innovation process is new knowledge, which is often an intersecting of disciplines and needs. The innovation is either tested by the practitioners and larger society, or is ready for a larger upscaling towards the market.

The applications for ILUCIDARE can include new services, networks or training, cutting-edge products, business or governance models, techniques, signature processes or new heritage-led commodities such as branding or narratives. The scope of the applications can include economic, social, technological, ecological or legal innovations.

Applications for ILUCIDARE can consider three categories of heritage-led innovation, taking into account the diverse roles heritage can play in relation to innovation as well as its interaction with other sectors:

1. *Heritage-driven innovation*: innovations that are based on the specific needs of heritage assets (due to their unique values, materials, design techniques or characteristics) and also become available for other sectors.
2. *Assimilation of innovation*: innovations developed in other fields or sectors that can be applied to heritage assets in order to generate knowledge, new uses, improvement of preservation, enhance decision-making or support their management
3. *Heritage as resource*: Heritage at large or specific heritage assets generate new ideas or knowledge, are the basis for innovation processes or kick-start new interdisciplinary and cross-sectoral collaborations leading to innovation in various fields.

### Heritage-led diplomacy:

Heritage-led diplomacy and international cooperation build on the relevance of heritage and of shared past heritage to foster international cultural relations, peace building, reconciliation, social cohesion, multicultural dialogue, better mutual understanding, human and economic development across nations and communities. Not only involving governmental actors at all levels (national, regional and local), heritage-led diplomacy also includes a broader array of non-state stakeholders such as individuals, entrepreneurs and NGOs, operating for instance in architectural preservation, social development or post-disaster reconstruction. Heritage-led diplomacy is therefore about multidimensional and multi-stakeholders cultural exchanges, beyond states and international bodies.

Applications to ILUCIDARE can consider two main types of heritage-led diplomacy:

1. *Heritage-driven diplomacy* whereby heritage and its governance are put at the centre of diplomatic processes, recognising their broader political, social, cultural and economic impacts for bi and multilateral relations, transnational cooperation and reconciliation.

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<sup>9</sup> [Horizon 2020](#) is the the EU Framework Programme for Research and Innovation

2. *Heritage within diplomacy* whereby the preservation of heritage acts as a political tool in state-led foreign policy or locally-led initiatives, in the context of promoting better mutual understanding and exchanges or conflict resolution and recovery in developing countries.

The applications for ILUCIDARE are encouraged to highlight ongoing partnerships between several countries.

Access to the full definitions on the ILUCIDARE website: <https://ilucidare.eu/about/heritage-led-innovation-and-diplomacy> .

## Selection procedure

The procedure for selection of the winners of the ILUCIDARE Special Prize will have five phases:

1. All submissions to the European Heritage Awards / Europa Nostra Awards 2020 and 2021 are automatically evaluated also for the ILUCIDARE Special Prizes unless the entrant clearly mentions in the dedicated section of the entry form that the project is not eligible.
2. **Local assessors** will evaluate submissions to the European Heritage Awards / Europa Nostra Awards 2020 and 2021. The assessment form will include an evaluation section on the eligibility of the projects for the ILUCIDARE Special Prizes.
3. An **ILUCIDARE Jury** will be formed by up to 8 members appointed by each one of the partners of the ILUCIDARE Consortium. One member of the newly formed ILUCIDARE Jury will join each of the four Juries of the European Heritage Awards/ Europa Nostra Awards
4. Each of the four **Juries** of the European Heritage Awards / Europa Nostra Awards will select shortlisted candidates for cultural heritage-led innovations and cultural heritage-led diplomacy according to the selection criteria.
5. The shortlisted projects will be evaluated by the **ILUCIDARE special jury** which will decide on the 2 final winners.

## Awards and publicity

1. The winners of the ILUCIDARE Special Prizes will be awarded at the European Heritage Awards Ceremony.
2. The winners of the ILUCIDARE Special Prizes will receive:
  - An ILUCIDARE trophy
  - A certificate
  - An invitation to actively participate in one of the ILUCIDARE high level events with covered costs (travel and accommodation), where they will have the opportunity to present their projects and network with the ILUCIDARE community.
  - Tailored mentoring provided by the Partners of the ILUCIDARE Consortium to ensure the visibility of the awarded projects in the long-term and facilitate the upscaling of the selected achievements.
3. Winners of the ILUCIDARE Special Prize should align their publicity and communication efforts with those of the ILUCIDARE project, for example, by including the logo of the project.



**Horizon 2020**

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 821394*



## 1. How we use personal information

Personal data provided to Europa Nostra will be collected and processed for the following purposes:

- Administration of the Awards scheme
- Research and statistical analysis
- Communication about our activities and projects
- Newsletters and e-mail campaigns
- Invitations to events (co-)organised by Europa Nostra, such as the annual congress, general assembly or heritage awards ceremonies taking place in your region/country
- Communication about other heritage-related matters
- Registration for Europa Nostra events

Personal data collected and processed by Europa Nostra may be shared with the following groups:

- Europa Nostra employees
- Jury members and application assessors

Also under strictly controlled conditions:

- Board and Council members of Europa Nostra
- Europa Nostra Country Representations
- The European Commission
- Auditors
- Advisors
- [Partners](#) of H2020 ILUCIDARE project
- Cloud-based services such as [Google Cloud](#) and [SendinBlue](#)
- IT Services Providers

Europa Nostra does not sell or share your personal information to other organisations. You remain in control of how we communicate with you (surface mail, email and/or phone). You can update your choices by contacting us at [awards@europanostra.org](mailto:awards@europanostra.org).

## 2. Accessing your personal data

You have the right to ask us, in writing, for a copy of all the personal data held about you. A copy will be sent to you as soon as possible and not later than 40 days after your request. If you would like to access your personal data held by us, please apply in writing to Europa Nostra:

Europa Nostra  
Lange Voorhout 35  
2514 EC Den Haag, The Netherlands

## 3. Updating and amending your personal information

If you want to update or amend your personal data or preferences please write to:

Europa Nostra  
Membership  
Lange Voorhout 35  
2514 EC Den Haag, The Netherlands

**Note: the supervisory authority is the Dutch Data Protection Authority (Autoriteit Persoonsgegevens)**