



European Commission  
Culture Programme



## EUROPEAN UNION PRIZE FOR CULTURAL HERITAGE/ EUROPA NOSTRA AWARDS 2012

### APPLICANT'S GUIDE - Category 4-

### CONDITIONS OF ENTRIES

#### **Category 4: EDUCATION, TRAINING and AWARENESS-RAISING**

*Outstanding initiatives related to education, training and awareness-raising in the field of tangible cultural heritage (in any of the below-mentioned Category 1 areas), to promote and/or to contribute to the sustainable development of the built environment.*

- *Architectural Heritage: single buildings or groups of buildings in rural or urban setting.*
- *Building additions or alterations, or new building projects within historic areas.*
- *Industrial and engineering structures and sites.*
- *Cultural landscapes: 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.*
- *Works of art and collections: collections of artistic and historic significance or old works of art.*

The projects should be:

- ongoing and sufficiently advanced to have led to tangible results
- exemplary, sustainable and applicable in other parts of Europe
- innovative and creative
- interactive and participatory
- programmes beyond the usual academic framework

They should also have a scientific base, reach a large audience and promote social inclusion, intercultural and inter-generational dialogue, as well as active citizenship.

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

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

**The educational projects** should also have a sound educational method to familiarize the public with the tangible heritage, creating an acceptance and support for the built environment and sensibilisation of non-experts. The project should result in a change of mindset related to the tangible cultural heritage.

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

## General Information for completing an Application

The deadline for submission is 1 October 2011 (date of sending). This means that the last day on which to post the submission is 1 October 2011.

Entries must be submitted in English or French. No other language will be accepted.

### Some information for filling in the entry form

#### Title of the project

- In English or French
- No longer than 60 characters
- In case your project will be selected, we might use this title for publications and communication

#### Brief description of the project (200 words max.)

We ask you to provide a text describing the importance of your project and a description of the object in question in a maximum of 200 words. In this description, please include the following pieces of information:

- The title of the project
- The location of the project
- The dates of the project
- The overall aims of the project and the target audience
- A brief description of the phases of the project
- The final results of the project

You can use the following text as an example of how to write the Brief Description:

*The Cultural Awareness Foundation developed this heritage education programme in collaboration with pedagogues, psychologists, art historians and educators. Targeting elementary school children in Istanbul, Cultural Ants is an original education model that utilises cultural values as an intellectual stimulant. In this model, with the aim of raising children's awareness and sensibility to cultural heritage, specially-trained university student volunteers show children Istanbul's historical sites and provide information about the city's historical heritage in an active and entertaining fashion.*

*As the children are at the age of being most receptive to positive stimulus coming from older youth, efficiency and permanence of knowledge transferred to the children is better sustained. In addition, often coming from the most socio-economically disadvantaged families, these children may perceive the educated youth as role models. Through this model, the project is also able to reach families who are in most need for stronger integration into urban life.*

#### Start (and Completion) date of the project

Please state the start date of the project and what it is (if there is) a proposed deadline for the completion of the project. The project should be ongoing.

#### Entrant

- The entrant will be the **only** contact person with Europa Nostra for any communication
- He/she has to be aware of all the details of the project
- Please fill in the **direct** email address and telephone number
- The entrant is responsible for any communication with other participants
- Entrant and Project leader can be the same person

#### Photographs

- The same photographs (up to 25) must be submitted both printed (as part of the dossier) and digital (high and low resolution)
- Please submit photographs that show the project
- All printed illustrations should be clearly labelled and captioned.

#### Digital files:

- Please send photos as individual jpeg/tiff files
- Please send a separate document that clearly labels the photos sent. Each photo must have a caption to explain what it is. The photo itself must not have any text. The text must be supplementary.
- Please send the same photos in both high (300dpi) and low (150dpi) resolutions. Please send these photos on separate CD ROMs meaning that there should not be a mix of both high and low resolutions on one CD ROM

#### CD ROMs

- Please submit 3 CD ROMs
  - 1 CD ROM must contain high resolution (300dpi ) photos. These should be in jpeg or tiff format only.
  - 2 identical CD ROMs must contain low resolution (150dpi) photos in jpeg format only.
- The CD ROMs should include:
  - A completed entry form and any additional information, including drawings and designs as a single PDF file. **Each CD ROM should contain an identical digital copy of the paper dossier (entry form, drawings and photos in low resolution) that you have submitted.**
  - Photographs according to the above specifications

#### Declarations

1. **Declaration by entrant** should include the entrant's signature and date of signing. Please also state whether this is the first time the project has been entered for a European Union Prize for Cultural Heritage / Europa Nostra Award or whether it is a resubmission. If it is a resubmission, please write the previous registration number and title of the project.
2. **Declaration by project leader** should include the project leader's signature and date of signing.
3. **Declaration by photographer** should include the photographer's signature and the date of signing.

#### Additional information

A modest amount of additional or larger supplementary information may be sent but it cannot be guaranteed that the Jury will study it. This material may be in other languages.