



Creative  
Europe



## EUROPEAN UNION PRIZE FOR CULTURAL HERITAGE / EUROPA NOSTRA AWARDS 2015

### CALL FOR ENTRIES

The European Union Prize for Cultural Heritage was launched in 2002 by the European Commission as part of the implementation of the Culture Programme, which has now been succeeded by the Creative Europe Programme. This year, Europa Nostra, the Voice of Cultural Heritage in Europe, was reappointed to run 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 European Union Prize for Cultural Heritage / Europa Nostra Awards is 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**
- **Research and digitization**
- **Dedicated service by individuals or organisations**
- **Education, training and awareness-raising**

Criteria for the assessment of entries include excellence in the work executed and preliminary research conducted, as well as respect for artistic, cultural and social value, setting, authenticity and integrity. Special attention will also be paid to sustainability, interpretation and presentation, educational work, funding and management, social responsibility, and audience development. Entries can be on a scale ranging from small to large, local to international, and should display a standard of work considered outstanding in a European context.

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

Up to seven projects will be selected as Grand Prix winners and one will receive the Public Choice Award through an online vote conducted via the Europa Nostra website.

#### **For further information:**

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**Closing date: 15 October 2014**

**Download an entry form: [www.europanostra.org](http://www.europanostra.org)**

## CONDITIONS OF ENTRY

Select the most appropriate category and submit one entry form only per project or field of work. If you are not sure which category is the most appropriate for your project, please contact Mrs. Elena Bianchi, Heritage Awards Coordinator, at [eb@europanostra.org](mailto:eb@europanostra.org) or +31 70 302 40 58.

### Areas

- 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
- Intangible cultural heritage<sup>1</sup>

### 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 restoration or conservation of a structure or site, its adaptation to new 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: September 2011 - September 2014

#### Research and digitization

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

- Studies, digitization projects, results of research and / or scientific publications which have been completed within the past three years (September 2011 - September 2014) 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.

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<sup>1</sup> *Intangible cultural heritage as practices, representations, expressions, as well as the knowledge and skills 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](http://www.unesco.org)*

## Dedicated service by individuals or organisations

*Open to individuals or organisations whose contributions over a long period of time (minimum ten (10) years) demonstrate 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; organisations cannot be nominated by a member or an employee who functions within the nominated organisation
- Entries must be supported by three letters of recommendation from persons other than the nominator

## 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 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
- Reaching 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 community engagement.

The projects should be related to education or training, or the combination of the two. They can also be solely awareness-raising projects (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 building.

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

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

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

## Who may submit an entry

- Entries may be submitted from all countries that take part in the Creative Europe Programme of the European Commission<sup>2</sup>
- 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 of the study, or nominee, prior to submission

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<sup>2</sup> For the updated list of the eligible countries <http://www.europanostra.org/apply-for-an-award-2015/>

- Entries may be re-submitted one time only in the same category, with the necessary additional documentation

## 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, as non-compliance will result in the entry being disqualified and not submitted to the jury
- All dossiers must be submitted in English or French only
- All submitted entry forms must be typed (hand-written applications will not be accepted)
- Receipt of the entry dossier will be acknowledged by the Europa Nostra secretariat
- 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 recommendations to the juries
- The award-winning entries will be selected by a European jury of independent experts designated by the Europa Nostra Board
- The seven Grand Prix laureates will be selected by the Europa Nostra Board in close consultation with the chairmen of the four juries
- Entrants will be informed of the decision of the jury by 28 February 2015, via e-mail. The decisions of the jury are final and correspondence may not be entered into regarding the decision of the jury
- Representatives of all winning entries will be invited to attend the European Heritage Awards Ceremony in Oslo (Norway) on 11 June 2015, where they will be presented their awards

## Awards

- All winning entries will receive a certificate
- All winning entries in category "Conservation" will receive one bronze wall plaque
- All winning entries in the other categories will receive one bronze statue
- Winners of a Grand Prix will receive a monetary award of € 10 000, in addition to the above-mentioned

## Publicity

- Award winners must respect the media embargo stated on their notification of winning an Award, until such time as advised by the Europa Nostra secretariat. This is in order to maximise the announcement of the total list of laureates
- Award-winning achievements will be widely publicised throughout Europe
- Award winners will endeavour to achieve local media coverage of their Award (after the embargo has been lifted), and will provide the Europa Nostra secretariat with a list of their local media contacts
- 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 the national level
- Owners or those responsible for the category "Conservation" winning projects are obliged to place the awarded bronze plaque in-situ, in a visible location