



Creative
Europe



PRESS RELEASE

Finland celebrates success of 'Adopt a Monument' programme in the European Heritage Awards

Tampere, 9 September 2016 - The ceremony for the programme 'Adopt a Monument', a Grand Prix winner of the EU Prize for Cultural Heritage / Europa Nostra Award 2016, Europe's highest honour in the field, was held today at the Museum Centre Vapriikki in Tampere. Around 100 people, including dozens of heritage volunteers, professionals and supporters and several representatives from local and national institutions, gathered to celebrate this tremendous heritage achievement from Finland. 'Adopt a Monument' has been developed by the Pirkanmaa Provincial Museum in the Tampere region since 2008. The Awards' Jury considered the programme as "a creative way to actively involve local communities in the preservation of their heritage" and "an example to the rest of Europe". The ceremony opened a full-day seminar on social participation in heritage protection organised by the Museum Centre Vapriikki.

Graham Bell, Council Member of Europa Nostra, Europe's leading heritage organisation, presented the Grand Prix of the European Heritage Awards for the education and awareness raising programme 'Adopt a Monument' to **Tuija-Liisa Soininen**, Head of the Cultural Environment Unit of the Pirkanmaa Provincial Museum.

"For over 50 years Europa Nostra has been holding up a cultural mirror to society to reflect all over Europe what makes and matters to society. The European Union Prize for Cultural Heritage / Europa Nostra Award for 'Adopt a Monument' celebrates what it has achieved, but also that it enhances all of us," stated Graham Bell in his address.

"This Award is about what people are *doing* together. It celebrates how people across Europe are responding to the challenge to preserve traditions, not just buildings; to invest in the next generation, not just the next project. The distinction of 'Adopt a Monument' is as an example that can apply in any community where there is a will and support," noted the Council Member of Europa Nostra.

This remarkable heritage accomplishment for the country also received high praise from **Benito Casagrande**, Deputy Chair of Europa Nostra Finland.

In her opening remarks, **Anna-Kaisa Heinämäki**, Deputy Mayor of the City of Tampere, congratulated all those involved in the project on winning Europe's most prestigious heritage award and paid tribute to the programme's team for its remarkable work and passionate commitment.

The ceremony for the programme 'Adopt a Monument' set the ground for a full-day public seminar entitled 'Doing Together'. Following the presentation of the project by monuments caretakers and Tuija-Liisa Soininen, Head of the Cultural Environment Unit at the Pirkanmaa Provincial Museum, experts in various fields presented and discussed topics related to cultural heritage and collective maintenance.

Janne Vilkuna, Chair of the Finnish Local Heritage Federation and Professor at the University of Jyväskylä, **Suzie Thomas**, Community Archaeologist and Lecturer at the University of Helsinki, **Maunu Häyrynen**, Professor in Landscape Studies at the University of Turku, and **Sirkku Pihlman**, PhD, Researcher at the University of Turku, were among the speakers.

Today's events mark the success of the 'Adopt a Monument' project in the **EU Prize for Cultural Heritage / Europa Nostra Awards 2016** and is organised in the framework of the **European Heritage Days**, two initiatives supported by the **Creative Europe programme of the European Union**.

Photos in high resolution of the Ceremony can be download at this link

<https://www.dropbox.com/sh/ymys1ptxly2kbzs/AACGVfbYFvL2hXKCZBDL20Tna?dl=0>

Background

The [European Union Prize for Cultural Heritage / Europa Nostra Awards](#) was launched by the European Commission in 2002 and has been run by Europa Nostra ever since. It celebrates and promotes best practices related to heritage conservation, research, management, voluntarism, education and communication. In this way, it contributes to a stronger public recognition of cultural heritage as a strategic resource for Europe's economy and society. The Prize is supported by the Creative Europe programme of the European Union.

Since 2002, independent expert juries have selected **426 award-winning projects** from **34 countries**. A total of **95 Grand Prix** of €10,000 have been presented to outstanding heritage initiatives, selected from among the award-winning projects.

The EU Prize for Cultural Heritage / Europa Nostra Awards has further strengthened the capacity of the heritage sector in Europe by highlighting best practices, encouraging the cross-border exchange of knowledge and connecting various stakeholders in wider networks. It has also brought major benefits to the winners, such as greater (inter)national exposure, follow-on funding and increased visitor numbers. In addition, it has raised awareness of our shared heritage amongst the general public while highlighting its intrinsic European character. The Prize is therefore a key tool to promote Europe's heritage.

[Applications](#) for the 2017 edition of the Awards can be submitted by **1 October 2016**.

[Europa Nostra](#) is the pan-European federation of heritage NGOs which is also supported by a wide network of public bodies, private companies and individuals. Covering 40 countries in Europe, the organisation is the voice of civil society committed to safeguarding and promoting Europe's cultural and natural heritage. Founded in 1963, it is today recognised as the most representative heritage network in Europe. **Plácido Domingo**, the world-renowned opera singer and conductor, is the President of the organisation. Europa Nostra campaigns to save Europe's endangered monuments, sites and landscapes, in particular through 'The 7 Most Endangered' programme. It celebrates excellence through the EU Prize for Cultural Heritage / Europa Nostra Awards. It also contributes to the formulation and implementation of European strategies and policies related to heritage, through a structured dialogue with European Institutions and the coordination of the European Heritage Alliance 3.3.

[Creative Europe](#) is the new EU programme to support the cultural and creative sectors, enabling them to increase their contribution to jobs and growth. With a budget of €1.46 billion for 2014-2020, it supports organisations in the fields of heritage, performing arts, fine arts, interdisciplinary arts, publishing, film, TV, music, and video games as well as tens of thousands of artists, cultural and audiovisual professionals. The funding allows them to operate across Europe, to reach new audiences and to develop the skills required in the digital age.

CONTACTS

City of Tampere/ Museum Services Pirkanmaa Provincial Museum

Tuija-Liisa Soininen
+358 040 5201282
tuija-liisa.soininen@tampere.fi

Europa Nostra

Joana Pinheiro
Communication Coordinator
jp@europanostra.org
+31 70 302 40 55
+31 6 34 36 59 85

TO FIND OUT MORE

<http://adoptoimonumentti.fi/juhlaseminaari>
<http://www.facebook.com/adoptoimonumentti>
<http://twitter.com/adoptoimonument>

www.europanostra.org
<https://twitter.com/europanostra>
www.flickr.com/photos/europanostra/albums
www.youtube.com/user/EuropaNostraChannel