

**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
**#EuropeForCulture**

GUIDELINES FOR LABELLING OF INITIATIVES

November 2017

**2018 will be the European Year of Cultural Heritage.** The overall objective of the Year is to encourage the sharing and appreciation of Europe's cultural heritage, to raise awareness of our common history and values, and to reinforce a sense of belonging in a common European space. The Year will have its own visual identity, comprising a logo, a slogan and a hashtag (see below).

**Initiatives<sup>1</sup>** may be eligible to use the Year's label if they take place **between 7 December 2017** (which marks the official launch of the Year at the European Culture Forum in Milan) **and 31 December 2018**, and contribute to **achieving one or more of the objectives of the Year, as laid down in [Decision \(EU\) 2017/864](#) of the European Parliament and of the Council of 17 May 2017 on a European Year of Cultural Heritage (2018):**

The **general objectives** of the European Year:

- Cultural heritage as a pivotal component of cultural diversity and inter-cultural dialogue
- Cultural heritage's contribution to the economy
- Cultural heritage as an element of the relations between the EU and third countries

The **specific objectives** of the European Year:

- People-centred, inclusive, forward-looking, more integrated, sustainable and cross-sectoral approaches to cultural heritage
- Innovative models of participatory governance and management
- Debate and research on the quality of conservation, safeguarding, innovative reuse and enhancement of cultural heritage
- Cultural heritage accessible to all
- Research and innovation for cultural heritage, statistics
- Synergy between cultural heritage and environment policies
- Regional and local development strategies and sustainable tourism
- Skills and knowledge management and transfer in the cultural heritage sector
- Cultural heritage as a source of inspiration for contemporary creation and innovation
- Education and lifelong learning
- Intercultural dialogue, post-conflict reconciliation and conflict prevention
- Research and innovation in relation to cultural heritage
- Preventing the illicit trafficking of cultural goods
- Focus on 2018 events that have a symbolic importance for Europe's history and cultural heritage

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<sup>1</sup> The types of initiatives that can be awarded the EYCH2018 label are defined in Art. 3 of Decision(EU) 2017/864;

The label grants the right to use the Year's visual identity, including:

1. The logo, available in twenty-two languages and five colours (and a monochrome version)
2. The slogan **Our heritage: where the past meets the future**
3. The hashtag **#EuropeForCulture**



**IMPORTANT:** Filling in a request form and/or receiving permission from the relevant authority are both compulsory prerequisite steps to using the European Year of Cultural Heritage's brand for events and projects. Such permission can be granted:

- At the **European level**, by the European Commission and by the members of the EYCH Stakeholders Committee
- At **Member State level**, the rules for labelling of initiatives/events will be defined by the EYCH National Coordinators in each country

Please note that any organisations found using the EYCH label for their initiatives/events without following these guidelines will be invited to remove it, pending submission of a request form and decision to award the label.

### **What are the criteria for being able to use the EYCH label?**

The main criterion for awarding the EYCH label is the requesting initiative's relevance to the EYCH objectives. The initiative should address one or more of the objectives of the EYCH, as defined in Article 2 and 3 of [Decision \(EU\) 2017/864](#).

In line with the Year's objectives, the initiative should promote the sharing of knowledge and experiences, by following an inclusive and participatory approach and/or facilitating engagement of citizens and stakeholders.

Ideally, initiatives should have a short, medium and/or long-term impact, with outputs extending to a wide and diversified audience.

### **Who awards the 2018 EYCH label?**

The awarding body is determined by two conditions: how the activity/project/event/initiative is funded, and whether it is initiated by the EU or at Member State/regional/local levels. Projects from private entities could also be awarded the EYCH label, if they answer the objectives of the Year. Depending on their geographical coverage, the decision will be taken either by the Commission or the National Coordinators. The following list provides a breakdown of the eligible actions and the respective awarding entity:

► **The initiative is implemented by the services of the Commission or other European institutions:**

The Commission decides upon the award of the label; the main criterion is whether the initiative addresses the EYCH objectives.

► **The initiative geographically involves several EU countries:**

If the initiative benefits from EU funding, the label can be awarded by the Commission. If it receives national/regional, etc., funding, the EYCH label is awarded by the lead country/ the country having initiated the project, who informs the project partners, or by the relevant member of the EYCH Stakeholders Committee (see below). If the initiative received no EU funding nor public funding at national/regional or local level, the label can be awarded by the Commission.

► **The activity involves partners from different EU Member States and is implemented by civil society organisations:**

Members of the EYCH Stakeholders Committee can award the label for the activities implemented by members of their respective networks, provided that the activity has a clear European dimension, involves several European partners and responds to the objectives of the Year. In case of doubt, the European Commission and/or National Coordinators will be consulted.

- ▶ **The initiative takes place at the Member State/regional/local level and benefits from national/regional/local-level funding:**

The EYCH label is awarded by the EYCH National Coordinator or a designated body in the relevant Member State, in accordance with the national procedures.

- ▶ **The initiative involves non-EU countries, but an organisation in a Member State is in the lead:**

The National Coordinator or a designated body in the relevant Member State decides upon the award of the label, in accordance with the national procedures.

- ▶ **The initiative takes place in a non-EU country, but an organisation in a Member State is in the lead:**

The National Coordinator or a designated body in the relevant Member State, in accordance with the national procedures, decides upon the award of the EYCH label.

**Important:** The EYCH label is not available to initiatives taking place entirely outside the EU.

### **What type of activity can use the EYCH label?**

In line with Decision (EU) 2017/864, the following activities are eligible to carry the EYCH label:

- Initiatives which promote debate and raise awareness of the importance and value of cultural heritage as well as facilitate engagement with citizens and stakeholders;
- Information, exhibitions, and/or education and awareness-raising campaigns;
- Sharing of positive experiences and best practices among representatives of national, regional and local administrations and other organisations, in addition to the dissemination of information;
- Undertaking studies and research and innovation activities, in addition to the dissemination of their results on a European or national scale; and/or,
- The promotion of projects and networks connected to the European Year, including via media and social networks.

More concretely, the activities can include, for example: cultural events or performances, along with media and launch events, exhibitions, shows; information, education or awareness-raising campaigns; festivals, including film festivals; conferences, symposia, forums debates; studies and surveys; training sessions/workshops; research activities; visits

and exchanges; as well as digital projects. This list is not exhaustive of all the actions potentially eligible to use the label.

**Is the label only available to publicly funded initiatives or can privately sponsored initiatives also use it?**

In principle, all projects can be awarded the EYCH label, as long as they meet the EYCH objectives. However, the final decision to award the label lies with the National Coordinators for the Year, the members of the Stakeholders' Committee and the European Commission.



EUROPEAN COMMISSION  
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