

European Year of Cultural Heritage 2018:

How to Request the Label of the Year

**About the EYCH 2018 Label**

2018 is the **European Year of Cultural Heritage** (EYCH 2018). 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 has its own visual identity, comprising a logo, a slogan and a hashtag.

Initiatives 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 one of the official “stakeholders” for the European Year, **ICOMOS** has received the right to use the label for our activities in 2018. More importantly, ICOMOS is entitled to grant the EYCH label to European projects implemented by its **members, National Committees, International Scientific Committees, institutional members or partners** (on the basis of the [Guidelines for Labelling of Initiatives produced by the European Commission](https://ec.europa.eu/culture/sites/culture/files/eych-label_award-guidelines_en.pdf)).

The [Guidelines for Labelling of Initiatives](https://ec.europa.eu/culture/sites/culture/files/eych-label_award-guidelines_en.pdf) should be read in conjunction with the [Visual Identity Toolkit](https://europa.eu/cultural-heritage/toolkits/visual-identity-guidelines-english_en) and the [Terms and Conditions](https://europa.eu/cultural-heritage/sites/eych/files/eych_toolkits-terms-conditions_december-final.pdf).

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

1. The logo, available in 22 languages and 5 colours (and a monochrome version)

2. The slogan **Our heritage: where the past meets the future**

3. The hashtag **#EuropeForCulture**

**Eligibility**

You can apply to ICOMOS for the EYCH 2018 label if:

* you are a **member, National Committee, International Scientific Committee, institutional member or partner** of ICOMOS
* AND you are **implementing a cross-border project** that responds to the objectives of the EYCH 2018 (as outlined in the request form, see page 3).

Please note:

*If you are implementing a* ***cross-border project that is******EU-funded****, you should* ***apply to the European Commission****.*

*If you are implementing a* ***national, regional or local project****, you should* ***apply to the national coordinator*** *for the EYCH in your country. Please see the attached list of EYCH national coordinators.*

**How to apply for the label**

Members, National Committees, International Scientific Committees, institutional members or partners of ICOMOS are invited to provide information about their project by filling in the application form and returning it to the ICOMOS International Secretariat via email: [eych2018@icomos.org](mailto:eych2018@icomos.org).

**Requests must be submitted at least 1 month prior to the event.**

The International Secretariat will inform ICOMOS National Committees of accreditation requests for events taking place in their country. If the event is not organised by the National Committee, the NC will be asked to respond to the International Secretariat within 2 weeks of receipt of information. After two weeks, a lack of response from the National Committee will be interpreted as a positive response.

**How to follow the official communication campaign for the EYCH 2018**

* Learn more on the official website: <https://europa.eu/cultural-heritage/>
* Sign up for the official newsletter of the European Commission: <https://europa.eu/cultural-heritage/sign-be-updated>
* Follow the European Commission on social media:
  + Creative Europe [Facebook](https://www.facebook.com/CreativeEuropeEU/) and [Twitter](https://twitter.com/europe_creative)
  + [European Commission Instagram](https://www.instagram.com/europeancommission/)
  + use the hashtag **#EuropeForCulture**
* Download additional promotional material (including factsheets, toolkits and posters) on the official website, available in many languages: <https://europa.eu/cultural-heritage/toolkits_en>

**Request Form for the Label of the Year**

**This form applies to cross-border/European projects only. For initiatives and events taking place at national, regional and local levels, please contact the national coordinator in your country.**

MANDATORY INFORMATION

**ABOUT THE INITIATIVE**

1. Title of activity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Date and venue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Short description of the activity (type of activity, objective and outreach): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Which of the general or specific objectives of the Year does the activity address? (please tick one or more relevant boxes)

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

**ABOUT THE APPLICANT ORGANISATION**

5. Name of the organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Organisation website/blog: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Legal status of the organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Contact person:

First and Last Name:

Telephone number:

E-mail:

\* Can the contact person's data be published/communicated?

Yes

No

**ADDITIONAL INFORMATION** (facultative)

*The information provided in this request form will be used to monitor the implementation of the Year and its evaluation.*

9. Type of activity (please select all the options that apply):

Cultural event or performance

Media event, launch event

Exhibition, show

Information, education or awareness-raising campaign

Festivals, including film festivals

Conference, symposium, forum, debate

Study, survey

Training/ workshops

Research activities

Visit, exchange

Digital projects

Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Main target group(s) (please select options that apply):

General audience

Cultural heritage professionals

School children

Young people

Older people

Hard to reach (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. Is this a new, temporary or one-off activity, specifically developed for EYCH? (N.B.: This is not an award criterion; for information purposes only).

Yes, it is new for EYCH 2018 (and will continue beyond the Year)

Yes, it is temporary for EYCH 2018 (only during the Year)

Yes, it is a one-off (single activity/event during the Year)

No, it is ongoing (existed or planned prior to EYCH 2018)

12. Location(s) of the activity

Please specify the locality/ies (e.g. city, town, village, park, site): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Region/s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country/ies: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

13. Partner(s) involved in organising the activity:

From your country: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

From other EU country/ies: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

From countries outside the EU: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

14. Date of the activity (please specify start date and end date)

Start date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. Number of people expected to be reached

Up to 100 people

100 to 250

250 to 500

500 to 1000

Over 1000

Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

16. Is funding for the activity already secured?

Yes, EU funding

Yes, Public funding at national level

Yes, Public funding at regional level

Yes, Private funding (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No