EUROPEAN UNION PRIZE FOR CULTURAL HERITAGE / EUROPA NOSTRA AWARDS 2018

APPLICANT'S GUIDE
Category Education, Training and Awareness-Raising

CONDITIONS OF ENTRY

Category 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 below-mentioned areas), to promote and / or to contribute to the sustainable development of the 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
- Intangible cultural heritage[1]
- Digitisation projects of cultural heritage[2]

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 participation.

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).

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[1] *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*

[2] For more information on Digital Culture and Digitisation please visit https://ec.europa.eu/digital-agenda/en/digital-culture

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.

General Information

The deadline for submission of dossiers is 1 October 2017 (last date of sending).

Entry dossiers may be submitted in either English or French. No other language will be accepted.

Only the official 2018 Entry Forms provided through the Europa Nostra website (in English or French) will be accepted.

For a complete entry dossier:

● Fill in all sections of the entry form
● Include photographs with captions
● When all the sections of the dossier have been completed, create a pfd file of the entry form (including photographs and authorisations)
● Create one (1) digital folder containing:
   o the pdf file of the complete entry form
   o two (2) separate folders with the photographs; one folder must contain photos in **high** resolution and one in **low** resolution (see section "Photographs" below for more information)
● Copy the digital folder into a usb flash drive
● Print the complete entry dossier and bind it
● Send the printed dossier together with the digital dossier by post to Mrs. Elena Bianchi, Programmes Coordinator, Lange Voorhout 35, 2514 EC, The Hague, The Netherlands
● The deadline for sending the dossier is **1 October 2017**. This means that the last day to post the dossier is 1 October 2017, as indicated by the post office / courier's stamp

Important information for completing the entry dossier

Title of the project

● Please provide two (2) titles: one in the original language and one in English
● The titles should be no longer than 60 characters (letters) each
● In case your project is selected for an Award, we might use this title for publications and communication, therefore please make it as short, clear and representative of the project, as possible

<u>Start (and completion) date of the project</u>

- Indicate the start date of the project
- Indicate the completion date (in the case that the project was recently finished or has a proposed deadline for its completion (e.g. Campaign)

Please note that the project should be sufficiently advanced and ongoing at the time of the application.

For digitisation projects only:

- The project completion date should be within three (3) years prior to the deadline for submission of entries (between September 2014 and September 2017)
- If there is still a part of the project that is incomplete, please state what that is and whether there is a proposed deadline for its completion. Start of the project can be prior to 2014.

<u>Brief description of the project (maximum 150 words)</u>

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 150 words. Europa Nostra might use this text for the publication on award-winning projects and / or any other communication purposes. In this description, please include the following pieces of information:

- Title of the project
- Location of the project
- Dates of the project
- Overall aims of the project
- Brief description of the phases of the project
- 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.

<u>European dimension of the project</u>

2018 is the European Year of Cultural Heritage. On this occasion, the Jury of each Category will give Special attention to any European dimension in a project.
Among such dimensions that may be taken into account are:
- Collaboration between organisations or individuals in two or more European countries on a particular project.

- Contribution to a developing sense of European identity or European social cohesion.
- Enrichment and deepening of symbolic meanings and aesthetic values drawn from European tradition.

Entrant

- The entrant will be the **only** contact person with Europa Nostra for all communication
- The entrant has to be aware of all the details of the project
- The entrant should provide a **direct, valid** email address and telephone number (please do not provide a general email address, e.g. info@...)
- The entrant is responsible for any communication with other parties involved in the project
- Entrant and project leader can be the same person

Photographs

- You can send up to 25 photographs to support your dossier
- Please submit only essential photos that detail the project, people involved or any other relevant aspects
- Photos should ideally be in both landscape and portrait formats
- Photos in colour are preferred
- Photo-collages of two or more photos will not be accepted
- Photos should not be sent as .pdf files or incorporated in a .doc file
- All photos should be clearly captioned in the entry dossier
- All photos must be included both in the printed dossier and in the pdf file of the dossier (incorporated in the relevant section)
- All photos must be also included in the digital folder as **individual** jpeg or tiff files (see section "Digital photo folders" below)

Digital files:

- In the USB flash drive, create two (2) photo folders and name them "low res" and "high res" respectively
- Select the photos you wish to send. Please make sure that you send the same photos in low and high resolution
- Place the low resolution photos in the "low res" folder and the high resolution photos in the "high res" folder; the size of the high resolution photos should be between 2MB – 10MB each photo
- Include a separate document with captions that clearly explain each photo sent; the caption should serve as a short title and indicate whether it is before, after or during the restoration
- The photo itself must not have any text, logo or any other external element written on it
- Photo files should not include symbols (e.g. ©) or special characters that are not used in the English language (e.g. ø, ç). Ideally, photo titles should include a number and / or a keyword, and be accompanied by a document explaining each caption (e.g. 1_SummerSeminar)

Note: It is very important that we receive the best and most representative photos of your project in high resolution and preferably in the indicated sizes. The photos may be used for communication purposes in the future, therefore it is necessary that they are good quality, a good size and that they are suitable for printing.

Digital folder - USB flash drive

Please submit your digital entry dossier in a usb flash drive. The usb should include:

- The pdf file of the complete entry dossier (including photos)
- One (1) folder containing **low resolution photos** in jpeg format
- One (1) folder containing **high resolution photos** (size 2MB - 10MB**) in jpeg or tiff format**

Declarations

1. **Declaration of Entrant** should include the entrant's signature and the date of signing

2. **First submission / resubmission:** please 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(s) and title of the project (e.g. HA-2014/NL/01, National Museum)

3. **Declaration of Project Leader** should include the project leader's signature and the date of signing

4. **Copyright authorisation by Photographer** should include the photographer's signature and the date of signing. If there is more than one photographer, please enter all names and signatures separately, and indicate which photos belong to whom. If the photographer's details are not available, please indicate the person who has the rights to the photos

Supplementary material

A modest amount of supplementary material may be sent but it cannot be guaranteed that the jury will study it. This material may be also sent in other languages.