



## EUROPA NOSTRA AWARDS 2021

### CALL FOR ENTRIES

The Europa Nostra Awards are granted annually to identify and promote best practices in the conservation of tangible and intangible cultural heritage, to stimulate the trans-frontier exchange 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 are awarded in the following **categories**:

- **Conservation**
- **Research**
- **Dedicated Service to Heritage**
- **Education, Training and Awareness-raising**

Entries can be related to **tangible**, **intangible**<sup>1</sup> or **digital heritage**<sup>2</sup>. They can be ranging on a scale from small to large, from local to European and international.

Criteria for the assessment and selection of entries include: excellence in the work executed and preliminary research conducted; respect for artistic, cultural and social value, setting, authenticity, integrity, sustainability and positive contribution to climate action as well as the European dimension<sup>3</sup> of the entry. The following aspects will also be evaluated: innovation, interpretation and presentation, educational work, funding and management, social responsibility, and audience development.

The Europa Nostra Awards will honour up to 30 outstanding heritage achievements from all parts of Europe every year. The number of awards each year will depend on the quality and quantity of entries received.

One winner will also receive the **Public Choice Award** following an online vote conducted via the Europa Nostra website.



In addition, two **ILUCIDARE<sup>4</sup> Special Prizes** will be awarded from among the submitted applications by the ILUCIDARE Jury. ILUCIDARE is an EU-funded project with the aim of fostering heritage-led innovation and international relations. As part of this project, the ILUCIDARE Special Prizes will identify and promote best practices in heritage-led innovation and international relations. Awarded projects will receive either a Europa Nostra Award or an ILUCIDARE Special Prize.

**Closing date: 1 October 2020** (last date of sending)

**For more information:** Elena Bianchi, Heritage Awards Coordinator, [eb@europanostra.org](mailto:eb@europanostra.org)

**Download an entry form:** [www.europeanheritageawards.eu/apply](http://www.europeanheritageawards.eu/apply)

<sup>1</sup> Intangible cultural heritage, as defined by UNESCO, refers to practices, representations, expressions, knowledge and skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – 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 Convention for the Safeguarding of the Intangible Cultural Heritage](#)

<sup>2</sup> For more information on Digital Culture and Digitisation visit <https://ec.europa.eu/digital-agenda/en/digital-culture>

<sup>3</sup> The European dimension may refer to: Collaboration between organisations or individuals in two or more European countries on a particular project; Contribution to developing a sense of European identity or European social cohesion; Enrichment and deepening of symbolic meanings and aesthetic values drawn from European tradition.

<sup>4</sup> ILUCIDARE is a project funded by the European Union's Horizon 2020 research and Innovation Programme, under Grant Agreement No. 821394. Europa Nostra is a member of the ILUCIDARE partner consortium. For more information: <https://ilucidare.eu/>

## CONDITIONS OF ENTRY

The project/entry **may be submitted in one category only**. If you are not sure which category is the most appropriate for your project, please contact awards@europanostra.org or +31 70 302 40 52.

### Areas covered by all Categories

- Archaeological sites, including underwater archaeology
- Architectural heritage: single buildings or groups of buildings in a rural or urban setting
- Building additions or alterations, or new building projects within historic areas in urban and rural settings
- Cultural landscapes, including 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
- Industrial and engineering heritage structures and sites
- Intangible heritage
- Moveable heritage: collections or single works of art or objects of historic significance
- Religious heritage sites

### Categories

#### Conservation

*Outstanding achievements in the conservation, enhancement and adaptation to new uses of cultural heritage.*

- The submitted projects should have involved outstanding restoration or conservation of a structure or site, its adaptation to new or existing 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 also considered accessible.
- The submitted 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 2017 - September 2020.

#### Research <sup>5</sup>

*Outstanding research, digitisation and knowledge transfer projects which lead to tangible effects for the safeguard and enhancement of cultural heritage in Europe.*

- The following projects can be submitted: studies or scientific publications on results of research, applied research and/or pilots, as well as digitisation projects.
- The aim of the submitted projects should be to develop innovative methodologies, techniques, models and tools leading to the increase of knowledge and excellence with regard to the safeguard and/or the enhancement of cultural heritage.
- The submitted projects must have been completed within the past three years: September 2017 - September 2020.

Important note: If the study is preliminary research carried out before a now completed intervention, please submit the entry in Category Conservation.

#### Dedicated Service to Heritage

*Open to individuals or organisations whose commitment over a long period of time (minimum 10 years) demonstrates a high degree of dedication and civic engagement coupled with excellence in the safeguard and enhancement of cultural heritage in Europe, which exceeds normal expectations in the given context.*

- Entries must be nominated by a third party.
- Nominations may not be submitted by a family member of a nominated individual or by a member or employee of a nominated organisation.
- Nominated organisations can be public or private legal entities.

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<sup>5</sup> This definition is valid for the 2020 and 2021 editions of the European Heritage Awards / Europa Nostra Awards during which the ILUCIDARE Special Prizes will be awarded.

- The achievement should be of a standard which would be considered outstanding in the given context and on a wider European.
- Proven European dimension or impact of the outstanding achievement will be considered an asset.

### Education, Training and Awareness-raising

*Outstanding initiatives related to education, training and awareness-raising related to cultural heritage with the aim of fostering capacity-building and local support, building a sense of place and identity and stimulating citizens engagement and ownership.*

The submitted initiatives should be:

- Exemplary and sustainable
- Innovative and creative
- Interactive and participatory
- Sufficiently advanced to have led to tangible results: ongoing or future activities must be in evidence
- Reaching a large audience
- Promoting social inclusion, intercultural and intergenerational dialogue, as well as active community engagement
- Serving as an inspiration elsewhere in Europe and beyond

The submitted project should be related to one of three types of activities or be a combination of two or all three different types of activities.

**The educational activities** should also have a sound educational method to familiarize the public with tangible and/or intangible heritage, creating acceptance and support for our living environment and the sensitisation of non-experts. The project should foster greater respect for tangible and/or intangible cultural heritage.

**The training activities** should also be based on a sound pedagogical methodology, and should provide wider knowledge including historical context, technical skills and interdisciplinary cooperation.

**The awareness-raising activities** (such as public or (social) media campaigns) should actively increase the community's understanding of and engagement with tangible and/or intangible heritage and issues concerning its safeguard and sustainable development. The project should be innovative and participatory, promote public awareness, increase community participation and build capacity.

### Who may submit an entry?

- Entries from the following countries are eligible for the Europa Nostra Awards: Andorra, Azerbaijan, Belarus, Faroe Islands, Israel<sup>6</sup>, Liechtenstein, Monaco, San Marino, Turkey, Russia and Switzerland.
- All entrants should make sure to use the correct form when applying.
- All entrants are also eligible for the ILUCIDARE Special Prizes.
- Entries may be submitted by anyone closely connected to the entry, as long as they have included the consent from the owner of the heritage site or collection in the submission (for category Conservation), from the author or owner of the study or project (for category Research and category Education, Training and Awareness-raising), or from the nominee (for category Dedicated Service).
- Entries may be re-submitted once, with the necessary additional documentation.
- Entries that have previously received a Special Mention of the Jury may not re-apply.

### Entry Dossiers

- Entrants should complete and submit the entry form and make sure all required documentation is included. Please carefully follow the instructions in the Entrant's Guide for the appropriate category when preparing your dossier. Non-compliance will result in the elimination of the entry.
- Entry dossiers must be submitted either in English or in French.
- Receipt of an entry dossier will be acknowledged by the Europa Nostra International Secretariat by email only.
- Entry dossiers will not be returned, but will instead be filed in the Europa Nostra archives.

<sup>6</sup> Faroe Islands and Israel are also eligible for the Europa Nostra Awards given the fact that they are signatories of the Horizon 2020 Programme, which funds the ILUCIDARE project with the related ILUCIDARE Special Prizes.

## Selection Procedure

- All entries will be assessed by an independent expert prior to the jury meeting. Assessors will submit their assessment reports to the juries. Entrants may be contacted by the assessor during the preparation of this report.
- The award-winning entries will be selected by a European jury of independent experts appointed by the Europa Nostra Board.
- Entrants will be informed of the decision of the jury via email.
- The decisions of the jury are final. 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 where they will be presented with their awards.

## Awards & Publicity

- All winning entries will receive an award certificate as well as a wall plaque.
- Owners or those responsible for the award-winning achievement are requested to place the awarded bronze plaque in-situ, in a visible location accessible to the public.
- The award-winning achievements will be widely publicised throughout Europe.
- Europa Nostra may ask for additional photo material for PR purposes upon notification of the jury decision. All photo material provided must be copyright free for Europa Nostra's use for publicity and other aims; any photo credits will be duly notified.
- Award winners must respect the embargo date chosen by the European Commission and Europa Nostra for the Europe-wide announcement of the winners. This is in order to maximise the publicity effect of the joint announcement of all laureates.
- After the Europe-wide public announcement of the awarded achievements, the winners will assist in achieving national, regional and local media coverage of their Award and will promote their success through different means, including social media.
- The award winners are expected to organise a local event to celebrate their award with those involved in the implementation of their project and with the local community. They are also expected to promote their achievement in various other ways at national, regional and/or local level.

## ILUCIDARE SPECIAL PRIZES

As in the 2020 edition of the European Heritage Awards / Europa Nostra Awards, two ILUCIDARE<sup>7</sup> Special Prizes will be awarded in 2021: one for excellence in heritage-led innovation and one for excellence in heritage-led international relations.

These Prizes are given as part of the Horizon 2020<sup>8</sup> project with the same name that promotes cultural heritage as a key resource for innovation and international cooperation.

The winners of the Special Prizes will be selected from among all the submitted entries to the four categories of the European Heritage Awards / Europa Nostra Awards and Europa Nostra Awards.

## Areas covered

### Heritage-led Innovation

Heritage-led innovation builds on the implementation of an idea or method that results in an improvement for users. The basis of the innovation process is new knowledge, which is often an intersection of disciplines and needs. The innovation is either tested by the practitioners and larger society, or is ready for a larger upscaling towards the market.

The applications for ILUCIDARE can include new services, networks or training, cutting-edge products, business or governance models, techniques, signature processes or new heritage-led commodities such as branding or narratives. The scope of the applications can include economic, social, technological, ecological or legal innovations.

Applications for ILUCIDARE can consider three categories of heritage-led innovation, taking into account the diverse roles heritage can play in relation to innovation as well as its interaction with other sectors:

1. *Heritage-driven innovation*: innovations that are based on the specific needs of heritage assets (due to their unique values, materials, design techniques or characteristics) that also become available for other sectors.

Such innovations could consist, for example, in new conservation methods based on traditional techniques or programmes that train citizens in heritage maintenance in areas with little professional support for heritage assets.

2. *Assimilation of innovation*: innovations developed in other fields or sectors that can be applied to heritage assets in order to generate knowledge, new uses, improvement of preservation, enhance decision-making or support their management

An example of the assimilation of an innovation would be the adaptation of existing technology or software to the heritage field, to help with conserving, preserving or communicating about heritage assets.

3. *Heritage as a resource*: Heritage at large or specific heritage assets generate new ideas or knowledge, are the basis for innovation processes or kick-start new interdisciplinary and cross-sectoral collaborations leading to innovation in various fields (e.g. creative industries and education).

As an example, heritage is a resource when traditional or forgotten craft techniques (such as weaving, pottery, tanning, stonework) are used in a contemporary context in new design and fashion collections or in architectural projects.

<sup>7</sup> The dedicated website of ILUCIDARE is <https://ilucidare.eu/>.

<sup>8</sup> [Horizon 2020](#) is the the EU Framework Programme for Research and Innovation

## Heritage-led International Relations

Heritage-led international relations build on the relevance of heritage and of shared heritage to foster cooperation, peace building, reconciliation, social cohesion, multicultural dialogue, better mutual understanding, human and economic development across nations and communities. Not only involving governmental actors at all levels (international, national, regional and local), heritage-led diplomacy also includes a broader array of non-state stakeholders such as individuals, entrepreneurs and NGOs, operating for instance in architectural preservation, social development or post-disaster reconstruction. Heritage-led international relations are therefore about multidimensional and multi-stakeholder cultural exchanges, beyond states and international bodies.

Applications to ILUCIDARE can consider two main types of heritage-led international relations:

1. *Heritage-driven international relations* implies that heritage is one of the starting points of diplomatic processes and international cooperation frameworks because of its specific political, social, cultural and economic impact.

An example of heritage driven international relations is international assistance in the form of expertise or material to protect endangered heritage in case of conflict or natural disaster to a specific country and/or community.

2. *Heritage within international relations* implies that heritage is included, among other sectors, in broader diplomatic interactions and international cooperation frameworks with the aim of promoting better mutual understanding and exchanges, as well as conflict resolution and recovery.

Heritage within international relations can consist, for instance, of capacity building efforts or joint funding mechanisms within a broader socio-economic cooperation between countries and/or communities.

The candidates for the ILUCIDARE Special Prizes are encouraged to highlight ongoing partnerships between several countries.

For more information about areas covered (with some examples) visit the [ILUCIDARE website](#).

## Selection Procedure

The procedure for selection of the winners of the ILUCIDARE Special Prizes will have five phases:

1. All submissions to the European Heritage Awards / Europa Nostra Awards and Europa Nostra Awards 2021 will also be considered as potential candidates for the ILUCIDARE Special Prizes.
2. **Local assessors** will evaluate all submissions. The assessment form includes an evaluation section on the relevance of a submitted project as a possible candidate for the ILUCIDARE Special Prizes.
3. An **ILUCIDARE Jury** will be formed by 8 members appointed by each partner of the [ILUCIDARE Consortium](#). Four representatives of the ILUCIDARE Jury will be appointed to attend the meetings of the four Juries of the European Heritage Awards / Europa Nostra Awards.
4. Each of the four **Juries** of the European Heritage Awards / Europa Nostra Awards will select shortlisted candidates covering heritage-led innovation and/or heritage-led international relations, in accordance with the selection criteria of the ILUCIDARE Special Prizes.
5. The shortlisted projects will be evaluated by the **ILUCIDARE Jury** which will decide on the 2 final winners: one for excellence in heritage-led innovation and one for excellence in heritage-led international relations.

### Criteria for selection of winners include:

- **For heritage-led innovation projects:** implementing a new idea, knowledge or method, as a result of interdisciplinary collaboration; generating an improvement for heritage, its users and stakeholders in comparison to the current or previous situation (political, economic, social, technological, legal, environmental); feasibility of using the project as inspiring example in other locations.
- **For heritage-led international relations projects:** leading to an improved perception and level of shared knowledge between countries and/or communities; building relations and cooperation between countries and/or communities (through sharing expertise, capacity building, joining resources, etc.); generating an improvement for heritage, its users and stakeholders in comparison with the current or previous situation (political, economic, social, technological, legal, environmental); feasibility of using the project as an inspiring example in other locations.

## Awards and Publicity

1. The winners of the ILUCIDARE Special Prizes will be awarded at the European Heritage Awards Ceremony, together with the winners of the European Heritage Awards / Europa Nostra Awards.
2. The two winners of the ILUCIDARE Special Prizes will receive:
  - An ILUCIDARE trophy
  - An ILUCIDARE certificate
  - An invitation to actively participate in one of the ILUCIDARE high level events with covered costs (travel and accommodation), where they will have the opportunity to present their project and to network with the ILUCIDARE community and event delegates.
  - The opportunity to take part in the “ILUCIDARE Champions Programme” which aims at increasing the visibility of the awarded projects in the long-term and facilitating the upscaling of the selected achievements. The “ILUCIDARE Champions Programme” will be tailored to each Prize winner and may include: a dedicated co-creation workshop together with high-level international experts and practitioners; ILUCIDARE capacity-building sessions; an invitation to attend an ILUCIDARE winter or summer school; an invitation to partake in an online training course (Massive Open Online Course) on the edX platform.
3. Winners of the ILUCIDARE Special Prizes should align their publicity and communication activities with those of the ILUCIDARE project, and should include also the logo of the project in their communication.

**ILUCIDARE**



**Horizon 2020**

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 821394*



## 1. How we use your personal information

Personal data you provide to Europa Nostra will be collected and processed for the following purposes:

- Administration of the Awards scheme
- Research and statistical analysis
- Communication about our activities and projects
- Newsletters and email campaigns
- Invitations to events (co-)organised by Europa Nostra, such as the annual congress, general assembly or heritage awards ceremonies taking place in your region/country
- Communication about other heritage-related matters
- Registration for Europa Nostra events

Personal data collected and processed by Europa Nostra may be shared with the following groups:

- Europa Nostra employees
- Jury members and application assessors

Also under strictly controlled conditions:

- Board and Council members of Europa Nostra
- Europa Nostra Country Representations
- The European Commission
- Auditors
- Advisors
- [Partners](#) of H2020 ILUCIDARE project
- Cloud-based services such as [Google Cloud](#) and [SendinBlue](#)
- IT Services Providers

Europa Nostra guarantees that your personal information will not be shared with or sold to other organisations.

You remain in control of how we communicate with you (surface mail, email and/or phone).

You can update your choices, at any time, by contacting us at [awards@europanostra.org](mailto:awards@europanostra.org).

## 2. Accessing your personal data

You have the right to ask us, in writing, for a copy of all the personal data held about you.

A copy will be sent to you as soon as possible and not later than 40 days after your request.

If you wish to access your personal data held by us, please send a request to:

Silvie Barends Malinovská, Executive Assistant & Membership  
Europa Nostra  
Lange Voorhout 35  
2514 EC Den Haag, The Netherlands

## 3. Updating and amending your personal information

If you want to update or amend your personal data or preferences please write to:

Silvie Barends Malinovská, Executive Assistant & Membership  
Europa Nostra  
Lange Voorhout 35  
2514 EC Den Haag, The Netherlands

**Note: The supervisory authority is the Dutch Data Protection Authority (Autoriteit Persoonsgegevens)**