

CREATIVE EUROPE - CALL FOR PROPOSALS

Support for the implementation of the European Heritage Label

The [European Heritage Label](#), the "EHL", was launched in 2011 ([Decision 1194/2011/EU](#)) and has been awarded to European sites for their significant role in the history, culture and development of the European Union.

The EHL aims to increase people's awareness of their shared history, strengthen intercultural dialogue and increase cultural tourism. To date, 25 Member States (all except Ireland and Sweden) participate in this initiative and 60 sites in 22 countries have been awarded an EHL. [Find out more.](#)

EHL sites differ from those on the [UNESCO World Heritage List](#), as they focus on the promotion of symbolic values and offer valuable educational activities.

In its **second decade** (2021-2029), the EHL is expected to run **5 selections of new sites** (2021, 2023, 2025, 2027, and 2029) and to reach a critical mass of **100 sites by 2030**. In its 2022 Work Programme, the European Commission [re-affirmed](#) its commitment to gearing up the EHL through its funding programme [Creative Europe programme](#), to help it reach its full potential for Europe's territories and people.

Through [a call for proposals, launched on June 30th](#), the Commission seeks to create an umbrella organisation for the EHL, which would provide the EHL Sites and EHL coordinators with networking and capacity-building activities, as well as materials to help them increase their visibility and impact.

PRESENTATION - CREA-CULT-2022-EU-HERITAGE-LABEL

Title Support for the implementation of the European Heritage Label

Link [CREA-CULT-2022-EU-HERITAGE-LABEL](#)

General Objective Ensuring the sustainability of the European Heritage Label Action by funding the creation of a **European Heritage Label Umbrella organisation.**

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| Specific objectives | <p>Applications must cover all 3 specific objectives presented in the Call:</p> <ol style="list-style-type: none">1. Development of synergies between EHL sites, national coordinators and active players in the cultural heritage sector.2. Building the capacity of EHL Sites and EHL National Coordinators.3. Support to the communication and promotion activities of the EHL sites and the EHL in general. |
| Target | <p>Currently 60 EHL Sites and 30 EHL National Coordinators</p> <p>This will expand over the duration of the project as new sites are added following the selections mentioned above.</p> |
| Profile of applicants | <p>Applications can be submitted by a single organisation or a consortium of organisations, with the skills and expertise to implement all 3 specific objectives mentioned above.</p> |
| Some key features of this call | <p><i>NOTE: this is a short summary of a limited range of features of the call. Applicants must read the text of the Call for Proposals in detail in order to have a view of all the provisions.</i></p> <ul style="list-style-type: none">• This call aims to select 1 single project to set up the hub for EHL sites and national coordinators.• The maximum grant is EUR 3 000 000 representing up to 90% of the eligible costs. The project will be managed via a budget-based grant Agreement.• Applications must cover all 3 specific objectives (applications covering only 1 or 2 cannot be considered). The Call document contains detailed descriptions of each of these objectives.• Applicants can be based in any of the countries participating in the Creative Europe programme (EU Member states plus |

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| | <p>additional countries as presented in this list: list of third countries participating in Creative Europe).</p> <ul style="list-style-type: none">• Activities can take place only in EU Member States, that is in the countries that are already participating in the EHL and those that are eligible to do so.• Applications can include making grants to EHL sites and shareholders (referred to in the call as “financial support to third parties”) to support them in implementing new activities for example. |
| Anticipated timetable | <p>Deadline for submission - 5 October 2022 – 17:00 CET</p> <p>The project is expected to start on 1st March 2023 and its duration should not normally exceed 40 months.</p> <p>Please note: <i>dates and schedules can change – you must refer to the Call page for the most up to date information.</i></p> |

Relevant Documents

- [Standard proposal template](#)
- [Call document](#)
- [2022 Work Programme](#)
- [Mono/Multi-beneficiary Model Grant Agreement](#)
- [Annotated grant Agreement \(AGA\)](#)
- [Funding & Tenders Portal FAQ](#) – Submission of proposals
- [Online Manual](#)

Contact points:

- [IT Helpdesk](#): Contact the IT helpdesk for questions such as forgotten passwords, access rights and roles, technical aspects of submission of proposals.
- For non-IT related questions: EACEA-SIEHL@ec.europa.eu.