



EUROPEAN YEAR OF CULTURAL HERITAGE 2018:

Guidelines for labelling of initiatives

2018 will be the European Year of Cultural Heritage 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 will have its own visual identity, comprising a logo, slogan and hashtag (see below).

Initiatives¹ taking place between 7 December 2017 (which marks the official launch of the Year at the European Culture Forum in Milan) and 31 December 2018, which 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) may receive the Year's label. The label grants the right to use the Year's visual identity, including:

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



IMPORTANT: Filling in a request form and receiving permission from the relevant authority are both compulsory to be able to use the name and the logo of the European Year of Cultural Heritage for events and projects. Such permission can be granted:

- At **European level**, by the European Commission and by the members of the **Stakeholders' Committee**
- At **Member State level**, by the EYCH national coordinators in each country

Please note that any organisations found using the 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.

¹ Initiatives that can be awarded the EYCH2018 label have been defined in Art .3 of Decision(EU) 2017/864; see also p5 of these Guidelines.



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

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

The initiative should ideally ensure the sharing of knowledge and experience, by following an inclusive and participatory approach and/or facilitating engagement of citizens and stakeholders.

The initiative should ideally have a short, medium and/or long term impact and reach out to wide and diversified audiences.

Who awards the 2018 EYCH label?

It depends who funds the activity/project/event/initiative (see list of eligible actions below), and whether it is initiated by the EU or at Member State/regional/local levels.

➤ **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 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).

➤ **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, European Commission and/or national coordinators will be consulted.

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

The EYCH label is awarded by the EYCH national coordinator.



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

The national coordinator in the relevant MS decides upon the award of the label.

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

The national coordinator in the relevant MS decides upon the award of the label.

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

What type of activity can get the EYCH label?

In line with Decision (EU) 2017/864 the following activities are eligible:

- (a) initiatives which promote debate and raise awareness of the importance and value of cultural heritage and to facilitate engagement with citizens and stakeholders
- (b) information, exhibitions, education and awareness-raising campaigns
- (c) the sharing of experience and good practices of national, regional and local administrations and other organisations, and the dissemination of information
- (d) the undertaking of studies and research and innovation activities and the dissemination of their results on a European or national scale;
- (e) the promotion of projects and networks connected to the European Year, including via the media and social networks.

More concretely, the activities can include, for example cultural events or performances, media events launch events, exhibitions, shows; information, education or awareness-raising campaigns; festivals, including film festivals; conferences, symposia, fora, debates; studies, surveys; trainings/ workshops; research activities; visits and exchanges; as well as digital projects. This list is not exhaustive.

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

Yes in principle – all projects can be awarded the EYCH logo, as long as they meet the EYCH objectives. However, the final decision always lies with the national coordinators for the Year.