



# THE EUROPEAN HERITAGE LABEL

(Madrid, 25.1.2007)

## ANNEX II

### CRITERIA FOR SELECTION

- Justification of the emblematic value for Europe's identity in its transnational dimension and capacity of strengthening the European citizenship:
  - Cultural property, monuments, natural or urban sites, tangible and intangible, contemporary and traditional heritage and sites that play a key role in understanding European history and culture.
  - European and transnational dimension of the site, individual sites will be encouraged to be integrated in a transnational network.
  - History of the site or property.
  
- The existence of a management system has to be assured, including protection regime and state of repair.
  
- Policies for improving and promoting the site or property.
  
- Exchanges, promotion and cooperation regarding the property at European and international level.
  
- Promotion of artistic and cultural activities at the site or property.
  
- Commitments that are undertaken in order to reinforce the visibility and representativity of the site or property (activities in a transnational network).