



THE EUROPEAN HERITAGE LABEL

STATEMENT

ON THE EUROPEAN HERITAGE LABEL INITIATIVE*

(13.2.2007)

We, the Ministers of Culture of the European Union and participants in the European Heritage Label initiative,

- Consider that cultural diversity and intercultural dialogue are two of the most characteristic factors of the identity of European society.
- Proclaim that our heritage in all its diversity is one of the most significant elements of our identity and of our common values and principles.
- Affirm that it is necessary to promote among citizens knowledge, appreciation and support for their heritage in order to identify and fully leverage the value of this heritage and reinforce cooperation between European countries.
- We undertake to promote the European dimension of the cultural property and places that have forged the history of Europe and to share and disseminate the richness of European Heritage among its citizens.

Consequently, we hereby agree to implement the European Heritage initiative in accordance with the rules of procedure, application form and selection criteria that are attached to this Statement.

* Draft prepared by the European Heritage Committee in Madrid on January 25, 2007; adopted by the ministers at the Informal Meeting of Ministers for Culture and Media in Berlin on February 13, 2007.