

European Heritage Label Monitoring form 2020

Fields marked with * are mandatory.

INTRODUCTION

In accordance with the Decision[1] establishing the European Heritage Label action, European Heritage Label sites are monitored on a regular basis in order to ensure that they continue to meet the criteria for the attribution of the Label and continue to implement the projects they submitted with their application.

According to the Decision, the Commission develops the monitoring framework for the European Heritage Label action in cooperation with a European panel. The Member States are responsible for the monitoring of all sites located on their respective territory. The monitoring of transnational sites is the responsibility of the Member State where the coordinating European Heritage Label site is located.

National coordinators shall collect all the necessary information, prepare a monitoring report and send it to the Commission. The Commission will submit the report to the European panel of independent experts for examination. The European panel will issue a report on the state of European Heritage Label sites, including, if necessary, recommendations to be taken into account for the following monitoring period.

This monitoring exercise is an opportunity to take stock of the achievements of the European Heritage Label sites since the attribution of the label or the last monitoring round in 2016. It will also allow the European Commission to collect good practices that can benefit site managers and national coordinators in other European countries. These will be further explored during networking meetings and events.

This questionnaire supports the 2020 Monitoring of European Heritage Label sites. It has been designed in consultation with European panel experts and national coordinators, as well as the EHL@Network coordinator. It follows the recommendations of the Evaluation of the European Heritage Label action (2018), and the European Panel Selection (2017) and Monitoring (2016) reports.

This questionnaire mostly includes multiple-choice questions, as well as a few open-ended questions, which will reduce the time required to complete it. Only a few questions in the questionnaire are mandatory. The European Commission, however, will highly appreciate and value your answers on all monitoring areas. The information provided in the monitoring reports will support the Commission in implementing the action.

Depending on your answers, the questionnaire will be automatically tailored to your needs and the type of site (single or joint application). For the sites selected in 2013, 2014 and 2015, this monitoring exercise

covers the whole period of four years (i.e. from the beginning of 2016 to the end of 2019). Sites selected in 2017 will be asked to report on the last two years of implementation of their activities (i.e. from the beginning of 2018 to the end of 2019).

The questionnaire will guide you through the monitoring process. Therefore, please read and follow the instructions carefully. Most of the questions are targeted at European Heritage Label site managers. There are also a few optional questions at the end of the questionnaire, where the European Commission would welcome contributions from the site manager and the national coordinator responsible for monitoring the site. In areas where you do not have an answer, please simply leave the answer blank.

The 2020 monitoring form is available in English only. European Heritage Label site managers are invited to fill in the monitoring questionnaire in English, or in their preferred language. If a site manager provides information in a language other than English, national coordinators are kindly requested to provide a translation of their answers in the same text box, alongside the site manager's answer in the original language.

It is recommended that sites selected in 2013 and 2014 use the project form they updated after the 2016 monitoring exercise in filling in this survey; sites selected in 2015 and 2017 should use their application form. All sites will be invited to provide their monitoring data (e.g. number of visitors, information, education and networking activities, as well as management and communication activities) while filing in this monitoring survey.

The Commission extends thanks in advance for completing this monitoring questionnaire, and for your important contribution to the 2020 EHL monitoring exercise.

In case of questions, please do not hesitate to contact your national coordinator or the European Heritage Label team at EAC-Culture@ec.europa.eu.

[1] Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011

IDENTIFICATION

(This section is to be filled in by the site manager)

Questions in this section will allow you to identify your site, yourself and provide background information necessary for tailoring this questionnaire to you.

1. Please enter the site name, city and country where your site is located (in case of a national thematic site or transnational site, please indicate for the coordinating site).

* Name of the site:

Kaunas of 1919-1940

* City where the site is located:

Kaunas

* Country of the site:

Lithuania

2. Please share the link to the website of your site. Please copy and paste the link here:

<https://visit.kaunas.lt/en/see-and-do/sights/interwar-architecture/>

3. Please provide contact information for your site manager:

Full name of the site manager	Mr. Saulius Rimas
Email of the site manager	saulius.rimas@kaunas.lt
Phone number of the site manager	+37061187506
Position of the site manager	Kaunas city municipality administration, Head of Cultural heritage division

4. Please provide contact information for the national coordinator:

Full name of the national coordinator	Mr. Lukas Straševičius
Email of the national coordinator	lukas.strasevicius@lrkm.lt
Phone number of the national coordinator	+37060846015
Position of the national coordinator	Ministry of Culture of the Republic of Lithuania, Chief specialist of Cultural heritage politics division

* 5. Please indicate if you report on a Single or Joint application:

- Single site application
- Joint application – national thematic site
- Joint application – transnational site

* 6. Please indicate the selection year your site received the European Heritage Label:

- 2013
- 2014
- 2015
- 2017

Before moving to the next section, please save your progress by clicking on the ‘Save as Draft’ button on the panel on the right side of the screen.

MONITORING

This part of the questionnaire examines your activities implemented to pursue the objectives of the European Heritage Label during the four-year period covered by this monitoring exercise.

The sites selected in 2013, 2014 and 2015 will be invited to provide monitoring data for the whole period of four years (2016-2019) covered by this monitoring exercise. The sites selected in 2017 will be asked to report on the last two years (2018 and 2019) of their activities.

European significance

(This section is to be filled in by the site manager)

This section explores how you raise the awareness of the European significance of your site. It also explores to what extent your site is currently able to report on the number of visitors and their feedback.

7. Could you please provide a short summary of how you see the European significance of your site and how the awareness of your site has evolved since the attribution of the European Heritage Label?

In 2015, „Kaunas of 1919-1940“ received the European Heritage Label that proves the importance of the temporary capitals' phenomenon in Europe. 36 modernism buildings have been enlisted to represent it. In the same year Kaunas joined the UNESCO Creative Cities Network as a City of Design with a pledge to create a long-lasting international cooperation in order to promote modernism architecture, design and history of Kaunas, as well as urban creativity, quality of life and sustainable urban development. In 2017 Kaunas modernism nomination „Kaunas 1919-1939: The Capital Inspired by the Modern Movement“ was included into the UNESCO Tentative Lists for World Heritage. In the beginning of 2017, Kaunas City and Kaunas District were awarded the title of the European Capital of Culture for 2022. Together with various cultural organisations, artists and creatives, we are developing a vast, endless and borderless programme that we call the „Contemporary Capital“.

Number of visitors to your site

8. Could you please provide data on the number of people who visited your site during the year **before** your site received the European Heritage Label? If you do not have this data, please just leave this box empty.

9. Do you currently collect data on the **number of people** visiting your site? (please exclude online visitors, this information is covered later in the form)

- Yes, we currently collect this data.
 No, we currently do not collect this data.

10. Please let us know what the main challenges are, if any, in collecting the data on the number of visitors

We provide information about tours organized by the Kaunas city municipality public institution „Kaunas IN”, during which visitors were introduced to cultural heritage objects and Modernism architecture, which includes the buildings of the European Heritage Label.

Tours statistics:

In 2019 297 tours was organized (involving 5907 tourists from all over Europe) were organized in 135 Lithuanian, 127 in English, 16 in Russian, 11 in German, 1 in Polish, 1 in French and 1 in Italian.

In 2018 291 tours (involving 5631 tourists from all over Europe) were organized 151 in Lithuanian, 97 in English, 17 in Russian, 11 in German, 6 in Polish, 2 in French, 1 in Spanish and 1 in Italian.

In 2017 177 tours was organized (involving 3525 tourists from all over Europe) were organized 61 in Lithuanian, 70 in English, 23 in Russian, 12 in German, 3 in Spanish and 1 in Italian.

In 2016 157 tours was organized (involving 2854 tourists from all over Europe) were organized 62 in Lithuanian, 66 in English, 13 in Russian, 10 in German, 3 in Polish, 2 in French, 1 in Swedish.

Thematic tours around objects of the interbellum period awarded the EHL are organized. Additional information and services are given to several organizations that provide guided-tour services („Kaunas In”, „Ekskursas”, „Kaunas free walking tour”, „Modernism for the future”). A team of volunteers-professionals conducting thematic excursions were also invited. Objects of the interbellum Modernist architecture (awarded the EHL) and their history, as well as history of the city are presented during the European Heritage Days. Kaunas city municipality public institution „Kaunas In” has prepared the “It’s Kaunastic” series route “Modernisto gidas” in Lithuanian, English and Japanese for self-travellers (<https://visit.kaunas.lt/en/maps-and-guides/>).

In 2016 the mobile tourism route app “Kaunas of 1919 –1940” was made. App is dedicated to introduce Kaunas interwar modernism architecture. In order to ensure the multilingual dissemination, the mobile app was created in 4 official languages of the European Union – Lithuanian, English, German and French.

In 2018 the mobile tourism route app „Architecture of Interwar” was made. This application is an interactive educational platform that connects the interwar architecture of 8 cities of Lithuania with modern technologies and was created in 9 languages - Lithuanian, English, German, Finnish, Hebrew, Japanese, Latvian, Polish, Russian and French.

11. Please shortly outline the process for collecting the data on the number of visitors to your site:

Public Institution „Kaunas In” of Kaunas City Municipality collects information about their tours and their visitors each year. Visitors to EHL objects that travel independently E. g. using prepared tour routes (Modernist Guide) applications on their phones (Kaunas 1919-1940, Architecture of Interwar) numbers can not be counted.

12. Please provide the total number of people who visited your site each year during the period covered by this monitoring (if your site was selected in 2017, please only fill in the text boxes for 2018 and 2019):

2016

5000

2017

7000

2018

8000

2019

10000

13. Please let us know if you are able or would be able to distinguish the visitors that come to your site because it has the European Heritage Label.

- Yes
 No

Visitors' feedback

15. Do you currently collect visitors' feedback after they have visited your sites, either in person or through other virtual means?

- Yes, we collect visitors' feedback.
 No, we do not collect visitors' feedback.
 It is not possible to collect visitors' feedback.

19. Please shortly explain why it is currently not possible to collect visitors' feedback on your site. If relevant, please also indicate if it will become possible to collect visitors' feedback in the future.

Although some of the cultural heritage buildings in Kaunas that are awarded EHL are public, visitors' feedback can be counted only in the institutions which collect such data, such as museums, funiculars, etc. In the future feedback of tourist could be counted using travel applications and „Kaunas IN“ tourist guides surveys.

Before moving to the next section, please save your progress by clicking on the 'Save as Draft' button on the panel on the right side of the screen

Project implementation

(This section is to be filled in by the site manager)

This part of the form collects information on the information, signposting and educational activities implemented by your site during the monitoring period. It also explores the extent to which information on your site is available in foreign languages and your participation in networking activities.

Information activities raising awareness about your site

* 20. Have you implemented any of the following activities during the period covered by this monitoring exercise, aimed at raising awareness of the European significance of your site? *[more than one answer can be selected]*

- Information activities on the European significance of your site (e.g. events, competitions, presentations, visits to promote the site, etc.)

- Signposting highlighting the European significance of your site (e.g. structural improvements to your signage on or to the actual or virtual site)
- Staff training on the European significance of your site (training of your staff or people that you work with on the European importance of your site)
- Artistic and cultural activities that involved European practitioners or linked your site to contemporary creation (e.g. spectacles, exhibitions, performances, concerts, festivals, professional events, etc.)
- Scientific events (conferences, seminars, discussions, etc.) revealing the European significance of the site.
- None of the above

21. Please let us know how many information activities (e.g. events, competitions, presentations, visits to promote the site, etc.) that you have implemented during the period covered by this monitoring exercise (if your site was selected in 2017, please only fill in the text boxes for 2018 and 2019):

Number of information activities implemented to raise awareness about the European significance of your site in 2016

17

Number of information activities implemented to raise awareness about the European significance of your site in 2017

16

Number of information activities implemented to raise awareness about the European significance of your site in 2018

13

Number of information activities implemented to raise awareness about the European significance of your site in 2019

15

25. Please provide a short description of the artistic and cultural activities that you undertook during the period covered by this monitoring exercise that involved European culture professionals, artists and collections, or linked your site to contemporary creation.

Most of the artistic and cultural activities were devoted to publicising and disseminating the European Heritage Label programme. Since 2015 a travelling international exhibition, lectures, excursions have been held, specialized tourism applications, souvenirs and attributes have been created E.g. the release of artisan "Art Deco" perfume that represent the interwar Kaunas. EHL designated buildings are on the National Heritage List and are among the most visited tourist attractions in Kaunas city. A financial mechanism has been created by Kaunas City Municipality in order to help to conserve cultural heritage buildings. 6 EHL buildings have already benefited from the program since 2016.

Major artistic and cultural activities and continuous events In Kaunas 2016-2019:

Modernism architecture and design is naturally one of the focal topics in Kaunas' programme for the European Capital of Culture 2022. In 2018 the programme "Modernism for the Future" that strives to unite a community of modernism fans and professionals as well as to inspire contemporary artists, designers and

modernism interpreters worldwide was launched. Following the program, the international conference “Modernism for the Future” has been held that encouraged creative and constructive dialogue across different fields and among various creative professionals. In 2019, Kaunas hosted the international Modern Cities Forum.

Kaunas joined the UNESCO Creative Cities network in 2015. As a City of Design, it largely bases its’ identity on the design heritage – impressively plentiful and masterly architecture and design of interwar modernism.

Exhibition “Architecture of Optimism: Kaunas phenomenon, 1918 –1940” . Following the international recognition of Kaunas inter-war period, the promotion of its architectural heritage takes on a reasonable motivation. So far, presenting Kaunas Modern Architecture (1918-1940) in an international context lacks a critical approach, conceptual insights that embrace the global dimension of Kaunas architecture. In order to encourage national and international discussions about Kaunas Modernism Capital phenomenon, an exhibition project was prepared.

Modern Cities Forum “From Modern to Contemporary: Practices in Preserving Architectural Legacy of the 20th Century, Based on Tel Aviv Document for the Modern Cities” was organized on the 12th and 13th of September 2019, Kaunas and Vilnius, Lithuania. The Kaunas Forum continued the Tel Aviv initiative while being the next step in establishing a long-term network of communication and cooperation among the professionals and representatives of UNESCO modernism heritage cities.

European capital of culture Forum On May 23–24, 2019, the European Capital of Culture Forum was held in Kaunas (Lithuania), at the amphitheatre in “Žalgirio Arena”. The Forum is an annual event initiated and organised by the team of “Kaunas – European Capital of Culture 2022”, to which the leaders representing various creative fields from all around Europe come together for gaining and sharing knowledge, getting inspiration, networking and discussing the opportunities for cooperation.

Participation in EHL events:

Participation in European Heritage Label Award ceremony (Solvay Library), Brussels, Belgium (2015-04-15);

Participation in the EHL Days Conference in Brussels (12-15 April 2016). During the conference: 1) a presentation of the Peha Kucha format in English about Kaunas and key work related to the EHL was made ; 2) interviews on the progress of the EHL monitoring (Kaunas case) were conducted with members of the EHL Expert Council;

Presentation on the European Heritage Label initiatives in Kaunas, Brussels, Belgium: discussion on developments and EU policies on cultural heritage, the future of the heritage and its position in the digital age (2018-03-20);

Participation in the EHL seminar “European Heritage Label – Practice and Experience” in Helsinki, Finland: 1) presentation with a report on the experience of Kaunas City Municipality in implementing the initiatives of the European Heritage Label was made, 2) interviews with other European Heritage Label countries on heritage protection, restoration, perpetuation, deepened professional knowledge and enhanced skills were conducted.(2019-11-21/23);

27. This question provides you with an opportunity to upload any additional documentation (e.g. participation or participants' feedback data, examples of information material or photos of your improved signposting, etc.) illustrating and showing the results of your information activities aimed at raising awareness of the European significance of your site. Please note that there will be other opportunities to upload files provided in this questionnaire, so please upload only the files linked to your information activities here. Please also note that, due to personal data regulation, you should not upload any photos with people who have not explicitly agreed for the European Commission to use their photos. Please click on the button below to upload your files.

The maximum file size is 1 MB

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Educational activities

28. In the period covered by this monitoring exercise did you organise educational activities (e.g. workshops for youth or other interested public, tailored guided tours, education competitions, common activities with education institutions, educational visits, expert presentations, etc.) explaining the European significance of your site, its role in the history and culture of Europe and/or the building of the European Union?

- Yes
- No

29. Please let us know the number of educational activities that you have implemented during the four years covered by this monitoring exercise (if your site was selected in 2017, please only fill in the text boxes for 2018 and 2019):

Number of educational activities implemented to develop understanding of the European significance of your site in 2016

2

Number of educational activities implemented to develop understanding of the European significance of your site in 2017

2

Number of educational activities implemented to develop understanding of the European significance of your site in 2018

1

Number of educational activities implemented to develop understanding of the European significance of your site in 2019

2

30. Could you please estimate (or provide an exact number of) how many people, including young people, have benefited from the educational activities on the European significance of your site in the period covered by this monitoring exercise? (Please exclude participation in educational activities not related to the European significance or not promoting the objectives of the European Heritage Label from this estimated number).

Total number of participants in our educational activities:

400

Total number of young people (below the age of 30) who took part in our educational activities (this number should be included in the total number provided above):

250

31. Please provide a short description of the educational activities that your site, as an European Heritage Label site, undertook during the period covered by this monitoring exercise to develop understanding of the European importance of your site.

Almost every year lectures are given at Kaunas University of Technology (KTU)(2016), Lithuanian Sport University (LSU) (2016), Vytautas Magnus University (VMU) (2016, 2018), Kaunas College (2017, 2018, 2019) about the Kaunas Interwar architecture and importance of European Heritage Label. In 2016, a lecture on the contribution of architect K. Reison to the development of Kaunas was organized (International Guide Day, 21 February 2016). In cooperation with Kaunas Tourism informatikon centre (TIC), the concept of the EHL design stand was developed for the Adventur Exhibition (22-24 January 2016); a tour and lecture for 9-10 students of Lithuanian Health Science Univeristy on the architecture of EHL and Modernism was organized in Kaunas City Municipality's Central Palace (19-20 December 2016). In 2017 international interdisciplinary lecture project of Virtual Reality Marketing in cooperation with the Faculty of Economics and Business of the KTU was held. In 2016 and 2019, the importance of the UNESCO and EHL to Kaunas interwar heritage was introduced in Kaunas College lectures for tourism development students. Lectures and seminars are delivered, young people are invited to participate in events and tours for free.

32. This question provides you with an opportunity to upload any additional documentation to illustrate the results and impacts of your educational activities, including participants' feedback on what they have learned and understood as a result of your educational activities.

The maximum file size is 1 MB

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Promoting multilingualism

33. Please use this question to report on how you have facilitated access to information on your site in languages of the Union besides those of your country.

Please simply list the EU official languages that you have added for the channels of your site listed in the period covered by this monitoring exercise. If no new languages were added, please select 'None'.

	None	Bulgarian	Croatian	Czech	Danish	Dutch	English	Estonian	Finnish	French	German	Greek	Hungarian	Irish	Italian	Latvian	Lithuanian	Maltese	Polish	Portuguese	Romanian	Slovak	Slovene	Spanish	Swedish
Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Networking activities of sites

* 34. During the period covered by this monitoring exercise, did representatives of your site take part in any of the following networking activities?

- EHL@Network
- European Heritage Label Days
- Networking activities with other European Heritage Label sites
- Cooperation projects with other European Heritage Label sites
- No, we did not take part in networking activities

36. Please select the years during the monitoring period in which your site participated in the European Heritage Label Days (if your site was selected in 2017, please only tick boxes for 2018 and 2019):

	Yes	No
2016	<input checked="" type="radio"/>	<input type="radio"/>
2017	<input checked="" type="radio"/>	<input type="radio"/>
2018	<input type="radio"/>	<input checked="" type="radio"/>
2019	<input type="radio"/>	<input checked="" type="radio"/>

39. Please provide a short overview of your networking activities or participation in common projects during the period covered by this monitoring exercise (g. objectives of these activities, but more importantly, their outcomes and how you have applied these in the work of your site).

Following the theme of the European Heritage Days each year together with the Department of Cultural Heritage under the Ministry of Culture, tours and educational events were organized in Kaunas City. One of the most important events were as follows: in 2016 a pedestrian tour of the Oak Sports Complex “Kaunas Interwar Sports Heritage”; in 2017, a tour by bus “Let’s discover the hills between the towers of the city”; in 2018, a cultural orientation event for students “Let’s search for the 100th anniversary heritage in Kaunas Old Town”; in 2019, a pedestrian tour “Restaurants of the contemporary capital through the eyes of diplomats and foreigners.”

Synergies with other European and international initiatives

41. During the period covered by this monitoring exercise, did your site participate in other European or international initiatives? Please select the initiatives that your site takes part in.

- European Capitals of Culture
- European Heritage Awards/Europa Nostra Awards
- European Heritage Days (in October)
- European Heritage Stories
- European Cultural Routes
- UNESCO World Heritage List
- UNESCO Tentative Lists for World Heritage
- UNESCO Lists of Intangible Cultural Heritage
- UNESCO Creative Cities Network
-

UNESCO Memory of the World Register

Other, please list below

Site did not participate in other initiatives

42. Please let us know if participation in the above initiatives contributed to, or produced complementarities or synergies with, the objectives of the European Heritage Label pursued by your site.

The past 5 years have been particularly important to Kaunas culture – Kaunas has joined the UNESCO Creative Cities Network, has been awarded the European Heritage Label, started its way to the UNESCO World Heritage list, has been well evaluated by the United Cities and Local Governments (UCLG), Kaunas City has participated in Cultural Road Initiatives (Santiago de Compostela Pilgrim Routes, the Hansa, European Route of Jewish Heritage) and, finally, gained the right to organize the programme for the European Capital of Culture 2022.

Before moving to the next section, please save your progress by clicking on the ‘Save as Draft’ button on the panel on the right side of the screen.

Work plan and operational capacity

(This section is to be filled in by the site manager)

This part of the questionnaire has been designed to collect information on your human resources and management capacity, as well as measures you may have taken to improve access to your site for the widest possible public. It takes stock of your communication activities and their potential results.

Human resources for the management of the European Heritage Label

47. Could you please let us know the number of full-time equivalents (FTEs) involved in the management of your European Heritage Label site? (e.g. two people working 50% of their time is equivalent to one FTE):

1

48. How has the attribution of the European Heritage Label changed the number of FTEs working on the management of your site?

Increased FTEs

Decreased FTEs

Has had no impact on FTEs

49. Please summarise if there is additional staff or experience that you need in order to manage the European Heritage Label of your site

Shortage of human resources with a view to implement the activities under the European Heritage Label on a high quality and appropriate level is a problem. An additional employee is required to carry out EHL activities in Kaunas City Municipal Administration.

Management of the site

50. During the monitoring period, have there been changes in the management structure or capacity of the site? If yes, please detail.

During 2016-2019 management structure was same or similar to the current period.

51. If possible, please let us know if you anticipate changes in the management structure or capacity of your site in the next 2020-2023 monitoring period?

- Increased management capacity
- Decreased management capacity
- Same or similar to the current period
- I do not know

Preservation of the site

52. During the current monitoring period, have there been preservation issues or works on the site? If yes, please detail.

Kaunas City Municipality became the first municipality in Lithuania to create a heritage restoration programme that partially financed and helped to preserve 6 EHL buildings by using partial financing from Kaunas City Municipality.

In 2016 these EHL buildings were preserved: Former residential house of P. Gudavičius and A. Iljienė (address K. Donelaičio st. 19);

In 2017: 1. Former residential house of lawyer K. Škėma (address V. Putvinskio st. 60) ; 2. Former residential house of doctor N. Nagorkienė (address V. Putvinskio st. 54) ; 3. Funicular of Aleksotas (address Amerikos Lietuvių st. 6);

In 2018: 1. Former residential house of businesswoman M. Kotkauskienė (address Laisvės av. 69); 2. Former apartment house of Jonas and Gediminas Lapėnai (address Kęstučio st. 38).

53. Do you anticipate preservation issues or works during the next 2020-2023 monitoring period? If yes, please detail.

Kaunas City Municipal Administration intends to continue the heritage restoration programme which provides support to the Municipality's immovable cultural properties, its adaptation to the needs of the disabled and implementation of decorative lighting as well as a partial financial contribution of Municipality to the preservation of cultural heritage objects. Under the programme's provisions, EHL buildings have a priority to receive this share of funding.

Accessibility of the site

54. During the current monitoring period, have you improved the quality of your reception facilities (e.g. better organised visitor reception, more staff to welcome and guide visitors, etc.) for the site? If yes, please detail.

Each year Kaunas City Municipality Public Institution „Kaunas IN“, organises more and more tours introducing cultural heritage objects and Modernist architecture which include the buildings of the European Heritage Label for tourists from different countries, thus increasing the visibility of Kaunas interwar modern buildings across Europe. Objects of the interbellum modernism architecture (awarded the EHL) and their history, as well as history of the city are presented during the European Heritage Days. „Kaunas In“ has prepared the “It’s Kaunastic” series route “Modernisto gidas” in Lithuanian, English and Japanese for self-travellers (<https://visit.kaunas.lt/en/maps-and-guides/>).

55. Do you plan to improve your reception facilities during the next 2020-2023 monitoring period? If yes, please tell us about your plans.

The growing number of visitors and tourists is observed every year. Important development of sustainable tourism will contribute to the improvement of the tourism sector in Kaunas.

56. Do visitors have to pay to access your European Heritage Label site?

- Access is free of charge
- Access is for a fee
- Other, please explain below

Other, please explain:

Some of the cultural heritage buildings awarded with Kaunas EHL are public (museums, funiculars, universities or other educational establishments, churches, Kaunas city municipality building), and if there are no events at that time people can visit. E. g. : 1. attending exhibitions and exhibitions of M. K. Čiurlionis Museum costs 5 EUR, (50% discount applies to: students, school children, visitors with an international student identity card (ISIC); pensioners; for individuals with 30 to 55 percent level of working capacity. Children under seven; persons with determined 25% and lower level of working capacity, or a level of special needs and accompanying persons (one person per person); members of the International Committee of Museums (ICOM); Journalists, members of the International Association of Art Critics (AICA); enters free.); 2. To get up or down with Aleksotas funicular cost 0,70 EUR and 1 EUR wir Greenhill funicular (discount applies to: students, school children, pensioners, children under seven enters free). Visiting private residential buildings is in the hands of building managers and is free of charge.

58. Please let us know if you have taken any measures to give privileged access to your site for young people:

Some of the cultural heritage buildings awarded with Kaunas EHL are public (museums, funiculars, universities or other educational establishments, churches, Kaunas city municipality building), and if there are no events at that time people can visit. E. g. 1. attending exhibitions and exhibitions of M. K. Čiurlionis Museum costs 5 EUR, (50% discount applies to: students, school children, visitors with an international student identity card (ISIC); pensioners; for individuals with 30 to 55 percent level of working capacity. Children under seven enters free.);
2. To get up or down with Aleksotas funicular cost 0,70 EUR and 1 EUR wir Greenhill funicular (discount applies to: students, school children, pensioners, children under seven enters free) Visiting private residential buildings is in the hands of building managers and is free of charge.

59. Please let us know if you have taken any measures to give easier access to your site for people with disabilities:

Some of the cultural heritage buildings awarded with Kaunas EHL are public (museums, funiculars, universities or other educational establishments, churches, Kaunas city municipality building), and if there are no events at that time people can visit. E. g. 1. attending exhibitions and exhibitions of M. K. Čiurlionis Museum costs 5 EUR, (50% discount applies to: for individuals with 30 to 55 percent level of working capacity, persons with determined 25% and lower level of working capacity, or a level of special needs and accompanying persons (one person per person);
2. To get up or down with Aleksotas funicular cost 0,70 EUR and 1 EUR wir Greenhill funicular (discount applies to: 80% discount applies for people with disabilities) Visiting private residential buildings is in the hands of building managers and is free of charge.

Sustainable tourism

60. During the current monitoring period, were you promoting the site as a sustainable tourism destination? If yes, please detail.

Kaunas City Municipality has implemented Kaunas City Competitiveness and Attractiveness Development Programme. Helping to reduce touring seasonality the collected taxes are being invested into city marketing, infrastructure improvement. All these mentioned measures reduce tourism seasonality. Also Kaunas City Municipality and private companies encourage people to travel in an eco-friendly way. The “Likebike” revolution in Kaunas is also important because it encourages bicycle tourism. There are also “Likebike” centres all over the city, where tourists can get the most important information about travelling by bike, maps, souvenirs and free water to refresh and fill their bottles. Even local business companies are involved into encouraging bicycle tourism. There is a new project – “Get to know Kaunas by bicycle” (organized by “Baltieva” company together with Tourism Information Centre “Kaunas IN”) that encourages people to travel by bicycles, find special marked places which are close to museums, places of interests, and win useful prizes. The idea is not only to encourage people to travel healthily and in the eco-friendly way but also to become familiar with important touristic places of the city.

The socially responsible transportation and logistics company “Kautra” in 2018 organized the initiative, with the aim to collect used but good quality bicycles from people and to donate them to the families and children in need. 37 bicycles were donated.

In 2016 the tourism e-marketing project “Lithuanian Interwar (1919-1940) Architecture” was developed in collaboration with the 6 different municipalities to promote walking tours and to develop a mobile application, a website and ensure good communication.

61. Are there plans to promote your site as a sustainable tourism destination during the next 2020-2023 monitoring period? If yes, please shortly outline these plans.

In 2019 Kaunas City Municipality approved the Plan for Sustainable Urban Mobility, which is in accordance with the guidelines of 13 March 2015 of the Minister of Transport of the Republic of Lithuania and the strategic plan of Kaunas City. Kaunas City Sustainable Mobility Plan is a strategic planning document aimed at solving the transport challenges that Kaunas City faces, implementing global ecological requirements and making the city comfortable to move for both local residents and city guests. The Sustainable Mobility Plan assesses the main needs of Kaunas residents and business mobility, proposes solutions, prioritizing public transport, cycling, walking and environmentally friendly transport.

Environmental sustainability

62. During the monitoring period, did you implement any activities to ensure that the management of your site was as environmentally friendly as possible? If yes, please detail.

In 2019 Kaunas City Municipality approved the Plan for Sustainable Urban Mobility, which in accordance with the guidelines of 13 March 2015 of the Minister of Transport of the Republic of Lithuania and the strategic plan of Kaunas City. Kaunas City Sustainable Mobility Plan is a strategic planning document aimed at solving the transport challenges facing Kaunas City, implementing global ecological requirements and making the city comfortable to move for both local residents and city guests. The Sustainable Mobility Plan assesses the main needs of Kaunas residents and business mobility, proposes solutions, prioritizing public transport, cycling, walking and environmentally friendly transport.

63. Do you have activities planned to improve the environmental sustainability of your site during the next 2020-2023 monitoring period? If yes, please shortly outline these plans.

More walking tours and cycling routes are planned to be arranged around the central part of Kaunas (Naujamiestis).

Communication strategy

64. What are the **social media channels** that you use to communicate on the **European significance** of your site (if you do not use social media to communicate on the European significance of your site please leave the answers blank):

- Facebook
- Twitter
- Instagram
- Other, please list below

65. Are you using any of the following communication channels **regularly** to communicate or promote the **European significance** of your site (if you do not communicate the European significance of your site regularly, please leave the answers blank)?

- We post new social media content at least once per month (or more often)
- We update our website with new content at least once every six months
- We appear on media (TV, radio, newspapers, journals) at least once every year
- We have described the European significance of our site on Wikipedia

66. Could you please provide examples of your engagement with audiences via social media, your website or 'traditional' media (TV, radio, magazines or newspapers) that focuses on promoting the European significance of your site? Please click on the button below to upload files.

The maximum file size is 1 MB

4525ad75-2a9f-4991-b1d3-cbf3f4f0f88b/66._EHL_ADDITIONAL_PHOTOS.pdf

67. Have you produced and used any information or communication materials (e.g. online or printed publications, videos, infographics, etc.) that mention, explain or promote the European significance of your site?

- Yes
- No

68. Please tell us what information or communication materials you have produced and used, and where to find them. If relevant, please provide links to these information or communication materials.

The main and most important EHL-related news and key information is published on the Interwar architecture Website: <https://visit.kaunas.lt/en/see-and-do/sights/interwar-architecture>

Other Websites and Media that contain EHL data:

https://ec.europa.eu/programmes/creative-europe/actions/heritage-label/sites/kaunas-1919-1940_en

<https://visit.kaunas.lt/index.php/en/see-and-do/sights/interwar-architecture/kaunas-was-awarded-a-european-heritage-label>

<https://modernizmasateiciai.lt/en/vatikano-nunciatura>

<https://modernizmasateiciai.lt/en/elijo-sneiderio-namas>

<https://kamane.lt/eng/Kamane-s-texts/Architecture/Kaunas-interwar-modernist-architecture-shone-bright-in-the-sky-of-cultural-heritage>

<https://www.lrt.lt/en/news-in-english/19/86451/interwar-kaunas-architecture-may-be-granted-european-heritage-label>

<https://kaunas2022.eu/en/2018/04/16/kaunas-lithuania-to-become-the-epicentre-of-modernism-in-2018/>

<https://kauno.diena.lt/naujienos/kaunas/miesto-pulsas/kaunui-oficialiai-suteiktas-europos-paveldo-zenklas-686175>

Hashtag #EHL used in social media websites(Facebook,Instagram, Twitter):

https://www.facebook.com/photo.php?fbid=10156296322753331&set=bc.AbpmOThSWW3yU-8rAhVUAQHfLSuLXsIRx2oqilCzItFc91I6lx2M0U0q3cdGOd7iU-njsJ6bAPRz8cCsP6KKoliOr8_yESW_18h1XJ91tpmuCjWqh8O6GhYqervCiUe-0A&type=1&opaqueCursor=AbrCXd67H0R7LGpBKRxQ0YeH09P42WtE3dmXqm_u4h4ALF8gIHK21kYsNgS Q3BNYjHxVFt5UY2f0uBhjJI9cp4WBfwJIPR8wLP7SGP_gdKLhimjSQLFEgBNIOqSk5mMQQvJ_4W0k3hI_0p kWY9QLWBF8MCURMNfowPaarpRqC8za_ZNlfCar-e1CpUshVrCgbb70PhNMAEo8qrj_4_fdc-bDRvXVvgikxmpHqX6RluwFE3m4Te7aGV0r56NhhqjK9UdxkkJGgfjlvU1J8Z0dR5XWKU8CeabGMjBeurPWC VDp4mcw5iImBKBZmTaV6Hx0Uw8c-ZeUT-wmJQTWUFYewiNbxnTuox1IjzgEocl771nvz1-G8K0xUJNdgqNMjZP2bD7yP9MyaINtMOcP9M0NRQUW80RK4jDomN6QkLtQbf1dyIFr930UFF2RCARt0fop 3w-m8wpl8_CZycwQTRfH8o0W1tGHuqNRR3g3mE0eWZ3BT6YVP4mc-6RaV24bVvnc-EY0l-Wn8Ei14Cas0UKnZ7hSi&theater

https://www.facebook.com/photo.php?fbid=10154171450913331&set=bc.AbqeXJSJHp8aFsk07IkSOONK1PcQ3-hKtivTILoPDPMwVAu_fpM5k6R_X4zACbS6RmVNHEaC-pdpUMakxoJcWqwB51FaL_F4vjHt0g2QKYEPgTIA095BMF2YBoL5uap7RkQ&type=1&opaqueCursor=AbrUG-258BBG5PMcla4-ljdVbR4b5FXKqzxmTMmKdEWM9ZQqVC2iUrCbwQZUYjiUXgN0tBFarUXEkqtFGTHVfYJZ8ZqUTGHghOT5 esNeHmZdvngNgGYM3oL-2ulZ7iEqKRHFwr1ZThOYwfaNL148YqtZACDqw6zwt-0OeEOglucRmSpukuPAwwCQk7wGS00zelFBvD8SS3IQ_tARWUpZ2HCN-DcDb8QYdPobhOvncZT4bMD66N5XkCujst9NfoTvxG9A7GHiOvgBB7EnDWZIAEQV1cWOL5kUXhWtTIZ94 HdMdjptJo6naueU-ZHCnvWgoTYIGKE3CtsMwNdXAmZE64K2TqeUKvI9dz0LwAxoXR04I44CdWPabf5Za3Ird0yMTUI3uhDzYR

waeA1_v6xQXbLz6wa_G9AZwcRC-jp-YdDCOsI1JF-
2kkDVbF7WKqOW2Z6ImpfzGcwRFq1e6niIrrb_LGDhpfvwQHBxADT8g3rYbQ&theater

https://www.instagram.com/p/Bgjrl_ZI9B05-BuR-IAmm8y7FQ1GwZmkfVONZs0/
<https://www.instagram.com/p/8asXhsiK6H-RD1wAP-Wrmg9ICiBDA1ksYG-SQ0/>
<https://www.instagram.com/p/B8x50vlgYVM/>
<https://www.instagram.com/p/B8KWITXAifh/>
https://www.instagram.com/p/B3CoLDGo_7_/
<https://www.instagram.com/p/B3l23ZlgiHw/>
https://www.instagram.com/p/B0GSK_2ldaj/

https://twitter.com/europe_creative/status/976099418708553729
<https://twitter.com/Paveldokomisija/status/974302055362908161>

69. Has the site used the possibilities offered by new technologies and digital and interactive means to raise the profile and attractiveness of the site on a European scale (e.g. through the use of virtual tours, or immersive experiences)?

In 2015 in cooperation with Architectural and Urban Research Centre (AUTC) of Kaunas University of Technology (KTU), a multilingual mobile tourism application "Kaunas of 1919 –1940" was made. App was dedicated to introduce Kaunas interwar modernism architecture. In order to ensure the dissemination of multilingualism, the mobile app was created in 4 official languages of the European Union – Lithuanian, English, German and French.

In 2016 the route of the „Kaunas pocket" was supplemented with 3 separate itineraries, one of which is dedicated to Kaunas Interwar Architecture. The audio guide is in 3 languages - English, Lithuanian and Russian.

In 2018 the app „Interwar Architecture" was developed. This application is an interactive educational platform that connects the interwar architecture of 6 cities of Lithuania with modern technologies and was created in 9 languages - Lithuanian, English, German, Finnish, Hebrew, Japanese, Latvian, Polish, Russian and French. This app has a possibility to download the developed application using NFC or QR code.

70. On site, do you prominently display the European Heritage Label plaques provided by the European Commission?

- Yes, we prominently display the large European Heritage Label plaque
- Yes, we prominently display the small European Heritage Label plaque
- No, we do not prominently display the European Heritage Label plaques

71. You have indicated that you prominently display the European Heritage Label plaque(s). Could you please upload the photos of these plaques illustrating their prominent location on your site or during their inauguration event(s). Please click on the button below to upload your photo files.

The maximum file size is 1 MB

538d9eda-e3e0-4631-b3a2-eabfb4b6bb01/71._EHL_ADDITIONAL_PHOTOS.pdf

72. Did you organise a specific 'inaugural' event for the installation of the plaques?

- Yes
- No
- Other (Please describe below)

73. Do you feature on your website...

- The logo of the European Heritage Label
- A mention that your site was awarded the European Heritage Label
- An explanation of what the European Heritage Label is
- Information or links to other European Heritage Label sites
- None of the above

75. Overall, would you say that the reach of your site via media, social media and/or web has increased since the award of the European Heritage Label?

- Yes, considerably
- Yes, slightly
- No, it has had no impact
- I don't know

Updated project

76. Please let us know what activities you have planned for the next four years to ensure that your site continues to comply with the criteria for attributing the European Heritage Label ahead of the next monitoring exercise in 2024. Please upload your revised project for the period 2020-2023, if you have already completed it. Please click on the button below to upload your updated project.

The maximum file size is 1 MB

582223db-2ca8-4008-9acb-ed9b821cd5ab/MONITORING_2020-2023.xlsx

Before moving to the next section, please save your progress by clicking on the 'Save as Draft' button on the panel on the right side of the screen

OPTIONAL

(This section is to be filled in by the site manager and national coordinator)

Further to the monitoring questions above, the Commission would highly appreciate your feedback on national-level collaboration, your good practices, other EU funding opportunities and the national context in which your site is delivering the European Heritage Label project. This feedback is optional.

We would appreciate both site manager and coordinator perspectives on all the questions included in this part of the questionnaire. The sites are invited to fill in their answer first. These answers will then be complemented by the perspective of the national coordinator.

National collaboration

77. Could you please present how you worked with your national coordinator and how s/he worked with you to implement your application?

The Ministry of Culture of the Republic of Lithuania has contributed to the smooth and systematic implementation and monitoring of the dissemination and monitoring of the European Heritage Label.

Good practices

78. Do you have good practices in managing your European Heritage Label site that you would like to share with other sites or coordinators in other countries?

- Yes
 No

79. Please shortly present your good practices that you think would benefit other European Heritage Label sites or coordinators:

The European heritage label has contributed and is contributing to the preservation of the Interwar Modernist architecture, strengthening its public standing, formation of the attitude towards the heritage, and the further studies and initiatives. Tourists and residents of Kaunas understand the values of these cultural heritage objects. Also Kaunas City Municipal Administration intends to continue the heritage restoration programme, which provides fund for Municipality's immovable cultural properties, their adaptation to the needs of the disabled and implementation of decorative lighting and a partial financial contribution of Municipality to the restore EHL buildings.

EU Funding opportunities

80. Has your site participated in Calls for EU funding support (e.g. support to European cooperation projects under the Creative Europe Programme or another funding programme)?

- Yes
 No

National policy context

82. In order to help the Commission better understand the national context in which your site is implementing the European Heritage Label activities, please shortly describe the national policy context, national support strategies, funding instruments or other initiatives in support of cultural heritage (as applicable):

Each year, according to national priorities, funding is distributed using Heritage Restoration Programme for restoration of cultural heritage objects. Heritage Compensation Programme is dedicated to owners of cultural heritage that can apply for a compensation for restoration works. Other national programmes covers funding for heritage research and dissemination.

Kaunas City Municipality became the first municipality in Lithuania to create a heritage restoration programme that partially financed and helped to conserve 6 EHL buildings by using partial financing from Kaunas City Municipality.

Dear Manager of the of European Heritage Label site,

This completes your contribution to the 2020 monitoring exercise and the rest of this questionnaire is to be completed by your national coordinator.

ATTENTION! Your contribution is not yet submitted and needs to be validated by your national coordinator. In order to do so, please click on the 'Save as a draft' button on the right side of the screen.

You will be given a link that you need to forward to your national coordinator. If you do not save and forward this link to your national coordinator, your information will not be saved and will be lost.

Thank you very much for all your help! We really appreciate and value your contribution.

DG Education and Culture

VALIDATION

(This section is to be filled in by the national coordinator)

Please confirm that you have reviewed the information provided by the site located in your country to be accurate.

Please confirm that in your opinion, this site continues to meet the criteria for attribution of the European Heritage Label provided by Article 7 of the Decision No 1194/2011/EU.

If you are unable to make this confirmation and if the European panel establishes that the site no longer meets the criteria, it shall initiate a dialogue with you via the Commission to facilitate the necessary adjustments to the site.

* Please select:

- I confirm that the site monitored continues to meet the criteria for attribution of the European Heritage Label
- I am unable to confirm that the site monitored continues to meet the criteria for attribution of the European Heritage Label

SUBMISSION

(This section is to be filled in by the national coordinator)

Please print or download a copy of the questionnaire now for archiving or approval proposes.

National coordinators are invited to create a PDF document of the monitoring report for each site located on their respective territory and send the form, duly signed and scanned, to the Commission at the following address:

European Commission

Directorate General Education, Youth, Sport and Culture

Ms Barbara Gessler, Head of Unit Creative Europe, Directorate Culture and Creativity

e-mail: EAC-Culture@ec.europa.eu

Please do not forget to click on the 'Submit' button below to submit this monitoring form electronically to DG Education and Culture.

As per the provisions for the Monitoring of European Heritage Label sites, the Commission will submit the report to the European panel for examination.

Contact

EAC-Culture@ec.europa.eu