

APPLICATION FORM

**TO THE EUROPEAN COMMISSION TO AWARD
THE EUROPEAN HERITAGE LABEL**

to the three most valuable historical sites of the City of Lublin
which is historically related to the conclusion
of the Polish-Lithuanian Union,
the Union of Lublin, in 1569

NOMINATION TITLE

**UNION OF LUBLIN
UNION OF NATIONS, CULTURES, PEOPLE**









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– original is stored
at the State Archives in Lublin.



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A. Application form to be filled in by any candidate site (in accordance with the meaning specified in article 2 (1) of Decision 1194/2011/EU) and any site participating in a transnational site or a national thematic site (in accordance with the meaning specified in article 2 (2) and 2 (3) of Decision 1194/2011/EU respectively).

I/ Identification of the site

Member State	REPUBLIC OF POLAND
Name of the site	UNION OF LUBLIN – UNION OF NATIONS, CULTURES, PEOPLE
Postal address of the site	Urząd Miasta Lublin, Plac Łokietka 1
Official Web address	www.ehl.lublin.pl www.zde.lublin.eu www.miastounii.lublin.eu

Type of site (see meaning as specified in Article 2 (1) of Decision 1194/2011/EU)

Tick one or several of the following boxes:

Monument

Natural site

Underwater site

Archaeological site

Industrial site

Urban site

Cultural landscape

Place of remembrance

Cultural good and object (open box: name the place to which the cultural good or object is associated)

Intangible heritage (open box: name the place to which the intangible heritage is associated):
THE CITY OF LUBLIN

Name and contact information of the site manager

Name: Hubert Mącik
Title: Director of the Municipal Conservator's Office
Address: ul. Złota 2, 20-112 Lublin
City, Province, Country: Lublin, lubelskie, Polska
Tel.: +48 81 466 20 52
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Name and details of the contact person for this application

Name: Hubert Mącik
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Description of the site

Short description of the site, including its size, its history, its development and its status. This section should be written with careful reference to the objectives of the European Heritage Label and take into account its characteristics compared to other initiatives in the field of cultural heritage (such as the UNESCO World Heritage List or the Council of Europe's Cultural routes). Maps with the precise location of the site have to be attached. Pictures of the site can also be included.

The subject matter of the application is the heritage of the idea of the Union of Lublin established between Poland and Lithuania, materially represented by monuments present in the landscape of Lublin city being witnesses of the Union's forming and commemorating it.

Lublin has functioned as an essential state and church administrative centre since the 12th century. In the mid-13th century the Dominican Order set up their monastery in the city, which, according to historians, is the evidence of the high position of the city. In this period of time also a Romanesque donjon was erected on the castle hill, which was then transformed into the brick-built castle. In 1317 the Magdeburg Rights were granted to Lublin and the city became an important urban centre of Poland at that time as well as an essential illustration of the Western and Latin civilization in the Eastern Europe. In the 1380s Lublin turned into a significant commercial centre enabling cultural exchange between the Western Europe and Lithuania or Rus'. At this point Jewish settlers had been already present in the city.

Lublin played an important role during the reign of the Jagiellonian dynasty because of its magnitude and stateliness of its castle, where the king and his court could stay. The Lublin fairs were famous in Europe and visited by Germans, Lithuanians, Armenians, Turks, Ruthenians and Jews.

Under the first Union between Poland and Lithuania established in 1385 in the Krewa Castle (at present Belarus) Jagiełło, the Grand Duke of Lithuania, in return for becoming the King of the Kingdom of Poland was to convert Lithuania to Christianity and incorporate it into the Kingdom. Jagiełło was crowned the King in 1386. The ceremony took place in the Lublin Castle. Therefore Lublin, which is situated halfway between the capital cities of Poland and Lithuania, Cracow and Vilnius, became one of the most important cities in this part of Europe. Lublin became the place where ruling elites from Poland and Lithuania met and made the most important decisions concerning both these states. The parliamentary system was developing both in Poland and in Lithuania..

The Union of Krewa reflected the intentions and developing ideas of unity. It prepared the ground for the Union of Lublin. The Sejm took oath to the Union and the King of Poland and the Grand Duke of Lithuania Sigismund II Augustus confirmed it in the Lublin Castle on the 1st of July 1569. It became the solid foundation for the so-called Commonwealth of Both Nations. As the result of the Union of Lublin the federal state form made of two separate countries that were connected not only by the common monarch, but also by the common parliament, currency and army keeping in the same time separate administrative, judiciary, legal systems, separate official languages, freedom of settlement and purchasing goods in both countries was created. The Union was an exceptional case of democratic integration of two countries differing from the personal unions joining various European countries over the years, which were connected only by the common feudal and, in the modern age, absolute monarch.

The Union of Lublin established in 1569 completed the process of welding together two different states lasting for about 180 years. The Kingdom of Poland was fully incor-

porated into the Western, Christian culture (Res Publica Christiana as this part of Europe was referred to in this period of time). The Grand Duchy of Lithuania spread on the great area between the Baltic Sea and the Black Sea (at present Lithuania, Belarus and Ukraine) was, on the other hand, the last pagan state with Lithuanians and a numerous population of Ruthenians being the part of the Orthodox Church, who were ancestors of Belarusians and Ukrainians living at present.

Deep civilisational changes between 15th and 16th centuries meant both strengthening of the Western Culture in the Grand Duchy of Lithuania and preservation of its own languages and cultures. The wealthy Baltic areas inhabited by the German population joined the Polish-Lithuanian Commonwealth voluntarily. Also many Jews appeared in the state. They gained their autonomy and created the most numerous Jewish community till 18th century.

The territory of the Polish-Lithuanian Commonwealth was inhabited by Poles, Lithuanians, Ukrainians, Germans, Armenians, Belarusians, Jews (the largest agglomeration in Europe) and people of different religions: Catholicism, Protestantism, Eastern Orthodox Church, Islam and Judaism.

Despite a great ethnic and religious diversity, the religious tolerance was guaranteed on the whole territory of the Polish-Lithuanian Commonwealth, which enabled the peaceful coexistence of followers of different religions. It was an exceptional case because in many European countries at that time the followers of religions differing from the dominating ones were persuaded. Therefore, even strong development of the Protestant Reformation, which took place in the 16th century, did not cause the dissolution of the state.

The memory of the Union of Lublin and the federal state, created as the result of it, continued also in the 19th and 20th century.

The result of the Union was creation of the multi-religious and democratic country that over many years of its existence between the 16th and the 18th centuries gained a great political significance and in which separate national identities, including Polish, Lithuanian, Belarusian and Ukrainian, were born and strengthened, which in consequence lead to the rebirth of these nations and their states in the 20th century.

The principles of the Union, which are still up-to-date in the context of the European integration, are visualised in the statement “The free with the free, the equal with the equal” visible at the Union of Lublin Mound erected in Lviv (at present Ukraine) in 1869 in order to commemorate the 300th anniversary of the Union’s establishment.

Establishing the Union required the great political culture and a lot of consideration and was a compromise made by both parties. Close relations between these two states continued to exist for over 400 years. The concepts of the Union, questioned by European totalitarianisms of the late 19th and the early 20th century, were reborn after the year



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The Union of Lublin - oil painting by Jan Matejko, Lublin Castle

1945, when the basis for the new order in Europe started to develop. The Union of Lublin is the part of the European heritage being an archetype of the European Union in forming federations of states and civil societies of contemporary Europe.

Material objects commemorating the Union of Lublin are present in the landscape of the city. These are among others:

The Chapel of the Holy Trinity at the Lublin Castle, where the sitting of the Sejm and signing of the Union Act took place in 1569, the monastery complex of the Dominican Order, in which a formal mass after the Union's establishment was celebrated and the Union of Lublin monument situated at the Litewski Square – an evidence of the memory of the Union also after the dissolution of the Commonwealth.

The Union of Lublin Monument was erected in 1569 at the Litewski Square (the Square was called Litewski (Lithuanian) due to the fact that it was the place where Lithuanian nobles encamped after the Union was established) and was founded by Sigismund II Augustus – the King of Poland and Great Duke of Lithuania. The existing obelisk in the style of classicism dates back to 1824, when it replaced the previous one. The relief present on the surface of the monument is the allegory of the Union depicting two women standing for Poland and Lithuania and shaking hands. The inscription on the monument informs about joining these two states.

The Dominican Order Church under the invocation of St Stanislaus together with the monastery was erected in the second half of the 13th century with additional brick-built part of the building built on starting from 1342 and founded by the King Casimir III the Great. It is a place closely related with the Union of Lublin Act signed in 1569. After the Union had been established in the Lublin Castle a thanksgiving mass in the presence of the King Sigismund II Augustus was celebrated in the Church. According to tradition, the Union Act was sworn in the Church refectory. Dominicans store movable historic objects connected symbolically to the Union and the idea of European integration:

The crucifix the Union was sworn on the relief constituting the allegory of the Union on the monastery's courtyard. The relief features Poland as a knight in an armour with

a sword and a shield in his hand and Lithuania as a figure with a mace in the hand and a bearskin on the shoulders.

The Bell of Two Unions (Dzwon Dwóch Unii) cast in 2004, due to the fact that Poland joined the European Union at that time, with the inscription “From the Union of Lublin to the European Union”.

The Chapel of the Holy Trinity at the Lublin Castle is, next to the Castle tower, the only fully preserved part of the Castle dating back to the Union’s signing and one of the most precious and the most interesting historic buildings erected in the Middle Ages in Poland and Europe. Its high level of uniqueness is guaranteed by combining gothic architecture with Byzantine-Ruthenian polychromes in the inside representing two culture circles of the medieval Christianity: the West and the East. In 1418 Władysław Jagiełło, the King of Poland coming from Lithuania, founded Byzantine-Ruthenian frescos that cover the entire interior of the Chapel. In 1569 masses, celebrated in the Chapel, accompanied sittings of the Sejm resulting in establishing the Union of Lublin. In the Chapel there is, among 203 inscriptions preserved on the surface of its walls, also an inscription documenting the establishment of the Union of Lublin in 1569 . [Pio/tr/ Jeżewski / (of the Prus Trzeci crest) /1569/ unia facta est cum ducatus Lytwanie]. The inscription was probably completed during the formal thanksgiving mass after signing the Union of Lublin Act. The Chapel of the Holy Trinity is an inseparable part of the Lublin Castle – one of the most important places in the Lublin city and region.

Relevance of the application: summary (250 words as a maximum)

The Union of Lublin established in 1569 completed the process of welding together two different states lasting for about 180 years. The Kingdom of Poland was fully incorporated into the Western, Christian culture. The Grand Duchy of Lithuania was, on the other hand, the last pagan state with Lithuanians and a numerous population of Ruthenians being the part of the Ortodox Church, who were ancestors of Belarusians and Ukrainians living at present.

The Union established in 1569 was a wise compromise, which turned out to be also very solid. It created the federation of two states with one monarch and one parliament possessing the broad legislative authority. The Kingdom of Poland and the Grand Duchy of Lithuania kept some of their own central authorities forms and their own armies. An important feature of the Union was also autonomy of, for instance, small regions and districts that had at their disposal their own democratic institutions, regional councils called sejmiki. A few years after establishment of the Union dozens of such councils in the whole state adopted an, exceptional at that time, resolution guaranteeing religious freedom and banning religion constraint common on the whole territory of Europe at that time. The Union was strengthened at the end of the 18th century by introducing reforms leading to even deeper democracy, such as the Constitution of May 3, 1791.

To sum up, the Union of Lublin gave rise to the federal state, which became the symbol of unity above political borders. The establishment of the Union determined the next centuries of the cultural and political development in the central and eastern part of Europe. In the multi-ethnic and multi-religious, democratic state the separate national identities of Poles, Lithuanians, Ukrainians and Belarusians were born and consolidated, the result of which was the rebirth of these nations in the 20th century. The Commonwealth became an important cultural bond between the Western and the Eastern Europe. The Union was a sign of civic maturity, tolerance and high standards of parliamentary democracy in Polish and Lithuanian societies and was the common experience of building the civic unity.

Has the site already got the European Heritage Label under the intergovernmental initiative?	YES If yes, when? 2007
Owner of the site	LUBLIN MUNICIPALITY
Moral or physical person legally responsible for the site	LUBLIN MUNICIPALITY
Public or private authorities responsible for the management of the site	LUBLIN MUNICIPALITY
Has the site been awarded an international specific status :	NO
- Is the site on the UNESCO World Heritage List? Is it on the UNESCO Tentative List?	NO
- Is the site on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity?	NO
-Is the site part of a Cultural Route of the Council of Europe?	YES THE WAY OF ST. JAMES, VIA REGIA
- other	NO
Has the site been awarded the European Union Cultural Heritage Prize / Europa Nostra Award?	NO

Are you applying as part of a transnational site? NO

Do you apply as part of a national thematic site? NO

If yes, indicate the name of the national thematic site and the coordinator site.

Each site participating in a national thematic site must fill in the present application form and must be in full compliance with the criteria.

In addition, the coordinator must also fill in section C below.

All the forms must be submitted jointly by the coordinator to the national authority for the pre-selection procedure and by the national authority to the European Commission for the selection procedure.

II/ Criteria to be met by the candidate site

1. Candidate sites for the Label must have a symbolic European value and must have played a significant role in the history and culture of Europe and/or the building of the Union. Please demonstrate one or more of the following:

1.1 The cross-border or pan-European nature of the candidate site: describe how the site's past and present influence and how its attraction go beyond the national borders of the Member State. (300 words maximum)

In the third quarter of the 17th century, Lublin was a vital trading stop on a trail between Asia and East and West of Europe as well as one of the most important cities of the Kingdom of Poland, located on a royal route from Vilnius to Cracow, connecting two capital cities of the Jagiellonian dynasty, which is being remembered by the ongoing project Via Jagiellonica and being essential point on the European route Via Regia.

Lublin at present is involved in dissemination of the European values by its activity in the EU initiative of Eastern Partnership for United Europe – Centre for Eastern Competences (CEC). It's the first and one of its kind think-tank that was brought to live in Lublin in 2012 by the city authorities and representatives of the international organization within UN – United Nations Development Programme. It aims to enable the transfer of ideas, actively support the building of trust and democratic initiatives. Civic society being one of the major programme areas. Lublin region has been conducting numerous and intense activities in the field of international co-operation involving EU eastern border. For that reason, the Association of Central and Eastern Europe was registered in 1991 and on its application the Ministry of Foreign Affairs, established the Institute of Central and Eastern Europe. CEC's aims to inspire and promote cross-border co-operation, and set direction in taking action between European Union – Eastern Europe as well as to foster mutual communication and dialogue. By turning to use its long-term experiences and contacts with partners from beyond Poland's eastern border, Centre for Eastern Competences, facilitates creation of co-operation networks and aids eradication of barriers also stemming from prejudice and stereotypes. Centre for Eastern Competences utilizes the integration of circles, organizations and institutions dealing with co-operation with the East as its forms of operation.

Lublin plays a pivotal role in this enterprise, together with functioning here physical manifestations of the Union's values, likewise Union's impact on generation's fate and history of the region of this part of Europe in the context of EU enlargement.

1.2 The place and role of the candidate site in European history and European integration, and its links with key European events, personalities or movements. (300 words maximum)

On July 1, 1569 the Union of Lublin was signed in the Lublin Castle – international contract between the Kingdom of Poland and Grand Duchy of Lithuania. As a result a single state, the Polish–Lithuanian Commonwealth was created that was the biggest in territory (1 mln km²), powerful and significant in Europe multinational state with 40% of its inhabitants being Poles. Among many others the following were also living within its borders; Lithuanians, Ruthenians, Germans, Latvians, Jews, Tatars, Armenians each of them possessing separate customs, language and religion. The Commonwealth became a bridge between West and East. It was not only the ruler but also common state institutions that joined Lithuania and Poland. Co-existence of numerous nations side by side in one state, enabled interchange between respective cultures: Lithuanian, Russ, Polish and Ger-

man and Jewish as well as Tatar and Armenian. It contributed to eradication of divisions in this part of Europe. Poland was one of few states in Europe that had no religious wars. The idea of the union functions in the space of the originally preserved historic old town that had been developing on the border of two main European cultural influences, whereas the aforementioned monuments are the tangible proofs, preserved in the surrounding area, of the conclusion of the Union of Lublin – a unique in European history occurrence that had paved the way for European integration. The exceptional quality of the Union of Lublin had been based on peaceful, democratic and accepted by the communities union merging two independent states within the frames of one single state, which preserved cultural and legal differences of the two parties, but at the same time, lead to economic and cultural integration of the significant territory of Central and Eastern Europe.

Lublin, the city of Union, is linked to many other events, persons or movements significant to Europe. Numerous scientific and educational institutions of different denominations operated in Lublin in 16th-20th century, e.g. Christian: Dominican Fathers studium generale (university) and major Jesuit's and Jewish colleges –Lublin Yeshiva was the biggest in the world centre for Talmudic studies, thus Lublin was given a name of “Jewish Oxford” or the “Jerusalem of the Kingdom of Poland.”

1.3 Their place and role in the development and promotion of the common values that underpin European integration.

Describe to what extent your site has significantly contributed to the development and / or promotion of one or more of these values. (300 words maximum)

The Union of Lublin of 1569 gave rise to a federal state with a single elected monarch, common parliament, currency, defence and foreign policy. Both nations preserved their own territory, separate law, treasury, offices, military and judiciary but gained right to settle and purchase goods freely in two states. The official languages were kept separate. The Union aided development of mutual tolerance and facilitated respect for Polish and Lithuanian identity as well as for other nationalities living in the Commonwealth at that time.

The union of Lublin is an example of the integration of nations, cultures and customs, but preserving the most crucial differences, adhering to respect and equality before the law principle. Separate languages, freedom of movement, minority rights protection and other principles adopted in the Union of Lublin are very similar to EU legal and formal principles. Commonwealth of Both Nations created as a result of the Union, became a state of multinational and multireligious social structure that was unique in terms of rights of an individual in Europe of those times. This event became a symbol of unification above political borders in the historiography of the major part of Central and Eastern Europe.

Connection into single state of two separate structures in a peaceful manner, with consent of the communities of the two countries and demonstrating due respect for their cultural, religious, legal and economic differences is reflected in the Holy Trinity Chapel.

The Chapel symbolizes connection in the Union in artistic and cultural aspect. As Union of Lublin and European Union created brand new political and economic quality, equally meeting and co-existence of West and East in the Holy Trinity Chapel created whole new quality in Europe's art and culture, based on unique connection of different artistic styles representing two different religions, in one temple.

Lublin was a place where theological, scientific and philosophical thoughts and opinions were exchanged and was also open for religious and scientific discourse. Lublin Dominican Fathers refer to glorious tradition of this 18th century discourse by building a platform of understanding between religions and cultures in their Monastery

Article 2 of the Treaty on European Union states that "the Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. The values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail." The common values that underpin European integration are also described greater in detail in the Charter of Fundamental Rights of the European Union.

2. Candidate sites for the Label must submit a project which includes all of the elements listed from 2.1 to 2.5 below. Before detailing every aspect of this project, please summarize it in 300 words maximum.

Propagation of the idea of the European integration among others, through references to the Union of Lublin is one of the elements included in the Lublin branding strategy entitled Lublin. The City of Inspiration. This is multicultural city, multireligious and multiethnic that is famous for its tolerance and openness and inspires through its cultural heritage.

To promote the Site we propose implementation of the educational and promotional project coordinated by the Lublin Municipality, where apart from new actions dedicated entirely for the promotion of the Label, already functioning cultural products with a European range realized in Lublin, will be turned into use.

New actions implemented within integrated promotional project to begin in 2015 will entail:

- devising of separate website in Polish, English, and additional EU languages added gradually on the subject of the Site at the following addresses www.miastounii.lublin.eu and www.zde.lublin.eu and www.ehl.lublin.eu, that will provide information on the Site and its significance for the idea of European integration and containing up to date content on promotional activities in connection with the Site;
- implementation of the educational programme in 2015-2017 for the schools (to include Lublin Higher Schools too, where significant percentage of students is outside of EU) that will consist of a series of classes in schools, in the city outer space, competitions, location-based urban games and educational plays;
- organization of the "Union Day" – new annual event dedicated to promotion of European values among Lublin citizens and tourists that will illustrate Lublin experiences in building nation and culture partnerships in Lublin, the holiday will consist of cultural events, scientific discussions and open lectures (also in the city outer space and broadcasted over the internet) The event is to start on Europe's Day (May 9) and would continue till July 1 (the day of signing of the Union of Lublin) emphasizing similar values at the core of both Unions;
- implementation of media campaign (to include social media) creation of information package that will be ready for broad use with an aim to promote EHL and Lublin's heritage in that regard, placing of information on that subject in promotional publishing material prepared by the Monastery, Museum and Lublin Municipality;
- creation of new tourist route that will promote the Site – the Union of Lublin Trail.

2.1. Raising awareness of the European significance of the site, in particular through appropriate information activities, signposting and staff training; (250 words maximum)

Which further activities would be carried out to raise awareness of the European significance of the site if it is awarded the Label? When would these activities be launched? Would they be in place one year after the final selection of the site? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?

Additional promotional activities had been planned within the project described in point 2.

Within the implementation of promotional project, the following has been intended:

- creation of network Monument-Monastery-Chapel by virtue of a joint contract with the project managing authority – Lublin Municipality;
- joint brochures, folders, guides etc. made available in each of those places;
- further training given to tour guides and staff in each point of contact and service of visitors concerning EHL;
- signposting for the Sites with the information on EHL, information on EHL on information boards when entering the city;
- information boards and interactive kiosks integrated with the visitor servicing system in Lublin;
- within the redevelopment of Plac Litewski fitting of new information elements: information boards, interactive kiosks, scale models and equipment for installing temporary exhibitions displaying the history of the place and the Union of Lublin Monument in particular and showing the Union of Lublin role as the symbolic reference for the modern European integration (implementation from 2015)
- brochures will be developed and audio guides at the Castle, Dominicans Basilica and Monastery in Polish, English, French, Spanish, Russian, Ukrainian, Portuguese, Italian and German

In case of receiving the Label the concept of new promotional and educational activities had been prepared (point 2). The concept intends long-term promotional and educational activities aiming at:

- raising awareness regarding existence, values, aims and opportunities that are linked to European Heritage Label;
- increasing the knowledge about EHL in tourist information centres;
- showing the multilayered and European aspect of the Union of Lublin.
- the Project targets all age and social groups, inhabitants and visitors from other EU member states paying visit to Lublin.

Promotional project will be coordinated by the Lublin Municipality. The costs of the project will be covered from the Municipality, Museum and Monastery resources. Further finances will be secured from European funds and available ministerial programmes, ROP, Union's initiative of Eastern Partnership, and from the project entitled Eastern European Pearls: Development and Promotion of Transboundary City Cultural Tourism Product.

2.2. Organising educational activities, especially for young people, which increase the understanding of the common history of Europe and of its shared yet diverse heritage and which strengthen the sense of belonging to a common space; (250 words maximum)

List and describe all the educational activities which are currently being organised by

the site. Explain which of these activities are adapted for or specifically targeted at young people. Do you have partnerships with schools or universities? How do your educational activities increase the understanding of the common history of Europe and of its shared heritage? How do they contribute to an appreciation of Europe's national and regional diversity? How do they contribute to intercultural dialogue? How do they strengthen the sense of belonging to a common space? How do they raise awareness of the common values of Europe?

The Museum and the Monastery conducts classes on various subjects targeting children and adolescents from primary, lower-secondary and high schools aiming to deepen the understanding of shared Europe's history, Europe's cultural heritage, and to shape children's attitude of appreciation, tolerance and responsibility for common heritage. The Holy Trinity Chapel, Jan Matejko picture at the Lublin Castle portraying signing of the Union in 1569, together with Union of Lublin Cross that is kept in the Dominican Monastery play an essential role in those classes.

Through realized educational programmes European, ecumenical, historical and ethical values are being promoted. In cooperation with universities, schools and NGOs the following are being conducted; scientific sessions, international and interfaith discussions, ecumenical meetings, musical and creativity workshops. The Monastery and the Museum makes available its space and facilities for the educational activities. From Union of Lublin to European Union educational path is in operation. Lublin Castle houses Union of Lublin picture from 1869 by famous Polish painter Jan Matejko that commemorates 300th anniversary of Union's incorporation. In the vicinity of the picture, the classes take place, to outline Union's historical context and to deepen understanding of shared Poland and Europe's history, those classes equally aim to shape attitude of understanding and tolerance for ethnical diversity and responsibility for common heritage.

Within the frames of cultural programme, artist are invited to present works from different times, religions and cultures of Europe what in turn facilitates deepening of intercultural dialogue. Museum educational programme relies on conducting Museum lessons based on newly created touristic trail, exhibitions and showpieces. The competitions organized for the adolescents are to broaden interests on city's cultural heritage. Those actions serve a purpose of building civic society based on common values and on elements of European history, moreover they promote democratic values and human rights that underpin tolerance and European integration.

Which further activities would be carried out if your site is awarded the Label? When would these activities be launched? Would they be in place by the end of the designation year? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?

In case of awarding the Label, joint education networking projects will be implemented – among adolescents in particular – with other Label Sites, financed from own budget and external resources secured where possible (for instance Ministry of Culture and National Heritage Operational Programmes, subsidies, donations, foundations, sponsors).

Planned promotional and educational activities will also target persons with movement disability through adjusting those Sites to meet their needs. Ultimately, actions will also be directed to persons with other disabilities. Within those actions the following is anticipated:

- series of lessons for pupils of Lublin schools presenting European aspect of Lublin history with particular attention given to symbolic role of Union of Lublin for the integration of Central and Eastern Europe nations;

- networking educational programmes – in particular among adolescents – with other Sites of the Label financed from own resources and external means that are going to begin in the first year from the moment of receiving the Label;
- cooperation with the schools from Lublin area and region (among others, III Liceum Ogólnokształcące im. Unii Lubelskiej w Lublinie, an upper secondary school);
- lectures and excursions for students, that is to include non EU students, partnered with the “Grodzka Gate – NN Theatre” Centre and University Chaplaincy Centre as well as with partners from outside of Lublin and Poland with special emphasis given to the role of places connected with Union of Lublin, marked with EHL and stressing the role of Lublin heritage as part of European heritage.

Actions are to begin from school/academic year 2014/2015. The actions had previously been piloted in October 2013 with active participation of the Municipality, Museum and Monastery. PLN 200 000 had been secured for EHL promotional activities.

2.3. Promoting multilingualism and facilitating access to the site by using several languages of the Union; (250 words maximum)

Which languages of the European Union are currently being used to promote the site? Which other languages are used? For each of these languages, explain if they are used for information activities, educational activities, cultural activities, signposting, guided tours, audio-guides, website, reception facilities... ? Has your staff been trained in these languages? Does your site carry out specific activities for the promotion of multilingualism?

To promote Union values and multilingualism in promotional and informational materials we use the following languages: Polish, English and Ukrainian. Lublin’s website, www.lublin.eu, is being edited in three languages and is going to include a tab and link to websites listed in point 2.

Lublin Dominicans, apart from English, also use Arabic, Egyptian, Hebrew, Russian, Spanish, Lithuanian and Ukrainian. To promote the Monastery the following languages are used: English (leaflets, information signs, albums about the Monastery), Spanish and Ukrainian (leaflets). Tourists are being guided in Polish, English, French, Spanish, Russian, Italian and German. Furthermore, the facility of sign language tour guide is provided. The system of audio guides is being planned in Polish, English, French, Spanish, Russian, Ukrainian, Portuguese, Italian and German.

Museum makes available folders in Polish, Hungarian, English, Russian, Ukrainian and French; the audio guides are available in Polish and English; published material in the Chapel in Polish, English, German, Italian, French, Russian, Hungarian, Spanish, Lithuanian, Russian, whereas the tour guide service in the Chapel is available in Polish, English, French and Russian. Further material promoting the Chapel is being prepared in other languages. In multimedia kiosks the information is presented in Polish and English.

Which further languages would be used or further activities linked with multilingualism would be carried out if your site is awarded the Label? When would these activities be launched? Would they be in place by the end of the designation year? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?

In case of receiving the Label, information on the Site (including new webpage of the Site) would additionally be available in EU official languages. The number of signposts is going to be increased, new innovative information technologies would be implemented

(i.e. QR Codes in places connected with tourism, on the Lublin Municipality website and on social networking sites).

Actions would start till the end of year from the date of appointing the Site. The planned budget of PLN 20 000. The actions would be financed from the Lublin Municipality budget as well as from own resources of Museum and Monastery that had been mentioned in point 2.1.

2.4. Taking part in the activities of networks of sites awarded the Label in order to exchange experiences and initiate common projects; (250 words maximum)

Lublin participated in EHL depositories' meetings – intergovernmental initiatives: in Avignon (2008), Caceres (2010) and Visegrad (2011).

In 2009 in Lublin, at the ceremony of 440th anniversary of signing of the Union of Lublin and 5th anniversary of Polish presence in European Union, first official Polish Label depositories' meeting was organized. A conference was organized in the Lublin Castle at this occasion in the vicinity of the picture Union of Lublin in cooperation with Institute of Central and Eastern Europe.

The Label, as the intergovernmental initiatives is part of Lublin and Lublin Region Tourism and Promotion Strategy, will be made known in Poland and Europe through multi-language materials, tourist servicing systems, mobile apps, promotional videos, websites, tourism fairs.

Lublin Municipality, as the administrator of the Site, will coordinate further actions should the Label be granted.

Does your site already participate in European networks or cooperation projects? Since when? Describe these activities and explain the main benefits.

Lublin Castle, Dominican Monastery and the Union of Lublin Monument are permanent elements of cultural events among many others: the Night of the Museums, European Heritage Days, Jagiellonian Fair, Culture Night to name just a few. Sites are also included in the creative endeavours happening in the city and region and are essential points in the Lublin thematic trails: Jagiellonian Trail of the Lublin Union, the Architectural Trail, Multicultural Trail, the Cracow – Lublin - Vilnius Route (Via Jagiellonica that reconstructs the historic route that functioned in the XIV-XVII century).

Since 2012 the Monastery has been placed on all European Route “the Way of St. James”, leading to Santiago de Compostela and Monastery participates in the project developing this route that integrates St. James's places of worship from whole Europe. The above serves the purpose of promotion of the idea of the Union of Lublin throughout Europe.

One of the aims of the European Heritage Label is to foster networking among the sites awarded the Label, in particular through an annual conference. What are your expectations from these networking opportunities, notably in terms of exchange of experience, peer learning or common projects?

Crucial for pan-European promotion of the Label, for the promotion of the EHL Sites and non-material values, would be creation of pan-European Tourist Trail that would connect all of those Sites. Information about the Trail in all EU official languages would be posted on a separate website.

Annual meetings are necessary to exchange experiences, to initiate common marketing initiatives and to promote the Site nationwide and in Europe.

Which further networking or cooperation activities would be carried out if your site is awarded the Label? Please list the milestones for the implementation of these activities. What would be the budget for these activities, per year? With which means would

these additional activities be financed (please specify the sources)?

The Municipality is willing to invite other representatives of Label Depositories to participate in the celebration of “Union Day” and by doing so Municipality will propose to organize in Lublin permanent place of contacts. The first event of this kind would happen in 2015 and would be financed from the city budget forecasted for the EHL (point 2.1).

2.5. Raising the profile and attractiveness of the site on a European scale, inter alia by using the possibilities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives. (250 words maximum)

Explain how the site is currently raising its profile and attractiveness on a European scale? Did you develop synergies with other European initiatives to raise your profile and attractiveness?

Which further activities would be carried out if your site is awarded the Label? When would these activities be launched? What would be the budget for these activities, per year? With which means would these additional activities be financed (please specify the sources)?

Actions are being undertaken aiming to increase the attractiveness of Sites connected with signing of the Union, which constitute an integral element in the passed by the Lublin City Council following documents Lublin Tourism Development Strategy 2014-2020 and Lublin Culture Development Strategy 2013-2020 and Lublin Development Strategy 2013-2020.

The increase of the attractiveness of the Dominican Monastery happened in 2012 when the overhaul of the part of the Monastery was concluded, part-financed from EU resources, 2 interactive kiosks were purchased, and broad promotion was initiated of the newly arranged space of the galleries, treasury and garth that is now available for artistic and cultural events and meetings. Until the end of June 2014 it is planned to prepare leaflets and implement audio guides system in Polish, English, French, Spanish, Russian, Ukrainian, Portuguese, Italian and German.

In the Lublin Castle, multimedia kiosks with the presentation of the Holy Trinity Chapel (one kiosk next to the Chapel) were placed, new website of the Museum was launched <http://muzeumlubelskie.pl/>, exhibitions were modernized, night illumination of the Castle and Chapel was performed.

In 1995 within the pre-accession programme Protection of the Architectural Heritage of Europe, conservation works were completed in the inside of the Chapel and it was opened to the public. During 2006-2013 general overhaul of the Castle was carried out financed from Integrated Regional Operational Programme and Regional Operational Programme for Lublin voivodeship, making Castle accessible for disabled persons.

Should the Label be granted within a year after choosing the Site, further actions will follow making use of newest Technologies like QR codes, social networking sites, including actions described in point 2.

Financing: own resources secured from programmes and subsidies (as in point 2.1, 2.2, 2.3).

Draft has been prepared of Cross-border Cooperation Strategy of the Lubelskie Region with Belarus and Ukraine for 2014-2020, where culture and tourism is one of the action areas that will enable further promotion of EHL in Eastern Europe.

2.6 The organisation of artistic and cultural activities which foster the mobility of European culture professionals, artists and collections, stimulate intercultural dialogue and encourage linkage between heritage and contemporary creation and creativity is to be welcomed whenever the specific nature of the site allows this.

In contrast to the other activities of this section, the artistic and cultural activities are not compulsory, but they are welcomed whenever possible. (250 words maximum)

What type of artistic and cultural activities (for example events, festivals, artist residencies...) do you currently organise? How do they foster the mobility of European culture professionals, artists and collections? How do they stimulate intercultural dialogue? How do they encourage linkage between heritage and contemporary creation and creativity?

Do you have partnership projects with creative industries? Do you have partnerships with local business activities?

Does the specific nature of your site allow the organisation of artistic and cultural activities?

Sites related to the Union idea are being intensively used during artistic and cultural activities of the supra-regional and international range and are directed to various target groups, youth and creative industries' representatives in particular. These activities encourage mobility of culture professionals who are enabled to participate, meet and present their own artistic and cultural activity, and, at the same time, stimulate intercultural dialogue. The events organised annually by Lublin Municipality in cooperation with the Monastery, Museum and local entrepreneurs (patrons and sponsors) which draw from experiences of tradition and European integration are essentially the following ones:

- "Open City" Festival of Art in Public Spaces (exhibitions, art presentations, meetings, discussions) in which participate recognised European artists, and which touches the issues of European identity and integration and redefines the city space in reference to the Lublin's location at the edge of the EU;
- Festival of Traditional and Avant-garde Music "Codes" (concerts, exhibitions etc.) has gained a reputation of a highly creative initiative. The formula consists in searching for common issues and determining similarities between European cultural phenomena in time, space and different musical and artistic genres;
- Carnival Sztuk-Mistrzów (Magicians Carnival; performances inside a circus tent as well as in public space) integrates circus artists, jugglers, paratheatrical phenomena etc. from all over Europe;
- Festival of the Eastern European Theatres "Neighbours" presents plays from all Eastern Europe;
- Lublin Museum annually takes an active part in the Night of Museums and European Heritage Days.

Specific character of the Sites, their facilities and equipment, enables running various activities related to the promotion of the EHL. Plac Litewski allows organisation of mass events while in the area of Monastery and Chapel there are various movies, TV and radio programmes being recorded, and are being held many concerts and cultural and educational gatherings promoting the idea of the Union.

The abovementioned activity will be continued and enriched with new activities.

2.7 To what extent does the site foster or plan to foster synergies with contemporary creation and creativity? (250 words maximum)

The Site and its monuments are open to various creative activities and their public presentation and will still be so after revitalisation works – this particularly applies to the revitalisation of Plac Litewski as a public space intended for all citizens and tourists visiting Lublin - the city of the Union.

Due to its extensive facilities and equipment, the Dominicans Monastery fosters, and will still do so, various initiatives of contemporary creation and creativity by, among others, the free-of-charge lending of rooms or space surrounding the Monastery for the needs of e.g. Theatrical performances, Festival of Traditional and Avant-garde Music “Codes”, “Open City” Festival of Art in Public Spaces, creativity workshops and other programmes which will be part of the project discussed in point 2.

Apart from the museum rooms, Lublin Museum has a large courtyard space which is a place of various cultural events and international gatherings serving to share ideas and experiences in different areas of creative and social activities. The Museum maintains international cooperation with Lithuania, Belarus, Ukraine, Hungary, Austria and Switzerland in the areas of employees exchange and organisation of exhibitions.

Synergy with contemporary creation and creativity is fostered through the use of culture as its catalyst.

3. Candidate sites for the Label must submit a work plan which includes all of the following elements:

As a parallel to the project mentioned in section 2, it is important to note that the implementation of this project shall begin by the end of the designation year at the latest (i.e. one year after the final selection of the site). It is also one of the elements which will be verified during the monitoring of the labelled sites so that the sites may keep the Label.

3.1. Ensuring the sound management of the site, including defining objectives and indicators;

Explain the management strategy and scheme currently in place. Do you have plans to further develop it? (250 words maximum)

Site management objectives:

1. Maintaining Sites related to the idea of the Union of Lublin in a non-deteriorated condition;
2. Promoting cultural diversity;
3. Developing information on the Sites in electronic medias and urban space through the creation of a new website and installation of new equipment (notice boards, interactive kiosks etc.);
4. Increasing the citizens and visitors awareness of the role of the Union of Lublin in the history of Europe and shared values which were the foundation of the union and are the basis of the European Union – reminding such principles and values as democracy, respect for minorities and tolerance.

The objectives will be achieved through continuation of the current management (in the case of current monuments maintenance) and implementation of the promotion project (point 2 of the application).

Planned indicators of objectives achievement:

1. Results of the current controls of the conservation bodies;
2. The number and circulation of new publications (websites and their updates, bo-

- oklets, press releases, books), number of new equipment (notice boards etc.);
3. The growth of the number of people who have the knowledge of the Label and the fact that the Site has received it and increase of the knowledge about the founding values of the EU – both being monitored by means of annual surveys.

Management of the whole Site, as the subject-matter of the application, will be coordinated by the Lublin Municipal Office while the maintenance of particular monuments not belonging to the Lublin Municipality (Lublin Castle and Dominicans Monastery) remains in the competence of the owners.

The Union obelisk is the property of Lublin Municipality. Plac Litewski management is conducted by the Lublin Municipal Office which finances the maintenance from the current assets of the Municipality. In order to manage the tourist movements in the Monastery, the Tourism and Cultural Events Management Office was set up in July 2012.

Lublin Museum is financed by the Ministry of Culture and National Heritage as well as the Marshal Office of Lubelskie Region.

3.2. Ensuring the preservation of the site and its transmission to future generations in accordance with the relevant protection regimes; (250 words maximum)

Is the site protected? If not, has protection being envisaged? List any relevant legal, regulatory, contractual, planning or institutional status of the site (for example historic monument or protected area under national or regional law). Describe how the preservation of the site and its transmission to future generations is ensured.

The whole urban architectural complex of the Lublin Old Town and City Centre is protected (no. A/153 and A/915 of the Register of Historic Monuments). The Union of Lublin Monument is protected by virtue of the entry no. A/588 of the Lublin Voivodeship Register of Historic Monuments. The monument and its surroundings, i.e. Plac Litewski, undergo regular conservation works. A complex revalorisation of Plac Litewski is envisaged to take place in 2014. The Union of Lublin Monument is constantly monitored and conservation works are carried out when necessary.

The Monastery is listed under no. A/244 of the Register of Historical Monuments. The Monastery complex is located within the borders of the Monument of History. It is constantly monitored via video surveillance system and is protected by the fire protection and anti-burglary systems. In order to carry out conservation works in 1995, Dominicans set up the „Restaurare Basilicam” Foundation which aims to obtain, collect and use funds for the facility renovation. The Monastery is permanently inhabited by the friars.

The Chapel is listed under no. A/16 of the Register of Historical Monuments as part of the Castle complex. The Chapel is located within the borders of the Monument of History. Both management and use of the Chapel are appropriate and raise no reservations neither from the exhibition nor technical point of view (appropriate climatic conditions, visitors number regulation). Permanent video surveillance and appropriate maintenance will ensure further preservation of the historic monument and will considerably raise the visiting standards. The Chapel is constantly taken professional care of by the Lublin Museum conservators. The microclimate of the interior is constantly monitored, there is also an armed Museum Security Service. There are fire protection, anti-burglary and video surveillance systems installed all over the place.

The quality of video surveillance and maintenance will be gradually enhanced with the use of the up-to-date research and conservation technologies not only in the year of receiving the Label but also in the future.

3.3. Ensuring the quality of the reception facilities such as the historical presentation, visitors' information and signposting; (250 words maximum)

Describe all the reception facilities of the site including the historical presentation, information for visitors, signposting, guided tours, audio-guides, publications, interactive tools, etc.

The Union of Lublin Monument, due to its specific location in public space, does not have a separate visitors service – it is carried out by the qualified city guides. The existing notice boards are scheduled to be replaced in 2014 during Plac Litewski revalorisation works. The notice boards with comprehensive information require replacement due to aesthetic considerations. Language versions of the information will be expanded. The monument is present in all publications intended for tourists or on the city websites, it is also present in the „Grodzka Gate – NN Theatre” Centre technologically innovative undertakings: „Lublin 2.0” which gives access to interactive virtual tours and information about the place via mobile devices. Plac Litewski is constantly shown on the Internet via webcam on Lublin’s website.

In the Monastery operates the Tourism and Cultural Events Management Office which provides all necessary information and is managed by an appropriately qualified coordinator of the tourist movements. The opening hours of the office are 10.00-18.00. Visiting time is the same as the office opening hours, however, it is possible to visit the place at a different time. The Monastery is also open during the „Night of Museums” and „Night of Culture”. Tourists are guided by qualified tour guides upon prior request.

The Chapel can be visited from Tuesday to Sunday. Group visiting is available upon prior reservation. Visitors are attended to by the qualified personnel of the Museum. Information on the Chapel’s opening times can be accessed in the Castle itself and on its website. For individual visitors, there are audio guides in Polish and English. The museum shop offers publications and souvenirs related to the place.

Current standards will be maintained and raised whenever needed and possible.

3.4. Ensuring access for the widest possible public, inter alia through site adaptations or staff training; (250 words maximum)

Provide any available statistics or estimates of visitor numbers per year and specify the target you expect to reach if the site receives the Label.

Explain the public accessibility policy of the site? How many days every year is the site open to the public? How can the site be accessed by public or private transport?

Does the site provide easy access to people with restricted mobility? Has the site been adapted? Has the staff been trained to provide assistance?

Is overnight accommodation available in the proximity of the site? Are there restaurant or refreshment facilities? Car parking? Lavatories?

Please specify if further developments are planned with a view of being awarded the Label.

The Union of Lublin Monument is available for visitors throughout the year. Public space surrounding the monument is accessible for the people with restricted mobility. The part of the Monastery that is intended for tourists is open all year round and is also accessible for the disabled. The Chapel can be visited all year long during opening times. This historic monument is adapted to the needs of people with mobility impairment (access ramps, lift, toilet).

The Chapel’s number of visitors is growing despite the limitations caused by the renovation works (termination of which depends on the funds obtained) hampering the access:

- 2010 – 41256 visitors
- 2011 – 42547 visitors
- 2012 – 45838 visitors.

The monument is located in the area of an intensively used public space – there are no visitors statistics available. It is estimated that the Monastery is visited by nearly 230 000 people every year. However, this number has grown in recent years. Thanks to an automated visitors counting system installed in the basilica, it is estimated that the visitors number may double once further parts of the Monastery are made accessible for tourists. Greater communicational accessibility of the city, with the opening of the airport in particular, is especially raising the number of foreign tourists.

Within direct proximity of the Site, at Krakowskie Przedmieście and in the Old Town, there are accommodation facilities of varied standard, restaurants, bars and other eating places located, and there are new establishment being constructed, e.g. two hotels right next to the basilica.

Parking space and bus stops are situated on the streets neighbouring with Plac Litewski and Plac Zamkowy. The project of the so-called „city bike” and bike stations at Plac Litewski and near the Castle is already underway.

Lavatories adapted to the disabled people are located at Plac Litewski, Plac Zamkowy and at the Castle itself. Lifts adapted to the blind persons are in operation at the Castle. Within one year after receiving the Label, a special audio version of the website designed for the blind will have been created.

After receiving the Label, the promotion of the Site will grow (thanks to the activities described in point 2), which will contribute to the growth of the number of visitors.

3.5. According special attention to young people, in particular by granting them privileged access to the site; (250 words maximum)

Does your site pay a special attention to young people? Are they granted a privileged access to the site? How?

Please specify if further developments are planned with a view of being awarded the Label.

Within the scope of the implementation of the project described in point 2, a special emphasis will be put on educational activities for children and youth, particularly on profiling and expanding the website and creating such fixed tools for young people as interactive city games, virtual tours, field trips etc.

The Monastery is particularly open to young people. There is a Campus Ministry and other youth groups like choirs, dancing groups or summer camps counsellors. The Monastery lends rooms free of charge. Guests have the possibility to meet and talk.

Lublin Dominicans pay special attention to work with students, including international ones –with nearly 80 000 students, Lublin is the biggest academic centre east of the Vistula river. Moreover, students have access to the rooms in which lived a prominent philosopher, father prof. Mieczysław Krąpiec, O.P. - former rector of the Catholic University of Lublin, author of the first Polish Encyclopaedia of Philosophy. Students may use the great book collection which was gathered through the years of professor’s work. Under Campus Ministry operates monastery library. The Monastery runs an intensive information activity on community portals: Facebook and YouTube (where clips from interesting events are posted). Access to the Internet is free of charge in the entire area of the Site (2 own Wi-Fi antennas). Apart from the activities offered on the spot, Dominicans also take up educational activities outside the Monastery: they patron and teach at a lower and

upper secondary school complex of international profile, Gimnazjum i Liceum Śródziemnomorskie im. Św. Dominika Guzmana.

The Museum organises museum classes and activities for the youth. Young people are entitled to discounts (reduced tickets). The Museum website offers viewing a 3D panorama of the Chapel.

3.6. Promoting the site as a sustainable tourism destination; (250 words maximum)

How is your site promoted as a sustainable tourism destination? Describe the marketing plan of the site. Do you use new technologies and digital and interactive means? Do you participate in tourism fairs? Are you included in a national, regional or local strategy for the development of tourism?

Please specify if further developments are planned with a view of being awarded the Label.

The EHL will give the grounds to create a coherent tourist product based on the idea promotion within the context of European integration and on stressing the historic importance of Poland and Lithuania in shaping that integration. Historic monuments which are the subject-matter of the application play an important role in the adopted 2013-2020 Lublin Development Strategy and Lublin Tourism Development Strategy 2025 (as part of the tourist product „Lublin Jagielloński” - „Jagiellonian Lublin”). They are also a permanent element of the promotion of the city and region in the country and worldwide.

The Site is intensely promoted in all Lublin tourist materials: on the city and tourist organisations websites and publications directed to tourists. The promotion is held at tourist fairs as well as through distribution of materials in the tourist information centres in the region. Also, Lublin Municipal Office, Marshal Office of Lubelskie Region etc. use their own promotion channels. Self-government museums of Lubelskie Region have placed their respective logos with hyperlinks on their websites.

The Site – all historical monuments – are part of the tourist trails marked out in Lublin, i.e. Jagiellonian Trail of the Union of Lublin, Multicultural Trail and Architectural Monuments Trail. Places related to the Site are marked with information boards and signposts at mayor arterial roads in the city. All the mentioned activities will be intensified and expanded by the ones described in points 2.0-2.5.

The Monastery participates in a European project called „The Way of St. James” which embraces a network of roads around the whole Europe leading to the grave of St. James in Santiago de Compostela. Both Monastery and the Castle are part of the Jagiellonian Trail running through Kraków-Lublin-Vilnius and coinciding with the historic Jagiellonian trail – these projects give the possibility of an intense promotion of the Label.

3.7. Developing a coherent and comprehensive communication strategy highlighting the European significance of the site; (250 words maximum)

The European significance of the Site is highlighted in all publications and directories published in Polish, English, Ukrainian, German, Russian and other languages.

The presence and importance of the Union of Lublin is highlighted in the city and museum publications and presentations. The monuments, websites and all publications concerning the city, Monastery, Museum and the Chapel are marked with the European Heritage Label received in 2007. These activities will be continued, expanded (point 2) and intensified within the year after receiving the Label.

Describe the communication strategy of the site. How does this strategy highlight the European significance of the site? Please specify if further developments are planned with a view of being awarded the Label.

The communication strategy of the Site is based on the Lublin. The City of Inspiration brand promotion strategy as well as on the recognition of the monuments related to the Site. The aim of the strategy is to build the awareness of the idea of the Union of Lublin and its European values through education and promotion of the places – tangible carriers of the memory of the Union.

Both Monastery and the Chapel are recognizable in Poland and abroad. Dominicans and the Museum cooperate with social and tourist organisations, kindergartens, schools, universities and media in order to give information about their activity to the broadest public possible. They give information on their functioning, activity and undertaken initiatives through newsletters, websites, blogs and social media in such foreign languages as English, German, French, Lithuanian, Belarussian, Ukrainian and Russian. One of the communication strategy objectives will be an increase of the recognition of the Union of Lublin Monument and the idea it represents.

The activities within the communication strategy will focus on the information about the Site as part of the multicultural European heritage. The Site's communication strategy will be related to the current communication strategies of the Monastery and Museum. The strategy will be implemented through the activities described in point 2.

3.8. Ensuring that the management of the site is as environmentally friendly as possible. (250 word possible)

How does the site take into account the environmental dimension and how does it limit the negative impacts of tourism? Describe the "carrying capacity" of the site. Can it absorb the current or likely number of visitors without adverse effects? Which steps are or will be taken to manage visitors and tourists?

The Union of Lublin Monument is located in a large public space which may host a greater number of visitors without any undesirable effects. The planned revalorisation of Plac Litewski will include, among others, improvement of the surface, installing more sitting places and enabling an appropriate organisation of cultural events without any harm to the value of the place. The revalorisation envisages preservation of the whole existing historic tree stand.

Apart from the normal negative effects resulting from regular tourist and cultural exploitation of the place, no other undesirable effects have been noticed in the Monastery and its surroundings so far. The Monastery may hold a very big number of visitors without any negative consequences. Tourist movements will still be managed by the Tourism Management Office, which will enable monitoring the number of visitors and reacting once the tourists flow becomes a threat to the monument. The Monastery is managed in an eco-friendly way. During renovation works, the solar heating was installed. In summer time, it provides 80% of domestic hot water. Energy savings is possible thanks to the energy-saving light bulbs and to the new airtight roofs and windows in a great majority of the place.

The number of the Monastery visitors is expected to double (compared to point 3.4) within one year after further parts of the Monastery are made accessible for tourists. The Monastery will be prepared for this increase.

The Museum can provide service to an increased number of visitors according to the conservation requirements (compared to point 3.2). The EU-financed renovation works

in the Museum have introduced innovative energy-saving solutions, among others, new air-conditioning and masonry dehumidification system through a non-invasive method of gravitomagnetism use which does not require external power supply.

4.1 Explain the mission and current strategy of the development of the site, if any. (250 words maximum)

The mission of the Site will be to build the awareness of the European community founded on the attainments of the Union of Lublin and its honourable experiences of tolerance and diverse cultural heritage combined with democratic values and human rights. Specific character of the three monuments in a historic landscape of the city is the reason why each one of them has a separate mission, development strategy and budget. Integration of the activities will create a common strategy to realise the mission.

4.2 What is the current operating budget for the management and activities of the site (conservation excluded) :

- annual running costs :
- communication :
- cultural, educational, research, networking activities :

Currently, there is no separate operating budget for the management of the Site because the Site is not yet determined.

It is now difficult to isolate the running costs of the Site because both the management and communication costs, in case of the City of Lublin, Lublin Museum and Dominicans Monastery, are apportioned also to other tasks which are not related to the EHL.

4.3 What are the income sources of the site (conservation excluded)?

All generated income is used for the Sites maintenance and renovation.

The income to cover the Monastery's functioning comes from:

- Dominicans professional work;
- own publishing activity,
- local government and ministerial subsidies,
- EU funds,
- donations,
- sponsors,
- offerings,
- statutory activity of the Fundacja "Ponad Granicami" ("Beyond Borders" Foundation) and "Restaurare Basilicam" Foundation
- 1% of income tax (foundations are public benefit organisations).

The Museum's main income sources are the following ones:

- earmarked subsidies from the Ministry of Culture and National Heritage and Marshal Office of Lubelskie Region,
- income from ticket sales, guiding services and rooms lending,
- EU funds,
- operational programmes of the Minister of Culture and National Heritage.

The running costs of the Union of Lublin Monuments are covered from the Lublin Municipality budget.

III/Conclusion

By whom and how has this application been prepared? Hubert Maćik, Municipal Conservator, in cooperation with representatives of the Lublin Museum and Dominicans Monastery.

What are the main assets and the main challenges of the site to get the Label? (300 words maximum)

Receiving the European Heritage Label will highlight, enhance and promote even better the supra-regional and international importance of the Site, and will prove its uniqueness not only in Europe. The Label will highlight the significance and exceptionality of the Union of Lublin and the City of Lublin, and will emphasise the importance of the Site in the cultural heritage of the united Europe.

Assets of the Site:

- high recognition of the monuments related to the Union of Lublin: the Holy Trinity Chapel and Dominicans Monastery;
- good condition of the monuments;
- presence on the tourist trails;
- vast tourist promotion within the city and region promotion in neighbouring countries. There is a “Project of the Cross-border Strategy of the Lubelskie Region with Belarus and Ukraine in 2014-2020,” which will enable further promotion of the Label in Eastern Europe;
- presence of the idea of the Union of Lublin in numerous popular and scientific publications;
- growing number of visitors caused by greater promotion and renovation works and giving access to new spaces;
- complex renovation works have considerably contributed to the improvement of the monuments condition and quality of tourists service; renovation works in the Monastery complex are underway;
- awareness of the necessity to introduce modern technologies in information about the Site;
- last renovation works have put an emphasis on Internet and multimedia in visitors servicing providing a wide range of services, online ticket and dates reservation included. A new information Site with developed functions was created. Interactive kiosks were installed, there are also audio guides for individual audio guides.

Challenges:

- increasing the knowledge about the idea of the Union of Lublin among the promotion project target groups,
- attracting children and youth to the Site and the idea it represents,
- introducing additional modern technologies in the Site promotion,
- increasing educational activity with regard to children and youth in order to increase the understanding of European history and heritage,
- increasing the multilingualism of educational and promotional channels.

Additional information

Add any further comments which you deem necessary on the subject of this application.

While describing the importance of the Union of Lublin, professor Jerzy Kłoczowski, a prominent Polish historian, claims that:

“the 1569 Union accomplished a long, almost 180-year old process of bringing closer two very distinct countries. Strengthened in the XIV century, The Kingdom of Poland belonged totally to the Western Christianity civilisation. Located on a vast area between the Baltic Sea and the Black Sea (today’s Lithuania, Belarus and Ukraine), the Grand Duchy of Lithuania embraced the last European pagan nation, Lithuanians, and a great number of Orthodox Ruthenians, ancestors of the present-day Belarusians and Ukrainians.

The starting point of the country created at the end of the XIV century was the marriage of the Grand Duke of Lithuania with the king of Poland, Jadwiga of the Capetian House of Anjou. Descendants of the first monarch, Jagiełło, maintained the House till 1569 (later ruled the House of Jagiellon), kept rules in both countries contributing greatly to their rapprochement. Lithuanians converted to Catholicism, Ruthenians kept Orthodox religion.

Very deep civilisation changes in the XV-XVI century meant strengthening of the western civilisation in the Grand Duchy communities while at the same time their keeping their own languages and cultures to a large extent. German populated wealthy areas by the Baltic Sea were voluntarily acceding to the country. Jews were also coming in. They obtained their autonomy and created the largest Jewish community till the XVIII century. Strong development of the Protestant Reformation in the XVI century did not break up the country.

Concluded in 1569 after long debates of the Polish and Lithuanian sejms and confirmed by the last Jagiełło, King of Poland and Grand Duke of Lithuania, the Union was a wise compromise which turned out with time to be very strong. The union, the Polish-Lithuanian Commonwealth, created a federation of two countries ruled by a single elected monarch who carried out the duties of King of Poland and Grand Duke of Lithuania, and governed with a common Senate and parliament (the Sejm) with great legislative power. The Kingdom and Grand Duchy maintained some central authorities, i.a. own army. The Union’s crucial trait were various autonomies, e.g. small regions, poviats with their own sejmiks where a special role was played by the country’s very large nobility. A few years after the 1569 Union, several dozen sejmiks in the country, from Kiev to Gdańsk, adopted an exceptional act on religious freedom forbidding religious compulsion which was prevailing in the whole of Europe in the single-confession countries.

Severely criticised by extreme absolutisms of its neighbours at the end of the XVIII century, the Union’s country had many weaknesses but lasted for a long period of time, strengthened at the end of the XVIII century and underwent thorough reforms towards a fuller democracy. The XIX century extreme absolutisms and the XX century totalitarianisms looked at the post-1569 Poland as anarchy against their order. Aggressive and defensive nationalisms, ever stronger since the end of the XIX century, considerably contributed to maintain and strengthen the hatred between the nations, also through deliberate shaping of history.

In this perspective, processes of reconciliation in East-Central Europe, like the one between France and Germany after 1945, are of great importance and though were developed at a large scale after 1989, they were prepared earlier. One of the very explicit processes became the multilateral work on the multinational country created in 1569, as opposed to e.g. Polish country pronounced by extreme Polish nationalism. The ever closer

cooperation between historians and other specialists of different nations has given clear results of great importance to the European unity and solidarity. Worth mentioning here is the Polish-German reconciliation. The German Historical Institute in Warsaw has been carrying out, among other, very interesting research on the Germans' place in the Polish-Lithuanian Commonwealth in the XVI-XVIII century.

Klaus Zernack, a prominent German historian from Berlin, and his school have shown how noxious for Germany, Polish-Lithuanian Commonwealth and Europe was the XVIII century Prussian-Russian alliance (two extreme absolutisms). Zernack claims that the Commonwealth is much closer to the present-day Europe than the XVIII century Prussia, which highly differs from the views spread before 1914."

The memory of the Union of Lublin has been maintained in a great number of historic local place names in Lublin. Plac Litewski (Lithuanian Square), on which is located the Union of Lublin Monument, took its name from the Lithuanians campsite during the 1569 sejm debates. The name of the Union of Lublin is held by one of the city's major streets and various institutions, e.g. III Liceum Ogólnokształcące im. Unii Lubelskiej (upper secondary school) or SKOK im. Unii Lubelskiej (credit union).

There is a movie "Od Unii Lubelskiej do Unii Europejskiej" (From the Union of Lublin to the European Union): <http://www.youtube.com/watch?v=efzW7JhXs18&list=PL5468-B32AD8EEA125>

There are also movable historical objects that bear testimony to the idea of the Union of Lublin:

- the painting „Unia Lubelska” (the Union of Lublin) made by the prominent painter Jan Matejko in 1869 for the 300-anniversary of the Union's conclusion. The painting, for which Matejko got the Legion of Honour order, is exhibited in Lublin Museum;
- the crucifix of the Union stored at the Dominicans Monastery and made available to public at the Monastery's treasury. The crucifix is visible on Jan Matejko's painting "Unia Lubelska." According to the legend, it is the cross on which the 1569 Union was sworn in.

