

Union of Lublin. Popularizing the idea of the European Heritage Label



The Union of Lublin

An unique symbol of peaceful and democratic integration of two countries with different religions and ethnicity.

How to popularize EHL idea?

I. DAY BY DAY ACTIVITIES

1. Meeting with professionals (historians, lectures).
2. Publications (books, leaflets, booklets).
3. Labeling and site identification (plaques, winders, flags, mobile walls).
4. Educational activities directed to the young people (students, inhabitants, tourists).
5. Dedicated website.
6. Creation of network of 4 Polish EHL sites.
7. Cooperation with twin cities.
8. Exhibitions.
9. Movies.
10. Tourist trails.
11. City games.
12. Gadgets.

How to popularize EHL idea?

II. SPECIAL EVENTS

Anniversary of 450 years of The Union of Lublin – Congress of two unions “From the Union of Lublin to the European Union” (JP II).

1. Three international conferences.
2. Occasional publications.
3. 20th Congress of Polish Historians.
4. Involvement of political level.
5. Light installations in city space.
6. Shows on Multimedia Fountain.
7. Artistic Performances.
8. Mural.
9. European Festival of Taste.
10. Labeling – new plaque on the City Hall.
11. Night of Culture.
12. Jagiellonian Fair.

How to popularize EHL idea?

III. ACTIVITIES ON 4 DIFFERENT LEVELS

1. National – governmental.
2. Regional.
3. Local.
4. EHL Sites depositaries.



I. 1. Meeting with professionals (historians, lectures)



1.2.

Publications

- books
- leaflets
- booklets



I.3. Labeling and site identification



I.3. Labeling and site identification



Educational activities directed to the young people

Inhabitants



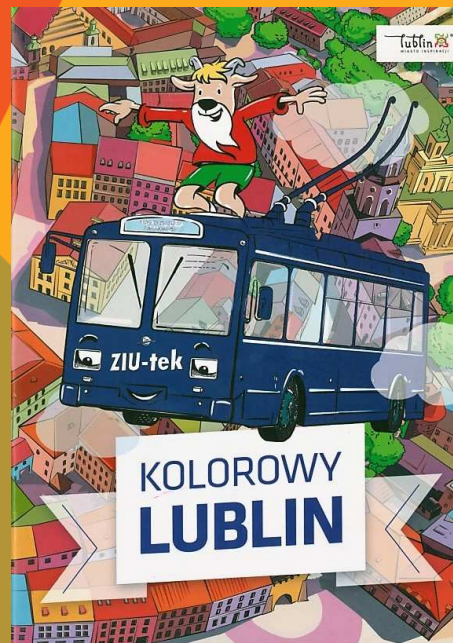
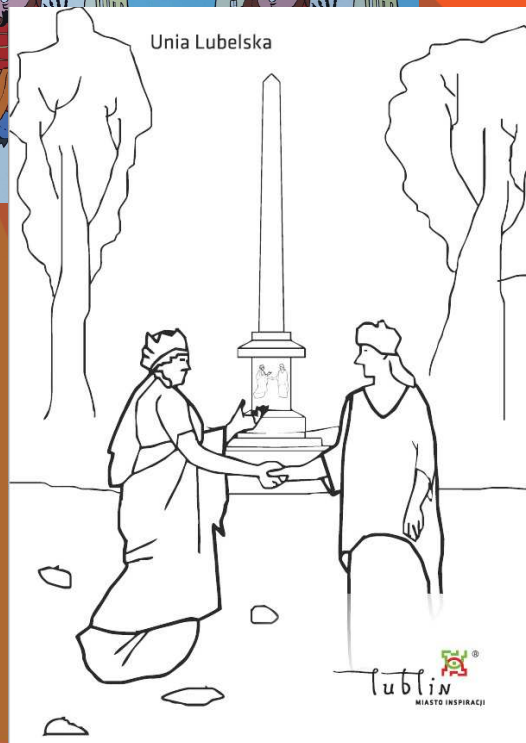
Tourists



Students



Educational activities directed to the young people



Educational activities directed to the young people



I. 5. Dedicated website

unia.lublin.eu

The screenshot shows the website unia.lublin.eu. The header includes the Lublin logo and navigation menus for Lublin, Travel information, What to See & Do, Business, Science and education, Lublin 4 All, and LOCAL GOVERNMENT. A search bar is present in the top right. The main content area is titled "European Heritage Label" and features the Lublin logo, the European Heritage Label logo, and a list of brochures with flags of various European countries. Below the brochures, there is a "DOCUMENTS" section with links to "LIST OF EUROPEAN HERITAGE SITES", "MOVIE 'EUROPEAN HERITAGE LABEL 2015. THE UNION OF LUBLIN (1569)'", "EUROPEAN HERITAGE LABEL AWARDING CEREMONY", "EHL PRESS CONFERENCE", and "THE UNION OF LUBLIN ON THE UNESCO LIST 'MEMORY OF THE WORLD'".

The screenshot shows the Creative Europe website. The header includes the European Commission logo and the Creative Europe logo. The main content area is titled "European Heritage Label" and features a large banner image of a cityscape with the text "EUROPE STARTS HERE!". Below the banner, there is a "WHAT IS IT?" section with text describing the European Heritage Label and its significance. A "RELATED CONTENT" section is also visible, featuring a video thumbnail for "EU YEAR OF CULTURAL HERITAGE 2018".

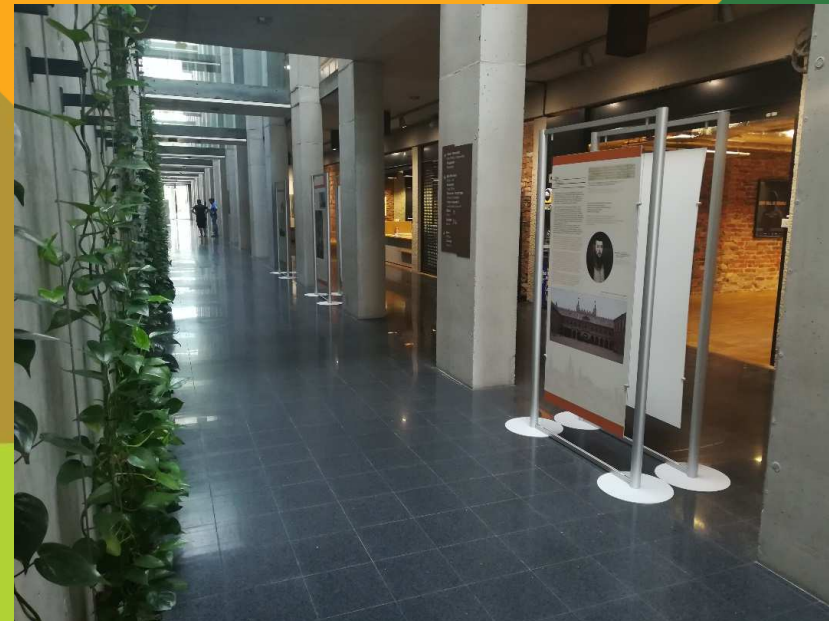
I. 6. Creation of network of 4 Polish EHL sites



I. 8. Exhibitions



I. 8. Exhibitions



I.11 Gadgets



Logo poniżej szwu



I.11 Gadgets



II.1 International Conferences



II.1 International Conferences



II. 2. Occasional publications



II. 4. Involvement of political level



II. 5. Light installations in city space



II. 6. Shows on Multimedia Fountain



II. 6. Shows on Multimedia Fountain



II. 7. Artistic Performances





II. 8. Mural

II. 10. Labeling – new plaque on the City Hall



III. 1. National – governmental level





III. 2. Regional

III. 3. Local







Coming together is a beginning,
keeping together is progress,
working together is success.

Henry Ford

