

Core Team Meeting EHL@N

Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019



The 450th anniversary of
the Union of Lublin
An unique symbol of
peaceful and democratic
integration of two
countries with different
religions and ethnicity

Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

The 450th anniversary of the **Union of Lublin**
An unique symbol of peaceful and democratic integration
of two countries with different religions and ethnicity



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

450 lat Unii Lubelskiej



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

Branding strategy



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019



UNION
OF LUBLIN
450 YRS

Communication strategy

The screenshot shows the Lublin City of Inspiration website. The header includes the Lublin logo and navigation links: Lublin, Travel information, What to See & Do, Business, Science and education, Lublin 4 All, and LOCAL GOVERNMENT. A search bar is located in the top right. The main content area features the European Heritage Label logo and the text "DZIEDZICTWO EUROPEJSKIE" and "EUROPEAN HERITAGE LABEL". A sidebar on the left lists various categories under "LUBLIN". Below the main content, there are sections for "BROCHURES" with flags of various European countries and "DOCUMENTS" 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 text "CREATIVE EUROPE Supporting Europe's cultural and creative sectors". A search bar is located in the top right. The main content area features a large banner image of a cityscape with the text "EUROPE STARTS HERE!" and "EUROPEAN HERITAGE LABEL". Below the banner, there are navigation links: HOME, SITES, APPLY, MANAGE, YOUR QUESTIONS. The main content area features the "European Heritage Label" section with the heading "WHAT IS IT?" and the text "European Heritage sites are milestones in the creation of today's Europe. Spanning from the dawn of civilization to the Europe we see today, these sites celebrate and symbolise European ideals, values, history and integration." Below this, there is a section titled "Since 2013, these sites have been carefully selected for their symbolic value, the role they have played in the European history and activities they offer that bring the European Union and its citizens closer together." and a link to "What makes the European Heritage label unique and how is it different from the UNESCO World Heritage". A "RELATED CONTENT" section is visible on the right, featuring a video thumbnail titled "EU YEAR OF CULTURAL HERITAGE 2018".

Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019



UNION
OF LUBLIN
450 YRS

Dissemination strategy



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

Dissemination strategy

Logo poniżej szwu



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019



UNION
OF LUBLIN
450 YRS

Dissemination strategy



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

Dissemination strategy



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019

Dissemination strategy



Imperial Palace Vienna | Burghauptmannschaft Österreich | Schweizerhof | 6 September 2019



UNION
OF LUBLIN
450 YRS





Thank you guys for such a stunning, innovative, fabulous, witty, glamorous, spectacular..... presentation 😊

EHL Site – Union of Lublin

Katarzyna Czerlunczakiewicz
Michał Trzewik

email: zabytki@lublin.eu