

Question for written answer E-004377/2018
to the Commission
Rule 130
David McAllister (PPE)

Subject: Expanding the criteria governing the award of the European Heritage Label to cover intangible cultural goods such as the northern German tradition of eating curly kale

The European Heritage Label confers special status on particularly significant monuments, landscapes and memorials. At present, the label can only be awarded to physical sites which are of cultural importance for Europe and play a role on European history. In many parts of Europe, however, intangible customs, such as the northern German tradition of eating curly kale, are fundamental aspects of regional identity. It is this cultural heritage in particular which sets Europe apart. The award of the heritage label by the EU could help to safeguard these intangible cultural goods and, by fostering cultural tourism, boost the economic attractiveness and the sustainable development of the regions in question. In a similar vein, in 2016 UNESCO awarded the East Frisian tea ceremony cultural heritage status. Consideration could thus be given, for example, to awarding heritage status to the tradition of eating curly kale as a perfect example of a custom which brings people in northern Germany, the Netherlands and parts of Scandinavia together.

1. Has any thought been given to expanding the criteria governing the award of the European Heritage Label to cover intangible cultural goods?
2. If the criteria were to be revised, might it be possible to award European Heritage Label status to the northern German tradition of eating curly kale?