



EUROPEAN ROUTE OF INDUSTRIAL HERITAGE ANCHOR POINT AGREEMENT

This agreement outlines the respective responsibilities relating to the relationship between the ERIH Association and ERIH Anchor Points. Its purpose is to assist both parties as they work together to fulfil ERIH's stated objectives relating to the protection, presentation and promotion of Europe's industrial heritage.

ERIH Association responsibilities

1. To promote and publicise the ERIH Anchor Point and its history, facilities and activities via the ERIH website, social media platforms and newsletter, including by the following actions:
 - A full-page site description on the ERIH website (about 3500 characters including spaces). This will include up to 26 images pictures of the site (1 large image at the top of the webpage for the site, 5 accompanying the site description, the remainder to be included in the image gallery). The description will also include the site address and phone number; history and description of the site; opening hours and service facilities; guided tours; Google Maps & Route Planner; links to the site's website, Facebook profile, YouTube channel etc. and relevant tourism organisation; a link to the site's events webpage; and reference to the ERIH European Theme Routes that relate to the site.
 - To publicise each new Anchor Point on the ERIH website with a "Welcome to the Anchor Point" item on the ERIH homepage.
 - To highlight and promote a different Anchor Point each day in the "Anchor Point of the Day" feature on the ERIH website.
 - To provide opportunities to promote the Anchor Point using ERIH's social media platforms (including a presentation of the site on the ERIH Facebook profile) and in the ERIH newsletter.
 - To publicise in the news section of the ERIH website major events or developments at the site.
2. To provide the ERIH Anchor Point, free of charge, with a full marketing package consisting of:
 - 1 Metal ERIH Anchor Point sign (30 x 30 cm)
 - 1 Metal "Milestones of European Industrialization" sign (100x100cm)
 - 10 Self-adhesive A6 size ERIH stickers



- PDF versions of DL-format leaflets describing ERIH (language versions: English, German and Polish)
- 3. To offer the possibility of a representative(s) of the ERIH Board (subject to availability) taking part in a significant event(s) at the site.
- 4. To assist the site to identify and make contact with other similar sites within the network for the purposes of, for example, networking, sharing good practice and joint activities.
- 5. To support, strengthen and expand the ERIH network and its member sites through the Association's activities including publicizing ERIH at conferences and events; through press and media activity; lobbying governmental and other organisations; and securing funds to expand and development the network.
- 6. To provide each Anchor Point with material to assist with briefing site staff about ERIH and its aims.
- 7. To invite the Anchor Point to the ERIH General Assembly (held once a year as part of the ERIH Annual Conference), including reporting about activities, finances and other current issues of the network and – additionally to national meetings (if they are held in the respective country).
- 8. To provide the site with up-to-date information about news in the ERIH network via e-mail newsletter.

ERIH Anchor Point responsibilities

1. To install the ERIH signs, preferably close to the visitor reception area.
2. To use the ERIH stickers to publicise the site's ERIH membership to visitors.
3. To display and distribute ERIH leaflets at the site, including during special events.
4. To incorporate the ERIH logo in promotional materials and information about the site (including folders, brochures, leaflets, maps, adverts, posters, multimedia presentations, films, press releases, etc.).
5. To include the ERIH logo on the site's website together with brief information about the site's ERIH membership and an active link to the ERIH website (www.erih.net).
6. To include, when appropriate, reference to the site's ERIH membership in presentations and public appearances involving the site's representatives.
7. To inform the ERIH Association, if requested, about major developments, activities and events at the site.





8. To engage with ERIH's social media platforms
9. To brief and update site staff (including front of house staff) about the site's ERIH membership, ERIH's aims and developments and activities within the network.
10. To participate in networking and joint activities with other ERIH sites in the same region or country (if possible).
11. To participate in national ERIH meetings.
12. To complete and submit to the ERIH Secretary General a brief annual questionnaire and other surveys supplied by the ERIH Association, to assist with ERIH data about visitor numbers at Anchor Points and visitor awareness about ERIH.
13. To pay the annual ERIH subscription promptly, upon receipt of the annual invoice.

On behalf of ERIH Association

On behalf of ERIH Anchor Point

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