



HERITAGE IN MOTION 2026

RULES AND TERMS & GUIDELINES

Heritage in Motion is an international award organised by the European Museum Academy and the Forum of Slavic Cultures, recognising excellence and innovation in the use of digital technologies and multimedia within the cultural heritage sector.

The award celebrates projects that enhance the communication, interpretation, accessibility, and understanding of cultural heritage through digital and audiovisual means. **Applications are open to museums, cultural institutions, heritage organisations, private companies and producers working with heritage from all countries worldwide. Projects completed or released after 1 January 2024 are eligible for submission.**

Beginning with the 2026 edition, ***Museums in Short Award*** joins the Heritage in Motion Awards as an integrated partner initiative.

Projects submitted here will be considered for the Heritage Audiovisuals category.

1) **AWARD CATEGORIES**

Participants compete for prizes in the three following categories:

1.1) **NEW DIGITAL EXPERIENCES**

This category rewards digital projects that create innovative ways of experiencing cultural heritage.

Eligible Projects include:

- Interactive installations
- Multimedia exhibitions
- Digital interpretation systems
- Online exhibitions
- Immersive storytelling environments

Evaluation focuses on user experience, accessibility, content quality and storytelling, and technological integration.

1.2) AUGMENTED, VIRTUAL AND EXTENDED REALITY (AR/VR/XR)

This category recognises the most advanced immersive technologies applied to heritage.

Eligible Projects include:

- Virtual reality experiences
- Augmented reality applications
- Mixed reality installations
- Metaverse heritage environments
- 360° immersive narratives

Projects are evaluated on immersion quality, technological innovation, usability, and interpretative value.

1.3) HERITAGE AUDIOVISUALS (in partnership with Museums in Short)

This category recognises outstanding short audiovisual productions dedicated to cultural heritage communication. It incorporates and continues the legacy of the Museums in Short award within the Heritage in Motion framework.

Eligible Works include short audiovisual productions addressing tangible or intangible heritage, including:

- Museums and exhibitions
- Cultural institutions and collections
- Heritage sites and landscapes
- Traditions, crafts, and performing arts
- Community heritage initiatives

Accepted Formats

- Short documentaries
- Short films
- Museum promotional videos
- Exhibition trailers
- Educational productions
- Animated videos
- Digital storytelling projects
- Social media video campaigns
- Experimental audiovisual works

Duration

Duration: No limit. Productions of **maximum 10 minutes** (including opening and closing credits) will automatically be considered for the **Museums in Short** section within this category.

2. Eligibility

Heritage in Motion welcomes applications from a wide range of professionals and organisations working in the field of digital heritage and audiovisual storytelling.

Applicants may include individual creators, filmmakers, digital artists, media professionals, production companies, creative studios, and independent producers, as well as museums, cultural institutions, foundations, universities, archives, libraries, and heritage sites.

Projects may be commissioned by heritage organisations or independently produced, provided they are clearly related to the interpretation, communication, or promotion of cultural heritage through digital technologies, multimedia, or audiovisual languages.

Submissions are open to applicants worldwide. Projects completed or released after 1 January 2024 are eligible for submission. Projects in languages other than **English must include English subtitles**, or they will not be considered.

3. Submission Requirements

Applications for Heritage in Motion 2026 can be submitted through the *FilmFreeway* platform, **from April 1th to June 1th, 2026**: <https://filmfreeway.com/HeritageinMotion>

Participation fee: Early Bird €90,00 (until 1 May 2026) — Regular €120,00.

If you require an e-invoice regarding your submission, please do not hesitate to reach out to us directly at info@fsk.si

After submitting the application on the platform, participants must download, complete, and sign the Copyright Authorization Form and send it via email to info@fsk.si.

4. Selection of Finalists

All eligible applications will undergo a pre-selection and evaluation process conducted by an international jury composed of experts in digital heritage, audiovisual production, museology, and cultural communication.

From all submitted applications, the jury will select **4 to 6 finalists per category** based on the official evaluation criteria of the Heritage in Motion Award.

Finalists will be officially invited¹ to participate in the **Heritage in Motion Festival**, a two-day professional event taking place in **Bled, Slovenia (29–30 September 2026)**. The festival programme will include project presentations, workshops, networking opportunities, and the official Award Ceremony, during which category winners and special mentions will be announced.

¹ Please note that participation in the festival is at the finalists' own expense. Travel, accommodation, subsistence costs, and the festival participation fee are the responsibility of the invited participants and are not covered by the organisers.

Participation in the festival offers finalists a unique opportunity to present their work, share experiences, and engage with an international community of heritage and digital innovation professionals.

5. Awards

Each category of the Heritage in Motion Award will recognise **one winner**, selected by the international jury based on the official evaluation criteria.

From among the category winners, the project that has received the **highest overall score** will be designated as the **Heritage in Motion Overall Winner**.

All category winners will receive an official **Heritage in Motion Award Certificate**. The Overall Winner will receive, in addition to the certificate, the **Heritage in Motion Trophy**.

RULES & TERMS

Please read these Rules & Terms carefully before you submit your film/project. By submitting your film/project into competition in the HERITAGE IN MOTION (HIM) you expressly acknowledge and agree that you shall be bound by the terms of these Rules & Terms.

Submitting your film/project to the HIM is not a guarantee of selection. The HIM will not refund any fees if the applicant fails to submit the film/project in the correct category. Films/projects submitted without the correct fees or proper submission media may be deemed ineligible at the discretion of the HIM. HIM does not cover any of the expenses incurred by the applicant.

Submission fees are non-refundable, including in cases where the applicant withdraws their submission.

To avoid disqualification, please select the correct category when submitting your project. HIM reserves the right to reassign submissions to the most appropriate category if necessary.

Once a project has been accepted into Heritage in Motion selection process, the applicant will be notified. Accepted projects are recognized as valuable contributions to the field and will officially compete for the Heritage in Motion Award.

HIM may update these **Rules & Terms** at any time without prior notice. It is the applicant's responsibility to review them periodically.

WHY APPLY?

The Heritage in Motion call represents an opportunity for talented professionals working at the intersection of heritage and digital storytelling to showcase their work to a global audience. As part of our commitment to supporting and promoting innovation in cultural heritage interpretation, selected projects will benefit from extensive international visibility through the communication channels of the European Museum Academy and the Forum of Slavic Cultures, including websites, social media platforms, newsletters, international representatives, partner institutions, and dedicated press releases.

The festival will feature workshops, project presentations by finalists, networking opportunities, and moments of professional exchange designed to foster dialogue and collaboration across the heritage and digital sectors. The Award Ceremony will take place within the festival programme, where category winners and special mentions will be officially announced.

Participation in the festival offers finalists a unique opportunity to share experiences, present their projects to an international audience of experts, and gain further recognition within the global cultural heritage community.

WHEN AND WHERE IS THE AWARD CEREMONY?

The Award Ceremony is held at a yearly changing location in Europe, together with the yearly conference of the European Museum Academy and the Ziva Award Ceremony under the auspices of the Forum of Slavic Cultures. Previous editions were in Glasgow/Scotland, Brescia/Italy, Lesbos/Greece, Skopje/Republic of North Macedonia, Aarhus/Denmark, Ljubljana/Slovenia, Timisoara/Romania, Venice/Italy, Gabrovo/Romania, Budapest/Hungary.

The **2026 Award Ceremony** will take place on **September 30th, 2026, in Bled** (Slovenia).

THE ORGANISERS

The Heritage in Motion Award was founded in 2012 by European Museum Academy (EMA) in partnership with Europa Nostra and has, since 2023, been organized by EMA in collaboration with International Foundation Forum of Slavic Cultures (FSK). Celebrating its tenth edition in 2024, the award has recognized incredible projects that highlight the value of cultural heritage in innovative and engaging ways. Heritage in Motion showcases the creative use of multimedia and new technologies to make heritage accessible and relevant to diverse audiences worldwide.

The **European Museum Academy (EMA)** is a non-profit foundation that promotes excellence in the museum sector, supporting museum professionals through education, research, and innovation. Established by a network of European museum specialists, EMA provides expertise and recognition to institutions across Europe, encouraging advancements in museology and cultural heritage management.

www.europeanmuseumacademy.eu

The **Forum of Slavic Cultures (FSK)** is an international foundation based in Ljubljana, Slovenia, dedicated to preserving and promoting the cultural heritage of Slavic countries. FSK connects institutions, experts, and communities across Slavic nations and beyond, fostering intercultural dialogue, supporting heritage projects, and engaging diverse audiences in cultural appreciation.

www.fsk.si

PROJECT TEAM

Andreja Rihter, Director of FSK, President of EMA

Massimo Negri, EMA Scientific Director

René Capovin, Museums in Short Founder and Coordinator of the Jury @HIM

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CONTACTS

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 <https://europeanmuseumacademy.eu/heritage-in-motion-award/>

 <https://www.fsk.si/projects/heritage-in-motion/>

 <https://www.facebook.com/HeritageinMotion>

To apply:

<https://filmfreeway.com/HeritageinMotion>

