European Heritage Awards / Europa Nostra Awards (2025)
1185-Citizens' Engagement & Awareness-raising 4. Citizens' Engagement & Awareness-raising

ZErPwvdo

Donation campaign “The culture of Ukraine has no means of defence”

Entry details

General information

Main country of application	Lithuania

In case there are other official partners involved in the project, please list the country(ies) they come from

> National Museum of Lithuania with partners LRT (national TV and radio broadcaster), and "Stiprūs kartu" ("Strong Together"), with additional support by the Lithuanian Museum Association, which unites 100 museums of the country, and the Lithuanian National UNESCO Commission.
>
> Ukrianian partner of the project – National Museum of the History of Ukraine.

Brief description of the project

> "Ukrainian Culture Has No Defence" donating campaign was launched to raise fund for the preservation of Ukraine's cultural heritage during ongoing war. Lithuanians were encouraged to donate via a special campaign phone number or bank account to help protect historical heritage of Ukraine. Restoration materials and equipment were delivered to the Ukrainian Museum of History and distributed to other museums across the country. The initiative, organized by the National Museum of Lithuania, LRT, and "Strong Together," in collaboration with the Lithuanian Museums Association and the Lithuanian National Commission for UNESCO, aimed to mobilize support of society in Lithuania.

Start date of the project	2023-11-28
Completion date of the project/initiative	February 15, 2024 the Delivery of Restoration Materials to Ukraine from Lithuania and restauration of heritage is ongoing
Website(s) of the project/nominee	https://lnm.lt/en/aid-campaign-the-culture-of-ukraine-has-no-means-of-defence/
Facebook page of the project, if any	https://www.facebook.com/lnmuziejus

Twitter page of the project, if any	No
Instagram page of the project, if any	https://www.instagram.com/nacionalinis_muziejus/
Any other relevant social media	https://www.linkedin.com/company/lietuvos-nacionalinis-muziejus-national-museum-of-lithuania/
Does the site or heritage in question have national/regional/local cultural heritage designation or protection status in its country?	Yes

If yes, please specify:

> Restorers of the National Museum of the History of Ukraine (MIST) quickly stabilised 300 museum objects using materials and equipment purchased thanks to the donation campaign “The culture of Ukraine has no means of defence” (“Ukrainos kultūra neturi kuo gintis”). These are archaeological finds, such as:
> ● artillery ammunition;
> ● elements of hand-held firearms and tools for their maintenance;
> ● melee weapons for combat at long and short distances;
> ● details of military ammunition and armour;
> ● horse equipment;
> ● belt headset items;
> ● cloth and shoe details;
> ● household and work equipment;
> ● cover and fastening devices.
>
> Restorers also continue to work on other Museum items, using mentioned materials and equipment from the aid project. In particular, they are:
> ● pear-shaped vessel. Cucuteni-Trypillia culture (6–4 thousand BCE);
> ● set of belt buckles. Goths, 6–7 centuries;
> ● iron sword with a bronze handle. Rus, 10 century;
> ● painting “The Rokosz of Sandomierz”. 17 century, canvas, oil. 2.53 x 1.50 m;
> ● Sylvester Rudnytskyi. Old print “Mount Pochaivska”. Pochaiv, printing house of the Pochaiv Lavra. 1803;
> ● shroud. Beginning of the 19 century, Ukraine;
> ● manuscript. Hanna Barvinok, “School of Horticulture” (four sheets);
> ● letter to Hanna Barvinok from Ivan Levytskyi (two sheets). June 9, 1903;
> ● kerosene table lamp. 20 century;
> ● attachment sheet about the single agricultural tax for 1929–1930, issued for F. K. Kutsenko. Oleksandrivka village, Stalinskyi district, USSR. Paper, print, manuscript. 17 × 10.9 cm;
> ● Olha Vetko’s certificate testifies that she is on a secondment to Yarunskyi district to check the state of collectivization and preparation for spring sowing. February 5, 1931. Kharkiv, USSR;
> ● attachment sheet “Bread card for February 1934” to the certificate No. 1094 of Volodymyr Afanasenko (one sheet). Stalino, Donetsk region, USSR.
> This project is opportunity to continue the work on preserving the cultural heritage of Ukraine are using modern equipment and the latest restoration materials.

Is the site or heritage in question included on the UNESCO World Heritage List, either as a single World Heritage Site or as part of one larger site?	Yes

If yes, please specify:

> During "Ukrainian Culture Has No Defence" donating campaign we were informing the society, raising awareness about the extent of damage to Ukraine's heritage (UNESCO information).

If relevant, is the site/heritage accessible to the public?	Yes

If relevant, is the site/heritage accessible to people with disabilities?

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Contact details

Name of the entrant	Jurga Strimaitienė
Entrant's position	Head of Marketing and Communication
Organisation of the entrant	National Museum of Lithuania
Address of the entrant	Arsenalo g. 1, LT-01143 Vilnius, Lithuania
Email address of the entrant	komunikacija@lnm.lt
Please confirm entrant's email	komunikacija@lnm.lt

Additional email addresses

> jurga.strimaitiene@lnm.lt
> muziejus@lnm.lt

Telephone of the entrant (fixed line)	+37052627774
Telephone of the entrant (mobile number)	+37065962569
Website of the entrant	https://lnm.lt/
Organisation of the owner	National Museum of Lithuania
Name of the project leader	Rūta Kačkutė
Project leader's position	General director
Organisation of the project leader	National Museum of Lithuania
Email of the project leader	ruta.kackute@lnm.lt
Telephone of the project leader	+37064711639

Other relevant participants

Jurga Strimaitiene, National Museum of Lithuania, project coordinator and dissemination.

Concise summary

Concise summary

The war in Ukraine destroys signs of historical memory and identity – the army of the aggressor country destroys, demolishes, and loots, appropriates the cultural heritage of the Ukrainian people. In violation of international law and multilateral agreements, Russia continues to attack cultural and natural heritage, including UNESCO World Heritage sites of exceptional value recognized by the international community. During the war, the historical centres of Odesa and Lviv, the Cathedral of Saint Sophia in Kyiv and the ensemble of monastery buildings (Pechersk Lavra) were damaged. The Archaeological Museum of Odesa, the Maritime Museum and other objects also suffered significant damage.

Context:
The project was initiated in response to the urgent needs of Ukrainian museums affected by the war, as cultural heritage faced threats of destruction and neglect. This effort reflects solidarity between Lithuanian and Ukrainian people, cultural institutions, emphasizing the importance of protecting cultural assets during crises.

Aims and Results:
The primary aim of the project was to support the preservation and restoration of Ukrainian cultural heritage by providing restoration materials and equipment. Through a collaborative effort, a list of essential items was created with Ukrainian partners. These materials—ranging from specialized chemicals and adhesives to microscopes and ultrasonic cleaners—were delivered to the National Museum of the History of Ukraine for distribution across the country.

The project achieved concrete results: nearly 200 units of restoration materials and advanced equipment were purchased and sent to Ukraine. These resources will aid in the conservation of artifacts made of paper, wood, metal, ceramics, and textiles. The initiative also raised public awareness about the importance of cultural preservation and fostered European solidarity.

Outstanding Qualities in a European Context:
This project stands out in the European context for its timely response to the cultural crisis caused by war, aligning with European values of heritage preservation and international solidarity. The campaign engaged 100 Lithuanian museums united by the Lithuanian Museum Association, reflecting strong community involvement and cross-sectoral collaboration. It highlights the importance of cultural diplomacy and sets an example for similar efforts across Europe in addressing the protection of cultural heritage under threat.

Funding:
The total fund was approximately €10,000 - fully funded by donations from Lithuanian citizens. The initiative was supported by the National Museum of Lithuania, LRT (Lithuanian national tv and radio broadcaster), and the "Stiprūs kartu" ("Strong Together") movement, with additional support by the Lithuanian Museum Association and the Lithuanian National UNESCO Commission.

Objectives and work undertaken

Aims and objectives of the project/initiative

Aims and objectives of the "Ukrainian Culture Has No Defence" / “Ukrainos kultūra neturi kuo gintis” donation campaign:

Aims:

1. To raise awareness of society and support for the preservation of Ukrainian cultural heritage, which is under threat due to the ongoing war.
2. To provide tangible support for the restoration of damaged cultural assets in Ukraine by supplying restoration materials and equipment.

Objectives:

1. To collect donations from the Lithuanian society through various channels, including a dedicated campain phone line and bank account.
2. To facilitate the distribution of donated restauration materials and equipment to Ukrainian museums, starting with the National Ukrainian Museum of History.
3. To mobilize partnerships between cultural organizations, including the National Museum of Lithuania, Lithuanian National Commission for UNESCO, and the Lithuanian Museums Association, ensuring coordinated efforts in the preservation campaign.
   4.Support broader efforts to preserve and restore Ukraine's heritage and promote international solidarity of society in the face of cultural destruction.

Any historical and technical research undertaken for the project/initiative

Our partners at the National Museum of Ukrainian History have provided a list of restauration materials and equipment needed to restore Ukrainian heritage.

Activities carried out and stages of implementation of the project/initiative

Project stages:

1. Preparation for the Initiative
   Dates: September 2023 – November 27, 2023
   Activities:
   - Development of a promotional campaign in collaboration with partners in Lithuania and Ukraine.
   - Coordination of partners to support the initiative.
   - Planning and strategizing for the dissemination of the campaign to ensure maximum visibility and participation.

Outcome: A well-structured campaign ready to launch, with strong support from cultural and professional organizations in both countries.

2. Donation Campaign for society
   Dates: November 28, 2023 – December 26, 2023
   Purpose: A fundraising initiative to support the restoration of cultural heritage in Ukraine. Contributions were directed towards acquiring essential materials and equipment for restauration, to save heritage of Ukrainian museums, affected by the ongoing war.

   Outcome: Successful collection of aid from lithuanians, highlighting solidarity and the importance of preserving cultural heritage.

3. Procurement of Restoration Materials and Equipment
   Dates: December 27, 2023 – February 14, 2024
   Activities:

   - Careful selection and purchasing of restoration materials and equipment needed for ukrainian museums restoration projects.
   - Ensuring the items met the technical and quality requirements necessary for the museum's needs.
     Outcome: All materials and equipment were ready for delivery to Ukraine.

4. Delivery of Restoration Materials to Ukraine
   Dates: February 15-19, 2024
   The event dedacted for for the transfer of support took place at the Lithuanian Embassy in Kiev, Ukraine.
   Outcome: The procured restoration materials and equipment were successfully transported to Ukraine and delivered to the museums. This marked the culmination of the donation campaign and procurement efforts.

5.Restauration of ukrainian heritage
Dates: February 20, 2024 till now
Restorers of the National Museum of the History of Ukraine (MIST) stabilised 300 museum objects using materials and equipment purchased thanks to the donation campaign.

Ukrainian restorers also continue to work on other museum items, using mentioned materials and equipment from the aid project.

Challenges or problems encountered and solutions found to overcome them

Challenges:

1. Logistical Difficulties: Transporting sensitive restoration equipment to a country affected by war posed significant risks and logistical challenges.
2. Specificity of Restoration Materials: Procuring high-quality restoration materials that met stringent requirements for cultural artifact conservation was complex, as the materials needed to be safe, stable, and removable without causing damage.
3. Coordination with Ukrainian Partners: Identifying and prioritizing the needs of Ukrainian museums.

Solutions:

1. Strategic Partnerships: Partners "Strong Together" (Stiprūs kartu) with the Lithuanian National Museum facilitated the safe transportation of aid to Kyiv, in Ukraine.
2. Expert Curation of Materials: A comprehensive list of necessary materials was developed in consultation of restaurators of National Museum of Lithuania with Ukrainian museum professionals.
3. Community and Institutional Support: The project garnered strong support from Lithuanian citizens and institutions, ensuring adequate funding and resources for the initiative.

Results and impact

Summary of the main results achieved and knowledge that has been gained. List the ways that the project/initiative contributes to the preservation and/or enhancement of the historical, cultural, environmental, educational and/or social values of the heritage in question. Mention the project's impact on conservation policy and practice, if any.

1. Main Results Achieved:
   - Successful aid campaign that demonstrated solidarity of society and mobilized resources for cultural heritage preservation in Ukraine.
   - Delivery of essential restoration materials and equipment to a Ukrainian museum, enabling immediate and effective restaurartion of the heritage.
   - Strengthened professional ties between Ukrainian and Lithuanian cultural institutions, fostering long-term collaboration.
2. Knowledge Gained:
   - Exchange of restoration techniques and methodologies between Lithuanian and Ukrainian specialists.
   - Insights into the challenges faced by Ukrainian cultural institutions in wartime conditions and strategies for addressing them.

- Greater understanding of the role of international partnerships in mobilizing resources and expertise for cultural heritage preservation.

Contribution to Heritage Preservation and Enhancement

1. Historical and Cultural Value:
   - Preserved invaluable artifacts and museum collections at risk of damage or loss due to conflict.
   - Strengthened the capacity of Ukrainian museums to safeguard cultural heritage, ensuring continuity of historical narratives for future generations.
2. Educational Value:
   - Provided specialized training to Ukrainian restorers, equipping them with practical knowledge and tools to address conservation challenges effectively.
   - Promoted awareness of the importance of cultural heritage preservation among broader audiences in Lithuania through the campaign and its outcomes.
3. Social Value:
   - Fostered cross-cultural understanding and solidarity between Lithuania and Ukraine, strengthening international cooperation.
   - Enhanced community pride in the shared effort to protect heritage during a time of crisis.

Impact on Conservation Policy and Practice

Policy Impact:

- Highlighted the need for international frameworks and funding mechanisms to support cultural heritage at risk in conflict zones.
- Inspired discussions on integrating heritage preservation into broader aid initiatives.

Practical Impact:

- Demonstrated the effectiveness of international partnerships in addressing urgent restoration needs.
- Established a model for collaboration that can be replicated in future projects involving countries facing similar challenges.
- Enhanced the skills and confidence of Ukrainian restorers, contributing to the resilience and self-reliance of their institutions.

Aspects of the project that can be considered innovative within its area or field.

The project placed a strong emphasis on social awareness, recognizing its crucial role in mobilizing support for heritage preservation. Through a comprehensive promotional campaign, it educated the society about the risks faced by Ukraine's cultural heritage during the war and the importance of protecting them. This outreach fostered a sense of collective responsibility, encouraging widespread participation in the fundraising initiative and building solidarity between Lithuanian and Ukrainian people, institutions and organisations. By highlighting the link between cultural heritage and national identity, the project inspired empathy and action, ensuring that heritage preservation was viewed not only as a professional or governmental responsibility but as a shared societal mission. The initiative demonstrated that raising public awareness can amplify the impact of restoration projects, transforming them into powerful symbols of resilience and unity. This approach not only secured immediate resources but also cultivated long-term support for heritage conservation as a vital social value.

Measures to ensure the sustainability/future viability of the project (in terms of future plans and funding).

1. Ongoing Collaboration with Ukrainian Partners:
   The Lithuanian National Museum and its partners have established strong ties with Ukrainian museum

professionals, laying the groundwork for future collaboration.

2. Capacity Building and Knowledge Sharing:
   Plans to offer training or workshops on restoration techniques to Ukrainian museum staff at Restauration Centre of National Museum of Lithuania.

3. Fundraising and Donor Engagement:
   Building on the success of the initial fundraising campaign, future efforts will focus on engaging broader communities in Lithuania.

4. Monitoring and Support:
   Regular updates fro Ukraine partners on how the donated materials and equipment are being used can help maintain transparency and inspire continued support from donors.

5. Advocacy for Cultural Preservation in Crises:
   By showcasing the project as a model for protecting cultural heritage during times of crisis, it can inspire similar initiatives across Europe.

Dissemination of the project's results and knowledge gained and any outreach or educational activities.

1. Public Communication Campaign
   The project's results were shared widely through media channels, including national television and radio (LRT) and online platforms. Updates on the delivery of materials and their impact highlighted the importance of cultural preservation in times of war, inspiring public awareness and engagement. Media monitoring shows, what more than >43 420 000 audience was reached.

2. Society awarness about heritage:
   Lithuanian museums involved in the initiative and spread the campgain, demonstrating the successful collaboration between Lithuania and Ukraine in protecting cultural heritage. This project educated society on the value of cultural artifacts and the challenges of preserving them during crises.

3. Events:
   Knowledge gained from organizing and implementing the project is being shared with professionals in the museum and heritage sector.

4. Public Reports and Publications:
   Documenting the project, including challenges, solutions, and its broader significance, will be made available to stakeholders and the public.

Participation in the initiative (number of participants/audience/users per year and/or, in the case of websites and digital platforms, information regarding visitor numbers and online interaction).

The project was supported by 100 Lithuanian museums, united under the Lithuanian Museum Association. These institutions actively promoted the initiative and engaged their networks to amplify the campaign's reach.

The campaign was widely publicized through LRT, Lithuania's national tv and radio broadcaster, reaching an audience of big audience through television, radio, and online platforms.

This project impacted hundreds of museum professionals in Lithuania and Ukraine and supported the preservation of cultural heritage for future generations.

Campaign updates and related content were shared on social media platforms and websites managed by the Lithuanian National Museum, LRT, and other partners. Posts about the initiative garnered significant engagement, with likes, shares, and comments, reflecting strong public interest and support.

The initiative mobilized a diverse community of participants, from individual donors and museum professionals to media audiences and online users, demonstrating the broad impact and reach of the project.

Involvement of youth, community, non-traditional audiences and/or people with disabilities.

> The initiative "Ukrainian Culture Has No Means of Defense" involved a broad spectrum of participants, including youth, the general community, non-traditional audiences, and people with disabilities. Audiences were reached via social media and public media.

Contribution to intercultural dialogue and to the protection of cultural diversity.

> The initiative strengthened ties between Lithuania and Ukraine, highlighting the shared European responsibility to protect cultural heritage during crises. By safeguarding Ukrainian cultural artifacts, the project demonstrated the importance of cultural diversity as a cornerstone of shared human identity and values.
>
> The campaign underscored that the destruction of cultural heritage is a loss for all humanity. By rallying public and institutional support, it elevated the understanding that protecting cultural diversity is critical, especially in times of conflict.
>
> The project facilitated meaningful intercultural dialogue between Lithuanian and Ukrainian museum professionals. This collaboration included sharing expertise, identifying needs, and collectively prioritizing the protection of endangered artifacts, fostering mutual understanding and respect.
>
> By involving Lithuanian citizens, cultural organizations, and international partners such as UNESCO, the initiative became a model of European unity in protecting cultural diversity. It emphasized the interconnectedness of cultural heritage and its role in fostering peace and identity.

Transferability of the initiative to other contexts and its scalability potential.

> The initiative "Ukrainian Culture Has No Means of Defense" successfully addressed the urgent need for cultural heritage preservation in Ukraine during the war. It fostered intercultural dialogue between Lithuanian and Ukrainian professionals, emphasizing the importance of cultural diversity and shared human heritage.
>
> The initiative is highly transferable, with the potential to be replicated in other conflict zones or regions facing similar challenges. Its scalable approach—combining public engagement, institutional collaboration, and targeted aid—makes it adaptable for global cultural preservation efforts. By promoting solidarity and creating long-term impact through partnerships and capacity building, the initiative sets a model for protecting cultural diversity and heritage in crises worldwide.

European and international dimension

European significance of the project/initiative/nominee.

> The project holds significant European value as a powerful example of cross-border solidarity and social awareness in preserving shared cultural heritage. By uniting Lithuania and Ukraine, it underscored the role of international collaboration in addressing the challenges faced by heritage institutions in times of conflict. The initiative aligns with European principles of cultural diversity, cooperation, and the protection of cultural heritage as a cornerstone of identity and history.
>
> It reinforced the idea that Europe's cultural legacy transcends national borders, emphasizing the importance of collective action to safeguard heritage at risk. The partnership also highlighted the resilience of European cultural institutions, demonstrating how they can adapt and provide support in crises, furthering the vision of a united and responsive cultural network.
>
> By integrating public engagement and professional development, the project served as a model for collaborative heritage preservation, promoting European values of unity, education, and cultural continuity across nations.

Costs of the project/initiative

Costs of the project (in euro), financial and management arrangements, funding partners and/or the type of funding.

> The project was implemented with a total budget of approximately €15,000
>
> Funding Sources and Partners:
>
> 1. Public Donations:
>   €10,000 were raised through donations from Lithuanian citizens during the campaign "Ukrainian Culture Has No Means of Defense."
>
> 2. Institutional and Organizational Support:
>
>   - The initiative was organized by National Museum of Lithuania, in partnership with the national tv and radio broadcaster "LRT" and the organization "Strong Together".
>   - Additional support was provided by the Lithuanian Museum Association and the Lithuanian National UNESCO Commission, which helped promote the campaign.
>   €3,500 Creative agency "Autoriai" creatited for the message and visuals for donation campaign and video ad.
>   €1,500 National Museum of Lithuania prepared the advertising materials for public campaign.
>
> Management Arrangements:
>
> - National Museum of Lithuania took responsibility for the overall project coordination, including the identification of needs in collaboration with Ukrainian partners.
> - "Strong Together" ensured procurement of materials, and logistics to Kyiv, handling the challenges of operating in a conflict zone.
> - Financial management and transparency were maintained by publishing details of donations, expenditures, and project outcomes to build trust and accountability among donors and stakeholders.
>
> This combination of fundraising, institutional partnerships, and efficient project management ensured the implementation of the project on a modest budget.

Funding provided by the European Union or the EEA/Norway Grants (including programme, year and amount of the Grant), if any.

> No

Additional information

How would winning the European Heritage Award / Europa Nostra Award benefit you, your project and/or your organisation?

> Recognition of our project will significantly enhance our ability to make a lasting impact. It would increase the visibility of our initiative, allowing us to reach a broader audience and attract more support, both in terms of funding and partnerships.
>
> Most importantly, winning this award would highlight the urgent need for heritage preservation in conflict areas, inspiring greater public awareness and fostering a sense of shared responsibility across Europe.

In case this submission is the winner of the Grand Prix, what will the monetary award be used for?

> If this submission wins the Grand Prix, the monetary award will be used to support and expand outreach efforts, and ensure the long-term sustainability of the initiative. These funds will enhance ongoing preservation work and broaden the initiative's impact.

In case this submission is the winner of the Grand Prix, who will be the recipient of the monetary award?

> National Museum of Lithuania

How did you find out about the European Heritage Awards / Europa Nostra Awards?	Europa Nostra website
Is this the first time that this entry has been submitted to the European Heritage Awards / Europa Nostra Awards?	Yes
On a scale of 1-10, how satisfied are you with this online submission form?	✓ 9

Do you have any comments on the application form or suggestions that you would like to share with us?

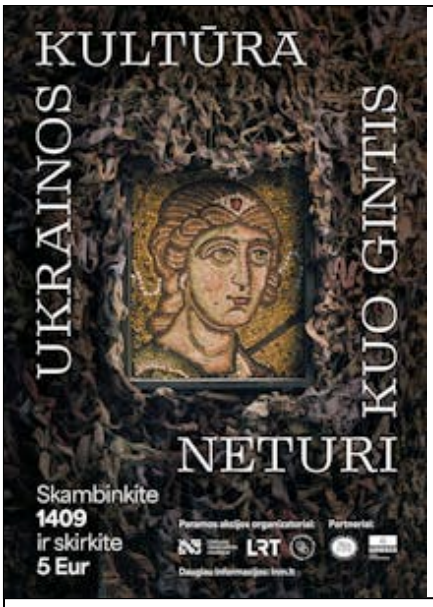
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By submitting your data, photographs and other material to the European Heritage Awards / Europa Nostra Awards you agree to the processing and sharing of your data in accordance with Europa Nostra's	Privacy Policy	. Please check the box to indicate you agree with the Privacy Policy.	✓

Log in to european-heritage.awardsplatform.com to see complete entry attachments.



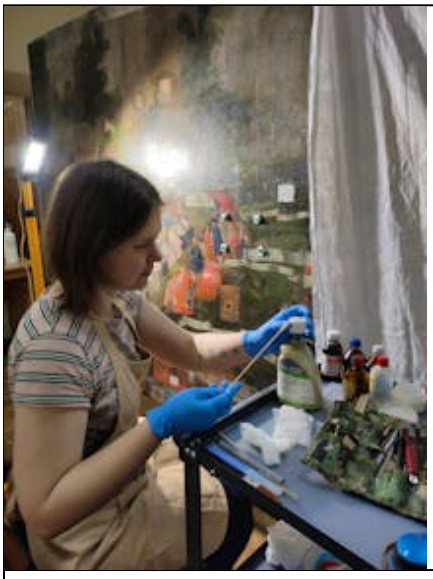
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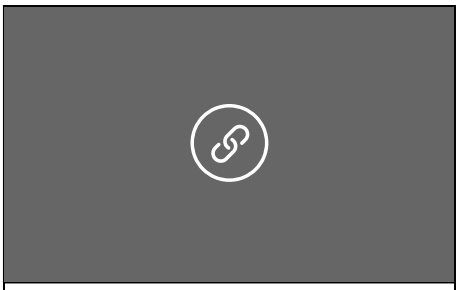
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