



PRESS KIT

THE 10TH ANNIVERSARY
OF ITS NOMINATION

Champagne Hillsides, Houses and Cellars
UNESCO World Heritage Site



Champagne Hillsides,
Houses and Cellars



AVRIL 2025

EDITORIAL

10 years : Celebrating past, present and future

This is exactly the spirit in which we have planned the 10th anniversary of the inscription of the Champagne Hillsides, Houses, and Cellars on the World Heritage List. We will celebrate this anniversary not just for one day but all year round, involving as many of the region's key players as possible.

Remember

It takes us back to the beginnings of Champagne's candidacy, supported and embodied by Pierre Cheval. It shows the Mission's achievements under Pierre-Emmanuel Taittinger's presidency. It tells the story of how our territory has been positively transformed in 10 years.

Coming together to celebrate

It is about rekindling the pride lit on July 4, 2015, in Bonn, by reliving that great moment of happiness shared in Hautvillers. It reminds people of Champagne how much stronger they are when they come together to carry out major projects.

It is to make Champagne better known by reminding us that Champagne is certainly the wine of happy days; it is also a cultural fact, a landscape, a history.

It means carrying and repeating UNESCO's values: peace through education, science, and culture.

Looking ahead

It means relaunching a collective dynamic for the next ten years by committing to new projects, reaffirming our ambition and our strategy for our territories, and mobilizing the young people to whom we will entrust these Champagne Hillsides, Houses, and Cellars as a legacy.

If we manage to touch hearts and minds during this anniversary year, we will have succeeded in our Mission - that of transmission.

“ What are birthdays for ?

Remember, be together, celebrate, and build a vision for the future. ”



Séverine Couvreur,
President of the Mission



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THE NOMINATION, A LONG PROCESS UNTIL JULY 4, 2015

THE SOUVENIR ALBUM

Dive back into the memory of the moments of work and joy that marked this long road to obtaining nomination by following [*this link*](#).

FROM A UTOPIA TO A COLLECTIVE PROJECT

The origin of the idea

A student initiative : The idea of listing Champagne as a World Heritage Site was born from Emilie Landau, who contacted the Champagne Committee after an internship at UNESCO in 2005. The Champagne wine-growing landscapes were then listed in the French indicative List as potential candidate. Her perseverance led to the project's first presentation to the communication commission of the Champagne Committee, which quickly decided to build a prefiguration file. The foundation stone for a very demanding collective construction was laid.

Key leadership : In Champagne, joint governance between Winegrowers and Houses is the rule of the "Champagne Collective." Pierre Cheval, on behalf of the SGV Syndicat Général des Vignerons), and Cécile Bonnefond, President of Veuve Clicquot, on behalf of the UMC (Union des Maisons de Champagne) laid the foundations of the project. These leaders surrounded themselves with a multidisciplinary team and were quickly rallied by the local communities and the entire Champagne industry. In 2008, the 'Association des Paysages du Champagne' was formed to spearhead the bid.

Complexity and obstacles : The candidacy required overcoming skepticism, starting with that of the Champenois themselves, and administrative, national, and international obstacles. Preparations began in 2006, with an initial inventory carried out by experts from various fields. In 2007, a provisional title, « Les Paysages de Champagne », was given to the candidacy, with a preliminary file outline. Being inscribed on the World Heritage List is an exercise that requires compiling a very high-quality file demonstrating the role of Champagne in the history of our civilization and expressing commitment to pass on this heritage to future generations. There are many applications but few elected representatives, especially as a wine-growing application was being developed simultaneously in Burgundy, and many vineyards worldwide had already been inscribed.

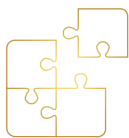
Collective commitment : Local and national mobilization was essential, including the cooperation of Champagne professionals, local elected representatives, experts from the scientific community, and national institutions. A major local mobilization campaign collected 53,000 support ballots, which were handed over to the President of the Republic to testify to the commitment of the entire Champagne community.



The motivations for the Champagne candidacy



Protection of the Champagne Appellation : The inscription on the World Heritage List would strengthen the protection of the Appellation, making it more respected and sanctuarised. It would also make it possible to avoid developments that could damage Champagne's image.



Restoring the link between Champagne and Champagne : It was crucial to remember that Champagne is a wine from a specific vineyard. The objective was to make Champagne, its terroir, and its history known at the same level as Champagne itself.



Exemplarity and excellence : Being part of the World Heritage requires exemplary rigour in all areas, from viticulture to marketing. It implies a dynamic of excellence for all economic players and the local population.



Attractiveness and economic development : The nomination aims to promote economic development and wine tourism by building sustainable and high-quality tourism in harmony with Champagne's prestigious image.

Challenges and progress

An initial dossier was submitted in 2009 to the Committee of French World Heritage Properties and the Ministries concerned : Culture and Ecology. This first draft was the beginning of a long process requiring major revisions and additional studies under the guidance of a rapporteur, Michèle Prats, appointed by the Committee to advise the bearers of the candidacy.

Compared to the perimeter initially proposed, a smaller, more coherent central area was requested. Around three core zones, the idea of a commitment zone has gradually enabled all the communes of the Champagne appellation to be involved.

From 2010 to 2013, a considerable amount of work went into the Outstanding Universal Value, criteria, attributes, authenticity, integrity, comparative analysis, management plan, and final drafting of the nomination in the format defined by the World Heritage Convention.

On the recommendation of the French World Heritage Committee, French President François Hollande selected the Champagne proposal in January 2014. The dossier was then registered into the UNESCO appraisal circuit.

ICOMOS (International Council on Monuments and Sites) carried out an 18-month appraisal to verify the merits of the proposal. A panel of international experts audited the Champagne application and submitted a report recommending inscription to the World Heritage Committee after underlining the seriousness and high quality of the dossier.



A remarkable nomination: Champagne was included on the very first submission to UNESCO, winning unanimous votes and praise from the member countries of the World Heritage Committee. The 'Climats du vignoble de Bourgogne' also joined the List that same year.

On July 4, 2015, at the 39th session of the World Heritage Committee in Bonn, Germany, the Champagne Hillsides, Houses and Cellars were officially inscribed on the World Heritage List. This nomination is seen as a universal consecration, marking an important milestone in the history of Champagne, from the technical innovation of the 18th century to international recognition in the 21st century.

THE IMPETUS OF A MAN, PIERRE CHEVAL

A senior civil servant and later a winegrower, Pierre Cheval was also a painter, musician, poet, storyteller, humorist, and orator. He chaired several Champagne institutions, such as the International Wine Institute of Champagne-Villa Bissinger, the Viticultural College of Champagne, and the Crédit Agricole du Nord Est Regional Bank. He was also first deputy mayor of Aÿ and an active member of the board of directors of the Syndicat Général des Vignerons de la Champagne.

Pierre Cheval played a crucial role in The Champagne Hillsides, Houses and Cellars' bid for inclusion on UNESCO's World Heritage List, never giving up on the project so close to his heart and bouncing back from every obstacle along the way. The complete dossier, comprising four volumes and over 1,000 pages, had been praised for its high quality. This hard work, led by Pierre Cheval, mobilized many people and brought together Champagne professionals and communities, as well as the local population.



Pierre Cheval's thank-you speech after the World Heritage Committee vote in Bonn was memorable. He had devoted all his time, energy, and passion to this candidacy and had succeeded in convincing all his interlocutors.

Pierre Cheval died on January 15, 2016, at 66. His eulogy was delivered with great emotion at his funeral in Aÿ. Pierre Cheval has well earned his place in the Champagne Pantheon. The Champagne community is following in his footsteps. 'There is something stronger than death, and that is the presence of the absent in the memory of the living.' Jean d'Ormesson.

JULY 4TH, 2015, A SOURCE OF PRIDE FOR ALL PEOPLE LIVING IN CHAMPAGNE



OUTSTANDING UNIVERSAL VALUE

Each site inscribed on the World Heritage List is recognized for its Outstanding Universal Value :

- The property must be of such remarkable importance that it transcends national boundaries to belong to the whole of humanity.
- Rigorous protection is required to preserve its authenticity and integrity so that it can be passed on to future generations.
- This recognition is based on a comparative scientific study, proving that the property is unique and incomparable on a global scale.

“The Champagne Hillsides, Houses, and Cellars form a unique living, evolving cultural landscape. A true expression of the action of man and nature, this landscape has given rise to a bid of excellence, recognized as the universal symbol of festivity, reconciliation, and celebration.

The imperatives of making Champagne wine have generated a unique spatial organization that results from the combination of hillsides planted with vines, functional urban planning, prestigious architecture, and an exceptional underground heritage.”

To be registered, a wine must meet at least one of the ten criteria set by UNESCO. Champagne has met three criteria, a rare achievement reflecting the quality and relevance of its application.

Exceptional elements recognized in the Champagne dossier :

1. Material elements:



Distinctive wine-growing landscapes



Architecture of the buildings dedicated to the production and commercial representation of Champagne



Underground network of cellars and chalk quarries



2. Intangible elements:

- Unique know-how
- Universal symbolism associated with Champagne
- Champagne appellation and its interprofessional organisation

A know-how perfected over time, an industrial heritage, and an intangible heritage, this is the harmonious and indissociable combination that distinguishes Champagne as a model of universal excellence.

AMBASSADORS VOTE FOR CHAMPAGNE

The World Heritage Committee meets once a year and is composed of representatives of 21 States Parties to the Convention, elected by the UNESCO General Assembly. It is the decision-making body that inscribes properties on the prestigious UNESCO World Heritage List.

On 4 July 2015, at the 39th session of the World Heritage Committee, the ambassadors from 21 countries voted unanimously to inscribe Champagne.

Algeria, Germany, Colombia, Croatia, Finland, India, Jamaica, Japan, Kazakhstan, Lebanon, Malaysia, Peru, Philippines, Poland, Portugal, Qatar, Republic of Korea, Senegal, Serbia, Turkey, Vietnam.

Transcript of the interventions of the members of the World Heritage Committee :

The Lebanon Delegation is in favor of inscribing this site as a cultural landscape and is surprised that Champagne has not yet been inscribed on the World Heritage List. From his point of view, this inscription does justice.

The Finnish delegation considered that, although there were many vineyards on the List, Champagne occupied a special and unique place. They expressed the view that comparative analysis, authenticity, and integrity were all justified and that adequate protection was in place, and therefore supported the inscription.

The Turkish delegation stressed that the nominated property demonstrated a specific agro-industrial system where the heritage of winemaking had developed over the centuries. They noted that as a cultural landscape that had evolved since the seventeenth century, it was a unique testimony to the birth and spread of Champagne and supported its inscription.

The delegation of Kazakhstan expressed its appreciation to the French experts for presenting a dossier demonstrating the rich history in winemaking. Noting that the ICOMOS report was complete and that the integrity and authenticity of the property were well demonstrated, they expressed their support for the inscription.

The German delegation pointed out that the citizens of Champagne had perfected the making of Champagne wine for more than 200 years and that it was an outstanding example of the interaction between humans and the natural landscape. They expressed their support for the site's inscription.

The Delegation of Vietnam expresses its full support for the inscription of the property on the World Heritage List.

The Delegation of Japan stated that the nomination was an excellent example of a cultural landscape for three reasons. First, they pointed out that, although the Champagne region was not suited to viticulture due to its geographical location, it had developed a particular production method for sparkling wine that is now known throughout the world. Secondly, they emphasized that the traditional production methods on the site have been preserved. Thirdly, they stated that Champagne had maintained an excellent infrastructure for grape cultivation and wine production and that this cultural and architectural landscape made the nominated property exceptional. They expressed their support for the inscription.

The Delegation of the Philippines congratulated the State Party for its remarkable dossier describing the evolution of wine production from a cultural, industrial, and geographical point of view, and supported the inscription of the site.



The Delegation of Jamaica affirmed that the cultural values of the site were understood far beyond the borders of France. They believed that the OUV (Outstanding Universal Value) of the nominated property is diverse and extensive and that the site bears witness to an exceptional living tradition, with its unique and prestigious architecture and its underground heritage of Champagne wine cellars. They supported the site's inscription.

The Indian delegation acknowledged that ICOMOS' evaluation of the site testified to its view of the OUV. They congratulated the State Party on its outstanding nomination and its output.

The Polish delegation congratulated the State Party on its nomination, representing an outstanding and sophisticated example of the entire wine production process, from the cultivation of grapes to the underground cellars and the Champagne Houses. The Delegation also acknowledged the work undertaken to prepare the nomination file over many years and the support of the population, local authorities, and communities.

The Delegation of the Republic of Korea fully supported the nomination.

The Croatian delegation emphasized that the dossier proposed a system that showed the local economy and constituted a paradigm of French "joie de vivre". They congratulated France on inscribing this file on the World Heritage List.

The Delegation of Portugal congratulated France on these two great vineyards inscribed on the World Heritage List.

The Delegation of Qatar congratulated France on the nomination of this property and expressed no doubt about the Outstanding Universal Value as a place of cultivation and land, but also of exchanges between local communities and other communities from Europe who come from elsewhere to help during the grape harvest period. They supported the inscription on the World Heritage List.

The Delegation of Algeria welcomed the inscription of two sites and toasted the health of France.

The Malaysian delegation asserted the unique significance of the nominated property and its OUV and fully supported its inscription.

The Senegal delegation congratulated France on the quality of the nomination dossier and its inscription on the World Heritage List.

The Peruvian delegation affirmed that the nomination file had proven the authenticity and integrity of the site and that it demonstrated the interconnection between humans and nature. The Delegation expressed its full support for the site's inscription.

The Colombian delegation also welcomed the inscription and considered that the Committee delayed inscribing this site on the World Heritage List.

PIERRE CHEVAL'S SPEECH IN BONN

Madame President,

The decision to inscribe the Champagne Hillsides, Houses, and Cellars on the World Heritage List goes straight to the hearts of the women and men of Champagne who are proud, at this time, after so many years of work and hope shared by all the players of the region, to see the Outstanding Universal Value of their common heritage recognized in the same way as the most prestigious sites on the planet. They express their gratitude to you and give you their total commitment to contribute, in return, to UNESCO's success in making humanity grow. They sincerely thank all those who have contributed to the success of this candidacy: the representatives of the States, the World Heritage Centre, ICOMOS and IUCN, the Ministries of Culture and Ecology, the French Property Committee and its rapporteur, the scientific contributors, elected officials and professionals in the field of viticulture and wine, the companies and the thousands of volunteers who supported the candidacy, not to mention the young students of Avize Viti-campus who are making a little noise in this very serious hemicycle.

It is a historic moment for Champagne, which is part of the long history of the Champagne people who are anxious to preserve and continue their collective march, particularly through their obstinacy in overcoming the obstacles born of hostile natural elements or the destructive madness of men.

The symbolic image of Champagne, the wine of celebration, reconciliation, happiness, and peace, gives this decision to inscribe a very special dimension, which goes beyond the simple ambition of preserving property, even if it is exceptional. Unfortunately, current events confirm that even our most emblematic heritage is not immune from the worst destruction! Until recently, this was the fate of the Champagne region, where periodically, all the world's armies came to settle their accounts. And it has always risen again! It is also this dimension of rebirth and fraternity between peoples that UNESCO wanted to highlight in a formidable message of hope.

Yes ! Like Champagne, which celebrates fraternity, the harmony of people is a fundamental Universal Value for humanity !

Yes ! Being listed as a World Heritage Site is a great opportunity for Champagne to participate in bringing people together through culture !

Yes, quite simply, being happy and celebrating is legitimate in today's world !

This, Madam President, is the precious message for this century's people delivered by today's inscription of the Champagne Hillsides, Houses, and Cellars on the World Heritage List.

So, yes, I dare to say it, let's dare to say it all together: 'Happiness and Champagne for everyone !'

JUBILATION IN HAUTVILLERS AND EPERNAY

Throughout Champagne, church bells rang out on July 4, 2015. Direct from Bonn, the decision to register the Champagne Hillsides, Houses, and Cellars was followed by the Champenois with emotion and fervor.

In Hautvillers, the most fervent supporters of the candidacy had gathered to celebrate this tremendous news, a historic decision revealing the pride of belonging to the Champagne territory, to its history, and a popular testimony of commitment to pass on to future generations.



A few days later, on July 14th, on the Avenue de Champagne in Epernay, a large white picnic celebrated the Champagne Hillsides, Houses, and Cellars recognition on the World Heritage List.



4TH OF JULY 2015: A BEGINNING, COMMITMENTS TO THE WORLD



Inscription on the World Heritage List is a major and historic event for a territory. It is a great collective victory but much more than a culmination—it is the beginning of a new chapter in the history of the Champagne region !

A management plan is attached to the nomination, which illustrates the commitments of the government and the local authorities to maintain the property's Outstanding Universal Value. This plan is based on national and local regulations and sets out a program of actions. It is now the reference framework for guaranteeing the preservation of the Champagne wine heritage.

A commitment to be respected ! The signatory states of the World Heritage Convention are responsible, before the World Heritage Committee, for the sites for which they have themselves requested inscription. The Committee requires a regular report on the conditions for the management of the site and the preservation of the criteria for which the inscription was made. In the event of non-compliance with the commitments, the Committee has provided for sanction procedures that can go as far as deletion of the site from the World Heritage List.

Since its inscription in 2015, significant progress has been made under the leadership of the French 'Mission Coteaux, Maisons et Caves de Champagne' —World Heritage, chaired by Pierre-Emmanuel Taittinger and then by Séverine Couvreur and directed by Amandine Crépin. This Mission works daily to protect and enhance the inscribed property with the help of a scientific council composed of volunteer experts in various fields.



THE COMMITMENTS OF THE 1ST MANAGEMENT PLAN (2015-2025)

A management plan was approved by local stakeholders and retained by the Committee at the time of inscription in 2015. It is composed of 3 documents :



A management charter for the entire area of the commitment zone (corresponding to all the 320 communes of the Champagne Appellation). It forms the framework for the overall commitment of a single community with a shared future to preserve the heritage and the wine-growing landscape. It is structured according to 4 general guidelines: heritage, environment, economy/tourism, and culture. This is the general management policy document.



A policy document that sets out the management strategy for the property and the buffer zone. It is organized into 3 sections corresponding to the 3 major areas and develops 4 common strategic orientations :

- Developing a territorial project around OUV
- Preserving the Outstanding Universal Value
- Improving and sharing historical and heritage knowledge
- Developing a sustainable cultural and tourism project



Thematic action sheets that respond to the territorial project of the orientation document and the charter. This is a more operational management document that also enables shortterm monitoring. It is broken down by theme: governance of the site, protection and conservation of heritage, enhancement, cultural promotion, development and management of tourism, cooperation, and sharing of experience.

In 2022, an evaluation mission was commissioned by the 'Champagne Hillsides, Houses and Cellars' to initiate the revision of the management plan for the next 10 years. This audit highlighted an excellent level of implementation (quite rare for this type of action program developed in the context of a nomination and without prior experience in the role of manager of a World Heritage property) and demonstrates an exceptional and constant political and technical commitment.

Obtaining the registration was the trigger for a process of increasing skills and establishing the legitimacy of the 'Mission Coteaux, Maisons et Caves de Champagne' as a manager and technical contact for local players. The program of actions initially provided for in the application file quickly proved insufficient to meet these new objectives. Complementary actions were also implemented :

HERITAGE PROTECTION AND CONSERVATION

- Charters : wind turbines, methanization, photovoltaics
- Inventory of 'cadoles', former cabins
- Guide to cellar conservation
- State of Conservation Observatory
- Monitoring and advising government departments on large-scale projects and/or those impacting the OUV (approximately 100 opinions per year)
- Support for the urban planning documents
- Monitoring environmental actions and experimental projects carried out in connection with the Champagne industry

MEDIATION, COMMUNICATION, APPROPRIATION

- Charters: use of the emblem and logo, signage within the municipalities, signposting
- Motorways sign restructuring program with SANEF
- Charity Dinner
- Ambassadors Club
- Traveling exhibition
- Cycle of conferences
- Mediation interventions with target audiences, particularly young people
- Reconciliation March
- General public program for the European Heritage Days and the International Day for Biodiversity

TOURISM DEVELOPMENT AND MANAGEMENT

- World Heritage Journey of Europe program
- First Wine Tourism Conference in Champagne
- White Paper on Wine Tourism in Champagne
- Animation of the Wine Tourism Group
- Digitalization of the Champagne tourist route / AMI Atout France

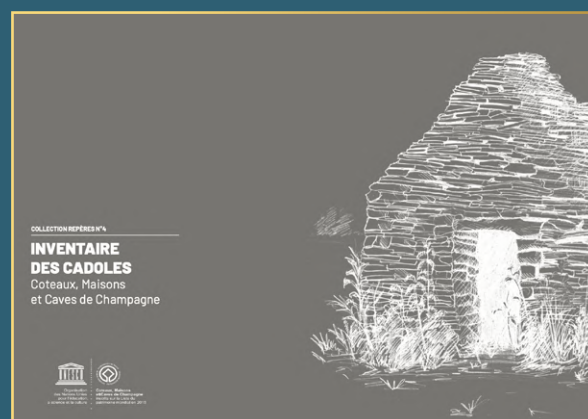
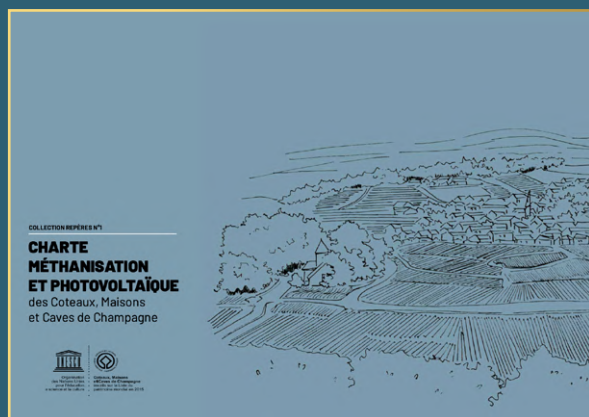
ENHANCEMENT OF THE INSCRIBED PROPERTY

- Operation to clean the villages and the hills
- Pierre Cheval Award for embellishing
- Support and advice for the implementation of structuring projects
- Implementation of the Embellishing Pact: 3 pilot sites per year
- Landscape audits



THE FUNDAMENTALS - THE REFERENCE COLLECTION

The Reference Collection brings together the resources necessary for local decision-makers and project leaders to reconcile preserving the heritage, landscape, and intangible values of the Champagne Hillsides, Houses, and Cellars with the territory's and architecture's evolution.



MEDIATIONS TO PRESERVE AND PASS ON TO FUTURE GENERATIONS

World Heritage mediation is an essential process for enhancing and preserving sites on UNESCO's World Heritage List.

It makes it possible to raise public awareness of the heritage site's importance, facilitate the understanding of its Outstanding Universal Value, and promote its conservation and protection for the benefit of future generations.

The mediation process at the Champagne Hillsides, Houses, and Cellars takes several forms depending on the targets: educational programs for schools and universities, workshops and seminars for heritage professionals, tourism and cultural actors, elected officials, and Champagne wine professionals.

Many tools have been deployed since 2015 to promote appropriation such as publications, brochures, a website, social networks, and a cycle of online and free conferences and exhibitions. These tools contribute to the involvement of local communities in the management and transmission of the site to meet many challenges, such as managing tourist flows to avoid overcrowding, balancing economic development and conservation, and the continuous awareness of climate change and environmental threats.

The mediation of the Champagne Hillsides, Houses, and Cellars is, therefore, a crucial tool for ensuring the site's understanding and attractiveness while educating and engaging the public in its preservation.

With the Scientific Council's support, the Mission offers its partners, local businesses, associations, students, and schoolchildren conferences and educational interventions to explain the World Heritage listing so that everyone can become an ambassador for the Champagne Hillsides, Houses, and Cellars.



A COMMITMENT FOR THE NEXT 10 YEARS (2025-2035)

In an ever-changing world, it is essential to reassess and adapt our management strategies for the World Heritage site to meet future challenges and opportunities. By committing to revise our management plan for the next ten years, the Champagne stakeholders affirm their commitment to excellence, innovation, and sustainability.

THE OBJECTIVES OF THE REVISION OF THE MANAGEMENT PLAN

Taking stock of the benefits of registration : Analyse the successes and areas for improvement of previous strategies. These results will be unveiled at the Wine Tourism Conference in March 2025 in Troyes and the Côte des Bar.

Adapting to new issues and challenges : Integrating, in particular, the risks and impacts related to climate change to ensure property preservation.

Consulting with the major players of the region and its inhabitants : The Mission desires to involve all relevant players in the process of revising the management plan. Their perspectives provide valuable insights to ensure the conservation and enhancement of the site.

Updating strategies and resources : The new management plan will adapt existing strategies and allocate the necessary resources to achieve the new objectives. The management plan will be more didactic and flexible to adjust to unforeseen changes.

Planning, monitoring, and evaluating : Clear objectives and monitoring and evaluation mechanisms will accompany the management plan to measure progress and adjust the plan if necessary.

The anniversary of the inscription is an opportunity to relive the pride of Champagne on July 4th, 2015. The signing of the new management plan will take place in Hautvillers, on July 4th, 2025, on the anniversary date of the Inscription. In this way, the prospects for the future will be set with a new management plan aligned with the requirements of UNESCO that will contribute to the preservation and enhancement of the Champagne Hillsides, Houses, and Cellars.



SINCE 2015, CHAMPAGNE HAS REVEALED TO ITSELF AND THE WORLD

The inscription of the Champagne Hillsides, Houses and Cellars has given rise to countless expressions of sympathy from Champagne and worldwide. All these messages expressed emotion and pride in belonging to a community, thus distinguished by humanity through this universal recognition.

The unity and mobilization of the entire territory behind the candidacy helped to federate the people of Champagne and their desire to succeed was the fuel for success. This determination was extended with the same enthusiasm to commit to a successful “post- registration” period. It has since remained intact and total.

The inscription on the UNESCO World Heritage List provided a unique opportunity to revitalise the entire region, which has been living amid profound changes for the past 10 years.

PROFOUND CHANGES IN THE TOURIST AND CULTURAL OFFER

This recognition has strengthened convictions and brought together energies. Since 2015, Champagne has experienced a real renaissance.

Multiplication of wine tourism offers : Champagne has been able to reinvent itself to offer unique and immersive wine tourism experiences (tasting workshops, walks in the vineyards, opening to the public of new places formerly reserved for winemaking, catering and enhancement of reception sites, thematic stays, cultural visits, etc.).

- **Renovation of public spaces** : Communities invest in beautifying villages and tourism infrastructure to provide a memorable experience for visitors.
- **Tourism promotion** : the tourism industry develops targeted communication campaigns to present the cultural and gastronomic assets of the Champagne region to visitors.
- **Cross-sector collaboration** : partnerships are developed between winegrowers, cooperatives, Champagne houses, restaurateurs, hoteliers and tourism professionals to create inclusive and attractive offers.
- **Developing the tourist and cultural offer** : many innovative, high-quality and sustainable projects have been built in Champagne, taking into account the new economic dynamics brought about by UNESCO recognition and strengthening the ranges and hospitality capacity.
- **Events and festivals** : the people of Champagne organise cultural and festive events throughout the year to celebrate their heritage and share it with the public.



RAISING AWARENESS OF PROPERTY PROTECTION

The inscription of the Champagne Hillsides, Houses, and Cellars as a UNESCO World Heritage Site in 2015 revealed that, beneath everyday life, there is the exceptional, and that, as such, it is important to protect and preserve Champagne's heritage and landscape setting.

Raising awareness of the need to protect the Champagne region is essential to preserving this unique heritage and its environment. Several initiatives have been put in place to guarantee the region's sustainability and authenticity, reinforcing an existing strategy of protecting the Champagne appellation and environmental transition deployed by Champagne professionals.

Educational initiatives are in place to raise awareness among residents and visitors of the importance of protecting the Champagne region's natural and cultural heritage.

Deepen the knowledge around the Champagne Hillsides, Houses and Cellars

“Know thyself” is a famous maxim attributed to Socrates, which is applied to help raise awareness of the need to protect this unique heritage. Numerous initiatives to promote understanding and **knowledge of the foundations of Outstanding Universal Value** have been proposed since 2015.

In addition to the **heritage and landscape focus and inventories** in the Repères Collection, the Hillsides, Houses and Cellars Mission is committed to providing the keys to interpreting the value of the property in strategic territorial planning and for specific projects developing within the perimeter of the commitment zone. **This role of awareness-raiser and guardian** contributes to constructive dialogue and ensures the emergence of qualitative projects that respect the authenticity and integrity of the property.

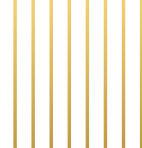
A free online conference cycle gives access to a collection of more than 25 videos allowing you to share specific angles of what makes the Champagne region unique. **Experiential mediation tools**, such as the traveling exhibition, circulate on the territory to offer a playful discovery of inscription. The 10th anniversary will be an opportunity to unveil a project for **school audiences** so that each academic cycle can approach registration with their educational program.



Discover the diversity of the landscapes, share the values of Champagne and UNESCO

Since 2015, the Mission Coteaux, Maisons et Caves de Champagne has organized an annual cultural hike to help the general public discover the Champagne terroirs that comprise the commitment area.

The symbols of peace and reconciliation represented by the Champagne region align with UNESCO, which aims to build peace in the minds of men and women through education, science and culture. Legitimate symbols are also for a territory often scarred by conflicts and which served as a framework of the Franco-German reconciliation in July 1962 in Reims. This large welcome gathering throughout the Champagne region is an opportunity to reconcile with nature, heritage, and oneself, as Philippe Pozzo di Borgo reminded us during the 2017 edition. More broadly, Champagne, the wine of diplomacy, is often associated with moments of celebration and fraternity between peoples and communities. For this reason, closely linked to our Outstanding Universal Value, the march has been named the “March of Reconciliation”.



Making recognition visible on the local scene

Several signage projects have been carried out by the Mission to enhance the visibility of the attributes that make up World Heritage listing. Local authorities are continuing to implement the signage charter drawn up in 2018 by the Mission.

Each department in the Champagne Appellation can draw on the collectively developed master plan to set up World Heritage-labeled tourist attraction signs from strategic axes approaching the commitment zone.

SANEF (the motorways network throughout the region) has completely restructured the cultural and tourist information panels on the A4 and A26 motorways, highlighting the region's cultural and natural heritage. Sixteen signs dedicated to the project are currently in place.

Each commune in the commitment zone can promote the listing on its territory, while at the same time providing interpretation content that resonates with the Outstanding Universal Value of the Coteaux, Maisons et Caves de Champagne (historical plaque, information relay, landscape reading, etc.).

Finally, plaques formulating the Outstanding Universal Value and recalling the commitment of the Champenois to pass on this property to future generations are offered to tourism and Champagne professionals to inform visitors.

Paying tribute to initiatives that contribute to the preservation of the Champagne Hillsides, Houses and Cellars

Following the inscription of the Champagne Hillsides, Houses and Cellars on the prestigious World Heritage List, the Unesco Champagne Mission has decided to create the "Pierre Cheval Prize".

This prize is intended to pay tribute, to reward and encourage initiatives, activities, developments, work and achievements that contribute to the protection of the Outstanding Universal Value of the Champagne Hillsides, Houses and Cellars in terms of :

Heritage restoration - Qualitative development of municipalities - Preservation of landscapes Cultural transmission - Influence of the Champagne Controlled Designation - Sustainable development of wine tourism - Biodiversity restoration - Contribution to the expression of UNESCO's values

It is also a question of encouraging the greatest number of Champagne residents to follow these remarkable examples and, in the same enthusiastic and dynamic spirit, to contribute to the attractiveness and preservation of the Champagne Hillsides, Houses and Cellars. Since 2015, the Mission has rewarded 66 winners. [Find them on the Mission's website.](#)

At Pierre-Emmanuel Taittinger's initiative, the UNESCO Mission invited the municipalities to develop beautiful belvederes and to name them after Pierre Cheval, his tireless predecessor determined to make Champagne's candidacy for World Heritage a success. These parks invite you to discover the emblematic places and the best views of the hillsides. They perpetuate the memory of Pierre Cheval and remind us of his attachment to this beautiful region which is opening up and enhancing itself as he would have wished.

WHY CELEBRATE THE 10TH ANNIVERSARY OF THE INSCRIPTION?

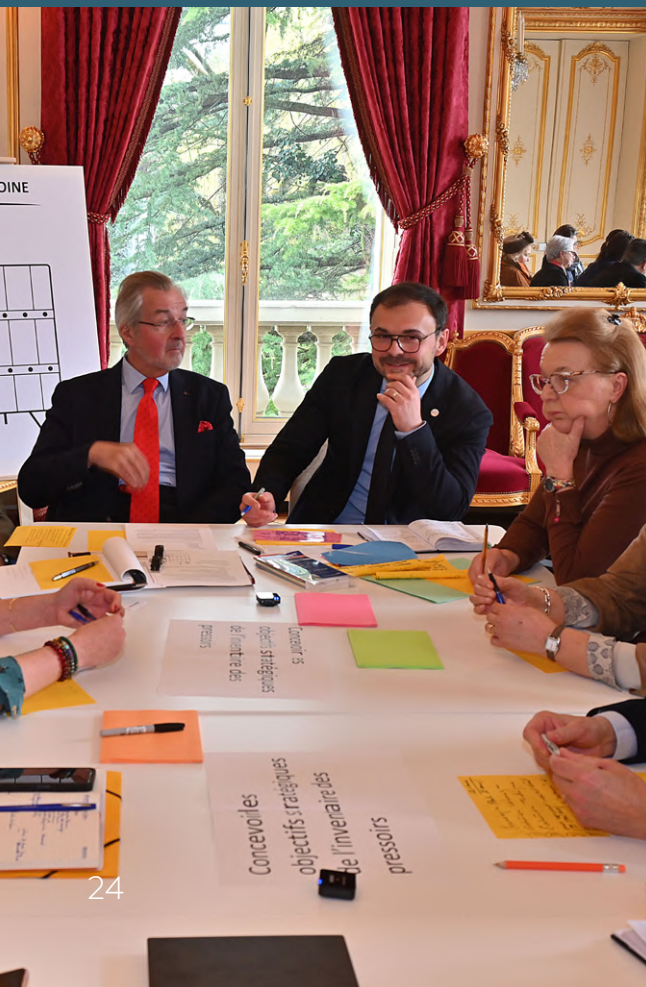


THE OBJECTIVES

The **10th anniversary milestone** has been identified as a key moment to raise the profile of the listing, but even more so, as an opportunity to progress collectively, to better preserve and promote, and to let the people of Champagne themselves, especially the youngest who did not experience this event in 2015 and who, tomorrow, will be responsible for growing the Hillsides, Houses and Cellars of Champagne.

The Mission gathered wishes and ideas of its members and the 'Club des Ambassadeurs Ma Champagne au Patrimoine Mondial' to create the framework for celebrating this historic moment together for the people of Champagne and the Champagne region.

The **direction chosen** is to make it known as widely as possible that Champagne is inscribed on the World Heritage List, with 4 major values at the heart of the system : **PRIDE, VISIBILITY, TRANSMISSION** and **COMMITMENT**.



PAVING THE WAY FOR THE FUTURE

The Champagne Hillsides, Houses and Cellars property, listed as a World Heritage Site in 2015, includes wine-growing landscapes, cellars and monuments. It consists of three main areas and 320 towns and villages. A first Management Plan has been drawn up for its application, and the 10th anniversary marks the beginning of a new stage with the revision of this plan.

The local players involved in developing this new plan wish to use this recognition to support the territory's development. July 4, 2025, will be an opportunity to validate the commitments for the next 10 years. Five strategic areas of intervention have been identified: protection of landscapes and heritage, adaptation to climate change, cultural mediation, tourism and economic development, and governance.



PASSING ON KNOWLEDGE AND PUTTING YOUNG PEOPLE AT THE HEART

The inclusion of the Champagne Hillsides, Houses and Cellars on the UNESCO World Heritage List in 2015 marked an important step in the recognition of this unique cultural landscape. However, to ensure the continuity of this recognition and the transmission of its heritage values, it is essential to put young people at the heart of this dynamic.

Education and Awareness

Education plays a fundamental role in transmitting heritage values. Developing specific educational programmes for young people is crucial, integrating guided tours, practical workshops, and school projects around the Champagne Hillsides, Houses, and Cellars. These initiatives will allow them to understand the historical, cultural, and economic importance of this heritage while raising awareness of the issues of its preservation. An educational kit will be launched in 2025, allowing kindergarten to high school teachers to rely on content to approach enrolment according to the different pedagogical cycles.

Active Youth Participation

Active Youth Participation Involving young people in concrete projects related to managing and enhancing this heritage is an effective way to empower them. To make this heritage more accessible, programmes will be offered in partnership with Champagne professionals and schools through visits dedicated to schoolchildren.

Sustainability and Environment

Young people are particularly sensitive to environmental issues. Integrating sustainable practices into the management of Champagne Hillsides, Houses and Cellars and involving young people in these initiatives can strengthen their commitment. The “Clean Villages and Slopes” event will be an opportunity in 2025 to put young people at the heart of the actions of biodiversity protection and adaptation to climate change, thus offering them the opportunity to contribute to the preservation of their heritage actively.

Promoting Local Talent

Young people and local talents will be at the heart of the festivities on July 4, 2025, in Champillon. They will express themselves through artistic, cultural, and entrepreneurial projects related to the Champagne Hillsides, Houses, and Cellars to highlight their creativity and capacity for innovation while strengthening their sense of belonging to this unique heritage.

By placing young people at the heart of initiatives to preserve and promote the hillsides, houses and cellars of Champagne, the Mission not only ensures the transmission of this exceptional heritage, but also prepares future generations to become its guardians and ambassadors.

CONTINUING THE WORK OF TRANSMISSION

The 10th anniversary is an opportunity to leave a lasting message. The Champagne Hillsides, Houses and Cellars has chosen comics as the vehicle for this fascinating adventure through time and the wine-growing landscapes of Champagne. It will tell the story of the candidacy of this unique heritage to UNESCO and highlight its Outstanding Universal Value (OUV).

PROJECT OBJECTIVES :

- **Education and Awareness** : Comics can be used as an educational tool to raise awareness among young people and the general public about the importance of the heritage of the Champagne Hillsides, Houses and Cellars.
- **Cultural Promotion** : To promote the history and culture of the Champagne region through an accessible and attractive medium.
- **Community Engagement** : Encourage the active participation of young people and locals in the preservation of their heritage.
- **Innovation and Creativity** : Using comics to explore new ways of telling history and promoting heritage.



AND OF COURSE, CELEBRATE TO REKINDLE PRIDE

Celebration is at the heart of Champagne's DNA and of its Outstanding Universal Value, Champagne - as an intangible heritage and as a universal symbol of celebration, reconciliation, and peace. Thus it has a special place in this stage in this anniversary milestone. The events around this 10th anniversary will be in so many ways of raising the profile of the Inscription and sharing the pride. It's another way for the people of Champagne to shine a spotlight on their territory, and an invitation to let the world know about the uniqueness of the Champagne Hillsides, Houses and Cellars - World Heritage Site, the land where Champagne was born.

MOBILIZATION

The Mission's bodies federate the local authorities and the Champagne interprofession. Nothing could be done without their commitment.

An Ambassadors' Club of more than 200 members, assiduously responding to our invitations to meet and share, is the strength of the community mobilized to support and engage the Mission Coteaux, Maisons et Caves de Champagne on the path to success. Loyal, but never too numerous, patrons, on whom we can count, and inventive actions in the field to enhance the value of the inscription, in terms of both visibility and hard-earned cash, bolster the budgets and enable the Mission to be more effective. Sponsors are enthusiastic about the prospect of celebrating 10 years of Inscription. These are the assets and the providence on which the Champagne Hillsides, Houses and Cellars" will rely for the great year 2025.

THE KEY ROLE OF THE AMBASSADORS' CLUB

When the Ambassadors' Club was launched in April 2022, the Mission's commitment from the outset was to involve them in the life of the Property, give them a voice and involve them in return. Whether they are patrons, donors or essential spokespersons, they have been present since this memorable launch at the Museum of Archaeology and Champagne Wine in Epernay. From the 2nd Meeting under the gilded walls of the City Hall in April 2023, and at the invitation of the City of Epernay, the Mission asked them to guide the priorities that the celebration of the 10th anniversary should have. These priorities have become those of the Mission and are reflected in the actions carried out in 2025. The collective intelligence resulting from the different profiles gathered around the cause of the World Heritage inscription is a precious asset for all the property's managers.



However, their commitment is not limited to “you should, you have to...”. Far from it! They assume their role as the Mission's spokesperson and the driving force behind its actions. The great gathering of the 3rd Meeting held in Reims in Spring 2024, at the invitation of Mumm Champagne house, was the theater of each one's commitments. How precious it is to see them join in the achievement of the great objectives that they have defined. The loyalty, assiduity, and interactive participation of everyone suggest that this foundation is the right one and deserves to be further expanded. It is never too late to get involved in projects from Champagne to World Heritage, and it's very simple : just register on the [website](#).

GENEROUS PATRONS THAT WE WOULD LIKE TO SEE EVEN MORE IN NUMBER

Crédit Agricole Nord-Est is the “Grand Patron” of the Champagne Hills, Houses and Cellars – World Heritage Site, and what a patron! Faithful from the outset, facilitator, always present to support the actions of the Mission in the field, here is a great patron involved beyond the purely financial. This is a great opportunity! With a view to 2025, Crédit Agricole welcomed the Mission and the Champagne-Ardenne Press Club to its stand at the Foire de Châlons 2024 to pre-launch the 10th anniversary. In 2025, it will take its counterpart from Champagne-Burgundy with it, strengthening its actions and commitment to the Côte des Bar terroir.

Patrons who have always been involved

Skills-based sponsorship is a valuable asset for the Mission. The biggest and most loyal sponsors in this regard are the communication agencies Champagne Création and Quinze-Cents-Signes, who have supported the Mission since the candidacy, as well as Vert-Veine. Passionate, proactive, and involved in realizing ideas, their relevance and their strategic and operational contributions have played a major role in the feasibility of all our 2025 projects.

Patronage can also take the form of donations in kind. For example, every year the CSGV-Coopérative du Syndicat Général des Vignerons tops up the “Clean Villages and Slopes” event with roses and hedges donated to the more than 80 participating communes. For the record, this civic-minded operation involves collecting garbage in the vineyards and at forest edges. These donations in kind contribute to the development of biodiversity, a cause supported by UNESCO, and to the property’s status as a living, evolving cultural landscape.

Generous in-kind sponsorships, and creative contributors and volunteers

Donations of bottles and hospitality from the Houses, Winegrowers and Cooperatives are welcome to meet the requirements of hospitality and the art de vivre à la champenoise when external delegations and officials, as well as journalists, come to the region, on evaluation tours or to contribute to its influence.

In 2025, UNESCO ambassadors and other officials will be invited to celebrate and acknowledge our commitments under the 2nd management plan. Champagne, the universal symbol of celebration at the heart of the nomination, is bound to be there. The Champagne industry is always generous.

The large salons of **Mumm Champagne House** were the playground of the Ambassadors' Meetings, the **Champagne de Castelnau** and the banquet hall of the Palais du Tau, a **National Monument in Reims**, served as a prestigious setting for the "My Champagne Dinners at the World Heritage Site" and during the reception of the ABFPM, Association of French World Heritage Properties. Not to mention the salons of the **City Halls of Epernay and Reims** which opened their doors to receive the ambassador workshops and those of the 2nd Management Plan.

Ruinart Champagne House is associated with the 10th anniversary and will unveil a cultural program highlighting the unique heritage that is the chalk pits where their bottles age. In particular, it will offer a heritage exhibition on the history of chalk quarries. It will celebrate this unique heritage next June by unveiling a new contemporary artwork. This permanent installation results from the meeting between an internationally renowned committed artist and a geological site bearing witness to the thousand-year-old history of the Champagne region, which is a UNESCO World Heritage Site.

The communication agency **So Wine** and Mrs. **Cécile Mauré**, volunteer translator, will contribute to leveraging this anniversary—which is above all local—in a national and international dimension.

More unusual and yet so effective, the **Sparflex** company, for example, converts the collecting of wire hoods from the "Soirée Blanche" of the Domaine des Crayères, not only to recycle them, but also to convert them into a larger donation each year. It has also committed its employees to participate in the "Clean Villages and Hillsides" operation. Its installation in the heart of the historic hillsides motivated Sparflex to get involved alongside the Mission in preparing for the 4th of July festivities and become an Ambassador. It will publish wire hood **plaques with the effigy of the inscription's 10th anniversary**, which will be offered at events throughout the year, to the delight of "placomusophiles".

At **Champagne Thiénot's** initiative, a team of employees was formed to participate in the Reims Champagne Run on October 13th. Running under the colors of their House, 17 volunteers agreed to "wet the jersey" for the benefit of the Mission, according to the following principle: for each kilometer traveled, €5 would be donated to the Mission.

Another example is the partnership with **Maison Perrier-Jouët** which, with the help of the **Comité Champagne**, has led to the launch of a call for projects aimed at financing initiatives to preserve biodiversity. Winegrowers, farmers, local authorities and associations can receive financial support for their projects. In 2023/2024, three projects were financed: the restoration of slopes, screes and dry grasslands, the creation of a biodiversity area on abandoned land and the introduction of activities in schools to help pupils discover pollinators and their role.

This call for projects will be renewed in 2025.

The opening of prestigious venues by the Mission's partners has made it possible to host public meetings or working groups. These inspiring premises are valuable assets for the Mission : they save significant costs and constitute as much volunteering. These include the Reims City Hall and the Champagne Committee for the work of the 2nd management plan, the Maison Drappier in the Aube for the EHDs, the Champagne de Venoge, the Château de Bligny, Gosset, Lanson, Moët & Chandon, Taittinger, Collet- Cogeви, Champagne Cazals, Heidsieck, the SGV, Laurent-Perrier for meetings of the Scientific Council, the Champagne Pannier in the Aisne for the general assemblies, the Maison Pommery and the CREPS in Reims as well as Villa Bissinger - Institut Georges Chappaz and URCA-Villa Douce for mediation or training in partnership.

The same is true for several spaces open to the public that hosted the "My Champagne World Heritage Exhibition" such as the Museum of Regional Archaeology and Champagne Wine, the VITEff, the Reims train station thanks to the SNCF group's Gares et Connexions, the Château de Dormans and the Prétoire de Sézanne, as well as the Hautvillers et Vertus village hall Blancs Coteaux, Avize Viti-Campus, UTR, Reims Légend'R and Les Relais du Goût organised by Reims Tourisme and the City of Reims, Pressoria in Aÿ, the "Champagne et Vous" festival and the Lycée professionnel Saint- Joseph in Château-Thierry, the headquarters of the Syndicat Général des Vignerons in Epernay.

By sponsoring our exhibition 'Parallel Worlds' by Michel Jolyot and participating in the International Day for Biodiversity with the CMCC Mission, Moët & Chandon demonstrates a strong commitment to the preservation of our natural heritage. This collaboration not only helps raise public awareness of the importance of biodiversity but also strengthens concrete initiatives to protect our shared heritage.

The Champagne Hillsides, Houses and Cellars Mission dreamed of a merchandising shop that its status as an association could not support. Sann Trading has done it ! Thanks to its know-how, an assortment of objects in the colours of the Champagne Hillsides, Houses and Cellars and the 10th anniversary will be offered to professionals and Tourist Offices. This shop will be exceptionally open to the general public on Avenue de Champagne for the July 14, 2025 picnic in Epernay.

Avize Viti-Campus plans to name one of its classes "Hillsides, Houses, Cellars of Champagne—World Heritage" and involve students in the 10th anniversary celebrations.

The Lycée Polyvalent La Fontaine du Vé in Sézanne mobilises its students for projects related to the birthday and raising young people's awareness of their region and surroundings.

THREE PRESTIGIOUS PATRONS

The Mission is so proud to announce their support :



ARNAUD LALLEMENT

A 3-star chef, recognized as one of the best chefs in the world and acclaimed by the culinary critics of the most selective guides, Arnaud Lallement never ceases to promote the terroir, its wines, and the products of the land of his local suppliers. He will position himself as a leader in motivating restaurant owners in the region to develop and put on their menu a birthday cake in the colours of the inscription.



SON EXCELLENCE DANIEL RONDEAU, Membre de l'Académie Française.

A Champagne native by blood and heart, Daniel Rondeau was the Ambassador of France to Malta and UNESCO, working tirelessly to ensure the success of the candidacy. He immediately responded favorably to the offer to sponsor this tenth anniversary and will chair the “Ma Champagne au Patrimoine Mondial” dinner in the autumn of 2025.



ISMAËL TAGGAE

Ismaël, from Reims, was the world champion in breakdance in 2003 and was chosen to carry the Olympic flame during its passage to Reims in 2024. He has created several dance studios, including Studio 511 in Reims. He is imagining the event, playing the important role of Artistic Director of the night.

Small streams make great rivers...

Internally, the Mission has only three employees. Sponsorship and donations from individuals allow the Mission to welcome work-study students into communication within its team. Their assistance is invaluable in strengthening the visibility of the Mission's actions on social networks, designing activity reports, and preparing events.



Sponsorship has also enabled the Mission to equip itself with videoconferencing software to record and broadcast conferences throughout the country and even beyond, fulfilling its commitment to promoting the Property in its uniqueness and collecting and sharing knowledge to pass on to future generations.

In 2025, the ambition is significant and requires more financial and human resources. Even if the Mission relies on existing organisations, many things will still need to be financed to mark the anniversary: 4th of July festivities in Champillon, video, and photo team to create the souvenir album of the year 2025, design and publication of mediation and transmission tools to future generations such as the educational kit and the comic book, etc...

Key contributors to the 2025 actions

In addition to the patrons mentioned above, nothing would be possible without the support of the partners who came to support the Mission in its anniversary project. They contribute to the working groups, know-how of their teams, and technical services. They came to reinforce the passionate volunteers of the Scientific Council, mobilised since 2023.



THE MISSION EXPRESSES ITS DEEP GRATITUDE TO ALL ITS SUPPORTERS !

On this 10th anniversary, the Mission wishes to express its deepest gratitude to all who have contributed, year after year, to bringing this project to life with passion and commitment.

It thanks its partners and ambassadors for their unwavering support and valuable collaboration, its patrons whose contributions allow ideas to come to life, and all the volunteers whose energy and generosity are at the heart of each success. The Mission also thanks the municipalities accompanying it, offering logistical and moral support and sharing the same vision and values. Thanks to this collective mobilisation, the Mission has been able to get through a decade marked by great successes, innovative projects, and a real dynamic of sharing.

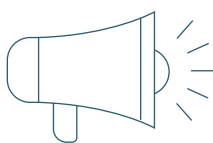
The long list of contributors reflects the broad momentum of the Champagne community gathered around the inscription and the enthusiasm that everyone has for the future of the inscribed Property. We thank everyone !

The following are involved in the anniversary project and are members of the steering committees

:

- DRAC and DREAL Grand Est
- The ABFPM (Association of French World Heritage Properties), the World Heritage Centre and UNESCO
- Comité Champagne
- UMC - Union of Champagne Houses
- Agence So Wine
- SGV - Syndicat Général des Vignerons in Epernay and its branches in the territory
- Ordre des Coteaux de Champagne
- Archiconfrérie de Saint-Vincent
- Association Nationale des Elus de la Vigne et du Vin.
- Syndicat des courtiers en vin de Champagne
- EFFEEvent
- The municipalities of Hautvillers, Dizy, Champillon, Les Riceys, the Community of
- Municipalities of the Grande Vallée de la Marne, City of Epernay and their technical services, City of Reims and their technical services
- Reims Convention Centre
- Flâneries Musicales de Reims festival
- Rossel Group
- Museum of Regional Archaeology and Champagne Wine of Epernay
- Parc Naturel Régional de la Montagne de Reims
- Reims Legend'R
- Royal Champagne

- TER-SNCF “The Bubble Line”
- Tonnellerie de Champagne
- Bougies Marsault
- Veralia
- Departmental and Regional Tourist Agencies and Tourist Offices of Champagne
- ANEV
- Maison Commune du Chemin Vert in Reims
- The primary school of Dizy
- **The organizers of these festive events** : The aperitifs of the Château, Architecture in Champagne, The Châlons Fair, The Spring of Champagnes, The Cultural Interviews of Champagne, The Gourmet Walk, The Festival of Dishes and Words, Bubbles in the Mouth, Champagne Weekend in Châlons-en-Champagne, Picnic at the Independent Winegrower’s, The Great Tasting, La Champenoise, The Champagne Tourist Route in Celebration, “Blanche de Blanc” evening, La Grande Traversée, Soirée Blanche des crayères, FineEnBulles, Fêtes Henri IV, Les coteaux vitryats en fête, Guinguette des bords de Marne, En rou(t)e libre, Escapade gourmande, Fête des Coteaux du Sézannais, Vign’Art, Les Relais du goût, Fête des vendanges, Balade pétillante, VITeff, Festival Champagne et vous, les Habits de Lumière, Picnic in white on the Avenue de Champagne, and more to come.
- **Our media partners** : L’ Fermier de l’Aisne, Art de Vivre à la Champenoise, Tant en Emporte la Marne, L’ Axomois, Le Blog de Monique Derrien, Bulle FM, La Champagne Viticole, La Champagne de Sophie Claeys, L’Est Eclair, France Bleu Champagne ICI, France 3 Grand Est, L’Hebdo du Vendredi, La Marne Viticole, Matot-Braine, News Mag, Pays Briard, RCF local antennas, Reflets, La Revue agricole de l’Aube, Terre de Vins, L’Union, Vitisphère.



- The Champagne Wine Association (AVC), for offering a platform to launch the mobilization of the entire champagne industry at its Annual Meeting on December 5, 2024, in front of more than 1500 people.
- As well as to all the volunteer ambassadors who will relay this 10th anniversary in their territory and work voluntarily for the sharing and success of the “Champagne Hillsides, Houses and Cellars”.

This list is not exhaustive and will be updated throughout this anniversary year.

A YEAR OF CELEBRATIONS

Celebrating the 10th anniversary of the nomination means retracing the record of Champagne on the World Heritage List since it was registered. It is also a milestone before it projects itself for the next 10 years. This celebration is a unique opportunity to involve the inhabitants and major players of the region in the planned festivities without forgetting to place children at the heart of our actions to accomplish our mission of transmission to future generations.



It is also and above all to RELIVE the intense moments of shared joy at the time of nomination on July 4, 2015 and to REVIVE the pride of ALL the people of Champagne. The desire to rally and share will guide the actions proposed by the Hillsides, Houses and Cellars of Champagne and its partners around MORE THAN 50 ANNIVERSARY PROJECTS that will punctuate the year 2025 throughout the territory.

A BIRTHDAY... A PARADOX FOR US, CHAMPAGNE RESIDENTS

While Champagne WINE is the ultimate symbol of birthday celebrations and is the party's witness, here and in 2025, we will honor and put the Champagne AERA at the heart of the festivities.

A successful birthday is based on a set of essential rites: the invitation, a gathering of friends around the person being celebrated, surprise guests, toast and benevolent speeches, cake, candles, song, music and even the possibility of dancing, sharing souvenir photos... and of course THE flutes of Champagne that are raised in chorus.

These joyful rites will be performed throughout the year:

THE PARTY will take different forms, that of a banquet on Avenue de Champagne in Epernay, a refined picnic with music in a Woodstock style in a more classical way during the Musical Flâneries of Reims and the party where we dance. These events will be concluded by a fireworks display or an unforgettable celestial spectacle.



THE BIRTHDAY CAKE : The Champagne restaurateurs and pastry chefs will create the birthday cake, thanks to the impetus given under the patronage of Arnaud Lallement. Of course, the birthday cake will be shared on the evening of **July 4, 2025, in Champillon.**

THE SYMBOLIC CANDLE is not just any candle. The work is the result of the collaboration between Marsault, Veralia, and the Tonnellerie de Champagne, who have combined their know-how. From barrel staves and bottles of Champagne of different sizes filled with natural wax, they have created a giant nomadic candle that will be lit to mark these great moments.

MUSIC will also be part of the party, with two major events: on July 4 in Champillon for the anniversary evening and on July 19 at the Parc de Champagne in Reims during the picnic concert organized by the Flâneries Musicales.



THE TOAST, to bring good luck and honor the Champagne area: a beautiful text to move the locals, punctuated by the galvanizing words pronounced by Pierre Cheval at the end of his speech in Bonn 10 years ago. All the people of Champagne remember this “Happiness and Champagne for everyone!”. The intention is to pay tribute to the first ambassador and perpetuate his wish for the long life of this nomination. It will make it possible to convey this spirit of sharing and conviviality so profoundly associated with Champagne and to strengthen the commitments to transmit this property which now belongs to all of Humanity. This toast can color each event.

Ten years ago, the Champagne region celebrated UNESCO’s listing of its hillsides, houses, and cellars as World Heritage Sites.
The Champagne area revealed itself to the whole world.

For the past 10 years, the Champagne region has been opening up, evolving, and becoming more beautiful. We, Champagne residents, can be proud of this.

More than ever, let’s continue to share, maintain, and enrich this exceptional heritage. Let us remain united and committed to ensuring the success of the Champagne region and passing it on to future generations.

Today, let us celebrate the Champagne region that has made Champagne famous.

Long live the Champagne that sparkles in our glasses !
Long live the Champagne area that sparkles in our hearts !

Furthermore, as Pierre Cheval said on July 4, 2015 in Bonn :
“Happiness and Champagne for everyone!”

LE GRAND DÎNER on November 7, will celebrate the invisible heritage that is the Champagne cellars under the presidency of His Excellency Daniel Rondeau.

And of course, **THE FLUTE** that all the people of Champagne will raise to the future of their territory, which renews its commitments to UNESCO.

And finally **PHOTOS MEMORIES** that the participants of the various events will share on social networks throughout the year and that the Mission will gather in an **ALBUM** to keep in memory of the unforgettable moments of 2025 and this 10th anniversary.

THE CALENDAR OF +50 EVENTS

Everywhere in the territory and throughout the year

The Mission Coteaux, Maisons et Caves de Champagne has decided to spread these celebrations throughout 2025, based on existing and well-established events that will be colored with the 10th anniversary. Starting on January 18, with the celebration of Saint- Vincent with its partner, the Archiconfrérie of Winegrowers, and concluding with the Habits de Lumière d'Epernay organized by the City of Epernay in December.

More than 50 events identified

The calendar is dense and testifies to the organizers' enthusiasm for the entire terroir of the Appellation, the enlarged area of commitment for World Heritage status.

At each of these events, participants can take a photo of themselves in a personalized frame in the colors of the anniversary and share these unique moments on their social networks. Little by little, these captures of joyful and shared moments will enrich the souvenir album of this very special year.

The summer period will, of course, be conducive to outdoor celebrations. Here are the highlights :

On June 22, in association with the Parc Naturel Régional de la Montagne de Reims, "La Grande Traversée" and "the 8th Marche des Réconciliations" are merging to offer hikers and cyclists the opportunity to walk the path that connects the 3 heart-areas of the Champagne Hillsides, Houses and Cellars. With the support of the Grand Est Region and SNCF-TER, aboard the "Bubble train line", one will access to the departure points either from the northern flank of the Montagne de Reims, or the southern flank along Marne River side and then hike or bike to discover vineyards around Montagne de Reims.

In July, the festivities will be held throughout the Champagne region :

Friday, July 4, between Hautvillers and Champillon, in the historic hillsides, in memory of the duplex organized on July 4 2015, between Bonn and Hautvillers,

Monday, July 14 all along the Avenue de Champagne in Epernay, during the traditional white dinner,

Saturday, July 19, on the Colline Saint-Nicaise in Reims, in the Parc de Champagne, an integral part of the World Heritage listing, at the invitation of the Flâneries Musicales de Reims festival, during the famous and very popular picnic concert.

THE HIGHLIGHT OF JULY 4, 2025, BETWEEN HAUTVILLERS AND CHAMPILLON

STARTING FROM WHERE IT ALL BEGAN TO BETTER ENGAGE THE FUTURE



In July 2015, the most fervent supporters of the candidacy came in large numbers to Hautvillers, the original location of the Champagne area, to experience the deliberations of the UNESCO Ambassadors gathered in Bonn for the Assembly of the World Heritage Centre. The effervescence and emotion were palpable in the crowded streets of this village, the heart of the Coteaux Historiques of the Property, known for its abbey and its famous monk cellarer, Dom Pierre Pérignon.

Those present did not forget the sound of the hammer of the President of the World Heritage Centre declaring “Adopted!” the nomination of the Champagne Hillsides, Houses and Cellars. Hats thrown in the air, shouts of joy and hugs: Champagne was added to the prestigious World Heritage List, alongside the most beautiful jewels of Humanity. It is a pride for all the people of Champagne to see their territory among the (only) 53* French properties and the (only) 1223* world properties inscribed by UNESCO.

(*) World Heritage Centre figures – summer 2024 session.

The 4th of July 2015 was the culmination of the candidacy. Still, it was, above all, a starting point : the beginning of a new adventure for the Champagne region, that of deserving in the long term the honor that has been done to it by striving to preserve, embellish, transmit, and share the Property.





Based on their achievements since 2015 and motivated by the recognition of the World Heritage Centre, the Champagne officials will sign the second management plan, renewing their commitments for the next 10 years, which they will have to report to UNESCO. As a matter of course, it was decided to start again from where it all began, in Hautvillers.

The result of the intense work launched over the past 2 years by the Champagne Hillsides, Houses and Cellars with the help of State services, local authorities, experts in sustainable development and land use planning, mediators such as tourist offices, protectors and revealers of the beauty of our heritage, the new 2025-2035 management plan, developed and agreed with all the driving forces involved, will be signed at a ceremony held in Hautvillers on July 4, 2025 at 5 p.m.

Details of the participants in this link a few days before the event.

THE ANNIVERSARY PARTY OF JULY 4, 2025 IN CHAMPILLON

As a symbol of their projection towards the future, the signatories, ambassadors, inhabitants, tourists... will all meet for the big birthday party in Champillon, “the balcony” on the vineyards of the heart of the historic hillsides, at the foot of the village and Royal Champagne.

On the program of the birthday evening: show-event, picnic, music, dance, birthday cake, candles to blow out and sky... to blow your mind.

THE PROVISIONAL PROGRAM WILL BE SPECIFIED AND UPDATED A FEW WEEKS BEFORE THE FESTIVITIES.

THE CAPACITY WILL BE 4,000 PEOPLE AND A TICKET OFFICE WILL BE OPEN.

OTHER HIGHLIGHTS OF JULY 2025, ANNIVERSARY MONTH

The month of July has started well, and **the party continues !**

On July 14, 2025, meet on Avenue de Champagne in Epernay, for the banquet organized by the City of Epernay.

In addition to the traditional white picnic held on the emblematic avenue of the nomination, a toast will be planned to collectively celebrate the nomination's anniversary. The party will end with the traditional fireworks at the top of the avenue. A pop-up shop of objects bearing the effigy of the 10th anniversary of the nomination and the "Champagne Hillsides, Houses and Cellars – World Heritage" will be exceptionally installed in the heart of the avenue.



On July 19, meet at the Parc de Champagne, in Reims, for the very popular picnic concert of the *Flâneries Musicales*.

The Flâneries Musicales invite the Mission to the heart of its Festival and tune the musical evening with the anniversary in this place located in the heart of the Colline Saint-Nicaise, also emblematic of the listed places as a World Heritage Site. Between the two parts of the concert, time will be devoted to the "toast" surrounded by the 15,000 "picnicking music lovers" gathered on the lawns of the old stadium. Each group of spectators will have the opportunity to toast to the nomination and sing birthday wishes in chorus, accompanied by the Harmonie de la Musique de l'Air et de l'Espace. As a souvenir of this unique, memorable and festive moment, the public will receive a wire hood plaque bearing the effigy of the 10th anniversary of the inscription.



IN CHAMPAGNE, IN THE CLOUD AND ELSEWHERE, A FESTIVE AND CULTURAL PROGRAM

HERE AND ELSEWHERE, WITH THE ORDRE DES COTEAUX DE CHAMPAGNE

The Ordre des Coteaux holds its chapter meetings regularly in Champagne and elsewhere in the world. The dignitaries and consuls of this brotherhood pay tribute to all the fervent amateurs who help to make Champagne better known. This privileged partner of the “Champagne Hillsides, Houses, Cellars – World Heritage” has already honored the Ambassadors of France to UNESCO (successively His Excellency Mrs. Roger-Lacan, His Excellency Mr. Philippe Franc).

For the 10th anniversary of the inscription, in 2025, it is planned to include an “anniversary moment” during the chapters that will be held around the world: Jakarta, Singapore, Luxembourg, Austria, Japan, Germany, Italy, United Kingdom. The toast will ring out no less than 10 times a year, sometimes far from the borders of the Champagne AERA, where the Champagne WINE takes on its full meaning as a Universal Intangible Cultural Heritage.

HERE AND ELSEWHERE, WITH “THE CLIMATS DE BOURGOGNE”

On July 4, 2015, the Assembly of Ambassadors meeting in Bonn inscribed not one French vineyard but two! The “Climats of Bourgogne” entered the prestigious World Heritage List on the same day as Champagne. Since they are twins, Champagne and Burgundy will celebrate together several times during the year 2025.

On the program :

- **On July 26 and 27, in Les Riceys in the Aube**, as part of the Route du Champagne en fête and a few kilometers from the common border of our two AOCs.
- **October 18 in the prestigious Clos Vougeot**, the holy of holies emblematic of the Climats of Burgundy.
- **In December 2025, at the Musée d’Epernay** with a shared conference by Champagne and Burgundy stakeholders sharing crossed views on their respective nominations, benefits, issues and perspectives for the future.

HERE AND ELSEWHERE, WITH THE ABROAD OFFICES OF THE COMITÉ CHAMPAGNE

The organisation of the Champagne sector is unique. The *Comité Champagne*'s "offices" abroad are real driving forces for the defense of the Appellation and the promotion of Champagne. In contact with the international press, they are formidable spokespersons for the CMCC Mission. They rely on the inscription to position Champagne on a map with the famous motto "Champagne comes only from the Champagne region, France". The 10th anniversary of the nomination will make it possible to defend the origin and the terroir even better. The Bureaux of the Comité Champagne, the relocated guardians of the Champagne AOC, will echo this anniversary and will carry the invitation to celebrate it in the countries where they officiate: Australia, Benelux, Canada, China, Germany-Austria, Japan, Great Britain, Italy, the Nordic Countries, the USA, and Switzerland.

A birthday in the form of a round-the-world trip, who says better ?

HERE AND ELSEWHERE, WITH THE MUSÉE D'EPERNAY AND IN THE "CLOUD"

The splendid Museum of Archaeology and Champagne Wine of Epernay, created on the initiative of the City of Epernay, is one of the very first legacies of the nomination. Indeed, it has given rise to big projects, including the complete restoration of Château Perrier, which has become a major mediation tool for the knowledge of the arts and objects related to the Champagne region. This symbolic place of the Champagne Hillsides, Houses and Cellars, a valuable partner of the Champagne Hillsides, Houses and Cellars Mission, will offer from October 2025 to March 2026 an exhibition dedicated to Champagne from the perspective of intangible cultural heritage, one of the three dimensions of the *Outstanding Universal Value (OUV)* of the inscribed Property.

The Château Perrier, a historic monument in Epernay and former home of a Champagne merchant provides an exceptional architectural and landscape setting for the 2,000 objects on display.

Recently restored by the City of Epernay, -taking advantage of the nomination of Champagne on the World Heritage List -, it is a full incarnation of the Outstanding Universal Value of Champagne Property. It now constitutes a key mediation tool open to public and tourists to understand the singularity of Champagne. Within a rich and dense cultural programming all along the year, it participates in spreading knowledge on the Nomination.

Both planned in autumn 2025, the conference "Cross views between Champagne and Burgundy after their respective nomination on the World Heritage List" and the exhibition "And suddenly, here appears Champagne ! - Champagne as an untaggable heritage", will enrich the dense cultural program around the 10th anniversary.

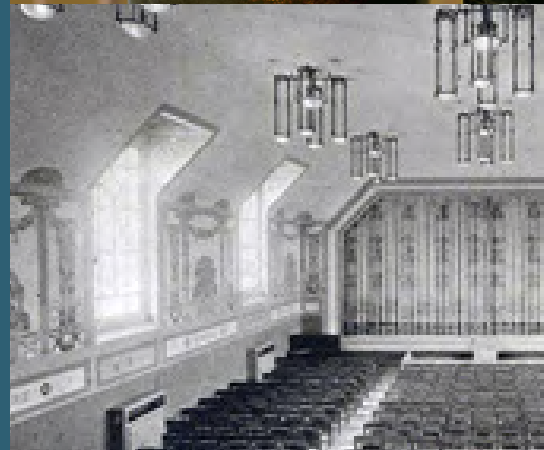
This conference will be recorded and joined to the "Ma Champagne aux Patrimoine" conference cycle in the cloud.

In addition, the videoconference cycle will be enriched throughout 2025 with new “10th anniversary special” opuses :

- On the occasion of the centenary of the Maison Commune du Chemin Vert in Reims, an emblematic place of the reconstruction of Reims after WWI and as an integral part of the candidacy, a conference will be given on “The birth of social housing in Reims: the example of the Cité du Chemin Vert” on February 24, 2025,
- “History of the defense of the Champagne Appellation”, itself an integral part of the application file, by the President of the Scientific Council of the Mission and former Director General of the Champagne Committee, Jean-Luc Barbier in April 2025,
- A conference by the ABFPM, in association with the UNESCO World Heritage Center, on the theme of the inscription process and the challenges of World Heritage in June 2025,
- To all lords, all honor to the King of Wines! “The Wine of the Coronations’ on the occasion of the anniversary of the coronation of the last King of France, by Professor Patrick Demouy, member of the Scientific Council of the Mission, in September 2025 for the European Heritage Days,
- In November 2025, “Champagne : secrets of bubbles”, by physicist Gérard Liger-Belair, doctor of physics and professor at the University of Reims, to dive into the heart of the infinitely small of the model of sparkling wines that Champagne has become.



PLAYLIST YOUTUBE - CONFÉRENCE CYCLE





HERE AND ELSEWHERE, WITH FRIENDS LISTED AS WORLD HERITAGE

The party is more beautiful when distant friends join you or show their friendship, even from a distance.

Champagne as a World Heritage Site will send invitations to celebrate to the 52 other sites inscribed in France and foreign vineyards to share its anniversary remotely !

This will give rise to pretty postcards that will fill the souvenir album.

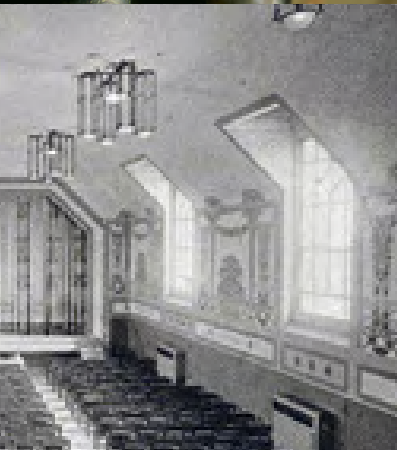


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