



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

DGIV/PAT/JEP(2011)1
11 October 2011

EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Union
and in cooperation with the Ministry of Culture
and National Heritage of the Republic of Poland
and the National Heritage Board of Poland

European Heritage Days Events

10-12 October 2011

Wrocław, Poland

PROGRAMME

Ministerstwo
Kultury
i Dziedzictwa
Narodowego.



NARODOWY INSTYTUT
DZIEDZICTWA
NATIONAL HERITAGE BOARD OF POLAND

Monday 10 October (Arrival of participants)

20.00 Opening Ceremony at the **Wrocław Museum of Architecture**
ul. Bernardyńska 5, 50-156 Wrocław

Welcoming speeches by:

- Mr Adam Grehl, Deputy Mayor of the City of Wrocław
- Mr Bogdan Zdrojewski, Minister of Culture and National Heritage
- Mr Daniel Thérond, Head of Culture, Heritage and Diversity Department, DG II, Council of Europe
- Mr Alessandro Senesi, Deputy Head of Unit Culture programme and actions, Directorate-General for Education and Culture, European Commission

Tuesday 11 October **Centennial Hall Congress Centre**
ul. Wystawowa 1, 51-618 Wrocław

8.00 Buses leave the hotels to the Congress Centre
8.30 Registration

9.00 - 9.30 **4th European Heritage Days Forum:**
“Value the Heritage! European Heritage and Economic Development”

Chair: Ms Paulina Florjanowicz
Rapporteur: Mr Noel Fojut
Facilitator: Ms Natasha Walker

A few words by: Mr Alessandro Senesi, European Commission
Mr Daniel Thérond, Council of Europe

9.30 - 10.00 **Introduction: Multifaceted heritage as a resource**
- Ms Gabi Dolff
- Mr Wojciech Fałkowski

10.00 - 10.30 **Theme 1 Heritage during the financial crisis – luxury or necessity?**
- Mr Christopher Young
- Ms Anna Kowalczyk

10.30 - 11.00 Coffee

11.00 - 11.30 **Theme 2 The economic potential of heritage beyond tourism**
- Mr Donovan Rypkema
- Mr Terje Nypan

11.30 - 12.00 **Theme 3 Heritage and sustainable development**
- Ms Lucie Pára
- Mr Kārlis Dambergs

12.00 - 13.00	Round Tables (20 roundtables – dealing with the 3 themes)
13.00 - 14.00	Lunch
14.00 - 15.00	Round Table summaries and exchange of views
15.00 - 15.15	Summing up by the Rapporteur – End of 4th Forum
15.15 - 15.45	Coffee

Afternoon programme for the EHD coordinators

15.45 - 17.00	Annual EHD Coordinators' Meeting
17.00 - 18.30	Introduction to the training session for EHD coordinators the next day – Ms Cathie Burton
18.30	Buses leave the Congress Centre to the hotels

Afternoon programme for other participants

15.45 - 17.45	Guided visits to the UNESCO World Heritage Site of the Centennial Hall and to the Japanese Garden
17.45	Buses leave the Congress Centre to the hotels

Evening programme for all participants

20.00	Buses leave the hotels to the Congress Centre
20.30	Dinner in the Centennial Hall Congress Centre
21.45	Multimedia & Fountain Show in front of the Congress Centre
22.30	Buses leave the Congress Centre to the hotels

Wednesday 12 October Centennial Hall Congress Centre
ul. Wystawowa 1, 51-618 Wrocław

8.30 Buses leave the hotels to the Congress Centre

EHD National Coordinators only¹:

Training Session - The EHD National Coordinators will be split into two groups:

9.00 - 12.00	Group 1:	Communicating the European dimension of the EHDs - tactics for successful media work Ms Rene Wyndham
	Group 2:	Communicating the EHDs - creating successful networks Mr Julio Romo
12.00 - 13.00	Lunch	
13.00 - 15.00	Group 1:	Communicating the EHDs - creating successful networks Mr Julio Romo
	Group 2:	Communicating the European dimension of the EHDs - tactics for successful media work Ms Rene Wyndham
16.00 - 17.00	Visit to Panorama Raclawicka	<i>(for EHD coordinators)</i>
20.00	Dinner in the Spiz Restaurant in the old City Hall (informal)	

Thursday 13 October

Departure of participants

¹ ***other participants: day-long guided tour outside Wrocław***