



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: AUSTRIA

Date: 27.09.2009

Theme: CREATIVITY AND INNOVATION

II. Bodies responsible and/or involved in the coordination and organisation of the national EHD (if any changes)

III. Theme 2009

a) How did you draw attention to the theme during the EHD?

Press-conferences, Press informations, website

b) Was the public interested in this theme?

YES

IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

208

b) Number of other events proposed (please specify):

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c) Numbers of visits

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d) Number of visitors:

55.000

e) Others:

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V. Description of the public taking part in the EHD

Many institutions and NGOs are involved as partners in the preparation of the event, the media is particularly interested and the public (visitors) enjoy the manifold events. In a way the EHD is a festival day on cultural heritage with all aspects of monument protection and restoration in its center.

VI. Media analysis

a) What promotional material did you use and how did you distribute it?

Posters, Folders

9 Folders for Austria's regions (Burgenland, Carinthia, Lower Austria, Upper Austria, Salzburg, Styria, Tirol, Vorarlberg, Vienna)

b) What is your media strategy (press, radio, television, internet or other)?

It is a combined strategy

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

Several articles in newspapers and reports on radio and television

VII. Visibility of the European dimension of the EHD

This topic is strengthened in the media and in the promotional material, besides there are several cross boarder activities with Czech Republic and Germany

VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

Public budget

b) What is the total budget allocated to the EHD? (explain the division within the budget):

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c) Involvement of volunteers:

Several volunteers are involved (preparation, media, guidance)

d) Is access free of charge for the public?

Yes mostly, if not it is said in the folder

e) Others:

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IX. Activities for young people

A separate day for schools on 26.09.2008 – same topic and same programme.

X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

Since 1998 (in the province Upper Austria since 1995)

b) Please describe the evolution of the EHD from the beginning until 2009:

Number of monuments and visitors is still increasing

c) Are the EHD as popular as at the beginning or more so?

Popularity is also increasing

XI. Logos used

BDA-Logo, EHD-Logo, bmukk-Logo

XII. Global assessment of the 2009 edition

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XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?

Being a platform for discussion and for exchange of opinions and strategies, giving room for the creation of partnership between states for common themes or similar. Showing possibilities for the implementation of the European values in the EHD programs.

XIV. If appropriate, please inform us if the format of the Forum “Heritage, Creativity and Innovation” (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:

Yes indeed, some remarks on that were given via email to Alison Cardwell already on the 30th of Sept.

This years forum brought good results and a lot of inspiration, as “Creativity and Innovation” was the theme for the heritage days in Austria, which were again a huge effort.

One remark on the technical aspects: the round-tables are a very good way of channelling the many voices, and the moderators did a quite good job again (it is good to have non-professionals on that job!), but the reporting worked better in Brussels 2008 using online data transfer instead of flip charts.

It is essential to keep the link between the annual meeting of the ehd-coordinators and the European forum on cultural heritage!

XV. What is the added value of coordination at European level?

Certain input on specific topics, which are discussed on the European level and which might not be remarked in the same importance on the regional level. Personal contact.

XVI. Others / Remarks

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XVII. Theme and dates chosen for 2010 (if already available¹)

26.09.2010 PLACES AND SITES OF ENJOYMENT

¹ A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010