



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: Republic of Belarus

Date: 12 -13 September 2009

Theme: "Original Belarus. Traditions. Language. Handicrafts"

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

Ministry of Culture of the Republic of Belarus
(Natalia Khvir, Superintendent of the Division of Protection of Historic and Cultural Heritage)

III. Theme 2009

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

Publications of the information in mass media and on official sites of the Ministry of Culture of the Republic of Belarus, regional Executive Committees and the Minsk Executive Committee

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):

172 sites and monuments were opened on EHD (city of Minsk, Minsk area, Mogilev area, Brest area, Grodno area, Gomel area, Vitebsk area)

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

49 events (concerts, festivals, exhibitions, museums, lectures, show in 6 regions and Minsk)

c) Numbers of visits

9 000

d) Number of visitors:

40 000 of visitors

e) Others:

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V. Description of the public taking part in the EHD

People of young and middle age, schoolboys, students, pensioners

VI. Media analysis

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

Articles in the central and local newspapers, information in Internet

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

Newspapers, magazines, radio, TV, Internet

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

4 TV schedules, 17 interviews for radio and TV, 28 publications in newspapers

VII. Visibility of the European dimension of the EHD

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VIII. Financial analysis

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

Republican and local budgets

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

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c) Involvement of volunteers:

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d) Is access free of charge for the public?

Free of charge and for an incomplete payment

e) Others:

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IX. Activities for young people

Master-classes, virtual travel and folk-concerts

X. Historical analysis

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

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

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

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XI. Logos used

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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?

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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:

The Forum was very interesting, helpful and well-organized. Detailed information on the most interesting and creative technologies was directed to all Belarusian museums of republican submission in a cultural heritage. Materials about the given action were printed in specialized newspapers. Data on the project « Monastery Cluny » was received from the French colleagues and directed for studying to the Belarus Fund of Culture.

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

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XVI. Others / Remarks

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

« A new life of palace and park complexes of Belarus », 3 – 5 of September 2010

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