



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

2009 EVALUATION FORM

I. Country

Country: Flanders (Belgium)

Date: 13/09/2009

Theme: 'Care'

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

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III. Theme 2009

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

The theme was communicated intensively to the Local Committees and to the press in the press releases and on the press conference. The campaign image (on the posters, flyers, website, ...) was also related to the theme "Care". For the official program only activities that fitted in the theme were admitted. A jury of professionals decided whether some activities or monuments were accepted or not.

b) Was the public interested in this theme?

Most of the people were very interested in this theme. A lot of visitors had a special connection with one (or more) of the monuments.

IV. Participation

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

Approximately 550 monuments

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

Approximately 530 events (exhibitions, events for children, cycling tours, ...)

- c) Numbers of visits

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- d) Number of visitors:

500.000 visitors

Others:

194 of 308 Flemish municipalities participated Heritage Days in Flanders. Most visitors are from Flanders. Only a few Walloon inhabitants do visit Heritage Days Flanders. (language barrier / same weekend). The Brussels inhabitants visit Heritage Days Flanders more (HD Brussels weekend after HD Flanders).

V. Description of the public taking part in the EHD

It's easier to reach visitors who are plus 50 years old and have a higher education level. People with a lower educational level, youngsters and families are more difficult to reach. The public is very loyal and visits more than one monument during EHD Flanders. Our own research learn that 30 % of the visitors already participated more than 5 times EHD Flanders.

VI. Media analysis

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

Posters (A2), Posters with a fill-in space for the local program, flyers (A5), covers (A4) for the local brochure, badges, balloons, flags and signposts. Every local committee can order promotional material. The Coordination Center sends the material at the end of June to tourist offices, libraries, cultural centres, city halls,

Starting from mid-august, we had also a complete new website (www.openmonumenten.be) with the whole program.

Also mid-august, the 'monumentenmagazine', a brochure (128 p.) with all the local programs (180.000 copies) is distributed in Flanders.

We published a special book (168 p.), 'Monuments with a heart: the seven works of charity'. Most of the monuments presented in this book were opened on the Heritage Days Flanders.

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

There is an above as well as a below the line approach. EHD Flanders has structural partnerships with public television and radio, a telecom company and newspapers.

The press is informed about EHD Flanders proactively: first press release was in May 2009 in order to reach magazines with longer term deadlines. Press conference and second press release at the end of August 2009: start of a short but very intensive communication campaign. For the first time, the Co-ordinating Centre made also a regional press release. Third press release on EHD itself.

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

In 2009 EHD Flanders was the subject of many articles in the most important newspapers and magazines of Flanders. Also the regional press and television gave a lot of attention tot EHD Flanders

VII. Visibility of the European dimension of the EHD

The logo of EHD Flanders is the same as the logo of the European HD.

VIII. Financial analysis

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

85% Public budget, 15% private budget

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

Approximately 655 000 euros

- Staff: 240.000 Euro
- Office: 35.000 Euro
- New registration system: 40.000 Euro
- Promotional material (including the 'monumentenmagazine') and distribution: 145.000 Euro
- Media campaign: 140.000 Euro
- Website: 12500 Euro
- Youth projects: 15.000 Euro
- Introduction days: 10.000 Euro
- Closing feast HD Flanders: 16.000 Euro
- European activities: 1500 Euro

Income

- Flemish Government: 475.000 Euro
- Provinces: 75.000 Euro
- Advertisers 'monumentenmagazine': 20.000 Euro
- Products: 10.000 Euro
- advertising return: 75.000 Euro

c) Involvement of volunteers:

Almost every Local Committee works with volunteers (thousands in total). It is difficult to say how many. The Co-ordinating Centre works also with a few volunteers

d) Is access free of charge for the public?

Yes

e) Others:

IX. Activities for young people

Several Local Committees organize an adjusted Program for families and children during the heritage days.

Special programs:

- **OMDjunior** introduces children and adolescents to the Flemish heritage. This project has become a fixed appointment for a lot of schools. Local committees of several cities open their sites for another day/week and adjust their activities and openings to young people. These activities can vary from workshops to guided tours, all of course treating the main theme of the Heritage day in Flanders.

The purpose of all this is to prove that monuments do not have to be dull and lifeless, but that they can hide unexpected secrets and stories. The aim is to give the youth a taste of our heritage in a playful but educational way. Interaction, activation and creative play are the cornerstones. It is of great importance that this target group learns the value of this architectural heritage for they are the future keepers and preservers of it!

These projects are organized locally. In order to stimulate and encourage the quality of these projects, the Flemish co-ordinating centre provides, if necessary, financial support. A jury (with representatives of the co-ordinating centre, the Steering Committee, the Flemish Heritage Institute and experts of the heritage education sector) grants these subsidies. To qualify for this a project must meet certain criteria: the link with architectural heritage and the OMD-theme, but also an adjustment of methodology to the target group. Other important elements are the co-operation with the teachers, choice and approach of the monument, educational goals, originality, attention for safety and the communicational aspect.

In 2009 21 cities/communities have organised 28 OMDjunior projects of which 12 have requested financial support.

JEF moNument: After a break of a few years, EHD Flanders participated in 2008 again in the International Heritage Photographic Experience with the project 'JEF moNument'. In 2009, the second edition took place. OMD Flanders and the PhotoMuseum of Antwerp, the two originators of this project, want to encourage young people from age 6 to 18 to look at and to appreciate the Flemish patrimony. The art of Photography is after all a way of (better) looking at things. JEF moNument doesn't focus on the aspect of competition, but sees the educational framework as a priority. On the website of the originators the participators could find some 'tips and tricks' for taking pictures of monuments and other heritage in an original way. There was also a manual for teachers available on the websites. A special JEF moNument-day for teachers was organized. This way the project could also be integrated in school context. During Open Monuments day the PhotoMuseum of Antwerp organized free JEF monument-workshops. All the participants were invited to the exhibition of the results in the museum and could participate in special guided tours.

As subject for their photo's, the participants could choose from the wide range of heritage that was open on EHD. The jury, with representatives of the heritage sector and of the photographic sector, chose the most creative and original results with the best technical quality. More than 500 photo's were send to the co-ordinating Centre.

Heritage lives!: The festive twentieth edition of EHD in Belgium in 2008 was considered the perfect occasion for the republication of the book 'Will the Atomium still be there when I'm grown up?', a publication of Europa Nostra Belgium from 2004. The book sketches architectural heritage and the care for it on children's level. Not only is it a reading book, but it is also a guideline for 'Heritage lives!', an educational package which constitutes of 10 ready-made lessons for 11 and 12 year-olds. By completing tasks such as thinking exercises, crosswords, gap exercises, etc and a lot of visual material children learn to look at and to understand the concept of heritage. Later their assumptions and opinions can be compared to the actual meanings of heritage. The package consists of one basic lesson and 9 theme lessons, of which the teachers can decide for themselves which ones they want to incorporate in the programme. Each lesson covers a different aspect of the concept heritage e.g. the definition of heritage, the stories behind a monument, the profession of architect, heritage close to home, etc. The lessons and the publication are distributed for free to the elementary schools. This project was made possible by the partnership of the co-ordinating centre, VIOE (the Flemish Heritage Institute) and Europa Nostra Belgium. More than 400 schools asked a package of Heritage lives in 2009.

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X. Historical analysis

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

In 2009 we celebrated the 21th edition of EHD Flanders.

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

In Belgium, the Heritage Days are organized since 1989. The first eleven years, The King Boudewijn Foundation organized EHD Flanders. Since 2000, the organization is taken over by the Co-ordinating Centre European Heritage Days Flanders (EHD Flanders).

EHD Flanders was inspired by the Heritage Days in The Netherlands. Since the beginning, Heritage Days Flanders was organized on three levels, local, provincial and a central office.

Since 1992, Heritage Days Flanders work with an official theme. Since 2007, we work with a special quality committee. That means that all the programs given in by the Local Committees are screened by a group of professionals. Monuments and activities that don't respond to the criteria or the theme are not supported (= not in the official program, not in the national brochure, on the website) Since then, the quality of the programs have improved a lot.

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

In general we can say that after 20 years Heritage Days Flanders is more popular than ever. 94% of the Flemish people knows Heritage Days Flanders and 82% considers it as a very good initiative. This means that Heritage Days Flanders is a strong brand with a very good image. More than 27% of the population once participated Heritage Days Flanders and in general they visit monuments in their own region, not more than 10 kilometers away.

XI. Logos used



XII. Global assessment of the 2009 edition

EHD Flanders 2009 was the 21st edition. People and press are still very interested.

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

It's very important to bring people together to overthink and discuss the value of heritage and the awareness that the European Heritage days are a European movement.

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:

It was a very interesting meeting with interesting exposures and a lively discussion. The follow-up of this meeting could be better organized.

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

See answer XIII. It's also very important to share (practical) information. The European coordinating centre could stimulate and organize the sharing of information in a more (inter)active way during the year.

XVI. Others / Remarks

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

The four elements (water, air, earth and fire) – 12/09/2010

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