



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: CYPRUS

Date: 9 – 15 October 2009

Theme: Learning from the Heritage of the Modern

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

Department of Town Planning and Housing, Ministry of Interior

III. Theme 2009

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

Attention was drawn by press releases, e-invitations, invitations, media presentations, etc

b) Was the public interested in this theme?

There was a great interest by the public.

IV. Participation

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

Aprox. 90 buildings of the modern movement in different cities around the island were presented to the public.

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

A seminar was organized on the subject and an exhibition was held.

c) Numbers of visits

Two

d) Number of visitors:

5000

e) Others:

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V. Description of the public taking part in the EHD

Professionals, general public, tourists

VI. Media analysis

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

- a. *A2 posters distributed in various offices, schools, organizations etc*
- b. *A5 posters distributed and handed in various offices, schools, organizations etc*
- c. *Booklets with scientific content*
- d. *Invitations sent to different groups of specialists and others*
- e. *Promotion on websites*

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

- a. *Press advertisements and press releases*
- b. *Television advertisements and presentations on various TV programmes*
- c. *Radio advertisements and presentations on various radio programmes*
- d. *Press release, adds and film on websites and distributed by emails and Facebook notices*

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

Two TV programmes, three radio broadcasts, articles in all major newspapers

VII. Visibility of the European dimension of the EHD

Use of EHD promotional material and logos, exhibition of the IHPE

VIII. Financial analysis

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

Public budget, media sponsors

b) What is the total budget allocated to the EHD? (explain the division within the budget):
40,000Euros

Main Activities	Budget (aprox.) €
Design and printing of promotional material, TV advertisement, postage	15,000
Preparation, design and printing of exhibition panels	7,000
Cultural activities, seminar, exhibition cost and opening ceremony	15,000
Cost for organizing the IHPE	3,000

c) Involvement of volunteers:

The associations of Cypriot architects and civil engineers contributed in organizing the events, exhibitions and the preparation of the special edition.

d) Is access free of charge for the public?

Yes

e) Others:

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IX. Activities for young people

IHPE exhibition and award ceremony

X. Historical analysis

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

Since 1995.

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

From 1995 until 2002, the National Committee for the organization of the EHD has been selecting both theme and place for the events. From 2003 until 2006 an open invitation was made to all local authorities of the island to participate. Due to organisational difficulties in 2007, 2008 and 2009 only one city was selected to host the event.

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

A great effort is being put to keep the interest of the public alive for the event. There are many reasons for not achieving the desired level of interest. Many local communities have their festivals during the same time of year that often include visits to rehabilitated

buildings. Thus, a repetition of events is occurring. Moreover, due to the small scale of the island the events are addressed to the same audience that might get tired at some point.

XI. Logos used

EHD logo, Cyprus government

XII. Global assessment of the 2009 edition

The most important was that attention was drawn on the heritage of the modern, and led to an increased interest for the heritage of this period

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

More coordination in terms of proposing common themes and cross border activities to strengthen the European dimension, exploring new ideas about making the EHD more attractive to the general public, giving guidelines in organisation and media strategies, raising funds etc.

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 very innovating and interesting.

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

Having the events under the auspices of the Council of Europe gives an added value to the EHD in local level and differentiates the event from other local festivals with a similar theme.

Concerning the organizers, it is important to be aware of what is happening in other European countries and exchange best practices and ideas.

XVI. Others / Remarks

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

N/A

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