



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:.....Germany.....

Date:.....13<sup>th</sup> September 2009.....

Theme:....."Historische Orte des Genusses" - "Historical sites of enjoyment".....

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

.....no changes.....

#### III. Theme 2009

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

..... press releases, information about the theme presented on the websites.....

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):

.....more than 7.500 opened sites in more than 2.600 towns and cities.....

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

.....

c) Numbers of visits  
.....more than 4.5 millions.....

d) Number of visitors:  
..... more than 4.5 millions ...(same as c – we can't divide it, we ask our partners for the number of visitors, we can't say how many people visit more than one site on the EHD).

e) Others:  
.....

## V. Description of the public taking part in the EHD

..... Families, elderly people, well educated people who are interested in history, architecture and culture .....

## VI. Media analysis

a) What promotional material did you use and how did you distribute it?  
.....posters, leaflets, flags, pins, a special editions of our magazine "MONUMENTE". We distribute it in the run-up of the Tag des offenen Denkmals to all our organisers. Most of the material they can order for free at our website: [www.tag-des-offenen-denkmals.de](http://www.tag-des-offenen-denkmals.de).....

b) What is your media strategy (press, radio, television, internet or other)?  
..... We try to reach the press via our press releases. For radio and television we are looking for some interesting partners on location. Internet - we know, we should do more, it is increasing more and more. In summer we are organising a press conference together with our partners of the cities of the national opening event. ....

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?  
50 TV-programmes with more than 346 minutes of programming, more than 1.200 articles in the press (we have not evaluated them exactly already) .....

## VII. Visibility of the European dimension of the EHD

..... In all our press releases and press conferences we mention the European dimension of the EHD. We distribute European flag, stickers, pins and have a special category on our website under <http://www.tag-des-offenen-denkmals.de/europa/> .....

## VIII. Financial analysis

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

..... The nationwide organisation is financed by the Deutsche Stiftung Denkmalschutz (we are a non-profit private foundation). Some local organisers may have other budgets.....

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

..... about 250.000 Euro totally .....

c) Involvement of volunteers:

..... The Tag des offenen Denkmals would not exist without the engagement of many volunteers on local level. ....

d) Is access free of charge for the public?

.....yes.....

e) Others:

.....

## IX. Activities for young people

.....In various towns the local organisers offered special programmes for young people, for example guided tours or quizzes

The Deutsche Stiftung Denkmalschutz produces special posters for children every year.....

## X. Historical analysis

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

.....since 1993.....

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

...

Year	Visitors	Number of towns and villages	Number of sites and monuments
1993	2 Mio.	1.000	3.500
1994	2,2 Mio.	1.400	4.000
1995	2,5 Mio.	1.500	5.000
1996	3 Mio.	1.600	5.500
1997	3 Mio.	1.900	4.000
1998	3,2 Mio.	2.100	5.000
1999	3,2 Mio.	2.000	5.500
2000	3,5 Mio.	2.500	6.000
2001	3 Mio.	2.500	6.000

2002	3,5 Mio.	2.500	6.500
2003	4 Mio.	2.500	6.700
2004	4 Mio.	2.500	6.700
2005	4,4 Mio.	2.500	7.000
2006	4,5 Mio.	2.500	more than 7.000
2007	5,5 Mio.	3.450	more than 10.000
2008	4,5 Mio.	more than 2.600	at 7.500
2009	More than 4.5 Mio.	more than 2.600	more than 7.500

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

..... It was increasing every year (except from 2007 to 2008 but this was very special).....

## XI. Logos used



## XII. Global assessment of the 2009 edition

..... In 2009 the Tag des offenen Denkmals was one of the most successful nationwide events in Germany. We had more opened sites and more visitors than 2008. ....

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

..... We expect the EHD coordination to support us for a better networking between our partner countries. As we are always looking for new ideas, it is very important to us to have the exchange of information between us, our colleagues and the coordination office. We would like to have early information about the dates and themes of our neighbours. The coordination office should continue to support us in pointing out the European level to the public and the media. ....

## 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, it did. From my point of view this format of the Forum is very useful. I took many new ideas out of it. And it helped me to get in touch in a closer way to other experts. Please go on with it-

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

..... It elevates the national event. People (organizers and visitors) love to see the European logo and to feel part of an huge Europe wide cultural event .....

**XVI. Others / Remarks**

.....

**XVII. Theme and dates chosen for 2010 (if already available<sup>1</sup>)**

.....12<sup>th</sup> of September 2010 “Kultur in Bewegung – Reisen, Handel und Verkehr” (culture in motion – travel, trade and transport).....

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