



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: Latvia

Date: 11-13 september, 2009

Theme: Latvian liberation fights, 1919

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

State Inspection for heritage protection

#### III. Theme 2009

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

In 2009 Latvia celebrated 90th anniversary since Latvian Liberation fights (also called Latvian Liberation war). Like in other European countries, the statehood of independent Republic of Latvia was declared on the ruins of Russian Empire in 18 November 1918, but the year 1919 was crucial in history of Latvia – to be or not to be an independent and democratic European country. After the World War I several new founded and anew independent European countries (e.g. Poland, Estonia and Finland) had to fight to prove their nations' political self-determination rights. Some countries did not survive during this political disorder period. But Latvia, in spite of economical destruction, proved its rights for future existence.

During the events of the European Heritage Days in Latvia there was educational activities, history simulations, drama performances, „*tableaux vivants*” and other manifestations in the most important places and sites of Latvian Liberation fights. Activities was organized to encourage society to recognize the value of national independence and liberty and to celebrate our heritage as a part of human life quality.

b) Was the public interested in this theme?

Yes, the public interest for this theme was significant considering the essential theme for Latvia's history, and specially history of military organizations.

#### IV. Participation

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

In total of sites and monuments: 22. Division by regions: Kurzeme – 4, Latgale – 1, region of Riga – 5; Vidzeme – 6 and Zemgale – 6.

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

In sites and monuments there were organized excursions with competent guide, history simulations, drama performances, „*tableaux vivants*”, etc.

- c) Numbers of visits

- d) Number of visitors:

~ 5000

- e) Others:

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

Diverse public: pupils, youngsters (for them the special events were organized and they participated themselves in the organization of the manifestations), families with children, and specialists of the cultural heritage field, military officers, armed forces.

#### VI. Media analysis

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

The information about the EHD events was published on the internet site of the State Inspection for heritage protection: [www.mantojums.lv](http://www.mantojums.lv), publication “Latvian liberation fights, 1919” and posters were elaborated; just before the main events the information raised in the national as well in the regional newspapers. There is more published information on the electronic media in the last years. All the information about the EHD 2009 events was disseminated in the Client service centre of the State Inspection for heritage protection. The owners of the monuments and sites who open their properties during the EHD, received the diploma of the gratitude for the participation.

Promotional material:

- Invitation letter
- Poster and special catalogue
- List of events for the whole country via internet site
- Press announcements.
- EHD promotional materials for the winners of international monuments photographic experience national competition

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

Printed media: articles about the theme of the year, events' programme

Radio, TV: interviews with heritage specialists and keepers of heritage sites,

Publicity: posters and brochures

Internet: publications about the theme of the year, events' programme, and list of the sites of the year on our internet site

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

Information about the project was published on the national news agencies "Leta" and "BNS" internet sites, in national, regional and specially in local newspapers, in the professional magazine "Latvijas Arhitektūra".

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

The European dimension is stressed in the promotional materials of the EHD and diffused information, the importance of the sites in European context is underline. All promotional materials were marked with the European heritage days logo. The sites utilize the EHD flag during the EHD events.

## VIII. Financial analysis

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

Public budget contribution. contribution from the State cultural capital foundation and contribution from local governments and owners.

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

14 385 EUR

c) Involvement of volunteers:

The contribution (material and immaterial) from monuments 'owners, events organized by youngsters.

d) Is access free of charge for the public?

Yes

e) Others:

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## **IX. Activities for young people**

In the framework of EHD, Latvia has participated in the international competition for youngsters "International heritage photographic experience 2009". History simulations and drama performances organized by youngsters during EHD events in monuments and sites.

## **X. Historical analysis**

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

15 years

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

The EHD and its symbols now are very well known in Latvia. The heritage professionals as well as a society in general have the information about this annual event and its European dimension. The owners of the monuments and local authorities are ready to participate in the events and to increase their identification.

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

The assignment of the EHD flag and the special events (specially, opening ceremony) are considered by owners as recognition, because this is one way to approve the owners contribution of the keeping of site.

The number of the visitors of EHD in Latvia considerably increased until 2001 (thanks to the campaign "Europe, a common heritage"), next years the number of visitors stabilized.

## **XI. Logos used**

EHD official logo, logo of the State Inspection for heritage protection and the State Cultural capital foundation. In the publication the logo of the Council of Europe is also used.

## **XII. Global assessment of the 2009 edition**

Like in other European countries, the statehood of independent Republic of Latvia was declared on the ruins of Russian Empire in 18 November 1918, but the year 1919 was crucial in history of Latvia – to be or not to be an independent and democratic European country. After the World War I several new founded and anew independent European countries (e.g. Poland, Estonia and Finland) had to fight to prove their nations' political self-determination rights. Some countries did not survive during this political disorder period. But Latvia, in spite of economical destruction, proved its rights for future existence. Each country aims to preserve and promote the memory of its statehood assertion. The aim of the European Heritage days 2009 in Latvia was to discover and emphasize for Latvian and European public the most characteristic objects related to Latvian Liberation fights.

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

The platform of the ideas exchange. The common strategy, promotional materials, global information and information from the other member states about the theme of the year etc. The organization of thematic workshops would be useful for the sharing of experience and practical information among EHD national coordinators.

**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:**

Unfortunately, the representative from Latvia was not able to attend to the meeting in Ljubljana.

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

Cross-border and international dimension of the event.  
The platform of the ideas exchange for the EHD national coordinators.

**XVI. Others / Remarks**

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

September 10-12, 2010 “Cultural heritage – contemporary challenge”

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