



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: *Lithuania*

Date: *18-27, September*

Theme: *Creating History Together*

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?

The EHD programme was closely discussed and prepared together with non-governmental organizations, ethnical and religious communities of Lithuania. The theme was popularized through media, local municipalities, non-governmental organizations and schools. Guided tours, exhibitions, educational activities for young people, school groups and families, lectures, screening of films were organized.

b) Was the public interested in this theme?

Yes, with high interest

IV. Participation

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

73 sites and monuments associated with national minorities of Lithuania were visited across the country

b) Number of other events proposed (please specify)

- a. presentations of traditional culture of ethnic communities of Lithuania: 19
- b. Guided tours: 54
- c. Lectures: 18
- d. Exhibitions: 25
- e. Seminars: 4
- f. Screening of films: 5

c) Numbers of visits

54 visits

d) Number of visitors:

20 000

e) Others:

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V. Description of the public taking part in the EHD

General public including seniors, young people and children. Also there was a huge interest of national minorities of Lithuania.

VI. Media analysis

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

- a. Programme of the activities all over the country was placed on the official EHD coordinator's web-site www.kpd.lt;
- b. All publications were marked by the EHD logo and EHD flags were hung at heritage sites entrances;
- c. Programmes of the events were printed in newspapers and magazines;
- d. Documentary « Creating History Together » was created and screened on television and cinemas;
- e. 2000 posters sent to sites;
- f. 3000 pamphlets sent to sites;
- g. Announcements placed in national and local newspapers;
- h. The majority of regional institutions have published their own invitations, leaflets, brochures.

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

The general public about the programme of EHD was informed in official Lithuanian EHD website, booklets, newspapers, radio and TV broadcasting programmes, other websites. Municipalities in local newspapers, radio and TV programmes announced about EHD events organized by them.

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

- a. 103 Press articles and notifications in newspapers

- b. 27 local TV programmes (interviews, films, shows)
- c. 6 programmes on National television including 15 minutes presentation of EHD programme
- d. 11 Radio programmes
- e. 1 Press conference

VII. Visibility of the European dimension of the EHD

The theme of last year was related with commemoration of the Millennium of Lithuania and sought to represent Lithuania as multicultural country. Prospective events of EHD represented heritage of various ethnical and religious communities in Lithuania (orthodox, Russians, Polish, Byelorussians, Ukrainians, Jews, Tatars, Karaites and others) underlining migration, influence of cultural traditions, traditional food and etc. The heritage of those communities occupies an important place in the history of cultural heritage in Lithuania and is closely related with the European dimension of cultural heritage.

VIII. Financial analysis

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

Most of the EHD foundation is governmental (Department of Cultural Heritage under the Ministry of Culture, municipalities, local governments, etc.). Private sponsors, public institutions or local communities also support EHD events but mostly by offering help in organizing, promotional material and knowledge.

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

The budget of the Department of Cultural Heritage under the Ministry of Culture for the EHD 2009 was about 20.000 Euros. The biggest part of it was spent for promotional materials (creation of EHD film, posters, booklets and announcements), guided tours and the closing concert of the EHD.

- c) Involvement of volunteers:

All organizers, members of religious and ethnical communities, academics etc. contributed with enthusiasm and almost all of them without payment towards running EHD.

- d) Is access free of charge for the public?

Yes

- e) Others:

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IX. Activities for young people

Special activities for young people and schoolchildren as active tours, workshops, theatrical presentations of traditional culture of national minorities were organized.

Lithuania also took part in the International Heritage Photographic Experience.

X. Historical analysis

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

EHD in Lithuania is organized for fifteenth years.

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

The Department of Cultural Heritage under the Ministry of Culture is the coordinator and organizer of the EHD from the very beginning in 1995. In recent years municipalities started to be also responsible for organizing EHD. Museums, public institutions and local communities also willingly contribute to the organization of the EHD. With each succeeding year the EHD events attract the attention of more and more broader public and in this way point out the bigger significance of protection and preservation of the heritage. It is a long process and a difficult task to built civic society responsible for cultural heritage.

Themes of the year:

- 1997 Residential buildings and manors in Lithuania*
- 1998 The Protection of Cultural Heritage: Citizenry, Society, Polity*
- 1999 Historical Parks and Gardens in Lithuania*
- 2000 Industrial heritage in Lithuania*
- 2001 Defensive Fortifications in Lithuania*
- 2002 Wooden Architecture in Lithuania*
- 2003 Historic Towns: Old and Modern*
- 2004 Jewish Cultural Heritage in Lithuania*
- 2005 Cultural Properties and Cultural Tourism*
- 2006 Preserving the Past*
- 2007 Cultural routes*
- 2008 Historical Organs in Lithuania*

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

EHD are becoming more popular with each succeeding year in Lithuanian cultural life. Usually the popularity depends on the theme, finances and propagation strategy.

XI. Logos used

Official logos of EHD, Council of Europe, European Commission and The Department of Cultural Heritage under the Ministry of Culture

XII. Global assessment of the 2009 edition

Good. Very positive.

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

In our opinion organizing forums is a good idea and is important for inspiration. It is important for COE to work closer with national media, in particular with TV and Radio networks, in order to raise the interest in EHD.

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, representatives from Lithuania have not participated in Ljubljana meeting

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

European integration process. Networking, Building of common approach of communication of cultural heritage

XVI. Others / Remarks

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

Date: 17-26, September. Theme: Family and Cultural Heritage

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