



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: Poland

Date: 12 – 13, 19 -20 September 2009

Theme: „To the rescue of monuments! On the trail of walled cities, castles and strongholds.”

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

EHD in Poland are coordinated (on the national level) by the National Heritage Board of Poland with significant help from regional authorities, local museums, NGOs and other organizations.

III. Theme 2009

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

Through a wide promotion at national and regional level in various media (commercials on public TV, articles and promotional supplement in newspaper, cultural monthly magazines and internet portals and radio stations), also street posters and regional leaflets and publications: educational, informational and promotional.

Also most of the events were free admission. To attract children and youth we've organized contest: "Add yours! Map of the military monuments". It concerns on 1. Information research and sources analysis of the chosen monuments; 2. taking care of the monument - , cleaning, repairing, exhibition, publication of promotion leaflet, article to the local press; 3. all above should be presented as a report (comic book, wallpaper, multimedia presentation, website, movie). The deadline is 17 January, for now we have 80 research teams registered.

b) Was the public interested in this theme?

Yes, although the number of participants were lower than in 2008, and had attracted over 246 000 participants.

IV. Participation

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

259 sites open for visitors

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

151 trips and outdoor sightseeing, 244 exhibitions, 120 knightly tournaments and theatre spectacles, 110 lectures, 100 concerts, 80 workshops, and 60 multimedia presentations.

- c) Numbers of visits

No data

- d) Number of visitors:

Over 246 000

- e) Others:

Over 1500 of cultural events in total, in over 300 towns and cities.

V. Description of the public taking part in the EHD

We wanted to attract families, to enliven shared activities of generations. We also wanted to attract youngsters to promote the volunteer work and tighten them to the local community.

VI. Media analysis

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

On both regional and national levels (different versions): leaflets, posters, polish EHD official website <http://www.edd.com.pl>, publications and various media.

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

We have an agreement with one of the largest newspaper in Poland (publication of the promotional supplement, interviews), on the local levels the coordinators have contacts with local media. We have to admit, that great engagement of national and regional coordinators has results: We have, since 2008 – a great media activity (radio, press, local TVs). They are interested in EHD and ask for information.

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

No such statistics

VII. Visibility of the European dimension of the EHD

Banners with EHD logotype were distributed all over the country. Logotype was present on the national level poster and on regional posters, publications and leaflets.

VIII. Financial analysis

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

Public budget of about EUR 100 000 was dedicated to a promotion campaign and national co-ordination

Events were financed from other funds, mainly local authorities or private sponsors

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

No such statistics

c) Involvement of volunteers:

At the national co-ordination level – no voluntary work, at the regional and local levels: we have signals, that voluntary work is bigger every year, but we have no adequate statistics to confirm it.

d) Is access free of charge for the public?

Free of charge and it was specially revised this year in regions.

e) Others:

IX. Activities for young people

National level contest “Add yours! Map of the military monuments” (in progress). On local levels – a lot of activities especially addressed to young people. Trips, tournaments, contests and so on.

X. Historical analysis

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

17 years

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

For 15 years Polish edition of EHD was not a central coordinated event and therefore there was no common theme. Since 3 last years this event is coordinated by National Heritage Board of Poland under common themes. Such approach seems to be more successful – in terms of promotion effectiveness and level of participation.

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

The popularity grows w=every year. Even, if the number of visitors varies, we can assess the popularity by the involvement of media, which don't need a special information in advance, or explanation what EHD is.

XI. Logos used

Logo of European Heritage Days
Logo of National Heritage Board of Poland
Logo of partners

XII. Global assessment of the 2009 edition

The recognition of the EHD is every year bigger in regions. Also, the organizers present events more adequate to the theme. We reject (or demand changes) less projects every year.

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

Useful is the global evaluation and formal supervision. We find very useful the custom of annual meetings, as an idea and experience exchange place, much more sufficient and fruitful than e-mails and phones contact.

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:

The format is great! Very useful and inspiring, “working conference” interactive format is a place of **work** on practical level.

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

The unquestionable value of European level coordination is the prestige mark, that helps to promote EHD among general public, as the great, pan-European event, although with regional, colse-to-people character.

XVI. Others / Remarks

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

„From Idea to Industry”. 11th – 12th, and 18th – 19th September.

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