



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:.....**Sweden**.....

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

Theme:..... "**Sweden-Finland, a shared history**" .....

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

.....**Swedish National Heritage board**.....

#### III. Theme 2009

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

.....?  
.....

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):

..... **over 80**.....

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

..... **around 80 events** .....

c) Numbers of visits

.....

d) Number of visitors:

.....**around 6000 persons - probably more pple participated in the events since the number of visitors is based on the evaluation of aprox. 50 of the organizers**

.....

e) Others:

.....

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

.....

## VI. Media analysis

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

.....**Application-brochure to the organizers/organizations as well as posters (can be downloaded from the web), some small webbadvertisement, but since our economy is very tight (total: 5000 Euro) the main channel for is our Webpage and press releases.....**

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

.....**We announced the theme already in the spring to the media, before the EHD-day we sent out "local adapted" press releases to all local and national media in the participating region in Sweden. ....**

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

**We always gets very good media, although 2009 years theme was little bit hard for some regions to participate. Around 150 articles, mostly in local newspapers and local radio.**

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

.....**EHD is quiet unknown in Sweden...most know in-between the Swedish local heritage movement which also arrange many of the events.....**

## VIII. Financial analysis

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

The Swedish National Heritage Board do the coordination (application form, gathering the events at webpage, press releases, posters etc) One person do this approx 5-10% of the working time so the time is very tight. The public budget is 5000 euro (application forms, posters, some advertisement)

...The rest is done from the organizers who often are Volunteers, some times together with sponsors.....

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

.....**Impossible to know**.....

c) Involvement of volunteers:

.....**Uncountable**.....

d) Is access free of charge for the public?

.....**yes**.....

e) Others:

.....

## IX. Activities for young people

.....**yes**.....

## X. Historical analysis

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

.....**22 years**.....

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

.....**The focus has been on monuments but these last years themes have moved it to "heritage" (buildings included). This year 2010 will be a big change though we change the Swedish name to get away little bit from only buildings – the new name- Kulturarvsdagen- better correspond to European heritage Days**.....

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

.....**more popular before and the reason is that the public budget is much lower now than some years ago (more than - 300%)**

**XI. Logos used**

.....2009:  .....

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

.....?.....

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

.....

**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 meeting is very useful for the coordinators to get inspired exchange ideas etc. Also to meet other coordinators is very important and creates new ideas both on local, and international levels.....

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

.....It gives the days “power” to say that this event is arranged all over Europe with millions of visitirs every year etc..

– it could be very nice if the theme would be the same at least in some countries, So in the next coming year I suggest that you set up some themes in advance (at least 1 year or 2) and then all those countries that have not decided their themes in advance (which are quite many I think) can chose the theme.....

**XVI. Others / Remarks**

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

.....12<sup>th</sup> of September 2010.....

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