



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: The Netherlands.....

Date: 12 and 13 September 2009.....

Theme: On the Map.....

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

Stichting Open Monumentendag.....

#### III. Theme 2009

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

Activities were focused on all kinds of topographical documents, including maps, charts, urban expansion projects and other town plans, as well as the historical monuments they depict. Many of these monuments are striking buildings located in remarkable settings that have often been portrayed in townscapes and engravings, on postcards and other artworks. On the Map turned the spotlight on urban architecture and focused on the connection between buildings and their environment.

Open historical buildings were for example buildings that were the first to appear on maps, such as churches, monasteries, town gates and castles, as well as other interesting buildings in interesting locations. ....

b) Was the public interested in this theme?

Yes they were. People seemed to be very interested in maps and other topographical monuments. People could for example visit exhibitions about maps, and a wide range of open buildings was offered to the public.

#### IV. Participation

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

National number of sites is about 3,500.....

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

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- c) Numbers of visits

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- d) Number of visitors:

More than 850,000

- e) Others:

About 350 municipalities (local committees).....

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

In general the public is well educated, is part of the higher economic classes, and the age is 55+. Young people who participate are mostly under twelve years old.....

## VI. Media analysis

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

National promotion: magazine, display box for magazine, leaflet, booklet, flag, banner, sign for signposting, posters, badges, sports shirt. Local committees can order the material at the national office. They receive the material by a distribution centre and these committees distribute the material to local institutions like libraries, city halls, tourist offices. This year we had a new logo and all the old material like flags and banners had to be exchanged for new material, which was a big operation.....

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

Most of the local or regional media attention which moves the people is on local level, by local brochures, local newspaper items, local booklets. These media effort is made by the local committees. The national office approaches especially the national media (press, radio, television). Beside that the national office offers a website, with all the local programs: monuments which are opened and several activities. But also extra information about a monument, including a photo. Also the magazine is more a national product and press releases are sent to national and regional newspapers.

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

Every year we have about 1,500 – 2,000 press articles in The Netherlands, this is locally, regional and on national. level. Attention on radio and television is mainly local and regional. To get attention on the national television is very difficult. There were hardly any national TV programs with attention for the Heritage Days.

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

The Netherlands participated in the International Photographic Experience and there were some more international initiatives. Especially in some border regions there were small scaled projects with Germany and Belgium, like routes across the border.

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## VIII. Financial analysis

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

The EHD is mainly financed by private sponsoring: Rabo Vastgoedgroep, part of Rabobank, is the main sponsor, and the second sponsor is the National Restoration Fund. Besides that the Dutch Fund for Culture Participation (Ministry of Culture) pays the following four years the schoolproject Open Monumenten Klassendag (Heritage Days for school classes).

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

c) Total budget is about 470,000 euro

### Costs:

Personnel	155,000
Office	55,000
Promotion material & distribution	80,000
National launching	30,000
Contact with committees	10,000
Promotion	10,000
Website	5,000
Schoolproject	125,000
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Total	470,000

### Income:

Mainsponsor Rabo Vastgoedgroep	195,000
National Restoration Fund	75,000

Municipality national launching	15,000
Ministry of Culture	125,000
Advertisers magazine	20,000
Products	40,000
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Total	470,000

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d) Involvement of volunteers:

15,000 – 20,000

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e) Is access free of charge for the public?

Yes, it should be, but, unfortunately some committees ask a small amount of money for entrance, but we don't mention these buildings on our website and in our magazine.

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f) Others:

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## IX. Activities for young people

22% of the local committees worked together with schools, and several committees organized activities for young children during the Heritage Day without schools, like: special tours for children, historic theatre, drawing competitions, searches and puzzle tours, storytelling, historic games.

This year also starts our new school project Open Monumenten Klassendag (Heritage Day for school classes) as a test project. It means that schoolchildren visit a monument on the Friday before the Heritage Day. In 2010 we will start this project on national level.

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## X. Historical analysis

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

This year the EHD was organized for the 23th time. (first year: 1987)

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

The first Heritage Day was inspired by the Heritage Day in France and was held in a period when the government decentralized the care for monuments to the local authorities and the public awareness of these cultural heritage was very important. The Dutch (private) Foundation chose for a

decentralized organization structure. In (almost) each municipality a local committee was set up, and those committees (about 350) were responsible for their own program. So the local community was very important and a lot of volunteers. (15,000 - 20,000). In the beginning about 350,000 people participated in the heritage Day, in 1991 about 650,000 and since a few years between 800,00 and 900,000. It is one of the most visited cultural event in the Netherlands. Between 80 and 90% of the municipalities join the event. And the event influences the political monument issue. In the beginning the event was organized on the Saturday, nowadays committees can choose for Saturday, or Sunday or the whole weekend. (second weekend of September).

Since 1996 we began to work with themes, which improved the event enormously. The themes were:

- 1996 Industrial Heritage
- 1997 School buildings
- 1998 Historical building materials
- 1999 Monumental green
- 2000 Water
- 2001 Dwellings
- 2002 Monuments of Trade
- 2003 Farmhouses
- 2004 Defense
- 2005 Religious heritage
- 2006 Monuments of celebration
- 2007 Modern Monuments (1900 – 1965)
- 2008 Traces
- 2009 On the Map

The quality of the programs really increased. The publications are becoming better and the programs are more refined. Since four years our aim extended. We are not only organize the Heritage Day to increase the interest for monuments, but now we also focus to invite the people into monuments the whole year through. On our website you can find now monuments which are opened whole year long.

To broaden our public this year we started with a school project, to invite schools to visit monuments on the Friday before the Heritage Days. This year as a test project, next year on national level.

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

The EHD in The Netherlands is very popular. It is one of the largest cultural events in the country. The amount of visitors is quite stable. Maybe with the school project the amount of visitors will increase in future.

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## **XI. Logos used**

We use mainly our Dutch logo which includes the logo of the main sponsor. In some cases we combine our logo with the logo of the EHD, like in the magazine, on our leaflet, the invitation of the national launching.

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

The Heritage Day 2009 in The Netherlands was a success. The amount of visitors was about 850,000. About 350 municipalities joined the EHD and about 3,500 sites were opened to the public. The theme On the Map was well chosen. People seemed to be very interested in maps and other topographical monuments. People could for example visit exhibitions about maps, and a wide range of open buildings was offered to the public.

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

Because of the structure of the organization of the Heritage Day in The Netherlands, which means that the local committees organize the heritage Day on local level, it is difficult to influence the different programs of the Day. Often the European dimension is too far from their reach. They often think visitors are only interested in their own, national culture. Beside this committees often deal with a lack of money. I would like to stimulate the committees to stress the European dimension and to cooperate with other European countries. I think the Council of Europe can help with that by informing the public, the press and the national coordinator about de EHD in the different countries, and about the European heritage which we all share. I also like to learn from other countries because we have a lot in common, I like to hear about best practices, about education, websites, themes, and of course good examples of international projects. I expect the Council of Europe bring the national coordinators together by meetings and workshops, give us ideas for the European dimension and give us information and documentation (including pictures) of the different countries.

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**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:**

I think the Forum in Ljubljana was very instructive, inspiring and motivational. What I liked this year the subject was more practical than the year before. The meeting with the EHD-coordinators I think is quit short. But also during the diners and on other occasions you can exchange ideas. ....

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

It brings your own event to a bigger scale. All national evens are a part of a bigger event, on European scale. So it has more impact, it makes it easier to finance the event in your own country.

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**XVI. Others / Remarks**

Keep on doing the good work!.....

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

The weekend of 11 and 12 September  
Theme: The Nineteenth Century.....

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