



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:..Republic of Macedonia.....

Date:....22 - 30 September.....

Theme:..Cultural and Natural Heritage Route.....

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

...Museum of Macedonia.....

**III. Theme 2009**

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

.....By promoting in the media not only the cultural heritage monuments and sites, but also the sites of protected natural heritage. A special point was made to the need for integrated protection of the heritage. ....

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):

.....59.....

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

.....35 (exhibition openings, round table discussions, reviews, on-site lectures, organized visits and other educational activities)-.....

c) Numbers of visits

.....27.500 .....

d) Number of visitors:

.....27.100.....

e) Others: Number of institutions and bodies involved in organizing events

.....19 .....

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

.....Mostly school children and young people. ....

## VI. Media analysis

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

.....We printed a poster with the program of activities nationwide It was distributed by postg to all the patricipating institutions and sites, minisrties, government bodies, schools, univiersities, etc. An invitation for the launch and the events in the Museum of Macedonia was sent to all persons ususly invited for exhibitions. Other institutions also printed and sent invitations for their own events.....

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

.....The events were promoted in both the press and the electronic media (radio, television). The programe was also placed on the museum web-site, as well as on the Facebook.....

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

.....Twelve Tv programs were broadcast on eight Tv chanals, including the Macedonian National Television. Four of Them showed intrviews with myself as National Coordinator. The events were aslo reported on five radio stations, including the Macedonian National Radio.

Seven articles were published in the press about the EHD and a few articles were displayed on the web-sites of MIA (Macedonian Information Agency), Makfax, Makedonsko Sonce, etc... ..

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

...The European dimension was emphasized in all coverages, especially in the TV interviews.....

## VIII. Financial analysis

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

.....Public budgets.....

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

.....800 euros

450 euros printing costs (computer design was done by the museum designer)

90 euros postage costs

80 euros paper, envelopes, cardboards and other office materials

180 euros organizational and other costs

c) Involvement of volunteers:

.....No.....

d) Is access free of charge for the public?

.....Yes.....

e) Others:

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## IX. Activities for young people

.....The Institute and Museum of Bitola ran the project "MY Identity", the Library Iskra from Kocani organized a visit of the natural heritage site "Beli Oak", followed by a lecture and an exhibition. The Museum of Contemporary Art in Skopje organized an art happening with participation of hundred children from schools in the Skopje region. The Museum of the Tetovo Area organized visits to an archaeological site, a church and a mosque.

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## X. Historical analysis

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

.....For fifteen years now.....

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

.....In the first years activities on occasion of the EHD were organized only in the Skopje region. After 2000 museums and institutes from other towns joined the celebration and the event marked continual rise in number of visitors, sites and the institutions involved. The rise went on till around 2005, when the number of visitors started to fluctuate, reaching the peak of 34.000 visitors

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

.....The EHD are still rather popular, but in the past few years there is a kind of stagnation in the number of visits. My opinion is that the institutions taking care of the heritage have reached the peak of their potentials in attracting visitors. In that sense, this year I plan to start including the local communities and other local NGO's for the purpose of bringing the heritage closer to the general public.....

#### **XI. Logos used**

.....As all previous years, the logos of the EHD and the Council of Europe were applied on the promotional materials .....

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

...In my opinion, the theme attracted the attention of not only the public, but also the professionals dealing with heritage.....

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

..... It would give a new impetus to the EHD if the Council of Europe and the European initiate and partly sponsor some specific project that would involve all countries, certainly following the ideas and suggestions by the Coordinators. It does not have to be an expensive project, just a concept that would really emphasize that it is a truly European event .....

#### **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:**

.....It surpassed my expectations. As I also said about last year's forum I really like the format and find it very educational and outreaching. It was well organized and highly enlightening, with appropriately chosen theme.....

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

.....The coordination at European level ensures receiving prompt and thorough information about all events. It also enables us to learn new things from one another and find alternative ways of communicating to the public. ....

#### **XVI. Others / Remarks**

... I would have appreciated if the brochures were published earlier, so that I could have distributed them to the participating institutions .....

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

.....theme: Movable heritage  
23-29 September.....

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