



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: Norway

Date: Sunday 13 September

Theme: Water and Cultural Heritage of Everyday Life.

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

...National committee: Members from Norwegian Archive, Library and Museums, Directorate of Cultural Heritage, Norwegian Museums Association and The National Association of Cultural Heritage.

**III. Theme 2009**

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

- Started in 2008 asking those in charge then, if they liked the theme.
- Introduced the theme at the Web-site (our own) and the Websites of all sectors who are in the committee.
- Articles to special papers.
- Letters of invitation to NGOs, museums and counties.

b) Was the public interested in this theme?

Yes. It was a very "wide" theme, all those who wanted to make a program, found their way. (Programs were based on everything from boats, sawmills, old wash-machines, water and soap ect.

**IV. Participation**

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

There were programs at 95 places, all together 122 programs at the nationalist. In addition came almost 40 – not on the list.

There were programs all over Norway, from far north till south, from west coast till the border in east, in the towns and in the countryside.

- b) Number of visitors: Almost 20.000 at the programs on the nationalist. We don't have figures for the other 40 programs

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

All program by us are based on that there shall be something for everyone, child or old, and most of all for the whole family (visit a program is something generations do together). Children are fond of see, learn and try thing their parents and grandparents have done – wash cloth in old manners, making planks from timber at the old saw, see how water can gives us electricity ect.

## **VI. Media analysis**

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

- Invitation letter
- Poster
- List of events for the whole country
- Press announcement
- Information pack for the newspaper and media – all over the country – with special press release for each region and included background facts concerning European Heritage Days (the folder from Council of Europe is nice to use here).

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

- We start in the spring with articles in journals about the theme and what people might see in Septembre.
- The information pack is made special for every single receiver. (A lot of work, but gives good results).

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

A few TV-programmes, a lot of radio-programmes (before the day), articles before and after in the press, gave 420 press cuttings this year.

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

EHD are mentioned in all press releases, its background from 1991 and as joint venture between Council of Europe and EU from 1999.

Logo of EHD is used on all: press releases, Stickers, invitations letters, folders and poster.

Front door flag was given to all persons in charge of a program.

## VIII. Financial analysis

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

100.000 Euro in 2009; covers all done at central level. (Public budgets). All program are taken care of by NGO mostly, but also some museum and local counties). They must themselves fund both the event and any local advertising. Mostly they find local sponsors.

At central level we don't ask for sponsors, because the access to the sponsors shall be for the organizers. It also easier for sponsors to support an event in their area.

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

See above. Since we don't have the figures for the events at 95 places, we would have to stipulate

c) Involvement of volunteers:

See above. In Norway all work done at the events / programs are mainly voluntary work.

d) Is access free of charge for the public?

Yes, in 95,2 % . Only at a very few events, grownups had to pay.

e) Others:

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## IX. Activities for young people

All events are for all generations, but all also have special possibilities for children to try machines, old plays etc Youngsters are very often given the job as guides or the responsibilities for a part of the program.

## X. Historical analysis

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

14 years – after 3 years testing the program.

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

Started with one huge event with the queen as a promoter, so some years with small events in some towns.

Then we got a lot of small event all over the country. After years promoting collaboration, we have now events in all counties all over the country where the events are taken care of by two or more different groups. 89 % of all events were this year taken care of in such a way.

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

Yes, EHD is more popular than in the beginning. Several places they are very concern to have a program / event at day.

## **XI. Logos used**

From central level only EHD-logo. The organizers are free to get sponsor-money and many of them use the logo of the sponsor in addition.

## **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?**

A folder – in time – with all the countries and their theme and date – to clearly show what EHD are.

## **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:**

A annual meeting of the Coordinators is important. A meeting where we can meet each face to face – not only by net – exchange thoughts about our work, how to do thing etc. Good for the old ones – who learn to see thing in a new way – and new ones who learn how to get a god theme, get people to take part etc.

Connected to a forum, it includes more people than the coordinators. This can gives new life to the way of working but also make EHD more known.

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

- make us all concern that cultural heritage is something that belongs to all of us.
- open to see how much we have in common, but also to see the differences.
- give us the feeling to be parts of the same “family”.

## **XVI. Others / Remarks**

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

Theme 2010: New life in Cultural Heritage

Date: 12 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