



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 Union

2010 EVALUATION FORM

I. Country

Country: **Republic of Armenia**

Date: **September 18-19**

Theme: **Bridging Generations**

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

Ministry of Culture

III. Theme 2010

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

Exhibitions, concerts, lectures have been organized in different museums and historical sights located in different regions of Armenia. All the events were related to the theme of the European Heritage Days in 2010 - Bridging Generations.

b) Was the public interested in this theme?

The public was very interested, since the main goal of choosing that particular of theme was to bring together representatives of different generations through the heritage they share.

IV. Participation

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

2010 event involved quite a wide geographical range and big number of different sites. In particular, 20 sites, 1 monument in Yerevan city (capital), 3 sites in Vanadzor town, (Lori region), 1 site in Zangu village (Ararat region), 1 site in Hrazdan town, 1 site in Tsaghkadzor town, 1 monument in Garni village (Kotayk region), 1 site in Gavar town, 1 site in Martuni town (Gegharkunik region), 5 sites in GyMRI town (Shirak region), 1 site in Dilijan town (Tavush region).

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

events	Number of events
Exhibition	21
Lecture	4
Concert	7
Meeting and discuss	4
Book presentation	1
Film	5

c) Number of visitors (based on entries to sites):

Total number of visitors is 11.751

d) Other:

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V. Description of the public taking part in the EHD

The opening ceremony was organized in the Sculpture Park of the Gafesjian Art Center in Yerevan. The Center is located in the city center and beside the visitors of the event proper passerby people and inhabitants of the neighborhood also joined. The closing ceremony was held in Dilijan (Tavoush region). The Ministry of Culture provided transportation for the participants from Yerevan (students, museum workers, general public).

As to the cultural sites the entrance was free of charge which significantly raised the number of visitors (pupils, students, pensioners, general public).

VI. Media analysis

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

EHD events informational booklets, posters, placards.

The volunteers (12) have distributed the EHD events informational booklets, many posters and placards were displayed next to the monuments and the public places.

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

Press, television, radio, internet

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

Press conference-2
TV programme-1
TV advertisement-1
Articles-9

VII. Visibility of the European dimension of the EHD

Every year during the events organized within the frameworks of the European Heritage Days the elements of European Culture are indicated in Armenia society. People are involved in range of events which bring them together to appreciate and deeply understand European values. It is very important to raise European dimension of Armenian culture. Our evaluations during the festival shows that the aim is succeed more and more for each year.

VIII. Financial analysis

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

Ministry of Culture,
Representation of the European Union in Armenia,
Private sponsors

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

Organization	Materials	Total Budget
European Union	Informational booklets-360.000AD Placards for advertisement -200.000AD Posters-445.000AD	1.035000AD
Ministry of Culture	Design of printing materials for advertisement-180.000AD Food reservation of closing ceremony-370.000AD Transport fee-865.000AD Media equipment – 110.000AD TV advertisement -180.000AD Printing of invitation cards – 32.400AD Concert fee of opening ceremony-131.000AD National ensemble „Karin,, -30.000 AD	1.898400 AD

- c) Involvement of volunteers:

Municipality of Dilijan - Technical equipment for closing ceremony
Tavush Marzpetaran (regional government) - Food reservation of closing ceremony

Lori Marzpetaran (regional government) – Dancing ensemble for closing ceremony
Shirak Marzpetaran (regional government) - National singing ensemble for closing ceremony

Armavir Marzpetaran (**regional government**) – Modern singing and dancing ensemble for closing ceremony

Gegharkunik Marzpetaran (regional government) – Folk instrumental ensemble for closing ceremony

Cafesjian Center For The Arts – Tamanyan Sculpture Park for opening ceremony

Tufenkian Heritage Hotels – Old Dilijan Complex for closing ceremony

d) Is access free of charge for the public?

The access was free of charge in 37 sites and monuments within EHD.

IX. Activities for young people

a) Were special activities for young people organized?

At closing ceremony national ensemble “Karin” taught national and folk dances the young people.

b) Was any specific educational material provided?

In 8 memorial museums were organized lectures, meetings and educational programmes for young people.

X. Historical analysis

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

We have celebrated EHD 7 years.

b) Please describe the evolution of the EHD from the beginning until 2010:

Year	Name of event	Number of visitor
2010	Bridging Generations	15.751
2009	The Milky Way	10.000
2008	Religious heritage and holy places	6000
2007	Human heritage, natural heritage	15,000
2006	Views on the Middle Ages	2500

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

Every year EHD gain more popularity.

XI. Logos used

**EHD logo
European Union logo
Council of Europe logo
RA Ministry of Culture**

XII. Global assessment of the 2010 edition

As a general remark it is important to note that in 2010 more Cultural state and nongovernmental organizations were involved in the process of the EHD, which attracted more and more members of Armenian society and EHD became more popular. In 2010 there were complex of different events; concerts, exhibitions, lectures, educational programs, films in 37 historical sites and museums. The visitors had a chance of free entrance to the historical sites, as well as they became participants of different programs making those cultural sites alive. In one word, it was a two side benefit for the historical monuments and museums and Armenian Society.

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

Council of Europe and European Union provide coordination of EHD as a national and European cultural event.

XIV. A survey on the Forum “Cultural Heritage, Participation, Prosperity” (Istanbul, 1-2 October) has already been carried out. If appropriate, please inform us if the Forum format followed by the annual meeting of the Coordinators met your expectations:

I appreciate participation of a National Coordinator in EHD Forum and the annual meeting, which is very important and necessary for organization of EHD in our country in the future. During forum and meeting each national coordinator has an opportunity to listen to the international experts of heritage, as well as gain new knowledge, experience from the countries where EHD became traditional events in their calendar.

XV. Do you think that the coordinators’ meeting should also include organisational training in your country?

I think that organizational training of a national coordinator for EHD is necessary, as it will provide professional skills and experience to them to organize EHD more effectively.

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

The coordination of EHD brings many State and Nongovernmental organizations together, and helps them to cooperate on European level.

XVII. What do you think of the new EHD website www.ehd.coe.int? How could it be improved?

The EHD website is a good way to contact with coordinators of other countries as well as to be informed on EHD news and projects.

XVIII. Theme and dates chosen for 2011 (if already available¹)

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XIX. Other/Remarks

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¹ A more detailed request for 2011 dates and theme will be sent to coordinators early in 2011