



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:.. Austria.....

Date:.....26. Sept. 2010.....

Theme:.....Places of Enjoyment /.Orte des Genusses .....

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

No changes

Like from beginn: Bundesdenkmalamt / Federal Office for the Protection of Monuments.....

**III. Theme 2010**

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

TV reports, radio (both focused federal and local), folder, poster, articles on two websites, print media, producing an own magazine accorded to the topic, newsletter, links on partners websites, photo competition with prizes.....

b) Was the public interested in this theme?

...yes, highly .....

**IV. Participation**

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

.....288.....

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

...bus tours, monument lunches, monument walking tours, story-telling at the object.....

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

...67.50 visits!! (not visitors, as was wanted on the forum to be count!) and which is of course is much more appropriate...

d) Other:

.....

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

Media echo, mails for more information, enormous number of visitors.....

## VI. Media analysis

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

Folder (120.000), poster, newsletter, links on partners websites, TV reports, radio interviews, distribution of with cooperation with the Bundesländer, ...

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

...see above!.....

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

TV 10 longer programs, intense in local print media, radio interviews, results positive, could be increased!.....

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

On the website of the European Council .....

## VIII. Financial analysis

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

50.000 € from own budget = public budget, from cooperation with the Bundesländer  
26.000 €, from private sponsoring 12.000 €.....

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

See above.....

c) Involvement of volunteers:

...yes, many.....

d) Is access free of charge for the public?  
...free (single with reduced entrance fee).....free.....

e) Other:  
.....

## **IX. Activities for young people**

a) Were special activities for young people organised?  
...a whole workshop day in our own training area only for children; school program, guided tours for children...yes.....

b) Was any specific educational material provided?  
.....

## **X. Historical analysis**

a) For how many years have you celebrated the EHD in your country?  
Since 1998.....

b) Please describe the evolution of the EHD from the beginning until 2010:  
slow start with minimal visits, since about 4 years increasing visits each year, media echo increasing each year, on the way to be an establishes event which people wait for  
.....

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

## **XI. Logos used**

The national Austrian Tag des Denkmals Logo, European Heritages days Logo, European Council Logo, Education and Culture Logo.....

## **XII. Global assessment of the 2010 edition**

...very well done.....

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

Overview over the European activities, PR for the event, financial support, providing visibility material, .....

**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:**

.....yes.....

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

...could do no harm!.....

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

Transport of ideas, network, make aware and happen that Europe as the whole doesn't mean to swallow national specialties .....

**XVII. What do you think of the new EHD website [www.ehd.coe.int](http://www.ehd.coe.int)? How could it be improved?**

The website name should show clearer what is behind! The initials ehd are not known to everybody!.....

**XVIII. Theme and dates chosen for 2011 (if already available<sup>1</sup>)**

aus Holz / Made of Wood.....

**XIX. Other/Remarks**

EHD should also be seen as political stabilizing fact in Europe.  
Thank you all for your motivation and hard work!!.....

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