



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: **CYPRUS**

Date: **8 October 2010**

Theme: **1960-2010: 50 Years of Heritage Conservation**

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

The body responsible is the Department of Town Planning and Housing, Ministry of Interior, who is the head of a National Committee appointed by the Ministerial Council for the organization of the EHD in Cyprus. Other Members are the Ministry of Foreign Affairs, Ministry of Education and Culture, Department of Antiquities, Union of Municipalities, Union of Communities, Cyprus Technical Chamber, Union of Journalists, Cyprus Federation of Environmental Organizations and Cyprus Architectural Heritage Organisation.

III. Theme 2010

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

The EHD 2010 celebrated the 50 Years of Independence of the Republic of Cyprus. The aim was to present the governmental cultural heritage policies and heritage achievements instead of the usual practice of guided tours in monuments and sites.

b) Was the public interested in this theme?

This year's theme was targeted at a more specific audience than the general public

IV. Participation

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

N/A

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

N/A

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

N/A

d) Other:

.....

V. Description of the public taking part in the EHD

Especially for the 2010 event the public consisted mainly of politicians, decision-makers and heritage or other related professionals.

VI. Media analysis

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

- a. A2 posters distributed in various offices, schools, organizations etc*
- b. Special edition with scientific content*
- c. Invitations sent to different groups of specialists and others*
- d. Promotion on websites*
- e. E-invitations*

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

- a. Press advertisements and press releases*
- b. Presentations on various TV programmes*
- c. Radio presentations on various radio programmes*
- d. Press release, spots on websites and e-invitations*

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

TV programmes, radio broadcasts and articles in newspapers

VII. Visibility of the European dimension of the EHD

Use of EHD promotional material and logos, exhibition of the IHPE

VIII. Financial analysis

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

Public budget, media sponsors.

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

35,000Euros

Main Activities	Budget (aprox.) €
Design and printing of promotional material, TV advertisement, postage	15,000
Preparation, design and printing of exhibition panels	5,500
Cultural activities, seminar, exhibition cost and opening ceremony	10,000
Cost for organizing the IHPE	4,500

c) Involvement of volunteers:

The Cyprus Architectural Heritage Organisation and the Cyprus Photographic Union assisted in the organization of the event

d) Is access free of charge for the public?

N/A

e) Others:

.....

IX. Activities for young people

a) Were special activities for young people organised?

Cyprus participates in the International Heritage Photographic Experience. In the framework of the EHD the IHPE exhibition and award ceremony are organised

b) Was any specific educational material provided?

No.

X. Historical analysis

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

15 years, since 1995.

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

From 1995 until 2002, the National Committee for the organization of the EHD has been selecting both theme and one place each year for the events. From 2003 until 2006 an open invitation was made to all local authorities of the island to participate under one

theme. Due to organisational difficulties in 2007- 2010 only one place each year was selected to host the event.

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

A great effort is being put to keep the interest of the public alive for the event. There are many reasons for not achieving the desired level of interest. Many local communities have their festivals during the same time of year that often include visits to rehabilitated buildings. Thus, a repetition of events is occurring. Moreover, due to the small scale of the island the events are addressed to the same audience that might get tired at some point.

XI. Logos used

EHD logo, Cyprus government logo.

XII. Global assessment of the 2010 edition

The event in 2010 had a special importance for the Authorities involved with heritage conservation. They produced an interesting publication and exhibition that extend the EHD visibility through the year.

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

More coordination in terms of proposing common themes and cross border activities to strengthen the European dimension, exploring new ideas about making the EHD more attractive to the general public, giving guidelines in organisation and media strategies, raising funds etc.

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:

Not attended.

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

Yes

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

Having the events under the auspices of the Council of Europe and European Union gives an added value to the EHD in local level and differentiates the event from other local festivals with a similar theme.

Concerning the organizers, it is important to be aware of what is happening in other European countries and exchange best practices and ideas.

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

Could be enriched with more pictures.

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

Not yet available.

XIX. Other/Remarks

.....

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