



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: Germany.....

Date: 12<sup>th</sup> September 2010.....

Theme: "Kultur in Bewegung – Reisen, Handel und Verkehr" (culture in motion – travel, trade and transport).....

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

no changes

**III. Theme 2010**

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

press releases, information about the theme presented on our websites and in brochures sent to last year's participants, special free issue of the magazine "Monumente" concerning the Tag des offenen Denkmals and the theme.

b) Was the public interested in this theme?

Yes. There was an enormous positive feedback from all over the country.

**IV. Participation**

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

more than 7.500 opened sites and monuments in over 2.600 towns and cities all over the country

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

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

About 4,5 millions.....

d) Other:

.....

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

Families, elderly people, well educated people who are interested in history, architecture and culture as well as those who wanted to have a look at several sites for free and dip into built history and ongoing restoration.

## VI. Media analysis

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

posters, leaflets, flags, pins, and a special issue of our magazine "MONUMENTE". We distribute it in the run-up of the Tag des offenen Denkmals to all our organisers. Most of the material they can order for free at our website: [www.tag-des-offenen-denkmals.de](http://www.tag-des-offenen-denkmals.de) or offline via fax/mail

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

We try to reach the press via our press releases. Many radio and TV stations contact us asking for information about the Tag des offenen Denkmals. Concerning the national opening event we were working very close with the local press and radio. In September we began to support our website, which is very well accepted in the public, via social networking (facebook). This will be developed in 2011.

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

There were 201 reports on TV (total broadcasting time ca. 1.670 min.), 385 reports on radio (total broadcasting time ca. 1.700 min.) and more than 1.700 articles in the press and numberless mentions on the internet.

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

In all our press releases and press conferences we mention the European dimension of the EHD. We distribute European flag, stickers, pins and have a special category on our website under <http://www.tag-des-offenen-denkmals.de/europa/>

## VIII. Financial analysis

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

The nationwide organisation is financed by the Deutsche Stiftung Denkmalschutz (we are a non-profit private foundation). Some local organisers may have other budgets.

b) What is the total budget allocated to the EHD? (explain the division within the budget):  
about 250.000 Euro totally

c) Involvement of volunteers:

The Tag des offenen Denkmals would not exist without the engagement of many volunteers on local level. The local participants are contacted at least twice every year: Once in January, supplying them with the latest information concerning theme, modalities of registration and order of free materials etc. and once in August, thanking for their dedication, asking for feedback on their events and telling next year's theme. We also involve the volunteers in October by asking them for suggestions for the nationwide distributed poster – more than 50% of the pictures shown there are supplied by local volunteers.

d) Is access free of charge for the public?

Yes

e) Other:

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## IX. Activities for young people

a) Were special activities for young people organised?

In various towns the local organisers offered special programmes for young people, for example guided tours or quizzes

b) Was any specific educational material provided?

The Deutsche Stiftung Denkmalschutz provides children's painting and playing posters concerning the theme every year as well as a brochure for teachers with suggestions and a guideline for possible EHD-Events organised by and with pupils.

## X. Historical analysis

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

since 1993

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

Year	Visitors	Number of towns and villages	Number of sites and monuments
1993	2 Mio.	1.000	3.500
1994	2,2 Mio.	1.400	4.000
1995	2,5 Mio.	1.500	5.000
1996	3 Mio.	1.600	5.500
1997	3 Mio.	1.900	4.000
1998	3,2 Mio.	2.100	5.000
1999	3,2 Mio.	2.000	5.500
2000	3,5 Mio.	2.500	6.000
2001	3 Mio.	2.500	6.000
2002	3,5 Mio.	2.500	6.500
2003	4 Mio.	2.500	6.700
2004	4 Mio.	2.500	6.700
2005	4,4 Mio.	2.500	7.000
2006	4,5 Mio.	2.500	more than 7.000
2007	5,5 Mio.	3.450	more than 10.000
2008	4,5 Mio.	more than 2.600	at 7.500
2009	More than 4.5 Mio.	more than 2.600	more than 7.500
2010	More than 4.5 Mio.	more than 2.600	more than 7.500

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

The popularity was increasing every year (except from 2007 to 2008 but 2007 was a very special year)

## XI. Logos used



EUROPEAN  
HERITAGE  
DAYS



DEUTSCHE STIFTUNG  
DENKMALSCHUTZ



## XII. Global assessment of the 2010 edition

In 2010 the Tag des offenen Denkmals was again one of the most successful nationwide events in Germany. Numerically minded, we had more opened sites and more visitors than 2009.

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

We expect the EHD coordination to support us for a better networking between our partner countries. **As we are always looking for new ideas, it is very important to us to have the exchange of information between us, our colleagues and the coordination office.** We would like to have early information about the dates and themes of our neighbours. The coordination office should continue to support us in pointing out the European level to the public and the media.

**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:**

The format met our expectations. We would be pleased if there would be more time for the general exchange of information among the national coordinators.

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

This would be fine if it does not take place every year.

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

It’s crucial for our public relations to rely on the European level. The local participants are very pleased by being part of an event that is taking place all over Europe and is under the patronage of the council of Europe.

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

Again we would like to suggest to change the domain to an easily recognizable name (f.e. [www.european-heritage-days.com](http://www.european-heritage-days.com)) and redirect it to [www.ehd.coe.int](http://www.ehd.coe.int)

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

11<sup>th</sup> September 2011: Romantik, Realismus, Revolution – Das 19. Jahrhundert” ( “romanticism, realism and revolution – the 19<sup>th</sup> century”)

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

**XIX. Other/Remarks**

Thank you for your work.

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