



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:.....Italy

Date:.....25 – 26 settembre

Theme:.....Italy: **Treasure of Europe**

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

Ministero per I Beni e le Attività Culturali
Direzione Generale per la Valorizzazione del Patrimonio culturale

III. Theme 2010

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

Interviews, radio, television, websites, newspaper, brochures.

b) Was the public interested in this theme?

People already know that on the last week of September many sites are opened. That's why there were a lot of visitors during these days.

IV. Participation

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

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

At every open sites corrisponds, in principle, the events.

Totally siti aperti/eventi 1302. Find hereafter the division in regions:

Val D'Aosta – 17; Piemonte – 48; Lombardia – 248; Trentino Alto Adige – 41; Veneto – 36; Friuli Venezia Giulia – 29; Emilia Romagna -225; Liguria – 93; Toscana – 99;

Marche – 54; Umbria – 45; Lazio 56; Abruzzo – 42; Campania – 76; Molise – 18; Puglia- 41; Basilicata- 33; Calabria – 20; Sicilia – 22; Sardegna – 57.

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

This evaluation refer only to our public sites.

	2010	2009	%2010
Totally	450.369	338.222	+33,16%

V. Description of the public taking part in the EHD

People from different age and also of a different educational levels.

VI. Media analysis

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

We proceeded though our website, radio & television. Advertisements were showed 5 times a day by the national television station. We printed also brochures : a list of events divided in regions.

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

Ref. to point “a”

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

**Television advertisement: 5 advertisement pro day for a week;
Newspaper : 87 articles**

VII. Visibility of the European dimension of the EHD

Three months before the EHD, local institutions are involved by our Institutes to organize events all over Italy and the list is collected in our website.

VIII. Financial analysis

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

By public founding and locally also with sponsorship

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

About 1.300.000 €.

c) Involvement of volunteers:

Information not available

d) Is access free of charge for the public?

Yes, are free of charge

e) Other:

Few private sites give discount

IX. Activities for young people

a) Were special activities for young people organised?

Children's workshop, guided visits, artistic performances as theatre, dance & music.

b) Was any specific educational material provided?

No

X. Historical analysis

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

Since 1999

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

Events are increasing. For example in these two last years : 2009 – 1167 open sites ; 2010 – 1302 open sites;

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

With ref. to the previous answer, the EHD has been increasing considerably.

XI. Logos used

Ministero Beni culturali , European Heritage days, Council of Europe

XII. Global assessment of the 2010 edition

1302 events

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

More groups meetings, sharing website, wider dissemination of national programs..

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:

More time for exchange of information among the coordinators

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

No, doesn’t need

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

People feel to be part of Europe

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

To change into “europeanheritagedays.com” ?

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

As last year: Italy treasure of Europe

XIX. Other/Remarks

Thank you very much for your help

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