



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Union

2010 EVALUATION FORM

I. Country

Country: Latvia

Date: 10-12 September 2010

Theme: Cultural heritage – contemporary challenge

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

State Inspection for heritage protection
in cooperation with local municipalities, monument owners, building companies, local parishes

III. Theme 2010

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

In 2010 European Heritage days were dedicated to the theme which unifies all previous themes, but highlighting the potential of sites and monuments and successful case studies where creative approach has forwarded development of historic place.

Specific criteria for EHD 2010 objects:

- Historic sites or buildings which putting in order creates an added value for the human living space in more extensive perception;
- Restoration on scientific research bases which display contemporary possibilities;
- Historic values successfully pointed out by contemporary architecture and design, ensuring succession of human creativity manifestations;
- Recent findings;
- Sites and places which are saved for the next generations thanks to the changes in people's attitude.

In 2010 the EHD were related to the 4th Baltic Sea region Cultural Heritage Forum which took place in Riga from 8 to 10 of September 2010 (EHD opening was a closure event of the Forum).

b) Was the public interested in this theme?

Yes, because of the actuality and diversity of theme. Also considerable interest was related to important communication campaign for the Forum (including EHD) events.

IV. Participation

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

In total of sites and monuments: 49. Division by regions: Kurzeme – 13, Latgale – 7, region of Riga – 14; Vidzeme – 8 and Zemgale – 7.

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

71 events, incl. Opening ceremony in Riga – wooden heritage site – Kalnciema Street quarter (common event for the Forum closure) – guided tours, educational activities, exhibitions, concerts, city games, as well open doors days in objects which are ordinary closed for public.

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

App. 6000

d) Other:

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V. Description of the public taking part in the EHD

Diverse public: pupils, youngsters (for them the special events were organized and they participated themselves in the organization of the manifestations), families with children, and specialists of the cultural heritage field – especially, representatives from Baltic Sea Region (11 countries, incl. Norway and Iceland) who were invited for the Forum (for ex., members of the Baltic Sea Region Monitoring group and Working groups on the protection of cultural heritage).

VI. Media analysis

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

The information about the EHD events was published on the internet site of the State Inspection for heritage protection: www.mantojums.lv, publication “Cultural heritage – contemporary challenge” and posters were elaborated; just before the main events the information raised in the national as well in the regional newspapers and radio emissions. There is more published information on the electronic media. All the information about the EHD 2010 events was disseminated in the Client service centre of the State Inspection for heritage protection as well as during the Forum events. The owners of the monuments and

sites who open their properties during the EHD, received the diploma of the gratitude for the participation.

Promotional material:

- Invitation letter
- Poster and special catalogue
- List of events for the whole country via internet site
- Press announcements.
- EHD promotional materials for the participants of 4th Baltic Sea Region Cultural Heritage Forum

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

- Printed media: articles about the theme of the year, events' program
- Radio, TV: interviews with heritage specialists and keepers of heritage sites,
- Publicity: posters, flyers and brochures
- Internet: publications about the theme of the year, events' program, and list of the sites of the year on our internet site

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

Press articles 26

Internets 5

Radio 5

TV 1

VII. Visibility of the European dimension of the EHD

The European dimension is stressed in the promotional materials of the EHD and diffused information, the importance of the sites in European context is underline. All promotional materials were marked with the European heritage days logo. The sites utilize the EHD flag during the EHD events.

VIII. Financial analysis

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

Public budget contribution and contribution from local governments and owners.

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

12 095 EUR incl.

Publicity (book, poster, flags) – 7346 EUR

Events (opening of EHD, contribution to events in heritage sites) – 4749 EUR

c) Involvement of volunteers:

The contribution (material and immaterial) from monuments 'owners, events organized by youngsters, as well as voluntary work of students for the EHD events organization.

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 the framework of EHD, Latvia has participated in the international competition for youngsters "International heritage photographic experience 2010". During the EHD and 4th Baltic Sea Region Cultural Heritage Forum an animation event and workshop for the youngsters "UNESCO World Heritage in animation and Patrimoni" was organised by support of UNESCO Latvian National Committee.

b) Was any specific educational material provided?

No

X. Historical analysis

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

16 years

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

The EHD and its symbols now are very well known in Latvia. The heritage professionals as well as a society in general have the information about this annual event and its European dimension. The owners of the monuments and local authorities are ready to participate in the events and to increase their identification.

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

The assignment of the EHD flag and the special events (specially, opening ceremony) are considered by owners as recognition, because this is one way to approve the owners contribution of the keeping of site.

The number of the visitors of EHD in Latvia considerably increased until 2001 (thanks to the campaign "Europe, a common heritage"), next years the number of visitors stabilized.

XI. Logos used

EHD official logo, logo of the State Inspection for heritage protection and UNESCO WHC. In the publication the logo of the Council of Europe is also used.

XII. Global assessment of the 2010 edition

The values of cultural heritage are so important that societies have reason to seek out new challenges – building bridges between heritage and contemporary architecture; discovering new and unknown values; cleaning up a specific spatial environment; and also creating quality standards for a broader territory so that cooperation, understanding and interest might be facilitated. The EHD 2010 in Latvia gave this possibility.

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

The platform of the ideas exchange. The common strategy, promotional materials, global information and information from the other member states about the theme of the year etc. The organization of thematic workshops would be useful for the sharing of experience and practical information among EHD national coordinators.

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:

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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?

Cross-border and international dimension of the event.
The platform of the ideas exchange for the EHD national coordinators.

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

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

“Cultural heritage – knowledge and skills”, 9-11 of September 2011

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