



Culture Programme



Education and Culture DG



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: Lithuania*

*Date: 17-26, September*

*Theme: Family and Cultural Heritage*

**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?

*1. The chosen theme of EHD 2010 is focused on Lithuanian noble families' heritage. The main attention was paid to architectural monuments which are closely related to the patrimony of the nobility of the times of Grand Duchy of Lithuania (12<sup>th</sup>-18<sup>th</sup> centuries). This type of heritage is not well known in the local society. Lack of knowing is determined of many various reasons such as occupations, long years of limited access to authentic historical sources, etc. This is why it is so important to revise the attitude to the monuments of that historic period and to introduce them to the society, in particularly, to the young generation. We must emphasise the European dimension of this cultural heritage, which was created due to constant cultural exchanges between nobility of Grand Duchy of Lithuania and other European states. Today, in particularly, this theme is relevant, because Lithuanian society is rediscovering historic monuments in Belarus, Ukraine and Poland, and also in other western European countries such as France, Italy, Germany and others. We have organised itineraries presenting cultural heritage of the most important noble families, pointing out unfamiliar heritage and revealing European dimension, international origin of the monuments.*

*On the other hand EHD was dedicated to discuss the importance of today's family heritage, family traditions and the importance of keeping them. Also we were seeking to point out importance of heritage education in the nowadays society.*

b) Was the public interested in this theme?

*Yes, with high interest*

#### **IV. Participation**

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

*146 sites and monuments*

Number of other events proposed (please specify):

- a. Exhibitions: 15*
- b. Guided tours: 40*
- c. Lectures: 14*
- d. Radio lectures: 5*
- e. Seminars: 4*
- f. Screening of films: 7*
- g. Educational activities: 11*

b) Numbers of visits

*40 visits*

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

*~20 000*

c) Other:

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

*General public including children, young people and seniors.*

#### **VI. Media analysis**

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

*Programme of the activities all over the country*

*All publications were marked by EPD logo and EHD flags were hung at heritage sites entrances*

*All the events were promoted through the official EHD coordinator's web-site [www.kpd.lt](http://www.kpd.lt)*

*Programmes of the events were printed in newspapers and magazines.*

*Documentary "Tiškevičiai. Family Portrait" was created and screened.*

*1000 posters sent to sites.*

*2500 brochures sent to sites.*

*Adverts placed in national and local newspapers.*

*The majority of regional institutions have published their own invitations, leaflets, brochures.*

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

*Our media strategy is to inform people about EHD events through websites, newspapers, also radio and TV broadcasting programmes in such order:*

- 1) Announcement of new theme at the official page [www.kpd.lt](http://www.kpd.lt) at the end of ongoing EHD;*
- 2) Theme presentation in April for EHD organizers from Lithuanian municipalities, also employees of museums, libraries, journalists - everyone who could be involved in cultural heritage presentation.*
- 3) Presentation of documentary film created for EHD on local TV channels in May.*
- 4) Presentation of special EHD banner not only in official EHD internet page but also in other popular internet pages at the beginning of September.*
- 5) EHD posters hanging few weeks before the events in bus stops also in cultural and educational institutions.*
- 6) Publication of programme of EHD in newspapers few weeks before the events.*
- 7) Presentation of programme on radio one week before the events.*
- 8) Partition of EHD leaflets at the time of events.*

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

d)

- 1. 123 Press articles and notifications in newspapers*
- 2. 13 TV programmes (interviews, films, shows)*
- 3. 5 Radio programmes*
- 4. 3 Press conferences, organized by regional municipalities*

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

*The theme of last year “Family and Cultural Heritage” was chosen to increase public awareness on the most influential families in history of the Grand Duchy of Lithuania and their cultural heritage that spreads in our days not only in Lithuania’s territory, but also in Belarus, Poland and other European countries. We followed the paths of Lithuanian noble families presenting places where they build their manors, estates, churches and etc.; where they studied and spread their cultural ideas through the art, law science, literature, music and etc.*

*It is important to mention that historians from Poland and Belarus took place at EHD events by giving lectures on Lithuanian nobility’s heritage in former territory of Grand Duchy of Lithuania.*

## VIII. Financial analysis

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

*Most of the EHD foundation is governmental (Department of Cultural Heritage under the Ministry of Culture, municipalities, local governments, etc.). Private sponsors, public institutions or local communities also support EHD events but mostly by offering help in organizing, promotional material and knowledge.*

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

**"At the request of the EHD coordinator this information is only available to the Secretariat."**

- c) Involvement of volunteers:

*During EHD all organisers, academics, museums' and libraries' staff, members of religious and ethnical communities etc. contributed with enthusiasm and most of them without payment.*

- d) Is access free of charge for the public?

*Yes, all the events are free of charge.*

- e) Other:

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## IX. Activities for young people

- a) Were special activities for young people organised?

*All EHD events are available for all generations. But in 2010 some special activities for children were hold, such as learning how to construct family tree or going on guided bicycle and boat trip on the paths of Tiškevičiai family (the path they used to travel from one of their residence to another).*

- b) Was any specific educational material provided?

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## X. Historical analysis

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

*EHD in Lithuania is organized for the sixteenth year.*

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

*The Department of Cultural Heritage under the Ministry of Culture is the coordinator and organiser of the EHD from the very beginning in 1995. In recent years municipalities also became responsible for organising EHD. Museums, public institutions and local communities also willingly contribute to the organisation of the EHD. With each succeeding year the EHD events attract the attention of broader and broader public and in this way point out the bigger significance of protection and preservation of the heritage. It is a long process and a difficult task to built civic society responsible for cultural heritage.*

*Themes of the year:*

*1997 Residential buildings and manors in Lithuania*  
*1998 The Protection of Cultural Heritage: Citizenry, Society, Polity*  
*1999 Historical Parks and Gardens in Lithuania*  
*2000 Industrial heritage in Lithuania*  
*2001 Defensive Fortifications in Lithuania*  
*2002 Wooden Architecture in Lithuania*  
*2003 Historic Towns: Old and Modern*  
*2004 Jewish Cultural Heritage in Lithuania*  
*2005 Cultural Properties and Cultural Tourism*  
*2006 Preserving the Past*  
*2007 Cultural routes*  
*2008 Historical Organs in Lithuania*  
*2009 Creating History Together*  
*2010 Family and Cultural Heritage*

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

*Every year Lithuanians get more and more interested in the EHD events - communities share their ideas about organisational works helping to increase the public knowledge about heritage, possibilities to use it in a good way saving it at the same time.*

## **XI. Logos used**

*Official logos of EHD, the Department of Cultural Heritage under the Ministry of Culture, Council of Europe, European Commission, "Education and Culture DG" culture programme*

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

*Successful, promoting public understanding and awareness of heritage values and its conservation needs.*

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

*Increase of information exchange in all possible ways by sharing good practice.*

**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, Forum is important event in general, it keeps national coordinators informed on main issues at European level in the field of cultural heritage. As well Forum enables the understanding of the main stream in the policy of the Council of Europe in this field.*

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

*Yes. We would like to take part in organisation of such trainings.*

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

*Meeting the people; understanding development of heritage protection, knowing particularities of participating countries, knowing the heritage, understanding interactions and exchanges of ideas.*

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

*We appreciate it, because it's easy to use it and find all the information we could need on EHD. It provide detailed information on the aims of EHD, organizational works, European dimension, possibilities. It is important that all the European countries are taking part in it.*

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

*Date: 16-25, September. Theme: Hidden Treasures. Wall painting.*

**XIX. Other/Remarks**

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