



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: Montenegro

Date: 13-18 September

Theme: European Heritage Days – Njegusi 2010

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

Ministry of Culture

National institutions in charged for safeguarding of cultural heritage

Municipality Cetinje

Civil society

III. Theme 2010

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

Public presentation, press conference, media promotion, leaflets, internet site...

b) Was the public interested in this theme?

Yes

IV. Participation

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

Celebration of EHD for 2010 was organized in village Njegusi, which consists from 14 small villages, which is well known by its sacral heritage (17 churches) and forms of intangible heritage. Furthermore, it is a homeland of Montenegrin dynasty Petrovic Njegos,

which ruled with Montenegro for centuries. Traces of their existence were presented in Museum placed in village, and the garden was used as a stage for celebration of EHD.

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

Art Colony 13-18 September
Two hiking tours
Workshop for Children
National Cuisine
Book Promotion
Traditional Musical Motives
Poetry reading
Concert of pop group
Other activities

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

n/a - open for the public

d) Other:

Free bus transport from two surrounding municipalities and from the capital was provided

V. Description of the public taking part in the EHD

All activities were open for public, although some of them were organized for young people (Art Colony, Concert, Workshop). Scout association from Municipality Cetinje also took part in organization of hiking tours.

VI. Media analysis

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

Leaflets. They were distributed through together with invitations, inserted in newspaper and it they were distributed during the celebration.

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

Press, internet, television, radio

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

4 TV stations notices the events and 2 newspaper texts appeared

VII. Visibility of the European dimension of the EHD

Completely clear - Council of Europe and European Commission were mentioned in every material connected to EHD, as well as the idea of connecting countries of Europe through celebration of common heritage. All materials were bilingual. Representatives of diplomatic core were invited to join celebration and many of them came.

VIII. Financial analysis

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

Public budget and some private donors (local people provided food for National Cuisine, etc)

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

Through the Budget of Ministry of Culture for 2010 it was planned to invest 10.000 €

c) Involvement of volunteers:

Scouts

Local People

Municipality Cetinje

Tourism Organization of Cetinje

d) Is access free of charge for the public?

Yes

e) Other:

.....

IX. Activities for Young people

a) Were special activities for young people organized?

Yes, three

b) Was any specific educational material provided?

Yes. Museum for the Protection of Natural Heritage made presentation about their activities, and it presented some of the objects which could be moved from Capital to Njegusi

X. Historical analysis

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

Two years in country but also one year we have celebrated it together with Bosnia and Herzegovina and Serbia, in Prijepolje, bordering municipality of 3 countries, placed in Serbia

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

n/a

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

n/a

XI. Logos used

European Heritage Days logo and Ministry of Culture logo, but also we provided specific design for materials for both years of celebration

XII. Global assessment of the 2010 edition

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

More meetings and better exchange of ideas and information

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

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

Maybe, it could be useful

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

Sense of togetherness towards cultural heritage

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

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

Not set yet

XIX. Other/Remarks

none

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