



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: The Netherlands

Date: Saturday 11 and Sunday 12 September 2010

Theme: The Nineteenth Century

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

Stichting Open Monumentendag

III. Theme 2010

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

Before the EHD the theme was promoted on a national scale by press releases, flyers, posters, a magazine, a website, a publication, interviews and articles in daily newspapers and weekly and monthly magazines.

In 2010, the European Heritage Days theme in the Netherlands was The nineteenth century. A century with two faces: on the one hand the technical innovations of the Industrial Revolution; on the other the revival of historical architectural styles. A mixture that resulted in some quite surprising buildings, many of which were open to the public on 11 and 12 September.

The annual theme encouraged special openings of historic buildings and sites and many of them offered theme related activities to the public, e.g. lectures about nineteenth century architects, different kinds of exhibitions and performances, tours, and culinary menus from the nineteenth century.

b) Was the public interested in this theme?

To many people in the Netherlands, the nineteenth century is a somewhat unknown and undervalued period. For a long time, well into the twentieth century, nineteenth-century architecture, particularly that of the latter half of the century, was often dismissed as 'ugly'.

The main complaint was that nineteenth-century architects had simply borrowed and combined historical styles, without actually devising a style of their own. Meanwhile, the industrial revolution had ensured that furniture and furnishings such as lights, heating and sanitary facilities would be available to a far larger part of the population than ever before. Yet while the furnishings of housing became a mass-consumption product, the design remained conservative, adapting to bourgeois society's tastes. So, to answer the question, yes, because of the theme, the public looked in a different way to buildings they thought they knew.

IV. Participation

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

National number: 3,000 – 4,000 historic buildings open to the public

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

National number: 1,000 – 2,000 activities

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

National number: 2,000,000 visits

(Open Monumentendag has 900,000 **individual** visitors. Together they visit 2,000,000 historic buildings and sites. We do research every year and visits and visitors are different numbers)

- d) Other:

Other participants in Open Monumentendag 2010:

- 350 local committees (i.e. 80 – 90 % of all municipalities)
- 15,000 – 20,000 volunteers
- 3,000 – 4,000 owners of historic buildings
- 600 schools: 14,000 school children
- cooperation with other organisations and institutions, museums, archives, cultural fairs
- cooperation with performing artists, photographers, musicians

V. Description of the public taking part in the EHD

The general profile of the public: well educated, part of the higher economic classes, and the age is 55+. To reach a new and broader audience, more diversity in age and ethnical background of the visitors, the Stichting Open Monumentendag introduced in 2010 the Open Monumenten Klassendag, a day specially organised for schoolchildren aged 9-12. The so called Class Day is organised on a national scale every year on the Friday before the EHD. On that day schoolchildren visit, with their teacher and their class, a historic building or site in their neighbourhood. The aim is to introduce children to historic buildings, familiarize them with tangible heritage, with historic buildings, with their meaning. The method turned out to be an effective way to familiarize children with the

cultural heritage of their own neighbourhood, their own community, their own city. In 2010 the project was an instant success. More than 600 classes participated in the project, which resulted in around 14,000 children visiting a historic building on the first national Open Monumenten Klassendag.

VI. Media analysis

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

National promotion material: magazines, display boxes for magazine, leaflets, booklets, flags, banners, signs for signposting, posters, badges, sports shirt, publication on theme. Local committees order this promotional material at the national office, most of it is free of charge. Committees distribute the promotional material on local level to local institutions like libraries, city halls, tourist offices etc.

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

The national office approaches especially the national media (press, radio, television) with press releases. There is a national website on which all open historic buildings and sites, back ground information and local activities are to be found. For the media, press releases, news items, background information and relevant photographic material are offered on this website.

On local level, the committees draw attention to their local programs by press releases, local brochures and local booklets, which are picked up by local and regional media, newspapers, etc.

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

In 2010 about 1,500 – 2,000 press articles (local, regional and national) has appeared.

VII. Visibility of the European dimension of the EHD

The Netherlands participate every year in the International Photographic Experience. On the EHD some international initiatives, especially in the border regions are organised, e.g. small scale projects with Germany and Belgium, like routes across the border

VIII. Financial analysis

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

From the start, 25 years ago, the Dutch EHD is on national level financed by private partners. The EHD is sponsored by Rabo Vastgoedgroep (part of the Rabobank) and receives additional financial support from the Nationaal Restauratiefonds (National Restoration Fund). The Open Monumenten Klassendag, the Heritage Day for Classes, is made possible by a four year grant from the Fonds voor Cultuurparticipatie (Cultural Participation Fund).

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:

15,000 – 20,000

d) Is access free of charge for the public?

One of the rules is, when you use the flag of the Open Monumentendag, admission is free. So, to answer the question: yes.

e) Other:

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IX. Activities for young people

a) Were special activities for young people organised?

To reach a new and broader audience, more diversity in age and ethnical background of the visitors, the Stichting Open Monumentendag introduced in 2010 the Open Monumenten Klassendag, the Heritage Day for Classes, a day specially organised for schoolchildren aged 9-12. This Day is organised on a national scale every year on the Friday before the EHD. On that day schoolchildren visit, with their teacher and their class, a historic building or site in their neighbourhood. The aim is to introduce children to historic buildings, familiarise them with tangible heritage, with historic buildings, with their meaning. The method turned out to be an effective way to familiarise children with the cultural heritage of their own neighbourhood, their own community, their own city.

The Stichting Open Monumentendag developed the method in cooperation with the local committees, teachers, an office with a lot of expertise about educational projects in school, and talked with many organisations which had experience in this field. In 2009 the project was tested in different communities, which were chosen because they were different in scale, in background and from different parts of the Netherlands. In general the project worked out very well. The teachers were enthusiastic, the children were enthusiastic, the committees and the owners were also very pleased. In 2010 the project was nationally introduced. It was an instant success. More than 600 classes participated in the project, which resulted in around 14,000 children visiting a historic building on the first national Open Monumenten Klassendag.

b) Was any specific educational material provided?

Yes, the Heritay Day for Classes is a method, for which special educational material is developed. It includes an introduction lesson in class with DVD, special guidelines for teachers, guides, committees, special textbooks for children, special developed figures who represent different types of historic buildings etc.

X. Historical analysis

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

In 2010 the Dutch EHD was organized for the 24th time. (first year: 1987)

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

The first Heritage Day took place in 1987 and was inspired by the Journée des Portes Ouvertes in France. From the start it was a day where thousands of (normally closed) historic buildings were open to the public free of charge. The event was organised at a time when cultural heritage management in the Netherlands was decentralised to local authorities by the national government. To raise public awareness of some of the key issues concerning cultural heritage management was extremely important for instance that it was important to restore historic buildings and sites.

The Stichting Open Monumentendag chose a decentralised organisation structure. In (almost) every municipality a local committee was set up. These committees (about 350) were responsible for their own local Open Monumentendag. Therefore, the local communities became crucial. They rooted in communities and were heavily depending on volunteers (15,000 – 20,000), for the budget was quite limited at that time (and still is, in many cases).

In the beginning about 350,000 people participated in the heritage Day, in 1991 about 650,000 and since a few years between 800,000 and 900,000. It is one of the most visited cultural events in the Netherlands. Between 80 and 90% of the municipalities join the event. And the event influences the political monument issue. In the beginning the event was organized on the Saturday, nowadays committees can choose for Saturday, or Sunday or the whole weekend. (second weekend of September).

By choosing an annual theme from 1996 onwards, the EHD has drawn new audiences to its activities every year. A special category of built heritage of period draws special attention. The themes encourage special openings of historic buildings and sites, more attention and enhance local programs. The themes are related to actual social and heritage matters and generate new research on local and national level.

Themes:

1996	Industrial Heritage
1997	School buildings
1998	Historical building materials
1999	Green monuments
2000	Water
2001	Dwellings
2002	Monuments of Trade
2003	Farmhouses
2004	Monuments of Defense
2005	Religious heritage
2006	Celebration
2007	Modern Monuments (1900 – 1965)
2008	Traces
2009	On the Map
2010	The nineteenth century

Since four years our aim extended. We are not only organize the Heritage Day to increase the interest for monuments, but now we also focus to invite the people into monuments the whole year through. To broaden our public this year in 2011 the Class Day was introduced (see IXa)

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

In 1987, on the first EHD, about 350,000 individual visitors (making 800,000 site visits) participated in The Netherlands. During the past 25 years, the EHD has evolved into an one of the largest cultural events attracting 850,000 to 900,000 visitors (making 2 million site visits) to 3,000 to 4,000 historical buildings and sites, both public and private, spread out across the country and open to the general public during the second weekend in September. The EHD play an essential role in involving people in culture in general and heritage in particular. It has a steady number of volunteers, steady number of private and public owners and organisations who join, for already twenty five years.

XI. Logos used

We have our national logo of the Open Monumentendag, which we use in combination with the logo of our main sponsor. Very often we combine our logo with the logo of the EHD.

XII. Global assessment of the 2010 edition

Heritage Day 2010 in The Netherlands was very successful. The amount of visitors was about 2 million (900,000 individual visitors). About 350 municipalities joined the EHD and about 3,500 sites were opened to the public. The theme The nineteenth century was well chosen. The introduction of the Class Day for schoolchildren was an instant success.

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

The Council of Europe can help by informing the public, the press and the national coordinators about de EHD in the different countries, and about the European heritage which we all share. It is also essential that the coordinators annual meeting continues, so the coordinators have the opportunity to share expertise, experience and best practices, with each other and with the Council of Europe. Maybe it would be a good idea if the annual meeting also provides a more practical training.

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 Forum in Istanbul was very instructive, inspiring and motivational. It provided the opportunity for debate and reflection and to meet professionals from other countries. The round table discussions were instructive, but because of the different levels of expertise, the moderator/facilitator at the table plays a key role to get input/results.

The meeting with the EHD-coordinators was a bit short.

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

There's always a lot to learn and you can always learn from each other.

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

The pan European umbrella brings the national EHD to a bigger scale.

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

Everything you need is to be found on the website.

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

Dates: 10/11 September 2011

Theme: New use – Old buildings (about reuse of historic buildings)

XIX. Other/Remarks

Keep on doing the good work !

Many thanks and best regards from the Netherlands.

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