



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: Poland

Date: 11-12, 18-19 September 2009

Theme: "From idea to industry"

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

EHD in Poland are coordinated (on the national level) by the National Heritage Board of Poland with significant help from regional authorities, local museums, NGOs and other organisations.

**III. Theme 2010**

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

Through a wide promotion at both national and regional levels in various media (commercials on public TV, articles and promotional supplement in newspaper, billboard campaign, cultural monthly magazines, internet portals and radio stations), also street posters, regional leaflets and publications: educational, informational and promotional. This year we also launched a brand new website and we were using social media, like facebook, to increase awareness. For the first time, there was also a press conference of Minister of Culture and National Heritage which attracted attention of Polish media to the EHD theme.

Most of the events offered free admission. To attract children and youth we organised contest: "Add yours! Map of the industry monuments". It included: 1. gathering information and analysis of sources for the chosen monuments; 2. taking care of the monuments – cleaning, repairing, exhibition, publication of promotional leaflet, article in the local press; 3. presenting a report of all above activities (comic book, wallpaper, multimedia presentation, website, movie). The deadline was 17 January; by now we have over 40 research teams registered.

b) Was the public interested in this theme?



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Yes, the number of participants was much higher than in 2009; it was approximately over 300 000 people.

**IV. Participation**

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

333 sites open to visitors

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

401 trips and outdoor sightseeing tours, 230 exhibitions, 117 craft shows, 143 lectures, 87 workshops, 82 multimedia presentations and others

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

Over 300 000

d) Other:

Almost 1,500 of cultural events in total, in over 330 towns and cities

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

Our intention was to attract families, to enliven activities shared by various generations. We also tried to encourage young people to promote the volunteer work and make them feel attached to their local communities.

**VI. Media analysis**

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



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At both regional and national levels (different versions): leaflets, posters, billboards, TV spot, Polish EHD brand new official website <http://www.edd.com.pl> which is also available at [edd2010.pl](http://edd2010.pl), facebook fan page, publications and various media.

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

We have an agreement with one of the largest newspaper in Poland (publication of the promotional supplement, interviews), at the local levels the coordinators have contacts with local media. It should be emphasised that great engagement of national and regional coordinators brought remarkable results: since 2008 media (radio, press, local TV channels) have been more and more interested in the EHD and have been asking for information. We are using also new media, such as facebook, to contact the visitors directly.

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

No such statistics

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

Banners with the EHD logotype were distributed all over the country. Logotype was present in both national and regional posters, publications and leaflets.

**VIII. Financial analysis**

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

Public budget of about 60 000 EUR was dedicated to co-ordination and promotion campaign at national level. We have no information about costs of all events and local promotion.

Events were financed from other funds, mainly by local authorities or private sponsors.



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

No such statistics

c) Involvement of volunteers:

At the national co-ordination level – no voluntary work; at the regional and local levels – apparently it increases every year, but we have no adequate statistics to confirm it.

d) Is access free of charge for the public?

Yes, and it was specially revised this year in regions.

e) Other:

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**IX. Activities for young people**

a) Were special activities for young people organised?

National level contest “Add yours! Map of the industry monuments”. At the local levels there was a large number of activities especially addressed to young people: trips, tournaments, contests and so on.

b) Was any specific educational material provided?

Special contest leaflet

**X. Historical analysis**

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

18 years

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



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For 15 years Polish edition of the EHD was not a centrally coordinated event and therefore there was no common theme. For 4 last years this event has been coordinated by the National Heritage Board of Poland under common themes. Such approach seems to be more successful – in terms of promotion effectiveness and level of participation.

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

The popularity grows every year. Even if the number of visitors varies, we can assess the popularity by the involvement of media (they do not need special information in advance, or explanation what the EHD idea is).

#### XI. Logos used

3 logos from the EHDs visibility materials,  
logo of the National Heritage Board of Poland,  
logos of our partners

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

The recognition of the EHD increases every year in regions, but also among authorities and people. The organisers present events more adequate to the theme and are waiting for next themes.

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

Organisation of annual meeting of the Coordinators and global promotion of the EHD.

#### 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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The interactive format and round tables workshops are great, but depend on the moderators skills. What speakers had to say was very useful, inspiring, and gave some practical knowledge.

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

In my opinion the most important thing in general is to improve cooperation among national coordinators. But on the local ground we have to remember that coordinator is not an event organiser. For this reason we have to gain knowledge and acquire skills in down networking project management. Training in this area would be very helpful.

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

Useful is not only the global evaluation and formal supervision but also the fact that the EHD take place all over the Europe as a common project. We find very helpful the custom of annual meetings, as an idea and experience exchange place, much more sufficient and fruitful than e-mails and phone contacts.

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

I like it not for its appearance but information it provides.

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

„*The Milestones*“. 10-11, and 17-18 September.

**XIX. Other/Remarks**

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