



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:.. Portugal.....

Date:.. 24, 25 and 26 September.....

Theme:.. "Heritage: a Map of History" .....

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

The Institute for Managing the Architectural and Archaeological Heritage (IGESPAR, IP) is the national coordinator for the European Heritage Days in Portugal. As such, it chooses the theme for the EHD, and invites both public and private bodies to participate in this event by pursuing different activities. These entities report their scheduled activities to IGESPAR who is responsible for disseminating this information across the country. This also includes the actions that will take place in the monuments under IGESPAR's care.

**III. Theme 2010**

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

The introduction and development of the theme are made by means of a memorandum that is submitted to different bodies along with the invitation for participation. This text is available on IGESPAR's website and is adapted so as to be sent to the media.

b) Was the public interested in this theme?

Considering the number of entities and actions involved, this theme was very well accepted by the public.

**IV. Participation**

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

**The activities took place in 348 monuments/sites within Portugal's mainland and in the Autonomous Regions of Madeira and Azores, thus involving 400 public and private entities from 225 municipalities spread from north to south.**

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

620 events have been reported including guided and thematic visits; artistic performances (music, dance, theatre, circus, puppet theatre; plastic arts and visual exhibitions; concerts and musical performances, road animation, historical recreations and stagings; workshops, talks, conferences, debates e seminars; photographic and reading sessions, heritage routes, cultural itineraries, peddy papers and rally papers; leisure and educational workshops; traditional, old time and discovery games; launching of publications; documentaries, films).

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

Information not available.

- d) Other:

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

The public includes people from different age groups and educational levels and also people with special needs.

## VI. Media analysis

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

At a first stage, when the theme is introduced and the invitation sent for participation in the event, an e-card is sent with an image that will identify the event and its respective theme.

The same image is available on IGESPAR's website and in its newsletter that is sent by email to different dissemination channels (cultural magazines, websites, radio, television) and also through printed material (posters and postcards)

As regards printed material, posters are exhibited at Lisbon's train and underground stations, whilst postcards are sent to theatres, restaurants, museums and cultural centres.

Similarly, the different public and private bodies participating in the EHD use the same image to disseminate their activities locally.

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

Being the entity responsible for disseminating the event across the country, IGESPAR also contacts different media, namely the press, municipal cultural events magazines,

national and local radios, television and websites from different cultural heritage entities.

Other promotional material like posters and postcards are distributed and exhibited in places with large public concentrations such as underground and train stations, theatres, restaurants, museums and cultural centres in Lisbon.

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

Information about the EHD was disseminated in two issues of the *Jornal de Letras*, in the September edition of municipal cultural events magazines, as well as in different websites.

The Director General of IGESPAR gave an interview to a national radio station, and a 15-second TV advertisement was shown 30 times during the week from 20 to 26 September.

A number of local radios were involved in disseminating the EHD, whilst references were made to the event in TV programmes, as well as in the written press.

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

Every year, whenever the theme is made public, a memorandum is prepared so as to be available on IGESPAR's website, and sent to different institutions for dissemination of the event. This document includes information about the EHD such as its origin, goals and the fact that it is promoted by the Council of Europe. An image is created specifically for each theme containing the logo of the European Heritage Days, as well that of the Council of Europe.

As a rule, all the media refer to the origin and European scope of the EHD.

## VIII. Financial analysis

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

The European Heritage Days are organised by means of public funding and, as much as possible, through sponsorship.

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

About 6.500,00€

- c) Involvement of volunteers:

No information available.

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

In the monuments under the responsibility of IGESPAR, admissions are free during the three days of the European Heritage Days.

As regards other actions that are organised elsewhere, admissions are mostly free. In such cases, information is disseminated to the public by means of a general programme of activities.

e) Other:

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## IX. Activities for young people

a) Were special activities for young people organised?

Similarly to previous years, different actions were held focussing on youngsters such as *peddy papers*, photographic sessions, children's workshops, games, artistic performances (music, dance, theatre, puppet theatre), specific guided visits, among others.

b) Was any specific educational material provided?

No information available.

## X. Historical analysis

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

The European Heritage Days have been taking place since 1993.

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

There has been a considerable increase both in the number of public and private entities hosting the event, and in the number of people participating in it all across the country. For your reference, the following are the official data for the European Heritage Days held in 2005 and in 2010:

- 2005

- 212 actions
- 132 monuments/sites
- 90 public and private entities
- 65 municipalities

- 2010:

- 620 activities
- 348 monuments/sites
- 400 public and private entities
- 225 municipalities

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

Considering the evolution of the European Heritage Days along the years and the figures shown above, the conclusion to be drawn is that the popularity of the European Heritage Days has been increasing considerably.

## **XI. Logos used**

The logos used are the following: Ministry of Culture, Instituto de Gestão do Património Arquitectónico e Arqueológico (IGESPAR, I.P.), European Heritage Days and Council of Europe.

Others logos may be used if any other organisation has a prominent role, namely in disseminating the event.

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

A total of 620 activities took place in 348 monuments/sites in mainland Portugal and in the Autonomous Regions of Madeira and Azores. 400 public and private institutions from 225 municipalities participated in the event.

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

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## **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?**

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

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

The new website is very well structured, it is user friendly and includes essential information about the EHD. It is an important resource for those who are involved in this project.

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

This information is not yet available.

**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