



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:..Republic of Macedonia.....

Date:.....22 – 28 September, 2010.....

Theme:...Movable Cultural Heritage.....

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

.....Museum of Macedonia.....

III. Theme 2010

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

...Through the media and by inviting school children to take part in the activities.....

b) Was the public interested in this theme?

.....Yes, very much.....

IV. Participation

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

.....35.....

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

.....30 events, most of which exhibition openings, organized educational visits, workshops, etc.

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

..... around 19.700.....

d) Other:

.....The number of sites and visitors marked slight decrease compared to previous years, but taking into consideration the economic recession and lack of finances, the response of both the institutions, and the public were surprisingly high, at least to me.

V. Description of the public taking part in the EHD

.....Mostly school children and young people.....

VI. Media analysis

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

.....We published posters with the program of activities. It was distributed by and presented at billboards all over the capital.....

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

.....All that, including the face-book profile of the museum

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

.....Nine TV programs on channels broadcasting nationally, including 2 programs on the National satellite channel for the diaspora. Three programs on the national radio. Ten articles in the press in national and local newspapers.....

VII. Visibility of the European dimension of the EHD

.....The European dimension was visible in the events organized by the Museum of Macedonia: IHPE Exhibition and Ethnographic Filme Review.....

VIII. Financial analysis

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

.....Public budget.....

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

.....The Ministry of Culture allocated 500 euros for the EHD and 300 euros for the participation in the IHPE, including the staging of the exhibition. Anyway, due to the

financial crisis, only 500 euros were transferred, so we had to invest some amount from the Museum's budget.....

c) Involvement of volunteers:

.....Only in some educational activities.....

d) Is access free of charge for the public?

.....

e) Other:

.....

IX. Activities for young people

a) Were special activities for young people organised?

.....

b) Was any specific educational material provided?

.....

X. Historical analysis

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

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

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

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XI. Logos used

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XII. Global assessment of the 2010 edition

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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? How could it be improved?

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

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XIX. Other/Remarks

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