



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Union

2011 EVALUATION FORM

I. Country

Country: Poland

Date: 10-11, 17-18 September 2011

Theme: "The Milestones"

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

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

III. Theme 2011

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

Through a wide promotion at national and regional level in various media (commercials on public TV, articles and promotional supplement in newspaper, billboard campaign, internet portals and radio stations), also street posters, regional leaflets and publications:

educational, informational and promotional. Last year we developed our EHD website and we focused on improving dialogue via internet by using social media, like Facebook.

Once again we had a press conference which not only attracted attention of Polish media to the EHD theme but was also the place where the agreement between National Heritage Board of Poland and Discovery was signed.

To draw attention of young people to the theme we organised special contest: "Play in heritage". It involves: 1. creating a city game which concerns the local heritage within the theme "The Milestones"; 2. encouraging local inhabitants to play that game; 3. preparing a

report (in form of: comic book, wallpaper, multimedia presentation, website, movie). The winners are presented on Polish EHD website.

b) Was the public interested in this theme?

Yes, the theme attracted over 250 000 participants.

IV. Participation

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

201 sites open to visitors

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

210 exhibitions, 236 lectures, 148 trips and outdoor sightseeing, 137 craft shows, 76 workshops, 93 multimedia presentations and others.

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

Over 250 000

d) Other:

Almost 1400 cultural events in total, in over 330 towns and cities.

V. Description of the public taking part in the EHD

Our aim is to attract all social and age groups (families in particular), to animate activities shared by people of different generations. The most important public taking part in the EHD are youngsters; we try to encourage them to do the volunteer work, not only within the EHD, but in general. The other aim which concerns young people is to bound them to the local community.

VI. Media analysis

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

At both regional and national levels (different versions): leaflets, posters, outdoor media campaign (inter alia more than 500 billboards all around the country), TV commercial (public TV, regional public TV, Discovery History and World), Polish EHD official website

<http://www.edd.com.pl> which is also available at edd2011.pl, Facebook fan page, publications and other.

The distribution depends on the specific material, mostly it was outsourced.

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

Our media strategy is based on a synergy of many different activities in various media (both regional and national level). We have an agreement with several major players in Poland: PAP – Polish Press Agency, Rzeczpospolita – one of the largest newspaper in Poland (publication of the promotional supplement, interviews), Discovery and wp.pl – the third biggest internet news service. At the local levels, the coordinators have contacts with local media. We are also involving new media as Facebook to get in touch directly with the visitors.

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

The EHD logotype was presented on the main poster and on regional posters, publications and leaflets. Moreover, the banners with EHD logotype and EHD flags were distributed all over the country.

VIII. Financial analysis

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

The EHD is financed by the public budget of about 60 000 EUR (similar to the year 2010). Money has been spent on 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

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 there is no voluntary work, at the regional and local levels: we have information, that voluntary work is getting larger every year, but we have no figures to confirm it.

d) Is access free of charge for the public?

Free of charge, and year after year it is specially verified in regions.

e) Other:

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IX. Activities for young people

a) Were special activities for young people organised?

National level contest "Play in heritage" (as specified above). At local levels – a lot of different activities specially addressed to young people: trips, tournaments, contests and so on.

b) Was any specific educational material provided?

Special contest leaflet and dedicated subpages both on the EHD website and on our NGOs partner's one.

X. Historical analysis

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

In 2011 it was the 19th European Heritage Days in Poland

b) Please describe the evolution of the EHD from the beginning until 2011:

For 15 years Polish edition of the EHD was not a centrally coordinated event and therefore there was no common theme. Only for last 5 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. Moreover, in 2011 we organised in Poland the 4th European Heritage Forum and the annual meeting of EHD coordinators, which were one of the most important events during Polish EU Presidency in the second half of the year.

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

We are very glad that the popularity grows every year. Even if the number of visitors or events varies, we can evaluate the popularity by the involvement of media and local

authorities – nowadays they don't need any special information in advance, or explanation what the EHD is.

Significantly, the numbers of visits to the EHD website increased compared with the year 2010 by 41% and unique users by 51%.

XI. Logos used

3 Logos from the EHDs visibility materials

Logo of the National Heritage Board of Poland

Logo of our partners

XII. Global assessment of the 2011 edition

The EHD awareness among media, authorities and society is rising every year. The events which are offered by organizers are more adequate to the theme.

All interested parties await next themes to give themselves more time for preparations.

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

A global promotion of the EHD, strengthening of the national coordinators' network by giving opportunities to more frequent personal encounters, and organisation of an annual meeting for coordinators.

XIV. Did you find the training programme on event promotion using the web that was delivered in Wroclaw (October) and in Strasbourg (December 2011) useful?

Taking into consideration the specific character of the national EHD, different levels of access to information technologies, society, media etc., it is really hard to make full use of knowledge in practice. Some techniques, presented tools and suggestions are not to be used in specific environment. Nevertheless, I find it very useful because it gives opportunity to exchange information and best practice among national coordinators.

XV. Theme and dates chosen for 2012 (if already available).

Not yet.

XVI. Other / Remarks

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