



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

2011 EVALUATION FORM

I. Country

Country: ...Suisse.....

Date:10 et 11 septembre 2011.....

Theme: Im Untergrund / Un monde sous nos pieds / Nascosto nel sottosuolo.....

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

Nationale Informationsstelle für Kulturgüter-Erhaltung NIKE, CH-3097 Liebefeld
.....

III. Theme 2011

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

Avec différents partenaires de coopération, des manifestations et des visites guidées.....

b) Was the public interested in this theme?

...Echo favorable au public.....

IV. Participation

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

...310 sites.....

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

...plus que 750 manifestations (caves, grottes, cryptes, bunkers, fouilles archéologiques etc.).....

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

50'000.....

d) Other:

.....

V. Description of the public taking part in the EHD

Des personnes intéressées à la culture ainsi que des familles

VI. Media analysis

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

.....Affiches format mondial et A3, Brochure (50'000 exemplaires), NIKE-Bulletin (5'800 exemplaires), carte postale (60'000 exemplaires).....

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

.....Internet, journaux, radio, television, app smartphone.....

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

.....651 articles dans la presse et les revues, 41 émissions radio, TV et 189 sites Internet.....

VII. Visibility of the European dimension of the EHD

...Logo sur chaque brochure, affiche, carte postale etc. Mention dans les articles et émissions Medias.....

VIII. Financial analysis

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

Budgets publics, sponsors privés (partenaires de cooperation).....

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

...CHF 240'000.00.....

c) Involvement of volunteers:

...pendant les manifestations.....

d) Is access free of charge for the public?
Oui, sauf quelques transports.....

e) Other:
.....

IX. Activities for young people

- a) Were special activities for young people organised?
Expérience photographique international des monuments EPIM, manifestations spécifiques pour des jeunes dans divers cantons.....
- b) Was any specific educational material provided?
Pour un photo workshop à Zurich.....

X. Historical analysis

- a) For how many years have you celebrated the EHD in your country?
...18 ans.....
- b) Please describe the evolution of the EHD from the beginning until 2011:
Documenté depuis 1995: 55'000; 2005: 60'000; 2010: 50'000.....
- c) Are the EHD as popular as at the beginning? (more so? or less so?)
Le nombre des visiteurs peut varier selon les thèmes

XI. Logos used

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XII. Global assessment of the 2011 edition

.....Bilan positif.....

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

.....Echange d'expérience

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?

Le programme concernant le "training web" à Strasbourg était trop répétitive (du programme de Wroclaw) et ne pas assez pratique.

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

Stein und Beton / Pierre et béton / Pietra e calcestruzzo les 8 et 9 septembre 2012.....

XVI. Other / Remarks

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