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***EUROPEAN HERITAGE DAYS***  
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# **EVALUATION OF THE 2007 EUROPEAN HERITAGE DAYS SYNTHESIS REPORT**



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## 1. Introduction

This overall evaluation report on the 2007 edition of the European Heritage Days (EHDs) is based on the various national reports submitted by the co-ordinators of each participating country.

The national reports were drawn up on the basis of a standard evaluation form produced by the Liaison Office and the Council of Europe following the various requests for information made by the national co-ordinators throughout the year.

This evaluation document incorporates the main features of the various national reports. However, it is recommended that reference be made directly to the latter for more details on each country.

41 reports have been returned (on 35 participating countries), namely: Armenia, Austria, Azerbaijan, Belgium (Brussels-Capital, Flanders and Wallonia), Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, Germany, Greece, the Holy See, Hungary, Ireland, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Montenegro, Norway, the Netherlands, Poland, Romania, San Marino, Slovakia, Slovenia, Spain (Spain, Andalusia and Catalonia), Switzerland, "The former Yugoslav Republic of Macedonia", Turkey and the United Kingdom (England, Scotland and Northern Ireland),

Despite several reminders, including a final personal reminder sent out in January 2007, the following 15 countries did not submit a national evaluation report: Albania, Andorra, Belarus, Bosnia and Herzegovina, Croatia, France, Georgia, Malta, Moldova, Portugal, Russian Federation, Serbia, Sweden, Ukraine and the United Kingdom (London and Wales).

It is therefore important to bear in mind when reading this overall evaluation report that it is based on a majority of the countries participating in the EHDs but unfortunately not on all of them. This skews the data that can be gathered from the 2007 edition, especially the figures.

Once again, therefore, this report is only a working tool that does not provide a complete picture of the 2007 edition owing to a lack of data on 15 countries participating in the EHDs, including France, which is probably still the country where this event enjoys the greatest success.

## 2. Analysis of the national evaluation reports

### *a) Bodies responsible for and/or involved in the co-ordination and organisation of the EHDs and budgetary aspects*

- **Armenia:** Ministry of Culture; no budget for general co-ordination; each organisation provides its own promotional material; show of good will by heritage professionals; free admission for the public;
- **Austria:** Federal Office for the care and protection of monuments; funding from public budgets; participation of voluntary workers; free admission for the public;
- **Azerbaijan:** Council of Ministers, Ministry of Culture and Tourism, Ministry of Education; funding from resources allocated from the budget of the ministry concerned; participation of volunteers; free admission for the public;
- **Belgium:**
  - **Brussels-Capital Region:** Monuments and Sites Directorate of the Ministry of the Brussels-Capital Region; funding from the public budget; budget of EUR 300,000; few voluntary workers; free admission for the public;
  - **Flanders:** Flanders "Open Monument Day" Co-ordination Centre, the 5 Flemish provinces, one local committee for each participating town or village (210 in 2007); main funding from the Flemish government; other income from subsidies from the 5 provinces and the sale of advertising space in publications, etc; budget of EUR 458,000; local committees work a great deal with volunteers; free admission for the public, sometimes with compulsory reservation;
  - **Wallonia:** Walloon Heritage Institute; funding from the public budget, partnerships and private sponsors; budget of EUR 330,000, of which EUR 125,000 from sponsorship; many associations offer activities; only guides are paid for; access completely free to the public except for entertainment organised after 6pm without financial support from the Walloon Region;
- **Bulgaria:** Ministry of Culture; funding from the public budget; budget of EUR 9,000; free admission for the public;
- **Cyprus:** Ministry of the Interior, Department of Urban Planning and Housing; funding from the public budget; budget of EUR 34,000; participation of volunteers (guides and certain organisers); free admission for the public;
- **Czech Republic:** national co-ordination carried out by the Association of Historical Settlements in Bohemia, Moravia and Silesia; about 220 local co-ordinators responsible at the regional level: at all the monuments mentioned in the EHD catalogue a charge of EUR 8 is made – or EUR 6 for member associations, apart from the churches and NGOs; this price comprises three free catalogues per monument; small donation from the Ministry of Culture; budget of EUR 35,000 and the organisation's secretariat; hundreds of local volunteers; access normally free of charge;
- **Denmark:** Danish Heritage Agency (in 2008, the Heritage Agency will be considered as an external partner which co-ordinates the events, in order to prepare a change for 2009, when the EHDs will probably be combined with History Day, which will have a broader dimension. At the moment, the EHDs in Denmark focus on the culture of buildings); funding from the public

budget and, in 2007, sponsorship by a private company for the opening of the EHDs; budget of EUR 62,500 (37,500 for the production and distribution of the brochure and 12,500 for the local organisers); the NGO organisers are voluntary workers; admission nearly always free for the public;

- **Estonia:** Estonian Heritage Society; funding from: grants to the Estonian Heritage Society and other public funds: EUR 2,556; council of the town of Tartu: EUR 319; own funds: EUR 511; total budget of EUR 3,390; extensive involvement of volunteers, who are mainly responsible for the organisation; free admission for the public;
- **Finland:** organisers: regional environment centres, municipal offices, local associations, schools, museums and voluntary workers; bodies responsible for national co-ordination: Ministry of the Environment, National Monuments Council and Finnish Culture and Heritage Association; the Advisory Council also includes the National Education Council, the Association of Finnish Local and Regional Authorities, the Finno-Swedish Organisation for Traditions and Culture, and experts on the theme of the EHDs; national co-ordination financed by the public budget; no specific information on the budgets at the local level; sponsors for certain events; national co-ordination budget: EUR 20,000 (+ the employees' salaries): 10,000 for the production of materials and 10,000 for co-ordination; at the local level, about 60% official work and 40% voluntary work; admission usually free for the public except for some guided tours or events involving transport;
- **Germany:** German Foundation for the Protection of Monuments; the funding of the EHDs comes from private donations and the "Glücksspirale" lottery; budget of about EUR 200,000 for the Foundation plus the labour costs of 1.5 employees; extensive participation of local partners, most of whom are volunteers; free admission for the public, with certain exceptions;
- **Greece:** Greek Ministry of Culture, Department of Museums, Exhibitions and Educational Programmes; general programme of activities and publications financed by the Ministry of Culture (public budget); all the participating organisations mostly financed by private sponsors with some own funding; no fixed budget, either public or private; considerable voluntary involvement; all the state museums, monuments and archaeological sites open free of charge; free admission to some private institutions, for others a fee is charged ;
- **Hungary:** National Cultural Heritage Office; 80% from public budget and 20% from private sponsors; budget of EUR 32,000; more than 150 voluntary workers; free admission for the public;
- **Ireland** Heritage Council and an organisation committee made up of national organisations, such as the Office of Public Works, tourist organisations, libraries, etc; government through the Department of the Environment, Heritage and Local Government; budget of EUR 300,000 (promotional material, internet site, staff, public relations, administrative expenses, etc.); considerable involvement of volunteers throughout the country; no systematic free admission; the events vary considerably and a small fee is often charged to cover expenses; state sites free on Sundays during Heritage Week;
- **Iceland:** co-ordination by the Archaeological Heritage Agency, but in 2007 EHDs held in co-operation with the Archaeological Heritage Council; planning and running of EHDs handled by 7 employees of the Archaeological Heritage Agency, who present the sites themselves; no specific budget; free admission for the public;
- **Italy:** organisation and co-ordination of all the cultural institutions participating in the EHDs by the Ministry for Cultural Assets and Activities,

Directorate General for Technological Innovation and Promotion; funding from the public budget, private sponsors and activities of associations of volunteers; in 2007 the Italian Motorways Agency sponsored the EHDs with an advertising campaign; associations of volunteers in each region; normally free admission for the public, sometimes access at reduced rates (shows in private theatres and auditoriums);

- **Latvia:** State Inspectorate for the Protection of the Latvian Heritage; contribution from the public budget (EUR 9,971) and from the State Cultural Assets Foundation (EUR 14,245); total budget of EUR 24,216; participation of volunteers at the local level; free admission for the public;
- **Liechtenstein:** Historical Monuments Office; funding from public budgets; budget of EUR 6,224; free admission for the public;
- **Lithuania:** co-ordination by the Cultural Heritage Department of the Ministry of Culture; organisation by the towns and regional municipalities; mostly government funded; also private sponsors, public institutions and local communities, mainly by providing help with organisation, promotional material and expertise; budget of the Cultural Heritage Department (Ministry of Culture) of about EUR 25,000 (promotional material, guided visits, final concert and participating organisations); all the organisers, guides, owners, etc are volunteers; free admission for the public;
- **Luxembourg:** Ministry of Culture, Higher Education and Research/Department of National Sites and Monuments; budget of the Department of National Sites and Monuments; EUR 2,000 for promotional material, EUR 1,600 for educational material; volunteers for guided visits; free admission for the public;
- **Monaco:** Directorate of Cultural Affairs; funding from the Princely Government; budget of EUR 25,000, of which 18,000 for promotion; voluntary participation of all the sites and their staff; free admission for the public;
- **Montenegro:** Ministry of Culture, Sports and Media;
- **Norway:** National Committee (members of the Norwegian Archive, Library and Museum Authority, Cultural Heritage Directorate, National Cultural Heritage Association and Association of Norwegian Museums); at the national level, funding from the Ministries of the Environment and Culture: public budget of EUR 80,000 (20,000 for promotional material, 15,000 for the office, 15,000 for advertising, prizes and travel and 30,000 for the work and the committee); search for sponsors at the national level only when the local organisers cannot ask for money (in order not to prejudice the possibilities available to the events organisers for obtaining sponsors); organisation of all the events by volunteers with the help of regional sponsors; the national level provides the brochures, posters and flags free of charge and handles the presentation to the media; most of the time free admission for the public (85% in 2007) but sometimes at reduced rates; many museums and public buildings do not participate in the EHDs owing to this requirement to offer free admission, which they cannot afford;
- **Netherlands:** Open Monument Day Foundation and 350 local committees: municipalities, tourist offices, historical organisations; funding mainly from private sponsors; small part of the budget provided by the Ministry of Culture; funds collected by selling products (brochures); budget of EUR 310,000 (150,000 for staff, 50,000 for office expenses, 75,000 for promotional material and distribution, 25,000 for the national launch, 5,000 for contacts with the committees and 5,000 for promotion); participation of 15 to 20,000 volunteers; admission not totally free for the public as some committees charge a reduced entry fee, but the sites in question are not

- mentioned on the website or in the magazine;
- **Poland:** Polish National Heritage Council at the national level and its regional offices at the regional level; additional co-ordinators at the regional level: Museum of Ethnography in Wrocław, Office for the Documentation of Historical Monuments in Szczecin and the Silesian Centre for the Cultural Heritage in Katowice; funding from the Ministry of Culture and the National Heritage Fund (for national co-ordination); budget of EUR 83,163 for the promotion campaign and national co-ordination (events financed from other funds, mainly local authorities or private sponsors); one voluntary worker at the national co-ordination office; no information available at the regional level; very few organisers do not guarantee free admission, and they are not included in the statistics of the EHDs;
  - **Romania:** Ministry of Culture and Religious Affairs, Directorate General of Cultural Heritage; funding mainly from public funds: Ministry of Culture: EUR 3,000, departmental directorates; volunteer work only by one NGO; free admission for the public;
  - **Spain:** Ministry of Culture, Autonomous Communities, municipalities and cultural organisations; free admission for the public;
    - **Andalusia:** Ministry of Culture, Government of Andalusia, provincial delegations of the Ministry of Culture of the Government of Andalusia, educational agencies of the Government of Andalusia, Council of Andalusia; funding from the budget of the Ministry of Culture of the Government of Andalusia; budget of EUR 33,960; involvement of voluntary workers; many monuments closed to the public;
    - **Catalonia:** Department of Culture and the Media, municipalities and various municipal associations; funding from the public budget; budget of about EUR 50,000; involvement of voluntary workers in each municipality; free admission for the public in 95% of cases;
  - **San Marino:** Ministry of Foreign Affairs: EHD reference and co-ordination point; state museums: bodies responsible for organisation; funding by public budgets; no voluntary workers; free admission to monuments;
  - **Slovakia:** Ministry of Culture and regional bodies; funding from the state budget, regional budgets and little private funding; budget of about EUR 17,850; mainly young volunteers; some activities and sites free of charge;
  - **Slovenia:** Slovenian Institute for the Protection of the Cultural Heritage; funding from the Ministry of Culture; EUR 22,000 (15,000 for promotional material, 5,000 for advertising, 2,000 for distribution); about 200 hours of voluntary work; free admission for the public;
  - **Switzerland:** National Information Centre for the Preservation of Cultural Assets (NIKE) and Specialised Cantonal Centres for the Care of Monuments and Archaeological Sites; mainly public funding and some sponsors (private companies); budget of EUR 106,030 for national co-ordination; voluntary workers involved at NIKE (packing of information material) and the various sites; free admission for the public, sometimes access limited to a certain number of visitors;
  - **“The former Yugoslav Republic of Macedonia”:** Museum of Macedonia in Skopje; funding mainly from public budgets and partially from sponsors; EUR 700 allocated by the Ministry of Culture for promotional material; sponsorship by a daily newspaper which distributes the brochure inside its pages on the day before the launch of the EHDs; EUR 300 from the Ministry of Culture for one specific events; EUR 500 from the Ministry for another event; few voluntary workers; free admission for the public;
  - **Turkey:** Ministry of Culture and Tourism, General Directorate of Cultural

Heritage and Museums; funding from the budget of the Ministry of Culture and Tourism; EHDs first held in 2007; the Ministry is considering whether free admission can be granted to the monuments and sites of a wider region.

- **United Kingdom:**

- **England:** The Civic Trust (national co-ordinator); annual donation of EUR 267,901 from English Heritage; no additional sponsors in 2007; self-financing of some of the promotional material; total budget: EUR 334,816 (13,392 for IT, 20,090 for postage and distribution, 10,045 for insurance, 33,484 for printing and marketing); the EHDs are almost entirely run by volunteers; local organisers mount and finance their events with the support of 35,000 volunteers; also promotion of voluntary work for young people; free admission for the public but participants are allowed to ask for voluntary donations;
- **Scotland:** The Scottish Civic Trust; donation from Historic Scotland, a government department; budget of EUR 60,290 (12,057 insurance and advertising, 7,368 office expenses, 34,163 staff expenses, 2,679 recruitment and equipment); participation of about 4,000 volunteers; free admission for the public;
- **Northern Ireland:** Environment and Heritage Service, a central government agency, in partnership with voluntary organisations; funding by the central government; EUR 107,152 (40,183 co-ordinator's salary, 17,412 brochures, 38,172 advertising, 5,357 opening ceremonies and ceremonies of thanks, 2,009 transport subsidies, 4,019 miscellaneous printing, postage, etc); all participants and organisers voluntary apart from the project co-ordinator and the internal staff; free admission for the public;

## Conclusions

In the vast majority of the countries participating in the EHDs, the body responsible for co-ordination at the national level is a **public authority**, often the Ministry of Culture or one of its departments, as in the case of Armenia, Bulgaria, Greece, Lithuania, Luxembourg, Montenegro, Romania, Slovakia, Turkey, Spain, etc.

It is much rarer for this co-ordination to be carried out by a **private body**, but that is the case in the Netherlands, where the Open Monument Day Foundation (*Stichting Open Monumentendag*) is a private body at the national level. It should be noted that the EHDs in the Netherlands are also funded by private sponsors, although the Ministry of Culture covers a small part of the budget.

In Germany, the German Foundation for the Protection of Monuments (*Deutsche Stiftung Denkmalschutz*) is also a non-profit-making organisation and the EHD budget is mainly derived from private donations and the "*Glücksspirale*" lottery.

In the other countries, the main part of the funding comes mostly from **public funds**. Only the EHDs in Armenia and Iceland do not seem to be funded from a state budget at all.

The **budgets** made available by the public authorities for the EHDs vary enormously from country to country. Taken together, the three regions of Belgium come close to EUR 1,000,000, excluding commercial sponsorship. Ireland and England also have relatively large public budgets.

On the other hand, other countries, such as Romania or Estonia, only have limited budgets. Nonetheless, in Estonia the first EHDs co-ordinated by the Estonian Heritage Society showed that an organised voluntary initiative can obtain visible results at the local, regional and national levels even with modest resources.

The Czech Republic obtains part of its funds by asking for a financial contribution to the sites and monuments listed in the official EHD catalogue. England also stresses that its promotional material is self-financing.

Many countries also use **private sponsors** to fund part of their EHDs.

In the vast majority of participating countries, the **principle of free admission** for the public is observed. Only a few countries note exceptions to this principle, but that is normally only for specific events or visits. Norway emphasises that many museums and buildings do not participate in the EHDs owing to the free admission principle, which they cannot afford. Poland pointed out that in its case the events with no free admission guarantee were not included in the EHD statistics.

Finally, the majority of countries can count on strong support from the **voluntary sector**. The Netherlands speaks of between 15 and 20,000 volunteers. The involvement of local partners and organisers is very considerable. It is thanks to them that events are mounted free of charge.

On the other hand, other countries and regions, such as the Brussels-Capital Region and “the former Yugoslav Republic of Macedonia”, can rely on very few voluntary workers, or even none at all, as in the case of San Marino.

## **b) Themes for 2007 and public interest**

- **Armenia: “Human heritage, natural heritage”**: theme highlighted by a programme adopted in advance by various participating bodies; public always interested in its movable and built heritage, which is inseparable from human activity;
- **Austria: “Terrestrial – Underground”**: public interested;
- **Azerbaijan: “Cultural-historical preservation, a link between past and future”**: theme stressed in the context of government efforts to preserve the country’s assets; strong public interest;
- **Belgium:**
  - **Brussels-Capital Region: “Light and lighting”**: public delighted;
  - **Flanders: “Living places”**: an important theme and a high-quality event; a document setting out the criteria and recommendations is distributed to the local organisers and sites or activities which do not fit in with the theme are not included in the EHD programme; a quality assessment committee adjudicates in case of doubt; public very interested; theme familiar to many people and therefore very accessible; In addition, many private properties opened their doors and drew in the public;
  - **Wallonia: “Military heritage”**: theme adopted in its broadest sense, ie covering all periods of history from the prehistoric period to the 20th century; considerable public interest, especially in the monuments open for the first time;
- **Bulgaria: “Cultural heritage: our future in diversity”**: popularisation of the theme via the media, the website and a press conference; public very interested;
- **Cyprus: “Leisure and culture”**: theme underlined by a special tour of renovated historical and traditional buildings and the organisation of an exhibition of projects concerning the preservation and rehabilitation of leisure buildings; theme considered new and original;
- **Czech Republic: “Monuments, Crafts and Folk Culture”**: theme adopted by almost all the participating towns; public interested;
- **Denmark: “Industrial buildings”**: theme developed in synergy with the national “Culture of Industry” year and the “History Day” campaign, inter alia via an exhibition of photographs that travelled to various museums; considerable interest on the part of the public, including local politicians and urban planners;
- **Estonia: “Valuable historic environments”**: various events organised to underline the theme: a conference, museums, guided walks, seminars, voluntary work involving the local population and schools; theme currently very important in Estonia and attracted considerable public attention, including the private owners particularly involved;
- **Finland: “Public Interiors”**: presentation of the theme in summer 2006, launch in March 2007 with a press conference and, during the summer, contacts with the media and events organisers; public very interested;
- **Germany: “Places of contemplation and prayer: historical and religious buildings”**: a theme chosen at the repeated request of the Catholic and Protestant Churches and many other local organisers; impressive public interest; visitors fascinated to discover the art and cultural treasures of the churches, monasteries, synagogues, mosques, schools and hospitals created by the clergy open to the public;
- **Greece: “Stories of our houses”**: theme developed by stressing its

familiarity to everyone, irrespective of their own interests; theme appreciated by the institutions and the Ministry; public very enthusiastic;

- **Holy See:** *“Europe: a common heritage and its Christian roots”*
- **Hungary:** *“Patria and Progress (classicist architecture in Hungary)”*: one of the public’s favourite themes;
- **Ireland:** *no specific theme but a guideline: “Look Forward, Look Back, Look Around”*: emphasis on the exterior and the natural aspects of the heritage; extremely successful theme;
- **Iceland:** *“Houses of the past and their residents”*: theme also presented as the story of the inhabitants of residences of the past; public seemed interested and inquisitive;
- **Italy:** *“Great routes of culture: added value for Europe”*: it was possible to include various aspects of the cultural heritage in this theme; possibility of emphasising the link between European and non-European cultures and outlining our complex European identity; public interest;
- **Latvia:** *“Historic parks and gardens”*: official opening in a historic open-air park; guided excursions, lectures, meetings of specialists, concerts and other activities in the open air were organised; considerable public interest thanks to easy access to public parks and gardens;
- **Liechtenstein:** *“Wooden buildings: architecture or art? Views of the conservation work at Leitawis 52 in Triesenberg”*: theme highlighted by the media; public interest;
- **Lithuania:** *“Europe, a common heritage. Cultural Routes in Lithuania”*: the municipalities, being the best informed on the local heritage, presented the routes and organised their own activities; various themes chosen for the routes (military, religious, Baroque, parks and gardens, etc); considerable public interest;
- **Luxembourg:** *“Religious heritage”*: guided visits; moderate interest on the part of the public, who think they already know these buildings;
- **Monaco:** *“Artistic Heritage: sculptures in the city”*: guided tours through the city; public very interested to discover a heritage that they regularly pass by without paying particular attention to it;
- **Norway:** *“Assembly buildings: for pleasure and trouble”*: theme unveiled, as usual, more than a year in advance of the EHDs (Christmas 2005 for the 2006 EHDs); everyone wishing to present a programme associated with the EHDs is free to interpret the theme in their own way; the theme for 2007 was “limited” and was of particular interest to the group of owners and new arrivals in the region; alternation of the “broad” and “narrow” theme in order to reach different groups of people;
- **Netherlands:** *“Modern monuments”*: theme highlighted by opening historic buildings constructed between 1900 and 1965 and by holding activities on the subject and publishing a booklet on “Modern Monuments”; considerable genuine public interest in this theme, which was offered for the first time and involved non-traditional monuments (buildings not always considered as monuments) and monuments opened for the first time; quantitative success;
- **Poland:** *“People of the Road. Travellers, Pilgrims, Wanderers”*: theme underlining various aspects of the road: physical, spiritual, the road in the course of time, etc; the stories of famous travellers were shown, as was the history of local societies and the regions, such as the history of the railway, well-known routes (pilgrimages, etc), the history of soldiery, artistic creation as a journey, etc; the theme of the road has a spiritual, even mystical dimension; interpretation of the theme left to the discretion of the local organisers; considerable interest in the theme; everyone was able to

- interpret and participate in the events in their own way;
- **Romania: "Cultural landscape – achievement by peoples of different cultures"**: no complaints from the public!;
  - **San Marino: no specific theme**: free admission to the country's most important monuments, which the public particularly appreciated;
  - **Slovakia: "Sites and landscapes"**: theme underlined by the media and the municipalities; public interested by and large;
  - **Slovenia: "Jože Plečnik, great Slovenian architect"**: 50th anniversary of the death of Jože Plečnik; highlighting of most of his work, especially less well-known monuments; attempt to make the general public aware of his legacy; public very interested;
  - **Spain: "Defensive architecture and settlement"**
    - **Andalusia: "The Baroque in Andalusia"**: theme underlined by guided visits and 7,200 free books on the sites open in each province; public very interested and many requests for information in the weeks preceding the EHDs;
    - **Catalonia: "The heritage and young people"**; more interest than in 2006;
  - **Switzerland: "Wood"**: several articles in the NIKE Bulletin; lists of events and guided visits; public very interested, even in remote locations;
  - **"The former Yugoslav Republic of Macedonia": "Fortresses and Defence Structures"**: large number of lectures at the open sites; considerable public interest, especially owing to the extensive archaeological research carried out at the Skopje fortress in the months preceding the EHDs, and many new finds;
  - **Turkey: "Europe: a common heritage"**: broad public participation.
  - **United Kingdom:**
    - **England: "Free to explore"**: in accordance with the democratic approach of the EHDs, no national theme imposed but encouragement for the local organisers to adopt new themes suitable for their region; generic marketing material focusing more on the public targeted rather than the content; traditional public generally interested in historic buildings, history and culture and the fact that the buildings are not normally open to the public or are not open free of charge;
    - **Scotland: "200th anniversary of the Slave Trade Abolition Act; "Green doors"; 250th anniversary of the birth of Thomas Telford and buildings associated with the Royal National Lifeboat Institution; local themes including "Workers" (Dumfries and Galloway), "Stained glass windows" (Dunbartonshire East) and "Buildings at risk" (Renfrewshire)**; encouragement for the local co-ordinators to contribute to the national themes; information provided on each theme at the website; specific events organised by the regional co-ordinators on the national and regional themes; public interested in both the local and the national themes;
    - **Northern Ireland: no specific theme** but since the EHDs are funded and co-ordinated by the government agency responsible for the protection and promotion of listed buildings the aim of the programme is to open as many listed buildings as possible, with particular emphasis in 2007 on the industrial heritage and traditional/vernacular rural buildings;

## Conclusions

Once again this year, the **range of themes** was very wide, covering numerous aspects of not only the built, environmental and natural heritage but also the intangible heritage.

The majority of countries had **national themes** for the entire country. Flanders even stressed that a site or activity that did not fit in with the theme was not included in the EHD programme. Nonetheless, most countries seemed to give greater room for manoeuvre to the local committees. Norway and Poland stated that all those wishing to present a programme associated with the EHDs were free to interpret the theme in their own way.

Other countries, such as England, Northern Ireland or San Marino, did not impose a national theme. In Northern Ireland, the aim of the programme was to open as many listed buildings as possible. Other countries, such as Scotland, chose several national themes this year.

By and large, the **public** were very interested in the various themes chosen by the country. It is interesting to note that, while the German public were fascinated by the “Places of contemplation and prayer: historical and religious buildings” theme, people in Luxembourg seemed much less interested in the “Religious heritage” theme as they considered they already knew the buildings in question. The perception of a more or less identical theme thus differs a great deal from one country to another.

As usual, the public were particularly attracted to the **monuments that were open for the first time** and to the **private properties** that are normally closed to them.

Finally, it should be noted that some countries, such as Azerbaijan, adopted a theme corresponding to activities carried out by their government.

This year, there were no joint EHDs organised by several countries around the same theme.

### **c) Participation and attendance**

- **Armenia:** 15,000 visitors (10,000 less than in 2006) – 30 sites and monuments open and 4 special events; growing success; stable number of visitors always passionately interested in the heritage, especially the 15-50 age group, and school and university students in particular;
- **Austria:** 38,000 visits (19,000 more than in 2006) – 179 sites and monuments open;
- **Azerbaijan:** more than 2,000 visitors – 3 sites open; a good edition of the EHDs; very varied public (students, foreigners, local tourists, local population and representatives of the diplomatic missions);
- **Belgium:**
  - **Brussels-Capital Region:** 110,000 visitors – 84 monuments and sites open (half of them with guided tours) – around fifty additional events: figures stable from year to year; positive outcome; large number of participants from Brussels as well as Flanders and Wallonia and the countries bordering on Belgium;
  - **Flanders:** more than 500,000 visitors (an increase over 2006) – 650 monuments and sites open and 430 activities organised; a very good year; considerable interest on the part of the public and the media; participants highly varied, mainly between 40 and 60 years old but also families with small children; more detailed study on the participants available soon;
  - **Wallonia:** about 400,000 visitors – more than 500 sites and monuments open – 348 activities and dozens of events – 25 visits reserved for the main sponsor's clientele on the weekend preceding the EHDs; excellent result in 2007; public mainly families but all age groups were represented, especially those aged 60 and over;
- **Bulgaria:** more than 15,000 visitors – monuments, sites and activities offered to the public in 13 different municipalities, including concerts, plays, exhibitions, museum open days, etc; great success; many young people aged 16 to 32 and children; students, national and international tourists, local population of all ages;
- **Cyprus:** about 3,000 visitors (less than in 2006) – 15 monuments open throughout the city of Limassol, where the EHDs took place, and some cultural street events; successful edition; varied public (professionals and general public at the exhibitions and young people and young families at the street events);
- **Czech Republic:** 600,000 visitors (as usual) – 215 local organisers – 976 monuments open – 302 municipalities involved and 527 events, including events requiring a special invitation;
- **Denmark:** 4,500 visitors – 80 monuments and sites open throughout the country; public relatively small but loyal (part of a larger event that attracts a much larger public);
- **Estonia:** 1,200 visitors (much lower compared with the figures for 2006) – 45 sites and monuments open and 40 other events offered (lectures, guided tours, 22 museums and galleries with open days, etc); varied public (professionals and general public as well as students);
- **Finland:** about 15,000 visitors (lower than in 2006) – 204 events and 97 participating municipalities out of a total of 416;
- **Germany :** 5.5 million visitors (1 million more than in 2006) – 10,000 monuments open in more than 3,450 towns and villages (3,000 more monuments than in 2006) – official national launch in Regensburg (Bavaria)

with 115 monuments open and 35,000 visitors; great success;

- **Greece:** more than 12,000 visitors and 14,000 free visits (much less than the 2006 figures) – 34 state museums and 37 archaeological sites and monuments open (11 of them normally not open to the public) – 5 artists' studios open at their homes – all the state museums, monuments and archaeological sites supervised by the Ministry of Culture open free of charge; varied public (families, pupils and students, members of cultural associations, etc);
- **Hungary:** about 250,000 visitors (significant increase over 2006) – 167 monuments and sites open in Budapest and 533 throughout Hungary, as well as more than 500 events;
- **Ireland:** about 250,000 visitors – all the state sites and monuments, as well as quite a number of private sites – more than 900 events organised during the week; emphasis on families, but participation of all age groups;
- **Iceland:** between 130 and 140 visitors (four times more than in 2006) – 7 sites open in all parts of the country; public generally aged 20 and over; children accompanied by their parents (no activities specially organised for them);
- **Italy:** 367,883 visitors (about 10,000 more than in 2006) – 1031 sites open in 19 regions – 1,167 cultural events, 239 special openings, 35 shows, 134 lectures, 30 guided visits for young people, 168 exhibitions, 13 film or documentary showings, 405 guided visits, 99 free visits, 37 other activities;
- **Latvia:** 50,000 visitors (as compared with 40,000 in 2006) – 64 sites open throughout the country and 55 other events highlighting the theme for 2007 (concerts, guided excursions, sports activities, tree-plantings, literary events, etc); successful edition of the EHDs arousing considerable public interest; varied public (children and young people, professionals, etc);
- **Liechtenstein:** 250 visitors (as compared with 600 in 2006) and 2 sites open to the public;
- **Lithuania:** more than 20,000 visitors – 453 sites and monuments open in the country and about 120 events organised 60 municipalities (guided visits, lectures, educational activities for young people, etc); varied public (children, young and not-so-young people);
- **Luxembourg:** 6,000 visitors – 21 monuments spread over 16 localities as well as an exhibition; moderate results; less successful than in previous years; all categories of visitor (mainly people aged 40 and over);
- **Monaco:** 30,072 admissions (similar to 2006) – 33 sites open; positive result; public enthusiastic and would like a second event during the year; families and many retired people;
- **Norway:** 11.300 visitors – 130 events at 91 locations in the country; many new visitors;
- **Netherlands:** about 900,000 visitors (as last year) – 3,500 sites open and 350 municipalities participating; successful edition; public generally educated, higher socioeconomic classes aged over 55; participation of young people, mostly aged under 12;
- **Poland:** more than 300,000 visitors – 1,371 events in 240 different locations; very satisfactory edition of the EHDs organised throughout Poland under a common theme; twice as many events as in 2006; public differed according to the event; attempt to organise events for all audiences (children, adults, families); museum visits particularly successful;
- **Romania:** 10,000 visitors – 90 sites open in 60 towns and villages, as well as 80 events;
- **Spain:** no figures on visitor numbers – events in 12 autonomous communities (including Andalusia and Catalonia) – 540 sites open and 2

cultural routes; varied public;

- **Andalusia:** 15,702 visitors – many sites open in 7 towns; positive result; varied public;
- **Catalonia:** about 54,000 visitors – about 230 monuments and sites open to the public in 198 towns and villages and more than 450 activities (exhibitions, guided visits, plays, workshops, meals, etc); the EHDs are increasingly becoming an established event in the region; very diverse public of all ages, many families;
- **San Marino:** 8,880 visitors – 5 museums open and 2 exhibitions of modern art; satisfactory result with good-sized crowds (normal average); visitors mainly Italian and foreign but also local;
- **Slovakia:** about 38,000 visitors (compared with 52,000 in 2006) – 160 sites open and 135 different events (seminars, concerts, DVD production, historical plays, etc); positive result; varied audiences according to the activities;
- **Slovenia:** 26,000 visits – 96 sites open and 217 events in 43 towns and villages; very positive result;
- **Switzerland:** about 60,000 visitors – 230 sites – nearly 300 monuments (40 in French-speaking Switzerland and 8 in Italian-speaking Switzerland) – 300 events (theme-based guided walks, demonstrations of traditional crafts, etc); all generations and all sections of the population, many families and elderly people;
- **“The former Yugoslav Republic of Macedonia”:** 34,000 visitors (as compared with 27,000 in 2006 – constantly rising) – about 70 sites and monuments open, as well as 45 events (exhibitions, educational activities, etc) – almost all the museums and heritage protection organisations involved; successful edition with an increase of 20% at all levels; more than 50% of the public were primary and secondary school pupils;
- **Turkey:** 7,075 visitors (4,870 visitors in the week preceding the EHDs) – 4 museums and 1 site open in Ankara only and 1 round table organised; participants in the round table mainly academics.
- **United Kingdom:**
  - **England:** almost a million visitors to 3,526 events and sites registered by the Civic Trust; strong attempt to reach all groups, such as young people, ethnic minorities (10% compared with 2% in 2006) and the lowest economic strata (35% compared with 27% in 2006); visitors younger, with more children (32% compared with 21% in 2006);
  - **Scotland:** 55,000 visitors and 210,000 visits (constantly increasing) – 950 events spread over Scotland’s 32 council areas; considerable success; events in all areas; (study on the visitors currently in progress: 64% families; 91% Scots; 5% under 30, 25% under 45, 57% under 60 and 33% over 61);
  - **Northern Ireland:** 49,000 visits – 211 sites open and 19 guided events.

## Conclusions

Once again this year, it is extremely difficult to provide precise figures on the **participation** of citizens in the EHDs in Europe. While 35 countries returned national evaluation reports, not all are able to provide precise quantitative results. Moreover, France did not return a national report despite its EHDs having probably attracted a particularly large number of visitors (a record figure of 12 million visitors was given for 2006).

In addition, it seems there is a big **difference between the number of visitors and the number of visits**. In Scotland, where the two figures were calculated, 55,000 visitors were recorded for 210,000 visits, ie nearly 4 visits per person. It would therefore seem important to try to distinguish between these two figures in future years.

Nonetheless, the majority of countries seem more than satisfied with the 2007 edition of the EHDs. Big increases in terms of participation were noted in Austria, Germany, Hungary, Iceland, Italy, Latvia, "The former Yugoslav Republic of Macedonia", etc.

Some countries recorded a lower figure than in previous years, such as Armenia, Cyprus, Estonia, Finland, Greece, Liechtenstein, Luxembourg, Norway or Slovakia.

However, in general the organisers seem to **have a positive assessment of the 2007 edition**, which appears to confirm the public's considerable interest in this event, which is becoming more and more popular and better known.

**Studies on the types of visitors** show a **great variety**, ranging from children and families to professionals and elderly people, ie more or less all the **different age groups in society**.

More detailed studies on this subject are under way in Flanders, England and Scotland.

It is already very interesting to stress the efforts made by England to reach all types of audiences, such as young people, ethnic minorities and the lowest income groups. These efforts have borne fruit because the figures provided show a significant increase in the participation of the target groups.

#### **d) Media coverage**

Here are a few examples of campaigns and media impact in the participating countries:

- **Belgium:**
  - **Flanders:** variety of promotional material for the local committees; a colourful campaign is the common feature of these materials; material distributed free of charge;
  - **Wallonia:** entire television programme;
- **Czech Republic:** distribution of 5,000 CD-ROMs/catalogues of the EHDs; internet; considerable media impact;
- **Finland:** information conveyed through the media at the national and local levels;
- **Hungary:** the Budapest transport company placed 500 A4 format advertisements on public transport vehicles; the National Police sent 500 A4 copies of its own programme to its police stations throughout the country;
- **Iceland:** no specific budget for printing or distributing brochures or posters;
- **Italy:** tourist information counters located in motorway rest areas;
- **Latvia:** television documentary on Latvia's historic parks and gardens; local organisers have to finance the event and local advertising themselves or find sponsors.
- **Norway:** letter of invitation and special brochure for all departments, museums, historical societies and a selection of NGOs;
- **Poland:** separate posters for individual regions providing regional information; exhibition at railway stations promoting the idea of the EHDs during the summer holidays; more than 20,000 articles on the EHDs at Polish websites;
- **Slovenia:** 25,000 brochures with the EHD programme; 1,500 bilingual posters;
- **“The former Yugoslav Republic of Macedonia”:** 12 TV programmes, including 3 interviews with the co-ordinator;
- **United Kingdom:**
  - **Scotland:** 18,500 information balloons and information distributed throughout the country (supermarkets, bookshops, tourist offices, etc)

#### **Conclusions**

By and large, the EHDs enjoy **good national media coverage** on television and radio and in the press (Switzerland, Armenia, Germany, Italy, Catalonia – increase of 40% over 2006 – etc).

Both national and regional press conferences are organised; in most countries there are posters, flags, national brochures, press kits, folders, various publications distributed through the tourist offices or bookshops, postcards, invitations, press conferences on the national launch of the EHDs, interviews (Estonia), books on the chosen theme (Finland and Brussels-Capital Region), information on prime time television, national EHD launch ceremonies, etc.

The importance of the **website** is also regularly stressed. In Scotland, the creation of a new website has produced many benefits, making it more user-friendly and

increasing support for the regional co-ordinators by providing better links to their websites and more information on the programmes.

In Denmark, there is little national coverage but there are satisfactory results at the regional and local levels, which once again shows the importance of the **local media**. In the Netherlands, a significant proportion of the media activities is carried out by the local committees (1,500 press articles).

In Ireland, the EHDs benefited from considerable media coverage and strong national visibility, especially on prime time television news and in 1,800 press articles. It was pointed out that 60% of the population were aware of the activities during Heritage Week, compared with only 31% three years ago, which shows the considerable importance of media campaigns for the success of the events organised. A more detailed media analysis and an evaluation are currently being undertaken.

Once again, most of the national reports do not provide information on any media coverage in their own country of the EHDs held in other European countries.

### ***e) The European dimension***

The national co-ordinators can be seen to be making a real effort to place increasing emphasis on the European dimension of the EHDs.

Most countries use the **official logo** of the EHDs on printed material and websites (Brussels-Capital Region, Flanders, Wallonia, Cyprus, Catalonia, England, Estonia, Finland, Germany, Ireland, Latvia, Norway, Poland, Romania, Spain, Turkey, etc).

Some countries, such as Germany and Scotland, even reserve a section of their **website** for the European dimension of the EHDs.

The Brussels-Capital Region and Catalonia use the “Europe, a common heritage” **slogan**.

In Armenia, the ceremony to launch the EHDs began with the opening of a “Europe, a common heritage” photographic exhibition, with photos from the “International Photographic Experience of Monuments”.

Cyprus, Estonia, Italy, Latvia, Luxembourg, Monaco, Poland, Scotland and Turkey make extensive use of **flags** with the European logo of the EHDs.

In Denmark, the 2007 EHDs brochure on the transformation of industrial buildings had an international flavour. In Andalusia, the European dimension was stressed through the interpretation of the buildings.

The European dimension was present in the promotional material in Finland. It was also referred to in the press conferences, documents and information brochures in Greece, but it was not very prominent in the themes of the special events. Nonetheless, there is a strong feeling in the country of participating in a European celebration.

In Ireland, Heritage Week is considered part of the biggest cultural event in Europe.

In Iceland, the Council of Europe and the history of the EHDs are mentioned in all the published material. In the introductions to visits to the open sites, the guides do their best to place their subject in a European context, and the same applies to Latvia and Lithuania.

Moreover, some countries, such as Denmark, distribute the EHD **brochure**, and the press kits attempt to emphasise the European dimension in various countries, including Scotland.

In Estonia, the media run special articles on other countries' EHDs.

There is no doubt, therefore, that countries are striving to highlight the supranational dimension of their heritage by very diverse means. Although there was no transfrontier project this year like the one developed by the Nordic countries in 2006, the co-ordinators are keen to stress the European aspect of the EHDs.

**The workshop on “Communication of the heritage”** held in Sibiu, Romania, at the end of October 2007, on the eve of the annual meeting of the national co-ordinators, once again analysed the visibility of the European dimension of the EHDs and led to interesting discussions between the co-ordinators.

The questionnaires for the national evaluation reports on the 2007 EHDs focused on the co-ordination of the EHDs at the European level and their added value. The replies received were analysed in an internal working document drawn up by the Liaison Office, which clearly highlighted the real necessity for such co-ordination and its relevance for stressing the importance of the European dimension of the EHDs.

### ***f) Activities for young people***

Almost all the countries participating in the EHDs organise programmes or visits specifically designed for **young people** (Armenia – guided visit, round table, documentary film and slide show -, Azerbaijan, Brussels-Capital Region, Bulgaria, Czech Republic, Cyprus, England, Estonia, Finland, Germany, Greece - 33 educational programmes -, Ireland, Italy, Latvia – sports activities, drawing competition, etc -, Lithuania, Luxembourg, Northern Ireland, Poland, Romania, Scotland, Slovakia, Slovenia, Switzerland, “The former Yugoslav Republic of Macedonia“, etc).

In Andalusia, classes are organised for **teachers** so that they can take their students to visit the monuments that are open during the EHDs. In Finland, there is also an educational programme for teachers on the theme of the EHDs, and teachers are also provided with information in Scotland and Germany.

Sometimes “heritage days” are reserved exclusively for young people and/or schools on the sidelines of the EHDs (Austria, Brussels-Capital Region – “Heritage Monday” –, Flanders – junior EHDs for the schools –, Wallonia).

In Wallonia, apart from a “*Heritage Monday*” reserved for schools on the day following the EHDs, there is a “*Youth and Heritage Day*” on 18 April (International Day of Monuments and Sites) for higher primary school classes and the secondary education observation stage.

In Flanders, a pilot project consisting of outdoor theatre activities for young people was launched in 2007. This project will be extended in 2008.

In Monaco, a programme to discover sculpture was organised for schools in the month following the EHDs; in Norway, the EHD programme is intended for the whole family and all generation can enjoy it; in Estonia, maintenance work on sites and monuments was carried out by young people.

In “the former Yugoslav Republic of Macedonia”, a museum organised visits to religious establishments of different confessions for school pupils from different ethnic backgrounds to encourage inter-religious and inter-ethnic tolerance.

In the Netherlands, 17% of the local committees work with schools and some activities are also organised for young people (not through the schools).

Finally, a majority of countries took part in the annual “**International Photographic Experience of Monuments**” competition, which has been held since 1992 and enables young people, in the context of the EHDs, to become aware of the richness of their heritage, their history and their environment, both past and present. 35 countries are currently participating in this competition, including Bulgaria, Cyprus, the Czech Republic, Estonia, Finland, Latvia, Liechtenstein, Lithuania, the Netherlands, “The former Yugoslav Republic of Macedonia”, etc.

## ***h) Background to and development of the EHDs***

- **Armenia:** since 1999; co-ordination by the Ministry of Culture since 2004; popular event which generates much enthusiasm; growing awareness of the heritage, but the lack of a budget means it is impossible to implement all the projects or achieve a balance between the regions; the EHDs remain an event for the inhabitants of the capital;
- **Austria:** since 1998; public interest and number of visitors are rising more and more as a result of good public relations and the budget available;
- **Azerbaijan:** since 2000; EHDs appreciated by the public; important to bring them into line with national values to increase their popularity;
- **Belgium:**
  - **Brussels-Capital Region:** since 1989; more and more popular;
  - **Flanders:** since 1989; EHDs theme-based in 1992; initial emphasis on the accessibility of monuments; immediate success with over half a million visitors; slightly less public interest in the last few years but the half a million visitors mark was exceeded in 2007; biggest cultural event in Flanders;
  - **Wallonia:** since 1989; EHDs theme-based and spread over one weekend since 1993; visitor numbers more or less constantly rising (from 70,000 in 1989 to a peak of more than 500,000 in 2003 with "Castles and private residences"); visitor numbers also depend on the theme and the weather;
- **Bulgaria:** 9th EHDs; use of EHDs to popularise important topical themes; EHDs more popular than at the beginning;
- **Czech Republic:** 17th EHDs; much more popular than at the beginning, especially thanks to the internet;
- **Cyprus:** since 1995; from 1995 to 2002, the national committee responsible for organising the EHDs chose the theme and location of the events; from 2003 to 2006 an open invitation was issued to all local authorities to participate; following organisational problems, in 2007 only one town was selected to host the event; great efforts are made to maintain public interest but this is declining; many local festivals take place at the same time, resulting in the repetition of events; moreover, owing to the island's small size it is always the same people who are targeted and they are losing interest;
- **Denmark:** 15th EHDs; stable event with a growing interest in the heritage;
- **Estonia:** for the last 15 years; sound development and EHDs more popular;
- **Finland:** since 1992; EHDs better organised; event better known and appreciated; the EHDs are more popular and the project has grown in importance;
- **Germany:** since 1993 (some *Länder* began earlier); since 1999, national theme; considerable success from the beginning and event more and more popular; 2007 a record year;
- **Greece:** since 1994; public interest has grown over the years thanks to the changes made and the variety of themes; considerable and growing popularity;
- **Hungary:** 11 years; much more popular than at the beginning;
- **Iceland:** since 1998; the number of visitors is growing slightly but September is not a good time for the EHDs in Iceland (too many other events);
- **Ireland:** since 1985; public participation has almost doubled since the Heritage Council has been responsible for organisation;

- **Italy:** since 1995; public interest more and more marked;
- **Latvia:** since 1995; the number of visitors increased considerably after 2001 thanks to the “Europe, a common heritage” campaign, and has since stabilised;
- **Liechtenstein:** since 1993; no change since the first edition;
- **Lithuania:** 13th EHDs (first in 1995); more and more organisers involved (towns and villages, museums, public institutions and local communities) and number of visitors growing all the time;
- **Luxembourg:** for more than 20 years; initially, the EHDs were not well organised and did not work well; they are currently an integral part of the annual cultural events and are eagerly awaited by the public;
- **“The former Yugoslav Republic of Macedonia”:** for 12 years; until 2000, the events were only held in Skopje and by the Museum of Macedonia; since then, various museums and institutions have been involved and the EHDs are much more popular than at the beginning in terms of organisers and visitors;
- **Monaco:** since 1995; EHDs more popular than at the beginning;
- **Montenegro:** first EHDs in 2008;
- **Norway:** introduction in 1993; EHDs an annual event since 1996; more and more popular; concern to alternate “specific” and “broad-based” themes; the latter attract more visitors but there is also a desire to draw in a new group of visitors;
- **Netherlands:** since 1987; decentralised organisational structure since the beginning (about 350 local committees responsible for their programme); many volunteers; one of the events in the country that attracts the most visitors; 80 to 90% of the municipalities participate; influence on policy towards monuments; EHDs theme-based since 1996, which has led to considerable improvements; quality rising; enormous popularity, which has currently stabilised;
- **Poland:** 15th EHDs, but first theme-based edition, with national media support; no real national co-ordination in the past; the initiative is becoming more and more popular but the strategy is constantly being readjusted to the current needs of society;
- **Romania:** since 1992; EHDs still as important as before; family event in the provinces;
- **Spain:** since 1994; more and more successful;
  - **Andalusia:** for 15 years; significant development;
  - **Catalonia:** since 1991; huge growth in terms of organisers and visitors;
- **United Kingdom:**
  - **England:** since 1994; more and more popular in terms of organisers and visitors;
  - **Northern Ireland:** for 15 years; EHDs more and more popular (12,500 visitors in 1997 compared with over 48,000 in 2007); nonetheless, the same programme is repeated and a new strategy is being sought to retain the audience and reach other sections of the population; more and more sites open but for shorter times;
  - **Scotland:** since 1991 (first country in the United Kingdom to participate in the EHDs); more and more popular in terms of the number of participants and visitors;
- **San Marino:** since 1995; owing to a lack of funds, no significant development over the years; no theme or specific initiative;
- **Slovakia:** since 1992 (first EHDs jointly with the Czech Republic); more popular than at the beginning;

- **Slovenia:** since 1991; popularity constantly increasing from the point of view of the public and the media;
- **Switzerland:** for 14 years; EHDs more and more attractive and of better quality; also more and more popular, with a record number of 70,000 visitors in 2006;
- **Turkey:** 2007: first EHDs in Turkey.

## **Conclusions**

By and large, the EHDs have become **more and more popular over the years.**

Nonetheless, in a minority of countries public interest is stagnating or even declining owing to the repetitive nature of the event. However, almost all countries that organise the EHDs stress the importance of the event, which has actually become the main cultural occasion of the year.

The introduction of annual themes, good media coverage, proper communication (especially via the internet) and a structured and increasingly professional organisation seem to have been among the **keys to the success of the EHDs.**

New countries are still regularly being added to the ones that organise EHDs. Turkey launched its first event in 2007 and Montenegro will also do so in 2008.

## ***j) EHDs in 2008***

Themes and dates for 2008 chosen by the countries participating in the EHDs:

- **Armenia:** 6-7 September (to be confirmed)
- **Austria:** 28 September: "Our heritage – the foreign heritage"
- **Azerbaijan:** 26-28 September: "Azerbaijan as a crossroads of cultures and civilisations"
- **Belgium:**
  - **Brussels-Capital Region:** 20-21 September: "Expo 58: before and after. The Brussels heritage since the Second World War"
  - **Flanders:** 14 September: "20th edition – 20th century"
  - **Wallonia:** 13-14 September: "Heritage and Culture"
- **Czech Republic:** 13 to 21 September: "Monuments in the landscape and the landscape as a monument"
- **Denmark:** 2nd weekend in September: "Preserving the heritage after the Second World War"
- **Finland:** 12-14 September: "Meeting-places"
- **Germany:** 14 September: "The past uncovered – archaeology and building research"
- **Greece:** 26-28 September: "Home-like stories"
- **Hungary:** 20-21 September "The Renaissance in Hungary"
- **Ireland:** 24 August to 1 September: no theme yet chosen
- **Iceland:** 7 September: "Lighthouses and coastal heritage"
- **Italy:** last weekend in September: too early to provide the theme
- **Liechtenstein:** 25 October: "Publication and exhibition of historical interpretations"
- **Lithuania:** 19-28 September: "Cultural heritage of national minorities"
- **Luxembourg:** 20-21 September: "Analyses and research on monuments"
- **Monaco:** the theme has not yet been approved by the government
- **Norway:** 14 September: "Traces of multiple leisure activities"
- **Netherlands:** 13-14 September: "Traces"
- **Poland:** 6-7 and 13-14 September: "Roots of tradition. From hearth to homeland"
- **Romania:** 20 September: theme proposed: "The preservation of the cultural heritage – a European movement based on its cultural diversity"
- **Slovakia:** September
- **Slovenia:** "Primož Trubar (1508-1586), founder of the Slovenian language"
- **Spain:**
  - **Catalonia:** 26-28 September: "Heritage and Youth"
- **United Kingdom:**
  - **Northern Ireland:** 13-14 September: no theme
  - **Scotland:** each weekend in September (each region chooses its own dates); there will be a variety of local themes decided by the regional co-ordinators; some events will probably be based on the theme "500 Years of Printing in Scotland"

### 3. Overall conclusions

41 national or regional reports were sent to the Liaison Office, ie 35 countries out of those that participated in the 2007 European Heritage Days (EHDs). This summary report accordingly does not provide a complete picture of the 2007 EHDs owing to a lack of data from all the organising countries.

The standard evaluation questionnaire drawn up by the Liaison Office in co-operation with the Council of Europe shows very clearly that there are considerable differences between the participating countries. Some aspects have therefore been analysed on a country-by-country basis in order to be able to illustrate and understand the national differences: (a) the bodies responsible and/or involved in the co-ordination and organisation of the EHDs and the budgetary aspects, (b) the themes for 2007 and the degree of public interest, (c) participation and attendance, (h) the historical background and development of the EHDs, and (i) the EHDs in 2008. Other aspects have been dealt with in a more general way because they are more homogeneous: (d) media coverage, (e) the European dimension and (f) activities for young people.

Conclusions specific to each of these aspects of the EHDs have been drawn and they indicate that there are very considerable differences from one country to another, whether it be at the organisational, budgetary or thematic level, or in terms of the extent of public participation.

The authorities in almost every country are interested in the EHDs, co-ordinate them and finance them to the extent of the budget available, the amount of which varies enormously. The principle of free admission is respected in most cases.

The national themes in 2007 once again dealt with the different aspects of the cultural heritage, and the themes chosen can have a definite impact on public attendance. The attendance rates remain very high and the EHDs seem to have become the year's most popular event in the majority of countries.

A large number of people are reached by and participate in the events. Mention should be made of the particular efforts undertaken by England to reach all sections of the population. As a general rule, the countries in the United Kingdom do a great deal in terms of communication and strategic thinking on the EHDs. Detailed studies are under way on the audiences and media coverage. It would be interesting to examine their results and to distribute them among the national co-ordinators throughout Europe.

Young people and schools remain the preferred targets of the organisers, which devote numerous events to them.

There is local and national media coverage in most countries and the European dimension is being highlighted more and more in various countries.

The success, popularity and value of the EHDs have thus been demonstrated once again. This event has become a not-to-be-missed annual gathering of the public at large and calls for increased European co-operation between the national co-ordinators and the various European stakeholders if it is to yield results and conclusions that help to understand Europe's cultural heritage better, preserve it better and enhance its value.

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