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Journées européennes
du patrimoine



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EUROPEAN HERITAGE DAYS
A joint action of the council of Europe and the European Commission

EVALUATION OF THE 2008 EUROPEAN HERITAGE DAYS

SYNTHESIS REPORT

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Attention : Certains coordinateurs ne veulent pas que les données financiers soient diffusées.

Please note : Some coordinators do not wish the financial information to be disseminated.

I. Introduction

This overall evaluation report of the 2008 edition of the European Heritage Days is based on the national reports submitted by the coordinators of each participating country. The conclusions in the report are not very different from the 2007 report prepared by Europa Nostra in its capacity as Liaison Office.

The national reports were drawn up on the basis of a standard evaluation form produced by the Council of Europe following the various requests for information made by the national coordinators throughout the year.

This evaluation document incorporates the main features of the various national reports. However, it is recommended that for more details the coordinators should refer report submitted by each country.

35 reports have been returned (from the 49 participating countries). Iceland also sent in a report although the European Heritage Days in Iceland were cancelled in 2008.

Even though several reminders were sent to the coordinators, including a final personal reminder sent out in February 2009, a number of countries did not submit a national evaluation report:

It is therefore important to bear in mind when reading this overall evaluation report that it is based on the majority of countries participating in the European Heritage Days but unfortunately not all. This means that the data gathered from the 2008 edition, especially the figures, is not entirely accurate.

This report is only a working tool that does not provide an overall picture of the 2008 edition due to a lack of data from 15 of the countries participating in the European Heritage Days.

II. Analysis of the national evaluation reports

1. *Bodies responsible for and/or involved in the co-ordination and organisation of the EHDs*

- ARMENIA: Ministry of Culture;
- AUSTRIA: Federal Office for the Care and Protection of Monuments (Bundesdenkmalamt);
- BELGIUM / BRUSSELS CAPITAL: Direction des Monuments et des Sites de la Région de Bruxelles-Capitale ;
- BELGIUM / WALLONIA : Institut du Patrimoine wallon;
- BOSNIA AND HERZEGOVINA: Authorities responsible for the manifestation are: Federal Ministry of Culture and Sport and Ministry of Education and Culture of Republika Srpska. Coordination authorities: Regional Museum Travnik, Society for the Protection of Cultural-Historical and Natural Values from Jajce, Citizen Association "Akhisar" from Prusac, Republic Institute for the Protection of the Cultural-Historical and Natural Heritage of Republika Srpska;
- BULGARIA: Ministry of Culture of the Republic of Bulgaria;
- CYPRUS: Department of Town Planning and Housing, Collaboration: Municipality of Nicosia and Nicosia Master Plan;
- CZECH REPUBLIC: Association of historical settlements in Bohemia, Moravia and Silesia (SHSČMS) ;
- DENMARK: Heritage Agency of Denmark in cooperation with the NGO, the House of History.
- FINLAND: The steering group and the project group consist of representatives of the following bodies: The Ministry of the Environment (coordination); the Finnish Federation of Local Heritage; the Association of Finnish Local and Regional Authorities; the National Board of Antiquities; the Finnish National Board of Education; the Finnish-Swedish Federation of Local Heritage. The EHD events in Finland are mostly organised by regional environment centres, municipal offices, local associations, schools, museums and volunteers.
- FRANCE: Ministère de la culture et de la communication – direction de l'architecture et du patrimoine – département de la communication et de la documentation;
- GERMANY : Deutsche Stiftung Denkmalschutz, in association with (at local level): state offices for historical monuments, churches, cities and local municipalities, private monument owners, citizens' initiatives etc;
- GREECE: Hellenic Ministry of Culture, Directorate of Museums, Exhibitions and Educational Programmes/Department of State Archaeological Museums and Collections;
- HUNGARY: National Office of Cultural Heritage;
- ICELAND: The Archaeological Heritage Agency coordinates the European Heritage Days in Iceland but, this year, they did not take place;
- IRELAND: The Heritage Council of Ireland;
- ITALY: Ministère pour les Biens et les Activités Culturelles - FAI - Autoroutes d'Italie ;
- LATVIA: State Inspection for Heritage Protection;
- LIECHSTENTIEN : Building and Fire Authority of the Principality of Liechtenstein, Cultural Heritage Division;
- LITHUANIA: Department of Cultural Heritage of the Ministry of Culture;
- LUXEMBOURG : Ministère de la Culture, de l'Enseignement supérieur et de la Recherche, Service des sites et monuments nationaux ;
- MONACO : Direction des Affaires Culturelles ;
- NETHERLANDS : Stichting Open Monumentendag;
- NORWAY: National Committee appointed by the Ministry of the Environment. Members come from: Norwegian Archive, Library and Museums Authority, Directorate of Cultural

- Heritage, Norwegian Museums Association for Cultural Heritage;
- POLAND: The European Heritage Days in Poland are coordinated (at national level) by the National Heritage Board of Poland with help from regional authorities, local museums, NGOs and other organisations. Media at national and regional level are also involved in the promotion of the project;
- PORTUGAL: Instituto de Gestão do Património Arquitectónico e Arqueológico (IGESPAR);
- SAN MARINO : Le point de référence et de coordination des Journées européennes du patrimoine à Saint-Marin est le Ministère des Affaires Etrangères; alors que l'organisme responsable de l'organisation des Journées sont les Musées d'Etat de la République de Saint-Marin ;
- SERBIA: Ministry of Culture of the Republic of Serbia;
- SLOVAKIA : Ministry of Culture;
- SPAIN / CATALONIA: Gouvernement autonome de la Catalogne et municipalités;
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": Museum of Macedonia;
- SWITZERLAND : Centre d'informations pour la conservation des biens culturels (NIKE) et Service des monuments historiques et d'archéologies des divers cantons et villes suisses;
- TURKEY: Ministry of Culture and Tourism of Turkey. Directorate General of Cultural Heritage and Museums;
- UK – NORTHERN IRELAND: Northern Ireland Environment Service;
- UK – SCOTLAND: The Scottish Civic Trust;
- UKRAINE : -

Conclusions

Coordination at national level for the European Heritage Days remains the same as in 2007 with the body responsible being a public body often the Ministry of Culture or one of its departments. However, in Germany and the Netherlands, coordination is carried out by private bodies.

Most funding for the European Heritage Days still comes from public funds and there is still an enormous difference in the levels of funding between the member States.

In 2008, in addition to the organisation of their European Heritage Days, Belgium made an enormous contribution to the First European Heritage Forum on "Heritage and Dialogue" (Brussels, 22-24 October 2008) on the occasion of the 20th anniversary of the Days in Belgium and in the context of 2008 European Year of Intercultural Dialogue.

2. ***Themes for 2008 and visibility actions undertaken according to the theme***

- ARMENIA: Religious heritage and holy places: Armenia Sacra. 6-7 September 2008. Theme highlighted by the opening of sites, special exhibitions, guided tours. As a Christian country as from 301, Armenia has always kept the spirit of its religious heritage and holy places alive.
- AUSTRIA: Import of Culture. From Chinese Chambers to Italian Frescos. 28 September 2008. Press conference, Press information and website were prepared to draw attention to the theme and the event.
- BELGIUM / BRUSSELS CAPITAL : Expo 58 : avant-après. Le patrimoine bruxellois depuis la Seconde Guerre mondiale + 20 ans, 20 lieux (à l'occasion de la 20ème édition). 20-21 septembre 2008. Le thème a été souligné par l'ouverture de lieux y correspondant et l'organisation d'activités spécifiques. Le public a été globalement très intéressé.

- BELGIUM / WALLONIA : Patrimoine et culture, 13-14 septembre 2008. Le thème a été souligné en insistant sur le fait que le concept d'information et de culture avait été placé en première ligne par le Conseil de l'Europe dès 1975 (Déclaration d'Amsterdam (art. 9)) et sur le caractère international de la culture. L'intérêt du public pour ce thème a été très large, car il concernait un grand nombre de nos organisateurs et leur a donné l'occasion d'ouvrir et d'animer un grand nombre de lieux provoquant ainsi l'intérêt du public. Ajoutons que pour la 20ème édition des Journées, nous avons aussi mis à l'honneur des nocturnes dans des périmètres déterminés et que l'aspect festif attire toujours le public.
- BOSNIA AND HERZEGOVINA: Old Towns in Lašva and Vrbas Valley; Monuments of Open Doors. In the Federation of Bosnia and Herzegovina, 17–19 September: in Republika Srpska, 25 September. The following events were organised to draw the attention of the public of all ages and levels of education for this theme:
 - Federation of Bosnia and Herzegovina
 - holding press conference;
 - providing information about the events and sending invitations to the delegates in the Federation of B&H Parliament House of Representatives and House of Peoples,
 - advertising in the print and electronic media;
 - advertising at a local level in cooperation with local institutions, unions, schools and individual admirers of cultural legacy;
 - announcing an open competition and inviting elementary and high schools to participate in the programme "Youth and Heritage", awarding prizes to students, teachers and schools;
 - organising a visit to selected destinations and cultural monuments in cooperation with cultural and religious organisations, citizens' associations and educational institutions with presentations on selected values in an educational and friendly way;
 - Republika Srpska
 - multimedia presentations about cultural and natural heritage protection for the youth representatives, mostly of high school age (Technical School and Gymnasium in Banja Luka);
 - giving expert lectures;
 - posters exhibition with presentation of works by the Republic Institute for the Protection of the Cultural-Historical and Natural Heritage of Republika Srpska in the last 15 years;
- BULGARIA: Together in Diversity, 26-28 September 2008. We have popularised the theme, publishing information in the media (national and regional), on the website of the Ministry of Culture, on the website of the Bulgarian National Project for the 2008 European Year of Intercultural Dialogue, we have organised a press-conferences. the public was interested in this theme and the events
- CYPRUS: The Unknown Heritage along the Buffer Zone, 21 September 2008. This year's theme emphasised the architectural heritage situated along the buffer zone that divides the city of Nicosia. This was presented through walking tours along the buffer zone and through viewpoints, since the UN did not authorise entry to the buffer zone, and through exhibitions. There was great interest both from the general public and the scientific community.
- CZECH REPUBLIC: Monuments in the Landscape, Landscape as a Monument, 13-21 September 2008. A poster was prepared and the public was interested in the theme.
- DENMARK: Buildings of the Welfare Society, second week of September. We drew attention to the theme mainly through the distribution of a free yearbook (10,000 copies) and through thematic events throughout the country plus an opening arrangement in central Copenhagen. Through the campaign-website, web-calendar service (external) and press-activities. Quantitatively: The campaign is traditionally a fairly small event when it comes to numbers of visitors – it was no different this year. Qualitatively: Yes, the theme raised interesting discussions about heritage: could something that recent and ordinary be considered as important cultural and architectural heritage?
- FINLAND: Houses owned by associations - club houses and community halls; 12-14 September 2008. The launch of the theme of the year and the publication on the theme

were presented at a press conference / launching event opened by the Minister of Culture and Sports on 2 April 2008: press releases; homepages with additional information on the 2008 theme, an events calendar and all the promotional theme material in produced PDF-format; promotional material sent to organisers of events, relevant stakeholders and media free of charge; regular e-mails to relevant stakeholders and past and possible future organisers of events; contacts with the media; linking relevant Internet site. The public was interested in the theme. It was the first time that this part of the built heritage – houses owned by associations (club houses and community halls) – had special attention paid to it. This meant that we were able to attract new partners and new organisers of events (owners and associations related to this specific part of the building stock). The publication provided the first comprehensive study on this theme in Finland and was widely noticed.

- FRANCE: Heritage and Creation, 20-21 September 2008. Le thème a été développé par l'insertion dans les programmes de visites de lieux de création, animations spécifiques, expositions. Les Journées européennes du patrimoine sont souvent évoquées comme le rendez-vous culturel de la rentrée et l'un des événements préférés des Français.
- GERMANY: Uncovering the past – archaeology and building research, 14 September 2008. Press releases, a lot of organisers on the sites presented special information about the theme. The public was interested in the theme.
- GREECE: Home-like stories, 26-28 September 2008. The theme was highlighted through press releases and guidelines given to the institutions involved. How wide and familiar to all is the theme of Housing, independently of a person's special interest. The institutions and the Ministry units involved in the European Heritage Days considered the theme interesting. This became obvious from the variety of specific topics developed and activities organised during the celebrations. A number of informative leaflets were also issued. The public treated the theme with great enthusiasm.
- HUNGARY: The Year of the Renaissance, 20-21 September 2008. The theme coincided with the 500th Anniversary of King Matthias' accession to the throne, which was celebrated all over Hungary as a government initiative. The coincidence of the European Heritage Days' theme and the government initiative were mutually enriching. The interest of the public was lively and considerable.
- ICELAND: -
- IRELAND: Look Forward, Look Back, Look Around, 24-31 August 2008. National and Local PR and Advertising Campaign, (radio, print, TV, press) drew attention to the theme. The public was interested in this theme.
- ITALY: Les grands itinéraires de la culture : voyage entre les Trésors d'Italie, 27-28 Septembre 2008. Plusieurs itinéraires à travers les autoroutes d'Italie soulignent la présence des trésors du patrimoine artistique et culturel un peu partout dans le pays. Le public a participé avec enthousiasme.
- LATVIA: Curious Heritage, 12-14 September 2008. The central event of these European Heritage Days in Latvia was the official opening on 12 September, 2008 in a special historical place – dating from the soviet time – an underground bunker in Ligatne, in the Cesis district approximately 100 km from Riga. Together in Latvia, there were events in 58 sites. The sites and objects open to the public European Heritage Days edition were chosen taking into account the following criteria:
 - the oldest, unique, highest, biggest etc. Object
 - site or object that is original among others: something that is created for the first time in Latvia/Baltic states/Europe; places that were used as a reference, for example, route post or landmark; places with special legends and stories; places visited by important and famous people and marked by special memorial plaques; movable heritage (particularities) – technology, relics, findings etc.; particular toponyms or sites with special and interesting history and authentic testimony or statement; artificially created environments (hills, lakes, islands, canals etc.) from other times; unique values not more than 50 years old but playing an important role for society at this time. The public interest in this theme was significant

- LIECHSTENTIEN: "Pfälzerhütte" – Liechtenstein's highest historical monument at 2,111 metres above sea-level, 6 September 2008. During the 2008 European Heritage Days, the Historic Monuments Office offered "a day for enjoyment" in Liechtenstein's lovely Alpine world. Together with the Liechtenstein Alpine Association, it set out to show the highest historic monument in the land. With media coverage.
- LITHUANIA: Europe a common heritage. Historical organs in Lithuania, 18-28 September 2008. 2008 saw the 600th anniversary of the history of the art of organs in Lithuania that led to the choice of the theme for 2008. The theme was popularised through media (TV, radio, newspapers), local municipalities and schools. The most significant attention was paid presentations of Lithuanian historical organs and their authentic sound. Guided tours, exhibitions, educational activities for young people, school groups and families, lectures, screening of films were also organised. The public was greatly interested.
- LUXEMBOURG : Patrimoine et recherche, 20-21 septembre 2008. Publication de fiches consacrées aux thèmes, manifestations inscrites au programme ; accent dans les visites guidées. Grand intérêt ; certaines personnes ont suivi les visites en différents sites.
- MONACO : Monaco et la science, 28 septembre 2008. Le thème a été souligné en organisant une visite de sites dédiés à la science et souvent méconnus du public. Le public a été très intéressé de découvrir ce patrimoine insoupçonné.
- NETHERLANDS: Traces, 13-14 September 2008. With the theme of Traces, we drew attention to the subjects of Archaeology and the History of Building. Nearly all the country's 350 local participating committees adopted the theme, resulting in a wide range of monuments and activities. Among the features this year were landscape elements such as barrows, burial mounds, raised villages, and walled castles; in the cities and villages the focus was on church aisles, street plans, advertising on walls and plaques. Traces inside historical monuments also played their part, traces such as ancient beams, floors and other architectural elements, as well as old wallpaper, murals and upholstery. Traces included any remains or reference to what used to be. Traces could point to occupation, construction or the struggle to control the water and protect the land. The theme was especially concentrated on activities such as walking and cycling tours near the monuments or exhibitions about the monuments. There were fewer monuments related to the theme that could really be visited.
- NORWAY: Traces of diversity in leisure, 14 September 2008. Invitation letters, website information, posters, presentation of events for all municipalities and NGOs. Press announcement, presentation of events' information pack / folder for the newspapers including the folder from the Council of Europe for the press and media. The public was interested but we found that few of our "new" Norwegians (from other countries) had little interest.
- POLAND: Roots of tradition from home to homeland. 13-14, 20-21 September 2008. Through wide promotion at national and regional levels in various media (advertisements on public TV, articles and promotional supplements in newspapers, cultural monthly magazines and internet portals and radio stations). Admission to the events was mainly free of charge. To attract children and young people, we organised a contest "My roots – history and tradition in my home, in my region". A higher level of participation in comparison with 2007 proved that the event was a big success.
- PORTUGAL: Heritage... has it all. 26-28 September 2008. In an effort to bring together cultural heritage and the community, a special effort was made to implement actions to stimulate the involvement of the population with the heritage. Particular emphasis was paid to bringing the heritage closer to all contemporary artistic expressions (performing arts, living and visual arts, music), by focusing public interest on Portugal's heritage as an open space, not only meant for contemplation, but also for imagination, creativity and appeal to the senses. Special attention was paid to connecting the tangible and intangible worlds, by presenting the heritage as a dynamic, enveloping, familiar and living space, open to all citizens. The idea was to place the heritage on stage with its citizens as actors, and emphasising the connection between the arts, the heritage and

the community, while also shedding light on a moving, entertaining and animated heritage. Public interested.

- SAN MARINO : Aucun thème particulier n'a été proposé. 30 janvier 2008. À l'occasion de la journée des Journées européennes du patrimoine, les visiteurs ont eu accès gratuitement aux monuments les plus importants du pays, à savoir : le Musée d'Etat (Palazzo Pergami Belluzzi); le Palais Public; la Première Tour ; le Musée des Armes anciennes, situé dans la Deuxième Tour. Convento dei Cappuccini (Eglise de San Quirino). Il a également été possible de visiter deux expositions d'art moderne : une exposition de Gisella Battistini (Gas Art/Noor) dans l'ancienne petite église de S. Anna, du 28 août-11 septembre 2008; une exposition de Nicola De Maria « festa della atmosfera che brilla » (« fête de l'atmosphère qui brille ») organisée par Zeno Birolli, à la Galerie d'Art Moderne et Contemporain, du 12 juillet-7 septembre 2008. Tous les monuments et les musées se situent dans le centre historique de Saint-Marin et ont été signalés par des panneaux des Journées européennes du patrimoine. Ces panneaux ont proposé aux nombreux visiteurs des informations concernant cette journée spécialement consacrée aux Journées européennes du patrimoine. Le public présent sur le territoire de la République de Saint-Marin a pu apprécier notamment l'opportunité de pouvoir accéder gratuitement aux principaux Musées d'Etat et aux Expositions du Centre Historique de la République de Saint-Marin proposées en cette période de l'année.
- SERBIA: Cultural heritage as an expression of cultural diversity. September 2008. Serbia has always been an important crossroads of routes, cultures and influences, economic, political and military interests between West and East. This is why this part of Europe has frequently been politically unstable during its history. This was the reason for building military fortifications since the most ancient times to the present day. In the past, fortresses were the most significant military structures that had provided defence, safety of the population, but were also attested to domination in this strategically important territory. The coastal part of the Danube was of the greatest strategic importance in preserving the river way, which was by far the most important traffic route in this part of Europe up until the end of the 19th century. For this reason, the most significant and monumental fortresses in Serbia were built on the banks of the Danube River. Several fortifications had already been built on the Danube before the beginning of the new era, during the Roman conquests. Later, medieval Serbia, Hungary and then Turkey and Austria built fortresses among some of which remain today the most significant European monuments of military architecture. Due to radical changes in the military technologies and the development of new types of armaments in the modern times, these buildings lost their military importance. On the other hand, they are a valuable and important part of the architectural and archaeological legacy and an important material testimony of numerous historical events. Preservation of these monumental architectural creations is the duty of society and particularly the state. Their revitalisation and wise use can contribute significantly to the sustainable development of the region because the fortresses along the Danube are among the most attractive destinations for numerous visitors to Serbia and can become one of the most important routes of cultural tourism in Serbia. They contribute to extending the route in the region. The well preserved fortresses along the Danube represent a major development resource for Serbia and South East Europe. The Ministry of Culture of the Republic of Serbia has chosen to initiate this cultural route in Bač, one of the best examples of intercultural history and practice in Serbia, during the 2008 European Heritage Days, under the theme cultural heritage as an expression of cultural diversity. The theme was emphasised through different cultural events which were held from 12- 14 September 2008. The Provincial Institute for the Protection of Cultural Monuments of Vojvodina together with the local community of Bač developed a project for the integrative protection of the cultural heritage of the municipality of Bač – "Centuries of Bač". The project draws attention to cultural and natural heritage as a factor for the development of the whole region. This could contribute to the promotion of mutual respect of the

identities of the people who live together, as well as to their prosperity and better quality of life. An educational seminar was held in Bac for the coordinators of the European Heritage Days in Serbia on the theme of potential funds for culture. It aimed to educate the cultural operators about the possibilities of international and national governmental / non-governmental financing. 25 other municipalities participated in the European Heritage Days in Serbia.

- SLOVAKIA: In coins, memory is alive. 11-30 September 2008. Through TV, radio, press, municipalities and non-governmental organisations. The public was interested on the whole.
- SPAIN / CATALONIA: Jeunes et patrimoine, 26-28 septembre 2008. Le thème a été mis en lumière en le soulignant avec le graphisme dans la plaquette qui résumait les activités. Des nombreuses familles y ont emmené leurs enfants. Même assistance moyenne que dans les activités nommées comme “pour adultes”.
- “THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA”: Cultural Heritage of the 20th Century, 25 September–1 October 2008. The theme was developed by organising exhibitions, visits to 20th century monuments and on-site lectures about historic figures. The public was very interested, especially in the ethnographic heritage and architecture.
- SWITZERLAND : Lieux de délice. 13-14 Septembre 2008. Les lieux d’agrément et la manière dont ils parlent à nos sens étaient au centre des Journées européennes du patrimoine, les 13-14 septembre 2008. C’est par leur beauté, leur ancienneté, leur unicité, ou encore par leur caractère familier qu’ils nous touchent le plus directement. Que l’on passe une nuit dans un hôtel historique, que l’on boive du vin dans un verre ancien ou qu’on laisse son regard errer sur les trésors d’un musée, c’est toujours d’abord par nos sens que l’on perçoit les biens culturels. Forte affluence (80.000 visiteurs).
- TURKEY: Routes Carrying Culture: Silk Road in Anatolia. 5-7 September 2008. The interest of the public was raised through the internet and media and the public was quite interested in this theme, as the concept of Silk Road is always popular in Turkey.
- UK – NORTHERN IRELAND: no theme. 13-14 September 2008.
- UK – SCOTLAND: National themes included 500 Years of Printing in Scotland; the Antonine Wall (celebrating its successful nomination as a World Heritage Site), Storytelling, and Heritage Lottery Funded sites and projects. Local themes included “Water” and traditional building skills. Throughout September. Attention to the theme was drawn by :
 - Encouraging Area Coordinators to contribute buildings and events to the national themes.
 - Providing additional information on our website about each theme.
 - Promoting the theme to national media and information supplied to Area Coordinators to pass on to the local media.
 - Liaising with partner organisations to supply promotional texts, logos, images etc for use in local and national level press activity.
 - Special events organised by Area Coordinators based on national and local themes.
 Both local and national themes received interest from the public, evidenced by their attendance and related events, the number of “hits” on related pages of our national website, and press activity surrounding the themes.
- UKRAINE: Culture and Dialogue. 27-28 September 2008. The general theme corresponds to the theme of the Year. Public was interested.

Conclusions

Again, in 2008, the range of themes was enormous covering the built, environmental and natural heritage. However, some countries decided not to have themes. Iceland cancelled its European Heritage Days in 2008. There were no joint European Heritage Days themes in 2008.

The public remained interested in the themes of the Days. The original theme of “organs” in Lithuania raised a lot of interest in the country.

A number of countries organised seminars or workshops or meetings of the coordinators in the countries around the Days.

3. *Participation and attendance*

- ARMENIA: 30 sites opened in 11 different regions including 13 sites in Yerevan; 14 special events including nine exhibitions, one film release, two lectures on “religious culture and Armenian church art” (at the Holy See of Echmiadzine and the Children’s Library of Khnko-Aper), one special visit organised by the Ministry of Culture in partnership with the Ararat Region and the diocese of Araratyan (discussions on how to manage religious heritage), one morning on sacred music. Attendance: 6,000 visitors. All categories of public took part but the majority was made up of young people from 20-35 years of age.
- AUSTRIA : 195 sites opened, 39,500 visitors.
- BELGIUM / BRUSSELS CAPITAL: 61 sites in accordance with the theme and 20 sites for the 20th anniversary, plus 153 other events. Varied public: people of all ages either individually or in families.
- BELGIUM / WALLONIA : plus de 700 sites ont été ouverts dont un grand nombre dans les plus importantes de nos villes (Tournai, Mons, Charleroi, Namur et Liège). 20 “Nuits blanches du Patrimoine”, une soirée inaugurale suivie d’une “Nuit blanche du Patrimoine” et des centaines d’animations (danse, concerts de toutes les musiques, mises en lumière...) ont aussi été organisées. 368.000 visites et pas de dénombrement exact des visiteurs, puisque nous nous basons sur des formulaires d’évaluation des organisateurs locaux pouvant reprendre des personnes ayant visité d’autres monuments et sites. Le public était Intéressé, patient, curieux ... Très convivial.
- BOSNIA AND HERZEGOVINA: 19 sites opened (see national report for details) plus exhibitions, awards, opening ceremony, etc. Number of visitors in relation to the programme and the locations of the events were expectedly good. The biggest interest was shown for the programme “Youth and Heritage“, exhibits and visits. Hundreds of citizens participated in the programme of events. Most visitors actively participated in organised workshops, games and visits. Federation of BiH: In the organisation of local media, discussions between representatives of the Ministry and the Institute for Monuments’ Protection were broadcast. The public had the opportunity to ask questions by phone and comment on their observations from the field. They responded to invitations to participate in the workshops and made souvenirs of their region that were given as gifts to visitors. The public took part actively in the selection of themes for most of the events organised, as well as for those they presented through participation in radio shows of the local stations. The event taking place in Republika Srpska lasted only a day (the exhibition was displayed for seven days). It did not reach the broader public, but it brought about an increase in interest from high school institutions.
- BULGARIA: During the European Heritage Days, 86 museums, galleries and cultural sites in 45 cities were opened free of charge to the public. The cities participating in the European Heritage Days were: Apriltzi, Batak, Berkovitz, Blagoevgrad, Brazigovo, Burgas, Veliki Preslav, Veliko Tarnovo, Velingrad, Vidin, Vratza, Gabrovo, Dimitrovgrad, Elhovo, Zlatograd, Isperih, Kazanlak, Karlovo, Kneja, Madan, Montana, Oryahovo, Pomorie, Parvomaj, Pavlikeni, Pazardjik, Panaguirishte, Pernik, Pleven, Plovdiv, Radnevo, Russe, Svilengrad, Sevlievo, Sliven, Smolqn, Sofia, Stara Zagora, Tryavna, Targovishte, Topolovgrad, Harmanli, Haskovo, Shumen, Yambol. The following events were organised: **Sofia** – Press conference for the launch of the European Heritage Days in Bulgaria; opening of the international exhibition of the priéze winners from IHPE; **OLIVE** – annual meeting of theatre schools; **Municipalities of Vidin, Montana and**

Chiprovtsi Official launch of the 2008 European Heritage Days; national workshop “Cultural diversity and dialogue between cultures”; Photo exhibition “Bulgaria – Cradle of ancient civilisations”; Discussion “Funding opportunities for cultural projects – Programme Culture 2007–2013 of the EU”; Presentation “Vidin – European cultural and historical route”; official launch of the exhibition “The Chiprovtsi carpet – ancient tradition and modern alternative”. **Karnobat**: Concert “Different but together”. **Roman**: “Meetings between the style of living and the traditions of the peoples from the Roman village”. **Teteven**: concert. **Sevlievo**: Presentation of the traditional customs “Wedding custom” and “Bride’s preparation”. **Vratza**: IV national open-air for the fine arts “Autumn in Vratza 2008”. **Trud**: National fair for authentic folklore “From the spring”. **Madan**: Presentation of the project “The Rodopi Mountain – attraction which is going to be seen, examined, described and preserved”. **Panagiurishte**: Culinary festival “Coloured salt”. **Belogradchik**: Traditional folklore festival “From Timok to Iskar – following in the steps of the Thracians”. **Parvomaj**: Festival of Thracian popular music and song. **Lovech**: concert of folklore ensembles; concert of the brass orchestra of the Community of Lovech; festival of the covered bridge. **Veliko Tarnovo**: Concert “Folklore ensembles from the region”. **Selanovtzi village**: concert of non professional “Our heritage – guarantee for better future”. **Oryahovo**: concert. Number of visitors: 20,000 all over the country. The public during the European Heritage Days was different, depending on the event proposed: children 5-16 years, young people 16-32 years, students, national and international tourists, local people of all ages.

- CYPRUS: seven guided tours along the Buffer Zone with 70 persons per guided tour. Other events : Exhibitions: “Survey of the Buffer Zone project”, “Nicosia Master Plan projects”, “IHPE Photo Exhibition”, Opening Ceremony, cultural programme, street events, activities for schoolchildren. Approx. 5,000 visitors participated during the week such as the general public, architects and engineers, specialists in cultural heritage, students, young people.
- CZECH REPUBLIC: 311 sites and 1,088 monuments were opened plus 511 events organised. Number of visitors: 610,000.
- DENMARK: 61 events took place. 59 organisations in 33 out of the 99 communes participated, with a fairly equal regional representation. Some of the 61 events were exhibitions, concerts, workshops and lectures, not only visits. 61 different visits were organised and there were about 1,500 visitors. Members from local NGOs arranging the events were also participants in the Days. Generally, the public consisted of interested, well-educated, relatively elderly people, many from the local NGOs which take part every year.
- FINLAND: 250 sites; 100 out of a total 416 regions participated; 18,000 visitors. Lacking a specific customer analysis, we base our estimation on our own experiences according to which the public varies from schoolchildren and young people to amateurs and experts, from the very young to the old.
- FRANCE: 15.000 sites ouverts (cf. bilan pour détail par régions), 21.000 événements et animations, plus de 12 millions de visites pour tous les publics.
- GERMANY: 7,500 sites opened in more than 2,600 towns and villages. About 4.5 millions visits/visitors. Families, elderly people, well educated people who are interested in history, architecture and culture participated.
- GREECE: 29 state and private museums and 22 archaeological sites and monuments (seven of the latter are not usually accessible to the general public and were opened specially for the European Heritage Days celebration) have organised special events on sub-themes under the general title “House – like Stories”. The sites of interest were spread all over the country (eg. Athens, Peiraias, Thessaloniki, Herakleion – Knossos (Crete), Patra-Olympia- Mystras-Naflion (Peloponnese), Corfu (Ionian islands), Volos - Larissa (Thessaly), Mytelene, Tinos, (Aegean islands) are but a few to be mentioned. The events vary from archaeological and photographic exhibitions to educational activities, thematic tours, lectures, one-day conferences, recitals, etc. Finally, every year all state museums, monuments and archaeological sites supervised by the Hellenic

Ministry of Culture (listed on: <http://odysseus.culture.gr>) are open with free admission during the weekend of the celebration. The institutions mentioned above organised more than one – in most cases - actions: the exhibitions were accompanied by educational activities, the thematic tours by educational games or hunts, the lectures by recitals etc. Eventually, more than 70 special events took place during the celebration. More than 100,000 tickets of free admission were counted during the weekend. More than 9,000 people participated in the special events scheduled especially for the theme of the European Heritage Days, in the above-mentioned venues. Most of the visitors attending the special events were families, school groups, university students, members of cultural and museums friends associations and free visitors.

- HUNGARY: 500 buildings, 120 historic walkways. Approximately 1,000 events eg the renaissance of woodwork in the Bakony region (exhibition of wood carvings, making inlays, identifying and collecting forest fruits for and by children, the art of flower arrangement). About 200,000 visitors. All age groups, including schoolchildren on organised trips, families, pensioners participated.
- ICELAND: -
- IRELAND : over 500 sites opened nationwide as well as poetry readings, folklore events, wildlife events, marine events, living history events, biodiversity events, genealogy events etc. number of visitors : 250,000, mostly adults.
- ITALY: 1,517 sites ouverts au public. 1,331 (expositions, visites guidées, concerts, spectacles, conférences et itinéraires naturalistes). Nombre de visiteurs : presque 800.000. Le public participant aux Journées européennes du patrimoine était très varié, soit du point de vue de l'âge soit du point de vue de l'occupation.
- LATVIA: total sites and monuments: 58. Division by regions: Kurzeme – 11, Latgale – seven, region of Riga – seven, Vidzeme – 22 and Zemgale – 11. In sites and monuments, there were organised excursions with competent guides; demonstrations of the original structures and exhibits; exhibitions and concerts in monuments. Number of visitors: 50,000. The public was very diverse: pupils, young people (special events were organised for them and they participated in the organisation of the events), families with children, and specialists in cultural heritage.
- LIECHTENSTEIN: one monument was opened and the International Photographic Experience was organised. About 100 visitors.
- LITHUANIA: 87 historical organs were visited across the country. Authentic sound and music presentations of historical organs: 66; History presentations of historical organs: 87; Guided tours: 87; Lectures: 15; Exhibitions: 10; Screening of films: six. Total of 14,000 visitors. General public including older people, young people and children
- LUXEMBOURG : 21 objets au programme avec visites guidées ; projection films ; démonstrations d'activités artisanales ; repas romain et médiéval ; accès aux combles et clocher. 48 visites différentes organisées avec un nombre total de 6,000 visiteurs. Il s'agit d'un public en général cultivé et intéressé au-dessus de la quarantaine.
- MONACO : 34 sites ouverts au public. Exemple d'événements : un itinéraire que les visiteurs ont effectué au moyen de vélos électriques, intitulé « au fil de l'eau », leur a permis de découvrir les équipements de stockage et d'approvisionnement en eau de la Principauté. Les élèves de l'Académie de musique ont donné des concerts dans trois lieux de la ville et notamment dans la grotte de l'Observatoire, située au Jardin Exotique. Une projection de films d'archives en plein air a eu lieu tout au long de la journée. Total nombre de visiteurs : 27.001 entrées. Les visiteurs sont principalement venus en famille ou étaient des retraités.
- NETHERLANDS: National number of sites was about 3,500. 800,000-900,000 visitors. About 350 municipalities (local committees) involved. In general, the public was well educated, from the higher economic classes, and the age 55+. Young people who participated were mostly under 12 years old.
- NORWAY: 60 places opened all over the country. We invited NGOs to make events. Number of visitors: 20,000. 30 other places opened.
- POLAND: 1,851 various events in total. 246 cities and towns involved in all 16 regions of

- Poland. 393,000 visitors. Our aim was to reach the widest public possible (of different social backgrounds, ages etc.); all the events were open to everyone.
- PORTUGAL: 483 monuments/sites, 170 regions/municipalities. 550 cultural events: guided and thematic visits; artistic performances - music, dance, theatre, circus, puppet theatre; exhibitions; road animation, historical recreations and stagings; workshops, talks, conferences, debates and seminars; reading sessions of children's tales, poetry and legends; heritage routes, cultural routes, papers and rally papers; leisure and educational workshops; traditional, old time and discovery games; fairs and festivals; launching of publications; documentaries, films. No statistics on the number of visits. General public and school students.
 - SAN MARINO: Cinq musées situés dans le centre historique de Saint-Marin. Deux expositions d'art moderne: une exposition de Gisella Battistini (Gas Art/Noor) dans l'ancienne petite église de S. Anna, du 28 août-11 septembre 2008; une exposition de Nicola De Maria « festa della atmosfera che brilla » (« fête de l'atmosphère qui brille ») organisée par Zeno Birolli, à la Galerie d'Art Moderne et Contemporain, du 12 juillet-7 septembre 2008. - le Musée d'Etat (Palazzo Pergami Belluzzi) - nombre de visiteurs: 396. le Palais Public - nombre de visiteurs: 1.735. la Première Tour - nombre de visiteurs: 3.486. Le Musée des Armes anciennes, situé dans la Deuxième Tour - nombre de visiteurs : 1.345. le Musée de San Francesco - nombre de visiteurs: 88. Nombre total de visiteurs: 7.050. Le public provenait en grande partie de l'Italie environnante, de l'Italie et de l'étranger présent dans le cadre du flux touristique habituel. Nous avons également pu remarquer une grande affluence de la part de la population locale. Aucune autre information n'est à notre disposition à cet effet.
 - SERBIA: -
 - SLOVAKIA: 128 sites opened. 97 (seminars, concerts, historic plays, video, DVD productions, etc.). 650 visits. Approximately 36,500 visitors. Festivals for children (drawings, theatres, historical techniques). By activities: museums, monuments visited all kinds of inhabitants and tourists, performances (concerts, films, and exhibitions) visited mainly by young people.
 - SPAIN / CATALONIA: 197 sites opened in Catalonia and 274 events. 24,500 visitors. Mainly families from all social classes.
 - "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": 59 sites all over the country, i.e. around 18 towns were opened to the public. 22,000 visitors, but this number does not include data from three institutions, which are responsible for 11 sites around the towns of Krusevo, Veles and Stip. This is especially important concerning Krusevo, since the Historical Museum of Krusevo and the four sites around it usually reported the biggest number of visitors, and never less than 4,000. The number of institutions involved in organising events was 21 and two libraries joined the Days in 2008 for the first time, apart from museums and heritage institutes. Mostly children from primary and secondary schools, as well as pre-school children visiting the Museum of Macedonia, take part in the European Heritage Days.
 - SWITZERLAND : 247 sites ouverts au public (la région lémanique (Genève et Lausanne), le canton de Berne, la ville de Winterthour et le canton de Zürich proposent un programme dense). Plus de 900 manifestations (théâtres, cinémas, repas etc. Environ 400 visites guidées. 80.000 visiteurs (45.000 en Suisse romande et 35.000 en Suisse alémanique). Environ 500 manifestations (repas, projection, pièces de théâtre). Le public est composé de familles, de personnes d'horizons divers intéressées par les questions de patrimoine. Généralement un public qui se situe dans la tranche d'âge 40 ans et plus.
 - TURKEY: Events were organized in four cities in 2008 Turkey. These cities are on one of the Silk Road routes in Anatolia. The open monuments, sites and museums managed by the Ministry on these routes were open to the public. These places according to the cities are as follows: ANKARA: Museum of Anatolian Civilisations, the Gordion Museum, Ankara Ethnographical Museum, Roman Baths, the archaeological site of Gordion. BOLU: Bolu Museum, Aksemseddin Tomb. BURSA: Bursa Archaeological Museum,

Ataturk House Museum, Ottoman House Museum, Turkish-Islamic Museum, Mudanya Armistice Museum Yenisehir Semaki House Museum, Iznik Museum, Iznik Hagia Sofia Museum. SAKARYA: Sakarya Museum. Total: 16 places were open to the public during the European Heritage Days. A workshop was organised in Ankara to draw attention of the public to the European Heritage Days, a photograph exhibition about the Silk Road was also organised in one of the Museums in Ankara, also small exhibitions and tours were organised by the local authorities in the other cities. These exhibitions aimed at drawing attention to the cultural values interchanged and shared cultural values through the Silk Road. The workshop drew attention of some academics, professionals and local authorities, as well as pupils from secondary schools and the public. Some consulates in Ankara were also represented by their Cultural Affairs Office during the workshop.

- UK – NORTHERN IRELAND: 220 sites opened, 20 tours organised, 52,000 visitors. Public: Children to senior citizens.
- UK – SCOTLAND: 952 sites in 29 local authority areas across Scotland were opened. Total visits: 225,000. Total visitors: 65,000. 92% of visitors are from Scotland, 5% are from the UK but outside Scotland, 1% is from Europe, 1% from the USA or Canada and 1% from elsewhere. 7% are under the age of 30, 32% between 30-50 years, 36% between 50-64 years and 25% 65+. 34% visit events with their partner or spouse, 9% with children or teenagers (aged 10-19), 14 with young children (under 10), 16% visit with friends, and 16% are alone and 11% are with family (all adults).
- UKRAINE: Major museums were open to public in regional centres (approx. 25-30). Round tables, national minorities' music (song, dance) festivals, scientific conferences, art exhibitions. No estimation of participation. General public with high percentage of students and schoolchildren.

Conclusions

Once again, in 2008, it is difficult to give precise figures of attendance for the participation of the general public in the European Heritage Days. Some countries were unable to give figures but, as in previous years, in France, enormous numbers of people took part in the event.

Most countries seem satisfied by the numbers of visitors although some say that the numbers have stabilised. The visitors were families, young and older people, school pupils – all in all a very wide range of different people. The countries tend not to target on group but try to make the Days attractive to all parts of the population.

4. *Media analysis*

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

- ARMENIA: the promotional material was disseminated through the Agency for the Conservation of Historic and Cultural Monuments of the Ministry of Culture: national promotional posters, local posters, leaflets produced in each region presenting the local religious heritage (financed by the Delegation of the European Commission in Armenia), invitation cards and a full programme of the Days. The information was disseminated through television, radio and the written press. Un film spécial "Responsabilité de chacun" a été créé et projeté par la télécompagnie "ERKIR MEDIA" un jour avant et le jour du lancement l'événement (financé par la Délégation de la Commission européenne pour l'Arménie). Un article interprétant la visite guidée au Monastère Hovhaneu St Karapet de Znjrlou est paru dans le quotidien "AZG". Plusieurs journaux télévisés ont annoncé le communiqué de presse diffusé par le Ministère de la Culture. Un rapport en arménien sous format d'édition illustrée a exposé le premier bilan des dernières cinq

- années des Journées européennes du patrimoine en Arménie (financé par la Délégation de la Commission européenne pour l'Arménie).
- AUSTRIA: nine folders for Austria's regions (Burgenland, Carinthia, Lower Austria, Upper Austria, Salzburg, Styria, Tirol, Vorarlberg, Vienna) and several articles in newspapers and reports on television.
 - BELGIUM / BRUSSELS CAPITAL : brochures et affiches largement diffusées, notamment par des circuits professionnels, organisation d'une conférence de presse ainsi que des informations au cas par cas, nombreux articles dans la presse.
 - BELGIUM / WALLONIA: matériel de visibilité développé : plaquettes d'information, affiches, flèches, drapeaux, bannières, folders et brochures, spots radios et TV. Distribution organisée via un routage professionnel pour les quotas importants et un routage via des étudiants pour les organisateurs locaux. La presse est tenue au courant de l'évolution de notre travail dès le choix du thème. Elle reçoit la plaquette d'information et nous répondons à chaque demande de sa part. Des conférences de presse sont organisées dans chaque province. De plus, grâce à une convention conclue par l'Institut du Patrimoine wallon avec Télétourisme (RTBF), nous bénéficions de séquences télévisées pour lancer et notre « Journée Jeunesse et Patrimoine » et bien évidemment les Journées européennes du patrimoine début septembre. Des dizaines d'articles dans la presse écrite de chacune de nos cinq provinces, des séquences télévisées sur chacune de nos télévisions communautaires (12), de nombreuses interviews en radio et des séquences dans les JT du week-end patrimonial tant sur la RTBF que sur RTL-TVI.
 - BOSNIA AND HERZEGOVINA: Federation of BiH: Invitations that contain the programme, illustrated leaflets with basic information about cultural values, information about Ministry actions in the protection of values and funds spent from the Federation of BiH government budget, programmes of visit to monuments of historical value. The event traditionally begins with a press conference. The press conference is usually preceded by a media statement and an announcement of the events, the programme and the coverage during the events. We mostly use the services of radio stations on all levels: of federal, regional and local importance due to the possibility of direct contact with the audience. During the European Heritage Days, there were reports at prime time on TV stations. There were also broadcasts of complete programmes on the radio in the Federation of BiH and as well as in local radio programmes. The ministry keep records of texts published in the newspapers and on the internet. The Republika Srpska: the Republic Institute for the Protection of the Cultural-Historical and Natural Heritage made a poster, a public invitation to the media and an internet presentation. The Law on Cultural Values of Republika Srpska requires publicity about the work of protection services, so everything that is done and planned is presented on the internet site of the Republic Institute for the Protection of the Cultural-Historical and Natural Heritage, and, at the time of the European Heritage Days, the invitations and promotional materials are sent to the media. A half-hour programme on the radio of Republika Srpska was broadcast.
 - BULGARIA: We have published different publications for promoting different aspects of cultural heritage in Bulgaria: the annual brochure for the European Heritage Days, the research devoted to: "Fragments from the future. The impact of cultural diversity and globalisation on policies for culture", "The creative industries in Bulgaria", "National legal systems for the protection of the cultural heritage" and "Culture-based development: SEE cultural corridors development programme". Radio discussions – Press conference in the Ministry of Culture for the launch of the 2008 European Heritage Days, presentation on national and regional TV, national and regional radio stations, internet sites – www.mc.government.bg, www.dialogue2008.bg, www.eu.start.bg, www.kulturniorganizacii.start.bg and many others. Press release from Bulgarian newspapers is available – over 30 articles and announcements in Bulgarian newspapers and over 40 articles on the websites, information on six TV programmes, and nine radio stations.
 - CYPRUS: A2 posters distributed in various offices, schools, organisations etc; A5

- posters distributed and handed out in various offices, schools, organisations etc; Booklets with scientific contents; invitations sent to different groups of specialists and others; promotion on websites. Press advertisements and press releases; television advertisements and presentations on various TV programmes; Radio advertisements and presentations on various radio programmes; press releases, advertisements and films on websites and distributed by email and Facebook notices. After the event, there were five articles in the press, two programmes on TV and notices during the News
- CZECH REPUBLIC: promotional material: Posters, CD, schedules. Media strategy: Regional press, radio and TV, internet. two press conferences, hundreds of articles in the regional press.
 - DENMARK: A free yearbook is handed out at all events and distributed by the Heritage Agency to organisations, communes, cultural and educational institutions, in all 10,000. Posters, postcards, website and webcalendarservice (external) as well. Web and press strategy at national level, press-strategy mainly for regional level. Mainly press-interest on a local and regional level, which met our expectations along the lines of other years.
 - FINLAND: press releases ; EHD homepages with additional information on the theme 2008, an events calendar and all of the produced promotional theme material in PDF-format; brochure on the theme; EHD 2008 leaflet ; theme publication, the book “Yhdessä rakennetut. Suomalaiset seurantalot” (“Built together. Finnish houses owned by associations”); poster. All the promotional material is distributed free of charge to event organisers and relevant stakeholders. National press releases (with links to the EHD in Finland homepage and other relevant electronic material) are distributed via the Ministry of the Environment/[Communications Unit](#), the Association of Finnish Local and Regional Authorities/[Communications Unit](#), the National Board of Antiquities/[Communications Unit](#) and the Finnish Federation of Local Heritage. News and articles are distributed on the Internet portal of the Finnish Built Heritage. The core of our media strategy consists of the yearly press conference / launching event and national press releases together with the EHD in Finland homepages and the specific promotional material (in both print and electronic form). Both national (Ministry of the Environment and the partners mentioned above) and regional (regional environmental centres) levels are used in communications. The national budget does not allow paid advertising. Furthermore, we strongly encourage the event organisers to promote their events and contacts with the media themselves. During 2008, the EHD were mentioned in 236 articles in the Finnish press. We also had TV and radio coverage of the theme and related events.
 - FRANCE: La couverture presse de cette année est quasi identique à celle de 2007 avec une présence audiovisuelle légèrement moins forte mais on remarque que cette manifestation reste un événement attendu dans les rédactions malgré la suppression de plus en plus constante des pages cultures et des journalistes y travaillant. Un certain nombre de dossiers ont été présentés dans les hebdomadaires (Valeurs actuelles, Pariscope, Télérama sortir, A nous Paris, Figaroscope, Figaro magazine...) et dans les quotidiens (France soir, la Croix, Libération, Direct matin) : l’annonce de l’événement a été présente dans tous les supports. • 376 alertes presse écrite nationale, • 168 annonces internet, • 214 alertes audiovisuelles répartis comme suit : 62 avant le weekend / 152 pendant et après. La presse radio et télévision se sont faits l’écho de la manifestation au travers de nombreux reportages portant sur des lieux « classiques ». En effet, la thématique n’a pas semblé beaucoup les passionner même s’il faut prendre compte que de nombreuses animations ont lieu le weekend et que les rédactions aiment réaliser leurs reportages bien en amont : France 2 et TF1 avaient ainsi réalisés leurs reportages pour le weekend plus de 10 jours avant la manifestation. Il est également à noter que les prémices de la crise économique avaient déjà mobilisé de nombreuses émissions et rédactions. En radio, cette année, les reportages et les interviews ont été plus conséquents que les simples annonces. En télévision, le constat est : moins d’émissions spéciales mais plus d’annonces et de reportages dans les émissions non spécialisées (Télématin qui a beaucoup suivi cette année, l’édition spéciale, Thalassa,...). Les rédactions des journaux télévisés ont présenté des sujets dès le

vendredi précédant la manifestation (TF1, France 2, LCI, Itélé..). Les radios généralistes (France Inter, France Info, Europe 1, RTL, RMC...) et les radios spécialisées (BFM, France Culture, radio Classique...) se sont largement fait l'écho de cette 25^e édition. La presse écrite nationale s'est faite l'écho des Journées européennes du patrimoine dans tous les types de supports (Architecture, Beaux-Arts, Tourisme, Art de Vivre, Féminin, Senior...) (voir bilan fourni par le coordinateur pour plus de détails)

- GERMANY: posters, leaflets, flags, pins, special editions of our magazine "Monumente". We distribute it in the run-up to the Tag des offenen Denkmals to all our organisers. Most of the material they can order free of charge at www.tag-des-offenen-denkmals.de. We try to reach all types of media via press releases. For radio and television, we are looking for some interesting partners on location. Internet - we know, we should do more, it is increasing more and more. In summer, we organise a press conference together with our partners of the cities in the national opening event. We have not evaluated the results of the media yet.
- GREECE: The Ministry, as the national coordinator, has issued an informative leaflet as "shortcuts" of domestic architecture and family life and distributed to the institutions participating in the events. Every organisation that scheduled special events issued invitations, informative leaflets and posters and distributed them in local and regional level. The European Heritage Days flags were also used. The Ministry distributed a general press release at national level and a more detailed one through the ministry's web-site: www.culture.gr. The web-site hosted special press releases from the organisations involved. Each organised its own media strategy independently and - as it seemed from their evaluation of the events - they interviewed in local and regional radio and TV stations, distributed press releases and informed the Regional Directorates of Primary and Secondary Schools. Press releases with related photos were also hosted on the web. According to the completed evaluation sheets received, more than nine interviews were given to TV stations, another 12 to radio stations and more than 50 articles and references were reported.
- HUNGARY: 500 European Heritage Days flags, 5,000 posters, European Heritage Days Programme brochure in 100,000 copies, European Heritage Days supplement in daily newspapers in 110,000 copies covering venues, dates and opening times. Two press conferences (one in the capital and one in the country); intensive use of the internet by the organisers and various other related cultural bodies with numerous links to the European Heritage Days website, European Heritage Days spots in the public service media 15 in advance. During the two days, there were five public service and commercial television coverages and reports. At least 100 reports on the European Heritage Days were made by national and local newspapers.
- ICELAND: -
- IRELAND: Heritage Week Book distributed nationwide through tourist offices and historic sites, National TV, Radio and press adverts, national pr campaign, packs for event organisers including poster and, pr advice. 3,000 press articles mentioning Heritage Week, two-week long national TV, press and radio campaign prior to and during Heritage Week.
- ITALY: Affiches, flyers, brochures, pliables distribués en autoroute (voir annexe). Tout ce matériel est envoyé aux bureaux territoriaux qui l'envoient à leur tour aux sites où les manifestations se déroulent. Presse écrite, radio, télévision, internet. Les retombées médiatiques des JEP ont été imposantes et ont eu un grand écho dans la presse, la télévision et l'internet.
- LATVIA: The information about European Heritage Days events was published on the internet site of the State Inspection for Heritage Protection: www.mantojums.lv; publication "curious heritage" and posters were prepared; just before the main events, information was presented in the national as well as regional newspapers. In the last years, more information is published through electronic media. The State Inspection for Heritage Protection made the arrangements with Regional Heritage Protection Inspectors to promote the organisation of events around the theme of the year as well as

with local municipal bodies. Those who take on the task of organising an event should both fund the event and any local advertising or find sponsors. All the information about the 2008 European Heritage Days events could be found in the information centre of the State Inspection for Heritage Protection. Owners of the monuments who open their properties during the European Heritage Days receive the diploma of thanks for their participation. Promotional material: Invitation letter, poster and special catalogue in Latvian and English, List of events for the whole country on the internet site, Press announcements, European Heritage Days promotional materials for the winners of the children's drawing competition EPIM. Printed media: articles about the theme of the year, events' programme. Radio: interviews with heritage specialists and keepers of heritage sites. Publicity: posters and brochures. Internet: publications about the theme of the year, events' programme, and list of the sites of the year on our internet site. Information about the project was published on the national news agencies "Ieta" and "bns" internet sites, in national, regional and specially in local news papers, in professional magazine "latvijas arhitektūra": in total 54 publications.

- LIECHSTENTEIN: Posters, postcards and advertisements were prepared. The media strategy was totally PR oriented.
- LITHUANIA: Programme of the activities all over the country; All publications were marked by the European Heritage Days logo and European Heritage Days flags were flown at entrances to heritage sites; all the events and descriptions with photos of historical organs were promoted through the official European Heritage Days coordinator's web-site www.kpd.lt; programmes of the events were printed in newspapers and magazines; a documentary « Historical Organs of Lithuania » was created and screened on television and in cinemas; a CD presenting historical organ music was produced; A research study on the history of historical organs of Lithuania was published; 2,000 posters were sent to sites; 3,000 pamphlets were sent to sites; Announcements placed in national and local newspapers; most regional institutions published their own invitations, leaflets, brochures. The general public interested in historical organs and programmes of the European Heritage Days was informed by the official Lithuanian European Heritage Days website, booklets, newspapers, radio and TV broadcasting programmes. Municipalities in local newspapers, radio and TV programmes announced about European Heritage Days events organised by them. Media coverage: 117 Press articles and notifications in newspapers; 22 TV programmes (interviews, films, shows); 31 Radio programmes; three press conferences were organised by regional municipalities.
- LUXEMBOURG : public en général cultivé et intéressé au-dessus de la quarantaine. Stratégie : programme publié dans la presse écrite ; articles thématiques, interviews à la radio et à la télé. articles envoyés au Conseil de l'Europe après l'événement.
- MONACO : Des affiches et des brochures-programmes étaient distribuées dans les offices de tourisme et les points loisirs et culture de la Côte d'Azur trois semaines avant la manifestation. La presse locale a diffusé le programme et consacré des articles à la manifestation. La télévision et la radio locale ont présenté des interviews et des sujets dédiés à des sites particuliers la semaine précédant l'événement. Une quinzaine d'articles sont parus dans la presse et plusieurs sujets télévisés ont été diffusés sur la chaîne locale.
- NETHERLANDS: National promotion: magazine, display box for magazine, leaflet, booklet, flag, banner, poster, badges. Local committees can order the material at the national office. They receive the material by a distribution centre and the committees distributed the material to local institutions such as libraries, city halls, tourist offices. Most of the media attention which interests people is at local level, through local brochures, local newspaper items, and local booklets. This media effort is made by the local committees. Beside that, the national office offers a website, with all the local programmes: monuments opened and activities. But it also included extra information about a monument, including a photo. Press releases were sent to national and regional newspapers. Every year there are about 1,500 press articles in The Netherlands.

- NORWAY: Press releases, posters, list of events for the whole country, press announcements, information pack / folder for the newspapers and media - sent by post. Press releases sent by e-mail for a selected group of journalists. Special press release adapted etc for each region and letters with special information about some events connected with name and telephone numbers to those in charge (in order to make it easy for the journalists to make a story). There were 330 press cuttings. A few TV (mainly news connected to the winner programme) - and several radio-programmers all over the country. Local radios are more and more important.
- POLAND: Dedicated: leaflets, posters, polish European Heritage Days official website <http://www.edd.com.pl> also available in English. Materials were distributed through regional coordinators. We have tried to reach the widest group of citizens possible. In order to achieve that, we have used various media such as: press – national and local newspapers, heritage monthly magazine, TV – national and local stations, radio – national and local stations, internet – website portals. No statistics made on media results.
- PORTUGAL: Due to financial constraints, only digital promotional material (poster and national programme) was used in promoting the 2008 European Heritage Days. Distribution was made through the internet (portals and websites – that of IGESPAR and other partners and through e-mail. The IGESPAR developed a concerted communication strategy through extended dissemination at national level involving all the mass media (press, radio, TV, internet etc). The dissemination and promotional material (in digital format) was made available to all participants who used it according to their own criteria, the objective being to turn the initiative into a media event, particularly at local and regional levels. All the news programmes of Portugal's three main **TV channels** (RTP, SIC, TVI and Madeira TV) covered this initiative on 26, 27 and 28 September; particularly on the first day, at peak time news; **Radio** - the main national and regional radio channels broadcast the event's cultural activities during the three days of the European Heritage Days; they also started covering the event some days before, with specialised programmes meant to raise public awareness to heritage conservation and fruition during the whole weekend. **Press** - the Portuguese news agency (Lusa) broadcast the event nationally (including in Madeira), by allocating regional journalists to cover the main activities being held. Lusa managed to convey the message of the particular dynamics created by all the entities involved. For the first time, this event was transmitted on a real-time basis, as journalists from all over the country joined forces to give their contribution and spread it to the media. As a result, Lusa was responsible for a total of about 30 news items during the three days of the event.
- SAN MARINO : Pour sensibiliser le public aux objectifs et aux programmes des Journées européennes du patrimoine, des panneaux explicatifs concernant les Journées ont été utilisés ainsi que du matériel promotionnel des Journées européennes du patrimoine mis à disposition. Des spots télévisés et radiox ont été diffusés au niveaux local et national. La stratégie médiatique employée s'est faite exclusivement à travers la presse écrite et l'audiovisuel. L'initiative des Journées européennes du patrimoine a toujours été mise en évidence notamment grâce à la promotion par les médias. Chaque année, pour faire connaître l'évènement et informer la population à cet égard, quelques messages télévisés sont diffusés sur le réseau national et de nombreux articles sont publiés dans la presse locale.
- SERBIA: Poster, flyer, invitations, info point in the city/town centres. Two on national TV, five on local TV and numerous articles mostly in local newspapers.
- SLOVAKIA: Brochures, journals, posters, maps distributed by post and couriers. Press, press-conference, radio, TV, e-mail. seven TV programmes, daily TV and radio news, about 30 articles.
- SPAIN / CATALONIA: Télévision et une plaquette avec la totalité des activités organisées. Livraison gratuite des plaquettes (80.000) à travers les journaux. Retombées médiatiques extraordinaires, avec une augmentation de 15% par rapport à 2007.

- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": Posters and Programme distributed by mail and catalogues or folders for specific exhibitions. A press conference was organised in the Museum of Macedonia providing information about the programme of all participating institutions, after which all the events were placed on the websites of the national information agencies MIA and Makfax. Seven TV channels broadcasting nationally presented information 14 times in the news (without counting reruns). There were three TV interviews of the National Coordinator, one of which was on the National TV as public service. Two more TV interviews of other people involved in the European Heritage Days were broadcast during the Days and after them. Several local TV channels presented information about the Days. Information was also broadcast many times on several radio stations, four times of which on the National Radio Station. Regarding the press coverage, 10 articles were published in five daily newspapers and one longer review was issued in a weekly magazine "Makedonsko Sonce"
- SWITZERLAND : Brochure nationale dans laquelle toutes les manifestations sont indiquées. La brochure est éditée en 63.000 exemplaire. Elle est distribuée auprès de particuliers, offices du tourisme etc. Carte postale éditée à 38.000 exemplaires utilisée comme support publicitaire, comme encart dans les revues spécialisées etc. Site internet qui permet à chacun de s'informer des manifestations et sites ouverts au public. Communiqués de presse. NIKE-Bulletin 1^{er} août, (le premier numéro de l'année est entièrement consacré au Journées européennes du patrimoine) édité à plus de 6,000 exemplaires. Cinq communiqués de presse sont envoyés en cours d'année à plus de 800 médias en Suisse. 530 articles qui représentent plus de 800 pages rédactionnelles. Plus de 50 émissions radio-tv.
- TURKEY: The promotional material used for the European Heritage Days were posters, leaflets and promotional material prepared by the local authorities. They were distributed in public transport and in places where the entrance is free of charge. The European Heritage Days were mainly presented by internet, television and press. No exact numbers, but the events were announced by national televisions, and information was also put in some newspapers and internet sites.
- UK – NORTHERN IRELAND: Brochures, posters, banners and billboards. Press, television and web. One Ulster Television programme, interviews, several articles in the press.
- UK – SCOTLAND: In 2008, no funding was granted to support printed publicity activities. However, to satisfy the most urgent requests, 2,000 leaflets were printed providing dates and contact information for local dates and 5,000 postcards were produced which can be reused in 2009. Area Coordinators also distribute leaflets to community centres, some schools, swimming pools etc (at their discretion). Banners carrying the European flag, logo and the words 'Doors Open Days' are displayed at every participating venue (951 locations). For the second year, balloons were also printed (13,000 were distributed), and given to participants to use as they saw fit. Each area also produced its own detailed event guide, giving information about the open buildings and events in their area (c 350,000 printed). Press releases were issued throughout August and September to national, local and specialist media (newspapers, TV, radio, magazines etc). DOD is also listed on many online diaries, events guides. E-bulletins are sent to interested members of the public. The DOD website (www.doorsopendays.org.uk) was updated weekly and new events/amendments listed as necessary. The information concerning media results was still being compiled although, in 2008, DOD was featured on three national television stations as news items in September. It is anticipated that newspaper coverage was at a similarly high level to that of 2007 (c 250 articles and features representing around 3,500 column inches).
- UKRAINE: Promotion was made by each organiser (museum, gallery etc.). Mostly press and internet. In 2008, the European Heritage Days were not widely covered by the mass-media because of the organisational changes. There were publications in press and materials on the internet.

Conclusions

The European Heritage Days again seem to enjoy wide media coverage although, in some countries, there appear to be budgetary restrictions. It would seem that internet websites are increasingly used to make the Days known and advertise the annual events.

Again, the countries produced promotional materials (posters, press kits, folders etc). One country highlighted the usefulness of the folder produced by the Council of Europe which it gave to the national press.

The information provided only related to national events. There was apparently no information in the press on events in neighbouring countries.

5. *Visibility of the European dimension*

- ARMENIA : Il est déjà de tradition en Arménie de commencer la cérémonie du lancement des Journées européennes du patrimoine par l'ouverture de l'exposition photographique «L'Europe, un patrimoine commun» présentant des photos de l'Expérience photographique des monuments (EPIM) des pays membres du Conseil de l'Europe. Les logos et le drapeau utilisés soulignent et mettent en évidence la dimension européenne des Journées. Un stand présentant la liste des thèmes et des dates choisis des pays membres a également été exposé dans tous les lieux participants.
- AUSTRIA : -
- BELGIUM / BRUSSELS CAPITAL : Peu reprise par les medias. Utilisation du slogan « L'Europe. Un patrimoine commun ».
- BELGIUM / WALLONIA : Trop faible à notre avis par rapport aux efforts consentis par notre Secrétariat
- BOSNIA AND HERZEGOVINA: The manifestation “European Heritage Days” is a traditional manifestation confirming that our Bosnian cultural heritage is an important part of common European and world cultural heritage. It is more important to succeed in citizens living in harmony even if they have different cultures and languages.
- BULGARIA: Promotion of the 2008 European Year of Intercultural Dialogue; International photographic experience 2008
- CYPRUS : -
- CZECH REPUBLIC: -
- DENMARK: All material from the Heritage Agency underlines the European dimension and this is also emphasised in the thematic discussions, the Danish welfare-model was also seen in relation to European history
- FRANCE: Pas vraiment. Force de frappe et couverture tellement importantes que l'opération est avant tout perçue comme un événement national.
- FINLAND: The European dimension is present in the name of the EHD in Finland (“Euroopan rakennusperintöpäivät”). The logo is used on all the promotional material, the homepages and in the press releases. The European aspect of the annual theme is always addressed in the publication on the theme. The organisers of events are encouraged to study the European dimension of the theme when organising events.
- GERMANY: In all our press releases and the press conferences, we mention the European dimension of the European Heritage Days. We distribute the European flag, stickers, pins and have a special site under <http://www.tag-des-offenen-denkmals.de/europa/>
- GREECE: The European dimension of the European Heritage Days has a permanent reference in press releases – general and specials – documents and information leaflets, but its visibility in the themes of the special events is quite poor. There is a strong sense that we are participating in a European festival.

- HUNGARY: The European Heritage Days organised by Hungary also had across-the-border outreach programmes in Romania, Serbia, Poland and Austria.
- ICELAND: -
- IRELAND: The European Heritage Days logo on all HW promotional material, including website, link to European Heritage Days sites on the Heritage week website and the European Heritage Days were mentioned in all PR activities.
- ITALY: Les Instituts de Culture italiens à l'étranger ont participé aux Journées européennes du patrimoine et ont donné visibilité à la dimension européenne des Journées européennes du patrimoine.
- LATVIA: the European dimension is stressed in the promotional material on the European Heritage Days and disseminated information, the importance of the sites in the European context is underline. All promotional materials were marked with the European Heritage Days logo. The sites use the European Heritage Days flag during the European Heritage Days events.
- LIECHSTENTEN : -
- LITHUANIA: 2008 was notable for being the 600th anniversary of the history of the art of organs in Lithuania. The heritage of the art of organ building occupies an important place in the history of organs not only in Lithuania, but also in Belarus, contemporary Germany, the Czech Republic, part of Latvia and Poland. In this context, it was a good occasion to look into this part of the country's heritage during the European Heritage Days, which are little known and which had been unfortunately forgotten in Lithuania.
- LUXEMBOURG : drapeau, logo sur programme et affiche.
- MONACO : Le logo et le slogan fédérateur figurent sur l'ensemble du matériel promotionnel et les bâtiments officiels arborent le drapeau des Journées européennes du patrimoine.
- NETHERLANDS: The Netherlands participated in the International Photographic Experience and some other international initiatives. In Haarlem, the theme was "Traces from Flanders", and, in some border regions, there were small scale projects with Germany and Belgium.
- NORWAY: The list of events had its own page with the logo and its own chapter about who is "behind" the European Heritage Days, the Council of Europe and the European Commission. Thanks to the presentation folder from the Council of Europe, it was easy to "sell" the European dimension, las year. The tiny folder gave all the information in a nice way. The European Heritage Days flagswere used at all the main events.
- POLAND: The theme emphasised the turbulent history of Poland and the multicultural nature of Polish society which also referred to the European Year of Intercultural Dialogue.
- PORTUGAL: This initiative's national visibility was greatly influenced by its European and international scopes.
- SAN MARINO : La visibilité de la dimension européenne des Journées européennes du patrimoine a été donnée au moyen de panneaux. Ces panneaux contenaient des informations et des explications concernant les Journées européennes du patrimoine. Du matériel promotionnel a été distribué ou mis à la disposition du public et des spots télévisés et radiophoniques ont été diffusés.
- SERBIA : -
- SLOVAKIA: The European dimension of the European Heritage Days was continuously highlighted.
- SPAIN / CATALONIA: La publicité dans les municipalités (affiches, brochures...) annonçait le caractère européen des Journées et des activités.
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": The European dimension was emphasised in all lectures and other educational activities, as well in all interviews and other TV and radio programmes in the press. The only truly European events were the Launch of the IHPE 2008 exhibition and the Presentation of the Regional Programme for Cultural and Natural Heritage of Southeast Europe - pilot project of local development "The Region of Debar and Reka" created by Snezana Gerasimova M.A

- from the Office for Cultural Heritage. Both events were held in the Museum of Macedonia.
- SWITZERLAND : La dimension européenne du projet est soulignée régulièrement dans les communiqués de presse, dans les textes qui annoncent les Journées européennes du patrimoine etc. Il nous paraît important de souligner l'envergure internationale des Journées européennes du patrimoine.
 - TURKEY: The European dimension of the European Heritage Days was emphasised by the logos used on the promotional material and in the workshop which was organised in Ankara. The academics who participated in the workshop expressed the cultural values interchanged through the Silk Road between Anatolia and Europe. Moreover, the flags and posters were used on the administrative buildings of the Ministry and also in the sites, museums and monuments where the public admission was free of charge.
 - UK – NORTHERN IRELAND: Attention was drawn throughout to our operation as an integral part of the European event.
 - UK – SCOTLAND: The national leaflet contains a description of the European Heritage Days, Our website contains a link on every page to the European Heritage Days website and the European Heritage Days flag, there is a webpage about European Heritage Days on our website, and each participating building has a banner with the European logo on it. We produce a Press and Publicity Pack for Area Coordinators which contains information on European Heritage Days. Each area brochure mentions the Days. All our press releases describe the European Heritage Days and provide the European Heritage Days website address. A three-day display as part of the Homes and Interiors Scotland Exhibition was run which had considerable information about DOD and the European Heritage Days.
 - UKRAINE: The idea of simultaneous celebration of the European Heritage Days all over Europe is one of the major incentives for organisers and participants. It is mentioned in promotional materials and mass media coverage

Conclusion

Most countries seem to use the title “European Heritage Days” and put the logo on the information materials. Also, there continue to be a lot of requests for the flag.

The European dimension seems principally to be emphasised through the promotional materials and the slogan “our common heritage” and through links to the Council of Europe’s European Heritage Days website. The themes are not really “European” but reflect national considerations in a given year.

It appears that the leaflet and the promotional materials prepared by the Council of Europe remain quite useful.

The First European Heritage Forum on “Heritage and Dialogue” (Brussels, 22-24 October) was an important opportunity to stress the European Dimension of the European Heritage Days. This was particularly clear because of the choice of the theme during the 2008 European Year of Intercultural Dialogue and the fact that it took place on the occasion of the 20th anniversary of the Days in Belgium.

6. Financial analysis

- ARMENIA: The European Heritage Days are financed by the budget of the Ministry of Culture and the budget of the Delegation of the European Commission in Armenia. Total 3,300€ including 750€ for the production of the film, 320€ for the EPIM catalogues, 1,800€ for the promotional material, 430€ for the practical organisation and the transfers. The students of the Institute of Tourism were involved as volunteers for the guided tours.

- All events were free of charge
- AUSTRIA: the European Heritage Days are financed through the public budget but benefited from the support of volunteers. Access is always free of charge
- BELGIUM / BRUSSELS CAPITAL : Budgets publics, Environ 350.000€ dont plus de 150.000€ pour les animations, l'accueil et la surveillance et 55.000€ pour la réalisation et l'impression de la brochure (107.000 exemplaires). La plupart des activités et des guides sont rémunérés. Les visites sont gratuites
- BELGIUM / WALLONIA : Budget public et sponsoring, 200.000€ (matériel de promotion, soirée inaugurale, Journée Jeunesse et Patrimoine, EPIM...), 141.850€ de sponsoring (animations, forum européen...), sans compter les subventions décidées par le Ministre dans le cadre de la 20e édition. Les bénévoles sont toujours très fortement impliqués. Les sites sont tous ouverts gratuitement et souvent vérification est faite de l'accessibilité d'une série de monuments et sites pour les personnes à mobilité réduite, les malvoyants et malentendants
- BOSNIA AND HERZEGOVINA: Budget of the Federation of BiH and the Republic Institute for the Protection of the Cultural-Historical and Natural Heritage. Federation of BiH: up to 100.000,00 KM (convertible marks) /100,000 KM: a third of the funds were for the programme "Youth and Heritage", a third for an expert symposium, education and workshops, a third for the organisation of visits to cultural monuments, promotional material, exhibitions, concerts, financing of local cultural institutions programmes. Republika Srpska: 2,000 KM (two thousand KM). Volunteers were involved and the visits were free of charge everywhere.
- BULGARIA: The European Heritage Days in Bulgaria are financed by the public budget. Total Budget: 9,000€. During the organisation of the European Heritage Days, we involved trainee students from Sofia University. Access was free of charge.
- CYPRUS: The European Heritage Days were financed by the public budget. : 35,000€.

| Main Activities | Budget (aprox.) € |
|--|-------------------|
| Design and printing of promotional material, TV advertisement, postage | 15,000 |
| Preparation, design and printing of exhibition panels | 7,000 |
| Cultural activities and opening ceremony | 10,000 |
| Cost for organizing the IHPE | 3,000 |

Guides were architects volunteers as well as other staff of the organisers and co-organisers who work on that particular day on a voluntary basis. Access was free of charge.

- CZECH REPUBLIC: The European Heritage Days were financed by the budget of the Association and the Ministry of Culture. Hundreds of volunteers were involved in the cities. Sites were open free of charge.
- DENMARK: The European Heritage Days were financed by the public budget only. 75,000€. (37,500 for the yearbook, posters and postcards/ 25,000 las year to external coordination by Historians Hus, also covering the text for the yearbook/12,500 supporting the local events). 59 organisations were responsible for the events, the majority being local NGOs run by volunteers. It was free of charge.
- FINLAND : The national coordination is financed by the national budget. In 2008, the publication on the theme was subsidised by the Seurantaloasiain neuvottelukunta (the Board of Houses owned by associations). No specific information is available on the budgets of the events organised at local level. Certain event organisers have sponsors. In 2008, the total budget of the national coordination was 25,000€. This does not include the salaries of public officials. The budget was divided as follows: 15,000€ for the production of the promotional material; 10,000€ for the national coordination (e.g. media analysis, mailing costs, press conference expenses). No information is available about

the budgets at regional and local levels. In 2008, the local events were organised as follows: approximately 16% official work, 36% voluntary work and 48% a mixture of both. Most experts provided articles for the theme book free of charge. Access is mainly free of charge for the public. Some guided tours and events which include transportation for example, may be organised at cost price.

- FRANCE: Ministère de la culture : 365.000€ ; partenaires financiers: 520.000€. Budget total: 885.000€. Implication de bénévoles notamment à travers les réseaux associatifs. La gratuité totale est impossible à réaliser car la manifestation repose sur l'implication des propriétaires privés (qui doivent s'y retrouver financièrement). En revanche, nous demandons d'assurer des animations et indiquons sur le programme national lorsque la visite est payante.
- GERMANY: The nationwide organisation is financed by the Deutsche Stiftung Denkmalschutz (a non-profit private foundation). Some local organisers may have other budgets. Total budget: about 250.000€. The Tag des offenen Denkmals would not exist without the engagement of many volunteers at local level. Access is free of charge.
- GREECE: The general programme of activities and any publications issued by our Department are financed by the Hellenic Ministry of Culture (public budgets), except for one year's programme that was sponsored. In the 2001, 2002 and 2003 European Heritage Days, there was financial support (2,500€ for each participating organisation for publications) from the Ministry's public budget. All participant organisations are mostly privately sponsored, while they are partly self-financed. In 2008, the Department issued an informative leaflet and a thematic publication with the title Οικείες Ιστορίες (Familiar Stories). These publications have funded by the Community Support Framework III (CULTURE OPERATIONAL PROGRAMME). There is no fixed budget - neither public financing, nor private sponsorship - from the national coordinator. A lot of voluntary work is offered by professionals working in the institutions involved, especially during the weekend. At local level, the community sometimes participates in the preparation of the celebrations voluntarily. All state museums, monuments and archaeological sites (all listed and supervised by the Hellenic Ministry of Culture – see on: <http://odysseus.culture.gr>) were open with free admission during the weekend of the celebration. Friday is devoted to schools (free admission), but for private institutions, that depends on the activity.
- HUNGARY: Having taken part in three competitions for funding the European Heritage Days, the organisers have won substantial amounts of public money. The total budget : HUF12 m (48,000 Euros). Most European Heritage Days sites were hosted and guided by local volunteers. Access was free of charge.
- ICELAND: -
- IRELAND: The European Heritage Days financed by the Department of the Environment, Heritage and local government and the Heritage Council. Budget: €100K from The Heritage Council and €200K from the government. Most events were run by volunteers and access was almost always free of charge.
- ITALY: Budget public et privé d'un total de 3.000.000€. Les bénévoles de la Protection Civile étaient impliqués pour ouvrir les sites normalement fermés au public. L' accès aux sites étaient gratuites. Certains événements avaient un tarif réduit.
- LATVIA: Public budget contribution. Contribution from the State Cultural Capital Foundation and contribution from local governments and owners. Total Budget 14.000€. The contribution (material and immaterial) from owners of monuments, Events organised by young people. Access was free of charge.
- LIECHTENSTEIN: public budget, total: 10.000 CHF. The site was open free of charge.
- LITHUANIA: The budget of the Department of Cultural Heritage under the Ministry of Culture for the 2008 European Heritage Days was about 45,000€. Most of it was spent on promotional materials (creation of European Heritage Days film, posters, booklets and announcements), financial support to municipalities, music and history presentations of historical organs and the closing concert of the European Heritage Days. All organisers, participants, some of the guides, organists, etc. contributed with enthusiasm

and without payment towards running European Heritage Days. All sites were free of charge.

- LUXEMBOURG: uniquement budget public. Impression fiches du patrimoine : 1,500€, Impression dépliants et affiches : 3,600€. Les bénévoles étaient impliqués dans les visites guidées, les conférences et les permanences. En principe toutes les visites sont gratuites.
- MONACO: Les JEP sont financées par le gouvernement princier uniquement. Budget total : 27.000€ dont 19.000€ consacrés à la communication. Les équipes de tous les sites ont participé bénévolement. 33 sites gratuits et un site à tarif réduit.
- NETHERLANDS: The European Heritage Days are mainly financed by private sponsoring: Bouwfonds, a building company, is the main sponsor, and the second sponsor is the National Restoration Fund. Besides that, the Ministry of Culture paid this year for the booklet on the theme. Because of a fusion of Bouwfonds with Rabobank, sponsoring will continue under the name Rabo Vastgoedgroep, and we will now use the logo of Rabobank. Total budget is about 320,000euro: Staff (155,000€); Office (50,000€), promotional material and distribution (75,000€), national launch (25,000€), contact with committees (5,000€), promotion (5,000€), Website (5,000€). Income: Main sponsor Bouwfonds/Rabo (195,000€), National Restoration Fund (60,000€), Municipality national launch (15,000€), Ministry of Culture (25,000€), advertisers' magazine (20,000€), products (5,000€), Total: 320.000€. About 15–20,000 volunteers involved. Unfortunately, some committees ask a small amount of money for entrance, but these buildings are not mention on the website and in the magazine.
- NORWAY: The public budgets: Ministry of Environment and Norwegian Archive, Library and Museums Authority take care at central level; rent of office, invitation letters, posters etc. All events are covered by those in charge at local level. We never ask for sponsors at central level because of that. (It is easier for a bank or company etc to give money to a local event than give it to us at central level. We would have to ask for a lot if we were to have sponsors on behalf of all – and sending out the money to those in charge at local level would also require a lot of work.

Because of this system, we do not know the total budget. We only have the budget for the central level. For 2008, it was 773,000 n.kr.

| | |
|--|---------|
| Advertising | 30,000 |
| Office (rent, telephone etc) | 146,000 |
| Salary, public expenses | 230,000 |
| Invitations letters, poster and folder | 160,000 |

Local level:

Budget for the different events is 10,000 n.kr. – 50,000 n.kr. (For 2008, indicate between altogether 600.000 n.kr and 3.000.000 n.kr.) Those in charge, all volunteers, get money through work and sponsors.

The committee has four meetings a year. The coordinator works part-time (60%). All the rest of the work is carried out by volunteers. After invitation, they choose how to make their programme and find money for it. From the central level, they get invitation letters and folders, posters and presentation of their event. The keyword here is: Collaboration. 94 % of the sites had free admission this year. 6 % had a reduced price.

- POLAND: Public budget of about 100,000€ was devoted to a promotion campaign and national co-ordination. Events were financed from other funds, mainly local authorities or private sponsors. No voluntary workers in the national co-ordination office; no information available at regional level. Only few organisers did not guarantee free admission, and they are not included in the statistics of the European Heritage Days.
- PORTUGAL: Dissemination of information was made through IGESPAR's own means, as no specific financial allocation was granted to this event. Cultural activities involved in the national programme were funded by both public and private entities that were behind the organisation of the European Heritage Days. Access was free of charge.
- SAN MARINO: Les Journées européennes du patrimoine sont financées par les budgets publics. Nous ne disposons pas de données précises à l'égard du budget total.

- Il n'y a pas eu d'implication ou de participation de la part d'associations ou de personnes actives dans le bénévolat. Tous les visiteurs ont eu accès gratuitement aux monuments.
- SERBIA: Budget of the Ministry of Culture and private sponsors. Total budget: 34,000€. Volunteers were involved and admission was free of charge.
 - SLOVAKIA: State budget (ministry), regional budgets, private finance, sponsors. Budget: 450,000.- SK. Volunteers mainly from communities of young people in the area of conservation of castles and ruins. Some activities and objects were free of charge
 - SPAIN / CATALONIA: À travers les budgets publics. Pas de sponsors pour l'instant. Budget : 60,000€ (télévision 50%, plaquettes et autres 50%, approximativement). Bénévoles au niveau local, dans les municipalités.
 - "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": In 2008, no budget was allocated for the European Heritage Days during the public announcement made by the Ministry of Culture for financing projects in the area of Culture. Money was only allocated by the Ministry for the IHPE 2008 within the European Heritage Days amounting to 800€. No data about the events organised by other institutions, but anyway, they do not usually receive any money from the Ministry of Culture specifically for the European Heritage Days. Most of the exhibitions in other museums are financed by the Ministry under the annual programme and the cost of educational activities and other events are financed by the institutions themselves or private sponsors (a very small part), only occasionally have some activities on interactive education been financed within some larger project. As to the Museum of Macedonia, usually financed for the European Heritage Days by the Ministry as regards printing costs, distribution of promotional material and for covering some logistics costs, with an amount never higher than 800€. In 2008, no funds were allocated by the Ministry, apart from the 800€ for participation in the IHPE and for arranging the exhibition. The launch of the European Heritage Days and other events in the Museum of Macedonia were covered from our own sources. Here is the budget for the EHD 2008. printing costs: 540€; post: 55€; beverages for the launch and other events in the Museum of Macedonia: 120€; technical necessities: 75€. Total: 790€. The pre-press and after hours activities of other employees of the Museum of Macedonia, including the National Coordinator of the European Heritage Days, were done on voluntary basis, as in previous years. No volunteers. The sites were opened free of charge.
 - SWITZERLAND : Financement public et privé. Budget total : CHF 170.000. La gratuité des visites est garantie. Les visites guidées sont généralement faites par des professionnels qui travaillent dans les services des monuments ou dans le domaine de la protection du patrimoine dans les cantons ou villes suisses.
 - TURKEY: The European Heritage Days are financed by public budgets. The Ministry of Culture and Tourism, Directorate General of Cultural Heritage and Museums, financed the European Heritage Days in 2008. No particular budget is allocated to the European Heritage Days. Depending on the expenses of the promotional material, the budget is allocated. The events were organised by the staff of the Ministry of Culture and Tourism. Access was free of charge.
 - UK – NORTHERN IRELAND: budget of the Northern Ireland Environment Agency. Volunteers at almost all sites. Some are departmental officials who give up their time for the events. Access was free of charge.
 - UK – SCOTLAND: A grant from Historic Scotland, a Government Department. Total budget/grant for 2008-9 c.£57,000
 Staff costs – c. £27,000
 Marketing, promotion and evaluation – c. £2,000
 Insurance – c. £1,000
 Website development - c. £7,800
 Travel, office expenses, office accommodation – c. £9,200
 Direction and management – c. £10,000
 We estimate that over 5,400 volunteers were involved in organising DODs and over 4,500 working days volunteered. Access was free of charge.

- UKRAINE: By public budgets. There was no special item for European Heritage Days in the budget. No estimate of the number of volunteers. Access was free of charge.

Conclusions

The information on the financing of the European Heritage Days should be considered confidential.

The financing of the Days continues to vary greatly from one country to another. At national level, the financing appeared to cover the practical organisational aspects of the Days. A lot of volunteers take part during the Days.

In 2008, Belgium made an important contribution to the organisation of the first European Heritage Forum (Brussels, 22-24 October 2008) in addition to the organisation of their own European Heritage Days in September.

7. *Activities for young people*

- ARMENIA: a reception for 50 students from different high schools was organised at the Holy See of Echmiadzine and as well as a conference on "Religious culture and Armenian church art".
- AUSTRIA : a separate day for schools on 26 September 2008 – same topic and same programme.
- BELGIUM / BRUSSELS CAPITAL : Plusieurs activités pendant le week-end et organisation du Lundi du Patrimoine destiné spécifiquement aux écoles.
- BELGIUM / WALLONIA : Un événement spécifique en avril chaque année depuis 2005 : « Journée Jeunesse et Patrimoine »
- BOSNIA AND HERZEGOVINA: Federation of BiH: The programme "Youth and Heritage" took place during the events of the "European Heritage Days" as a separate segment. Participants were students of elementary and high schools in Bosnia and Herzegovina. An open competition on the theme "Souvenir of my region for souvenir of Bosnia and Herzegovina" was announced in the course of the year. The students of awarded works participates in the final events where symbolic prizes are given for the most successful works selected by the expert commission. During the events, the students, through games and different workshops, became friends with each other, became acquainted with the rich cultural heritage of the region and, at the same time, learnt how to love and respect their heritage. Republika Srpska: the entire programme was directed towards the younger members of the population
- BULGARIA: **International Heritage Photographic Experience – Sofia** – opening the exhibition of the prize-winners from the IHPE. **Chiprovtsi**: Demonstration on traditional weaving presented by students and presentation of the works of young people in naturally dyed wool. **Tryavna**: The school "P.R.Slavejkov" presented the project in the framework of the programme "Comenius"; free access to the centre for out-of-school occupations in the school "P.R.Slavejkov". **Shumen**: discussion "Our past and traditions in the framework of European diversity", organised by the library club "Probuda" and the school "Kniaz Boris I"; Exhibition "Bulgarian national costume". **Kneja**: exhibition of drawings and pictures of young people from different ethnic groups, "My Europe". **Oryahovo**: children's exhibition of drawings "My home". **Ostrov village**: children's show, presenting the traditions from different ethnic groups "Together we are happier and stronger". **Pomorie**: exhibition of young painters from Bulgaria, Turkey and the United Kingdom "Erkech 2008", Festival of children's theatrical art; international exhibition-competition "A child drawing flowers, the sea, the world".
- CYPRUS: Different events were organised for young people and school children, such as concerts, street dancing, painting, etc, along with the official opening ceremony.

- CZECH REPUBLIC: Individual event, films, knowledge quizzes.
- DENMARK : A rap-concert.
- FINLAND : Indirect activities: the National Centre for Professional Development in Education arranged a training course for teachers and educators on the theme. The theme publication included special exercises for schools. They were also available on the homepage. Direct activities: many schools have included the European Heritage Days in their curricula. They are celebrated through special workshops, guided tours and excursions. Finland also participated in the International Photographic Experience 2008.
- FRANCE: Ateliers, animations spécifiques.
- GERMANY: In various towns, the local organisers offered special programmes for young people, eg guided tours or quizzes. The Deutsche Stiftung Denkmalschutz produces special posters for children every year.
- GREECE: 25 educational programmes were organised in museums, monuments and archaeological sites all over the country for school groups (varied 6-16 years old). Seven painting workshops took place, four theatrical shows and three story-telling events were presented to the young public.
- HUNGARY: School trips, on-site history classes, playground cultural activities, children's theatre performances, etc.
- ICELAND: -
- IRELAND: outdoor events, living history events, festivals etc.
- ITALY: Beaucoup de visites guidées et laboratoires pédagogiques pour jeunes et étudiants ont été organisés.
- LATVIA: In the framework of the European Heritage Days, Latvia participated in the international competition for youngsters "International Heritage Photographic Experience 2008". There was active participation by young people from the whole of Latvia. The works included in the second course of the national selection by a professional jury of heritage specialists and well known photographers, were exhibited in the information centre of the state inspectorate. This exhibition was elaborated as a travelling exhibition. At the second stage in the national selection, 82 youngsters participated with 160 photographs. The prizes were allocated based on the evaluation results of the jury: 10 of the best authors participated in the creative photo opportunity outside in Kuldīga (from 30 May-1 June 2008) where heritage specialists and a professional photographer worked with them. Two winners - Lauris Pēskops (from Ventspils) and Baiba Otišone (from Talsi) participated in the international exhibition organised by the Catalanian museum of history and the Council of Europe. They also participated in the prize-giving ceremony in the Council of Europe in Strasbourg. The works of winners from other states participating in the international competition were also exhibited in Latvia. During the European Heritage Days, a painting competition for children was organised. All the works submitted by 212 participants were exhibited in the information centre of the state inspectorate in October and November 2008. The authors of selected works participated in the excursion where they had the possibility to visit the museum of the fortress in Zante, weavers' workshop in Tukums and the manor of Durbe. 15 winners participated in the creative outside event in the old city of Kuldīga. The children also had an opportunity to participate in the lesson "cultural monuments: what are they and what do they tell us about?"
- LIECHTENSTEIN: The «International Heritage Photographic Experience», an international youth photo competition under the patronage of the Council of Europe.
- LITHUANIA: Special activities for young people and schoolchildren as active tours, workshops, drawing exhibitions were organised. Also, in some places, young children had the opportunity to try playing historical organs. Lithuania also took part in the International Heritage Photographic Experience.
- LUXEMBOURG : non.
- MONACO : Des visites ont été organisées pour les lycéens, en collaboration avec la Direction de l'Éducation nationale durant toute la semaine qui a suivi la manifestation. Certains sites avaient préparé des animations pour la jeunesse.

- NETHERLANDS : 17% of the local committees worked together with schools, and several committees organised activities for young children during the Heritage Day outside schools, like: special tours for children, historical theatre, drawing competitions, searches and puzzle tours, storytelling, historic games. The theme Traces turned out to be interesting for young people. Puzzle-tours and traces went together very well.
- NORWAY: Always as a part of the programmers, but we are very concerned that the European Heritage Days events should be for all generations together. The events are for the young and old ones as well as families – connecting people and not separating generations.
- POLAND: “My roots – history and tradition in my home, in my region” contest for children and young people was organised. Its aim was to encourage children to discover historical details linked to their family origins, or explore the regional customs in their area. Different assignments (such as the production of a film, the creation of a comic book or an artistic work) were addressed to children of particular age groups. Valuable prizes were granted. We received 2,660 works from 410 schools from all over Poland. Activities for young people were also prepared at regional level.
- PORTUGAL: Different cultural activities were held focusing on schools on 26 September (Friday) and on families over the weekend. They included guided and thematic visits; artistic performances - music, dance, theatre, circus, puppet theatre; exhibitions; road animation, historical recreations and stagings; reading sessions of children’s tales, poetry and legends; heritage routes, cultural itineraries, leisure and educational workshops; traditional, old time and discovery games; fairs, festivals and films.
- SAN MARINO : Des cours d’histoire sur les Armoiries, des activités pédagogiques d’archéologie, de philatélie et d’éducation civique, destinées à l’enseignement de l’histoire de Saint-Marin et de ses Institutions sont organisés tout au long de l’année scolaire, d’octobre à juin, période durant laquelle se déroulent les activités scolaires. Ces activités peuvent être mises à profit à l’occasion des Journées européennes du patrimoine.
- SERBIA :
- SLOVAKIA: Festivities, historic plays, drawings, concerts.
- SPAIN / CATALONIA : Approximativement 25% des activités organisées.
- “THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA”: Launch of the first Children’s Museum Club in the Museum of Macedonia, organising visits of archaeological sites with on-going excavations and on-site lectures.
- SWITZERLAND : Concours EPIM.
- TURKEY: Guided tours in museums and free entrance to the open museums and sites.
- UK – NORTHERN IRELAND: Treasure hunts, exhibitions and playgrounds.
- UK – SCOTLAND: three areas produced a “Children’s Passport”, which encourages children and families to take part in activities at various locations. Schools are targeted through direct mailing of some area brochures. Other areas run events aimed at young people and all DODs are encouraged to be “family friendly”. SCT has information for teachers about using architecture / heritage within the school curriculum – we are hoping to revise these notes. There is also the link to PhotoArch (as part of the International Heritage Photographic Experience) which we use to encourage young people and schools to attend DODs.
- UKRAINE : Special tours for school pupils.

Conclusions

Almost all the countries participating in the European Heritage Days organised specific programmes or visits for pupils, students and young people. A lot of the countries also participated in the annual “International Photographic Experience of Monuments” competition and they appreciated this opportunity.

8. Background to and development of the European Heritage Days

- ARMENIA: Depuis 2004. Au début, les Journées européennes n'étaient pas aussi bien organisées. Aujourd'hui, elles font partie intégrantes des manifestations culturelles annuelles et sont attendues par le public intéressé, surtout par les étudiants. Les Journées européennes du patrimoine sont de plus en plus populaires. Un nombre constant des visiteurs passionnés par leur patrimoine participe à la manifestation.
- AUSTRIA: The European Heritage Days have been celebrated since 1998 and the number of monuments and visitors is still increasing as well as the popularity of the events.
- BELGIUM / BRUSSELS CAPITAL: Depuis 1989. En Belgique, les Journées du Patrimoine sont organisées depuis 1989. La première année, elles eurent lieu à deux dates différentes: en mai pour la communauté française et en septembre pour la communauté flamande. Dès 1990, les Journées du Patrimoine se déroulèrent le même jour dans les trois régions. Jusqu'en 1993 compris, c'est la Fondation Roi Baudouin qui assurait la coordination des Journées du Patrimoine, assistée d'un comité organisateur reprenant des membres de différentes instances. Depuis 1994, l'organisation des Journées du Patrimoine a été reprise par la Direction des Monuments et des Sites de la Région de Bruxelles-Capitale. C'est également depuis 1994 que l'on parle des Journées du Patrimoine car la durée de l'événement est passée d'une journée à deux jours. L'ouverture de lieux en fonction d'un thème particulier se pratique depuis 1991. Depuis l'instauration d'une thématique, la Région de Bruxelles-Capitale s'est toujours tenue à ne reprendre que des lieux y répondant. Le nombre d'activités (dans les lieux ou en dehors) n'a cessé de croître depuis la création des Journées. Cela répond aux exigences d'un public de plus en plus demandeur d'encadrement et d'une volonté d'une démarche pédagogique plus grande.
- BELGIUM / WALLONIA : depuis le 21 mai 1989. Passage à un week-end et thématisation à partir de 1993, gratuité d'accès depuis 1994, première action jeunesse d'envergure en 1995, recherche de partenariats structurés et de sponsoring par la suite. Sans conteste, les Journées européennes du patrimoine sont d'avantage populaire qu'au début.
- BOSNIA AND HERZEGOVINA: Federation of BiH – 12 years, and Republika Srpska – one year. See national report for more details about the history. Popularity of the event "European Heritage Days" is huge particularly among the young. The place of holding and the theme of the events change every year so this diversity attracts many friends of heritage to join and take part in the organisation of the manifestation through special activities: workshops, exhibitions, concerts and lectures.
- BULGARIA: In 2009, we are celebrating 10 years of European Heritage Days in Bulgaria. We use the European Heritage Days for the popularisation of important and topical themes such as cultural tourism; cultural routes; South East Europe – shared heritage; heritage in the information society; children, young people and heritage; different ethnics groups and religion – common heritage; intercultural dialogue. This was the theme in Bulgaria for the past years. Every year, we try to attract a bigger and different public from different areas and we try to extend the subjects and to create concrete products. They are becoming more popular.
- CYPRUS: the European Heritage Days have been celebrated since 1995. From 1995-2002, the National Committee for the organisation of the European Heritage Days has been selecting both the theme and place for the events. From 2003-2006, an open invitation was made to all local authorities of the island to participate. Due to organisational difficulties in 2007 and 2008, only one city was selected to host the event. A great effort is being made to keep the interest of the public alive for the event. There are many reasons for not achieving the desired level of interest. Many local communities have their festivals at the same time of year and they often include visits to rehabilitated

buildings. Thus events are being repeated. Moreover, due to the small scale of the island, the events are addressed to the same audience that may become tired at some point.

- CZECH REPUBLIC: The European Heritage Days have been celebrated for 18 years with more and more monuments, events, volunteers and visitors every year. They are as popular as at the beginning.
- DENMARK: since 1993. The development of the European Heritage Days has been stable since 2003, when the Heritage Agency took over the coordination, maybe with a little broader scope than during the 1990s. The European Heritage Days are still popular but still it is a rather small campaign with a stable target group and audience.
- FINLAND: The European Heritage Days have been organised for 17 years (since 1992). The Days are better organised and more widely known and appreciated. We have been able to create a body of committed partners and event organisers. Each year, there is a slight, yet constant increase in participation rates and the number of event organisers. We have also succeeded in attracting new partners. We have no reliable statistical data for 1992-2004, but the trend has been for the Days to gain importance and grow more popular each year.
- FRANCE: Les Journées du patrimoine existent depuis 1984 et connaissent un succès toujours croissant.
- GERMANY: Since 1993. From 3,500 sites opened and two million visitors in 1993 to 7,500 sites and 4.5 million visitors in 2008. Popularity has increased every year (except in 2007-2008, but this was very special).
- GREECE: Since 1994. The programme was implemented in pilot terms for the first two years. The interest shown by institutions and the public feedback increased year by year, because of the change and variety of themes. The most "successful" years were 2001, 2002, 2003, when the ministry partly financed the publications of each participant institution. The most popular themes were "Life Water, from barter to the internet", and "Home-like stories". The European Heritage Days programme became a well-known institution between the cultural organisations and the public that usually participates in such events. The popularity of the programme is high, with a tendency to be higher.
- HUNGARY: The European Heritage Days have been celebrated for 11 years. From the very humble beginnings of no more than 50 public buildings been opened mainly in the capital for a couple of hundred visitors, the Hungarian European Heritage Days have now become a prestigious national event for tens of thousands, for whom they have become the talk of the town, something to be looked forward to, an "in" thing to take part in. much more popular than at the beginning.
- ICELAND: -
- IRELAND: The European Heritage Days have been celebrated for 18 years and are more and more popular.
- ITALY: les Journées européennes du patrimoine existent depuis 1995 et ont vu chaque année une plus grande participation de sujets publics et privés qui se sont engagés dans l'organisation d'événements et ouvertures extraordinaires. Les Journées européennes du patrimoine sont chaque année plus populaires (presque +35% par an).
- LATVIA: The European Heritage Days have been celebrated for 14 years. We consider that the European Heritage Days and its symbols are now very well known in Latvia. Heritage professionals as well as a society in general have information about this annual event and its European dimension. Often the owners of the monuments and local authorities are ready to participate in the events and to increase their identification. The European Heritage Days flag and the special events (specially, the opening ceremony) are considered by owners as recognition, because this is one way to approve the owners' contribution to the keeping of the site. The number of visitors during the European Heritage Days in Latvia considerably increased up until 2001 (thanks to the campaign "Europe, a common heritage"), in the following years, the number of visitors stabilised.
- LIECHSTENTEIN : since 1993.

- LITHUANIA: The European Heritage Days in Lithuania have been organized for 14 years. The Department of Cultural Heritage under the Ministry of Culture has been the coordinator and organiser of the European Heritage Days from the very beginning in 1995. In recent years, municipalities have also become responsible for organising the European Heritage Days. Museums, public institutions and local communities also willingly contribute to the organisation of the European Heritage Days. With each succeeding year, the European Heritage Days events attract the attention of more and more broad public and, in this way, draw attention to the significance of protection and preservation of the heritage. The European Heritage Days are becoming more known year by year in Lithuanian cultural life. Usually the popularity of the European Heritage Days depends on finance, theme and dissemination strategy.
- LUXEMBOURG : existe depuis 1991, au début peu de préparation et de propagande - à présent programmation systématique ; diffusion des dépliants. Journées européennes du patrimoine beaucoup plus connues et populaires, à présent le public les attend.
- MONACO : Les Journées européennes du patrimoine existent depuis 1996. Depuis plusieurs années, un thème est choisi. Les itinéraires transfrontaliers sont organisés la veille afin que le public puisse profiter pleinement de tous les sites. Les Journées européennes du patrimoine sont davantage populaires avec le temps.
- NETHERLANDS: In 2008, the European Heritage Days were organised for the 22nd time. (first year: 1987). The first Heritage Day was inspired by the Heritage Day in France and was held at a time when the government was decentralising care for monuments to the local authorities and public awareness of this cultural heritage was very important. The Dutch (private) Foundation selected a decentralised organisation structure. In (almost) each municipality, a local committee was set up, and those committees (about 350) were responsible for their own programmes. So the local community was important and a lot of volunteers. (15-20,000). At the beginning, about 350,000 people participated in the Heritage Day, in 1991, about 650,000 and, in the last few years, between 800-900,000. It is one of the most visited cultural events in the Netherlands. Between 80 and 90% of the municipalities join the event. And the event influences the political monument issue. At the beginning, the event was organised on a Saturday, nowadays committees can choose Saturday, or Sunday or the whole weekend (the second weekend in September). Since 1996, we began to work with themes, which improved the event enormously. The quality of the programmes increased. The publications are becoming better and the programmes are more focused. In the last three years, our aim extended. We are not only organising the Heritage Day to increase interest in monuments, but we are now also focusing on inviting people into monuments the throughout the year. On our website, you can find monuments which are open all year long. As you can see by the number of visitors, the event has become more popular. The number has now stabilised. In the last years, there has been more competition with other events at the same time of year.
- NORWAY: 13 years after a test-period of three years. Started with few events – mainly in towns during the test period – so a lot of small events spread all over the country (1996 with an average 100 visitors) - now events all over the country with an average 200-240 visitors, years with wide themes and with an average 100 visitors the years with narrow themes. More popular than at the beginning because they are known by a larger group. But, remember the changes between wide, popular themes and narrow, difficult themes.
- POLAND: The European Heritage Days have now been celebrated for over 16 years but only the second time under a common theme and central coordination. For 14 years, the Polish edition of the European Heritage Days was not a central coordinated event and therefore there was no common theme. In the last two years, this event has been coordinated by the National Heritage Board of Poland with common themes. Such an approach seems more successful – in terms of the promotional effectiveness and level of participation. Definitely more popular than at the beginning.
- PORTUGAL: Since 1993. There has been an increase in the number of days devoted to

the event (from one day initially to three days including the weekend); in the number of monuments and sites open to the public; in the number and diversity of cultural activities promoted; in the number of participating entities, as well as in the number of visitors (although exact figures are not available). The strategy used for disseminating the event has become more coherent, wider in scope and more appealing. The popularity of the European Heritage Days has considerably increased.

- SAN MARINO : Elles sont célébrées à Saint-Marin depuis 1995. Par manque de fonds, on peut déplorer un développement significatif des Journées européennes du patrimoine au cours des années. En effet, l'organisation des Journées européennes du patrimoine s'est presque toujours limitée à l'ouverture gratuite des musées, des lieux artistiques et culturels dans le centre historique de Saint-Marin, sans prévoir de thèmes spécifiques ou d'initiatives particulières caractérisant cette journée. Pour les motivations exposées précédemment, la popularité des Journées européennes du patrimoine n'a pas connu d'augmentation significative au fil des années.
- SERBIA :.
- SLOVAKIA: 17 years (the first in 1992 were in common with the Czechs in Czechoslovakia).
- SPAIN / CATALONIA : depuis 1991. On commença avec 14 municipalités ; À présent, il y en a presque 200. Forcément, la sensibilisation n'a fait que s'accroître au cours des années.
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": The European Heritage Days have been celebrated for 13 years. "The former Yugoslav Republic of Macedonia" joined this initiative in 1996. In the first year, the event was organised by the Ministry of Culture and there were only activities and visits in Skopje. The Museum of Macedonia was also involved through printing the promotional material. The National Coordinator was from the Ministry of Culture. In the following years, activities were only organised by the Museum of Macedonia. It was the only institution taking part in the Days and only monuments around the capital Skopje were open to the public. In 2000, the project of the Museum of Macedonia "Discover the European Heritage" won the European Heritage Days Award. Five museums from other towns were involved. The same year, coordination was passed to the Museum of Macedonia and, the following year, information about the European Heritage Days was distributed to all museums and other heritage institutions. Since then, the Days have continuously risen in the number of visitors (in 2007, around 34,000), institutions involved and sites open to the public. In 2008, the number of visitors was slightly down, but that does not include data about three towns and 11 sites. The European Heritage Days are much more popular than at the beginning. This refers especially to media coverage and the involvement of new sites and institutions for heritage protection, e.g. two libraries. There is a slight decline in the number of visitors in 2008.
- SWITZERLAND : 2008 = 15ème édition des Journées européennes du patrimoine en Suisse. Augmentation régulière des sites et du nombre de visiteurs. De plus en plus populaire.
- TURKEY: Two years. The public interest and awareness has noticeably increased compared to the previous year. More events in more places should be organised and the public interest should therefore be improved accordingly. The European Heritage Days have become more popular recently in Turkey.
- UK – NORTHERN IRELAND: celebrated for 11 years. 1997 had 12,500 visitors to 145 events increasing each year to 52,000 in 2008 to almost 240 events. More popular than at the beginning.
- UK – SCOTLAND: Doors Open Days has been run since 1990 and formed one of the first five countries to pioneer the European Heritage Days in 1991. In 1990, Glasgow and Ayr became the first areas to take part in Doors Open Days. It formed an element of the European City of Culture celebrations and its popularity encouraged the Scottish Civic Trust to coordinate similar events across 10 areas in Scotland the following year. Scotland, through Doors Open Days, became one of the first countries to become part of

the European Heritage Days network. In 1990, 60 buildings/events opened. In 2008, 952 buildings/events organised. More popular than at the beginning.

- UKRAINE: Since 2003. The European Heritage Days have become more popular with the public, and a wider range of cultural institutions are involved. The European Heritage Days become more and more popular.

Conclusions

The European Heritage Days have become increasingly popular over the years but some countries noted that the participation in the Days was stagnating. This had already been noted in the 2007 evaluation report.

Many countries still stress the importance of the Days in the annual calendar of cultural events in their countries.

However, in 2008, no joint themes were organised by countries in a given region after some good examples in previous years.

Most countries indicate that admission to the monuments and sites participating in the Days is free of charge.

9. Global assessment of the 2008 edition

- ARMENIA: 2008 est bien réussi sur le plan de la production du matériel promotionnel. Mais cette année par rapport à 2007 a enregistré peu de succès pour le nombre des visiteurs. C'est parce que le jour même du lancement des Journées européennes du patrimoine, un match de foot Arménie-Turquie a eu lieu à Erévan. Le grand public arménien a été bien centré autour de cet évènement sportif ayant un accent politique.
- AUSTRIA : -
- BELGIUM / BRUSSELS CAPITAL : positif
- BELGIUM / WALLONIA : très positif
- BULGARIA: Very successful; hoped that during the European Year of Intercultural Dialogue, we had found the way to put an accent on the European importance of heritage.
- CYPRUS: Even though, the initial plan to include a visit within the Buffer Zone during the guided tours could not be implemented, the 2008 European Heritage Days were a success as a wide public of all ages and social groups attended the event.
- CZECH REPUBLIC : -
- DENMARK: -
- FINLAND : 2008 was successful. We were able to attract new partners and new organisers of EHD events. The number of events increased in number.
- FRANCE: très satisfaisant.
- GERMANY: In 2008 – again – the Tag des offenen Denkmals was one of the most successful nationwide events in Germany. Fewer sites opened and fewer visitors than in 2007. But 2007 was a special year with its “historical sacred buildings” theme. Received a lot of support from the two big churches. 2008 was the “second best” year yet
- GREECE: No clear picture of the global 2008 European Heritage Days, since we did not attend this year’s coordinators’ meeting.
- HUNGARY: Remarkable, national-level success also resulting from a self-generating non-media, word-of-mouth process.
- ICELAND: -
- IRELAND: -
- ITALY: Le succès de l'édition 2008 témoigne de l'intérêt des Italiens pour les initiatives culturelles de qualité à travers lesquelles ils peuvent connaître l'immense patrimoine de

leur pays, partie intégrante de l'identité culturelle européenne. Il faut aussi souligner l'importance de la coopération entre les institutions, les entrepreneurs et la société civile, ensemble avec le but de sensibiliser les citoyens à la sauvegarde du patrimoine artistique et naturel italien.

- LATVIA: The theme of the 2008 edition proved that sometimes it is useful and interesting to look at the cultural heritage from a curious and unusual angle. It is a possibility to draw the attention of a new public, especially young people, and help to discover a diversity in the cultural heritage.
- LIECHSTENSTEIN : -
- LITHUANIA : -
- LUXEMBOURG : bilan positif après une année 2007 plutôt négative.
- MONACO : Le bilan est globalement très positif. Les visiteurs sollicitent une deuxième édition durant l'année et apprécient la diversité des visites et l'accueil des équipes des sites participants.
- NETHERLANDS: The 2008 Heritage Day in the Netherlands was a success. The number of visitors was between 800-900,000. About 350 municipalities joined the European Heritage Days and about 3,500 sites were opened to the public. The theme Trace was well chosen, it provided space for archaeology and the history of building. These are subjects which receive considerable attention in the Netherlands. Visitors and committees were enthusiastic. The only disadvantage of the theme: the theme Traces was especially concentrated in activities such as walking tours and cycling tours alongside the monuments or exhibitions about the monuments. There were fewer monuments related to the theme which could really be visited.
- NORWAY: -
- POLAND: -
- PORTUGAL: The global assessment of the 2008 edition is positive, considering the increase in the number of participating entities, the number of monuments and regions involved and the number of cultural activities developed. These results represent a national recognition of the importance of the European project, as well as a clear positive response to the initiative coordinated by IGESPAR in Portugal. Even though traditional means of dissemination were not used (like printed programmes and posters, newspapers and TV advertisements, road muppies), public visibility for the event was not affected.
- SAN MARINO : Le bilan global des Journées européennes du patrimoine 2008 a été plutôt satisfaisant bien que l'affluence du public ait été moins importante pour cette édition, qui reste cependant dans la moyenne habituelle enregistrée par les Journées européennes du patrimoine.
- SERBIA : -
- SLOVAKIA : very successful
- SPAIN / CATALONIA : Satisfaisant
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": the 2008 edition of the European Heritage Days was a real success, since almost all relevant institutions taking care of the cultural and natural heritage joined the initiative. The huge interest of the media was also noteworthy.
- SWITZERLAND : - Le bilan global est positif. Certains cantons (en particulier en Suisse romande) sont victime du succès des Journées européennes du patrimoine (forte affluence). La couverture médiatique est très bonne.
- TURKEY: The 2008 European Heritage Days could be evaluated as success in Turkey, because it was observed that the public interest and recognition level is well increased compared to last year.
- UK – NORTHERN IRELAND : -
- UK – SCOTLAND: Doors Open Days in 2008 was once again a popular and well-received event both at local and national levels. Despite the withdrawal of significant funding for publicity, a large number of people attended events. Event figures and participation was at 2007 levels suggesting that greater investment and support is

needed at local level in order to support the ongoing development of DODs across Scotland.

- UKRAINE : It was successful but not all the potential was used

Conclusions

The overall assessment of the Days in the reports submitted is positive and there seems to be a general feeling that there is still a lot of mileage in the European Heritage Days.

10. What do you expect of the coordination for the European Heritage Days at European level through the Council of Europe and the European Commission?

- ARMENIA: Une meilleure communication et promotion de la communication.
- AUSTRIA : -
- BELGIUM / BRUSSELS CAPITAL : -
- BELGIUM / WALLONIA : Un site internet dynamique et l'organisation d'un Forum annuel ainsi que d'une réunion des coordinateurs.
- BOSNIA AND HERZEGOVINA: We expect from coordination at European level the presentation of the cultural values of Bosnia and Herzegovina in Europe and better understanding of its values, the exchange of positive experiences, as well as better understanding of cultural diversities within the borders of our country. In consideration of the important material destruction of cultural values, cultural memory and intellectual potential in recent years, we expect understanding for the financial difficulties, and help for the participation in that coordination of Bosnia and Herzegovina.
- BULGARIA: Good networking possibility and exchange of information about the great variety of approaches to European Heritage issues in the different countries, but also at regional and local levels.
- CYPRUS: More coordination in terms of proposing common themes and cross border activities to strengthen the European dimension, exploring new ideas about making the European Heritage Days more attractive to the general public, giving guidelines in organisation and media strategies, raising funds etc.
- CZECH REPUBLIC: -
- DENMARK: Putting relevant themes beyond just national themes on the agenda i.e. in the European Heritage Forum. Setting new goals and agendas for the European Heritage Days, i.e. concerning target groups and areas of work. Supporting the good network among coordinators concerning practical conceptualisation.
- FINLAND: promotional material on the Days from the international point of view (e.g. a leaflet) produced well in advance of the September events; media coverage; support for possible international cooperation initiatives; a coordinators' meeting where best practice can be shared and possible cooperation initiatives discussed.
- FRANCE: Qu'elle puisse peu à peu illustrer, à travers la fenêtre "Journées européennes du patrimoine", une politique patrimoniale européenne.
- GERMANY: We expect the European Heritage Days coordination to support us in better networking between our partner countries. As we are always looking for new ideas, it is important for us to have an exchange of information between us, our colleagues and the coordination office. We would like to have information as early as possible about the dates and themes of our neighbours. The coordination office should continue to support us in drawing attention to the European level to the public and the media. http://www.coe.int/t/dg4/cultureheritage/Aware/EHD/default_en.asp should be maintained constantly. Besides this: the quite complicated URL should be simplified. For example: <http://www.heritage-days.eu/> and <http://www.european-heritage-days.eu/>, <http://www.european-heritage-days.org> or <http://www.heritage-days.eu/> are still available. You can forward it to

http://www.coe.int/t/dg4/cultureheritage/Aware/EHD/default_en.asp and nobody should have a problem with this.

- GREECE: To encourage and even create opportunities for international cooperation between partners of the participating countries.
- HUNGARY: Intensive exchange of experience with other countries' organisers
- ICELAND: -
- IRELAND: some strategic direction.
- ITALY: Une visibilité croissante pour les événements italiens à travers le biais du Conseil de l'Europe et de la Commission européenne.
- LATVIA: At first, the platform to exchange ideas. The common strategy, promotional materials, global information and information from other member states about the theme of the year etc. The organisation of thematic workshops would be useful for the sharing of experience and practical information among European Heritage Days national coordinators.
- LIECHSTENSTEIN :-
- LITHUANIA : -
- LUXEMBOURG : diffusion d'un dépliant présentant dates des Journées européennes du patrimoine dans tous les pays, présentation de l'idée et du but des Journées européennes du patrimoine.
- MONACO : Une meilleure vision des programmes de chaque pays et une communication plus élargie.
- NETHERLANDS: Because of the structure of the organisation of the Heritage Day in the Netherlands, which means that the local committees organise the Heritage Day at local level, it is difficult to influence the different programmes of the Day. Often the European dimension is too far from their reach. They often think visitors are only interested in their own, national culture. Beside this, committees often face a lack of financing. I would like to stimulate the committees to stress the European dimension and to cooperate with other European countries. I think the Council of Europe can help with that by informing the public, the press and the national coordinator about the European Heritage Days in the different countries, and about our shared European heritage. I also like to learn from other countries because we have a lot in common, I like to hear about best practice, about education, websites, themes, and of course good examples of international projects. I expect the Council of Europe to bring the national coordinators together through meetings and workshops, give us ideas for the European dimension and give us information and documentation (including pictures) of the different countries.
- NORWAY: A good, tiny folder (as the one we got in 2008) which we can use for those in charge locally and the newspaper and media. Possibilities to meet the other coordinators for inspiration in work with the European Heritage Days, get ideas etc. A yearly evaluation, so we can learn about the results. Some are very concerned about the numbers of visitors – others are more concerned about opening more people's eyes for the richness of our Cultural Heritage.
- POLAND: We recognise the role of European-level coordination as the global evaluation and formal supervision. We find the custom of annual meetings useful, as a platform for exchanges of fruitful experience – the coordination of meetings is impossible to carry out by the organiser country.
- PORTUGAL: What is expected is coordination at European level that may be an incentive to the celebration of a common cause, provide conceptual and methodological guidelines for the development of the event and ensure the interchange of experiences and approaches in the organisation of national events.
- SAN MARINO : Un petit pays rencontre différentes difficultés dans la répartition de ressources financières, humaines et de compétences techniques appropriées qu'il pourrait destiner à la mise en valeur du patrimoine artistique et culturel. Saint-Marin pourrait donc bénéficier de stimuli et d'indications utiles, provenant de différents organismes de coordination pour pouvoir développer davantage la qualité de son propre système culturel.

- SERBIA : -
- SLOVAKIA : satisfaisant.
- SPAIN / CATALONIA : Que la réunion des Coordinateurs des Journées européennes du patrimoine puisse se tenir, à nouveau, à Strasbourg, dans le Palais de l'Europe, à date fixe, comme auparavant ; au lieu de se promener d'un endroit à l'autre, selon les « événements » politiques ou culturels de chaque moment. Je suis convaincu que ce serait une façon de valoriser l'importance de cette réunion et des thèmes traités. Dans la formule actuelle, cette réunion risque de se déguiser en visite touristique.
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": Maybe undertaking some initiative for carrying out some other cross-border or common European project like IHPE, which would help European citizens get to know better the heritage of other countries. A project like this would certainly require substantial finances, which could be provided from the Programme Culture 2007-2013. Anyway, there may be something that could be done without a lot of money, maybe just some additional efforts. I would like to make a suggestion for taking some new initiatives to strengthen the European dimension For example; we could start with the promotion of the heritage of one country every year. It could be the country where the launch or the meeting may be held, but it does not have to be. If there is not an official launch every year, we could choose "**The Country of the European Heritage Days 2009**" (as is done with the European Cultural Capital). The country would prepare promotional material and the Coordination office could then invite every coordinator to make efforts to disseminate nationally information about the country and organise, on the occasion of the national European Heritage Days, some events related to it (traditional music, poetry recitals, heritage film reviews). This could be considered and maybe placed on the website or an on-line forum could be started.
- SWITZERLAND: Liste des organisateurs des Journées européennes du patrimoine en Europe (les organisateurs au niveau national mais également au niveau régional (Länder, département etc.)). En particulier, pour la Suisse, des régions frontières afin d'ouvrir des collaborations régionales (Jura suisse et français, Genève et Savoie par exemple).
- TURKEY: Comparative analysis of the events, budgets and organisational structures of the bodies responsible for the European Heritage Days would be good information to share between the coordinators.
- UK – NORTHERN IRELAND : -
- UK – SCOTLAND: As suggested in previous years:
Encourage formal and informal discussion / communication between EHD coordinators.
Development of the European Heritage Days website. Provision of a clear media strategy for promoting the European Heritage Days. In addition, a "plain English" definition of the message of the European Heritage Days, which could be included in national press activity. Production of a rolling three-year Management / Development plan for the European Heritage Days.
- UKRAINE: Further development of forms and methods of organisation for the European Heritage Days.

Conclusions

It appears from the reports that the coordinators consider the coordination at European level satisfactory but they would, in some cases, prefer to go back to the way in which the European Heritage Days were in former times with a liaison office and a traditional annual meeting in Strasbourg.

There was some criticism of the website which has to remain a Council of Europe website with the constraints of a website of an international organisation.

There was also some concern about ensuring that the coordinators have the opportunity to exchange information at their annual meeting.

11. If appropriate, please inform us if the format of the Forum “Heritage and Dialogue” (Brussels, 22-24 October) followed by the annual meeting of the coordinators met your expectations

- ARMENIA : Bien sûr oui. Une brève interprétation a été présentée dans le volume du Rapport des Journées européennes du patrimoine par la coordinatrice.
- AUSTRIA : -
- BELGIUM / BRUSSELS CAPITAL : co-organisers
- BELGIUM / WALLONIA : co-organisers
- BOSNIA AND HERZEGOVINA : it was a well organised and useful Forum
- BULGARIA: It was a good idea to organise this Forum. The work in the round table helped us to make contacts with different people and exchange a lot of ideas in the area of culture and heritage. The annual meeting was useful for making contact with the other coordinators and exchanging experience.
- CYPRUS: It was innovative and interesting.
- DENMARK: A fine initiative to discuss heritage, both in a broad and more academic sense, on a European and international level. Positive focus in both research and hands-on experience, and important that the Forum emphasised the necessity for new perspectives. Positive that dialogue and workshop was on the programme for one day, with a professional facilitation and feedback. Maybe too much time spent with representation by the organisers during the other days. Important to sharpen the theme in the coming forums. Maybe to confront the overall concept for the European Heritage Days by including in-put about non-European culture, experience economy, physical planning, young target groups, new media.... Regretfully, we were not able to attend the coordinators' meeting.
- FINLAND: The Forum and the annual meeting were a positive experience and remain a necessary means of sharing best practice between the coordinators. It brought about new ways of thinking and introduced new approaches, which can be put into practice in different countries. However, a welcome challenge would be to bring the discussion at times to a more practical level through a more problem-solution oriented point of view.
- FRANCE : J'ai bien aimé la formule. Le forum était particulièrement bien organisé.
- GERMANY: Yes, to me it was very intensive and I got a lot of new information about heritage work in some neighbouring countries. The section dealing with heritage and communication (public relations and journalism). It was also helpful and informative.
- GREECE : -
- HUNGARY : I have found them most useful and instructive
- ICELAND: -
- IRELAND : Yes
- ITALY: Le format du Forum « Patrimoine et Dialogue » (Bruxelles, 22-24 octobre) et la réunion annuelle des coordinateurs a été très intéressant.
- LATVIA: The Forum was oriented to a wide range of the heritage professionals. The round table discussions were useful and well organised. In this way, we could obtain experience from other countries in questions related to the preservation of cultural heritage. The annual meeting gave new ideas for the events of the 2009 edition of the European Heritage Days. An important role was given to the education issues for children and cultural heritage which is also topical in Latvia. We would be pleased to continue sharing practical experiences with other national coordinators: how the theme of the year has been chosen, how we can involve society, possibilities for fundraising etc.
- LIECHSTENSTEIN : -
- LITHUANIA: Last year's forum and the direction chosen and presented during it were interesting and useful.
- LUXEMBOURG : oui, cette rencontre était un succès. Il faut en remercier la Fondation Roi Baudouin

- MONACO : -
- NETHERLANDS: I think the Forum about Heritage and Dialogue was instructive, inspiring and motivating. The discussions were sometimes too abstract or too general. I sometimes missed the connection with the Heritage Days. The way of organising the Forum, the workshop-character was quite satisfactory, but the setting in groups was quit long. During the annual meeting of the coordinators, I missed some practical discussions. It was more listening instead of meeting. But the presentations were good. And there is always enough time in between to talk to your international colleagues.
- NORWAY: It was a good programme, good discussions etc, but I prefer one meeting for the European Heritage Days coordinators, a meeting for where we can get inspiration from the others and adapt new view and ideas. The people in charge of Cultural Heritage; politicians and specialists are in charge of the rules and laws and the facts. The job for the coordinators is to open the eyes of ordinary people to Cultural Heritage and the results from the work of these politicians and specialist. If we should have such Forum again, I would propose “New life in Cultural Heritage” (The theme of the European Heritage Days in Norway 2010) because: we are changing barns into restaurants, factory halls into art galleries etc. That means we are making a new type / group of Cultural Heritage which raises a lot of questions: What are the buildings now? What kind of rules and regulations do we have and should we have? Is it right to teach the next generations that a dirty, dark factory hall from their grandparents’ generation looks like a light, shining, glamorous art gallery? Etc.
- POLAND: The Forum was interesting and useful, mostly thanks to its form of round tables and real discussion over the proposed topics. It was real work and experience exchange – at a practical level. This kind of work on a given subject is fruitful in our every day work.
- PORTUGAL : -
- SAN MARINO : La République de Saint-Marin n’a pas pu participer au Forum.
- SERBIA : -
- SLOVAKIA : -
- SPAIN / CATALONIA : Malheureusement, je n’ai pas pu assister à la Réunion.
- “THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA”: The Forum “Heritage and Dialogue” (Brussels, 22-24 October) met my expectation. Moreover, I was positively surprised by the innovative approach and the new way of exchanging ideas for finding better paths in reaching the general public. I also liked the idea of combining the annual meeting with such events.
- SWITZERLAND : La formule est très intéressante et a permis de nombreux échanges. Cependant, il serait avantageux d’inviter des intervenants des milieux économiques ou immobiliers afin d’enrichir le débat et surtout de faire connaître notre travail dans des milieux qui décident directement de l’avenir de notre patrimoine. La réunion des coordinateurs a permis de connaître les projets d’autres pays et les moyens publicitaires utilisés. L’exemple de la Belgique était très intéressant pour la coordination suisse puisque nous connaissons également la diversité linguistique et culturelle (Suisse romande, italienne, romanche et alémanique).
- TURKEY: The forum was inspiring and very well prepared. It was a good way of sharing experiences with other colleagues. The range of presentations was also good. In spite also of having good presentations in the coordinators’ meeting, there was no time for exchanging ideas and experiences between the coordinators during the meeting.
- UK – NORTHERN IRELAND : -
- UK – SCOTLAND: Unfortunately, due to financial and time pressures, I could not attend. A meeting of the United Kingdom European Heritage Days coordinators was planned for late January and we received feedback from those who could attend.
- UKRAINE: Yes, it was a wonderful opportunity to exchange experience, discuss various issues related to the organisation of the European Heritage Days.

Conclusions

It appears that there is general satisfaction about the First European Heritage Forum although again concern was expressed about maintaining the annual meeting of coordinators. There was general appreciation about the format of the programme in round tables led by animators.

12. What is the added value of coordination at European level?

- ARMENIA : Echange d'idées entre coordinateurs permettant la mise en œuvre sur place de nouvelles initiatives.
- AUSTRIA : -
- BELGIUM / BRUSSELS CAPITAL : -
- BELGIUM / WALLONIA : Toujours plus d'informations et une prise de conscience de la grande communauté patrimoniale.
- BOSNIA AND HERZEGOVINA: It is the way in which cultural heritage is accessed as is defined in the Universal Declaration of Human Rights. There is an open possibility for each individual to be recognised and identified with specific heritage and its origins, and, at the same time, this individual could accept and understand the culture of others. We consider that coordination is precious, especially through the determination of the theme of the manifestation every year. Determination of a common theme would be an excellent opportunity for the protection services to include in their efforts a broader public and thus give rise to the formation of a strong public opinion in the area of heritage protection and preservation.
- BULGARIA: The opportunity for communication among the national coordinators at European level. Raised visibility of the issues addressed and actions undertaken at European level. This is a possibility for consolidated efforts for the promotion of the common heritage not only at "EU" level but beyond.
- CYPRUS: Having the events under the auspices of the Council of Europe gives an added value to the European Heritage Days at local level and differentiates the event from other local festivals with a similar theme. Concerning the organisers, it is important to be aware of what is happening in other European countries and exchange best practice and ideas.
- CZECH REPUBLIC: -
- DENMARK: Useful to share experiences and ideas on a conceptual level. Important to have a transnational perspective and investigate both differences and similarities, bringing out the multitude of European cultures and raising awareness about this. Creating a platform for international dialogue.
- FINLAND: The added value of the coordination at the European level is through providing a necessary network and a platform for sharing ideas and best practice, contributing thus to the development of the Days at national level; reducing the challenges of providing the resources needed for the organisation of the Days at national level; giving an impetus to the marketing efforts at national level; providing cross-cutting or common themes at European level thus furthering the European dimension of the national events; encouraging international cooperation.
- FRANCE: Echange d'expériences, de pratiques, comparaison des champs sémantiques.
- GERMANY: It elevates the national event. People (organisers and visitors) like to see the European logo and to feel part of a huge Europe-wide cultural event.
- GREECE: The most important aspect is the dissemination of information.
- HUNGARY: The International Catalogue of Events appears to be most useful for both the organisers and the media. The fact that national organisers have a sense of European belonging as a result of the coordination is crucial and heart-warming.
- ICELAND: -
- IRELAND: Benefit of different experiences and ideas from different countries, knowledge

- transfer.
- ITALY: La possibilité d'entreprendre des politiques communes afin d'améliorer les difficultés à travers des directives communautaires.
 - LATVIA: Cross-border and international dimension of the event. The platform of the ideas exchanged by the national coordinators.
 - LIECHSTENSTEIN : -
 - LITHUANIA: Visibility, Common standard and European Heritage Interpretation.
 - LUXEMBOURG : motivation pour coordinateurs nationaux, coordination minimale des Journées européennes du patrimoine dans tous les pays.
 - MONACO : -
 - NETHERLANDS: It raises your event to a higher scale. All national events are part of a bigger event, on a European scale. So it has more impact, it makes it easier to finance the event in your own country.
 - NORWAY: Without the coordination at European level, the important work carried out during the years would fall apart. The European Heritage Days are a symbol of work done together; but without coordination at European level, there will be no glue, nothing formal which would knit the work in each country together. And it is good support for all new coordinators to have help. I am grateful for always receiving nice answers to my questions. It makes the job with the European Heritage Days pleasant. I would like the possibility to order European Heritage Days flags / banners from the coordinators at European level. The prices are much lower when we order together. But, I understand that it makes a lot of work.
 - POLAND: The Forum was interesting and useful, mostly thanks to its form of round tables and real discussion on the proposed topics. It was real work and exchange of experience on the practical level. This kind of work on a subject is fruitful in our everyday work.
 - PORTUGAL: Coordination at European level is a key forum for dialogue and exchange of experiences between different countries participating in the European Heritage Days, while also enriching national initiatives.
 - SAN MARINO : La valeur ajoutée consiste aussi bien dans la possibilité de pouvoir instaurer un lien plus étroit entre les activités de chaque pays européen, en conférant de ce fait une dimension supranationale à la mise en valeur du patrimoine culturel et artistique de chacun, dans le but de pouvoir bénéficier d'un vaste réseau d'informations, contacts et indications utiles pour la promotion de ce même patrimoine.
 - SERBIA : -
 - SLOVAKIA : -
 - SPAIN / CATALONIA : À mon avis, il s'agit d'une question de cohérence, étant donné que "L'Europe est un patrimoine commun".
 - "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": Spreading and disseminating the European spirit in many different and innovative ways.
 - SWITZERLAND : Une meilleure visibilité au niveau internationale qui permet une plus grande plus-value des Journées européennes du patrimoine.
 - TURKEY: The umbrella of the Council of Europe and the European Commission gives strength and power to the events and provides better understanding of the framework and the mission of the European Heritage Days.
 - UK – NORTHERN IRELAND: part of a large organisation.
 - UK – SCOTLAND: As noted in previous years, there seems to be a lack of clear direction at European level. Communication could be greatly improved and the website remains unsuitable for use by the public as it is difficult to navigate, hard to understand and corporate in look and message. It remains a challenge to develop and maintain links with other European Heritage Days coordinators, especially since I could not attend the meeting in Brussels.
 - UKRAINE: It corresponds to the general idea of European common cultural values and gives impetus to further development of countries' cultural policy. The experience proves the importance of continuity in European Heritage Days coordination in every country

and in general European Heritage Days coordination by the Council of Europe and the European Commission. The existing practice should be continued.

Conclusions

There appears to be general satisfaction about the coordination at European level but the coordinators feel there could be some improvement. Also, there was some criticism about the website. The coordinators all stressed the importance of meeting annually and exchanging information and experiences which could then be used in their work during the year.

13. *The European Heritage Days in 2009*

Themes and dates for 2009 chosen by the countries participating in the European Heritage Days:

- ARMENIA: L'ONU a déclaré 2009 l'Année de l'astronomie. L'ICOMOS propose de célébrer le 18 avril (Journée internationale des monuments et des sites) sous le thème "Patrimoine et la science". A cet égard, le thème "Voie lactée" sera le thème d'Arménie (à valider). Dates choisies 19-20 septembre 2009 (à valider).
- AUSTRIA : not available
- BELGIUM / BRUSSELS CAPITAL : dates : 19-20 septembre 2009, thème : Venus d'ailleurs.
- BELGIUM / WALLONIA : dates : 12-13 septembre, Patrimoine et modernité: du 20e siècle au 3e millénaire.
- BOSNIA AND HERZEGOVINA: Bosnia and Herzegovina ratified the Convention for the value of cultural heritage for society in 2008. This should be the theme for the 2009 European Heritage Days. End of September.
- BULGARIA: The theme for 2009 will be decided at the end of February.
- CYPRUS: not yet decided
- CZECH REPUBLIC: Monuments Measured by Time
- DENMARK: In 2009, a new Heritage Days campaign will be held during the second weekend of September with a theme about the Danish World Heritage Sites and the UNESCO-convention. Background: The European Heritage Days in Denmark will change their concept from this year on, the name of the campaign changing from The Days of Building Culture to Heritage Days. The focus will be broadened according to the new name, and this goes for the target groups as well. The new concept will put together the best of two campaigns, namely the Days of Building Culture, with its focus on actual buildings and sites being opened to the public – and the former Day of History which is a broad heritage-campaign aimed at families and a more popular interested audience.
- FRANCE: Un Patrimoine accessible à tous, 19-20 septembre 2009.
- FINLAND : Cities and town halls.
- GERMANY: Historische Orte des Genusses (Historical sites of enjoyment), 13 September 2009.
- GREECE: The title is not final yet but the theme is about Magic, the people's relations with the natural and the supernatural world and how this relationship is expressed in architecture, objects of everyday life etc. Dates: 25-27 September 2009.
- HUNGARY: Holy Spaces (Temples, Stupas, Monasteries, Synagogues, Mosques, etc).
- ICELAND: -
- IRELAND: theme not yet determined, dates: 22-30 August 2009.
- ITALY: thème à déterminer, dates: 26-27 septembre 2009.
- LATVIA: Not yet decided.
- LIECHSTENTEIN : Not yet decided
- LITHUANIA: Date: 18-27, September. Theme: Creating History Together. (Theme is

devoted to the promotion of the cultural heritage of all ethnic and religious communities living in Lithuania).

- LUXEMBOURG: theme not yet decided, provisional dates: 19-20 September 2009.
- MONACO : En 2009, la Journée européenne du patrimoine aura lieu le dimanche 27 septembre et portera sur le thème des Ballets russes à Monte-Carlo.
- NETHERLANDS: theme not yet decided. Dates : 12-13 September 2009.
- NORWAY: Water and Cultural Heritage of Everyday Life. 13 September 2009.
- POLAND : not yet available.
- PORTUGAL : not yet known.
- SAN MARINO : 13 Septembre 2009. Il n'y a pas de thème particulier.
- SERBIA : -
- SLOVAKIA : -
- SPAIN / CATALONIA : pas encore connu
- "THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA": Heritage Routes, 25 September-1 October 2009.
- SWITZERLAND : Au fil de l'eau (patrimoine situé au bord ou en rapport avec l'eau).
- TURKEY : not yet decided.
- UK – NORTHERN IRELAND: theme not yet decided. 12-13 September 2009.
- UK – SCOTLAND: 2009 marks the 250th anniversary of the birth of Robert Burns and, to celebrate this, events will be organised throughout Scotland as part of a tourism initiative called "Homecoming Scotland 2009" coordinated by Visit Scotland (a government agency). The Scottish Civic Trust was successful in its application for a grant to support the promotion of DOD at international level and will have a part time member of staff developing media and marketing activity.
- UKRAINE : "Ukraine – Country of Castles and Fortresses", September 2009

Conclusions

The coordinators have started sending in their proposals for the themes and dates for the European Heritage Days in 2009. The themes are varied and interesting but there do not appear to be any joint themes from different regions.

It is satisfactory that the Days will mainly be taking place in September more or less during the same weekends.

III. Overall conclusions and remarks

The Secretariat would like first of all to thank the coordinators who responded to the invitation to submit information on the 2008 European Heritage Days for the quality of their replies to the questionnaire and to stress that it appreciates the on-going contacts with the national coordinators.

The information provided gives a good overall picture of the organisation at national level of the European Heritage Days in the 49 states parties to the Council of Europe's European Cultural Convention. It also covers the situation in the member States which have taken part since the beginning of the programme as well as those that have starting organising the Days more recently. It also shows the on-going commitment and enthusiasm in the member States for this initiative.

The European Heritage Days have undergone, in the last two years, a revitalisation and reorientation of the programme at the request of the partners in the European Commission. It was decided that a launch should no longer be organised in a member State but that there should be an Annual European Heritage Forum. In 2008, the first Forum was on "Heritage

and Dialogue” and took place in Brussels, 22-24 October 2008, and was followed by a half-day meeting of the group of coordinators. The Forum was a contribution to the 2008 European Year of Intercultural Dialogue and was organised on the occasion of the 20th Anniversary of the European Heritage Days in Belgium and also thanks to the generous contribution of Belgium and the King Baudouin Foundation.

The continued contribution to the Annual Covenant between the Council of Europe and the European Commission was dependent on a clear revitalisation and reorientation of the programme of the Days.

The themes of the new series of forums should be topical and closely linked to the role of heritage in a given area. The Second European Heritage Forum will be on “Creativity and Innovation” as a contribution to the 2009 European Year of Creativity and Innovation and will take place in Slovenia in the context of the Slovenian Chairmanship of the Council of Europe’s Committee of Ministers.

In the last 12 months, the Secretariat of the Council of Europe has tried to ensure that the coordinators receive regular information through circular letters and news on the website. It will continue its coordination of the European Heritage Days in 2009 and will keep updating its website. It will continue to do its best to ensure satisfaction among the coordinators.