

European Heritage Days 2008 and onwards

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History (see handbook for details)

- 1984** **France**
“Historical Monument Open Day”
- 1985** **Grenade - Spain**
2nd European Conference of Ministers
responsible for the Architectural Heritage
“Promotion of the architectural heritage in socio-
cultural life and a factor in the quality of life”
- 1987** **the Netherlands**
- 1988** **Sweden & Malta**
- 1989** **Belgium**
- 1990** **Denmark – Scotland & Turkey**
- 2009** **49 states, parties of the Council of Europe’s European Cultural
Convention**

Coordination

- **At regional and local level**

- **At national level**

- government
- NGO's
- private body or foundation

- **At European level: Council of Europe and EC with**

1991 – 1993 : Stichting Open Monumentendag – the Netherlands

1994 – 2000 : King Baudouin Foundation – Belgium

2001 – 2005 : Centro Nacional de Cultura – Portugal

2006 – 2007 : Europa Nostra

2008 – : Council of Europe

Coordination

- **At regional and local level**

The real organisers and volunteers in charge of all aspects of preparing and elaborating the programme, coaching the public and reporting to the national coordination.

- **At national level**

1. interface between local players and European coordination
2. deciding and documenting national theme
3. organising information meetings
4. pooling of resources
5. contents & tools for local players
6. promotion campaigns
7. yearly European meeting of national coordinators

Common European principles

- a weekend/day in September
- opening buildings and sites, usually closed to the public
- free of charge
- encourage participation of young people
- European Heritage Days logo & flag
- Europe a common heritage
- European coherency & regional flexibility

Framework Convention on the value of Cultural Heritage for Society

Enters into force when 10 member states of the Council of Europe have ratified the Convention. Up till now 9 did!

Section II. Contribution of cultural heritage to society and human development

Article 7 – Cultural heritage and dialogue

Article 8 – Environment, heritage and quality of life

Article 9 – Sustainable use of the cultural heritage

Article 10 – Cultural heritage and economic activity

Section III. Shared responsibility for cultural heritage and public participation

Article 11 – The organisation of public responsibilities for cultural
heritage

Article 12 – Access to cultural heritage and democratic participation

Article 13 – Cultural heritage and knowledge

Article 14 – Cultural heritage and information society

20 years EHD in Belgium

Opinion poll, done by IPSOS, among 2100 persons in Wallonia, Brussels and Flanders in 2008

Conclusion: strong brand with very positive image

90% knows EHD

82% of these judge EHD as a positive initiative

32% of these have visited at least one site

among them the agegroup 18-34 is underweighed

among them higher level of formal education is overweighed

35% are aware of a European context

visits take preferably place in the immediate neighbourhood
(average 10 kilometers)

main attractors

opportunity to see monument that is usually not open to the
public

being shown round by a guide

EHD in Belgium

Brussels – theme : Expo 58

(before and after – representative for the 20 years after
Second World War)

61 sites and 153 events

20 extra sites for the 20th anniversary

Flanders – theme : 20th century monuments

600 sites and 510 events

500 000 visits

230 out of 308 Flemish municipalities participated

Wallonia – theme : Heritage and culture

700 sites

368 000 visits

Heritage and dialogue (Brussels, 2008)

Heritage

- is a mediator
- provides emotional experiences
- connects people
- supports identity
- stores & transmits memory
- is contested
- is always present

European strategy for the coming years

Premises

1. joint initiative Council of Europe & European Commission (50% / 50%)
2. secretariat of Council of Europe is in charge of the steering and coordination on European level
3. giving concrete expression to the principles affirmed by the Faro Framework Convention
4. innovating initiatives in the area of reading/interpreting and communicating heritage
5. website = link between national initiatives and secretariat of Council of Europe
6. September
7. a separate meeting of national coordinators is no longer financially possible

European strategy for the coming years

Purpose

A common European reflexion on:

- heritage community
- right to heritage
- added value for intercultural dialogue and sustainable development
- raising awareness
- stimulating dynamism

Questions

- presence of EHHF members?
- coorganising with EHHF members?
- interest of national organisers of EHD?
- how to match highly visionary approach and need for practical recipes?

European strategy for the coming years

New initiatives

1. Yearly European Heritage Forum

2008, Brussels = Heritage and Dialogue

2009, Ljubljana = Heritage and Creativity & Innovation

2010, ? = Heritage and Prosperity (t.b.c.)

Speakers

state of the art in their field

Participants

- institutional organisations
- heads of culture/heritage
- heritage professionals
- national coordinators

European strategy for the coming years

New initiatives

2. Supranational initiative with the visual media

- opportunity: EHD
- aim: realise short documentaries for easy exchange via internet site and at the disposal of the different national television broadcasters
- start-up of a pilot-project
- result: highlighting common European heritage

3. End 2009

jubilee publication about 25 years of EHD, under preparation by Europa Nostra

4. Meeting of national coordinators end-on with annual forum

Conclusion and evaluation EHD 2008 (Council of Europe) and of my questioning (May 2009)

1. Heritage

- built heritage as well as landscapes & archeological sites
- tangible as well as intangible

2. Organizer

- directly involved ministries and their departments, agencies, inspection (Culture, Environment, Education, Tourism, Foreign Affairs, Communication)
- foundations, NGO's, committees with formal or informal approval and support of public authorities

3. Theme

- no joint European theme
- 2014. First World War?

4. Participation and attendance

- the greatest one day/weekend cultural event in Europe
- challenge: attracting the younger generation
- challenge: highlighting diversity to stimulate dialogue
- challenge: creating permanent tools for reinforcing awareness throughout the year

Conclusion and evaluation EHD 2008 (Council of Europe) and of my questioning (May 2009)

5. Young people

- a lot of energy spent on specific programmes
- International Photography Experience of Monuments remains successful
- vital for guaranteeing future success of EHD

6. Financing

- national, regional, local: great variety
- absolute need for political and financial support
- Belgium: important extra contribution to the organisation of the first European Heritage Forum
- thanks to massive commitment of volunteers (active citizenship)

7. Visibility of Europe

- the logo and the flag are the most tangible links
- themes are regional/national
- European leaflet by the Council of Europe
- European Heritage Forum
- website: www.ehd.coe.int, email: jep-ehd@coe.int

Conclusion and evaluation EHD 2008 (Council of Europe) and of my questioning (May 2009)

8. Media

- sympathetic and spontaneous mediacoverage
- growing influence of internet/websites
- very little transborder promotion, though real possibilities within specific situations

9. Development of EHD as far as participants & popularity are concerned

- 24 growing
- 4 stabilising
- 3 decline

10. Global assessment – edition 2008

- still a lot of mileage in EHD