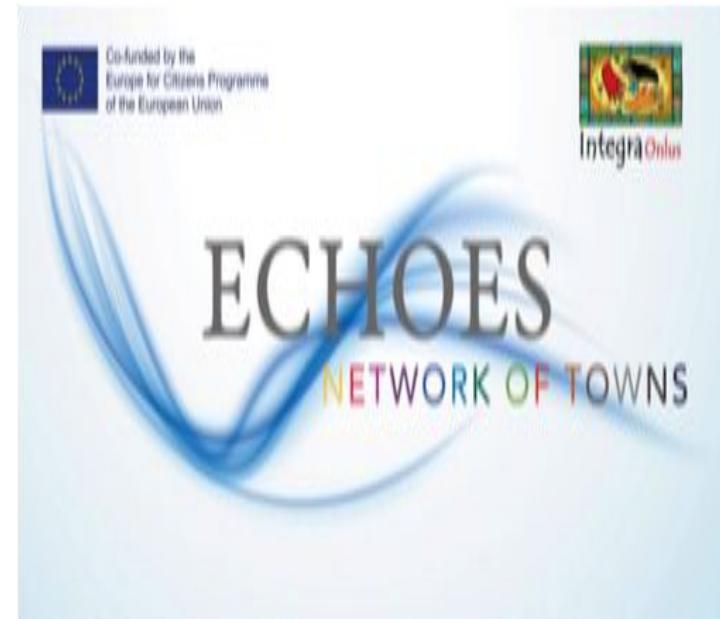




ASSOCIATION OF ALBANIAN MUNICIPALITIES



ECHOES NETWORK OF TOWNS
NOVEMBER, 2019,
GUADELOUPE

Shoqata e Bashkive të Shqipërisë

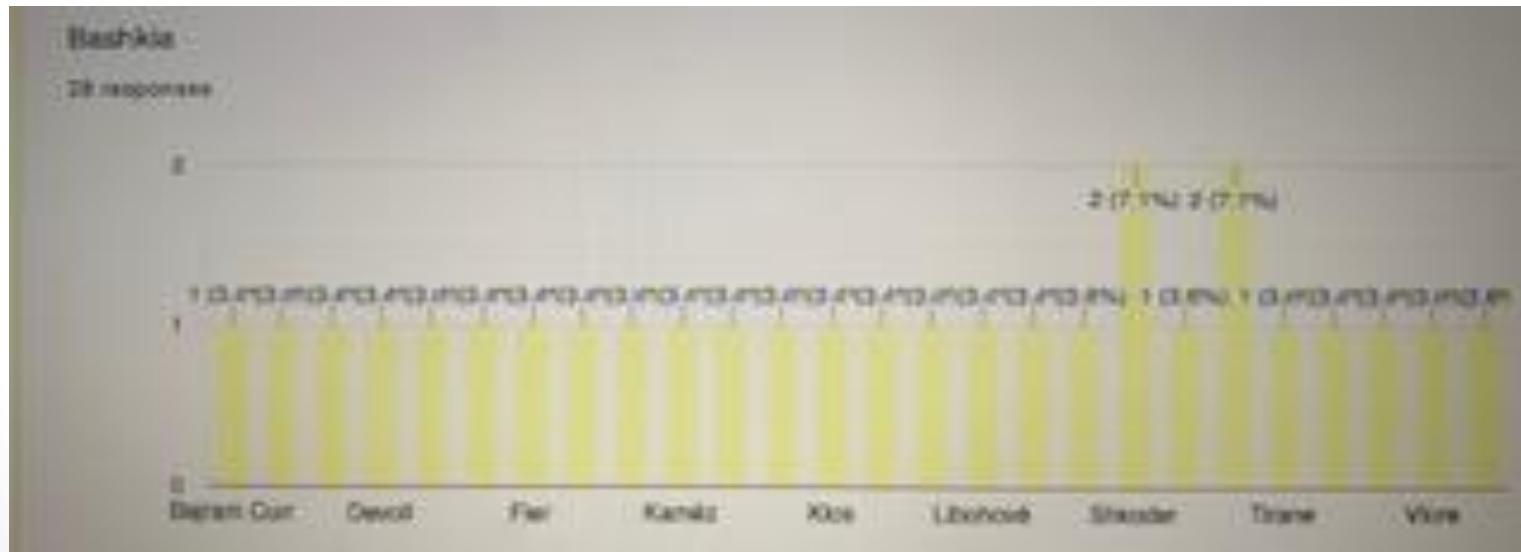


ECHOES - Survey

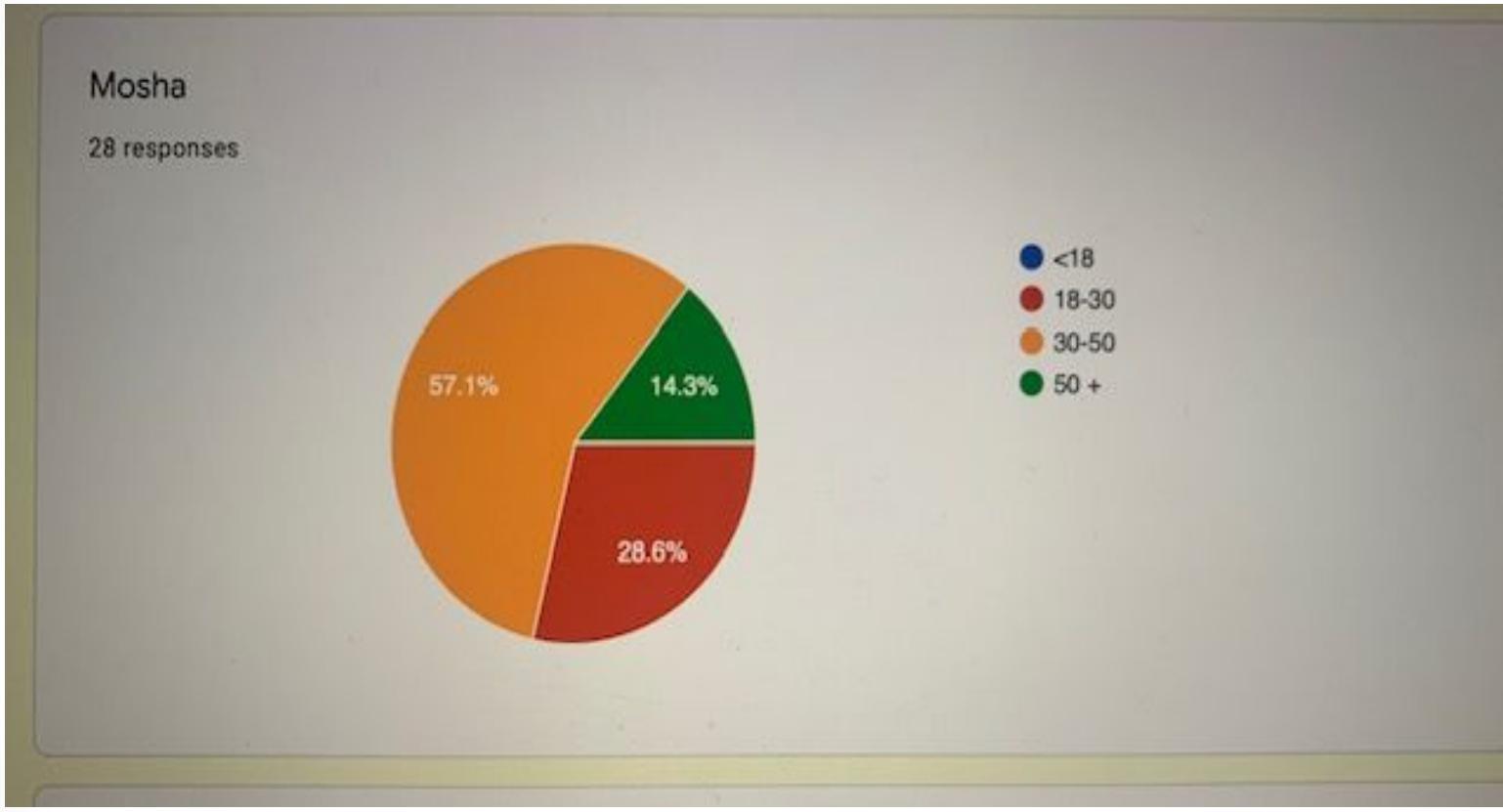
2018 European Year of Cultural Heritage-Albanian

Feedback

28 Municipalities out 61 answered



Age range



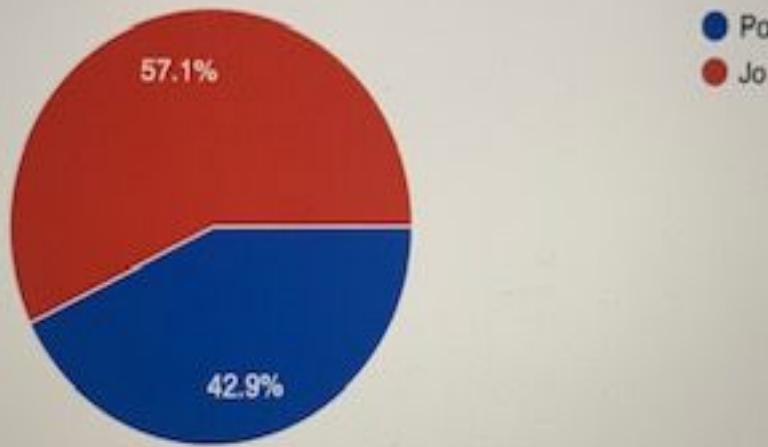
Q1-Did you know the European Commission almost every year launches a "European Year of", so as to raising citizens' awareness on specific themes, issues and initiatives?



Q2-Have you ever heard about "2018 European Year of Cultural Heritage" (EYCH)?

Keni dëgjuar për 'Viti European i Trashëgimisë Kulturore' (2018 European Year of Cultural Heritage - EYCH)?

28 responses



Q3-Which initiative have you been involved/participated in, linked with the 2018 EYCH?

- CULTURE HERITAGE – A TOOL FOR DEVELOPMENT',
- *Cultural event,*
- *Photo expo*
- *35.000 picture of the decade and centuries*
- *Legend of the fortress*
- *Tourism in Centuries*

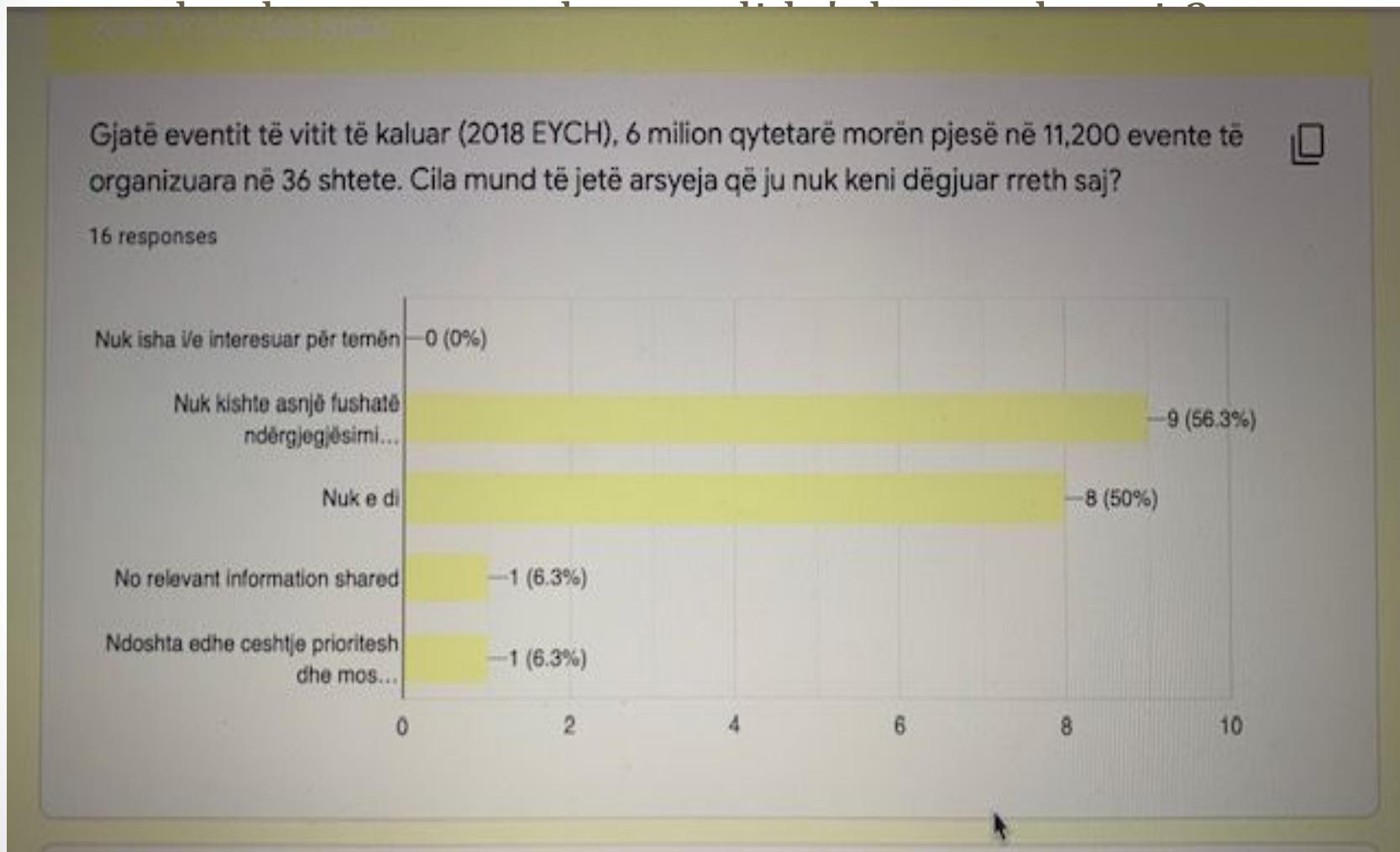


Q4-Do you think the EYCH affected somehow your community?

- Yes, Yes , because we present our city and country to another one.
- The events have created social environment
- The cities council obligated to pay more attention for culture and heritage



Q5- During 2018 EYCH, 6 million citizens took part to 11.200 initiatives organized in 36 Countries. Which could be the reason why you did not participate?



Q5- Could you please suggest how an adequate awareness campaign should be implemented so as to reach the general public in your community?

- **Regional conference**
- **Roundtable meetings**
- **Municipality open meetings**
- **Civil society workshops**
- **etc**

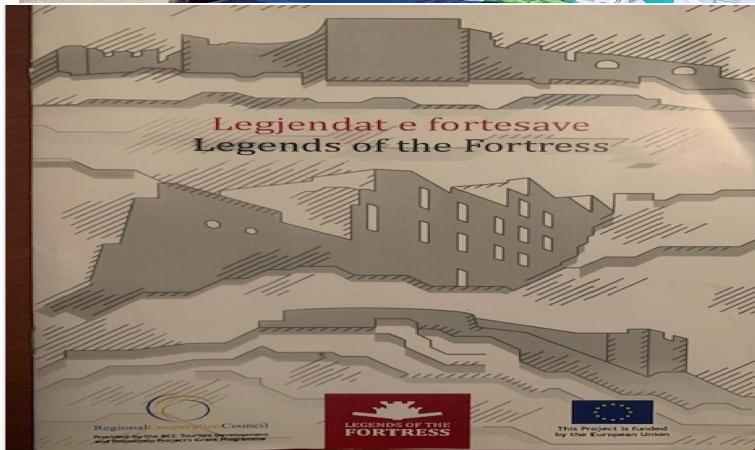


Q6- Please write your suggestions for the initiatives the European Institutions will take in the near future, in order to have an adequate impact at every level, especially at your community level.

- **More information on the event**
- **More support from central, regional and local authorities**
- **More financier sources from donor communities**
- **More transparency**
- **More networking and cooperation of CSO**



- Picture and Links from the events



<https://www.europeanheritagedays.com/EHD-Programme/Press-Corner/News/European-Heritage-Stories-Interview%24%24%24-Don%E2%80%99t-Get-Mad>

<https://www.aadf.org/lead-albania-alumni-event-on-cultural-heritage/>

<https://twitter.com/search?q=%23RozafaCastle&src=hash>

#RozafaCastle in #Shkodra
#coloursofalbanian2018





ASSOCIATION OF ALBANIAN MUNICIPALITIES

video

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



Shoqata e Bashkive të Shqipërisë



C

CARNIKAVAS
NOVADS



CARNIKAVA MUNICIPALITY
part of
Cultural Routes of Europe

CARNIKAVA MUNICIPALITY



- 19 km Coastal Line
- Territory 84 km²
- 9565 inhabitants (30.07.2019.)

Cultural Routes as Investment for Growth and Jobs



The overall objective of the Cult-Ring project is to highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalization of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building.



Cultural Routes as Investment for Growth and Jobs



Cultural Routes of the Council of Europe have been established since 1987, stressing the importance of European identities.

The Enlarged Partial Agreement on Cultural Routes currently comprises **31 routes** contributing to protection and development of natural and cultural heritage (2 routes in Latvia) .

Cultural Routes are used as powerful tools to promote and preserve EU's **shared and diverse cultural identities, and provide a better understanding of the history of Europe**.



Cultural Routes as Investment for Growth and Jobs



The impacts of Cultural Routes on SMEs' innovation and competitiveness have showed that they are:

- at the heart of cultural tourism development
- achieved a noteworthy impact and progress, and shown remarkable potential for SME generation, networking, social cohesion and intercultural dialogue
- promoting the image of Europe
- represent a source of innovation, creativity, small-business creation, and cultural tourism products and services development

Cultural Routes as Investment for Growth and Jobs



Latvia is a part of 2 Cultural Routes of Europe:

- **Viking Route** was certified as a "Cultural Route of the Council of Europe" in 1993

The Viking Age was the period from 8th to 11th century during which Vikings achieved unrivalled boat building, navigational and seamanship skills allowing them to travel widely throughout Northern and Western Europe, the North Atlantic, into the Mediterranean and deep into the rivers of Russia and the Ukraine.

- **Iron Curtain Trail or EuroVelo13** Certified as a "Cultural Route of the Council of Europe" in 2019

The Iron Curtain Trail covers 20 European countries connecting many historic buildings, monuments, museums and **landmarks** which remind us of the history of a divided Europe. **National parks** with varied flora and fauna and **unique landscapes**, left almost untouched as they formed part of the border areas, characterize the route all along its course.

The Iron Curtain Trail retraces the physical border stretching from the Barents Sea to the Black Sea dividing Eastern and Western Europe for almost half a century following the end of the Second World War.

Following this cyclable route for **more than 10.000 km** is a living lesson in European history of the 20th century. The Route combines cultural and historic sites linked to the political, military and ideological barrier erected during the Cold War as a reminder of peace and reconciliation that have followed the fall of the "Iron Curtain".

The Route features attractive and varied landscapes and unique habitats that emerged along the former border strip.

Cultural Routes as Investment for Growth and Jobs



Carnikava Municipality as a part of «Iron Curtain» cultural trail

The itinerary of EuroVelo 13 in Latvia is over 550km and follows the sea coast as closely as possible from the Estonian border (Ainaži) to the Lithuanian (Nida). Visitors will enjoy Latvia's rich natural landscape of which 56% is covered by forest. In Carnikava this route is **aprox. 25 km** long leading through villages, former soviet army bases, woods, sandy beach, villages



PUBLIC SPACE IN NATURE AREAS



1800 m path through nature park (Natura 2000) leading to the beach

PUBLIC SPACE IN NATURE AREAS



PUBLIC SPACE IN NATURE AREAS

The seat with solar batteries to charge the electronic devices



PUBLIC SPACE IN NATURE AREAS



Hammocks on beach
created within a
community project

PUBLIC SPACE IN NATURE AREAS



700 m wooden path through nature park (Natura 2000)

BIKE PATH EUROVELO 13



PEDESTRIAN BRIDGE



PUBLIC SPACE IN VILLAGE



CULTURE HERITAGE



LAMPREY FESTIVAL



400 liters lamprey's
soup

INNOVATIONS IN PUBLIC SPACE



A wide-angle photograph looking up at a dense forest of tall pine trees. The trees have thick, light-colored trunks and dark green, needle-covered branches. The sky is a clear, vibrant blue. The perspective is from a low angle, making the trees appear very tall.

Thanks!



Co-funded by the
Europe for Citizens Programme
of the European Union



Integra Onlus



ECHOES

NETWORK OF TOWNS

GUADELOUPE NOV 2019



Introduction

“According to the goal of **2018 EYCH**, which is ***to reach out to the widest possible audience, especially children and young people, local communities and individuals who rarely come into contact with culture, to foster a shared sense of ownership***”



has worked to achieve this **goal** through:

Studies

Projects

NETWORKS

The aim of this presentation:

is to identify about the impact of the 2018 European Year of CH at local/regional level in Greece



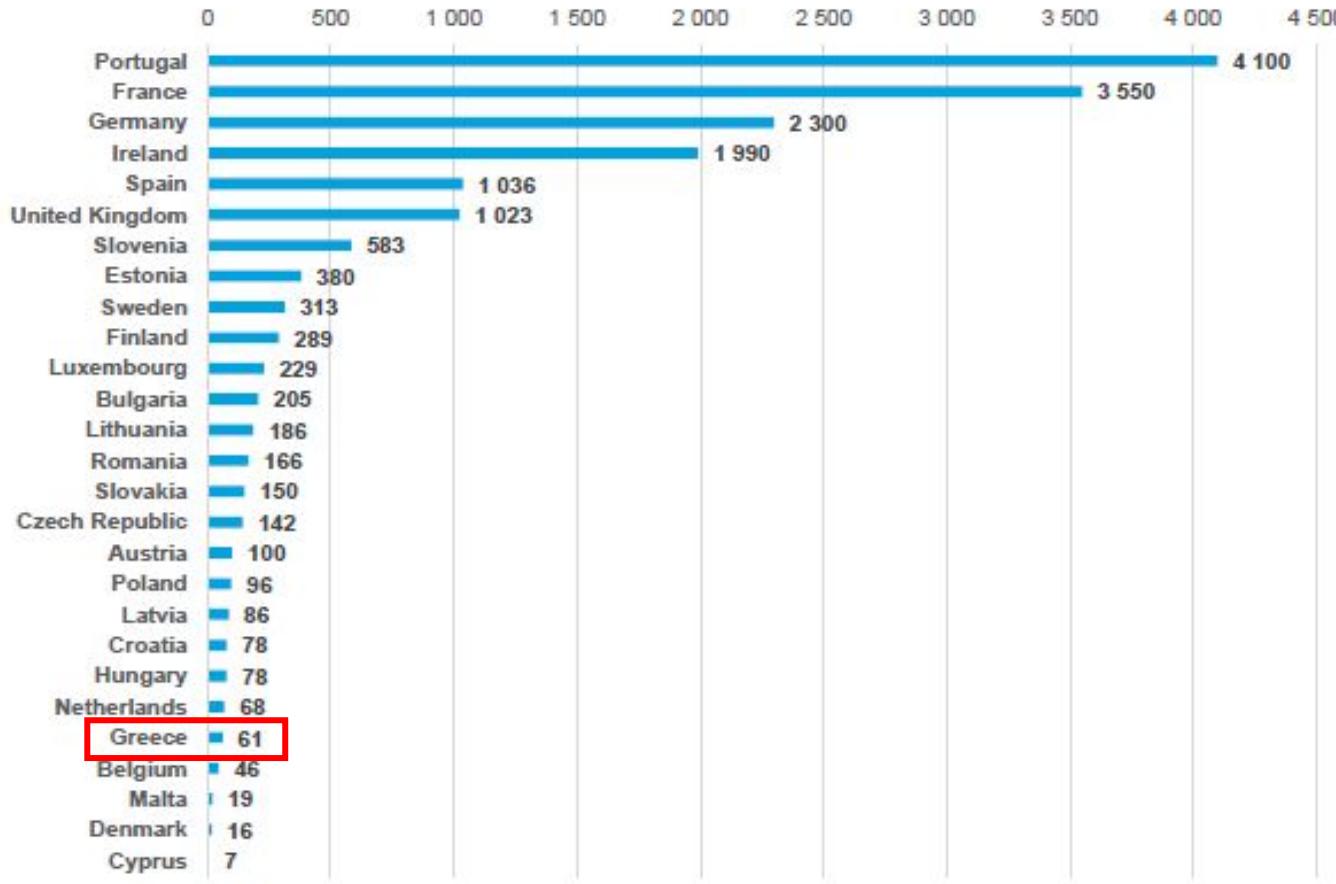
2018 EYCH Statistics on European Level



<u>EVENTS</u>	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Events organized	18.365	17.297	457	611
Participants to the Events	9.558.740	8.536.901	386.436	635.403

<u>LABELS</u>	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Labeled Initiatives	12.834	12.411	223	200

2018 EYCH Statistics on European Level- EVENTS

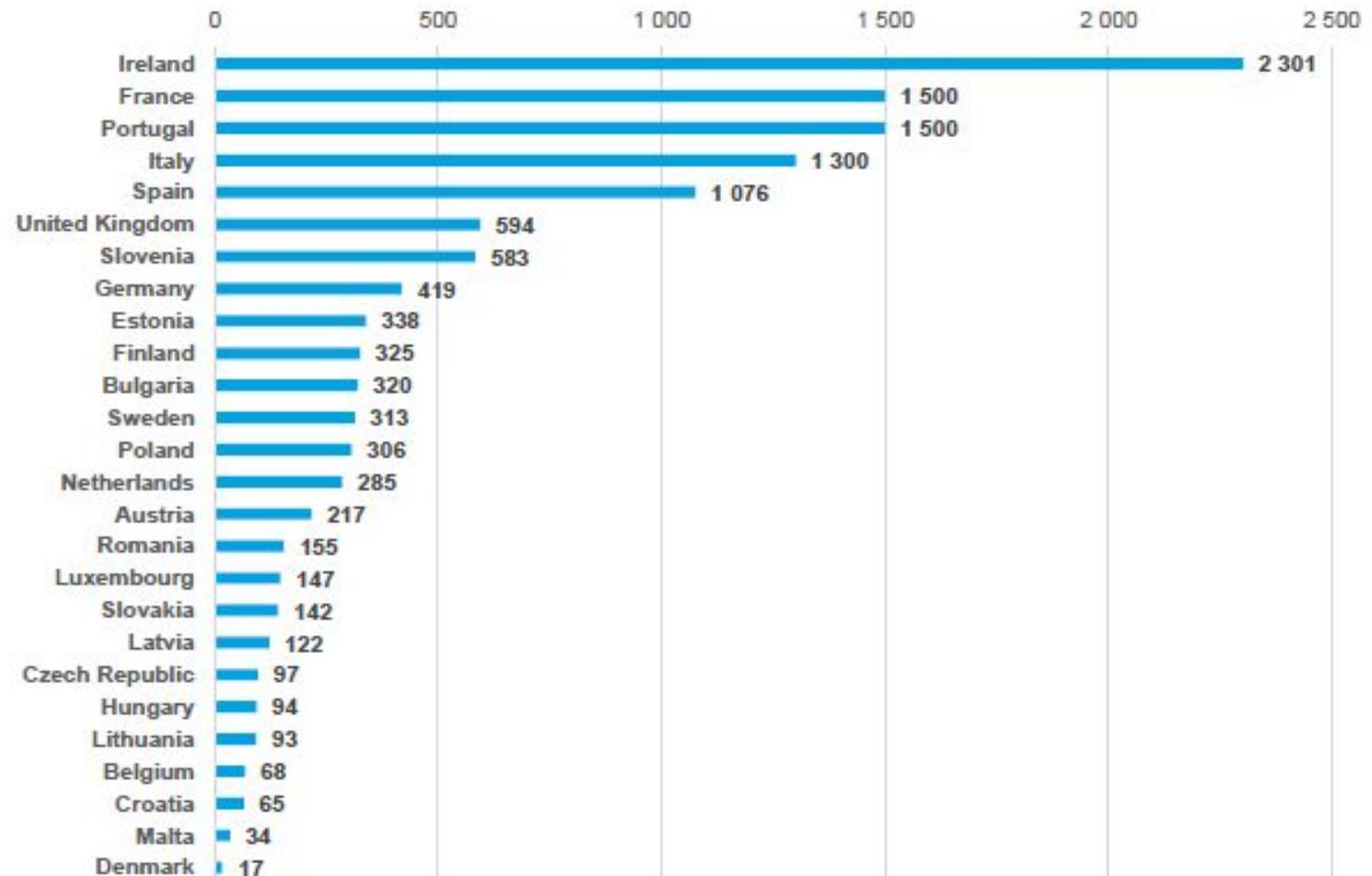


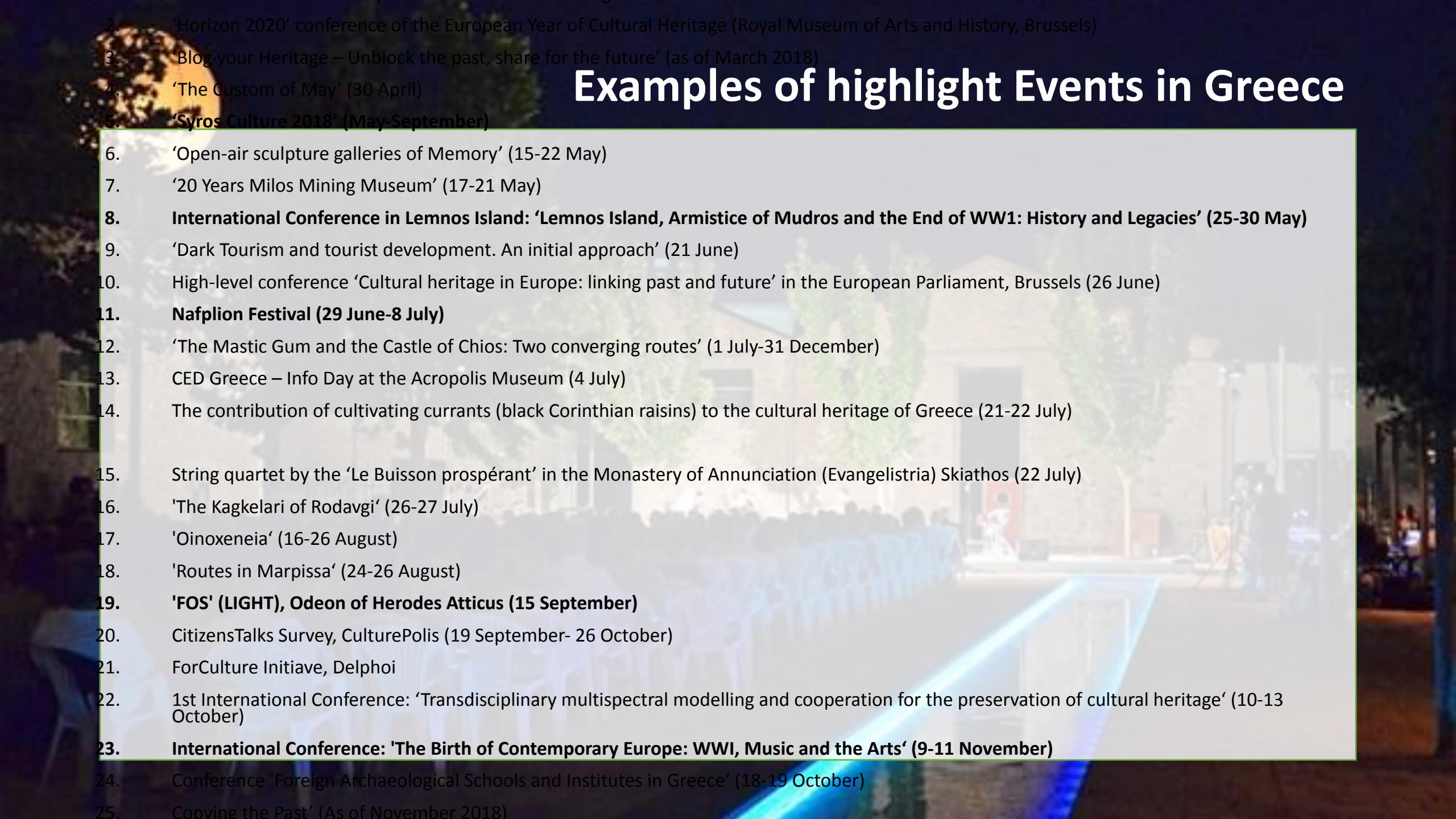
Number of Events per Country

Greece belongs to the countries **with the less organized events** related to “2018 EYCH” and there **are no official data about** the total number of **participants**.

2018 EYCH Statistics on European Level - LABELS

“Less than 17
Labeled Initiatives
during 2018 in
Greece”



- 
2. 'Horizon 2020' conference of the European Year of Cultural Heritage (Royal Museum of Arts and History, Brussels)
 3. 'Blog your Heritage – Unblock the past, share for the future' (as of March 2018)
 4. 'The Custom of May' (30 April)
 5. 'Syros Culture 2018' (May-September)

Examples of highlight Events in Greece

6. 'Open-air sculpture galleries of Memory' (15-22 May)
7. '20 Years Milos Mining Museum' (17-21 May)
8. **International Conference in Lemnos Island: 'Lemnos Island, Armistice of Mudros and the End of WW1: History and Legacies' (25-30 May)**
9. 'Dark Tourism and tourist development. An initial approach' (21 June)
10. High-level conference 'Cultural heritage in Europe: linking past and future' in the European Parliament, Brussels (26 June)
11. **Nafplion Festival (29 June-8 July)**
12. 'The Mastic Gum and the Castle of Chios: Two converging routes' (1 July-31 December)
13. CED Greece – Info Day at the Acropolis Museum (4 July)
14. The contribution of cultivating currants (black Corinthian raisins) to the cultural heritage of Greece (21-22 July)

15. String quartet by the 'Le Buisson prospérant' in the Monastery of Annunciation (Evangelistria) Skiathos (22 July)
16. 'The Kagkelari of Rodavgi' (26-27 July)
17. 'Oinoxeneia' (16-26 August)
18. 'Routes in Marpissa' (24-26 August)
19. **'FOS' (LIGHT), Odeon of Herodes Atticus (15 September)**
20. CitizensTalks Survey, CulturePolis (19 September- 26 October)
21. ForCulture Initiative, Delphoi
22. 1st International Conference: 'Transdisciplinary multispectral modelling and cooperation for the preservation of cultural heritage' (10-13 October)
23. **International Conference: 'The Birth of Contemporary Europe: WWI, Music and the Arts' (9-11 November)**
24. Conference 'Foreign Archaeological Schools and Institutes in Greece' (18-19 October)
25. Copying the Past' (As of November 2018)

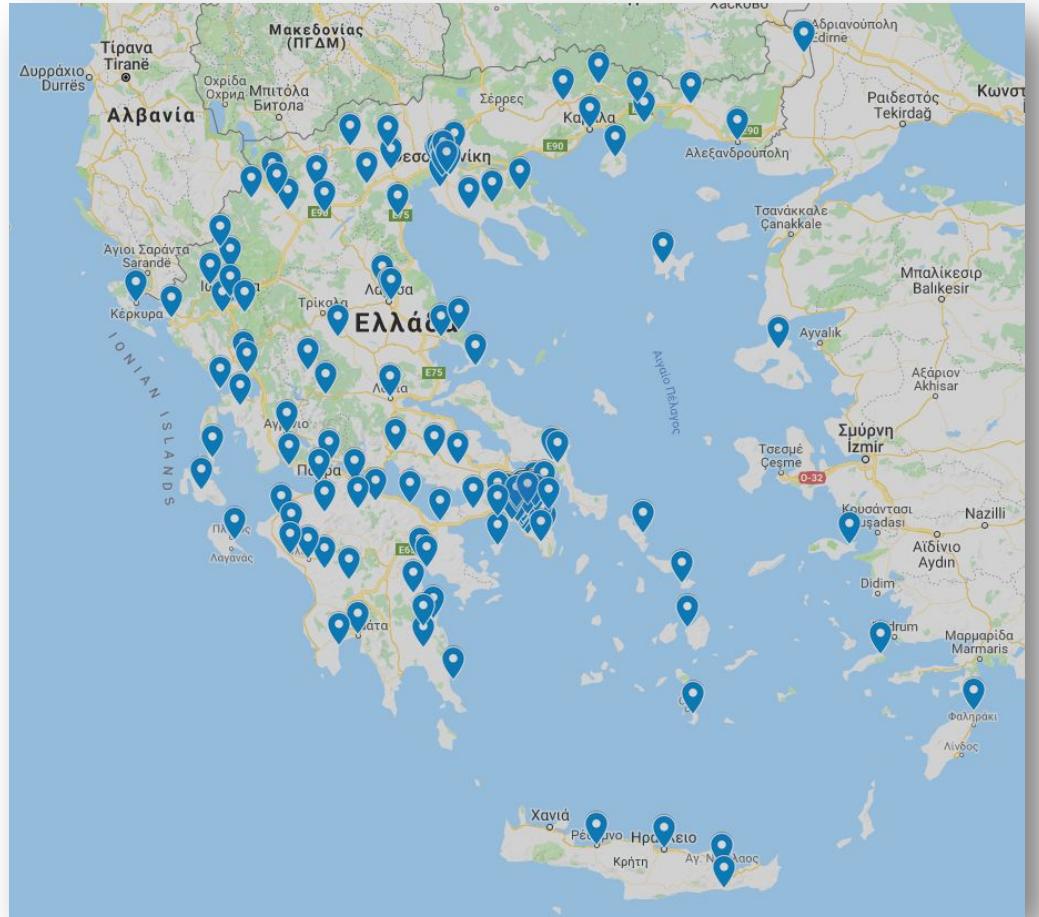
2018 EYCH in Corfu / Ionian Islands

- Except CulturePolis initiatives no other **Events and Initiatives** took place in **Corfu** or the Ionian Islands during 2018 EYCH.
- However many cultural events and activities related to Cultural Heritage and the Old Town, UNESCO site since 2007 ...but **without the EYCH 2018 label**, were organised.



CulturePolis Initiatives for 2018 EYCH - CitizenTalks survey

- SURVEY: Quantitative & online – structured questionnaire of 21 'closed'-ended questions & 1 'open'
- DURATION: 19 September- 26 October 2018
- TOTAL ACCURATE ANSWERS: 1.219 answers
- GEOGRAPHICAL DIASPORA: citizens' answers from 13 Regions (100%) & 181 Municipalities (60%)
- 90% of the participants have answered the open-ended questions expressing their opinion

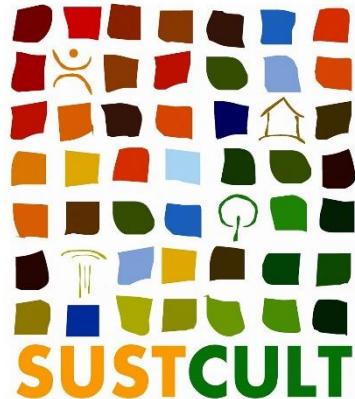


CulturePolis Initiatives for 2018 EYCH - ForCulture Initiative

- ✓ Educational Activities in the Periphery of Greece
- ✓ Emphasizing on the Cultural and Creative sector
- ✓ Focus Group: students of various disciplines (arts / humanities / culture ... and more) to experience education in inspiring natural / cultural landscapes in Greece



CulturePolis initiatives related to Cultural Heritage



J.U.M.P.



GROW
OBSERVATORY



DIVERTIMENTO
Europe: motion, emotion, imagination

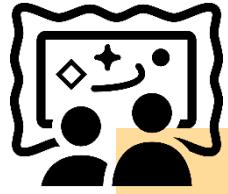


H ▲ S

- Topics**
- Integrated Cultural Management
 - Social Inclusion
 - Education/Residences/Incubations
 - Alternative forms of Tourism
 - Innovation

Culture
Polis

Conclusions - ECHY 2018 in Greece / Corfu



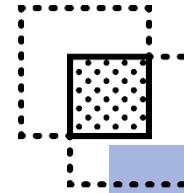
Themes

- Focus on Folklore/ local tradition
- Thematic tourism and workshops based on experiences
- Reviving traditions
- Only one dedicated educational Event – Focus on Festivals



Geographical Distribution

- Most of the Events held in the periphery of GR
- Events in Small Aegean islands



Scale

- Contribution to small-scale events at national / European level
- But also large-scale and events / e.g. Athens Digital Arts Festival, Syros Festival
- Festival lasting from 2 to 7 days

Let's hope ECHOES project will be able to fund a special event in Corfu until the end of the project!





Co-funded by the
Europe for Citizens Programme
of the European Union



Integra **Onlus**



ECHOES

NETWORK OF TOWNS

Cultural Heritage in the light of the Economic
Development of a Society

*Municipality of Čajetina,
SERBIA*

GUADELOUPE NOV 2019



- Our heritage: where the past meets the future

Heritage is the legacy that we receive from the past, that we experience in the present and that we will pass on to future generations, by UNESCO.

*However, cultural heritage is not limited to monuments and collections of objects. It also includes **lived expressions inherited from our ancestors and passed on to our descendants**. These include oral traditions, performing arts, social manners, rituals, celebrations, practices and knowledge and techniques related to traditional handcrafts. Despite its fragility, intangible cultural heritage or living heritage is an important factor in maintaining cultural diversity.*

#EuropeForCulture

2018 EUROPEAN YEAR OF CULTURAL HERITAGE
#EuropeForCulture



- 2018: European Year of Cultural Heritage

<http://euinfo.rs/kalendar-kulturnih-doga-djaja/>

-Music festivals

-Other events within European year of
Cultural Heritage

*Belgrade, Novi sad, Niš (most of the
events)

*Smaller towns (1 event)

<https://europa.rs/eu-u-srbiji-pocela-kampanju-kulturnog-nasledja/>

"Serbia and Western Balkans are the part
of Europe. We share the same heritage
and history, but also the future full of
opportunities and challenges. By
celebrating the common cultural heritage
we celebrate the common area of values
and principles the EU is founded on."

Sam Fabrizi, EU Ambassador to Serbia

#EuropeForCulture





Co-funded by
Europe for Citizens Programme
of the European Union

ECHOES – Network of towns

KULTURNA AGENDA ZA SRBIJU U 2018.



DOGAĐAJI U OKVIRU EVROPSKE GODINE KULTURNOG NASLEDA

FESTIVALI

DATUM	MESTO/VREME	DOGAĐAJ	ORGANIZATOR	KATEGORIJA DOGAĐAJA
20. februar – 13. jun 2018. (20. februar, 10. mart, 30. april, 14. maj, 13. jun)	NIŠ	Hajde da razgovaramo o kulturi. (Galerija savremene umetnosti / Zavod za zaštitu spomenika kulture Niš / Narodni muzej u Nišu / Narodno pozorište Niš / Simfonijski orkestar Niš)	EUIP NIŠ	Razgovori, prezentacije i posete ustanovama kulture u Nišu
21. februar – 9. maj 2018. (24. mart, 31. mart, 21. april, 28. april, 9. maj)	NIŠ	Istražujmo Evropu	EUIP NIŠ	Radionice, prezentacije, izložbe i pozorišna predstava "Putovanje kroz Evropu"
21. februar – 21. jun 2018. (21. februar, 21. mart, 21. april, 21. maj, 21. jun)	NOVI SAD	Upoznajte kulturno nasleđe Evrope: Nekada davno...	EUIP NS	Pripovedanje
23. februar – 18. maj 2018. (27. februar, 13. mart, 25. april, 18. Maj, 28. jun)	NIŠ	Akademski predavanja o kulturi ("100 godina od završetka Prvog svetskog rata" / "140 nezavisnosti Srbije" / "60 godina televizije u Srbiji" / "50 godina od prvih studentskih demonstracija u Srbiji i Evropi")	EUIP NIŠ	Predavanje/prezentacija, diskusija
24. februar - 30. jun 2018.	BEOGRAD	Upoznajte kulturno nasleđe Evrope: KREATIVNE KULTURNE SUBOTE ZA DECU	EUIC BEOGRAD	Kreativne radionice i pozorišne predstave za decu školskog uzrasta (od 7 do 10 godina za radionice i od 7 do 10 godina za predstave) svake subote, počev od 30. marta do 30. juna 2018. Sve teme su vezane za kulturu evropskih zemalja i kulturno nasleđe koje dele Srbija i Evropa



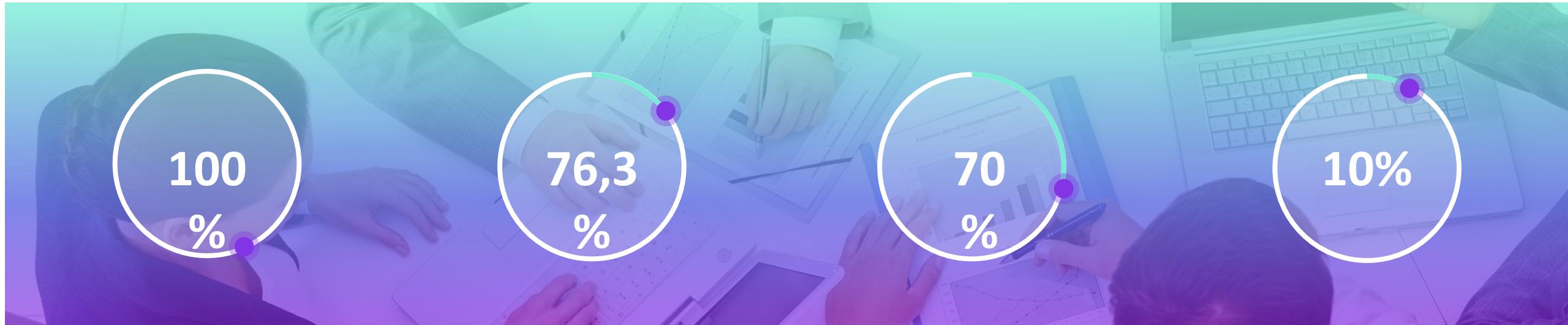
#EuropeForCulture



Survey results – general data

CAJETINA questionnaire, 38 respondents

https://docs.google.com/forms/d/10z5dWJcTbtoPphTmxQNKlv0LZ7kNkupnG8fJIfn7N_Y/edit?ts=5d9e3645#responses



Country

Serbia, main towns:
Zlatibor, Užice Čajetina,
Belgrade, Niš

Age

Most respondents of 30 to 50
years of age

Education

All respondents have higher
education

Culture employees

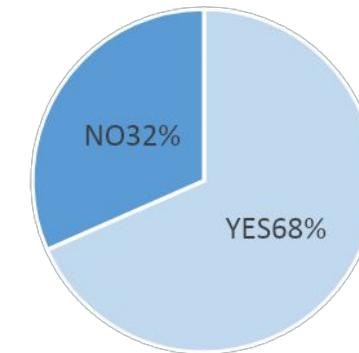
10 % of respondents is
employed in the various
cultural offices



QUESTIONNAIRE

1.

Do you know that the European Commission almost every year promotes "European Year of..." in order to raise the awareness of the citizenship on the various topics, questions and initiatives?

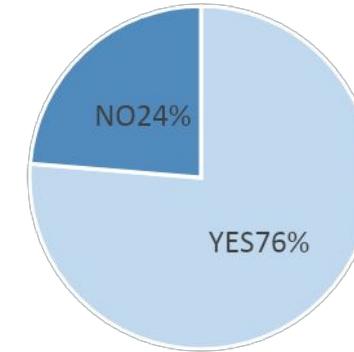


- ❖ *Serbia is not the EU member*
- ❖ *Awareness of the EU initiatives*
- ❖ *Smaller towns survey info*

QUESTIONNAIRE

2.

Do you know that Serbia celebrated 2018 : European year of Cultural Heritage?



- ❖ General awareness of the EU cultural initiatives
- ❖ Smaller towns survey info





QUESTIONNAIRE

3.

In Your opinion, how important is the culture on local/regional level and does it have some impact on the economic development of the community?

- ❖ 56% *very high impact*
- ❖ 4% *not important for economy*
- ❖ 40% *very important, elaborating (0,5% not sure is it possible)*
- ❖ *'Awareness of cultural heritage and its importance influences (on the local level) the development of education, sustainable tourism, entrepreneurship, trade-leading to the economic development of a society.'*
- ❖ *Smaller towns survey info*





QUESTIONNAIRE

4.

In which way do the younger generations in Serbia understand cultural heritage? Does the cultural heritage of the EU have an impact on their development and of the community they live in?

- ❖ 60% insufficiently
- ❖ 21% influences significantly
- ❖ “*Younger generations, to a certain level do not understand the cultural heritage and its importance. The impact on the young would be more tangible if they are better acquainted with the EU cultural heritage, in theory but in practice as well (travelling abroad, gaining experience...)*”
- ❖ “*From the point of view of the young, the cultural heritage means folklore tradition. Cultural heritage of the EU does not have larger impact on the local communities in Serbia.*”

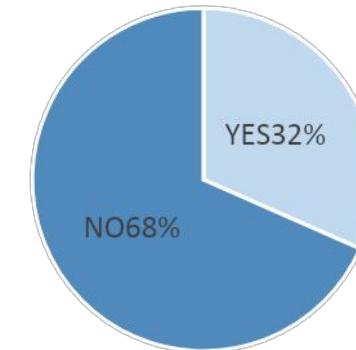




QUESTIONNAIRE

5.

Are you familiar with an event organized within the frame of 2018 : European year of Cultural Heritage?



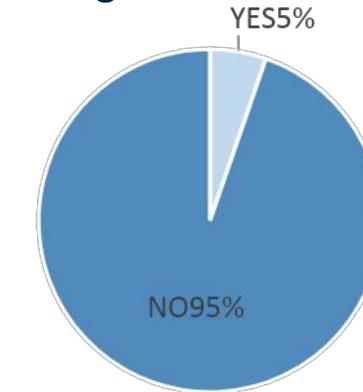
- ❖ *32% related the cultural events to the 2018 : European year of Cultural Heritage*
- ❖ *Various projects related to culture in general*
- ❖ *5% related to the exact events of Serbia celebration of 2018 : European year of Cultural Heritage*



QUESTIONNAIRE

6.

Did you take part in any event directly relating or promoting 2018 :
European year of Cultural Heritage?



- ❖ *5% participating*
- ❖ *No one participated in the events directly connected to Serbia celebration of 2018 : European year of Cultural Heritage*

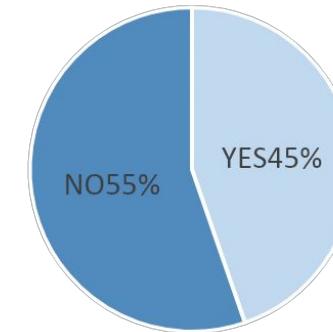




QUESTIONNAIRE

7.

Are you familiar with any projects in the field of culture/cultural heritage preservation, EU financed that were implemented in Your municipality or surrounding?



- ❖ 44,7% recognize the culture projects in the near-by area
- ❖ 15% Reconstruction and valorization of the wooden church in Jablanica (Cajetina municipality)
- ❖ 8% Reconstruction of the birth house of Dimitrije Tucovic (Cajetina municipality)
- ❖ Innovative interpretation of cultural and historical heritage through the archeological research



CONCLUSIONS

Cultural heritage impact on the community

In the creative economy, that comprises the economy, science and education, rising potentials of cultural heritage have a specific impact.

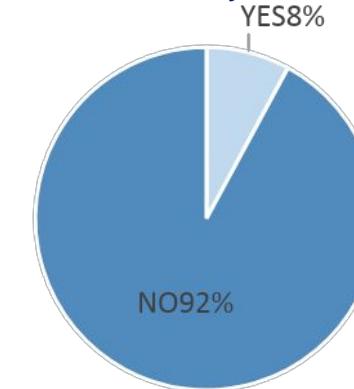




QUESTIONNAIRE/Conclusions

8.

Do you consider the EU initiatives, in the field of culture, well-known and enough promoted in Your community?



- ❖ *Not enough awareness*
- ❖ *Not enough promotion*
- ❖ *Field to work on* 



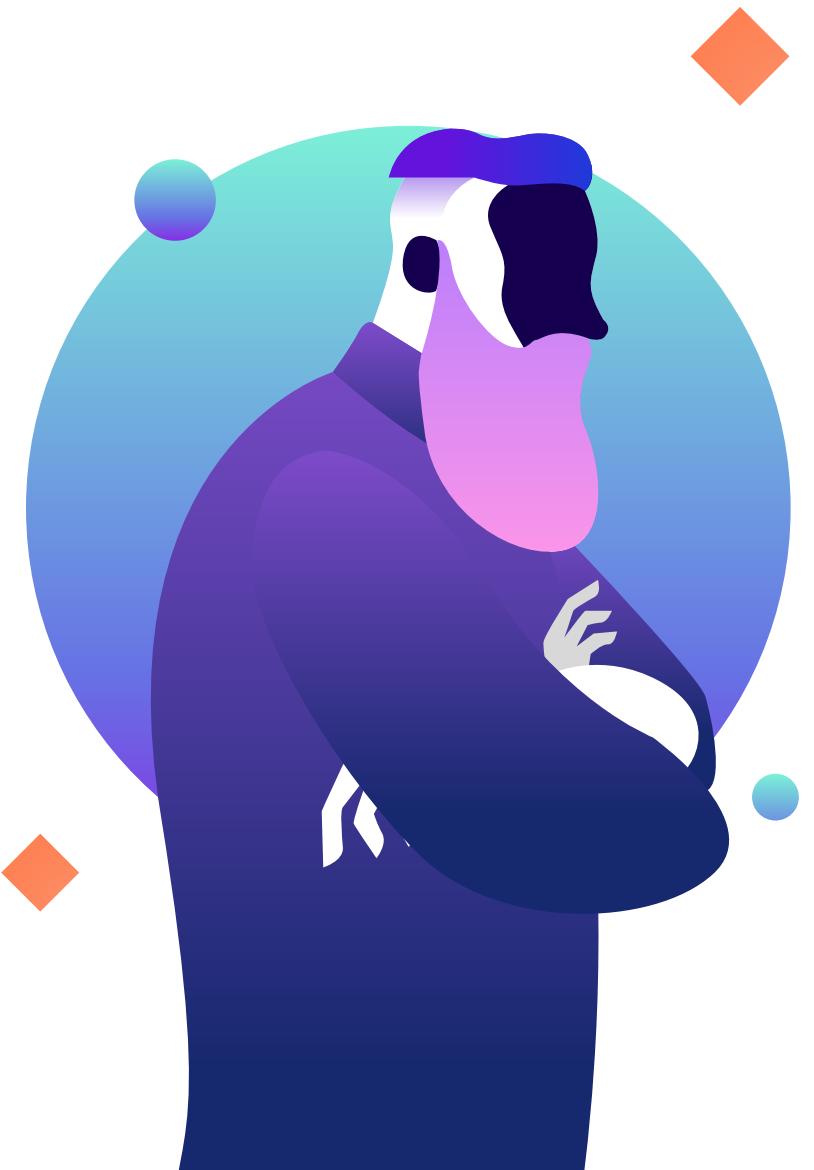
QUESTIONNAIRE/Conclusions

9.

EU ambassador in Serbia said :

"European year of Cultural Heritage is an exquisite opportunity to give the incentive to the creative industries and the IT society, but above all, it is an opportunity to remind ourselves what makes our identity as a European?" How did you understand the statement and do you have comments?

- ❖ *"In the overall IT development, we have to preserve our traditional values."*
- ❖ *"Through the incentives and investments in culture and IT systems, that are the future one country's economy, cultural awareness of the people will rise, as well as tourism and consequently the favourable economic conditions of a local community and the state itself."*
- ❖ *"Connecting cultural heritage and IT innovations leads to the new jobs, investments attraction, which means we need to protect our cultural heritage as the part of EUROPE."*





QUESTIONNAIRE/Conclusions

10.

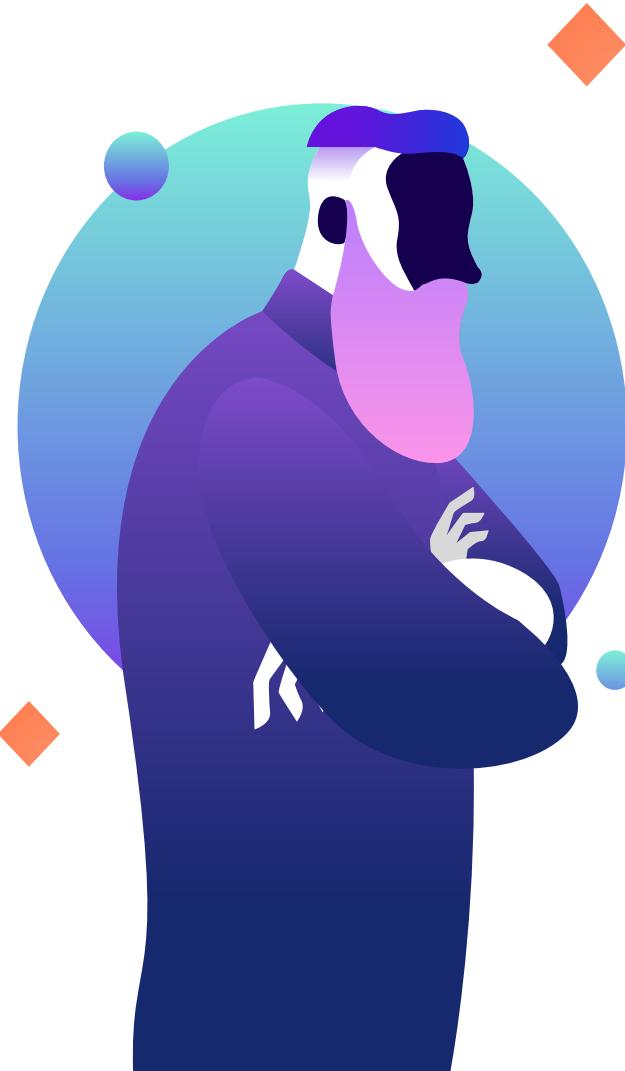
How will you spread the information on the various initiatives implemented, aiming at raising awareness about the cultural heritage of Serbia and the EU in Your community?

- ❖ 42% *Social media*
- ❖ 18% *communicating in person*
- ❖ 5% *working/being active on the projects*
- ❖ *Questionnaires, workshops, round tables...*





QUESTIONNAIRE/Conclusions



11.

In Your opinion, how could the elements of cultural heritage have an impact on the economy of a community and education of younger generations? .

- ❖ “Give the young more freedom, possibilities to travel, to actually see that culture and then the results will be evident. Living like this, we don not have a real picture of Europe.”
- ❖ “**Preservation of cultural heritage is the only proof we respect our history, important events, people and buildings taht can define what is good, beautiful and applicable in the future times.**”
- ❖ “There are so many possibilities, but those in power cannot recognize it. Wrong choice of the staff in the cultutal institutions will cost us a lot.”
- ❖ “**Promotion of the cultural heritage for the torism purposes can be the development key of a local community, while the education will make them value the cultural heritage potentials when older.**”
- ❖ “Tourist valorization of the cultural values. Education can be promoted particularly by the exchange study tours, travels and tourism. That is the way to become familiar with the foreign cultured and understand the place of our own cultural heritage within Europe.”



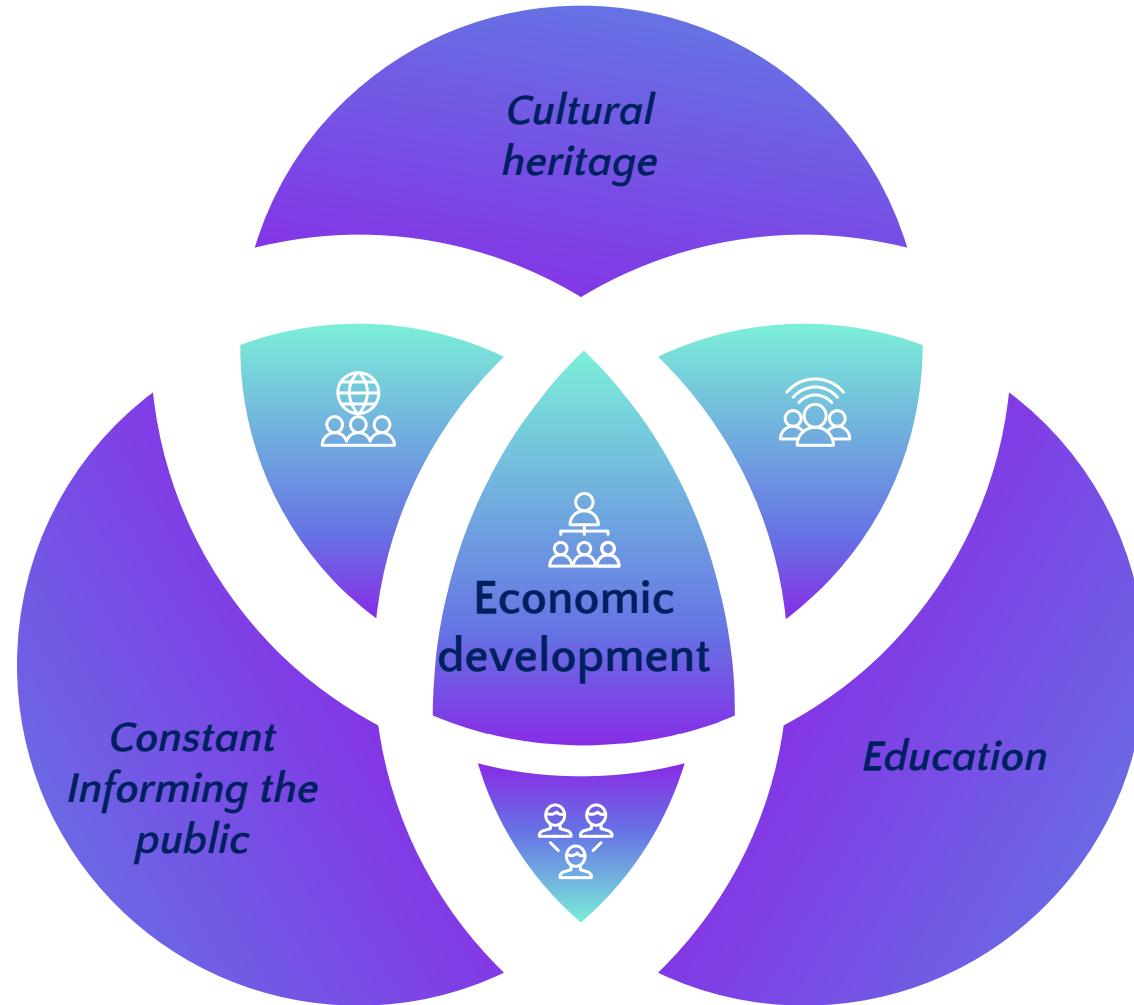
QUESTIONNAIRE/Conclusions

12.

Are you interested in participating in the projects of the European cultural heritage promotion, potentially implemented in Your community?

- ❖ 32% YES
- ❖ 12% NO
- ❖ 56% no answers
- ❖ Generally not interested
- ❖ ...though can initiate them





Elements of cultural heritage, presented in due time and continually can have a very positive impact on the younger generations' education, consequently on the economy of a local community. Economic development is directly conditioned by every single person, aware of his/her rich cultural heritage.



Open question :How to initiate the young (not only) to take part in the cultural events and projects?

- Better promotion
- More and constant information
- Interesting project topics
- Contest-reward activities
- Availability of the cultural facilities

CAJETINA ACTIVITIES :

- Festival of humor***
- Building of cultural Center (after fulfilling the basic needs of the population)***
- Cultural summer event (2 months every year)***
- Exhibitions***



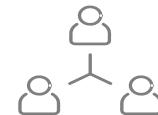


“A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational and economic legacies—all of the things that quite literally make us who we are.”

Steve Berry, American author and former attorney

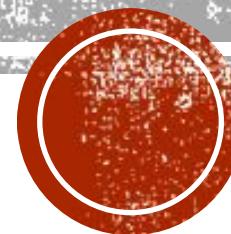
Thank You

BOJANA BOŽANIĆ
VERA BLAGOJEVIĆ
ČAJETINA municipality
SERBIA



ECHOES BANSKÁ ŠTIavnica

2018 European Cultural Heritage Year Survey



2018 EUCHY SURVEY

- Survey included these questions:
- Gender
- Age
- Education
- Economic activity
- Relation to Banská Štiavnica
- Did you know that 2018 was the year of the European Cultural Heritage?
- If yes, did you participate in the events included in the EUCHY?
- If yes, in which did you participate?



2018 EUCHY SURVEY

- The survey was published in June 2019 on:
 - the official website of Municipality of Banská Štiavnica
 - fb profile of the Regional Tourism Organisation Región Banská Štiavnica
 - my fb profile
 - was sent to colleagues and various people living in Banská Štiavnica



2018 EUCHY SURVEY RESULTS

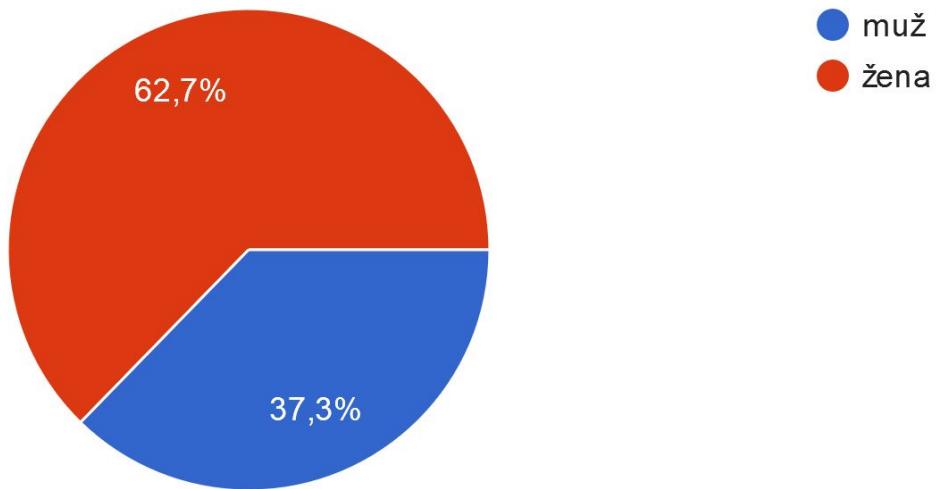
- We received 59 answers
- <https://www.youtube.com/watch?v=p0JxclStATE>



GENDER

1. Pohlavie

59 odpovedí



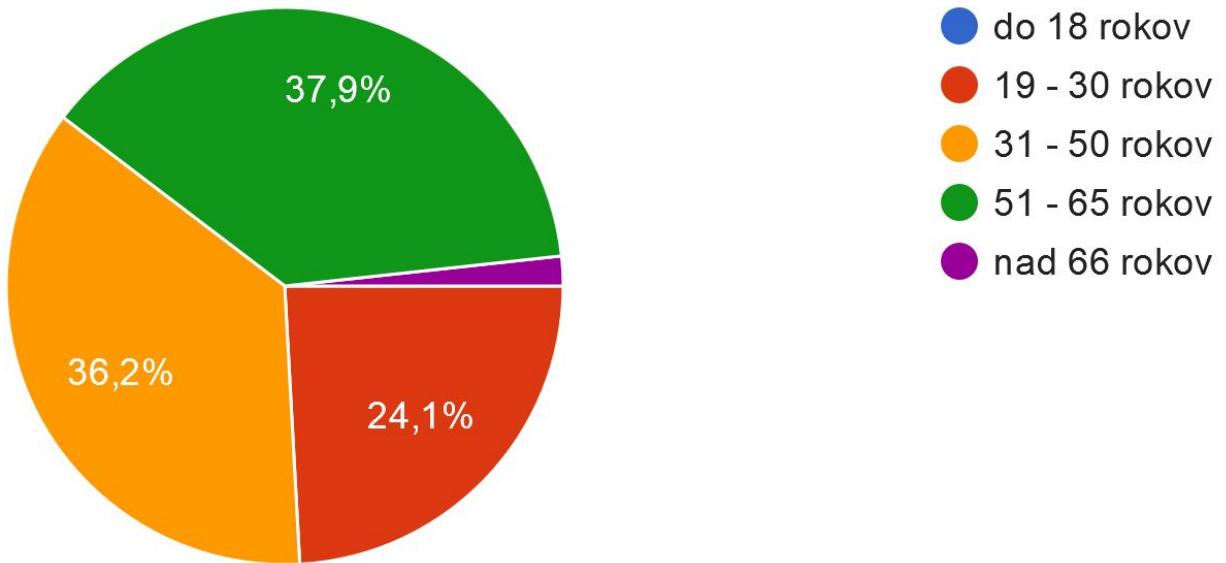
muž
žena



AGE

Vek

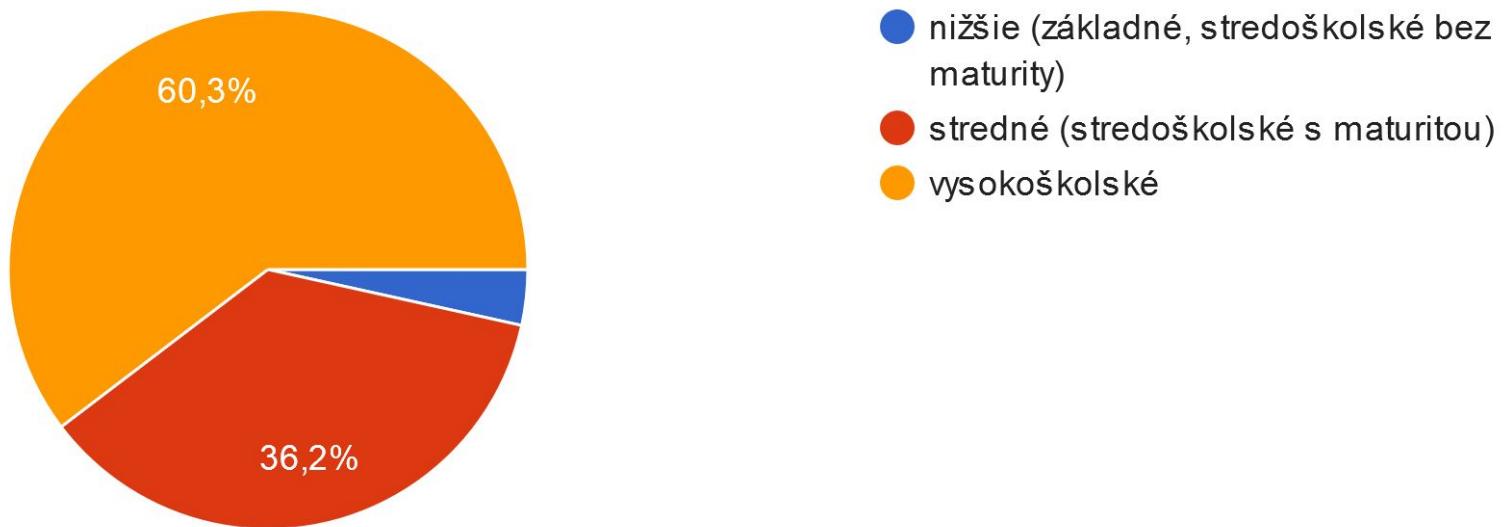
58 odpovedí



EDUCATION

Vzdelanie

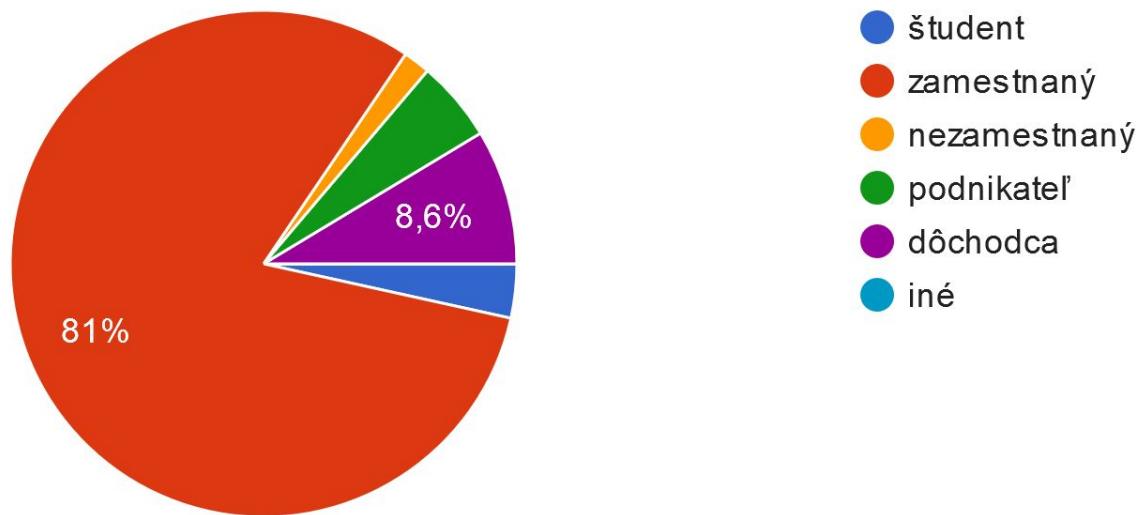
58 odpovedí



ECONOMIC ACTIVITY

Ekonomická aktivita

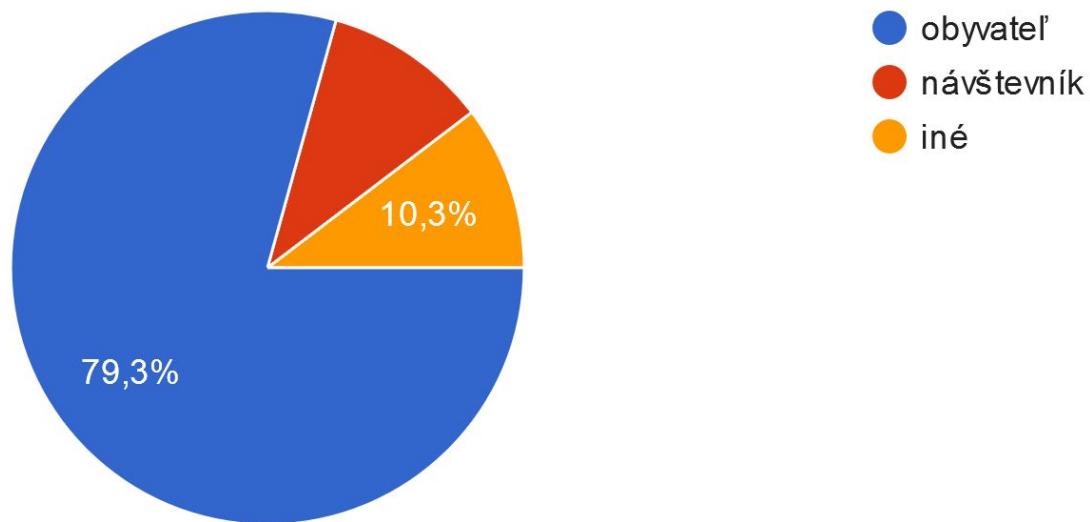
58 odpovedí



RELATION TO BANSKÁ ŠTIAVNICA

Vzťah k Banskej Štiavnici

58 odpovedí

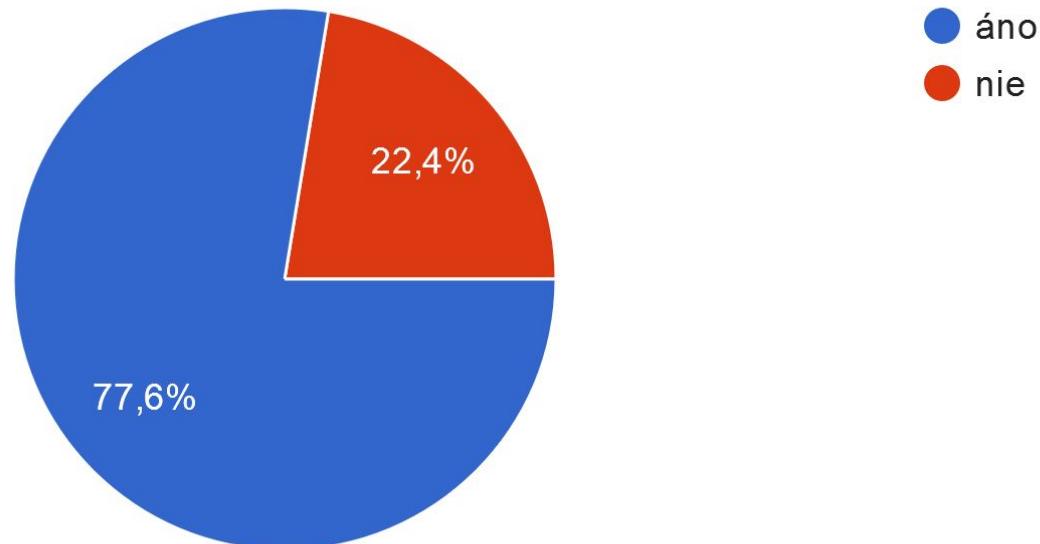


DID YOU KNOW THAT 2018 WAS THE EU CULTURAL

***** A N D R I A *****

Vedeli ste, že rok 2018 bol Rokom európskeho kultúrneho dedičstva?

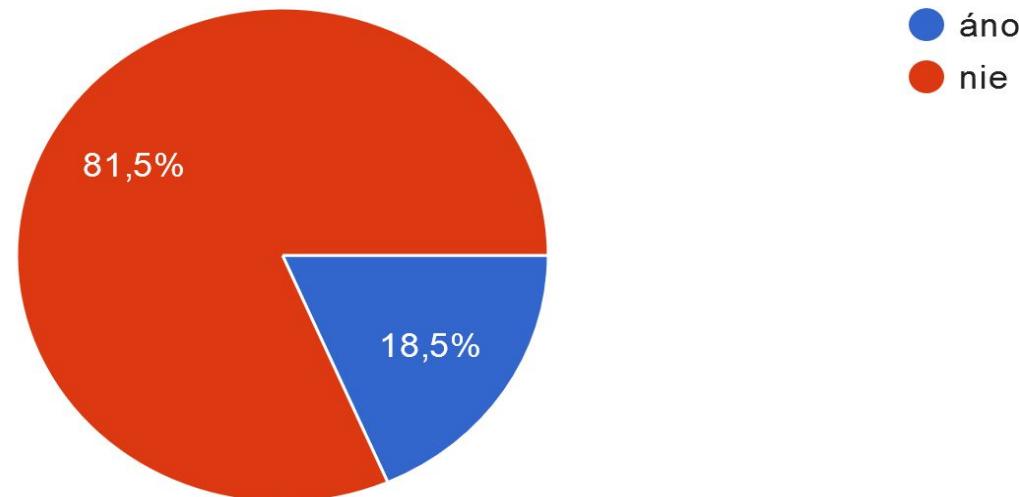
58 odpovedí



IF YES, DID YOU PARTICIPATE IN AN EVENT LABELED AS 2019 EÚROPSKÝM

V prípade, že áno, navštívili ste niektoré podujatia zaradené medzi podujatia Roku európskeho kultúrneho dedičstva?

54 odpovedí



IF YES, IN WHICH OF THEM DID YOU PARTICIPATE?

- Salamander Days
- Festival of Arts, Crafts and Fun
- Night of Museum and Galleries
- Štiavnica´s Christmas Market



2018 EUCHY EVENTS IN BANSKÁ ŠTIAVNICA

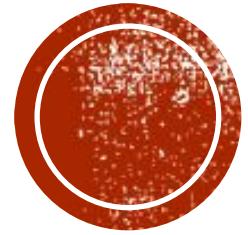
- Children and youth about 25th anniversary of the inscription of Historic Town of Banská Štiavnica and Technical Monuments in its Vicinity to the UNESCO World Heritage List
- Discussion about inscription of the Historic Town of Banská Štiavnica and Technical Monuments in its Vicinity to the UNESCO World Heritage List
- Night of Museum and Galleries
- Festival of Arts, Crafts and Fun
- World Heritage – A Youthful Vision 2018 – exhibition opening
- Weekend of Open Parks and Gardens
- 12th Regional Conference OWHC for Central and Eastern Europe member cities
- Fine Music Festival
- Schemnitz ARCH+A Days
- Cap á l'Est



2018 EUCHY EVENTS IN BANSKÁ ŠTIAVNICA

- Technical Drawing in the Mirror of Time
- Banská Štiavnica – 25 years UNESCO World Heritage Site – exhibition
- Šachtág
- Banská Štiavnica’s Salamander – included in the Representative List of Intangible Cultural Heritage of Slovakia
- <https://www.youtube.com/watch?v=QTLkMazET0A>
- Autumn University of Architecture 2018
- Academicians in Banská Štiavnica 2018
- Science and Technology Week
- Štiavnica’s Christmas Market
- <http://www.culture.gov.sk/posobnost-ministerstva/kulturne-dedicstvo-/ochrana-pamiatok/europsky-rok-kulturneho-dedicstva-31d.html>





**THANK YOU FOR
ATTENTION**

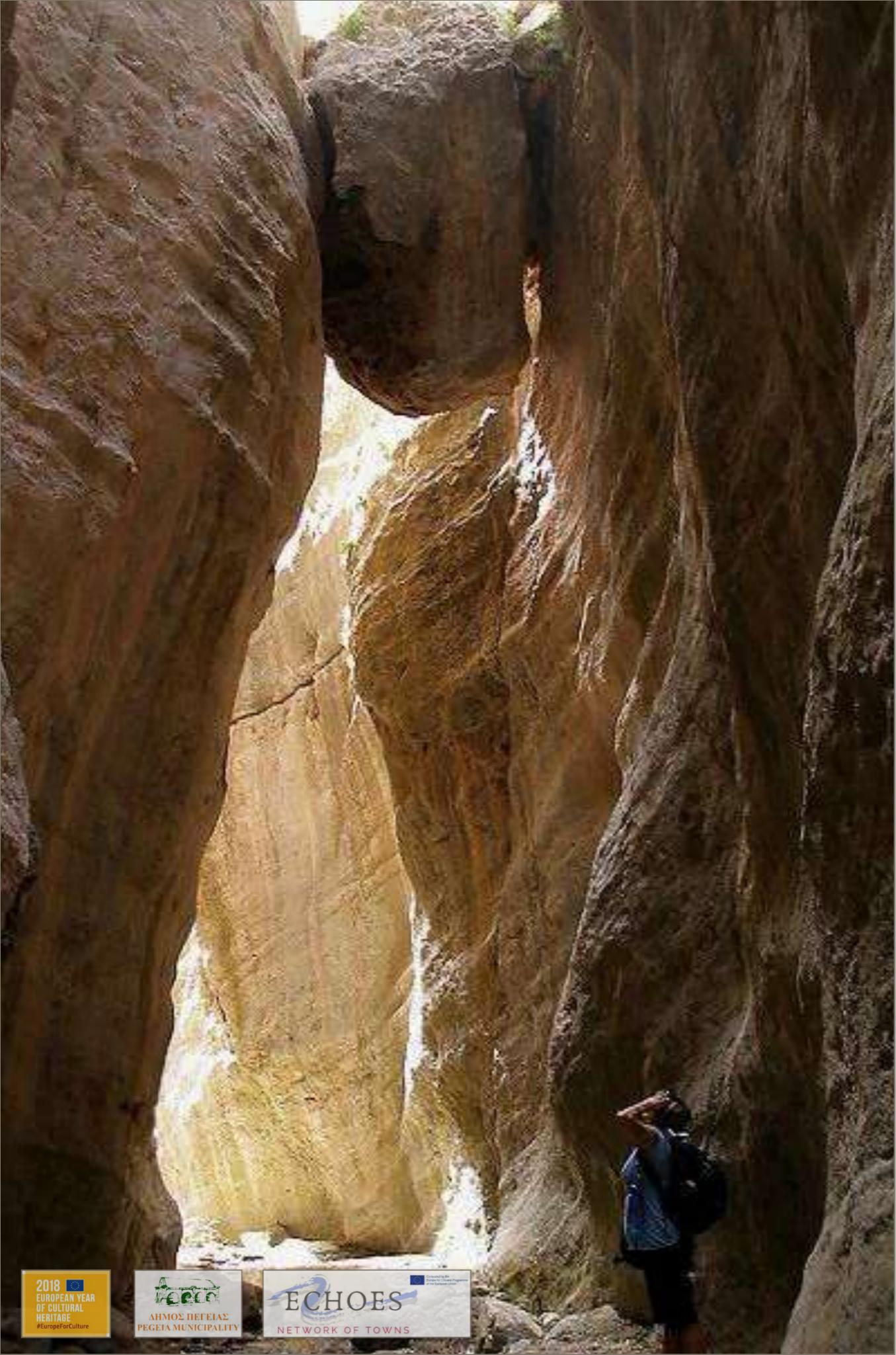
Henrieta Godová

Ivana Ondrejmišková, Municipality of Banská Štiavnica



Haris Neophytou

“A detailed assessment of the impact which Cultural Events have in the Municipality of Pegeia”.



ΑΝΔΡΟΣ ΚΕΝΤΡΟΣ

PEGEIA SURVEY DETAILS

Where:

At Pegeia's Town Hall

When:

Between the months of September and October

Number of Participants:

A total number of 43 participants

How:

With the participation of citizens at Pegeia's Town Hall

Languages of Questionnaires:

Greek & English

Presentation of collected data

ECHOES Questionnaire

1

Name

2

Place of Residence

3

Country of Origin

4

Age

5

Did you know the European Commission almost every year launches a "European Year of", so as to raising citizens' awareness on specific themes, issues and initiatives?





6

Have you ever heard about "2018 European Year of Cultural Heritage" (EYCH)?

If you answer NO, continue to page 3 and if you answer YES to page 2.

7

A. Which initiative have you been involved/participated in, linked with the 2018 EYCH?

Please describe the event/initiative (at local, National or European level) and eventually mention if it got the official label of 2018 EYCH.

8

A. Do you think the EYCH affected somehow the Community of Pegeia?

If YES, please described in which terms; if NO, please describe why.

9

A. Do you think the EYCH affected somehow yourself? *

If YES, please described in which terms; if NO, please describe why.

10

A. Would you consider volunteering for any future cultural initiatives and events that could take place at the Municipality of Pegeia?

7

B. Which initiative have you been involved/participated in, linked with the 2018 EYCH?

Please describe the event/initiative (at local, National or European level) and eventually mention if it got the official label of 2018 EYCH.

8

B. Do you think the EYCH affected somehow the Community of Pegeia?

If YES, please described in which terms; if NO, please describe why.

THANK YOU



A new approach to Cultural Heritage

European Year of Cultural 2018 in Portugal

Marta Reis | Portugal

“To have memory is to respect ourselves... fundamental is to reinforce the notion of common cultural heritage and to build a concept of shared responsibility.”

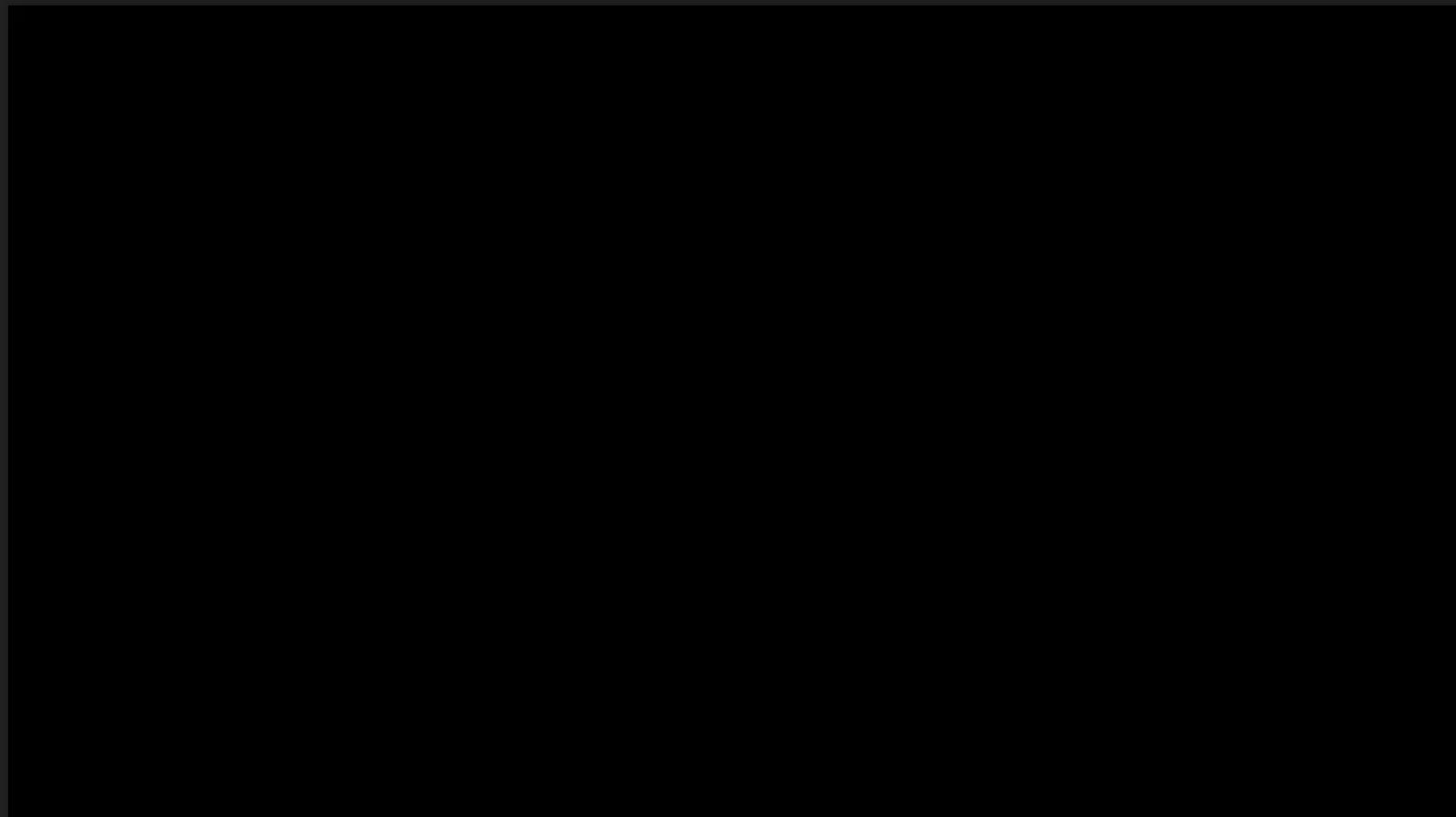
Guilherme d'Oliveira Martins | National Coordinator



Heritage

- Is from all
- Is everywhere (places, memories, events)
- Is discovered
- Is protected (Innovation, research and education)
- It recreates itself (new uses, new functions, new senses)

Promotion of the EYCH 2018



Portuguese Data

Number of events organized	Number of participants	Number of initiatives labeled
1.578	430.700	1.578

Initiatives

- 440 visits and heritage routes
- 345 meetings and congresses
- 270 exhibitions
- 167 workshops
- 169 shows.
- 150 initiatives promoted by the different bodies of the Ministry of Culture and 25 initiatives promoted by the general direction of cultural heritage.



European Cultural Heritage Days 2018

September 28, 29 and 30 , in all national territory under the theme "Sharing Memories"



Creation of platforms for promotion

2018 ANO EUROPEU DO PATRIMÓNIO CULTURAL #EuropeForCulture

ANO EUROPEU DO PATRIMÓNIO CULTURAL 2018

European Year of Cultural Heritage 2018

[INÍCIO](#) [APRESENTAÇÃO](#) [NOTÍCIAS](#) [DOCUMENTOS](#) [CONTACTOS](#)

The website features a collage of images: a man and a child walking along a riverbank; a group of people walking through a historic town street; a yellow banner for the European Year of Cultural Heritage 2018; a blue banner for the results of the year; a photograph of ornate interior architecture; and a poster for the exhibition 'Físicas do Património Português'.

O PATRIMÓNIO DE TODOS... comunidades, território, partilha

Conferência Interpret Europe

Resultados do Ano Europeu do Património Cultural 2018

FÍSICAS DO PATRIMÓNIO PORTUGUÊS

PHYSICS OF PORTUGUESE HERITAGE: ARCHITECTURE & MEMORY, EXHIBITION

Expoção | 25 May - 2 June 2019 | Museu de Arte Popular / Lisboa

PHYSICS OF PORTUGUESE HERITAGE: ARCHITECTURE & MEMORY, EXHIBITION

Expoção | 25 May - 2 June 2019 | Museu de Arte Popular / Lisboa

<< novembro 2019 >>

Creation of platforms for promotion

Ano Europeu do Património Cultural 2018

O PATRIMÓNIO É DE TODOS...
comunidades, território, partilha

Home Posts Reviews Videos Photos About Community Events

Write a post... Photo/Video Tag friends Check in ...

4.9 out of 5 · Based on the opinion of 13 people

Ano Europeu do Património Cultural 2018

ABOUT ANO EUROPEU DO PATRIMÓNIO CULTURAL Chat (118)

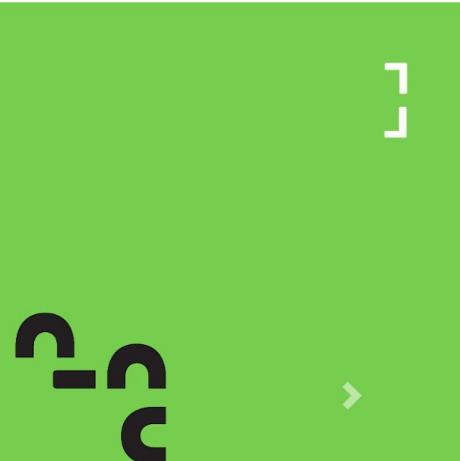
Creation of national networks

PORTUGAL=NTR=PATRIMÓNIO

- Início
- Quem Somos
- Parceiros
- Projetos ▾
- Notícias
- Recursos ▾
- Newsletter



FERNANDO LENS, EU, 1999/2000. FOTO FOTOGÉFICA EM GELATINA SULFETADA, COL. MNAC, INV. 2407



Thank you for your attention!!!

Marta Reis

marta.reis@geoclube.eu

THE INFLUENCE OF EUROPEAN CULTURAL HERITAGE 2018 ON LOCAL INITIATIVES

WPŁYW INICJATYW EUROPEJSKIEGO DZIEDZICTWA
KULTUROWEGO 2018
NA INICJATYWY LOKALNE

DZIEDZICTWO.
TU PRZESZŁOŚĆ
SPOTYKA SIĘ
Z PRZYSZŁOŚCIĄ



- * 2018 was the year of European Cultural Heritage
- * The motto was:
„The Past Meets the Presence Here”

* Rok 2018 był [Europejskim Rokiem Dziedzictwa Kulturowego](#).

• Hasłem roku było „Tu przeszłość spotyka się z przyszłością”

.hashtag #EuropeForCulture

DZIEDZICTWO KULTUROWE

- ▶ Cultural heritage influences our live and society. It is present in buildings, landscape, archaeology and art, as well. It is not only literature, art and beautiful objects but also craft, local legends, traditional cuisine, songs and films.
 - ▶ The cultural heritage is the bond that connects and helps to understand places we live in.
 - ▶ This heritage is not only the inheritance from our ancestors but also the base of our future.
-
- ▶ Dziedzictwo kulturowe przenika nasze życie i społeczeństwo. Jest obecne w budynkach, krajobrazie, archeologii, sztuce. Nie tworzą go jednak tylko literatura, sztuka i piękne przedmioty, ale też rzemiosło, opowieści, tradycje kulinarne, piosenki, filmy.
 - ▶ Dziedzictwo kulturowe łączy nas i pozwala zrozumieć miejsca, w których żyjemy.
 - ▶ Dziedzictwo kulturowe to nie tylko spadek po poprzednich pokoleniach - to także fundament naszej przyszłości.

THE AIM OF EUROPEAN YEAR of CULTURAL HERITAGE

CEL ERDK 2018

- ▶ The aim of EYCH 2018 was to encourage many people to discover and learn about european cultural heritage as our common wealth and strengthen the affiliation with European family.
- ▶ In Poland the International Cultural Centre in Cracow was the coordinator of all celebrations of EYCH.

- ▶ Celem Europejskiego Roku Dziedzictwa Kulturowego (ERDK 2018) było zachęcenie jak największej liczby osób do odkrywania i poznawania europejskiego dziedzictwa kulturowego jako wspólnego dobra oraz do wzmocnienia poczucia przynależności do wspólnej europejskiej rodziny. W Polsce koordynatorem działań związanych z realizacją obchodów było Międzynarodowe Centrum Kultury w Krakowie.

WHY EYCH 2018?

DLACZEGO ERDK 2018?

- ▶ to promote sharing of cultural heritage of Europe and to appreciate it as a common wealth,
 - ▶ to increase knowledge of common history and values,
 - ▶ to strengthen affiliation with Europe,
 - ▶ to save, to protect, to use, to develop and to promote cultural heritage of Europe and to highlight its meaning and to promote our national heritage as well.
-
- ▶ aby promować **dzielenie się** dziedzictwem kulturowym Europy i doceniać go jako dobro wspólne
 - ▶ aby zwiększyć wiedzę na temat **wspólnej historii i wartości**
 - ▶ aby wzmocnić poczucie przynależności do Europy.
 - ▶ aby skuteczniej **zachować, chronić, wykorzystywać, rozwijać i promować** dziedzictwo kulturowe Europy oraz **podkreślać jego znaczenie oraz promować dziedzictwo kulturowe naszego kraju.**

WHO WAS THE RECIPIENT?

DO KOGO BYŁY SKIEROWANE DZIAŁANIA?

- ▶ kids
- ▶ teenagers
- ▶ the area of cultural heritage
- ▶ all people interested in
 - ▶ dla dzieci
 - ▶ dla młodzieży
 - ▶ dla sektora dziedzictwa kulturowego
 - ▶ a także do wszystkich zainteresowanych!

IN THIS YEAR EYCH LABELS WERE GIVEN

W ROKU OBCHODÓW ERDK PRZYZNANE BYŁY ZNAKI DZIEDZICTWA EUROPEJSKIEGO.

- The laureates in Poland were:

The Constitution of May 3,

Gdańsk Shipyard

monuments related to Lublin Union

as three out of sixteen laureates of EYCH Label

- Laureatami przyznanych znaków w Polsce są: Konstytucja 3 Maja, Stocznia Gdańsk i zabytki Lublina związane z Unią Lubelską, które znalazły się wśród 16 laureatów Znaku Dziedzictwa Europejskiego.

EUROPEAN CAPITALS of CULTURE

EUROPEJSKIE STOLICE KULTURY

- ▶ Every year European Union choose two cities to be European Capitals of Culture. In 2016 it was Wrocław. The city had the opportunity to present during one year itself, area and country
- ▶ Co roku zostają wybrane przez Unię Europejską dwa miasta, które stanowią europejskie stolice kultury. W 2016 roku był taką stolicą WROCŁAW, który w ciągu jednego roku mógł zaprezentować życie kulturalne miasta, całego regionu i państwa.

THE EVENTS OF EYCH IN 2018

WYDARZENIA REALIZOWANE W RAMACH ERDK 2018

- ▶ cultural events , performances, exhibitions and festivals
 - ▶ the campaigns, workshops, study visits and international exchanges,
 - ▶ informational campaigns, promotional events,
 - ▶ conferences, symposiums, debates, science researches,
 - ▶ multimedia projects.
- ▶ wydarzenia kulturalne, przedstawienia, wystawy, festiwale
 - ▶ kampanie edukacyjne, warsztaty, wizyty studyjne, wymiany międzynarodowe
 - ▶ kampanie informacyjne, działania promocyjne
 - ▶ konferencje, sympozja, debaty, badania naukowe
 - ▶ projekty multimedialne.

LGD AS A PART OF EYCH 2018

LGD W OBCHODACH ERDK 2018

- ▶ Our association Lokalna Grupa Działania Pałuki Wspólna Sprawa joined the EYCH through organisation (or coorganisation) of some events, meetings and concerts. In January 2018 started with the concert of four brass bands and a trully talented vibraphonist. The concert was in one of the towns we work in.
- ▶ Nasze stowarzyszenie Lokalna Grupa Działania Pałuki Wspólna Sprawa także włączyło się w obchody Europejskiego Roku Dziedzictwa Kultury organizując lub współorganizując szereg imprez, spotkań i koncertów. Już w styczniu 2018 roku rozpoczął się cykl obchodów zapoczątkowany koncertem 4 orkiestr dętych oraz zdolnego wibrafonisty. Koncert odbył się w jednej z miejscowości naszego obszaru działania

LGD AS A PART OF EYCH 2018 LGD

W OBCHODACH ERDK 2018 - c.d.

► In June we organised Pałuki Folk Festival

- W czerwcu zorganizowaliśmy Pałucki Festyn Ludowy





LGD AS A PART OF EYCH 2018

LGD W OBCHODACH ERDK 2018 - c.d.

- ▶ There were kids and local folk bands and even kindergarten kids presenting songs. About thirty exhibitors, four folk bands and kids from four kindergadens appeared there. During the event interactive stalls could be found such as: Pałuki embroidery, blacksmith, painting for kids and teens, pottery and basketmaking.

- ▶ Na scenie przeplatały się występy dzieci oraz kapel ludowych i grup przedszkolnych. W festynie udział wzięło około 30 wystawców, 4 kapele oraz dzieci z czterech przedszkoli. Podczas festynu zostały zorganizowane stoiska interaktywne tj. stoisko z haftem pałuckim/regionalnym, stoisko garncarza, stoisko kowala, został również zorganizowany kącik malarSKI dla dzieci i młodzieży, a także po raz kolejny, zostały zorganizowane warsztaty plecionkarskie



LGD AS A PART OF EYCH 2018

LGD W OBCHODACH ERDK 2018 - c.d.

- ▶ Due to our support two local rappers released their albums
- ▶ Lokalna Grupa Działania Pałuki Wspólna Sprawa przyczyniła się do wydania płyty dwóch lokalnych raperów



LGD AS A PART OF EYCH 2018 LGD W

OBCHODACH ERDK 2018 - c.d ●

- ▶ In June 2018 there was a conference to celebrate 10th anniversary of our presence. Co-founders took part in it and a concert of operetta band from Bydgoszcz Pomerania Filharmony was held.
- ▶ W czerwcu 2018 roku odbyła się konferencja z okazji 10 - lecia istnienia LGD Pałuki -Wspólna Sprawa, w której udział wzięli współzałożyciele LGD, podczas której wystąpił zespół operetkowy z Filharmonii Pomorskiej w Bydgoszczy





LGD AS A PART OF EYCH 2018

LGD W OBCHODACH ERDK 2018 - c.d ●

- ▶ Moreover, in boroughs, that are members of LGD, organised many events promoting cultural heritage of our area. It gave the opportunity to meet with folk art, crafts, past customs that are the inheritance of our ancestors.

- ▶ Ponadto w gminach, które są członkami LGD odbyło się szereg imprez promujących dziedzictwo kulturowe regionu, dające okazję do zetknięcia się ze sztuką ludową, rzemiosłem i dawnymi zwyczajami, które są kultywowane na naszym terenie jako dziedzictwo naszych przodków

THANK YOU

DZIĘKUJĘ ZA UWAGĘ





The Directorate for
Social Assistance
-Municipality of
Piatra Neamt,
ROMANIA

European Cultural Heritage, Information and Knowledge Tool for Vulnerable Groups for the Cohesion of Marginalized Urban Communities





- The city of Piatra Neamt is one of the oldest touristic places in Romania...
- Today, with its about 100 000 inhabitants, the city tries to balance its natural, cultural and historical beauties to its economical and social problems, emphasized in the latest decade by the huge migration of young adults to work abroad or to go to university centers, lack of working places, an obvious ageing phenomenon of the population, a progressive decrease of interest in education and professional training due to the discrepancies of the living amongst the inhabitants.



The Directorate for Social
Assistance -Municipality of Piatra
Neamt, ROMANIA

- Under these circumstances, our institution key roles are more than a public social services provider as its responsibilities have grown, being the institution close to vulnerable people or people in risk of social exclusion and the one that can offer them the opportunity to take part in the construction of a mutual Europe and cultural heritage and to bring the European values, principles and knowledge closer to the groups with limited access to this information; to help these persons be part of our European identity and raise their active participation in E.U. actions.



- In this reason, our specialists elaborated a tool (questioners) and a working procedure in order to find out how the European information are brought to our community, especially to those persons belonging to the vulnerable groups or hard-to-reach persons, how to improve the access of these groups to the European information and what could be done for a better understanding of the European themes, values, issues and initiatives.
- As a special issue, our action was meant to underline the perception of the 2018 -The European Year of Cultural Heritage - by the persons from vulnerable groups within the territory of our municipality.



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

- **AUTUMN 2019 SURVEY in Piatra Neamt**

Methodology:

The survey lasted for 2 months (September and October) and was performed at:

- different NGOs, active in the field of vulnerable persons
- as street debates in the districts where vulnerable persons live (ghettos, social houses, metal containers)
- the questionnaires were completed by 65 persons, persons from vulnerable groups or the members of the organizations who offers services to them.



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

• AUTUMN 2019 SURVEY in Piatra Neamt

Methodology:

2 different types of questionnaires were applied:

- ✓ TO MEMBERS/STAFF of NGOs:

QUESTIONNAIRE:

1. Which is the main target group of your organization?

- < 18 18 – 30 30 -50 > 50 ani



2. How often do you offer them information on European subjects?

- monthly at 3 months twice a year once a year we don't offer at all

3. When did you take part, as participant, in a debate/meeting/seminar/training course on European issues?

- in the last 6 months in the last 12 months last year never in the last 5 years

4. Which of the following type of information sessions do you consider more efficient to disseminate European information towards your organization vulnerable group?

- seminars in schools/community/centers debates on European issues training courses in European citizenship street debates others

5. Which of the following information channels do you consider more efficient in order to disseminate information to the vulnerable groups in your community (groups hard to reach/with limited access/without access to information)?

- local public information NGOs mass-media online channels others



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

6. Do the people from your vulnerable group know that, almost every year, The European Commission launches "The European Year of" in order to raise the level of knowledge of the citizens in certain specific themes, issues and initiatives?

yes no

7. Do you think the people from the vulnerable group have heard about "The Year 2018 – The Year of European Cultural Heritage"?

yes no

8. In 2018, 6 millions of citizens took part in about 11.250 initiatives in 36 countries. What do ou consider there are the reasons the beneficiaries of your organization did not know about?

there was no interest shown there were no awareness campaigns on local plan about European Year of Cultural Heritage others

9. Could you suggest how an awareness campaign should be organized so that it reaches to the large audience in community?
.....

10. We kindly ask for your suggestion about how the initiatives of the European institutions should be organized so that they can bring important effects upon all levels of the communities, especially upon the level of the target groups of your organization.
.....



The Directorate for Social
Assistance -Municipality of Piatra
Neamt, ROMANIA

AUTUMN 2019 SURVEY in Piatra Neamt

Methodology:

2 different types of questionnaires were applied:

✓ TO PEOPLE FROM VULNERABLE GROUPS:

QUESTIONNAIRE:

Surname (optional):

First name (optional):

Place (optional):

Age: < 18

18 - 30

30 - 50

50 +

1. Which are your informational channels regarding European Union?

mass-media

internet

school/clubs/information centers

NGOs

not interested

2. When did you took part in a debate/meeting/seminar/training course about European issues last?

last 6 months

last 12 months

last year

do not remember



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

3. Which of the following actions you consider to be more efficient to bring European information closer to you?

- seminars in community/schools/centers debates on European issues training courses in European citizenship street campaigns others

4. Where from do you consider you should get information on European themes?

- public authorities NGOs mass-media online channels others

5. Did you know that, almost every year, the European Commission launches "The European Year of" in order to raise citizens' awareness upon specific European themes, issues and initiatives?

- yes no



6. Did you know that year 2018 was declared "The European Year of Cultural Heritage?"

- yes no

7. During "2018 - The European Year of Cultural Heritage", over 6 millions of citizens took part in about 11.200 initiatives in about 36 counties. Which do you think there are the reasons you do not know about?

- not interested there were no information campaigns about this on local community
 I do not know others



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA



8. Can you suggest how a campaign of information/raising awareness should be elaborated so that the information might reach the a higher number of persons in your community?

.....

9. Please, write down your suggestions about the way the European institutions should approach the next initiatives so that they can reach a higher impact upon all levels, especially at the level of your community.

.....





The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

SURVEY PARTICIPANTS

In order to obtain a clear view and concrete results, the survey approached also persons who are in care of NGOs (meetings with beneficiaries and staff were organized) and also persons who do not belong to any organization such as roma persons living in a ghetto (street debates)

The main interviewed persons are from group of social excluded people, such as:

- youngsters and teenagers from poor families/no families/families left abroad
- Young adults in poverty
- Adults in poverty
- Persons with disabilities
- Roma population
- Elders in poverty



We concentrated (70%) of our survey in approaching youth and young adult participants.





The Directorate for Social Assistance -Municipality of Piatra Neamț, ROMANIA

SURVEY PARTICIPANTS

The members/staff of NGOs were of different ages (16-65), coming from different backgrounds and offering a large range of services: daycenters, homecare services, specific services such as basic social services up to integrated services.

9 NGOs in the territory of municipality were contacted were chosen according to some specific criteria:

- to be relevant for their sector
- to be representative for our community
- to have different beneficiaries so that to cover all typology
- to be interested in the topics of our project

We selected some of the most popular NGOs:

Codrin Association – offers basic and specialized services for people in emergency: kids, adults and elders with terminal diseases, in deep poverty or exclusion.





The Directorate for Social Assistance -Municipality of Piatra Neamț, ROMANIA

SURVEY PARTICIPANTS

C.R.E.E.D Romania - activities in youth field, citizenship, democracy, civic responsibilities and European integration



C.I.C.I.A - promotes the entrepreneurship and personal development amongst youngsters and promotes the conservation of Romanian and European heritage.



Community Care Foundation - specialized in integrated services for elders





The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

SURVEY PARTICIPANTS

A special attention was drawn to vulnerable groups who are not represented clearly as organizations. The most impressive group of this kind is formed by roma population, which is considered the most deprived group in our municipality. Unfortunately there are no NGO representative for this group within the territory of the municipality so that we prefer to use street debates organized by the expert of the project and the Roma expert who works in our institution. Regarding access to information, these people are hard to reach, living in an isolated community considered as the most exposed to social exclusion on economical, social, material, professional and lack of opportunities on the labor market; also on ethnical backgrounds.



The questionnaires were applied to 15 persons belonging to roma population and to specialists working with these persons.





The Directorate for Social
Assistance -Municipality of Piatra
Neamt, ROMANIA

Survey results:

The persons interviewed (65) during the 2 months belong to local NGOs (target groups and members/staff) and also to hard-to-reach local community.

Ages:

<18 = 15

19-30 =20

30-50 =15

>50 =15

Question 2: Regarding getting information about E.U:

- 98% from age < 18 from internet and 2% from school/clubs/centers
- 60% from age 19-30 from mass/media and 40% from NGOs
- 80% from age 30-50 from mass-media
- 50% from age >50 from mass-media

Question 3: Regarding participating in actions or initiatives about EU themes:

- only age <18 and age 19-30 took part in activities related to EU Themes (mainly projects financed by E.C and local or national authorities) in a percentage of 80% and 40%. Generally, the participation was in the last 12 months

- the other ages took part in lower percents than 10%



Survey results:

Question 3: Regarding which actions should be more efficient to get European information closer, over 50% of all ages declared they would appreciate street debates and meetings in the communities.

Only the age <18 and 18-30 would appreciate training courses

Question 4: Regarding who must be in charge with dissemination of European information, over 70% of all age categories declared the information should be offered by local authorities and NGOs.

Question 5: If the people know that every year is declared "The Year of..." by the E.C, 99,9 % of all ages declare they did not know.

Question 6: Regarding the information about 2018 as 'The European Year of Cultural Heritage', 90% of all ages declared they did not know.

Question 7: Regarding the reason they do not know about, 30% declared that there were no information campaign upon local level and 70% declared they are not interested in this matter.



The Directorate for Social Assistance -Municipality of Piatra Neamt, ROMANIA

Survey results:

Question 8: Regarding how they consider a local campaign should be elaborated so that the information should reach a higher number of people in their community, about 60% participants suggested more local information campaigns are needed and more information disseminated by mass-media should be done. 40% declared they do not have suggestions.

Questions 9: Regarding how the European institutions should approach their future initiatives for a higher impact upon all levels, and especially upon your community level. Only 10% of the participants at the survey answered a suggestion. The participants belong to age 18-30 and they suggest general approach such as EU institutions should become more visible locally with the help of public authorities.



SURVEY CONCLUSIONS:

Of the ranges of ages -18 - 50 + of vulnerable groups:

- ◆ the persons <18 - 30 are the most interested in getting European information, its themes, issues and initiatives.
- ◆ the same group is the most interested in taking part in actions about European themes
- ◆ all groups of ages agrees that actions about EU information are necessary, no matter the channels.
- ◆ All groups consider the local authorities and NGOs should bring them the EU information.
- ◆ Almost all the participants did not know the European Commission launches every year "The European Year of..."
- ◆ Almost all the participants did not heard about "The European Year of Cultural Heritage".
- ◆ Almost all participants interested consider that there did not exist actions meant to inform them about this matter.
- ◆ Most of the participants do not have idea how to bring this information closer to them, or they are not interested or do not understand the reasons this information is useful for them or for their condition or how can improve their present status.
- ◆ Most of the participants have no suggestion about how the European institution should approach the future initiatives so that these would have higher impact locally, especially upon communities hard-to-reach.



The Directorate for Social
Assistance -Municipality of Piatra
Neamt, ROMANIA

SURVEY SPECIAL CONCLUSIONS:

The most of participants of age <18-30 have definitely different opinions and visions. They perceive EU values, themes, issues and initiatives in a more rational and real way and are aware of the importance of bringing them closer to vulnerable groups in order to raise their awareness and also, their responsibilities as European citizens.

Also, they showed interest in the questions and were able to appreciate and quantify the answers, were able to bring suggestions and proposals; on contrary, overall, the age over 30 showed indifference and lack of interest in the matter;

There were also obvious differences amongst same ages: for example, youth and young adults who are beneficiaries of NGOs are definitely more informed, more interested and more likable to get involved into actions and activities in social responsibilities, civism and EU values. Also more participative and willingly and opened to new information. On contrary, people at the same age from groups hard-to-reach like the people from the roma community do not consider important to be up-to-date with EU information and do not show interest in cultural heritage or other EU value.



AUTUMN 2019 SURVEY in Piatra Neamt

Local proposals based on survey conclusions:

- ★ Local authorities and local NGOs are desired to bring EU information to vulnerable groups, based on the trust the social excluded groups have in these institutions.
- ★ Public and civil society institutions working with vulnerable groups should include components of EU information in their services
- ★ A better promotion of the public-private partnership in social responsibility and European citizenship and a more accessing EU programs such as Erasmus+, European Solidarity Corps and Europe for Citizens in order to develop project in EU citizenship
- ★ Encouraging youth and young adults to get involved in EU actions and projects and also to involve more people from vulnerable groups in programs and projects .



The Directorate for Social
Assistance -Municipality of Piatra
Neamt, ROMANIA

AUTUMN 2019 SURVEY in Piatra Neamt

Message to E.C. for further initiatives:

BRING E.U. LOCALLY !



Thank you!

EUROPEAN YEAR OF CULTURAL HERITAGE

Europe and cultural heritage

The Maastricht Treaty described cultural policy as a policy area of common European interest. Cultural policy was given constitutional status by Article 167 of the Treaty of Lisbon and it states that the European Union "shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore".

Cultural heritage consists of cultural and creative resources of a tangible or intangible nature, with a value for society that has been publicly recognized in order to preserve it for future generations. It includes natural, built and archaeological sites, museums, monuments, artworks, historic cities, literary, musical, audiovisual and digital works, and the knowledge, practices and traditions of European citizens. Not all the products of art, creativity, history and cultural expression can be considered as heritage. Heritage is a selection of those products, which is recognized as being of sufficient worth to pass on to future generations.

The European year of cultural heritage

With the aim of raising awareness of European history and strengthen the sense of European identity as well as bringing people closer to the history and values of Europe, **the European year of cultural heritage** represented an incredible opportunity of development.

All 28 EU Member States have participated in the Year. They have all appointed national coordinators responsible for organizing events and other activities. In addition, all non-EU countries participating in the Creative Europe programme have also been invited to be associated with the European Year. Furthermore, awareness-raising activities took place all around the world, with the help of EU delegations. The European Heritage Days alone involved over 70 000 events. Projects and initiatives implemented in EU Member States, municipalities and regions are complemented by transnational projects funded by the EU.

A budget of €8 million has been allocated to the year, mainly used to finance transnational projects through a dedicated call under **the Creative Europe programme** which supports Europe's cultural and creative sectors through three different strands. With a total of €5 million, the call funded up to 25 transnational projects promoting the Year's objectives.

Additionally, other EU policies and programmes have been involved. For instance:

- a. The 2018-2020 Horizon 2020 work programme that offered funding for cultural heritage projects worth over €100 million.
- b. A series of initiatives and events on natural heritage that took place through the Natura 2000 Network.
- c. Cultural tourism and cultural routes have been showcased and promoted.
- d. Grassroots projects contributing to citizens' understanding of the Union, its history and diversity have been funded through the Europe for Citizens programme.

- e. Mobility and social inclusion actions, supported by the Erasmus + programme.
- f. Approximately €6 billions have been made available for culture and cultural heritage in the Cohesion Funds for the period 2014-2020.

The main European Initiatives

Different European Initiatives, corresponding to **four key principles for the European Year** (Engagement, Sustainability, Protection and Innovation) were fostered to embrace various aspects of heritage and provide a framework for a European cross-sectoral and holistic approach to cultural heritage. These initiatives aimed at reaching different target groups all around Europe and constituting a useful tool to develop joint action at European level.

The Initiatives of the European Year were:

1. **Shared heritage**, to make cultural heritage accessible to all by removing social, cultural and physical barriers, to engage local communities and help people rediscovering how much of our heritage is shared.
2. **Heritage at school**, to raise awareness on the importance of cultural heritage for Europe through education and lifelong learning. This in part is being achieved through maximizing the impact of Erasmus+ in the field of cultural heritage education and encouraging greater awareness of Europe's rich cultural heritage in schools.
3. **Youth for heritage**, to encourage young people to better understand and appreciate their cultural heritage, and through this appreciation, to participate and contribute meaningfully to society. Supporting creativity and talent is central to this objective
4. **Heritage in transition**, to integrate cultural heritage into environmental, architectural and planning policies. This initiative helped the transformation of Europe's industrial, religious and military heritage for new uses. Through smart restoration and adaptive reuse, old buildings and sites can be given new leases of life to bring economic and social dynamism to cities and regions.
5. **Tourism and Heritage**, to explore the relationship between cultural heritage and cultural tourism, to link the concept of the sustainability of cultural heritage to that of the economic benefits of tourism.
6. **Cherishing heritage**, to promote debate, research and the exchange of good practices on the quality of conservation and of contemporary interventions on cultural heritage. Interventions on cultural heritage are actions that impact, or have the potential to impact structures, places or sites of heritage interest, and could therefore cause physical changes or alterations. The EU supports cultural heritage through several programmes, including the structural funds.
7. **Heritage at risk**, to strengthen initiatives designed to prevent the illicit trafficking of cultural goods. This is being achieved by enhancing cooperation on risk management on the one hand, and raising awareness about the implications of illicit trade in cultural goods on the other – both within and outside of the EU.

8. **Heritage-related skills**, since Europe is globally renowned for its skills in the field of cultural heritage preservation and conservation. However, this legacy is being jeopardized by cuts in public budgets and an ageing population. The heritage knowledge and skills that have been built up over years are hardly being transferred to younger generations, while new technologies can open new perspectives for preservation, conservation and interpretation.
9. **All for heritage**, since objects, places and traditions are important because of the meanings and uses that people attach to them and the values they represent. This initiative aims to promote a wider understanding of heritage as a common good by placing people and communities at the center, involving them in decision-making.
10. **Science for heritage**, from providing digital access to physically inaccessible sites, to preserving priceless artefacts and exploring new ways of adapting and valuing cultural heritage for creative industries and other sustainable development opportunities, research and innovation (R&I) can nurture smart and technologically advanced solutions to the challenges Europe is facing in trying to protect and benefit from its cultural heritage. Research Centre (JRC).

Among others, one noteworthy event was the **Europe-wide ringing of bells** on the occasion of the International Day of Peace on 21st of September. For the first time in history, thousands of churches and secular bells rang together throughout Europe, thus sending out a strong sign of peace.

With the 'Davos Declaration' in January 2018, the European Ministers of Culture decided to strengthen the importance of high-quality building culture for Europe. The largest event in Europe in the cultural heritage year was **the European Cultural Heritage Summit** in June with more than 60 public and specialist events, which resulted in the 'Berlin Appeal' to Strengthen Cultural Heritage in European Politics.

European Cultural Heritage in Germany

European Cultural Heritage Year 2018 was overall a complete success: 32 European countries participated in the theme year and Germany alone accounted for more than 400 projects with 1,500 events and more than 100,000 visitors under the motto "**sharing heritage**".

Germany's contribution to the Year of Cultural Heritage was characterized by a plenary approach, involving stakeholders at all levels. The themes were arranged by the Federal Government, the Länder and the municipalities, under the basic idea of '**Discovering Europe in the Local Sphere**'.

The German activities laid a special emphasis on the communication of cultural heritage importance to **children** and **young people**. A National Programme Advisory Board, including the German Cultural Council, the Prussian Palaces and Gardens Foundation Berlin-Brandenburg, the German UNESCO Commission and the German Museum Association, accompanied the German contribution to the Cultural Heritage Year.

European Cultural Heritage: Bavaria's engagement

The European Cultural Heritage Year has specifically tried to address children and young people: it was actually devoted to the enrichment of a common European consciousness and to promote diversity as a resource rather than an obstacle and this aim was pursued through the experience of the confrontation of several, different cultural heritage.

The Free State of Bavaria has also participated in the European Cultural Heritage Year 2018. Bavaria is the largest and oldest state in Germany. With over 1000 years of history, Bavaria's cultural heritage is very much alive today and continues to define the region and its inhabitants. The face of Bavaria is unmistakable and at the same time inextricably bound in German and European culture and history. In accordance with its rich cultural heritage, a wide set of initiatives have been carried out. Here are some of the most successful and original examples:

- **School campaign "Lost Traces"** of the association Architektur und Schule, Landesarbeitsgemeinschaft Bayern e.V. (Architecture and School Association)

LOST TRACES was developed by the association "Landesarbeitsgemeinschaft (LAG) Architektur und Schule Bayern e.V." as an offer for schools to enable active participation in the context of the cultural heritage year 2018. The project idea focuses on the interests and passions of the young people and asks them to take a look at forgotten places, lost places, in their living environment. Based on the fascination of young people for places in transition, for abandoned and unobserved spaces, just these mostly inaccessible but worth preserving places should be opened, examined and filled with new life. For more information <http://architektur-und-schule.org/lost-traces-3/>

- **Project "Diversity in Unity"** Cistercian Monastery Landscapes in Central Europe of the Bamberg District

Cistercian abbeys such as Ebrach im Steigerwald (district of Bamberg) have been making their mark on European architecture since the Middle Ages. However, the "white monks" have shaped not only architecture and art, but also entire cultural landscapes. Cistercian monastic landscapes are like a window into the past: the aim of the SHARING HERITAGE project of the Bamberg district is to make their striking features, their similarities and differences visible in European comparison. A joint exhibition, hiking trails, guided tours and educational activities showed the traces of Cistercian cultivation and settlement still visible today. For further information http://cisterscapes.eu/?page_id=46&lang=en

- **Colloquium of the Bavarian Cultural Heritage Foundation**

The Bavarian Cultural Heritage Initiative has set itself the goal of setting up a foundation for the joint preservation and use of historic buildings and parts of the cultural landscape, along the lines of the English National Trust.

In this way, the idea is to contribute to offering citizens a variety of opportunities to participate in the lively treatment of Bavaria's monumental and cultural landscapes as part of the European heritage.

For more initiatives concerning the preservation of Bavarian cultural and artistic heritage, please see the following page:<https://www.stmwk.bayern.de/art-and-culture/preservation-of-local-traditions.html>

Other initiatives

- Symposium of the Flossenbürg Memorial on so-called "Quarry Concentration Camps"
- Exhibition of the Fraunhofer-Gesellschaft "Innovative Technologies and High-Tech for the Conservation of our Cultural Heritage"
- Symposium of the Literature Archive Sulzbach-Rosenberg "Transnational Accents. The mediating function of literary and cultural journals in 20th century Europe".
- Archive pedagogical project of the Bavarian State Archives, the Upper Austrian State Archives, the Institute for Austrian Historical Research and the Museum Pedagogical Centre "Our sources - our roots: discovering archives as a European heritage with pupils".
- Travelling exhibition "Grimms Märchen" of the International Youth Library in Munich
- Exhibition "From History to the Future - From the Bärnau-Tachov History Park to the ArchaeoZentrum BayernBöhmen", Regensburg
- Diversity in Unity - Cistercian Monastic Landscapes in Central Europe": From Morimond to Zwettl to Ebrach exhibition 01.06.2018, Ebrach Monastery, etc.
- Reconstruction of a piece of Limespalisade in cooperation with the Bavarian State Forests near Kipfenberg (World Heritage Day)

General considerations and conclusions

Several surveys on the project led us to a series of worth mentioning considerations.

The vast **majority of Europeans** (84%) feel that cultural heritage is important to them personally, and 90% believe that it is important to their country. There is also a strong feeling that cultural heritage is a crucial part of European identity, with 80% believing that it is important to the EU as a whole.

- Many Europeans are proud of the history and culture within their local communities; 82% take pride in historical monuments or sites, works of art or traditions from their region or country. Also, 7 in 10 agree that they take pride in a historical monument or site, work of art or tradition from a European country other than their own.
- The majority (70%) claimed that living close to places with remarkable examples of Europe's cultural heritage can give people a sense of belonging to Europe.



- Cultural heritage is clearly at the heart of our everyday lives, with 7 in 10 Europeans (71%) living close to a historic monument or site, and over half (51%) being personally involved in some form of cultural heritage. Moreover, 71% also believe that living near places of importance to Europe's cultural heritage can improve their quality of life.
- A large majority of Europeans (88%) believe that Europe's cultural heritage should be taught in schools, as it is highly relevant for our history and culture.

Questions:

1. How much is cultural heritage important for you? (1 to 10)
2. How much is cultural heritage important for a State? (1 to 10)
3. Do you think that living close to places with remarkable examples of cultural heritages helps giving you a sense of belonging to those places?
 - 3.1. How? What are the examples in your case?
4. Do you think that Europe's cultural heritage should be taught at school?
 - 4.1. Would you be interested in studying?
 - 4.2. How many hours a week do you think should be spent on it?
5. Do you think that living close to places with remarkable examples of cultural heritages can improve your quality of life?
 - 5.1. How?
6. Do you think culture is among the sectors that should be given the priority in terms of investments?
 - 6.1. Why/Why not?
7. How much do you think preserving and taking care of cultural heritage can boost the growth of a country? (1 to 10)
8. How much do you consider cultural heritage a driver of tourism towards a country? (1 to 10)



Co-funded by the
Europe for Citizens Programme
of the European Union



Integra Onlus



ECHOES - Survey

2018 European Year of Cultural Heritage

NETWORK OF TOWNS

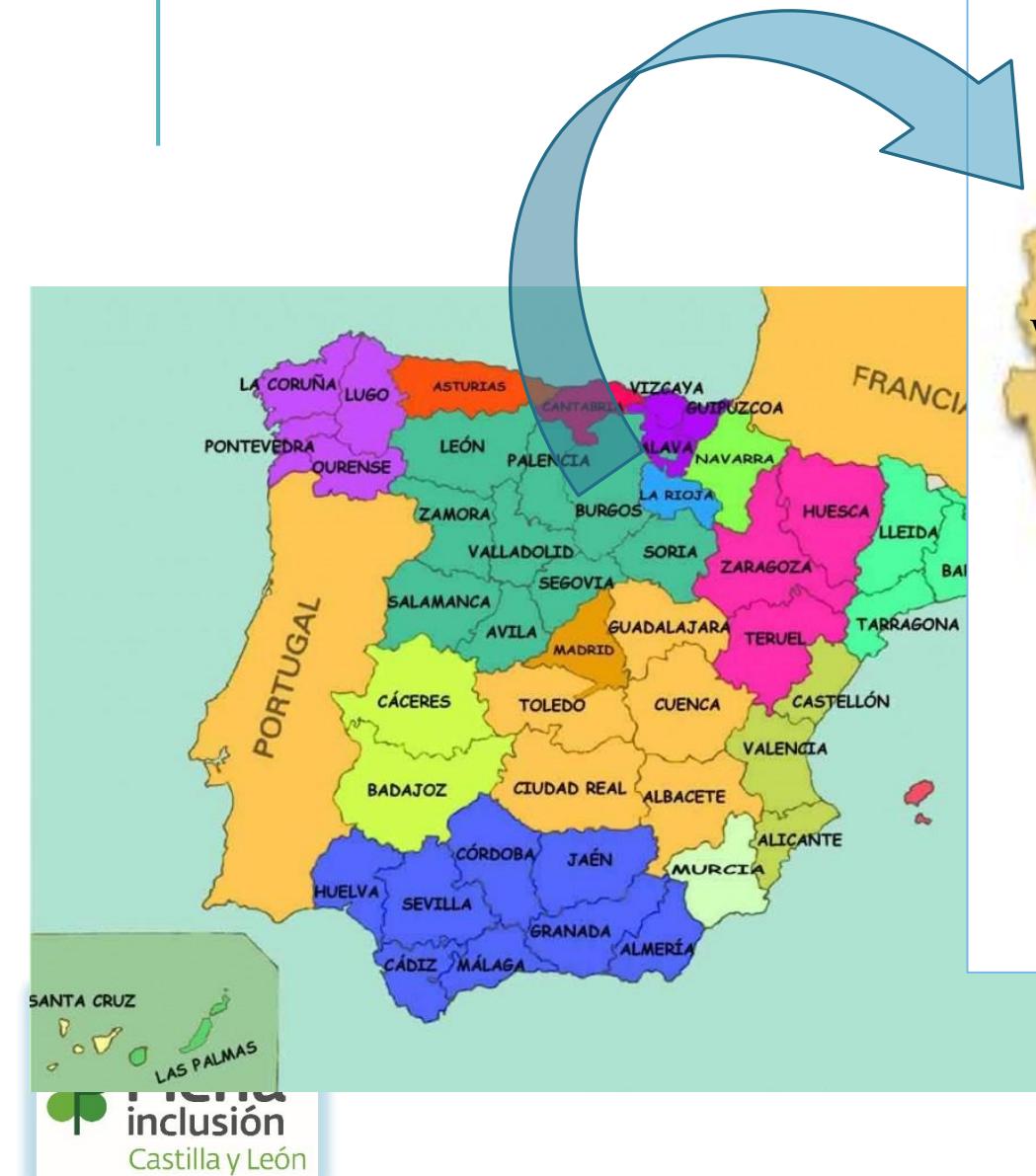
REPORT ABOUT THE SURVEY MADE IN BURGOS
(SPAIN)

GUADELOUPE NOV 2019

SURVEY

- ▶ Personal data: Gender and age.
- ▶ Nine open and close questions.
- ▶ Duration: The survey was answered from 21 to 26 November.
- ▶ Geographical frame: Burgos (city and province).
- ▶ Answers: 94
- ▶ We used Microsoft Forms. The link of the survey was shared by mail and Whatsapp.





**175.000
inhabitants in
Burgos city**

**357.000
inhabitants in
Burgos Province**

GENDER AND AGE

Gender

Female: 56 (60%)
Male: 38 (40%)



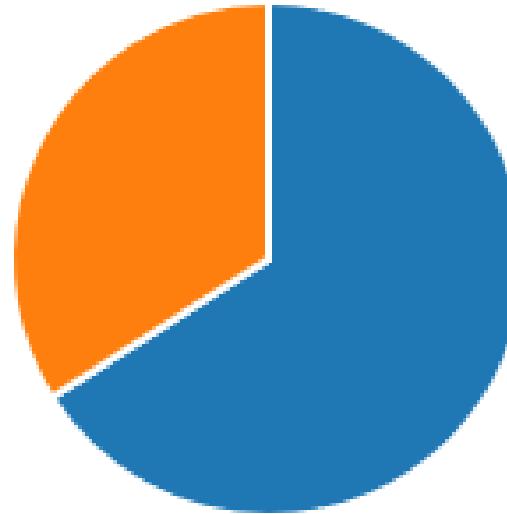
Age range

- < 18: 1 (1%)
- 18 - 30: 12 (13%)
- 31 - 50: 35 (37%)
- > 50: 46 (49%)



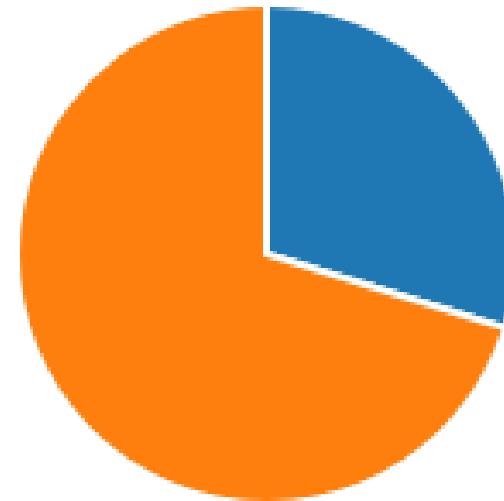
1.- DID YOU KNOW
THE EUROPEAN
COMMISSION
ALMOST EVERY
YEAR LAUNCHES A
"EUROPEAN YEAR
OF", SO AS TO
RAISING CITIZENS'
AWARENESS ON
SPECIFIC THEMES,
ISSUES AND
INITIATIVES?

No: 32 (34%)
Yes: 62 (66%)



**2.- HAVE YOU EVER
HEARD ABOUT
"2018 EUROPEAN
YEAR OF CULTURAL
HERITAGE" (EYCH)?**

No: 66 (70%)
Yes: 28 (30%)



**3.- IF YES TO THE
QUESTION 2
WHICH INITIATIVE
HAVE YOU BEEN
INVOLVED/PARTICI-
PATED IN, LINKED
WITH THE 2018
EYCH?**

28 answers
Same answer in all cases:
**I have not participated in any
initiative.**

**4.- PLEASE
DESCRIBE THE
EVENT/INITIATIVE
(AT LOCAL,
NATIONAL OR
EUROPEAN LEVEL)
AND EVENTUALLY
MENTION IF IT GOT
THE OFFICIAL
LABEL OF 2018
EYCH**

No answers.

5.- DO YOU THINK
THE EYCH
AFFECTED
SOMEHOW YOUR
COMMUNITY?
IF YES, PLEASE
DESCRIBED IN
WHICH TERMS; IF
NO, PLEASE
DESCRIBE WHY.

28 answers

- I don't know: 13
- No: 8
- Yes: 7 (Make known cultural heritage of the city, province and region. Improving the appearance of the city. More cultural activities. More tourism).

Despite some answers, there were not any event in the city or province related directly with the EYCH

**6.- DO YOU THINK
THE EYCH
AFFECTED
SOMEHOW
YOURSELF?
IF YES, PLEASE
DESCRIBED IN
WHICH TERMS; IF
NO, PLEASE
DESCRIBE WHY**

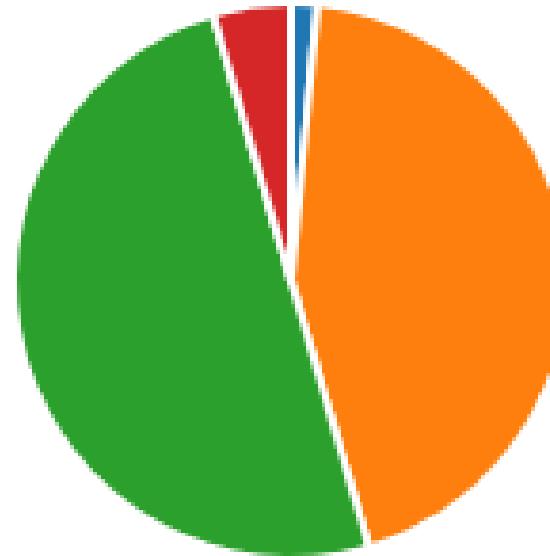
28 answers

- No: 23
- I don't know: 3
- Yes: 2 (Improving the appearance of the city. More cultural activities)

7.- IF NO TO THE
QUESTION 2
DURING 2018
EYCH, 6 MILLION
CITIZENS TOOK
PART TO 11.200
INITIATIVES
ORGANIZED IN 36
COUNTRIES.
WHICH COULD BE
THE REASONS WHY
YOU DIDN'T KNOW
ABOUT IT?

69 answers

- I was not interested in the topic: 1 (1,5%)
- There was any awareness campaign about the 2018 EYCH at local level: 29 (44%)
- I don't know: 33 (50%)
- Other, please specify: 3 (4,5%)



COULD YOU PLEASE SUGGEST HOW AN ADEQUATE AWARENESS CAMPAIGN SHOULD BE IMPLEMENTED SO AS TO REACH THE GENERAL PUBLIC IN YOUR COMMUNITY?

65 answers

2018 
AÑO EUROPEO
DEL PATRIMONIO
CULTURAL
[#EuropeForCulture](#)

- ▶ Press, TV, social networks, cultural activities ...
- ▶ Really interesting, attractive and well promoted activities, the ministry's page on this is a shame.
- ▶ A communication clearer, accessible, simple, more direct and more local.
- ▶ Involve the public in the campaign.
- ▶ I think the problem is that every day of the year is the international day of "something" or the international year of "something" so you don't pay too much attention unless it affects you personally. There is saturation of this type of information, from my point of view, and I think that one unconsciously disconnects with these campaigns.

WE NEED YOUR HELP TO UNDERSTAND IF AND WHERE THESE KIND OF INITIATIVES COULD BE IMPROVED AND REFINED. PLEASE WRITE YOUR SUGGESTIONS FOR THE INITIATIVES THE EUROPEAN INSTITUTIONS WILL TAKE IN THE NEAR FUTURE, IN ORDER TO HAVE AN ADEQUATE IMPACT AT EVERY LEVEL, ESPECIALLY AT YOUR COMMUNITY LEVEL.

93 answers

- ▶ That will be made in my city / municipality. Do not leave small towns.
- ▶ Information and involve people. Create initiatives that involve citizens.
- ▶ Online marketing and social media campaigns. Also local media, radios, magazines, newspapers, public places: libraries, hospitals, schools,
- ▶ Promote the conservation of the wide abandoned heritage in rural areas. Promotion of local heritage and culture.
- ▶ Performing free activities for all audiences.
- ▶ To start we should know who and how undertake decisions about the "European year of ...". It sounds very far and distant.
- ▶ In this type of campaign I think it is essential to give feedback to the achievements or failures that have been obtained.



THANKS

MONITORING REPORT - EU level campaign

European Year of Cultural Heritage 2018

December 2017 - December 2018

March 2019



**European
Commission**

About the report - implementation of the EYCH 2018 at EU level

- Period covered: 7 December 2017 – 31 December 2018
- Information is based on the activities **at EU level** for the European Year of Cultural Heritage 2018 (EYCH). For the implementation of the EYCH at national level, please see the '*decentralised campaign monitoring report*'.
- The covered period **starts on the 7th December 2017**, which saw launch of the EYCH at EU level on the occasion of the [European Culture Forum](#) in Milan, Italy. The EYCH Communication campaign at EU level was also launched in this occasion.
- The following report covers:
 1. High-level events in 2018
 2. Highlights EESC/CoR
 3. Labelling of initiatives
 4. Website/webpage statistics
 5. Stakeholder relations
 6. Media relations
 7. Campaign highlights
 8. Social media campaign
 9. Key publications

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
[#EuropeForCulture](#)



1) High level events in 2018



High level events at EU level held in 2018¹

	Total
High level events organised in 2018 (incl. the launch event in December 2017)	51
Participants to the events (Estimation)	1.096.170

¹ EU high level events considered in this report include those organised or co-organised by the European Commission in collaboration with other EU Institutions (*European Parliament, EESC, CoR, EU presidencies*), so as to avoid duplication with the events organised by the Stakeholders Committee and by/in Member States.

Overview of high level events at EU level (1)

Date	Location	Title of event
07-Dec-17	IT- Milan	<u>Launch of the European Year of Cultural Heritage at the European Culture Forum</u>
31-Jan-18	BE - Brussels	<u>Belgium EYCH Launch event, Citizens' dialogue, Official visit of President Juncker to the Mayor of Brussels</u>
04-Jan-18	BG-Sofia	<u>Meeting of the European Commission members – launch of the Year by the EU Council</u>
22- 25 Feb 18	BE- Brussels	<u>la Foire du livre de Bruxelles</u>
06-Mar-18	BE- Brussels	<u>Workshop on Cultural heritage at the European Civil Protection Forum 2018</u>
20-Mar-18	BE- Brussels	<u>Innovation and Cultural Heritage Conference</u>
15-16 Mar-18	BE- Brussels	<u>Your Europe, your say! European Economic and Social Committee's annual youth event,</u>
22-Mar-18	BE - Brussels	<u>EDEN Awards Ceremony</u>
26- 27 Mar-18	BG - Plovdiv	<u>Presidency conference on 'Cultural heritage: for a more reliable Europe'</u>
26- Mar-18	BG - Plovdiv	<u>European Heritage Label Award Ceremony</u>

Overview of high level events at EU level (2)

Date	Location	Title of event
23-Apr-18	BE - Brussels	EYCH 2018: the international perspective
01-May-18	BE - Brussels	Natura 2000 Awards
04-May-18	ES- Burgos	Committee of the Regions- SEDEC Commission-seminar about the future of Europe and its cultural heritage
05-May-18	BE- Brussels	EU Open Doors Day
09- May-18	Around the world	Europe's day – Activities by EU Dels around the world
15-May-18	FR - Paris	"The European Year of Cultural Heritage – Where the past meets the future"
16- 17 May-18	BE - Brussels	Cities and Regions as Key Drivers for Strengthening European Identity through Education and Culture
21-May-18	Across Europe	EU Natura 2000 Day

Overview of high level events at EU level (3)

Date	Location	Title of event
20- 21-May-18	FR- Paris	<u>EU-UNESCO Conference: Engaging the European art market in the fight against illicit trafficking</u>
21- 25 -May-18	BE-Brussels	<u>EU Green week / high level conference</u>
24- 25- May-18	BE-Brussels	<u>Civil Society Days by the EESC, under the topic "Citizenship, Democracy and Culture in a digitalized Europe"</u>
27-May-18	BE-Brussels	<u>Running for Europe</u>
31-May 18	BE-Brussels	<u>Workshop on Protecting Iraqi Cultural heritage and fight terrorism</u>
01- 02 June-18	FR- Strasbourg	<u>European Youth Event 2018</u>
12 – 13 June-18	BG- Sofia	<u>Grassroots sport as a tool for integration and a bridge between tradition and Innovation</u>
18-24 Jun-18	DE - Berlin	<u>European Summit of Cultural Heritage/ Europa Nostra awards 2018 Ceremony</u> With 60 events
21 June 2018	NL- Nijmegen	<u>European Green Capital 2020 and European Green Leaf 2019 Award Ceremony</u>

Overview of high level events at EU level (4)

Date	Location	Title of event
13- 14 September	Vienna – AT	<u>European Forum for Architectural Policies meeting</u>
19 September	Brussels – BE	<u>EU speaks your language exhibition opening</u>
20 September	Venice – IT	<u>Young Talent Architecture Award (YTAA) ceremony</u>
26 September	All Europe	<u>European day of languages (70 events)</u>
27 September	Brussels – BE	<u>'Multilingual Education and Cultural Expression' Conference</u>
28 September	All over Europe	<u>The European Researchers' Night 2018 (Activities in 370 cities)</u>
September	All Europe	<u>European Heritage Days (60 000 events in EU MS)</u>
30 September	Vienna – AT	<u>European Week of Sport 2018</u>

Overview of high level events at EU level (5)

Date	Location	Title of event
7-10 October	Brussels-BE	<u>European Week of Cities and Regions</u>
15- 20 October	Lyon – FR	<u>European film forum event on film heritage - Lumière film festival in Lyon</u>
25-27 October	Warsaw - PL	<u>Europe's cultural heritage through eTwinning – annual conference</u>
5-6 November	Florence - IT	<u>Conference/Meeting of the Mayors of the Capitals of European Culture</u>
6 November	Vienna - AT	<u>European Union Prize for Literature awards ceremony</u>
5-30 November	Brussels-BE	<u>Painting exhibition "Food for Thought"</u>
13 November	Strasbourg - FR	<u>Conference on the role of cultural heritage in fostering community cohesion (EU-CoE joint project STEPS)</u>
15-16 November	Brussels - BE	<u>Fair of European Innovators in Cultural Heritage</u>
19 November	Brussels - BE	<u>Interparliamentary committee meeting on European cultural heritage</u>
22-23 November	Venice - IT	<u>Cherishing Heritage - Quality principles for intervention on cultural heritage</u>
28 November	Brussels - BE	<u>Nature and culture in dialogue</u>
28 November	Paris- FR	<u>Presentation of EU UNESCO toolkit about fight against illicit trafficking</u>
6-7 December	Vienna – AT	<u>#EuropeForCulture - Closing Event of the EYCH2018</u>
6-7 December	Venice - IT	<u>OECD conference on culture and local development</u>
13-14 December	Madrid - ES	<u>The Faro Way: enhanced participation in cultural heritage</u>

Launch event - European Culture Forum, Milan, December 2017

- The launch took place on the 7 of December 2017, on occasion of the European Culture Forum in Milan, Italy
- **800 participants**
- The event was **web streamed** for further reach



Social media outreach:

- **+ 400, 000** Facebook users reached
- **#EuropeForCulture** trending topic on Twitter
- Tweets generated nearly **500 000 impressions** and **3000 likes**

 **Maison Europe Paris**  @MdEuropeParis · 7 Dec 2017
L'Année européenne du **#patrimoine** culturel est officiellement lancée au **#CultureForumEU** ! Venez découvrir notre rubrique spéciale : [#EuropeForCulture #CulturalHeritage](http://bit.ly/2k5uzob)



High level events in Q1 – Some examples



The image shows two young boys sitting on a long wooden bench in a museum setting. They are both wearing headphones and looking down at their smartphones. Behind them are large, classical stone reliefs on a wall. In the top right corner of the slide, there is a small logo for the European Commission.

Innovation & Cultural Heritage

What High-level Horizon 2020 conference of The European Year of Cultural Heritage

When Tuesday 20 March 2018

Where Royal Museum of Arts and History, Brussels

2018 European Year of Cultural Heritage

Organised by the European Commission, Directorate General for Research and Innovation, in cooperation with the European Institute for Cultural and Creative Industries and the European Centre for Media, Content and Technology.

More info: ec.europa.eu/research/culture/cultural-heritage-2018/index_en.cfm

Research and Innovation



European Civil Protection Forum 2018

Civil Protection in a Changing Risk Landscape



High level events in Q2– Some examples



High level events in Q2– Some examples

9 May: Europe's day around the world



CUBA

Photo exhibition in Old Havana, showcasing winners from the EU/Europa Nostra Prize for Cultural Heritage.



MEXICO

The EU Del inaugurated a photo exhibition in Mexico City's main avenue. It is estimated that over 4 million people will have the opportunity to view it.

High level events in Q3– Some examples



High level events in Q3– Some examples



High level events in Q4 – Some examples



Interreg



2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Interparliamentary Committee Meeting
European Parliament - National Parliaments

MONDAY, 19 NOVEMBER 2018 15:00-18:30
PARALLEL WORKING SESSIONS

TUESDAY, 20 NOVEMBER 2018 9:00-12:30
ROOM 4Q1
JÓZSEF ANTALL BUILDING
EUROPEAN PARLIAMENT
BRUSSELS

COMMITTEE ON
CULTURE AND EDUCATION
CHAINED BY
PETRA KAMMEREVERT

High level events in Q4– Some examples



NATURE AND CULTURE IN
DIALOGUE



Photo: German Dutch Moes-Schelde Nette Nature Park

28th November 2018

European Commission, Rue Joseph II 70, Brussels

The EUROPARC Federation and the Interpret Europe invite you
to the Seminar "Nature and Culture in Dialogue".
With the special participation of the
DG Environment and DG Education and Culture,
we will discuss how natural heritage influences cultural identity.

High level events in Q4– Some examples

Cherishing Heritage - Quality principles for intervention on cultural heritage



Venice VE

Thursday, 22 November, 2018 to Friday, 23 November, 2018



Closing event - Austrian presidency conference #EuropeForCulture, Vienna, December 2018

e 2 0
u 1 8
· a t
Austrian
Presidency
of the
Council of the
European Union



European Year of
Cultural Heritage 2018
#EuropeForCulture

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



the future
culture
for Europe
Where past me the fu



2) Highlights EESC/CoR

Activities overview

	European Economic and Social Committee	
---	--	--

Events	Events organised	8
	Participants	1,205
Labelling	Labelled initiatives	9
Media relations	Media reports	3

	European Committee of the Regions	
Events	Events organised	15
	Participants	1,734
Labelling	Labelled initiatives	N/A
Media relations	Social media	<p>Facebook Number of posts published: 16 posts Number of impressions: 32.000 (reach)</p> <p>Twitter Number of tweets published: 26 tweets Number of impressions 115.190</p> <p>LinkedIn Number of posts published: 9 posts Number of impressions 37.100</p>

European Economic and Social Committee: Campaign highlights (Events)



- **Bulgarian Presidency Cultural event:** 'Cyrillic Alphabet: the new alphabet of the European Union' (14 March-25 May)
 - The art exhibition featured works by a variety of artists (professionals, students and teachers) from the National Academy of Arts in Sofia
- **Cultural Events on the occasion of the hearing for the EU Strategy for Plastics in a Circular Economy:** [one-woman show Bottled Up!](#) by Colleen Cameronto. The event, along with the opening of the '[Trash Poetry](#)' exhibition, curated by Paolo Costa do Souto was hosted in conjunction with the EU Strategy for Plastics in a Circular Economy hearing.
- **Songs of Longing 60th Anniversary Cultural Event:** Following the close of the Plenary celebrating 60 years of the EESC, the Committee hosted the event. It was themed around the upcoming 'Orfeo & Majnun' community project, including performances by singers, musicians, dancers and other performers (24 May).
- **Austrian Presidency cultural exhibition: 'Austria Contemporary':** The exhibition was a representative selection of works of contemporary Austrian art (11 July-14 September).
- **The EU speaks your language' exhibition:** The exhibition was presented on the occasion of the 60th anniversary of the first legal act of the EC/EU: Regulation 1/1958 setting out the language arrangements for the EU institutions (19 September-12 October).
- **'Edvard Stepancic and constructivism across borders (Trieste 1908-Belgrade 1991)' art exhibition** (16-26 October): Private artwork collection composed of 21 original pieces of work
- **'Food for Thought' painting exhibition** (5-30 November)
- **'Together for Inclusion' photography exhibition & 'Cycloceza' dance performance** (3-31 December): Presentation of ten winning photos from the photo competition and theatre performance by the Cycloceza dance group (mixed dance group consisted of people/dancers with disabilities)

European Committee of the Regions: Campaign highlights (Events)



- Brussels/CoR, 4 October 2017 - [**Information session**](#) by CoR & European Commission/DG EAC to inform and encourage regional and local offices to participate in EYCH2018
- Brussels/CoR, 1 February 2018 - [**\[Y\]Factor Project**](#) by the trainees of the CoR, conference "**Do you feel European? Young people and the role of regions in building a European identity**"
- Brussels/CoR, 9 March 2018 - [**NAT commission**](#) organised a debate on the [**Cultural Heritage and Tourism**](#), in the context of the "The European Year of Cultural Heritage 2018".
- Brussels/CoR, 3 May 2018 - [**Joint Consultative Committee \(JCC\) CoR-Serbia**](#) organised a Thematic Session on "[**Sub-national authorities and the protection of cultural heritage**](#)" with representatives of local and regional authorities, EEAS and EuropaNostra.
- Burgos, 4 May 2018 - [**Seminar**](#) by the Government of Castilla y León and the [**SEDEC commission**](#) to highlight and boost the [**role of culture as an important resource for the future of Europe**](#).
- Brussels/CoR, 17 May 2018 - [**CoR Plenary debate**](#) with Commissioner Tibor Navracsics, EESC President Luca Jahier and the EP CULT Chair, Petra Kammerer.
- Brussels/CoR, 8-11 October 2018 - [**European Week of Regions and Cities**](#) (EWRC) – organized by the CoR and DG REGIO
- Nikšić, 18 October 2018 - Thematic session on "[**Protection of cultural and natural heritage**](#)" by the Joint Consultative Committee (JCC) CoR-Montenegro.

European Economic and Social Committee: Campaign highlights in images (1)



Above: One-woman show
Bottled Up! by Colleen
Cameronto



Above: Songs of Longing
60th Anniversary Cultural
Event



Above: Bulgarian
Presidency Cultural event



Above: 'Food for Thought'
painting exhibition

European Economic and Social Committee: Campaign highlights in images (2)



Above: Austrian Presidency cultural exhibition 'Austria Contemporary'



On the left: 'Edvard Stepancic and constructivism across borders (Trieste 1908-Belgrade 1991)' art exhibition



Above: 'Together for Inclusion' photography exhibition & 'Cycloceza' dance performance



On the right: 'The EU speaks your language' exhibition

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

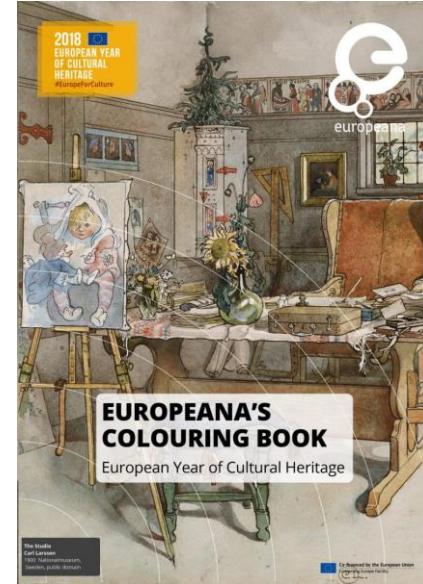
3) Labelling of initiatives

Labelling of initiatives at EU level

	Total
Labelled Initiatives Q1	312
Labelled Initiatives Q2	95
Labelled Initiatives Q3	298
Labelled Initiatives Q4	48
Labelled initiatives TOTAL 2018	753

EU-funded initiatives:
Transnational initiatives:

518
235



Labelled initiatives by type of EU funding (ranking)

1. Erasmus +
2. Interreg / Urbact
3. Horizon 2020 □
4. ERDF/ESF/EAFRD

These 4 programmes account for 74% of the total labelled initiatives





2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

4) Website/newsletter statistics

Website in all EU languages

URL: <https://europa.eu/cultural-heritage>



English



	Total Q1	Total Q2	Total Q3	Total Q4	Total 2018
Visits	144,474	131,260	55,153	69,954	400,841
Unique visitors	99,970	107, 659	44,963	57,809	310,401
Returning visits	50,614	31,089	14,877	17,032	113,612

Newsletter

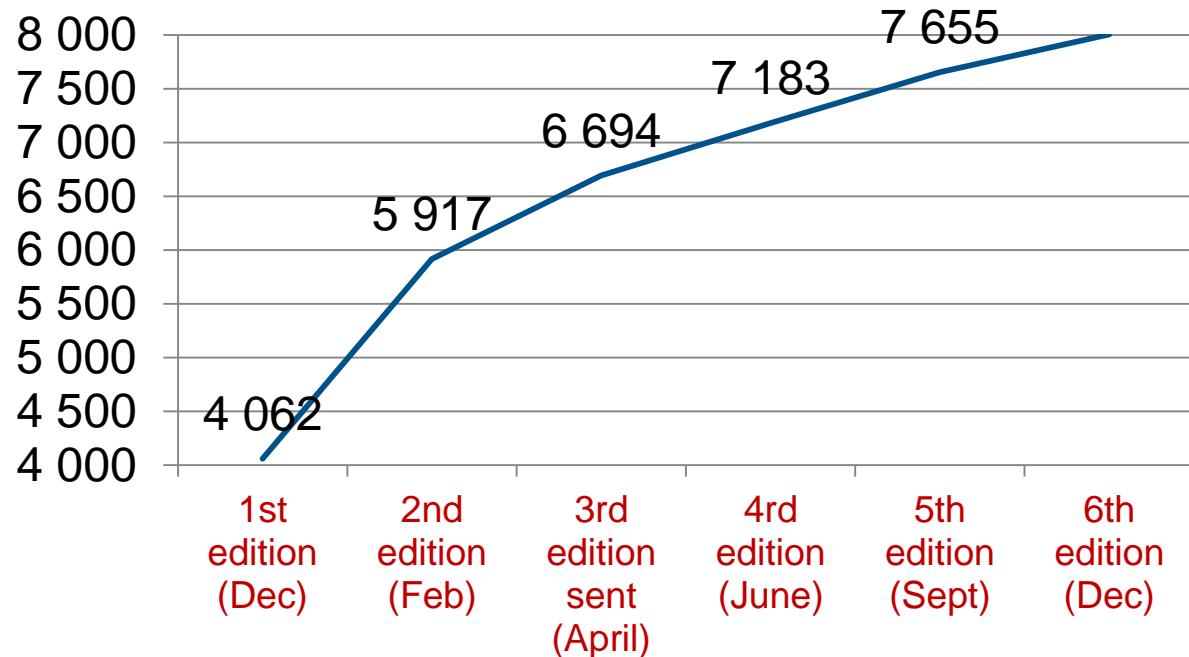
	Total
Issued editions (total of 6)	6
Number of subscribers	8,005



One year, thousands of
celebrations...sixth and final
newsletter

Published on 18/12/2018

Newsletter subscribers growth



**Top 5
subscribers:
Spain, Italy,
Belgium,
Greece,
France**



5) Stakeholders relations

Stakeholder engagement

Main stakeholders

- 14 DGs in the European Commission
- 28 National Coordinators from MS
- 9 National Coordinators from Associated Countries
- 35 Members of the Stakeholders Committee (networks of networks)
- European Parliament
- EU Presidencies BG and AT
- European External Action Service (EEAS)
- Committee of the Regions
- European Economic and Social Committee
- EC Representations in EU MS
- EU Delegations in third countries
- Creative Europe Desks
- Erasmus + National Agencies
- European Heritage Days coordinators
- EDICS
- Media partners





6) Media relations

Media partners

'Arte TV

The screenshot shows the ARTE website's homepage. At the top, there is a navigation bar with the ARTE logo, a search bar, and language selection (EN). Below the header is a large, colorful abstract painting featuring various shades of red, orange, yellow, green, and blue. On the left side of the main content area, the ARTE logo is displayed again, followed by the text "2018: European Year of Cultural Heritage". A subtext below states: "2018 is the European Year of Cultural Heritage, a moment to discover and celebrate 28 countries' common cultural patrimony. All year, ARTE will be offering a special selection of programmes." To the right of this text is a "Share" button. Below the main banner, there is a link "In partnership with More information about the European Year of Cultural Heritage". The navigation menu includes "Home" and "Gardens Near and Far". At the bottom, five program thumbnails are shown: "Kupka – Pioneer of Abstract Art" (53 min), "Baltic Souls - Arts, Legends and Landscapes" (52 min), "Zaragoza" (13 min), "Gdansk - Metropolis" (14 min), and "James Joyce: 'A Shout in the Street'. - With Angelica Huston".

From January 2018, ARTE offers a special selection of up to 20 programmes – a EYCH 2018 playlist – covering different aspects of Europe's cultural heritage like history, architecture, art, gardens, and performing arts.

The programmes are available in English, French, German, Spanish and Polish.

European Commission – mentions in Press releases (1)

- 7 December 2017- [The European Year of Cultural Heritage 2018 takes off](#)
- 7 December 2017- [European Commission - Fact Sheet on the European Year of Cultural Heritage 2018](#)
- 3 January 2018 - [2018 European Capitals of Culture: Leeuwarden and Valletta](#)
- 29 January 2018 [President Juncker takes part in the launch of the European Year of Cultural Heritage in Belgium](#)
- 20 March 2018 [Commission showcases how science and innovation can benefit European cultural heritage](#)
- 23 May 2018- [European Year of Cultural Heritage: 29 projects receive €5 million](#)
- 11 June 2018- [DiscoverEU: 15,000 travel passes up for grabs to explore the EU this summer](#)
- 22 June 2018- [New interactive Story Maps make Europe's cultural heritage more accessible](#)
- 28 June 2018 - [DiscoverEU: 15,000 young people can prepare to set off on their travels around the EU this summer](#)



EUROPEAN COMMISSION
Press Release Database

European Commission – mentions in Press releases (2)

- 31 August 2018 - [A challenge for young language lovers: the European Commission launches its annual translation contest for schools](#)
- 6 November 2018 [Opening Speech by Commissioner Tibor Navracsics at the first conference of the Mayors of European Capitals of Culture](#)
- 6 November 2018 [Commission invests in infrastructure and cultural heritage in Napoli, Italy](#)
- 29 November 2018 [DiscoverEU: 12,000 travel passes available for 18-year-olds to explore Europe in 2019](#)
- 4 December 2018 [Breda wins 2019 Access City Award for making the city more accessible to citizens with disabilities](#)
- 7 December 2018 [The Commission outlines a set of actions to keep cultural heritage high on the political agenda](#)



EUROPEAN COMMISSION
Press Release Database

European Commission – mentions in Daily News (1)

- 8 December 2017 - [€1 billion in loans for cultural and creative SMEs thanks to Cultural and Creative Sector Guarantee Facility](#)
- 12 December 2017 - [Commissioner Navracsics visits Ireland](#)
- 3 January 2018- [2018 European Capitals of Culture: Leeuwarden and Valletta](#)
- 18 January 2018 -[Launch of EU-China Tourism Year 2018](#)
- 19 January 2018 - [Commissioner Navracsics in Malta to launch Valletta's European Capital of Culture 2018](#)
- 26 January 2018- [First Vice-President Timmermans in The Netherlands for the official launch of European Capital of Culture Leeuwarden 2018](#)
- 29 January 2018- [Le Président Juncker et le Collège des Commissaires participent au lancement de l'année européenne du patrimoine culturel 2018 en Belgique](#)
- 6 February 2018- [Commissioner Navracsics visits Sweden](#)
- 12 February 2018- [Commissioner Navracsics launches European Year of Cultural Heritage in Spain](#)
- 27 February 2018- [Commissioner Navracsics in Sofia for Culture Ministerial meetings](#)
- 1 March 2018 - [Commission awards European Heritage Label to nine historical sites across Europe](#)

European Commission – mentions in Daily News (2)

- 20 March 2018- [La Commission démontre comment la science et l'innovation peuvent bénéficier au patrimoine culturel européen](#)
- 20 March 2018- [Le commissaire Navracsics se félicite de la participation de l'Arménie au programme Europe créative](#)
- 26 March 2018- [Commissioner Navracsics travels to Bulgaria for cultural heritage events](#)
- 11 April 2018 [Commissioner Navracsics in Slovenia to discuss culture and creativity](#)
- 20 April 2018 [Culture: Commissioner Navracsics attends international cultural heritage forum in Brussels](#)
- 3 May 2018- [DiscoverEU: 15,000 young people 18 years old will get the opportunity to travel in Europe during this summer](#)
- 14 May 2018 [Commissioner Navracsics in Rome for international conference on shrines and pilgrim routes in Central & Eastern Europe](#)
- 15 May 2018 [EU prize for Cultural Heritage / Europa Nostra Awards – 29 winners announced](#)
- 22 May 2018 [Commissioner Navracsics joins 10th anniversary celebrations for the European Union Prize for Literature](#)
- 25 May 2018 [European Year of Cultural Heritage: 29 cooperation projects receive €5 million](#)
- 5 June 2018 [Commissioner Navracsics to welcome Kosovo to the Erasmus+ and Creative Europe programmes](#)
- 22 June 2018 [New interactive Story Maps make Europe's cultural heritage more accessible](#)
- 26 June 2018 - [President Juncker and Commissioner Navracsics mark European Year of Cultural Heritage at the European Parliament](#)
- 28 June 2018 - [DiscoverEU: 15,000 young people can prepare to set off on their travels around the EU this summer](#)

European Commission - mentions in Daily News (3)

- 31 August 2018 [2018 edition of the European Heritage Days underway](#)
- 31 August 2018 [A challenge for young language lovers: the European Commission launches its annual translation contest for schools](#)
- 5 September 2018 [European Year of Cultural Heritage: Commissioners Navracsics and Bieńkowska in Kraków to discuss Jewish heritage in Europe](#)
- 11 September 2018 [Commissioner Navracsics in Verona to promote cultural heritage and in Ljubljana for a Citizens' Dialogue](#)
- 18 September 2018 [Commissioner Navracsics promotes the European Year of Cultural Heritage in the Czech Republic](#)
- 6 November 2018 [Opening Speech by Commissioner Tibor Navracsics at the first conference of the Mayors of European Capitals of Culture](#)
- 6 November 2018 [Commission invests in infrastructure and cultural heritage in Napoli, Italy](#)
- 29 November 2018 [DiscoverEU: 12,000 travel passes available for 18-year-olds to explore Europe in 2019](#)
- 4 December 2018 [Breda wins 2019 Access City Award for making the city more accessible to citizens with disabilities](#)
- December 2018 [The Commission outlines a set of actions to keep cultural heritage high on the political agenda](#)

European Commission – Fact sheets

- 22 May 2018 [Building a stronger Europe: new initiatives to further boost role of youth, education and culture policies](#)
- 11 June 2018 [DiscoverEU: 18 year olds can tomorrow apply for 15,000 travel passes to explore the EU this summer](#)



7) Campaign highlights

Campaign highlights in Q1: the Year kicks off.....

- **Visual identity:** Logo and Slogan translated into all EU languages, visual identity guidelines in English, 8 key campaign visuals
- **Digital tools:** Campaign website, promotional video in all EU languages, Power Point templates in all languages
- **Printed material:** Spotlight brochure on the EYCH in all EU languages, posters and roll ups



Campaign highlights in Q2

- **Promotional material:** Production of foam hashtags, EYCH folders, cups, pens, notebooks, bike seats, and other 'goodies'.
- **Digital tools:** Europe's cultural heritage video (produced for Europe's day 9 May)
- **Printed material:** 10 European initiatives factsheets
- **Funding:** 29 cooperation projects received €5 million through the Creative Europe call dedicated to the EYCH



Campaign highlights in Q3

▪ Funding:

Call for tender for the pilot project
#WeAreEuropeForCulture

Call for European Heritage stories:
winners selected

EYCH 2018 Project - WeAre#EuropeForCulture

◀ CALLS FOR PROPOSALS AND TENDERS

Reference

EAC/27/2018



Campaign highlights in Q4

- Toolkit for teachers



- Final EYCH event in Vienna



- European Framework for Action on Cultural Heritage



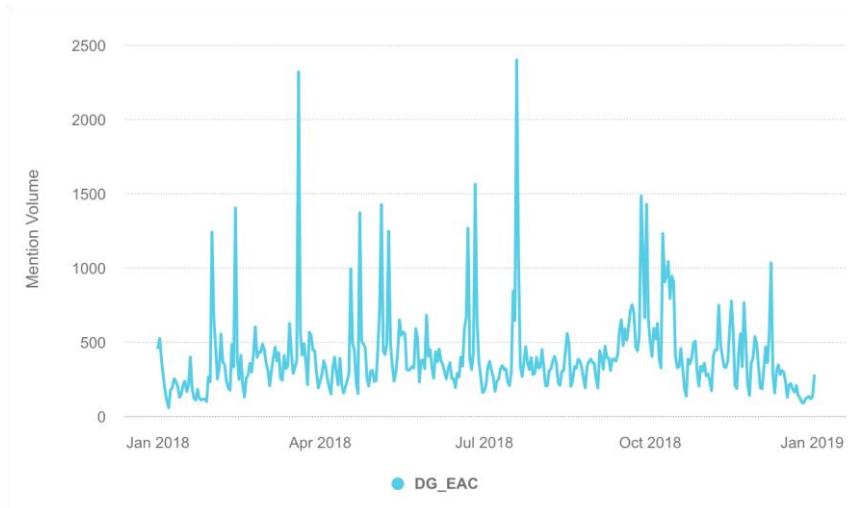
2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



8) Social media campaign

#EuropeForCulture performance

- 146K mentions, 42K unique authors
- + 29K posts on Instagram



Mentions – Development over time



Online discussion – Word cloud

Social Media Campaign on Creative Europe FB

- 11M people reached
- 35M impressions
- 87K link clicks
- 6M video views
- 3M engagements
- We predominately reached people 18-24 and 25-34

Social Media Campaign on Creative Europe Twitter

- 6M impressions
- 17,5K link clicks
- 1,2M video views
- 173K engagements
- 2,48% engagement rate
- We predominately reached people in the age groups 18-24 and 25-34

Highlights

Creative Europe
April 25, 2018

Did your grandparents reveal to you the secret of how to cook a typical dish? 🤔

Enter the #EuropeForCulture cooking competition and share it with us! 😊

2 lucky winners will get their recipes edited into a professional video – and a culinary experience worth €250 ... See More

#EuropeForCulture Cooking Competition
00:19

EUROPA.EU
#EuropeForCulture Cooking Competition

Learn More

Cooking Competition

Creative Europe was live.
December 7, 2017 at 11:33 AM · ⚡ - 🎥

We're LIVE from the European Culture Forum & the official launch of the European Year of Cultural Heritage! 🎉🌐😊

Tune in and join the celebrations!

#CultureForumEU #EuropeForCulture

European Year of Cultural Heritage - Official launch
02:19:33

FB Live From the launch in Milan

Creative Europe
December 7, 2018

Serene coastlines 🌊 breath-taking views 📸 bustling cityscapes 🏙️ - the #SnapForCulture photo competition 📸 showed the beauty and diversity of summer in Europe, putting culture and heritage into the spotlight.

See the full gallery 👉 <https://bit.ly/2BFTsAz> ... See More

#ThrowBack #SnapForCulture
00:20

#SnapForCulture Photo Competition

Creative Europe
October 12, 2018

Join Manon Brill from C'est une autre histoire on her #EuropeForCulture trip, exploring the hidden cultural gems of some of Europe's most exciting cities 😊🌐

This week: Barcelona. Catalonia's capital is home to the famous modernist architect Gaudi. But this eclectic city has much more to offer; watch the full video 👉 <https://www.youtube.com/watch?v=ZEoAL4fcscQ&t=11s>

Manon - Barcelona
00:26

#EuropeForCulture Vloggers

Other initiatives – European Commission



European Youth @EuropeanYouthEU · Jul 29, 2018

Photo Competition Alert! 📸

What's on your agenda this summer?

✓ Music, theatre, literature, film, travel, food... Share your best cultural moments on Instagram for a chance to win a GoPro Hero6.

#NoCultureNoFuture @europeaid



Pompeii is one of the world's most important archaeological sites, and a great example of our European cultural heritage.

Thanks to funding from the EU, the restoration of the site has been intensified, and it's expected to attract up to 200.000 extra visitors every year. 🇮🇹

Find out more about this EU-funded project: <http://europa.eu/!Wu47km>
#EuropeForCulture #InvestEU



#InvestEU video on heritage restoration – EC corporate

#NoCultureNoFuture campaign
- DG DEVCO



Creative Europe: Innovation and Cultural Heritage...

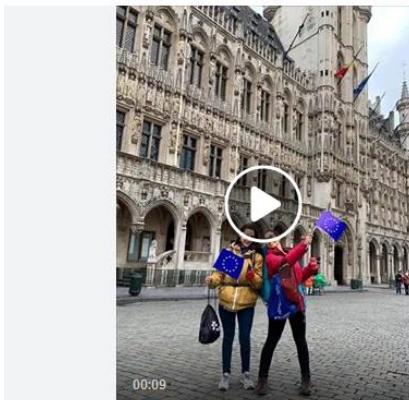
Research and innovation allow us to protect, preserve and enjoy our cultural heritage, combining the values of the past with the demands of the future. In 2018 we invested €66 million in culture and heritage research projects and launched 7 new calls. We pl...

Innovation and Cultural Heritage
- DG RTD

Some snapshots from the Commission Européenne en Belgique /
Europese Commissie in België #EuropeorCulture Instameet 🇧🇪 🇫🇷 😊

#DYK?

- ✓ Grand Place in the ❤️ of Brussels is an UNESCO World Heritage site
- ✓ Belgian fries are on the UNESCO list of cultural treasures ... See More



#EuropeForCulture Instameet
- BE EC Rep



EU ScienceHub 🌐
@EU_ScienceHub

#DYK our #EUCulturalGems app is free & open source?
The main goal is to provide a treasure trove of data for
the cultural & creative sectors. Explore this easy to use
interactive map ➡ culturalgems.jrc.ec.europa.eu
#EUCreativeCities #EuropeForCulture @TNavracsicsEU
@europe_creative



EU Cultural Gems app
- JRC

Other initiatives – Stakeholders



Europa Nostra
@europanostra

1 week left before the first contributions to the #Ode2Joy Challenge launched by @PlacidoDomingo are revealed! As of 9 May, share on social media your recorded reinterpretation of the "Ode to Joy" at a heritage site to celebrate the #EYCH2018 More info: ode2joy.eu



Save the Date – Bell ringing for Peace 21 September

The EU is, above all, a peace project!

On the International Day of Peace 21 September, bells all over Europe will ring to commemorate the end of World War I, as well as the start and end of the 30 Years' War.... See More



Ringing the Bells – Sharing Heritage

#OdeToJoy Challenge- Europa Nostra

Creative Europe
April 15, 2018 · 0

Into photography, outdoors and Europe's religious heritage?

Join the Future for Religious Heritage Photowalk on Sunday 6 May! 😊 ... See More

FRH PHOTOWALK
Sunday | 6 May 2018 | 2:30 PM

A walk along a pre-defined route, featuring the most interesting religious buildings of the city chosen for collective picture taking. One day. Three cities. Open to everyone passionate about religious heritage.

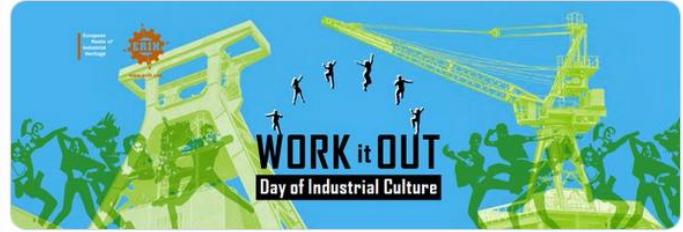
Asti Italy | Paris France | Middelburg The Netherlands

Win a chance to present your pictures at the FRH conference in Paris (10/2018). Gathering more than 1000 experts of religious heritage. Submit up to 3 pictures by sending them to info@erih-europe.org

FRH-EUROPE.ORG
FRH Photowalk 6 May
Take a stroll, discover Europe's rich religious heritage and enter the...

Photowalk - FRH

Celebrate 1 May with street **#dance** & Europe's industrial heritage – find an [@ERIH_Board #workitout](#) event near you [#LabourDay #EuropeForCulture](http://erih.net/eych-2018/erih...)



3:04 PM · Apr 18, 2018 · Twitter Media Studio

#WorkItOut challenge – ERIH



Erasmus Student Network
Like This Page · December 5, 2018 · 0

Beware the Krampus, says Erasmus Student Network Austria 🎅

Tonight, Nikolaus, a Santa-like man with a beard and hat dressed in red, visits children with his Krampuses: hairy, devil-like monsters. 🎅 While Nikolaus rewards well-behaving children with a bag of sweets, nuts and tangerines, bad children are told that Krampus would take them away. Were you good this year? 😊 Don't worry – you can always See More

77 25 Comments 12 Shares

Like Comment Share

Most Relevant

Nienke Schuur Anna Guttmann so I just saw this and I think I will have nightmares for the rest of my life lol

Write a comment...

Traditions features - Erasmus Student Network

9) Key publications

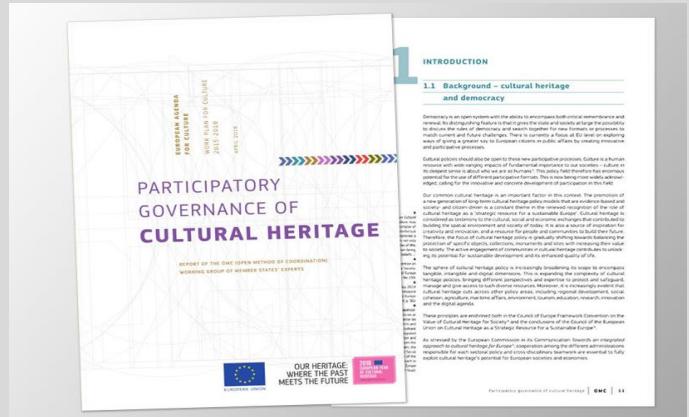
Key publications (1):

- Dec 2017- [Cartaditalia - the European Year of Cultural Heritage edition](#)
- Dec 2017- Publication of the [Special Eurobarometer on 'Europeans and cultural heritage'](#)- first EU-wide survey completely dedicated to cultural heritage.
- Jan 2018 - [Creative Europe brochure valorising 15 cultural heritage projects.](#)



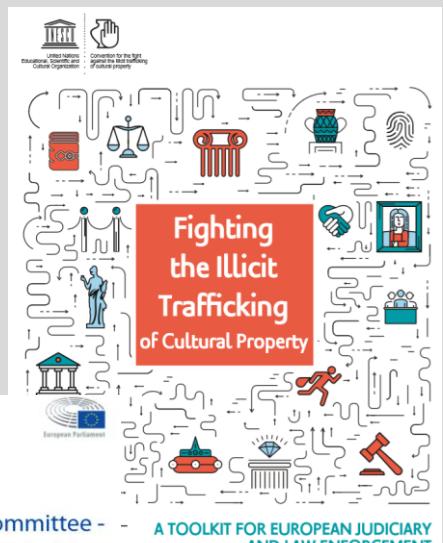
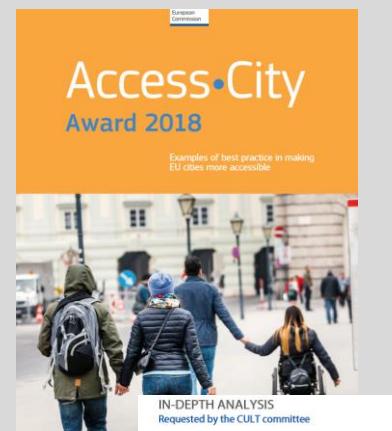
Key publications (2):

- April 2018 - Study on 'Safeguarding Cultural Heritage from Natural and Man-Made Disasters', the first comparative analysis of risk management for cultural heritage in MS.
- April 2018- OMC Report on Participatory governance of cultural heritage
- July 2018 - Connecting Cultures, Connected Citizens
- September 2018 - 101 event ideas European Heritage Days



▪ Key publications (3):

- October 2018 - [Learning from the past, designing our future: Europe's cultural heritage through eTwinning](#)
- October 2018 – [Toolkit for teachers](#)
- November 2018 - [Erasmus+ : Enriching our cultural heritage](#)
- November 2018 - [Toolkit on fighting the illicit trafficking of cultural property](#)
- November 2018 - [Research for CULT Committee - Best practices in sustainable management and safeguarding of cultural heritage in the EU](#)
- December 2018 – [Access City Award 2018](#)



Policy legacy:

- December 2018 - [European Framework for Action on Cultural Heritage SWD\(2018\) 491](#)
- November 2018 - [European Quality Principles for Cultural Heritage Interventions](#)
- December 2018 – [Recommendations on sustainable cultural tourism](#)
- December 2018 - [Recommendations and good practice case studies on heritage skills, training and knowledge](#)

EN

EN



Thank you



<https://europa.eu/cultural-heritage>



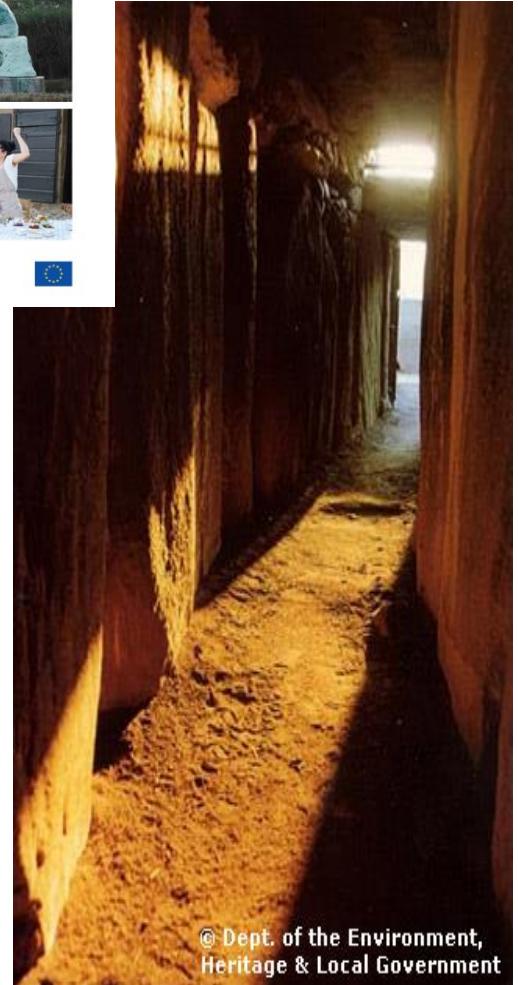
#EuropeForCulture



[Legal basis](#) of the European Year of Cultural Heritage 2018 (2017)



European [Framework for Action](#) on Cultural Heritage (2018)



© Dept. of the Environment,
Heritage & Local Government

MONITORING REPORT

Decentralised campaign



European Year of Cultural Heritage 2018

Period covered: January-December 2018

Date of submission: 01/03/2019

About the report

- **Period covered: January-December 2018**
- Information in the monitoring report is based on the monitoring templates as provided by EYCH National Coordinators, countries associated to the EYCH and the members of the EYCH Stakeholder Committees.
- Please note that not all the EYCH National Coordinators, Associated Countries and Stakeholder Committee members provided exhaustive information on all the activities implemented during all four quarters.
- **The following report covers:**
 - Overview of activities and results
 - Monitoring of activities in **28 EU Member States**, based on reports provided by EYCH National Coordinators
 - Monitoring of activities in **five out of eight involved Associated Countries** based on reports provided by Associated Countries
 - Monitoring of activities of **28 involved official members of the EYCH Stakeholders Committee** based on reports provided by the Stakeholders Committee members

Overview of activities (1/4)



Events

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Events organised	18,365*	17,297*	457	611
Participants to the events (Estimation)	9,558,740	8,536,901	386,436	635,403

Labelling

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Labelled Initiatives	12,834	12,411	223	200

*The final number includes Greek events. However, the Greek number of events is not included in Q1, Q2, Q3 and Q4 reports as the split into quarters was not possible.

Overview of activities (2/4)



Websites

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Unique monthly visitors (Average)	363,251	302,710	59,239	1,302

Media Buying

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Reach (= total number of people who see the content)	12,837,290	7,537,290	5,300,000	-



Overview of activities (3/4)

Media Relations

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Media reports published	26,119	24,606	1,228	285
Aggregated online readership (Unique monthly visitors) – Q1	1,445,648	844,100	1,041	600,507
Aggregated online readership (Unique monthly visitors) – Q2	5,333,053	3,664,053	269,000	1,400,000
Aggregated online readership (Unique monthly visitors) – Q3	4,567,004	1,929,587	2,628,500	8,917
Aggregated online readership (Unique monthly visitors) – Q4	5,240,064	4,779,984	460,080	-
Aggregated print circulation	153,900,767	141,554,422	10,468,300	1,878,045
Aggregated TV viewers/radio listeners	41,277,265	35,996,219	5,281,046	-



Overview of activities (4/4)

Social Media

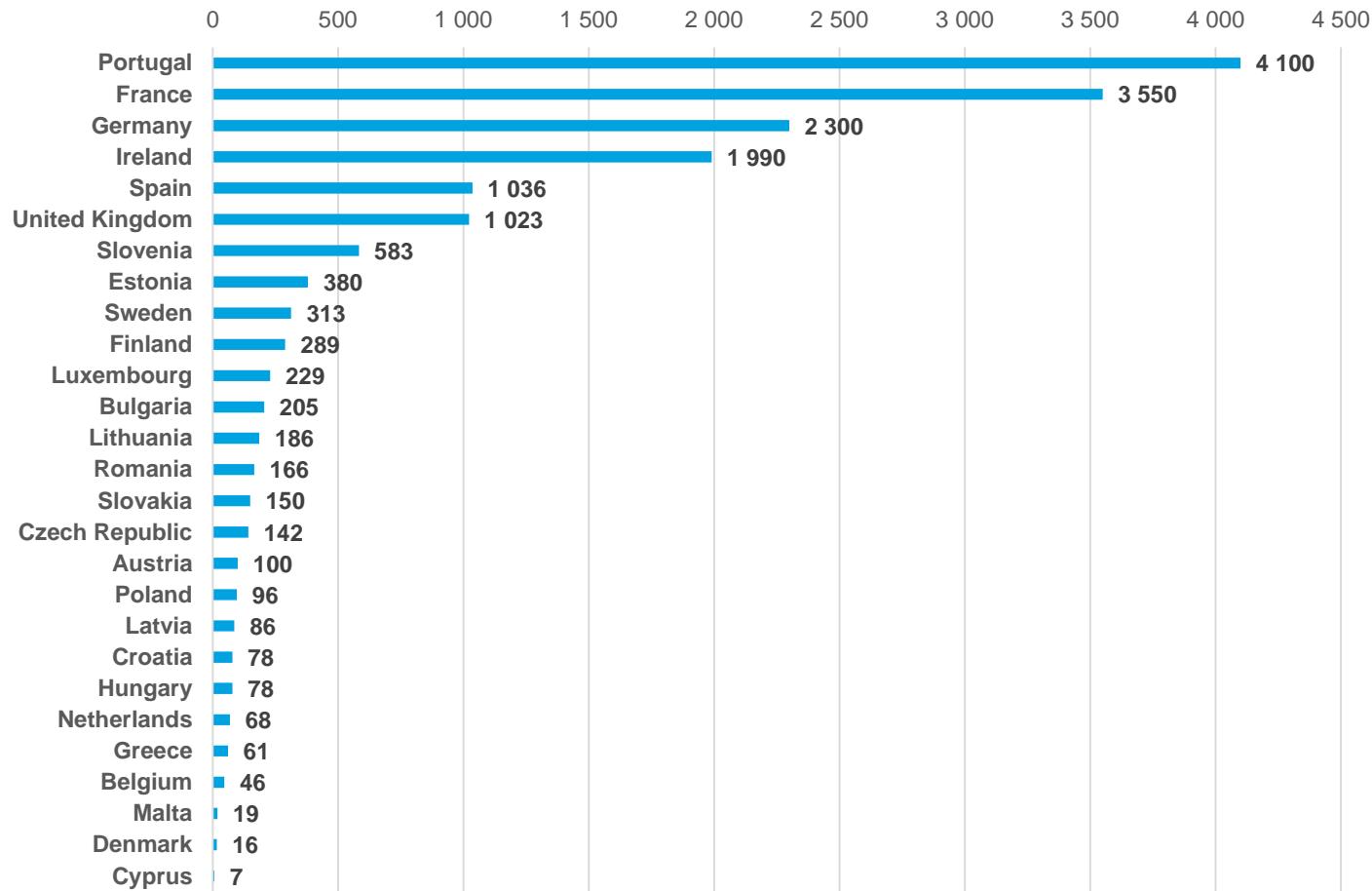
	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Facebook				
Posts published	7,001	5,567	1,005	429
Impressions*	15,318,313	9,555,004	5,658,970	104,339
Twitter				
Posts published	8,684	6,012	2,672	-
Impressions*	7,344,531	3,813,060	3,531,471	-
LinkedIn				
Posts published	40	18	22	-
Impressions*	27,886	14,859	13,027	-/-
Instagram				
Posts published	1,581	1,269	159	153
Impressions*	2,969,707	2,951,488	16,441	1,778

Some NCs and SCs are also using Instagram Stories, Issuu and YouTube for their communication and promotional activities.

*Impressions refer to number of times content is displayed.

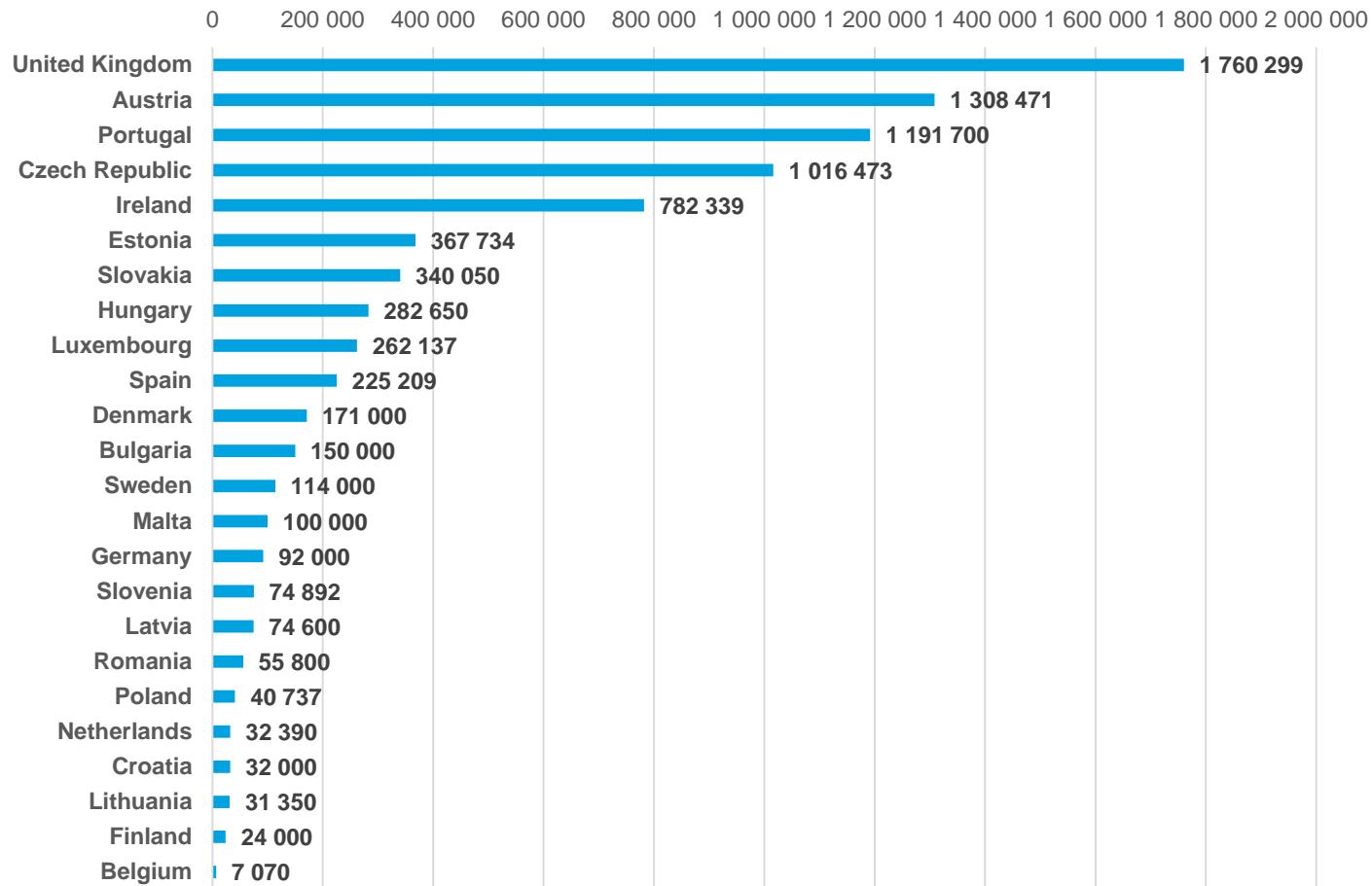


Events organised per country



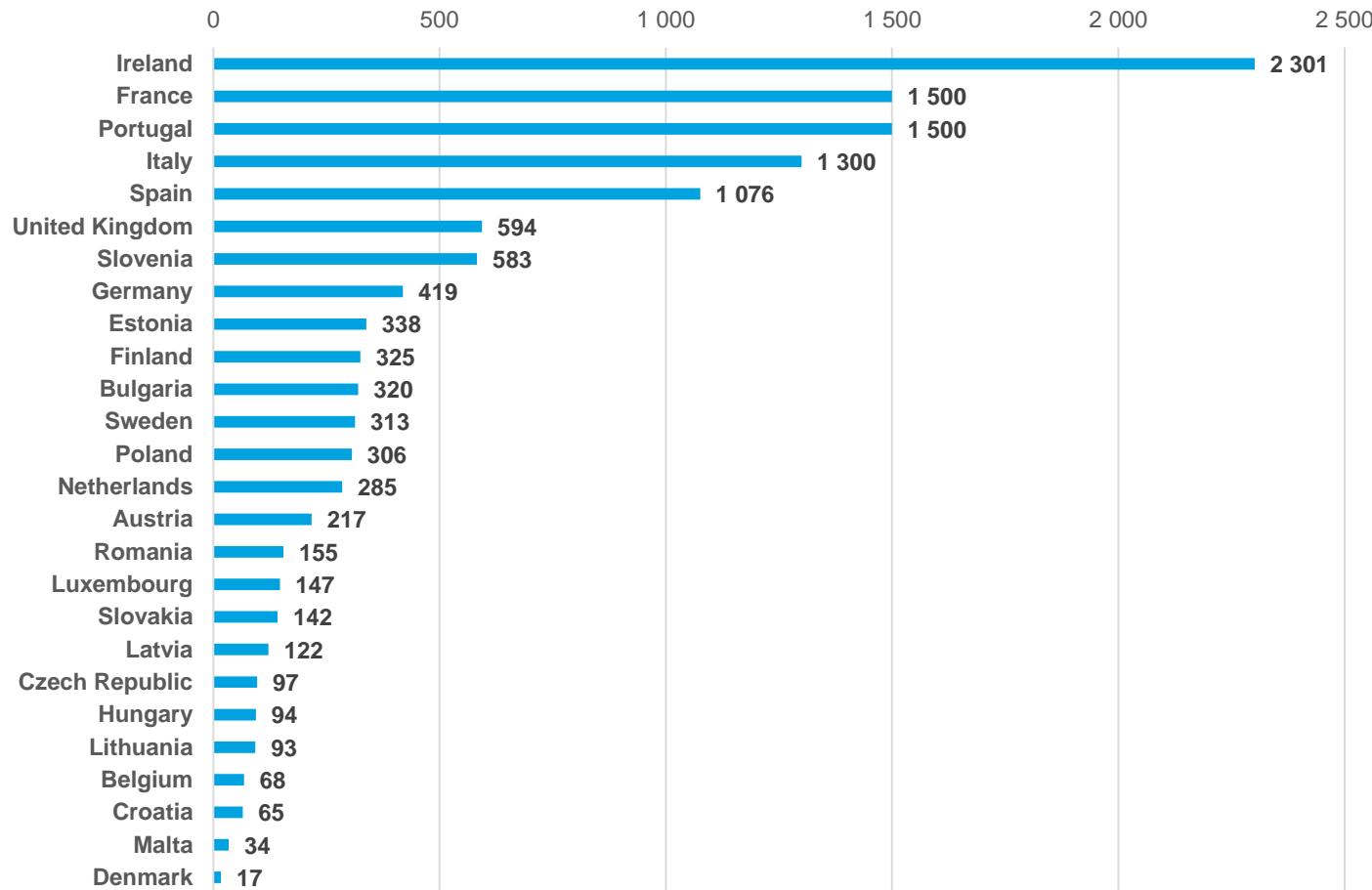


Participants to events per country



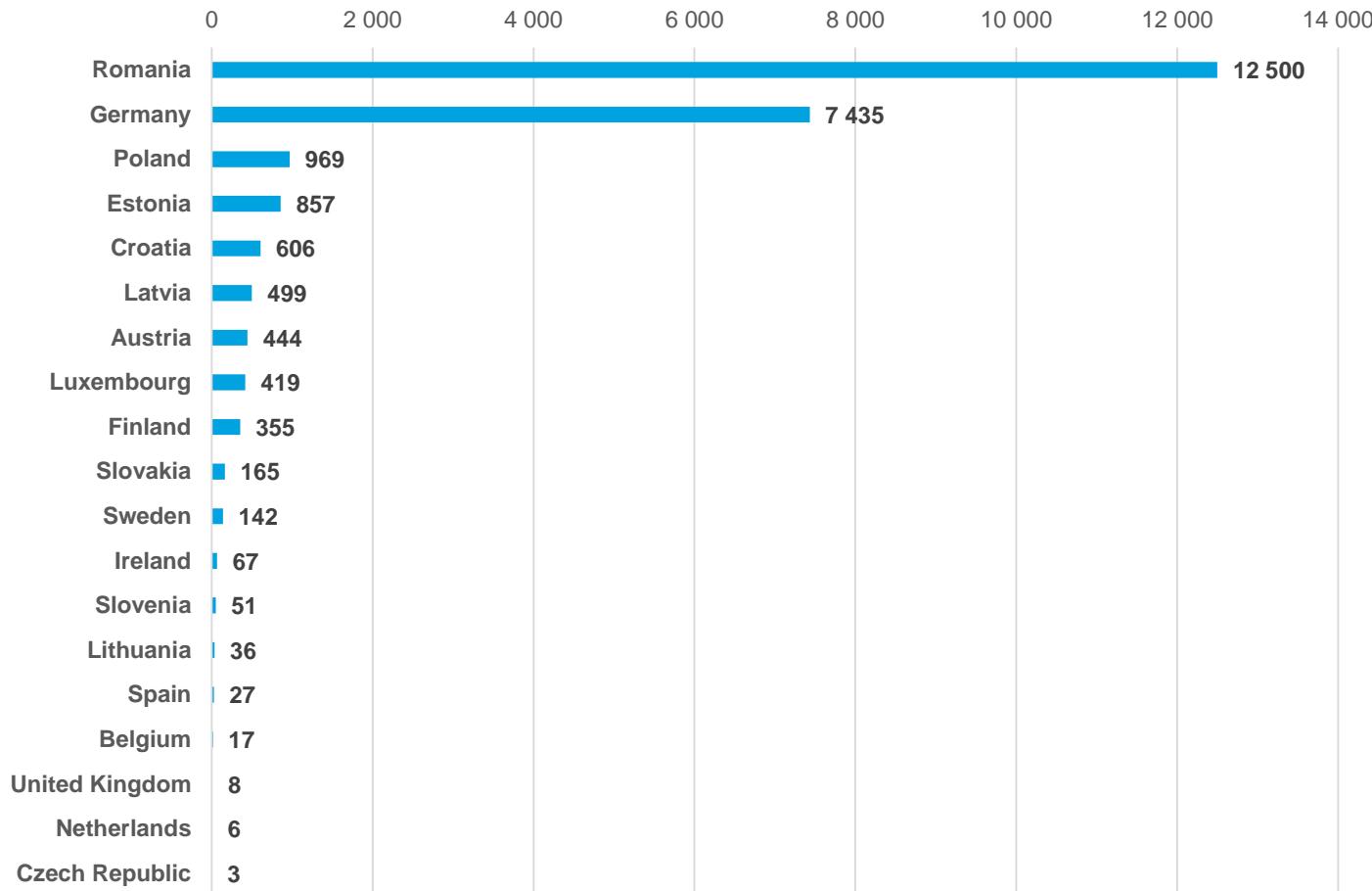


Labelled initiatives per country





Media reports per country



Contact with EYCH National Coordinators

- EYCH National Coordinators in **28 Member States** were contacted with emails and reminders sent by ICF Mostra and via individual phone calls with the request to fill in and provide the monitoring templates.
- The report covers activities in **28 Member States** (details on slides 12 and 13).
- **Monitoring template covers:**
 - Events organised
 - Labelling of initiatives (Q1 + Q2 + Q3 + Q4 combined)
 - Website/webpage statistics
 - Stakeholder relations
 - Media relations
 - Social media
 - Media buying

National Coordinators: Overview of received reports (1/2)

Country	Q1	Q2	Q3	Q4
Austria	Yes	Yes	Yes	Yes
Belgium (Brussels-Capital region)	Yes	Yes	Yes	No
Belgium (German-speaking region)	Yes	Yes	Yes	Yes
Belgium (Fédération Wallonie-Bruxelles)	Yes	Yes	Yes	Yes
Belgium (Flanders)	Yes	No	No	Yes
Bulgaria	Yes	Yes	Yes	Yes
Croatia	Yes	Yes	Yes	Yes
Cyprus	Yes	Yes	Yes	Yes
Czech Republic	Yes	Yes	Yes	Yes
Denmark	Yes	Yes	Yes	Yes
Estonia	Yes	Yes	Yes	Yes
Finland	Yes	Yes	Yes	Yes
France	Yes	Yes	Yes	Yes
Germany	Yes	Yes	Yes	Yes
Greece	Yes	Yes	Yes	Yes



National Coordinators: Overview of received reports (2/2)

Country	Q1	Q2	Q3	Q4
Hungary	Yes	Yes	Yes	No
Ireland	Yes	Yes	Yes	Yes
Italy	No	No	Yes	No
Latvia	Yes	Yes	Yes	Yes
Lithuania	Yes	Yes	Yes	Yes
Luxembourg	Yes	Yes	Yes	Yes
Malta	Yes	Yes	Yes	No
Netherlands	Yes	Yes	Yes	Yes
Poland	Yes	Yes	Yes	Yes
Portugal	Yes	Yes	Yes	Yes
Romania	Yes	Yes	Yes	Yes
Slovakia	Yes	Yes	Yes	Yes
Slovenia	Yes	Yes	Yes	Yes
Spain	Yes	Yes	Yes	Yes
Sweden	Yes	No	Yes	Yes
United Kingdom	Yes	Yes	Yes	Yes

Austria: Activities overview

Activities overview		
Events	Events organised	100
	Participants	1,308,471
Labelling	Labelled initiatives	217
Website	Link	<ul style="list-style-type: none">• www.kulturerbejahr2018.at• www.kunstkultur.bka.gv.at/europaisches-kulturerbejahr-2018
Stakeholder engagement	Main stakeholders	Ministry representatives; Regional representatives; Heritage institutions; Civil society organisations; Museums; ICOM Austria; Metro Cinema/Film archive Austria; Austrian National Library, Europeana; Schönbrunn Palace; Federal State Government Styria; Local Action Group for regional development in Eastern Styria; Association for the promotion of Baukultur in rural areas; Federal Monuments Office; European Heritage Academy; Vienna Concert Hall
Media relations	Media reports	444
Social media	Posts published	706 (Facebook, Twitter and Instagram)
	Impressions	1,778,408

Austria: Campaign highlights (Events – 1/3)



- '[Monumento](#)': International fair on preservation, conservation and restoration of monuments
- '[Klimt's Magic Garden. A Virtual Reality Experience by Frederick Baker](#)' in the Museum of Applied Arts in Vienna:
Enormous public success & the exhibition was extended until October 2018
- '[Die Carabinieri im Einsatz - Kulturgüterschutz zwischen Organisierter Kriminalität und Naturkatastrophen](#)': Talk within 'ICOM Palmyra-Gespräche, Keynote by Brigadier General Fabrizio Parrulli and Comando Carabinieri Tutela Patrimonio Culturale on '*The Carabinieri Command for the Protection of Cultural Heritage and the Italian Task Force «Unite4Heritage»*'
- '[Mosaic Connection](#)': Conference on mosaics and glass windows in Tirol and the Czech Republic
- '[Exhibition 'Beyond Klimt. New Horizons In Central Europe'](#)' in cooperation with the Museum of Fine Arts in Budapest
- '[Das Denkmalgespräch am Donnerstag](#)': Plenary discussion and presentation of the 'Wespennest' magazine's special edition on cultural heritage
- '[Vom mittelalterlichen Sozialwesen der Klöster zur modernen Versicherung](#)': Talk on the history of insurance and their roots in social services in medieval monasteries
- '[Festveranstaltung zum Europatag 2018](#)': Celebration of the Europe Day organised by the Provincial Government of Lower Austria with a focus on the EYCH (7 May)
- '[Nicht in Stein gemeißelt. Kulturelles Erbe neu denken im Europäischen Kulturerbejahr 2018](#)' ('Not set in stone. Rethinking cultural heritage in EYCH 2018'): Conference organised by the Federal Chancellery of Austria and Kunsthistorisches Museum in cooperation with österreichische kulturdokumentation and the Creative Europe Desk Austria (8 May)
- '[im.material – INDIGO](#)': Artistic installation in the Hofburg's Schweizertor showing a light installation in the cupola and welcoming exhibitions by contemporary artists. Traditional craft of blue print that works with the natural plant-based colour indigo was presented (9-13 May)

Austria: Campaign highlights (Events – 2/3)

- ‘[Ausstellung: Fluchtspuren](#)’: Exhibition featuring personal stories of European refugees in the 20th and 21st century held in the Wien Museum (17 May 2018-31 January 2019)
- ‘[Lange Nacht der Kirchen](#)’ (*‘Long night of churches’*): Open door event in churches across the country offering a variety of events: concerts, lectures, readings, guided tours and events for children and meditations (25 May)
- [Danube Culture Platform – Creative Spaces of the 21st century](#): Transnational conference focusing on the INTERREG project with a focus on the EYCH (6-8 June)
- [Presentation of a cultural guide about the Danube region](#) with a focus on the EYCH (14 June)
- ‘[Denkmalrechtstag 2018](#)’: Conference on the protection of historical monuments by law (26 June)
- ‘[Eurotours 2018: Kick-off event eurokult\(o\)urs](#)’: Launch event of the joint project of the Federal Chancellery of Austria, the European Commission Representation in Austria, the European Parliament Liaison Office in Vienna and the Kuratorium für Journalistenausbildung. 27 young Austrian journalists will discover and report on different aspects of cultural heritage in the other 27 EU Member Countries. The initiative is also very active on social media (27 June).
- [Museum in a Nutshell – Europe united in art](#): The Kunsthistorisches Museum Wien, Albertina, Belvedere, Museum moderner Kunst Stiftung Ludwig Wien and MAK – Austrian Museum of Applied Arts/Contemporary Art presented works from their collections (1 July-31 December)
- [Beyond Klimt. NEW HORIZONS IN CENTRAL EUROPE](#), 1914-1938: Exhibition by the Austrian Presidency of the Council of the EU (21 September 2018-20 January 2019)
- [Workshop for Children: Is my mobile a monument? Module: protection of cultural heritage](#) (4 July)
- [European Conference for Architectural Policies. High Quality Building for Everyone. Baukultur and the Common Good in Europe](#): Event organised by the Architekturstiftung Österreich in cooperation with the Federal Chancellery of Austria, Bundeskammer der ZiviltechnikerInnen and Plattform Baukulturpolitik (13-15 September)

Austria: Campaign highlights (Events – 3/3)

- [EIManuscript 2018 ‘Textual Heritage and Information Technologies’](#): Conference focusing on information systems for the storage, description, processing, analysis and publication of medieval and early modern handwritten and printed texts (14-18 September)
- [eTwinning awards](#): Event in the House of the European Union for all prize winners (teachers and pupils), including a special prize for a cultural heritage project (26 September)
- [EYCH Closing Conference #EuropeForCulture](#), Vienna (6-7 December)
- [7th European Congress on the Use, Management and Conservation of Buildings of Historical Value](#), Vienna (14-15 November)
- [Conference: Visual Heritage](#) (CHNT Cultural Heritage and New Technologies23) Digitize: Research – Record – Reactivate – Reconstruct (12-15 November)
- [Silent Night – Exhibition of Federal State](#), Salzburg (29 September 2018-23 February 2019)
- [17th European Tourism Forum](#), Vienna (1-2 October)
- [Conference ‘Denkmalpflege zwischen Monarchie und Republik’](#): Preservation of historical monuments between monarchy and republic, Vienna (17 October)
- [Conference ‘Kulturerbe Last und Leidenschaft: Weinbauarchitektur im Weltkulturerbe’](#): Cultural Heritage: Burden and Passion, Wine growing architecture in world heritage sites, Krems (17 October)
- [Symposium: ‘Erhaltung der Weinviertler Kellergassen’](#): Preservation of cellar lanes in the Weinviertel, Poysdorf (26-28 October)
- Presentation Zentralverband Haus und Eigentum (Association House and Property) ‘Das Europäische Kulturerbejahr 2018. Wo die Vergangenheit der Zukunft begegnet.’: The European Year of Cultural Heritage 2018. Where the past meets the future, Vienna (29 October)

Austria: Campaign highlights (Media – 1/2)



Media reports

- **Die Presse:** [Ein Rettungsteam für Kulturgüter](#)
- **Der Standard** (Interview with Peter Frankopan): [Historiker Frankopan zu Kolonialismus: "Zuhören tut nicht weh."](#)
- **Kirche bunt:** Das reiche Kulturerbe in Niederösterreich (print)
- **Meinbezirk.at:** [Europäisches Kulturerbejahr 2018 feiert alte Kellergassen](#)
- **Nön.at:** [Kulturgüterschutz: Heer übt in St. Pölten und Melk](#)
- **Nön.at:** [Dem Stift Zwettl auf der Spur](#)
- **Oberösterreichische Nachrichten:** [Kulturerbe im Dialog](#)
- **ORF:** [Einblick in Arbeit der Salzbergwerk-Archäologen](#)
- **ORF:** [Ö1 Morgenjournal](#)
- **ORF:** Österreich am Mittag (TV)
- **REISEN plus:** [Vergangenheit und Zukunft will Österreich im europäischen Kulturerbejahr verbinden.](#)
- **Salzburger Nachrichten:** [EU-Vorsitz - Kulturerbe soll nach Abschluss Thema bleiben](#)
- **Tips:** [Radio OÖ sendet vor Steyrs Wahrzeichen](#)
- **Tiroler Tageszeitung:** [EU-Vorsitz - Kulturerbe soll nach Abschlusskonferenz Thema bleiben](#)
- **Votum:** Das Europäische Kulturerbejahr 2018. Wo die Vergangenheit der Zukunft begegnet (print)

Austria: Campaign highlights (Media – 2/2)



Media – Special reports

- **Denkmalpflege in NÖ:** Gemeinsames Erbe Europa‘ (Heritage Preservation in Lower Austria: Common Heritage Europe)
- **Die Presse:** [Kulturführer Mitteleuropa 2018](#)
- **Kultur Plus:** [Österreichs Kunst- und Kulturbteilage](#)
- **Votum** (Federal Chancellery, Employee Magazine)

Austria: Campaign highlights (Press releases)

- [Kulturminister Blümel zu Europäischem Kulturerbejahr 2018: Kulturerbe wichtige Ressource für Gesellschaft und Wirtschaft](#)
- ['Kulturminister Blümel: Kreatives Schaffen Von Heute Ist Kulturerbe Von Morgen' \(Reach: 29,200\)](#)
- ['Nicht in Stein gemeißelt - Kulturelles Erbe neu denken' \(Reach: 29,200\)](#)
- ['Erstmals Kinder-Workshops zum Thema Kulturgüterschutz' \(Reach: 29,200\)](#)
- [Press release by the OeAD \(Austrian agency for international mobility and cooperation in education, science and research\) on the winners of the national eTwinning award](#)
- [Press release by the Naturhistorisches Museum on EYCH-activities in Hallstatt concerning the maintenance of an archaeological site](#)
- [Press release by the Provincial Government of Lower Austria on EYCH activities concerning the immaterial cultural heritage 'Pecherei'](#)
- [Press release by the Federal Chancellery on the European Conference for Architectural Policies](#)
- [Kulturminister Blümel: "Vielfältiges Kulturerbe in Europa nachhaltig gestalten,"](#)
- [#EuropeForCulture Mitmach-Parcours als finaler Höhepunkt des Kulturerbejahres 2018](#)
- [Medienprogramm: #EuropeForCulture – Abschlusskonferenz zum Europäischen Kulturerbejahr 2018](#)
- [Buchpräsentation "Österreichs gefährdetes Kulturerbe": Do., 8. Nov., 18:30 Uhr, Altes Rathaus Wien \(Podiums- u. Publikumsdiskussion\)](#)

Austria: Campaign highlights (Other)



Promotional activities

- **Instagram competition during the EYCH Closing Conference:** The best photo of the event which used relevant hashtags like #EuropeForCulture won a weekend in an EU capital of their choice. The competition resulted in more than 50 postings on Instagram.
- **Promotion of the EYCH Closing Conference:** In cooperation with the Wiener Linien (Vienna public transport system), the information on the Closing Conference was shared via their info screens. The campaign reached 465,053 people in public transportation. It was also displayed on screens in the city of Vienna for 5 days.

Brochures

- [Brochure published by the Federal Ministry for Sustainability and Tourism of Austria](#) focusing on the EYCH and Austrian cultural heritage tourism

Newsletters

- Several newsletters disseminated (European Year of Cultural Heritage Austria; Creative Europe; Europe for Citizens; ICOM; Kunsthistorisches Museum Wien; kulturkontakt Austria) with overall reach of over 300,000

Belgium: Activities overview



Activities overview		
Events	Events organised	46
	Participants	7,070
Labelling	Labelled initiatives	68
Website	Link	<ul style="list-style-type: none">• Belgium – Fédération Wallonie-Bruxelles: Website• Belgium – Flanders: Website• Belgium – German-speaking region: Website
Stakeholder engagement	Main stakeholders	Desk Europe Créative Wallonie-Bruxelles; ‘Europe pour les citoyens’ Fédération Wallonie-Bruxelles Point of contact; AEF-Europe; FARO; Herita; PACKED; Wikimedia Belgium
Media relations	Media reports	17
Social media	Posts published	148 (Facebook, Twitter and Instagram)
	Impressions	154,346

Belgium: Campaign highlights (Events)

▪ Belgium (Brussels-Capital region)

- Competition 'Designs for European Democracy' organised by 'Show Me Yourope' association (20 March)
- Announcement of the winners of the photo contest 'Photographiez votre patrimoine' (18 April)
- Exhibition 'Le Patrimoine ? Un jeu d'enfants !': Exhibition for young audience and schools (September-November)
- Conference 'Cultural Heritage for the Future: The Role of Media Innovation' organised by EBU Operating Eurovision and Euroradio (25 September)
- Announcement of the winners of the photo contest 'Zoom sur le patrimoine' (21 September)
- Presentation of various archaeological objects found during excavations 'Venus d'ailleurs' (as of September)

▪ Belgium – Fédération Wallonie-Bruxelles: [List of events](#)

▪ Belgium – Flanders

- [Open Monumentencongres](#)
- [Studiedag Participatie](#)
- [Photo contest 'Zoom on Heritage'](#)
- [Photo contest Wiki Loves Heritage](#) (15 June-15 November): More than 4,300 photos of heritage in Belgium were uploaded)
- Closing conference on 'Europe & Heritage' (19 November)

▪ Belgium – German-speaking region: [List of events](#)

- [Gamebox](#) (3 June)



Belgium: Campaign highlights (Media & Other)

Media reports

- FARO: [Wiki Loves Heritage 2018](#) (p. 32-35)
- RTBF: [2018 sera l'année du Patrimoine culturel](#)
- Le Soir: [Bruxelles lance l'année européenne du patrimoine culturel avec un spectacle en 3D \(vidéo\)](#)

Other

- Sponsored post on Facebook of the [Wiki Loves Heritage video](#): 28,014 impressions and 439 interactions.

Bulgaria: Activities overview



Activities overview		
Events	Events organised	205
	Participants	150,000
Labelling	Labelled initiatives	320
Website	Link	http://mc.govtment.bg/page.php?p=46&s=48&sp=612&t=0&z=0
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Bulgarian municipalities• Regional galleries and museums• Bulgarian Academy of Sciences

Bulgaria: Campaign highlights (Events & Media)



Events

- Seminar 'Safeguarding of Cultural Heritage – Analyses, Documents, Practices'
- National Competition 'Saved memory'
- Exhibition 'The Golden Fleece. The Quest of the Argonauts'
- The 16th International Fair of Traditional Crafts (6-9 September)
- Cultural Management Academy – New perspectives on cultural heritage and cultural management
- Exhibition 'The human face of cultural heritage'
- International Music Festival 'Katya Popova' in Pleven
- Archaeological Exhibition 'Apolonya Pontica' in Regional Museum of History in Sofia
- Sofia from Space

Media reports

- **24 Chasa:** [Вижте какви съкровища показва Васил Божков \(Снимки и видео\)](#)
- **BNT**
 - [Фестивал на чипровския килим](#)
 - [2018 г. - Европейска година на културното наследство, Експерти обсъждат в Пловдив мерки за опазване на културното наследство](#)
- **Darik News:** [Програма за "Културен туризъм" 2018](#)
- **Focus News:** [Пловдив: В града ще се проведе конференцията „Културното наследство за една по-надеждна Европа“](#)
- **Rousse.info:** [за първи път в бяла ще се проведе общинс](#)
- **Veliko Turnovo:** [Международно изложение "Културен туризъм"](#)

Croatia: Activities overview

Activities overview		
Events	Events organised	78
	Participants	32,000
Labelling	Labelled initiatives	65
Website	Link	http://www.eu.godina.kulturne-bastine.minkulture.hr/en
Stakeholder engagement	Main stakeholders	Croatian Conservation Institute; EC Representation in Croatia; National Folk Dance Ensemble of Croatia LADO; International Centre for Underwater Archaeology in Zadar; The Best in Heritage; Museum of Croatian Archaeological Monuments
Media relations	Media reports	606
Social media	Posts published	369 (Facebook, Twitter and Instagram)
	Impressions	4,013,556
Media buying	<ul style="list-style-type: none">Advertising budget of €1,550: 1,072,237 people reached & 2,635,960 impressionsSocial media posts promotion with an overall reach of 508,592	

Croatia: Campaign highlights (Events – 1/2)

- [Launch of the EYCH](#): Exhibition of ‘Vlaho Bukovac 1/3 – Paris Period 1877 – 1893’
- [Museum night](#): ‘To participate is important’
- [Opening of the Exhibition ‘Europa Nostra: Sharing Heritage – Sharing Values’](#)
- [National conference](#) marking the EYCH 2018
- [Walled Cities, Open Societies](#) – Regional Network on Management of Historic Walls and Fortifications in Urban World Heritage Properties in Europe
- [Presentation of completed conservation and restoration works](#) and blessing of altar of the Church of the Blessed Virgin Mary Help of Christians
- [Exhibition ‘Book Art in Croatia’](#)
- [International conference](#) ‘Sharing the Future of Cultural Heritage – Synergies between Heritage, Tourism and Digital Culture’
- [Dialogues with Heritage](#): Scientific symposium (19-20 April)
- [15th International Conference on Conservation and Restoration Studies](#) (26-28 April)
- [Tjedan Europe u hrvatskim muzejima - EGKB 2018](#) (7-13 May)
- [National Folk Dance Ensemble of Croatia LADO](#) (13 May)
- [Symposium and workshop ‘Conservation-restoration education: past, present, future’](#) (1-2 June)
- [Rendez-vous in the gardens](#) (1-3 June)
- [Coordination meeting](#) between the countries that have inscribed the Mediterranean diet on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity (6-7 June)
- [International Archives Day](#) (9 June)

Croatia: Campaign highlights (Events – 2/2)

- [Conference 'Sunken First World War Heritage'](#) (12 June)
- [Exhibition with Two Themes](#) – Marking the 60th anniversary of the Zadar Conservation Workshop and presenting the completed conservation and restoration of the Polyptych of V. Carpaccio from the Cathedral of St. Anastasia
- [52nd International Folklore Festival](#) (18-22 July)
- [Exhibition 'Books, directions, audiences'](#) ('Knjige, smjerovi, publika') in the National and University Library in Zagreb (3-20 July)
- [Europeana – Migrations](#) (12 September)
- [International Conference 'The Best in Heritage 2018'](#) (26-28 September)
- [Workgroup for sustainable tourism 'Creative Cultural Tourism and Sustainable EUSAIR Destinations'](#) (16-18 October)
- [International Conference 'Underwater Cultural Heritage in Europe today'](#) (25-26 October)
- [5th International Archaeology Film Festival \(MFAF\) in Split](#) (8-9 November)
- [700th anniversary of foundation of St. Marguerite Benedictine Monastery in Pag](#) (13 November)
- [Croatian Book Month 2018](#) (15 October-15 November)
- [First International Museum Hackathon: Hack the ethnographic photo heritage!](#)
- [Exhibition: Croatian Glagolitic](#) (7 November)
- [Orgulje Heferer – Festival of organ music](#) (22 July-21 December)
- [EXHIBITION 1918 as turning point in Croatia](#) (November 2018-September 2019)
- [Closing event – 70 years of systematic conservation and restoration activities in Croatia](#) (4 December)

Cyprus: Activities overview



Activities overview		
Events	Events organised	7

Events

- **International Day of Monuments and Sites** (18 April): The event focused on the topic ‘Heritage for Generations’ and the transfer of knowledge between generations as a crucial step in cultural development. On the occasion, archaeological sites and ancient monuments were open to the public free of charge.
- **The EYCH inauguration event** took place in the Medieval Hall of Casteliotissa with a concert given by the Music School of Nicosia. The event was addressed by Mrs Themis Christophidou, Director-General for DG Education, Youth, Sport and Culture at the European Commission and the Minister of Education and Culture (19 April)
- **Exhibition and event celebrating the 7th Pancyprian Art Competition for High Schools** (4-9 May)
- **Symposium ‘International Symposium on the cultural heritage of Cyprus: the case study of Agia Eirini Kyrenias’** organised by the Cyprus House of Representatives, EP Office in Cyprus and the Society of Cypriot Studies (5 May)
- **Event and exhibition ‘Cyprus, a European Cultural Heritage in peril’** organised by the Cyprus House of Representatives and the EP Office in Cyprus (7 May)
- **August Full Moon:** Archaeological sites opened at night and music events took place in the archaeological sites of Agios Georgios Pegeia, Kourion and Idalion. The events were organised by the Department of Antiquities.
- **‘A.E.I. 1st International Archaeological, Ethnographic and Historical Documentary Film and Culture Festival’:** The event was organised by Tetrakty Film, the Aglantzia Municipality, University of Cyprus and supported by the Department of Antiquities. In this framework, a competition for high school students was organised, too (19-23 September).
- **The ‘Amphora Project’:** Organised by the EC Representaion in Cyprus with the Europa Nostra support (24 October)

Czech Republic: Activities overview



Activities overview		
Events	Events organised	142
	Participants	1,016,473
Labelling	Labelled initiatives	97
Website	Link	https://www.mkcr.cz/european-year-cultural-heritage-1722.html?lang=en
Stakeholder engagement	Main stakeholders	Association of Historical Settlements in Bohemia, Moravia and Silesia; Castles Owners Association; UNESCO Club; National Heritage Institute; House of Culture Kroměříž; Europe Direct Ostrava; Pro Památky; Museum JAK; Olomouc Museum of Art; Czech Historical Houses Association; Brno Technical Museum; Museum of Glass and Jewellery of Jablonec; National Museum; Czech Philharmonic Choir
Media relations	Media reports	3
Social media	Posts published	250 (Facebook and Twitter)
	Impressions	79,300

Czech Republic: Campaign highlights (Events & Media)



Events

- The myth of Europe: Art exhibition of German painter ANTOINETTE. The exhibition focused on the search of identity of the European continent
- The nobles of Czech lands in European Diplomacy
- Conference Valtice: Conference focusing on transformation of cities
- Linden tree of the Republic – symbol of national identity: The aim of the project is to protect linden trees and encourage people to plant new trees
- [Open heritage days](#)
- [Czech Castle Owners' Association](#)
- [Exhibition 'Rozložená doba 1908-1928'](#)
- [Culture event at Kynžvart castle](#)
- [Event 'Rozmanitost v jednotě \(Plasy\)'](#)
- [International Comics Festival KOMA](#) (4-7 October)
- [Polish days](#) (28 October-11 November)
- [Exposition focusing on Czech and Slovak glass design](#) (9 November 2018-14 April 2019)

Media reports

- **Český rozhlas plus:** [Host: Magdalena Fantová, koordinátorka Evropského roku kulturního dědictví](#)

Denmark: Activities overview

Activities overview		
Events	Events organised	16
	Participants	171,000
Labelling	Labelled initiatives	17
Website	Link	https://slks.dk/internationalt/det-europaeiske-aar-for-kulturarv-2018/
Stakeholder engagement	Main stakeholders	Kongernes Samling; Historiske Huse; Danske Veteranogs Fællesrepræsentation; Foreningen til Gamle Skibes bevarelse; LOF Midtjylland; ICOMOS Denmark; Græsted Veterantræf; TimeWinder

Denmark: Campaign highlights (Events)

- [Historic Days](#)
- [DIME – Digital Metaldetector Findings](#)
- [TimeWinder \(19-21 May\)](#)
- [Trading Paintings and Painters' Materials 1550-1800: Conference \(21-22 June\)](#)
- [Historic Houses: Danish club and webpage for events in historic houses](#)
- [A Place at the Royal Table \(15 March-31 December\)](#)
- [Sejlads med dampskibet S/S Skjelskør, Frederiksund og Holbæk – Foreningen til Gamle Skibes bevarelse \(June-August\)](#)
- Kongehyldningsspil, Viborg – LOF Midtjylland (26 June-9 August)
- [Kultur på skinner – en tidsrejse med tog og sporvogn – Veterantogs Fællesrepræsentation \(July-August\)](#)
- [Danmarks Smukkeste Herregård \(19 October-2 November\)](#)

Estonia: Activities overview

Activities overview		
Events	Events organised	380
	Participants	367,734
Labelling	Labelled initiatives	338
Website	Link	www.parandiaasta.ee
Stakeholder engagement	Main stakeholders	Jüri Ratas, Prime Minister; Indrek Saar, Minister of Culture; Piret Hartman, Undersecretary of Cultural Diversity; Irene Käosaar, Head of the Integration Foundation; Keit Kasemets, Head of EC Representation in Estonia; Key officers in Estonian regions; Tallinn Central Library; Estonian Literary Museum; NGOs; Media: all TV and radio stations
Media relations	Media reports	857
Social media	Posts published	550 (Facebook)
	Impressions	2,008,928
Media buying	<ul style="list-style-type: none">Outdoor ads in Tallinn and other bigger citiesFacebook posts boosting	

Estonia: Campaign highlights (Events – 1/2)

Campaigns & actions for children on collecting heritage via digital means

- [The Heritage Makers Campaign](#)
- [Collecting School Heritage](#)
- ['Record your Grandma's Story'](#)

Events

- Intangible Cultural Heritage Days in [Tartu University](#) [Pärnu College](#) and [Tallinn University](#)
- [The Heritage Makers Campaign](#) ended in April and was a great success. [43 works](#) received during the course of the competition. The works were displayed during the Estonian Europe Day Tour (2 March-28 April)
- [Folk music bus](#): Driving 24 hours through South Estonia and bringing culture and music to 28 small villages (4-5 May)
- [Europe Day Tour](#) through Estonia organised in cooperation with the EC Representation in Estonia: Public debates on European culture and heritage and exhibition of the Heritage Makers Campaign (5-16 May)
- Europe Day Passport Game: More than 2,100 children and young adults participated in a game where they visited more than 20 cultural heritage-related check points in Tallinn and answered cultural heritage-related questions (9 May)

[Cultural heritage debates](#) during the Tallinn Old Town Days (30 May-3 June)

Estonia: Campaign highlights (Events – 2/2)

- [National Cultures Month](#) organised in cooperation with the Integration Foundation: 60 events highlighting different cultures in Estonia (September)
- Culture Days in Tallinn organised in cooperation with Tallinn City: 29 events highlighting cultural life in Tallinn (September)
- [Ringing the Bells activity](#): 36 churches participated
- [Industrial Heritage Month](#) organised in cooperation with the Industrial Heritage Tourism (end of September)

- **International Mask Traditions and Rituals Festival:** taking place all over the country.
- Before the festival, [public trainings](#) on mask preparation were organised in all regions and [video tutorials](#) as well as a [guidelines book](#) were published.
- International Mask Conference was held in Tartu.
- Five international groups visited Estonia during the festival.
- The festival was also well covered in media:
 - **ERR:** [Tutvustame mardipäeva kombeid](#)
 - **Kanal 2:** [Reporter: Sandid peaministri juures! Oli Ratas ka lahke?](#)
 - **TV3:** [Seitsmesed - Järvamaal kohtas täna eriti eksootilisi mardisante](#)

Estonia: Campaign highlights (Media)

Media reports

- **ETV:** [Karin Kääär ja Annela Laaneots on meedianurgas](#)
- **Postimees:** [Lahvka lükkas folgipeo käima](#) (streaming of the Folk music bus event)
- Cooperation with **Postimees** during National Culture Month: around 20 stories about different nations' cuisine and recipes published, e.g. [Korea köök on särtsakas nagu korealased ise!](#)
- **Estonian National TV:** Live broadcast of the closing concert organised on the occasion of the Culture Days in Tallinn – [ERR.ee video: Kultuurikatlas toimus rahvuskultuuride päeva kontsert](#)
- Coverage of the Thank You event
 - **ERR News:** [Kogumisaktsiooni "Koolipärimus 2018" korraldaja: lugude spekter oli lai](#)
 - **ERR Morning Show:** [Kuidas möödus kultuuripärandiaasta ja millised on suurimad kordaminekud?](#)

Media relations activities

- [Weekly broadcast on Vikerradio](#) on topics related to cultural heritage
- [Dedicated articles](#) in the main children magazine **Täheke** every second month
- [Monthly column](#) in the main cultural newspaper **Sirp**
- [Special cartoons](#) on TV
- Weekly radio show
 - **ERR:** [Huvitaja. Kuidas möödus Euroopa kultuuripärandi aasta?](#)

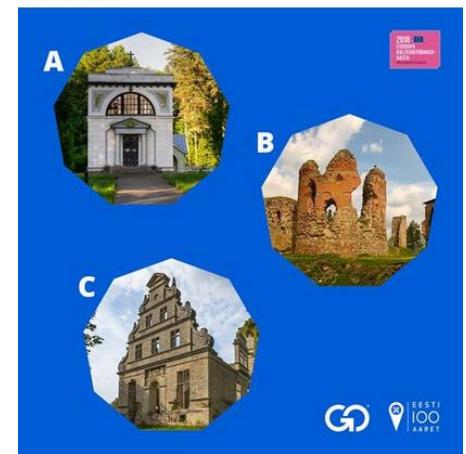
Estonia: Campaign highlights (Other)

Innovative and creative approach in social media channels

- Creation of memes (target audience: young people): [On-going memes contest](#)
- ‘Guess what’ games created to support projects (e.g. Visit Baltic Manors project)
- [Funny and positive stories](#) about different nations living in Estonia inviting people to take part in the National Culture Month activities

Media buying

- **Outdoor campaign** in Tallinn and other big cities
- **Small outdoor campaign in Tallinn** in September (3 weeks): National Culture Month outdoor ads
- **Facebook posts boost:** approximately €300/month



Finland: Activities overview

Activities overview		
Events	Events organised	289
	Participants	24,000
Labelling	Labelled initiatives	325
Website	Link	http://www.kulttuuriperintovuosi2018.fi/fi/
Stakeholder engagement	Main stakeholders	Association of Cultural Heritage Education in Finland; Ministry of Environment; Ministry of Education and Culture; Finnish Museums Association; Finnish Local Heritage Federation; Finnish National Agency for Education; Creative Europe Desk Finland; EC Representation in Finland; Visit Finland
Media relations	Media reports	355
Social media	Posts published	907 (Facebook, Twitter, LinkedIn and Instagram)
	Impressions	607,875
Media buying	<ul style="list-style-type: none">• Facebook marketing• Web advertisement	

Finland: Campaign highlights (Events – 1/2)

- Opening ceremony of the Year in Finland
- Cultural Environment and Climate Change Seminar
- Sharing Heritage – Citizens Participating in Decision Making seminar
- [Exhibition on mosaic art and orthodox culture in Finland](#) (22 March-8 September)
- [What a journey!](#): Seminar on cultural heritage of Roma people (5 April)
- [#TranslatingEurope2018](#) (5 April)
- [European Film Weeks in Helsinki](#) (13-22 April)
- [Excursion to DOCOMOMO sites in Oulu](#) (14 April)
- ‘[Matkailun ja kulttuurin syke](#)’: Seminar on cultural routes, organised by the Ministry of Education and Culture (26 April)
- [Multidisciplinary urban studies conference](#) (3-4 May)
- [What would Minna \(Canth\) Say?](#): Workshop on lyric writing (9 May)
- ‘[MuseoviiKKO ja päivät](#)’: Museum Week and National Museum Days (19-20 May)
- [Workshop of BalticRIm](#)
- Sastamala Old Houses event (19 August)
- Outokumpu Old Houses (4-5 August)
- ‘[Tree hugging](#)’ week (20-26 August)



Finland: Campaign highlights (Events – 2/2)

- European Language Day (28 September)
- European Heritage Label in Finland: Panel discussion (28 September)
- European Night of Sciences: about 10 locations in Finland (28 September)
- Wiki Loves Monuments: Photo contest with over 1,500 pictures from Finland
- National Heritage Days organised by the Finnish Local Heritage Federation (9-12 August)
- ‘Invite a politician to a museum’ week (27-31 August)
- Ringing the Bells event: around 112 churches, chapels and parishes from Finland involved (21 September)
- #suojelentätä / #iprotectthis: Photo competition with over 1,150 pictures by 300 participants (1 June-8 August)
- Landscape symposium: Photo competition #arkimaisema (everyday landscape) (19 October)
- EYCH Closing Ceremony (28 November): It was announced that Finland is joining the European Heritage Label initiative.
- Sastamala Christmas Houses event (2 December)
- Ystävyslataamo closing event: Project by Museums' Friends Associations in Finland

Finland: Campaign highlights (Other)



Media coverage

- **apu:** [Teemavuosi nostaa kulttuuriperinnön esille – suomalaiset innokkaina mukana](#)
- **auran aallot:** [Vapaaehtoiset tiiviisti mukana Aboa Vetus & Ars Novan arkeologisessa tutkimustyössä](#)
- **Kuntalehti:** [Museoala hoitaa yhteiskuntasuhdeitaan](#)
- **Helsingin Sanomat:** [Kirjailija Aino Kallaksen kotitalo muistuttaa kaatopaikkaa – nyt suomalaiset kulttuuritoimijat haluavat pelastaa hylätyn arvorakennuksen](#)

Press releases

- [Suomi osallistuu näyttävästi Kulttuuriperinnön eurooppalaiseen teemavuoteen – erityisesti kevät ja kesä aktivoivat tapahtumajärjestäjät](#)
- [EU:n ja Europa Nostran vuoden 2018 kulttuuriperintöpalkinto suomalaisille kulttuurikasvatusuunnitelmille ja Kulttuurivoltti-hankkeelle](#)

Production of a radio spot

- Produced together with professionals from different sectors: Famous Finnish actor Vesa Vierikko as voice-actor and writer and filmmaker Elina Hirvonen as scriptwriter.
- The radio spot was broadcast in all the commercial radio channels and reached a wide audience.

Promotional campaign video

- Net coverage of 33.8 per cent; about 1.5 million contacts and Opportunity to See of 2,6; 17 spots

France: Activities overview

Activities overview		
Events	Events organised	3,550
Labelling	Labelled initiatives	1,500
Website	Link	https://patrimoineeurope2018.culture.gouv.fr/
Stakeholder engagement	Main stakeholders	Union Rempart; CHAM; Demeure Historique; Vieilles Maisons françaises; CAPEB; Fédération nationale des CAUE; Toute l'Europe; Relais Culture Europe; Arte; Association Centres culturels de rencontre; Maison de l'Europe; Grands Sites de France network; Plus Beaux Villages de France; European Federation of the Cluniac Sites; PSL-Explore; Archives network; Association Génériques; Architecture and Heritage City; National Museum of Immigration History; National Archaeology Museum; National Audiovisual Institute; Fondation du patrimoine; Association Sites et Cités remarquables; Fédération nationale des CAUE; Réseau des maisons d'architecture; National monuments centre; ICIM France; ICOMOS France; Association of French World Heritage sites; Sites with European heritage label; Cultural Route of the Council of Europe; Universities; Association des maires de France; Réseau des petites cités de caractère; Groupement des jeunes repreneurs de monuments historiques; Architecture schools; Local entities; Réseau des Maisons des illustres; Réseau Crédit of the Ministry of Culture
Social media	Posts published	218 (Twitter)

France: Campaign highlights (Events)

- Journées européennes des métiers d'art
- Tous à l'opéra!
- Festival Mir Redde Platt – Sarreguemines
- Escale à Sète – Maritime traditions festival
- Colloquium « A quoi sert le patrimoine culturel immatériel ? » – Granville
- Rendez-vous aux Jardins 2018 (1-3 June)
- La Route de la Tapisserie – Aubusson
- Film de Lama – Corse (July)
- Reinforce cultural heritage visibility in Bosnia and Herzegovina among young people
- Jardins ouverts à la Villa Médicis
- Gutenberg Year 2018 – Strasbourg
- 25th edition of 'Film de Lama' – Corse (July)
- Photo exposition 'Patrimoine en partage: regard sur l'héritage euro-méditerranéen'
- Centre historique minier Lewarde – Spectacle Odyssée silésienne
- Festival Mimos (July)
- 20th anniversary of the Routes of Santiago de Compostela inscription on the UNESCO World Heritage List (several events organised)
- AEPC reunion
- Niort – restoration of the Eléonore Marie Desmier d'Olbreuse portrait
- Intangible heritage rallye in Deus'ta
- Exceptional opening of the 'Eschansonnerie de son Altesse royale Madame'
- 100th anniversary of the hydroelectric central
- Festival of the Abbaye de Royaumont (25 August-7 October)
- Cultural programme of Familière de Guise
- Heritage lotto (1-17 September)
- Ringing the Bells initiative (21 September)
- Photo exposition at Villa Cavrois
- Torch Initiative (11-13 October)
- International Heritage Fair (24-28 October)
- European Week of Professional Training (5-8 November)
- National Architecture Days (19-21 October)
- Festival Lyon Lumière (13-21 October)
- Construction site of Union Rempart and CHAM Association
- Exposition of Flemish faience and ceramics in the Hauts de France museum network (all year)



France: Campaign highlights (Media & Other)

Media reports

- **Reports in:** Toute l'Europe, Arte, ATRIUM, La Pierre d'Angle, Collège doctoral de l'Agence universitaire de la francophonie (AUF) publication, Cultures magazine, Patrimoines magazine, Revue de l'Institut national du patrimoine

Social media

- Publication of tweets every weekend: Excursion ideas to discover labelled sites and to participate in events organised within the framework of the EYCH
- [European Year of Cultural Heritage interactive map](#): More than 1,400 events, projects and labelled initiatives published



Other highlights

- **Interactive map of labelled events**

Germany: Activities overview



Activities overview		
Events	Events organised	2,300
	Participants	92,000
Labelling	Labelled initiatives	419
Website	Link	https://sharingheritage.de/
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> Ambassadors: Daniel Brühl, Herman Parzinger, Dr. Sabine Kunst, Sir David Chipperfield and Janne Teller Patronage by Federal President Frank-Walter Steinmeier Support signed by 280 institutions 860 institutions, initiatives and associations registered on sharingheritage.de Berlin Call to Action with more than 2,018 signatures
Media relations	Media reports	7,435
Social media	Posts published	2,306 (Facebook, Twitter and Instagram) 575 Instagram stories
	Impressions	4,629,793 (including boosted posts)
Newsletter	Subscribers	2,300



Germany: Campaign highlights (Events – 1/2)

- [Official Launch Event](#) with 500 guests
- [Participation to the Monumento Fair Salzburg](#)
- [Youth Project: 65th European Students Competition](#)
- [Youth Project: Lost Traces](#)
- [Exhibitions: Called by Your Name](#)
- [European Music Trail in Leipzig](#)
- [Cultural Route with several events: Huguenot and Waldensian Trail](#)
- [Place at the Royal Table](#)
- [Digitalisation and Heritage: Coding da Vinci Hackathon](#)
- [Benjamin Britten's 'War Requiem' performed by young orchestras from Germany, Poland, France, Belgium and the UK in Cologne, Wroclaw and Berlin \(6, 8 and 10 April\)](#)
- Launch of the project [Big Beautiful Buildings](#) (10 April)
- [Youth Dance Project](#) by European Route for Industrial Heritage 'Work it Out' (1 May)
- [Exhibition 'Consensus Europe's culture of political decision making'](#) at Hansemuseum Lübeck (10 May-7 July)
- [Rendez-vous in the gardens](#) (1-3 June)
- [European Cultural Heritage Summit](#), Berlin and Potsdam (18-24 June)
- European Policy Debate (22 June)

Germany: Campaign highlights (Events – 2/2)

- European Heritage Awards Ceremony (22 June)
- European Picnic (23 June)
- Heritage Fair at Gendarmenmarkt Berlin (24 June)
- [Publication of ‘Berlin Call to Action’](#)
- [Project Lost Traces](#) – Youth groups in Southern Italy
- [European Heritage Volunteer Camp/‘Welterbe-Volunteers Wachau-Mittelrhein’](#) in Wachau
- [Open Monument Day 2018](#): 25th anniversary, focus on the topic ‘Sharing European Heritage’, participation of more than 8,000 monuments all over Germany (9 September)
- [Exhibition ‘Restless Times. Archaeology in Germany’](#) in Berlin: Opening ceremony with Federal President Frank-Walter Steinmeier (21 September 2018-6 January 2019)
- [Ringing Bells Across Europe for Peace](#): Initiated in Germany, more than 1,000 institutions took part and added their bell ringing event on the SHARING HERITAGE website
- [Conference ‘Shaping Access’](#) – The Cultural Heritage of Europe (25-26 October)
- [European Monument Protection Fair ‘Denkmal Leipzig’](#) (7-9 November): SHARING HERITAGE had its own space & hosted a forum with several panels with high-level speakers such as David Chipperfield
- [Publication of Online Game SB7000](#)

Germany: Campaign highlights (Media – 1/2)

- **Media reports published on major national news outlets** (ARTE TV – Media partner, ZDF, ARD, Deutsche Welle, Deutschlandfunk, [Special supplement on Die Welt](#), etc.)
- **Media reports – TV**
 - [Arte TV – special channel](#)
 - [ZDF series on European Culture and Heritage](#)
 - [N-TV documentary 'Zeugen der Zeit' \('Witnesses of time'\)](#)
 - **WDR:** [Feature report on project Big Beautiful Buildings](#)
- **Media reports – Print & Online**
 - Intensive coverage of the exhibition 'Restless Times. Archaeology in Germany'
 - **Berliner Morgenpost:** [Archäologie-Schau der Superlative in Berlin](#)
 - **Der Tagesspiegel:** [Bewegte Zeiten - Archäologie in Deutschland](#)
 - **Deutsche Welle:** [Archäologische Schätze aus deutscher Erde – Ausstellung zeigt spektakuläre Funde](#)
 - **Deutschlandfunk Kultur:** [Eine Migrationsgeschichte der Menschheit](#)
 - **Die Welt:** [Venus und Himmelsscheibe: Archäologie-Schau der Superlative](#)
 - **Frankfurter Allgemeine Zeitung:** [Fragmente einer Sprache der Dinge](#)



Germany: Campaign highlights (Media – 2/2)

- **Der Tagesspiegel**: Special supplements about SHARING HERITAGE projects
 - [Wozu brauchen wir heute noch Kirchenglocken?](#)
 - [Was die Verwüstungen lehrten](#)
 - [Der Weg des Würfelzuckers](#)
 - [Schlag auf Schlag](#)
 - [Bin ich eine Europäerin?](#)
 - [Gezielt in die Kultur investieren](#)
 - [Der Konsens - was die Hanse mit der EU verbindet](#)
 - [Vertrautes neu entdecken](#)
 - [Gehört der umstrittene Engel zum europäischen Kulturerbe?](#)
 - [„Raus aus der Schule, rein in die Stadt“](#)
 - [Anno Dazumahl: Schlösser und Gärten laden „Zu Tisch!“](#)
 - [„Europa, nimm eine Dusche!“](#)

Germany: Campaign highlights (Other)



Social media

- **Christmas calendar** introducing winners from Wiki Loves Monuments was successful on Twitter and Facebook
- Christmas calendar on Twitter explaining terminology related to heritage
- So-called '**Sharepics**' quoting the authentic experience of stakeholders and project partners received positive feedback
- **Topical gifs** created via open source material (e.g. Europeana)
- **Instagram promotion** was successful: Outreach to non-professional and non-heritage community via sharing of their pictures; Awareness of heritage as a daily photography object is created; institutions as well as, people using the hashtag #SharingHeritage
- **Instagram Stories** used for reporting from events (e.g. Denkmal Fair)
- **Facebook events**: Adding Facebook events of labelled initiatives created a connection between projects
- **Provocative social media campaign ‘Vollerbe’**: Directed to teens, addressed their associations of boredom and irrelevance with culture and heritage by creating entertaining and ironic memes on social media. It focused on Instagram stories and resulted in high impressions.

Newsletter

- **Monthly newsletter** distributed to 2,300 subscribers

Media buying

- **Outdoor advertisement** in central Berlin during European Cultural Heritage Summit (19-25 June): Posters CLP at 100 locations
- **Minor influencer campaigning** on Instagram (@Vollerbe)
- **Local print advertising** (City of Potsdam)

Greece: Activities overview



Activities overview		
Events	Events organised	61
Website	Link	https://www.culture.gr/en/service/SitePages/view.aspx?ID=3205
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Directorates-General of the Ministry and its regional services such as Ephorate of Antiquities and Museums• Cultural institutions

Greece: Campaign highlights (Events – 1/3)

- [Launch event of the European Year of Cultural Heritage 2018: ‘Rebetiko Meets Flamenco and Fados’](#)
- [‘Horizon 2020’ conference of the European Year of Cultural Heritage](#) (Royal Museum of Arts and History, Brussels)
- **‘Blog your Heritage – Unblock the past, share for the future’** (as of March 2018): Activity organised by the Ministry of Culture and Sports in collaboration with the Ministry of Education, Research and Religious Affairs for high school students. Students are invited to manage blogs on local cultural heritage and its European dimension. The aim is to bring young people closer to the tangible and intangible heritage through the use of digital technologies and internet.
- [‘The Custom of May’](#) (30 April)
- [‘Syros Culture 2018’](#) (May-September)
- [‘Open-air sculpture galleries of Memory’](#) (15-22 May)
- [‘20 Years Milos Mining Museum’](#) (17-21 May)
- [International Conference in Lemnos Island: ‘Lemnos Island, Armistice of Mudros and the End of WW1: History and Legacies’](#) (25-30 May)
- [‘Dark Tourism and tourist development. An initial approach’](#) (21 June)
- [High-level conference ‘Cultural heritage in Europe: linking past and future’](#) in the European Parliament, Brussels (26 June)

Greece: Campaign highlights (Events – 2/3)

- [Nafplion Festival](#) (29 June-8 July)
- ['The Mastic Gum and the Castle of Chios: Two converging routes'](#) (1 July-31 December)
- [CED Greece – Info Day at the Acropolis Museum](#) (4 July)
- [The contribution of cultivating currants \(black Corinthian raisins\) to the cultural heritage of Greece](#) (21-22 July)
- [String quartet by the 'Le Buisson prospérant'](#) in the Monastery of Annunciation (Evangelistria) Skiathos (22 July)
- ['The Kagkelari of Rodavgi'](#) (26-27 July)
- ['Oinoxeneia'](#) (16-26 August)
- ['Routes in Marpissa'](#) (24-26 August)
- ['FOS' \(LIGHT\), Odeon of Herodes Atticus](#) (15 September)
- [1st International Conference: 'Transdisciplinary multispectral modelling and cooperation for the preservation of cultural heritage'](#) (10-13 October)
- [International Conference: 'The Birth of Contemporary Europe: WWI, Music and the Arts'](#) (9-11 November)

Greece: Campaign highlights (Events – 3/3)



- Conference 'Foreign Archaeological Schools and Institutes in Greece' (18-19 October): A two-day conference and photography exhibition focusing on key contribution of the Foreign Archaeological Schools and Institutes in the study and promotion of the Greek and European civilisation, mainly with regards to the science of archaeology. Guided tours and educational activities (seminars and talks) were organised, too.
- **'Copying the Past'** (As of November 2018): Temporary exhibition accompanied by a series of parallel events (educational activities and international conference) aiming to highlight various aspects of original artworks copying from antiquity to the present day. It presented various options of copying from exact imitation to creative inspiration, but it also addressed the negative side of the production and distribution of copies of the ancient past.
- 4th International Conference: 'Byzantine Monuments and World Heritage IV: Charter for the Protection of Byzantine Heritage Monuments' (30 November-2 December): Focus on the endorsement of a Charter on intervention principles to Byzantine monuments located in any sovereign country by the representatives of concerned countries.

Hungary: Activities overview



Activities overview		
Events	Events organised	78
	Participants	282,650
Labelling	Labelled initiatives	94
Website	Link	https://koe2018.kormany.hu/en
Stakeholder engagement	Main stakeholders	Embassies; Ministries operating in relevant fields; Hungarian Cultural Institutes; EP representatives; Permanent Representation of Hungary to the EU; Europe Direct and EUNIC network; Hungarian Cultural Institutes abroad; EYCH Ambassadors: Mr. Tamás Érdi, pianist and Ms Adrien Szekeres, singer; Programmes organised in cooperation with ICOMOS Hungarian National Committee; Hungarian Post Office; European Heritage Days (248 sites joined the event)
Social media	Posts published	280 (Facebook)
	Impressions	96,748



Hungary: Campaign highlights (Events)

- EYCH Launch Ceremony in the Hungarian Academy of Sciences
- EYCH 2018 Conference in cooperation with the ICOMOS Hungarian National Committee
- Pixels – Exhibition of the Work of Ottó Kaiser and Imre Kinszki
- Lenten concert series in Pannonhalma
- Petőfi Sándor Poem Recitation Competition and National Day Celebration in Szalárd
- Interpret Europe – Heritage and Identity international conference in Kőszeg
- Presentation of the presence of Szeklerland, with the help of the Internet
- Cultural and natural heritage of Kisszékely, presented in Minecraft EDU
- International Day for Monuments and Sites
- ‘Rendez-vous in the gardens’: An event focused on historical gardens and castle parks across 12 sites in Hungary
- FRH Torch Initiative ceremony on the occasion of the inauguration of EHD (14 September)
- [Participation in ‘Ringing Bells across Europe’ initiative](#) on the International Day of Peace (21 September)
- [Klassz a pARTon!](#): Classical music at the coast – Summer evening concerts with Tamás Érdi, pianist and his musician friends (8 July- 22 September)
- [Valley of Arts festival](#) (20-29 July)
- [Ars Sacra Festival](#) (15-23 September)
- [21st Vernacular Architecture Conference of Békés](#) (27-29 September)
- [From research to presentation: Archaeological Camp Hungary 2018](#) (13 September-6 October)
- [Kerekdomb Festival](#) (13-16 September)

Hungary: Campaign highlights (Media)

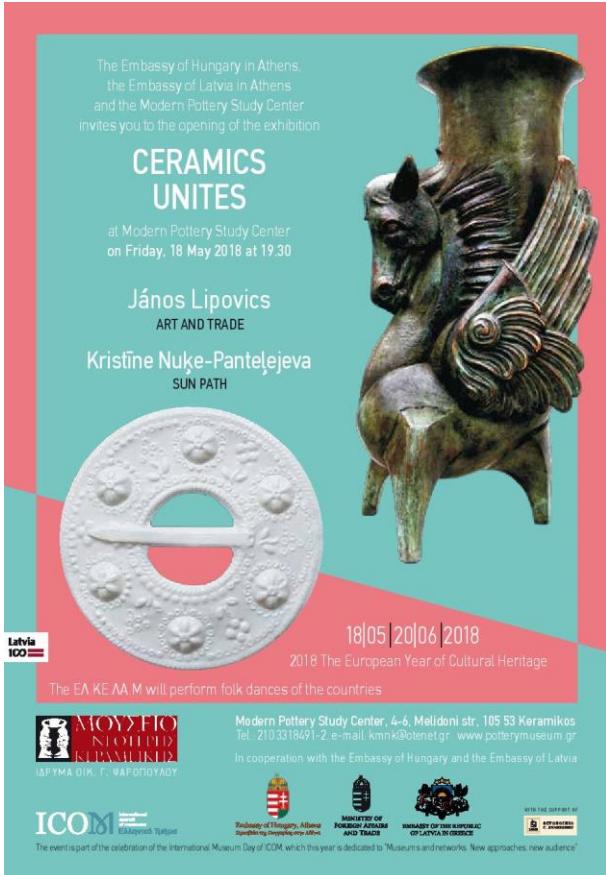


Media reports

- **24.hu:** [A nő halála előtt is megbocsátott, belehalt](#)
- **Echo TV Kultúrklub:** [Kultúrklub \(2018-05-16\) - ECHO TV](#)
- **Magyar Nemzet:** [Magyarországon is megkezdődött a Kulturális örökség európai éve 2018](#)
- **ORIGO:** [Honlap indult a 2018-as kulturális örökség vonatkozású programok népszerűsítésére](#)
- **RádióOrient:** [Közigazgatás Extra](#)
- **Webradio:** [Bélyegív kibocsátásával csatlakozik a Kulturális Örökség Európai Éve 2018 programsorozathoz a Magyar Posta](#)



Hungary: Campaign highlights in pictures



Klassz a pARTon!



Valley of Arts festival

Ireland: Activities overview

Activities overview		
Events	Events organised	1,990
	Participants	782,339
Labelling	Labelled initiatives	2,301
Website	Link	www.eych2018.ie
Stakeholder engagement	Main stakeholders	Local Authority Heritage Officers nationwide; Creative Europe Ireland; Department of Culture, Heritage and the Gaeltacht; Creative Ireland; ICOMOS; National Cultural Institutions; The Wheel (Europe for Citizens); Irish Museums Association; Institute of Archaeologists of Ireland
Media relations	Media reports	67
Social media	Posts published	440 (Facebook and Twitter)
	Impressions	684,823

Ireland: Campaign highlights (Events – 1/2)

- [Exhibition: 'Caution! Fragile: Tradition in Transition'](#)
- ['Ireland's Fashion Radicals'](#)
- [National Engineers Week](#)
- [Belgrade Irish Festival](#)
- [Irish Film Institute \(IFI\) School's Programme](#)
- [The Great Hunger Exhibition](#)
- [Bealtaine Festival at Loftus Hall \(5-6 May\)](#)
- [Interrogating Markievicz \(11-12 May\)](#)
- [Mulranny Stone Wall Festival \(18-20 May\)](#)
- [Digging Drumnagh: Community Excavation \(22-31 May\)](#)
- [Kupala Festival in Bantry \(24 June\)](#)
- [Seamus Heaney – Listen, Now, Again Exhibition in the National Library of Ireland](#)
- [EUNIC Ireland – Short, Shorts from Europe](#)
- [Wiki Loves Monuments call](#)
- [Pathways to the Cosmos Conference \(15 September\)](#)
- [Coastal Heritage Walks & Seashore safari \(August/September\)](#)
- [Peat Crossing Borderlines – The Dutch/Irish Story \(28-29 July\)](#)

Ireland: Campaign highlights (Events – 2/2)



- [European Researchers Night at University College Cork](#) (28 September)
- Lecture: Making Europe: Columbanus, Robert Schuman, and the Idea of Europe (15 November)
- [Do Borders Matter](#)
- [DIG: The Value of Archaeology to Society Conference](#) (4-7 November)
- [Open House Dublin](#): Ireland's largest architecture festival with 170+ events inviting all citizens to explore their city (12-14 October)
- EPIC Museum Dublin – [Blazing a Trail](#) – Achievements of Pioneering Irish Women across the globe
- The Global Biodiversity Information Facility (GBIF) in Kilkenny: This organisation manages a global digital platform to publish and share information and data about the world's biodiversity (15-19 October)
- [Nationwide celebration of the 350th anniversary of the birth of Johnathon Swift](#)

Ireland: Campaign highlights (Media)



Media reports

- **DonegalDemocrat.ie:** [Call for funding applications for Creative Ireland Donegal](#)
- **DonegalNow.com:** [Call for funding applications for Creative Ireland Donegal 2018](#)
- **DonegalNow.com:** [Donegal heritage officers among Irish delegation to European Commission in Brussels](#)
- **Irish Examiner:** [City's much-loved Berwick Fountain set to shine](#)
- **Irish Independent:** [RTÉ Philharmonic Choir hits high notes of 'Joy' at Newgrange](#)
- **Irish Independent:** [Wicklow duo attend European Year of Cultural Heritage event in Brussels](#)
- **Irish Times:** [Cork City Council plans to refurbish historic fountain](#)
- **Irish Times:** [Has your family an interesting Irish emigration story to share?](#)
- **LimerickPost.ie:** [Abbeyfeale – Where community spirit connects to a rich heritage](#)
- **MayoNews.ie:** [A Day in the Life: Edel Golden](#)
- **RTÉ 1: RTÉ News:** [Nine O'Clock presented by Eileen Dunne. Report by Gill Stedman](#)
- **RTÉ 1: RTÉ News:** [Six O'Clock. Report by Gill Stedman](#)
- **RTÉ.ie:** [Choir performs at Newgrange to celebrate year of cultural heritage](#)
- **WestmeathIndependent.ie:** [Field names to be recorded under new project](#)
- **WestmeathExaminer.ie:** [Project to record field names starts in Taghmon](#)
- **WicklowNews.net:** [Wicklow Connections" Photo Competition Launched](#)

Italy: Activities overview



Activities overview		
Labelling	Labelled initiatives	1,300
Website	Link	http://annoeuropeo2018.beniculturali.it
Social media	Posts published	190 (Facebook and Twitter)

Italy: Campaign highlights (Events & Media)



Events

- [Vigoni for Europe: cultural heritage and international cultural relations](#) in Villa Vigoni, German-Italian centre for European excellence, Menaggio (9-11 September)
- [Italian Museums system](#): Series of meetings aimed at launching the new museums system throughout the EYCH (16 March-16 November)

Media relations

- **RAI** is MIBAC's [media partner](#) for the European Year of Cultural Heritage
 - [L'anno europeo del patrimonio culturale](#)
 - [Eurovisioni 2018](#)
- **AgCult**, press agency specialised in cultural policies, published [several articles](#) related to the EYCH
 - Extensive reporting by **Il Sole 24 Ore**
 - [WeAre#EuropeForCulture per l'Anno Europeo del Patrimonio Culturale](#)

Latvia: Activities overview



Activities overview		
Events	Events organised	86
	Participants	74,600
Labelling	Labelled initiatives	122
Website	Link	www.mantojums2018.lv
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• ICOMOS Latvia• UNESCO Latvian National Commission• Jelgava District• Representation of the EC in Latvia
Media relations	Media reports	499
Social media	Posts published	225 (Facebook, Twitter and Instagram)



Latvia: Campaign highlights (Events)

- ‘The Latvian kids dance and sing the Europe’: Series of concerts in several places in Latvia
- Activities dedicated to the preparation of significant heritage-related legislative changes – discussions with Parliament, Ministers, NGOs and other stakeholders.
- Official launch of the EYCH in Latvia
- Travel campaign '[Visit Baltic Manors](#)'
- [The 48th Latvian folk applied arts fair](#)
- European Heritage Days 2018
- European Night of Science
- Exhibition - 30 years of the National Heritage Authority of Latvia ‘Inspection’
- Musical for kids ‘That's the soul of the wolf’ (10 November)
- Forum of national minorities ‘From integration to cohesive society’ (22-24 November)
- [Publication of the book ‘Visiting neighbours’](#) created in cooperation with Latvian, Estonian and Lithuanian heritage authorities
- [Publication of the proceedings of the international conference ‘Heritage protection for the future’](#)



Latvia: Campaign highlights (Media)

Media reports

- National Radio
- [Juris Dambis: VKPAI vēlas no policejiskas sistēmas pāriet uz konsultācijām](#)
- [VKPAI plāno pamatīgas izmaiņas kultūras mantojuma aizsardzības politikā](#)

Lithuania: Activities overview

Activities overview		
Events	Events organised	186
	Participants	31,350
Labelling	Labelled initiatives	93
Website	Links	<ul style="list-style-type: none">• http://lrkm.lrv.lt/lt/veiklos-sritys/tarptautinis-bendradarbiavimas/2018-ieji-europos-kulturos-paveldo-metai• http://www.kpd.lt/europos-kulturos-paveldo-metu-aktualijos-ir-renginiai-2/• http://kurybiskaeuropa.eu/kultura/kodel-europos-kulturos-paveldo-metai
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Major municipalities of Lithuania• Regional galleries and museums• Associations• Universities• Non-governmental organisations
Media relations	Media reports	36
Social media	Posts published	113 (Facebook)
	Impressions	402,830

Lithuania: Campaign highlights (Events – 1/2)

- EYCH Launch Event at the International Vilnius Book Fair
- Coordinating meeting of the EU Information Network in Lithuania
- Meeting of the cultural events organisations '*Let's Discover the Century Heritage*'
- Seminar for heritage experts about the potential of cultural heritage by organizing European cultural heritage events
- Conference '*Year 2018 is the European Year of Cultural Heritage. Our Heritage - Past and Future Strings*'
- Conference to commemorate the International Day for the Protection of Monuments
- Discussion '*2018 - European Year of Cultural Heritage: Our Heritage, where the past agrees with the future*'
- '[The Hanseatic Way: A Musical Journey Through a Shared Past- '\[Heritas- '\\[Visit Baltic Manors- '\\\[2018 Pazaialis music festival\\\]\\\(#\\\)' \\\(3 June-2 September\\\)
- '\\\[Cultural night\\\]\\\(#\\\)\\]\\(#\\)\]\(#\)](#)

Lithuania: Campaign highlights (Events – 2/2)



- [MOTOTOURISM RALLY 2018](#) (18 August)
- ['Visiting neighbours'](#): Baltic states cooperation project (21-23 August)
- [The Meeting of European cities and sites of Modern Movement](#) (11 September)
- [International Conference 'Modernism for the Future'](#) (12-13 September)
- [Stairs of History](#) (9 & 23 October; 13, 20 & 26 November; 3 December)
- [EYCH Closing events 'Our Heritage: Where the Past Meets the Future'](#) in Marijampolė County (7 December)
- [European Cultural Heritage. And how tomorrow?](#) (12 December)

Lithuania: Campaign highlights (Media)



Media reports

▪ LRT

- [Radijo paskaitos 2018-07-17 14:05](#)
- [„Radijo paskaitos“: Europos kultūros paveldo metai](#)
- [Vilniuje po treju metų pertraukos vyks istorinė Šv. Baltramiejaus mugė](#)
- [Jūra motociklininkų užplūs Birštoną: tiesioginė transliacija per LRT.lt jau šj šeštadienį](#)
- [Ryto allegro](#)
- [„Ryto allegro“: kaip minėsime Europos kultūros paveldo metus nacionaliniu lygmeniu?](#)

▪ Alkas.lt: [*Seime vyko pokalbis skirtas Europos kultūros paveldo metams \(video\)*](#)

▪ Bernardinai.lt: [*Konferencijos Vilniuje dalyviai diskutavo apie kultūros paveldą ir jo svarba*](#)

▪ Special series of articles ‘Jagiellonians. Who are they?’: Initiated by the Department of Cultural Heritage under the Ministry of Culture and published by 15min.lt

- In the series of articles, the Jagiellonian dynasty and its representatives, marital, diplomatic and cultural links, (which contributed significantly to the identity of many European states) were presented. It was important to showcase that the tangible and intangible cultural heritage created by the dynasty is still vivid and traceable in the cultural and artistic works and architecture of various European countries.
- Additionally to the series of articles, a photo contest was announced in which people were able to send their photos which captured the legacy of Jagiellonian dynasty.
- [Link to the series of articles ‘Jagiellonians. Who are they?’](#)

Lithuania: Campaign highlights (Other)



- **Advertising campaign:** 3 posters dedicated to the EYCH in the largest cities of Lithuania (Vilnius, Kaunas, Klaipeda, Siauliai, Panevėžys and Alytus) asking three symbolic questions about the importance of heritage.

Mūsų paveldas:
kur praeitis susitinka ateity



Koks
būtum TU,
jei nebūtū
Gedimino
pilies bokšto
Vilniuje?

Vienas ryškiausių ir žymiausių Lietuvos sostinės, o kartu ir vienos Lietuvos simbolių – Gedimino pilis (Vilniaus aukštutinė pilis). Mūrinė gotikinio stiliaus pilis statyta didžiojo kungaičio Vytauto laikais. Tačiau iš pagarbos Lietuvos sostinės jurejui didžiajam kungaičiui Gediminui pilis vadinama jo vardu. Šiandienė Gedimino pilis su virš jos piazdanciu trispalve yra laisvos, orios ir savo praeityje gerbiančios tautos ir piliečio simbolis.



Luxembourg: Activities overview

Activities overview		
Events	Events organised	229
	Participants	262,137
Labelling	Labelled initiatives	147
Website	Link	www.patrimoine2018.lu
Stakeholder engagement	Main stakeholders	Cultural, history and nature institutions, museums and associations; Embassies; National and regional centres; Communal and city administrations; Research institutions; Education stakeholders; EIB; Luxembourg Commission for Cooperation with UNESCO; Tourism offices; Urban Sketchers; ARTEZIA; Vrcreative; ZEILT productions; Carlo Hartmann & Yannchen Hoffmann; Corinne Kohl-Crouzet; Gaston Kaas; Por Notre-Dame; Sarah Sonnetti
Media relations	Media reports	419
Social media	Posts published	153 (Facebook and Twitter)
	Impressions	235,728

Luxembourg: Campaign highlights (Events – 1/3)

- [Kuck de Koekkoek!](#)
- [Le patrimoine industriel : Objet de nostalgie ou sujet de recherche ? – Les Rendez-Vous de l'UNESCO](#)
- [Conférence 'D'Lëtzebuerger Stolindustrie während dem Éischte Weltkrich'](#)
- [À l'assaut du Kirchberg !](#)
- [Soirée film 'The destruction of Memory'](#)
- [Être d'ailleurs en temps de guerre \(1914-1918\) : Étrangers à Dudelange / Dudelangeois à l'étranger](#)
- [Geschicht erliewen – Siegfried](#)
- [MagiCastle Nights @ Beaufort Castle](#)
- [Baukultur à la carte \(as of March\)](#)
- [Exposition Art Déco \(27 April-4 November\)](#)
- [Exposition « Les Mayrisch. Autour d'Europalia 1980 » \(as of 1 May\)](#)
- [Fuersch mat un eiser Geschicht! \(as of 1 May\)](#)
- [Luxembourg for Kids – parcours thématique \(as of May\)](#)
- [ViVi-Box \(May-December\)](#)
- [European Heritage Heads Forum 2018 \(16-18 May\)](#)
- [Luxembourg Museum Days \(19-20 May\)](#)
- [20th anniversary of the European Institute of Cultural Routes \(31 May-1 June\)](#)
- [Jeu de cartes : Histoires de migrations – Luxembourg \(as of 19 June\)](#)

Luxembourg: Campaign highlights (Events – 2/3)

- [RICCIACVM 3D](#)
- [Éischte Weltkrich: Remembering the Great War in Luxembourg – digital exhibition](#)
- [Fête du Grand-Château d'Ansembourg](#)
- [Scholdschäin \(vum Dicks\)](#)
- [Être d'ailleurs en temps de guerre \(1914-1918\): Étrangers à Dudelange / Dudelangeois à l'étranger](#)
- [Portes ouvertes du Cercle Cité – Patrimoine de la Ville de Luxembourg](#)
- [Exposition Thierry van Werveke](#)
- [Schrift und Bild im Dialog. Über Literatur und Bildkünste in Luxemburg](#)
- [Mansfeld et les défis de la Renaissance](#)
- [Saint Nicolas – resplendissant d'or](#)
- [Archäologe für einen Tag](#)
- [Renaissance et Néo-Renaissance – Promenade architecturale](#)
- [Des friches militaires à la ville optimale – Promenade architecturale](#)
- [Exposition 'Transition Neischmelz'](#)
- [ViViBox](#)
- [Patrimoine culturel et naturel en Grande Région](#)
- [Off the map](#)
- [Confrontations – un musée pour tous](#)

Luxembourg: Campaign highlights (Events – 3/3)

- [The Many Faces of 1918](#) (As of 20 November)
- [200 Jahre: Stille Nacht, Heilige Nacht – ein Lied geht um die Welt](#) (22 December)
- [Éische Weltkrieg: Remembering the Great War in Luxembourg](#): Digital exhibition (As of 19 April)
- [Off the map](#) (20 September 2018-Janaury 2019)
- [Hackathon](#) (30 November-1 December)
- [Loschbour-Kulturtour. Qui étaient nos ancêtres ?](#) (24 January, 26 April, 7 June, 21 October & 8 November)
- [La Princesse de Schengen](#) (30 November 2018-14 February 2019)
- [Nuit des Musées](#) (13 October)
- [Le patrimoine culturel, présent et avenir de l'Europe](#) (1 October)
- [Luxembourg for Kids](#): Thematic trail (As of May)
- [ViVi-Box](#) (May-November)
- [Conférence sur la reconstruction et la mise en valeur du patrimoine féodal et fortifié](#) (5 December)
- [Pedagogic toolkit 'Labo Patrimoine'](#) (As of 1 October)

Luxembourg: Campaign highlights (Media: 1/4)

- **Media reports**
 - **ARA Podcasts:** [Bistro ITW INECC New RDV avec Elisa](#)
- **Archiduc**
 - [Le passé, une ressource pour le future](#)
 - [Un nouveau site dédié à la "Baukultur"](#)
- **Chronicle**
 - [Nuit des Musées Returns this Month with 18th Edition](#)
 - [40 Options within Luxembourg Museum Days](#)
 - [C2DH Launches WW1 in Luxembourg Digital Exhibition](#)
 - [RICCIAVM 3D Project Presented in Dalheim](#)
- **DELANO**
 - [Reflections on “The Many Faces of 1918”](#)
 - [Take the 'Silent Night' challenge](#)
 - [Seeing the Great War through a digital exhibition](#)
- **Femmes:** [Nuit des Musées : en piste pour la 18e édition !](#)
- **Forum:** [Passé digital cherche utilisateurs futurs](#)
- **Grande Région:** [Bienvenue à la fête du Grand-Château d'Ansembourg !](#)
- **Janette magazine:** [Portes ouvertes du Cercle Cité](#)
- **Journal**
 - [Im Fokus der Nacht](#)
 - [Stadtgeschichte in den Gassen](#)
 - [Ein Sprung für die Museen](#)
 - [Virtuelle Zeitreise](#)
 - [Europäisches Kulturerbe nachhaltig gestalten](#)
 - [Zu Besuch bei der „Dame von Schengen“](#)
 - [Ob rockig oder als Rap](#)
 - [Ein luxemburgisches Puzzle](#)
 - [Herzerwärmender Hit](#)
 - [Kulturelle Augenblicke](#)
 - [Weg mit dem Staub](#)
 - [Sammeln und speichern](#)
 - [Virtuelle Reise in die Antike](#)
 - [Virtuelle Auferstehung](#)
- **Land:** [Noir brûlant](#)

Luxembourg: Campaign highlights (Media: 2/4)



▪ L'Essentiel

- [Les musées pris d'assaut par les amateurs d'art](#)
- [Qui étaient les soldats aux ordres de Napoléon?](#)

▪ Le Jeudi

- [Les sept musées ouvrent leurs portes en nocturne pour la 18e édition de la Nuit des Musées](#)
- [Présentation du projet RICCIAVM 3D à Dalheim](#)

▪ Le Quotidien

- [Les musées s'offrent à vous pour une nuit](#)
- [La princesse de Schengen dévoilée](#)
- [\[Recherche\] La Grande Guerre vue depuis Dudelange](#)
- [Luxembourg: la Grande guerre en exposition sur le web](#)

▪ Luxemburger Wort

- [Fackelzug reloaded: Wenn Geschichte auf Sagenwelt trifft](#)
- [Nuit des Musées: Unsere Tipps](#)
- [Rauschende Museumsnacht](#)
- [«La Première Guerre mondiale est traitée comme une petite guerre» au Luxembourg](#)
- [LA PRINCESSE DE SCHENGEN](#)
- [Jean Mich: reconnu, mais inconnu](#)

- [Europäisches Kulturerbejahr 2018: Puzzleteile der Identität](#)

- [Le Première Guerre mondiale depuis votre canapé: c'est possible](#)

▪ Paperjam

- [Spectaculaire château](#)
- [Une exposition virtuelle permanente](#)

▪ **Pizzicato:** [Erfolg für Luxemburger Operette birgt Auftrag an den nächsten Kulturminister](#)

▪ radio 100.7

- [Lëtzebuerger Patrimoine](#)
- [Quand les hôteliers adoptent l'Art déco](#)
- [Sophie Thoma](#)
- ["Jean Mich" \(1871-1932\) am MNHA](#)
- [Vun enger Wallis zu engem Fuerschungsprojet](#)
- [D'Alessandra Luciano](#)
- [Claude Conter a Luc Deitz](#)
- [Schrift und Bild im Dialog](#)
- [Lëtzebuerger Patrimoine](#)
- [Scho 60 Projete fir d'Joer vum Kulturierwen](#)

▪ **Supermiro:** [Cercle Cité Open House](#)

Luxembourg: Campaign highlights (Media: 3/4)



▪ RTL

- ["De Maacher Fakelzuch reloaded"](#)
- [De Journal: Rentrée, Fouer-Bilan, Schwéngspesch a Srel](#)
- [Vill Leit beim "Maacher Fakelzuch reloaded,"](#)
- [De Magazin vum 9. Oktober 2018](#)
- [Museums open all night this Saturday](#)
- [Nuit des musées](#)
- [Cool Feet, Nuit des Musées, Johnny English ...](#)
- [Franc succès pour la 18e édition, 20% de visiteurs en plus](#)
- [Grousse Succès fir d'Nuits des Musées](#)
- [Och dëst Joer nees e grousse Succès mat 25.794 Visiteuren](#)
- [Eng ganz liicht aner Visite guidée](#)
- [Kierchentour zu Housen](#)
- [Wat bedeut Patrimoine? Äntwert vu Schüler](#)
- [CNA Heritage Hack. Get Involved!](#)
- [De Kleesche fir déi Kleng](#)
- [Mam Mansfeld duerch de Staatsmusée](#)
- [Museker a Sänger fir e Video-Contest gesicht](#)
- [Den éischten Hackathon zu Lëtzebuerg](#)
- [Expo: D'Madamm vum Baggerweier \(4.12.18\)](#)
- ["Sharing Heritage", also "Patrimoine deelen"](#)
- ["D'Prinzessin vu Schengen" am Biodiversum](#)

- [200 Joer "Stille Nacht, Heilige Nacht"](#)
- [29. Schlassfest zu Aansebuerg](#)
- [Expo "Schrift und Bild" CNL Miersch](#)
- [Deel 2: Dem Dicks säi Vulleparlament](#)
- [Expo "Schrift und Bild im Dialog"](#)
- [Expo "Schrift und Bild", Aalt Stadhaus Déifferdeng a Kulturhaus Miersch](#)
- [Dat galloromanesch Duerf an 3D](#)
- [De Journal vun der Télé: Fuussejuegd, GovSat 1](#)
- [2018 ass dat europäesch Joer vum kulturellen lerwen](#)

Luxembourg: Campaign highlights (Media: 4/4)



▪ Tageblatt

- [Kennst du eigentlich schon Luxemburg? – Claude Meisch stellt neue App „Lucilin“ vor](#)
- [Ausstellung: Architektonisches Kulturerbe vor der Kameralinse](#)
- [Streik, knappe Lebensmittel und Arbeitermangel: Die Düdelinger „Schmelz“ im Ersten Weltkrieg](#)
- [Im Luxemburger Stadtteil Limpertsberg wird die Kunst zu Grabe getragen](#)
- [Wiederentdeckung eines „verlorenen Sohns“ – Der Bildhauer Jean Mich im MNHA](#)
- [„Schwaarz Konscht“ : Ausstellung zeigt die wärmende Kunst des Eisengusses](#)
- [„Die Dame von Schengen“ – Biodiversum in Remerschen stellt spannende Funde aus](#)
- [Noble Seite der Hauptstadt: Die Villen des Boulevard Emmanuel Servais](#)
- [Gutenberg meets Grevenmacher: Kulturhuef zeigt Geschichte der Druckkunst in neuem Licht](#)
- [Éischte Weltkrich – La Grande Guerre au Luxembourg](#)
- [Ansemburg unternimmt eine wunderbare Zeitreise](#)

Luxembourg: Campaign highlights (Other)



Media partners

- **RTL**: EYCH-dedicated TV reports & integration of the EYCH LU website to the RTL website
- **radio 100.7**: Programme dedicated to cultural heritage running as of April 2018

Other

- [Brochure 1 on Issuu](#): 950 reads and 5,098 impressions (Q1-Q3)
- [Brochure 2 on Issuu](#): 1,183 reads and 1,868 impressions (Q3-Q4)

Malta: Activities overview



Activities overview		
Events	Events organised	19
	Participants	100,000
Labelling	Labelled initiatives	34
Website	Link	www.eych2018.gov.mt
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Creative Europe Desk• 'Arti u Kultura'
Social media	Posts published	65 (Facebook and Twitter)
	Impressions	5,959

Malta: Campaign highlights (Events & Media)



Events

- EYCH Malta Official Launch
- EYCH Malta National Photographic Competition
- Valletta 18, European City of Culture, Official Opening
- Dal-Bahar Madwarha
- EYCH Malta Schools Competition
- **Ghafafest:** Folk music festival inspiring both local and international audience
- **Irkotta Fest:** Annual festival & celebration held in locality Kirkop. It featured multi-cultural activities as well as art exhibitions.
- **Imnarja:** Annual traditional event and one of the oldest feasts celebrated in Malta and Gozo. It presented various exhibitions and competitions related to agricultural products.
- Cendrillon Opera (28 & 30 June 2018).
- **Let's Celebrate Natura 2000 Day** (21 May 2018): Event organised on the occasion of Natura 2000 Day in collaboration with Bird Life Malta & Heritage Malta
- **Heritage Malta Open Days:** Heritage Malta's museums and sites at the Citadel, together with the Cittadella Visitors' Centre opened to the public on free admission (15 August)
- Ringing of the Bells initiative (21 September)
- Malta International Arts Festival (June-July)

Media reports

- Media reports on **TVM, One TV, Radio Malta, One Radio, Tesserae Magazine and Government Gazette**
- Daily radio adverts on national radio station and other popular radio stations for upcoming museums open days.
- **Malta Today:** [*2018 European Capitals of Culture: Valletta's 'festa' and Leeuwarden's 'open community'*](#)
- **Times of Malta:** [*Students discuss ways to promote Europe's cultural heritage*](#)

Malta: Campaign highlights (Other)



Education activities

- **EYCH Malta Schools Competition:** Collecting projects from schools from all over Malta.
- **Education Outreach Programme:** New activity sheets focusing on historical gates distributed into museums for facilitating the experience to young visitors.
- **Culture Pass:** Opportunity for every secondary school student to experience a minimum of one artistic production a year, produced by creative professionals and presented through a curated programme. The programme's artistic genres are: dance, theatre, music, visual art, film, literature and heritage.

Other activities

- **National Inventory:** Building of a National Inventory for Intangible Cultural Heritage in Malta. The activity is extended to collecting and documenting intangible cultural heritage in Malta. The three elements being extensively documented are: [The Making of the Maltese Ftira](#), [Maltese Lace Making - Bizzilla](#), [Gold Embroidery - The Art of Gold Embroidery](#) using metal threads and the conservation of existing artefacts.
- **EYCH Malta National Photographic Competition:** Community outreach to 60 local councils that promote the competition. Final 12 photos will be issued as the Official Calendar for the Public Service of the Government of Malta for 2019.
- **Video** targeting young people and encouraging them to discover Malta's and Gozo's cultural heritage.

Malta: Highlights in pictures



Irkotta Fest

Għanafest

Netherlands: Activities overview

Activities overview		
Events	Events organised	68
	Participants	32,390
Labelling	Labelled initiatives	285
Website	Link	https://www.europeeserfgoedjaar.nl/
Stakeholder engagement	Main stakeholders	Ministry of Culture, Science and Education; Cultural associations and organisations; Museums (Science, Maritime); Netherlands National Commission for UNESCO; ICOMOS Netherlands; Provinces: Utrecht, Brabant, Overijssel and Gelderland; Noordelijke Lustwarande; Zuiderwaterlinie; Reinwardt Academy; Amsterdam University of the Arts; Erasmus University School of History; NEMO; Cities: Utrecht and Amsterdam; Natuurmonumenten; LF2018; Royal Dutch Touring Club; BOEi
Media relations	Media reports	6
Social media	Posts published	370 (Facebook, Twitter, LinkedIn and Instagram)
	Impressions	299,028

Netherlands: Campaign highlights (Events – 1/2)

Events: three types of events

1. Events organised by the heritage sector

Target audience: General public

[List of activities](#)

2. Events organised by EYCH 2018 team with partners

Target audience: Heritage field professionals (students and experts)

[List of activities](#)

- Support of the [Dutch-European Youth Summit](#) for young heritage professionals in Berlin

3. Cooperation with big existing events such as the National Month of History, the National Museum Week, the European Heritage Days ('Open Monumentendag'), and the National Archaeology Days

Netherlands: Campaign highlights (Events – 2/2)

- [Online event calendar](#)
- [Expert meeting on the theme 'Contested Heritage'](#) in the Dutch Open Air Museum: Through workshops, 150 experts and students in the heritage field explored a new method called 'Emotion Networks'. This was meant to provide ways of dealing with contested heritage and include people in the heritage making and presenting process. A delegation of heritage tour guides from Suriname also joined this event and strengthened the international exchange of perspectives (20 September).
- **Pitch for World Heritage locations** in the Netherlands to make it possible to visit a European counterpart to exchange knowledge around questions and issues they have. The four winners visited their counterparts in Scotland, England, Austria and France in September and October.
- A series of special events for the heritage field and broader Dutch public, related to the themes of world heritage, religious heritage, archaeology and heritage beyond borders (October-December)
- [The National Archaeology Days](#) (12-14 October): Activities aimed at young people & a special Archaeology Night (6 October)
- [Expert/student meeting on religious heritage](#): Focus on the re-use and future meaning of churches (16 November)
- Closing event for partners with keynotes, panel discussions and presentations focusing on the heritage in Europe and cooperation. During this event, the EYCH closing publication was launched (10 December)

Netherlands: Campaign highlights (Media – 1/2)

Media reports

- **Alkmaar Centraal:** [Afsluiting Europees Jaar van het Cultureel Erfgoed in Alkmaar](#)
- **ANWB:** [Romeinse geschiedenis komt tot leven voor wandelaars en fietsers](#)
- **Archeologie Leeft:** [2018 Europees Jaar van het Cultureel Erfgoed](#)
- **BN DeStem:** [Zo beleefden voorouders hun religie: expositie over religieus erfgoed in Etten-Leu](#)
- **Dagblad 010:** [Miljoen bezoekers open monumenten](#)
- **De Stadt Amersfoort.nl:** [Sint-Jorislezing 2018: 'Zin in het verleden'](#)
- **De Telegraaf:** [Cultureel Erfgoedjaar begint](#)
- **Drachtster Courant:** [Klokken luiden op Internationale Dag van de Vrede](#)
- **ED:** ['Monumenten van de Maand' Nuenen bijeen in Het Klooster](#)
- **Groningen Nieuws:** [Open Monumentendag: 'In Europa'](#)
- **Het Parool:**
 - [Het is een kwestie van beschaving dat we bewaren'](#)
 - [Cultureel Erfgoedjaar trapt af in Scheepvaartmuseum](#)
- **kerknet:** [Izegemse Eperon d'Or wint Onroerenderfgoedprijs](#)
- **Monumentaal:** [Cultureel erfgoedjaar: vakmanschap in Maasheggen](#)
- **Nieuwsblad De Kaap.nl:** [Boerderij Wayenstein maakt kans op duurzaamheidsprijs](#)
- **Omroep Max:** [Hallo Nederland](#)
- **RTV Stichtse Vecht:** [Burgemeester ontdekt met scholieren het erfgoed van Nyenrode](#)
- **Trouw**
 - [Wandel door een prachtig waterlinielandschap naar het Fort bij Edam](#)
 - [Helemaal happy tussen de Maasheggen](#)

Netherlands: Campaign highlights (Media – 2/2)



Media relations

- Distribution of 1,000 special editions of the **Erfgoedmagazine** (Heritage magazine) amongst event partners and participants. The special edition was fully devoted to the ECYH and included in-depth interviews, reports, articles and images on various EYCH-related themes and activities.
- Paid partnership with **Erfgoedstem** (Dutch Heritage Tribune): 9,000 subscribers and 20,000 unique monthly visitors to the website.
- Cooperation with **Heritage Magazine**
- A **series of commercials** '[Our Dutch heritage is world famous](#)' shown on national TV developed in partnership with the Dutch World Heritage Foundation: 5 million viewers.
- **Personal story/column** by a Dutch author: [Gesproken column Karin Amatmoekrim “Beladen Erfgoed”](#)
- [EYCH concluding publication](#): Journalist and various authors reflect on different themes related to the EYCH

Netherlands: Campaign highlights (Other)



Social media

- **Monthly campaign videos** featuring personal interviews with people involved within the given topic (e.g. video on crafts featuring glass blowers)
- **Crowd-sourced campaign on maritime heritage** (people sharing stories related to maritime heritage & the Cultural Heritage Agency creates a map based on people's input)

Other

- **EYCH Vimeo channel**
- **Bi-weekly news update** (5 news updates) disseminated to 291 partners, professionals and experts in the heritage field

Poland: Activities overview

Activities overview		
Events	Events organised	96
	Participants	40,737
Labelling	Labelled initiatives	306
Website	Link	www.erdk2018.pl
Stakeholder engagement	Main stakeholders	ICOM Poland; Polish National Commission for UNESCO; National Institute for Museums and Public Collections (NIMOZ); National Heritage Institute; National Centre for Culture (NCK); Creative Europe Desk Poland; Social Committee for Restoration of Krakow's Monuments; EC Representation in Poland; AHICE – Art and Heritage in Central Europe; Head Office of State Archives; Conference of Rectors of Academic Schools in Poland; Association of Monument Conservators; Historical Monuments & Art Conservators Association; National Digital Archives; National Heritage Board (NID)
Media relations	Media reports	969
Social media	Posts published	2,075 (Facebook, Twitter and Instagram)
	Impressions	573,443
Media buying	<ul style="list-style-type: none">Outdoor city light campaign on display in 6 Polish cities with an estimated reach of 1,500,00011 paid campaigns on Facebook with a total of 94,634 views2 paid campaigns promoting the website with a total of 48,618 recipients2 paid campaigns promoting patrons with a total of 14,614 recipients	



Poland: Campaign highlights (Events)

- [Official launch of EYCH 2018 in Krakow](#)
- [Press conference in Warsaw](#)
- ['Heritage with class'. Seminar on heritage education for teachers](#)
- ['12 walks in 12 months': Cycle of walks dedicated to the topic of heritage](#)
- ['Place at the Royal Table'](#)
- [Traditional Emaus Tree competition](#)
- [Polish Village – Heritage and Future – Award Ceremony and Seminar 'Polish Village in 21st Century'](#)
- [Conference: 'Heritage: imagination – senses – tools'](#)
- [Conference European Heritage Label: Changes, Challenges & Perspectives \(17-19 September\)](#)
- [Seminar: Heritage. Where the past meets the future. Narrations of the city \(21 September\)](#)
- [Set the Pegasus free – We know the winners of the competition \(18 November\)](#)
- ['Zwierzobraz': A post-competition exhibition \(19 November\)](#)
- [The European Year of Cultural Heritage 2018 Gala \(29 November\)](#)

Poland: Campaign highlights (Media)



Media partners

- Polish Radio Two, Polish Radio for Foreigners, Meetings with Monuments

Media reports

- **Gazeta Wyborcza Krakow:** [Rok dziedzictwa kulturowego w Międzynarodowym Centrum Kultury](#)
- **ngo.pl**
 - [Spotkania Europejskie 2018 i Parada Schumana](#)
 - [Trwa Rok Europejskiego Dziedzictwa Kulturowego](#)
- **opowiecie.info:** [9 maja – święto dziedzictwa kulturowego Europy](#)
- **pik.wroclaw.pl:** [Dzień Europy we Wrocławiu 2018](#)
- **Puls Biznesu:** [We wtorek w PE konferencja poświęcona dziedzictwu kulturowemu Europy](#)
- **Radio Poland**
 - [Culture and common European values](#)
 - [Europejski Rok Dziedzictwa zainaugurowany](#)
- **Rzeczpospolita**
 - [Mozaika wybrana z historii](#)
 - [Gdy dziedzictwo buduje przyszłość](#)
- **TVP Polonia:** [kulturalni.pl](#)



Poland: Campaign highlights (Other)

Social media

- From July to September the ICC organised a very successful action called #zaczystanypegaz whose aim was to publish photos taken using EYCH gadgets by people who run influential Instagram accounts. As a result of the action, it was possible to make contact with 420 people who published their photos under the hashtag #zaczystanypegaz. Due to the great success of the campaign it was prolonged till the end of the year.

Media buying

- **Outdoor city light campaign** on display in Lodz (March/April), Bielsko-Biala (April/May), Katowice (May/June) and Opole (June/July) with an estimated reach of 1,500,000
- **Social media promotion**
 - Nine Facebook campaigns and two dedicated campaigns promoting EYCH label
- **Rzeczpospolita**
 - Purchase of an [8-page insert](#) on EYCH (15 June 2018) with a circulation of 57,000 copies. The supplement presented the EYCH as well as its main events
 - [Sponsored article on Rzeczpospolita](#): Summary of all the EYCH 2018 activities in Poland

Dedicated video spot

Portugal: Activities overview



Activities overview		
Events	Events organised	4,100
	Participants	1,191,700
Labelling	Labelled initiatives	1,500
Website	Link	http://anoeuropeu.patrimoniocultural.gov.pt
Stakeholder engagement	Main stakeholders	Organisations supervised by the Ministry of Culture (archives, cinema, arts, national library, Belém Cultural Centre and national theatres); Ministry of Education; Ministry of Higher Education and Research; Universities; Municipalities; Parishes; Misericordia; Professional Associations; UNESCO National Commission; National Cultural Centre; Heritage NGOs; Cultural and environmental heritage associations
Social media	Posts published	532 (Facebook)
	Impressions	15,210
Media buying		<ul style="list-style-type: none">National radio and TVOutdoor campaign (Lisbon and Porto)
Newsletter	Subscribers	6,900

Portugal: Campaign highlights (Events & Media)



Events

- 151 meetings and conferences
- 232 heritage visits and routes
- 112 exhibitions
- 90 workshops
- 72 shows

Media buying

- National radio (Antena 1, 2 and 3)
- TV (RTP)
- Websites
- Street advertising in major cities in Lisbon and Porto

Romania: Activities overview



Activities overview		
Events	Events organised	166
	Participants	55,800
Labelling	Labelled initiatives	155
Website	Link	https://anuleuropean.patrimoniu.gov.ro/
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• ASTRA National Museum Complex• Union of Romanian Architects• UNESCO Club• România Tradițiilor Creative
Media relations	Media reports	12,500
Social media	Posts published	472 (Facebook)
	Impressions	138,600

Romania: Campaign highlights (Events – 1/2)

- [Official launch of the European Year of Cultural Heritage in Romania](#)
- [Sustainable protection and promotion of Art Nouveau heritage in the Danube Region](#)
- Local Heritage for Active Tourism in Banat (HERA): Scientific Conference ‘Heritage and tourism. Tourism and cultural heritage in Banat cross-border region’
- Education for heritage: Workshops
- [Restoration and transformation of industrial heritage](#): Case studies in Romania and Wallonia
- [World Water Day](#): Open Days at Timisoara Water Plant
- [European cultural heritage - Transylvanian references](#): Series of lectures
- [The 'Traditional Artistic Crafts' Competition](#) at the ASTRA Museum of Traditional Folk Civilisation
- [European Film Festival](#)
- [Romanian Design Week](#)
- [Art Nouveau](#)
- [ASTRA National Museum Complex](#)
- [SoNoRo Conac](#)
- [Adopt a House at Roşia Montană](#)

Romania: Campaign highlights (Events – 2/2)

- [Creative workshop](#) for an innovative promotion of the cultural heritage of the Bánffy Castle (16-17 August, 27-31 August & 14-15 September)
- [Awake Festival](#) (17-19 August)
- [Regio Earth Festival](#) (27-31 August)
- [Ambulance for monuments](#) (25-27 October & 7 December)
- [Creative Tradition Forum](#) (27-28 October)
- [Heritage of Timisoara - Hot: spot Iosefin!](#) (18 & 20 October)
- [Biennale of Architecture](#) (1 October-15 November)
- [International scientific conference](#) on theoretical and practical issues of built heritage conservation Tusnad (18-19 October)
- [Architecture MUST](#) (12-20 October)

Romania: Campaign highlights (Media)



Media reports

- **2m NEWS:** [INIȚIATIVĂ – „Casa Printului Charles” din satul maramureșean Breb își deschide porțile pentru vizitatori cu prilejul Anului European al Patrimoniului Cultural](#)
- **Argument:** [9 mai - Ziua Europei: "Uniți în diversitate" – Argument](#)
- **CPESC: Documente si comunicare:** [BNRM marchează Zilele Europene ale Patrimoniului 2018](#)
- **Eu Citesc:** [Multiculturalism și tradiția Austriei. Biblioteca Națională a Republicii Moldova, gazda unei noi conferințe internaționale](#)
- **Igloo:** [Cum a fost la Forumul Anului European al Patrimoniului Cultural în România](#)
- **Ora de Sibiu:** ["România la Centenar". Proiect prezentat la Biblioteca Astra](#)
- **Revista Arhitecture:** [2018, ANUL EUROPEAN AL PATRIMONIULUI CULTURAL](#)
- **Zi de Zi:** [Patrimonul cultural, prioritate în 2018](#)

- **Reports published also in:** Agerpress, Calea Europeana, Dilema Veche, Historia, Radio France Internationale, Radio România Cultural and Rador

Slovakia: Activities overview

Activities overview		
Events	Events organised	150
	Participants	340,050
Labelling	Labelled initiatives	142
Website	Link	<ul style="list-style-type: none">• http://www.culture.gov.sk/posobnost-ministerstva/kulturne-dedicstvo-/ochrana-pamiatok/europsky-rok-kulturneho-dedicstva-31d.html• https://registerkultury.gov.sk/podujatia/erkd.php
Stakeholder engagement	Main stakeholders	Creative Europe; EC Representation in Slovakia; ICOMOS Slovakia; National Trust of Slovakia; Civic association 'Save the castles'; Slovak National Museum
Media relations	Media reports	165
Social media	Posts published	533 (Facebook)
	Impressions	312,685



Slovakia: Campaign highlights (Events)

- [National launch of EYCH2018](#)
- [International conference – ‘Reviving of castles’](#)
- [Res Pálffyana – History of Pálffy family](#)
- [Czech-Slovak / Slovak-Czech Exhibition](#)
- Nation-wide folk art festival of the Hungarian minority in Slovakia
- [Weekend of open parks and gardens](#)
- [National Award of ICOMOS Slovakia](#)
- Ringing the Bells initiative: Over 1,600 bells ringing
- [Festival of light and shadow](#): International and multi-genre activity
- [European Heritage Days](#)
- [Academics in Banská Štiavnica](#)
- [70 seasons of J. G. Tajovsky Theatre](#)
- [International conference ‘From the K. u k. Central-Commission to the European Heritage Label’](#)

Slovakia: Campaign highlights (Media & Other)



Media reports

- **Aktuality.sk:** [Európa si uctí kultúrne dedičstvo. Slovensko predstaví svoju modernú tvár](#)
- **Dobré noviny:** [V Európe i na Slovensku poukážu na potenciál kultúrneho dedičstva](#)
- **Radio Slovakia:** [Rádiožurnál o 18:00](#)
- **RTVS**
 - [Správy RTVS](#)
 - [Správy RTVS](#)
 - [Ranné správy RTVS](#)
- *Special press conference on 'Reviving of castles' was also reflected on in the media as it is an important topic not only for professionals but also of interest to media.*

EYCH Label applications

Huge increase in label application requests following the press conference and reports in main media

Slovenia: Activities overview

Activities overview		
Events	Events organised	583
	Participants	74,892
Labelling	Labelled initiatives	583
Website	Link	http://www.zvkds.si/sl/elkd
Stakeholder engagement	Main stakeholders	Ministry of Foreign Affairs; Ministry of Education, Science and Sport; Ministry of Public Administration; National and local museums and libraries; Diplomatic-consular representations of the Republic of Slovenia abroad; Slovenian Tourism Board; Slovenian Museum Society; Cultural and Congress Centre 'Cankarjev dom'; Newspapers Delo and Večer; Public institutions for the protection of intangible cultural heritage; Libraries; Slovene Ethnographic Museum; ABC Accelerator; Radio Ognjišče; Slovenian Association of Friends of Youth; National Gallery; Radio Television Slovenia
Media relations	Media reports	51
Social media	Posts published	101 (Facebook and Instagram)
	Impressions	14,304 (Facebook and Instagram)
Media buying	Commercials broadcast free of charge based on sponsorship agreement with the national public broadcaster.	

Slovenia: Campaign highlights (Events – 1/2)



- Grand opening at the National Gallery in the presence of the President of the Republic of Slovenia featuring spectacular folk dances, a concert by rap artist Trkaj and literature professor Igor Saksida
- Cultural Bazaar: Fair hosted almost 300 cultural institutions as well as numerous Slovenian artists. Lectures, workshops and panel discussions were organised (5 April).
- Designation of six cultural education ambassadors of the EYCH 2018 (May)
- End of the Europe at School project (9 May)
- World Bee Day: Celebration of the World Bee Day spreading awareness of the significance of beekeeping cultural heritage (20 May)
- **Heritage in Slovenia**: Travelling exhibition on display in Slovenia and diplomatic-consular representations of the Republic of Slovenia abroad (Albania, Germany, Montenegro and Poland)
- Berlin Call to Action: Slovenia was one of the first EU countries to translate the Berlin Call to Action into the national language and ask the Ministry of Culture's stakeholders, employees, EYCH 2018 ambassadors and several cultural and public institutions to sign it (July 2018).
- Joint Ringing of the Bells: Over 2,000 Catholic churches, monasteries and convents, 14 Evangelical churches, 15 Serbian-Orthodox churches, 2 Macedonian-Orthodox churches and some town halls participated either with classical bell ringing or traditional Slovenian ringing which is inscribed in the Slovenian Register of Intangible Cultural Heritage (21 September).
- Hackathon 'Cultural adventure at your fingertips': Participants were given the task to prepare an outline scheme of an IT solution in a limited time. This solution should promote and provide an experience of the Slovenian cultural heritage in tourism through the visualisation of open data (29-30 September).



Slovenia: Campaign highlights (Events – 2/2)

- [Opening of the 28th European Cultural Heritage Days and the 6th Cultural Heritage Week](#): 430 events took place organised in cooperation with museums, galleries, archives, cultural institutes, libraries, regional branches of the Republic of Slovenia's Public Fund for Cultural Activities, local and regional communities, NGOs, kindergartens, schools and engaged individuals (22 September).
- [Renovation and return of the state monument 'Aljaž Tower'](#) to its original location at Triglav, the peak of Slovenia (3 October)
- [Documentary film 'Television and Culture Heritage'](#) (Premiere: 23 October)
- [Projection of the book collection 'Our Heritage' and publication of its first book 'Bridges'](#) (December)
- [EYCH closing ceremony](#) in the National Gallery with President of the National Assembly of the Republic of Slovenia (3 December)
- [Arts and cultural education national conference on cultural heritage](#) at the Cultural and Congress Centre 'Cankarjev dom' (13 December)
- Preparation of the monography 'Watercolours – Documents on Heritage' (Publication in January 2019)

Slovenia: Campaign highlights (Media)



Media reports

- **Delo:** [Kulturna dediščina je del nas vseh](#)
- **Dnevnik**
 - [Med dobitniki nagrade Europa Nostra 2018 tudi Plečnikova hiša](#)
 - [Ana Kučan : Štanjel in prihodnost](#)
 - [Deseti Kulturni bazar](#)
- **RTV SLO**
 - [Plečnikova hiša se kot arhitektova poskusna topla greda razodeva v Pragi](#)
 - [Plečnikova hiša v pričakovanju prestižne evropske lovorike za kulturno dediščino](#)
 - [Mladi se lahko prijavijo za brezplačno odkrivanje Evrope](#)
 - [Na sprehod skozi pokopališče, spomenik kulturne dediščine](#)
 - [Steletova nagrada Niki Leben, vzornici mlajših varuhov kulturne dediščine](#)
 - [O festivalih in kreativnem sektorju v sodobni družbi tudi z evropskim komisarjem](#)
 - [10. Kulturni bazar z izobiljem evropskega leta kulturne dediščine](#)
- **STA:** [Interview on EYCH](#)
- **Večer:** [Po številu dogodkov smo evropski prvaki](#)

Slovenia: Campaign highlights (Other)



Media buying

- Commercials are broadcast free of charge as part of a sponsorship deal with the national public broadcaster

Involvement of ambassadors

- Rap artist Trkaj & Literature professor Igor Saksida have released a video '[Lepa Vida](#)'. The video features the most spectacular heritage sites across Slovenia as well as hairy creatures *Kurenti* (their ritual of chasing winter away is on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity). The video has **more than 18,000 views on YouTube**.

Spain: Activities overview



Activities overview (1/2)

Events	Events organised	1,036
	Participants	225,209
Labelling	Labelled initiatives	1,076
Website	Links	<ul style="list-style-type: none">• https://www.cultura.gal/es/ano-europeo-patrimonio-cultural-2018• http://web.bizkaia.eus/es/ondare2018• http://cultura.gencat.cat/ca/anypatrimoni/inici/• http://portaleslr.carm.es/web/carmeropa/patrimonio• http://www.juntadeandalucia.es/organismos/presidenciaadministracionlocalymemoriademocratica/areas/accion-exterior/2018europeo-Patrimoniocultural.html• https://larioja.org/cultura/es/2018-europeo-patrimonio-cultural/folleto-completo-actividades-2018-ano-europeo-patrimonio-cu• http://www.comunidad.madrid/servicios/madrid-mundo/2018-ano-europeo-patrimonio-cultural• http://www.mecd.gob.es/cultura/mc/a-europeo-patrimonio-cultural/presentacion.html

Spain: Activities overview



Activities overview (2/2)

Stakeholder engagement	Main stakeholders	Residencia de Estudiantes; EC and EP offices in Madrid; Regional Governments (specially Cataluña Government); Madrid Municipality; Malaga Foundation; Instituto Castellano y Leonés de la Lengua; Spanish Museums; Academia Malagueña de Ciencias; Alcoy Industrial Association; State Secretariat on Education; Hispania Nostra; National Federation of Municipalities and Provinces; ICOM Spain; Spanish Federation of Museum Friends
Media relations	Media reports	27
Social media	Posts published	1,240 (Facebook, Twitter and Instagram)
	Impressions	7,788
Media buying	Publications on: El País-Babelia, Sapiens Magazine, Descobrir Catalunya, Descobrir Holiday Guide, El Temps, Bon Art Cultural, ArtGallery, Núvol, Catorze, Guide Madrid-Barcelona, Professions Magazine & Madrid Conectados newsletter.	

Spain: Campaign highlights (Events – 1/2)

- Eat Meet Repeat
- AEEEE León-European Students Forum
- Competition about European Culture (pasapalabra)
- [Emilianensis program 2018](#)
- [One month – One heritage](#)
- Young Heritage Days in Cordoba (May)
- Talk between Tajani and representatives of the world of culture organised in cooperation with COM and PE Offices in Madrid
- Eat Meet Repeat
- AEEEE León-European Students Forum
- Competition about European Culture (pasapalabra)
- [Emilianensis program 2018](#)
- [One month – One heritage](#)
- [European heritage days in Navarra ‘The Art of Sharing’](#)
- Photography competition: ‘Landscapes with memory’ in Navarra
- [‘Archaeologist for a day’ activity](#) for young people and children in Madrid

Spain: Campaign highlights (Events – 2/2)



- ['Archaeologist for a day' activity](#) for young people and children in Madrid
- [Workshop 'Weaving past. Cultural heritage and profession, in female gender'](#) in Madrid
- ['Welcome to palace' guided visits, concerts, conferences](#) in 24 palaces in Madrid region
- Patrimonial education course for teachers of primary and secondary school education in La Rioja region
- Medieval spectacle on the Kingdom of Najera in La Rioja region
- XIV Festival of Milling and Harvest Festival in La Rioja region
- 'The carpets of Aguaviva' street traditional carpets made of sawdust in Aragon
- [Photography competition](#) Alhambra and Albayzin, Sustainable Tourism: Neighbours and travellers
- [Award for the traditional architecture safeguarding in Bajo Andarax region](#) (Almeria)
- [Vive la gran fiesta del Patrimonio](#)
- [EYCH award to a horse race during the Family Day](#) at Zarzuela Hippodrome



Spain: Campaign highlights (Media & Other)

Media reports

- **El País:** [La Andalucía de la cultura](#)
- **El Periódico Extremadura:** [La región vive el Año Europeo del Patrimonio Cultural](#)
- **Reports also published in:** National Spanish TV and radio and regional journals

Other highlights

- **EYCH video on YouTube**
 - Spanish version: 11,911 views
 - English version: 798 views
- **Production of promotional materials:** Bags, pens, bracelets and keychains
- **Lottery draw (9 May):** five million lottery tickets
- **Free entrance** to all the museums in the Camino de Santiago promoted by the Cantabria Region on its website and Facebook page
- **Dedicated book** (44 pages)

Sweden: Activities overview

Activities overview		
Events	Events organised	313
	Participants	114,000
Labelling	Labelled initiatives	313
Website	Link	www.raa.se/europaaretforkulturyr
Stakeholder engagement	Main stakeholders	Swedish Composers Association; Europa Nostra; Intercult; Access Europa; EC Representation in Sweden; Swedish Agency for Youth and Culture; Swedish Council for Higher Education; Local Heritage Federation; Swedish Film Institute; Arbetsam; Swedish Arts Council
Media relations	Media reports	142
Social media	Posts published	342 (Facebook and Twitter)
	Impressions	92,235
Media buying	<ul style="list-style-type: none">Print advertising campaign in 52 regional mediaPrint and online advertising campaign in 4 national media	

Sweden: Campaign highlights (Events – 1/2)

- ‘CHRISTA’
- ‘Official launch of the European Year of Cultural Heritage’ – Local heritage in an European context – Kultarv2018
Gävle Järvsö
- [Kultarv2018](#)
- ‘Young experts’
- ‘Folk och Kultur Eskilstuna’
- Lecture and conversation with Khazar Fatemi
- ‘The Centenary of Ingmar Bergman: Bergman’s Filmstaden’
- ‘ASK – the Accessible Cultural Heritage’
- ‘The Stories from Finnskogen’
- **Forum for Swedish politics:** Seminars and debates with the EYCH participating regions (5-10 July)
- **Skokloster Castle Medieval Days with Nordic Knights:** Medieval market, knight tournaments, mounted archery and other activities (27-29 July)
- **‘Guide to Bergman’s Scania (Skåne):** Events, tours and seminars of the locations where director Ingmar Bergman shot his masterpieces (August)
- **The Archaeology Day:** 62 EYCH events organised all over Sweden (26 August)
- **‘Nell Walden – in the Eye of the Storm’:** Special tribute to the Swedish artist who became one of the protagonists of the Expressionist movement Der Sturm in Berlin

Sweden: Campaign highlights (Events – 2/2)

- **'The 'trash' of today – cultural heritage tomorrow? How do we preserve our contemporary digital cultural heritage? When does popular culture become cultural heritage?':** Seminar in the Swedish Music Hall of Fame/The Museum of Performing Arts with Lars Amréus, DG of the Swedish National Heritage Board, Daniel Wetterskog, Head of the Museum of Performing Arts, Maja Hagerman, Historian and Documentary Producer and Linda Portnoff, former CEO of Music Sweden, moderated by Per Strömbäck from the Swedish Games Industry (7 September)
- **Swedish Society of Composers Centenary Jubilee:** Concerts and masterclasses in different locations in Sweden (29 September)
- **The Vendel Days in Uppåkra:** Historical festival in Uppåkra (29-30 September)
- **International conference 'Medievalism, Public History, and Academia: the Recreation of Early Medieval Europe'** (26-28 September)
- **'Arena Vårgårda-Herrljunga':** A week focusing on nature, cultural heritage and landscape (29 September-7 October)
- **Public activities focusing on nature and cultural heritage** organised by Västarvet/Cultural heritage department of the Västra Götaland region in collaboration with the municipalities of Vårgårda and Herrljunga
- **'Hack for heritage'** (5-7 October)
- **'The Parks and Gardens of the Future'**
- **'Centenary of the Association of Swedish Composers'** (29 November)
- **'Kulturen in Lund'**: Events and projects for children, young people and families (October-December)
- **'What will happen after the EYCH 2018?'**: Conference in Stockholm arranged by the Swedish Arts Council/Creative Europe (5 December)
- **Opening of the Cultural Heritage Year 2019 in the Norrbotten Region** (5 December)

Sweden: Campaign highlights (Media)

- **Aftonbladet:** [Kulturarvet blir en karusell](#)
- **Alltomstockholm.se:** [Frukostsamtal: Dagens "skräp" – morgondagens kulturarv?](#)
- **Barometern:** [Svenskarna är stolta över sitt kulturarv](#)
- **Enköpings-Posten:** [Riddarspel i Skokloster](#)
- **Kristianstadsbladet:** [Ballingstorps anrika gårdar vårdas ömt](#)
- **Falu Gruva:** [Världsarvet Falun i fokus för nytt evenemang](#)
- **Familjebostäder:** [Stenåldersinstallation firas i Bergsjön - invigning 7 september](#)
- **KFSK:** [2018 är Europaåret för kulturarv!](#)
- **Kulturmiljö vid Norrbottens museum:** [Europaåret för kulturarv](#)
- **Kulturrådet:** [Svenskar nyfikna på Europas kulturarv](#)
- **K-BLOGG:** [Europaåret på Folk och Kultur](#)
- **Mitti:** [Hur digitala samtal ska bevaras i framtiden](#)
- **Nättidningen Svensk Historia:** [Kulturarvsdagar i hela Sverige i helgen](#)
- **Norrbottens Kuriren:** [Så ska länets kulturliv utvecklas](#)
- **Sundsvalls Tidning:** [Här är området där vi inte är landet lagom – svenskarna älskar sitt kulturarv](#)
- **Sveriges Radio**
 - [Kulturarven sätts i fokus 2018](#)
 - [Kulturarvet ska ena ett splittrat Europa](#)
 - [Framtiden frånvarande i kulturarvssektorn](#)
- **Väst:** [Europaåret för kulturarv 2018](#)
- **Västarvet:** [Dåtid, nutid och framtid - en dag om kulturarv på Lödöse museum](#)
- **Wallåkra Stenkärlsfabrik:** [EUROPAÅRET FÖR KULTURARV 2018](#)

UK: Activities overview

Activities overview		
Events	Events organised	1,023
	Participants	1,760,299
Labelling	Labelled initiatives	594
Website	Link	http://european-heritage.co.uk
Stakeholder engagement	Main stakeholders	Newcastle University; Herriot Watt University; Scottish Civic Trust; Northern Ireland Tourist Board; BBC; Hunterian Museum; Native Scientist; Natur: North Atlantic Tales; D6 Arts; Durham University; National Trust; IHBC; The Architectural Heritage Fund; Europa Nostra; Heritage Lottery Fund; HeritageForFuture; British Council
Media relations	Media reports	8
Social media	Posts published	281 (Facebook and Twitter)
	Impressions	182,824 (Facebook and Twitter)
Other	Dedicated blog	42 blog posts published

UK: Campaign highlights (Events & Media)



Events

- [Marchland Festival](#)
- [March EFAITH Steam weekend](#)
- [Repton 200 Season](#)
- [Armagh Georgian Festival \(22-25 November\)](#)
- [CoHERE Folk Oratorio Heritage Festival](#) (1 October-1 December)
- D6: Shuttle
- The Good Life Experience
- Re-imagining the Ring
- Vindolanda Exhibition

Media reports

- **BBC:** [Brexit dance continues during Europe Day celebrations](#)
- **The Herald:** [Europe Day events in city](#)
- **The Sun:** [Peace and Unity: When is Europe Day 2018, why is it held in memory of Robert Schuman and what happens on May 9?](#)

Contact with Associated Countries

- **Eight Associated Countries were contacted** with emails and reminders sent by ICF Mostra and via individual phone calls with the request to fill in and provide the monitoring templates.
 - The report covers activities in **five Associated Countries** (details on slide 120).
 - Activities in Bosnia and Herzegovina, Iceland and Switzerland are not covered in this report as the reports have not been provided.
- **Monitoring template covers:**
 - Events organised
 - Labelling of initiatives (Q1 + Q2 + Q3 + Q4 combined)
 - Website/webpage statistics
 - Stakeholder relations
 - Media relations
 - Social media
 - Media buying



Associated Countries: Overview of received reports

Associated country	Q1	Q2	Q3	Q4
Albania	No	No	No	Yes
Georgia	No	Yes	Yes	Yes
Montenegro	No	Yes	No	No
Norway	Yes	Yes	Yes	Yes
Serbia	No	Yes	Yes	Yes

Albania: Activities overview



Activities overview		
Events	Major events	Conference of 60 th anniversary of Albania's membership in UNESCO (16 October)
Website	Link	<ul style="list-style-type: none">• http://imk.gov.al/site/• http://www.kultura.gov.al/en/shqiperia-60-vjet-ne-unesco-mirela-kumbaro-ndertojme-te-ardhme-permes-vlerave-te-trashegimise-kulturore-2/
Media relations	Media reports	3
	Highlights	<ul style="list-style-type: none">• ATA: Shqipëria 60 vjet në UNESCO, kontribut në ruajtjen e trashëgimisë botërore• News 24 Albania: Shqipëria 60 vjet në UNESCO, Qeveria: Asnjë site në listën e rrezikut• URBAN lajme online: Shqipëria 60 vjet në UNESCO, Kumbaro: Pjesëmarrës në ndërtimin e vlerave

Georgia: Activities overview



Activities overview		
Events	Events organised	149
	Participants	456,000
Labelling	Labelled initiatives	6
Website	Link	Facebook page
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Government of Georgia• ICOM Georgia• Cultural institutions and museums• Theatres• Educational institutions
Media relations	Media reports	142
Social media	Posts published	332 (Facebook)

Georgia: Campaign highlights (Events – 1/3)



Events: Unified activities planned across country

- Museum Week & Performance 'Night at the museum': 101 museums and 97,000 visitors (18-19 May)
- 'Renaissance Graphics' 'Titian, Master of Colour' (May-August)
- European Architects of 19-20th centuries in Borjomi
- Jubilee exhibition dedicated to the 100th anniversary of Georgia's independence
- [Exhibition of Natural History – Caucasus Biodiversity](#)
- [Website and online exhibition of Jewish Cultural Heritage](#)

Conferences, Workshops, Educational programmes

- Intangible Cultural Heritage of Ksani Valley
- Opening of the Polish Archaeological Mission in Georgia
- Museum and Cultural Heritage

Georgia: Campaign highlights (Events – 2/3)



Exhibitions

- ‘From the colonial policy to the National Museum’: Georgian State Museum of Folk and Applied Art, Sh. Rustaveli Foundation (May-July)
- ‘Contemporary Art Space’: Georgian National Museum, I. Grishashvili Tbilisi History Museum (June, September, December)
- ‘Dynasties’: Georgian National Museum, I. Grishashvili Tbilisi History Museum, Goethe Institute (July-August)
- Project by German artist Karin Odendahl (artist-in-residence project): State Silk Museum (14 September-2 October)
- ‘Sulkhan-Saba Orbeliani – 360-year anniversary’: G. Leonidze State Museum of Georgian Literature (September-October)
- Exhibition ‘Tiflis On My Mind’, Klingspor Museum, Offenbach, Germany (5 October-18 November)
- Exhibition ‘NIKO PIROSMANI - A Wanderer Between Worlds’, Albertina Museum, Vienna (26 October 2018-27 January 2019)
- Exhibition ‘Gold & Wine, Georgia’s Oldest Treasure’, Archaeological Museum of Frankfurt, Germany (6 October 2018-2 February 2019)
- Exhibition ‘Medea’s Love and the Quest for the Golden Fleece’, Liebieghaus Skulpturensammlung, Frankfurt, Germany (5 November 2018-10 February 2019)
- Exhibition ‘Homo Georgicus’, Senckenberg Naturmuseum Frankfurt, Germany (11 October-18 November)
- Exhibition ‘Wisdom Transformed into Gold’, Georgian National Museum, Tbilisi, Georgia (6 December 2018-28 February 2019)

Georgia: Campaign highlights (Events – 3/3)



Conferences

- **Ecosystem Isolation and Connection: Rise and demise of biota in the Ponto Caspian region:** Interim colloquium of RCMNS* and EU PRIDE final conference 2018 organised by the Georgia National Museum, Naturalis Biodiversity Centre, Leiden, Senckenberg Museum Forschungsinstitut, Utrecht University, Ilia State University, University of Rovira Virgili, Bristol University and Justus Liebig University (27-29 August)
- **Conference dedicated to the 175 years of Niko Nikoladze:** Students from the Tbilisi State Academy of Fine Arts with the assistance of the Ministry of Education, Science, Culture and Sport of Georgia create video arts and animation infographics related to cultural heritage topics
- **Conference: Museums, Education and Cultural Action: Between Old and New Meanings:** Organised by ICOM International Committee for Museum Education and Cultural Activities, ICOM Georgia National Committee and CECA (24-27 September)
- **Travelling Summer University ‘Drop of Wine from Mountain to Sea’:** Organised by the European Students Forum Tbilisi: Cultural exchange and raising awareness of Georgia and its culture and Caucasus region among European students from 12 countries (17 July-1 August)

Georgia: Campaign highlights (Media)



Media relations

- All local events were covered by all national channels and radio stations of Georgia. Foreign exhibitions were widely covered by European media.

Media reports

- 1tv.ge:** [ისტორია ექსპონატებში - გამოფენა „კავკასიის ბიომრავალფეროვნება“ \[გადაცემა III\]](#)
- Ajara TV**
 - [„მოდი ღამე მუზეუმში“](#)
 - [„მოდი ღამე მუზეუმში“ ბათუმის ყველა მუზეუმში დღეს და ხვალ შესვლა უფასოა](#)
- Artareatv:** [კავკასიის ბიომრავალფეროვნება](#)
- IMEDI**
 - [„მოდი ღამე მუზეუმში“](#)
 - [ხვალ, ეროვნულ მუზეუმი ფესტივალს იტალიური რენესანსის წამყვანი ხელოვანის, ტიციანის შედევრით გახსნის](#)
- Georgian broadcaster**
 - [„მოდი ღამე მუზეუმში“](#)
 - [აქცია „მოდი ღამე მუზეუმში“ დასრულდა](#)
- Georgian Journal:** [Night in Museum – All major museums of Georgia welcome visitors for free today](#)
- Publicge**
 - [„მოდი ღამე მუზეუმში“](#)
 - [„კავკასიის ბიომრავალფეროვნება“ - გამოფენა საქართველოს ეროვნულ მუზეუმში](#)
- TV4.ge:** [„ღამე მუზეუმში“ 18 -05- 2018](#)



Georgia: Campaign highlights (Other)

Project ‘Students for Cultural Heritage’

- The most noteworthy project consisted in active involvement of students in raising awareness about heritage.
- Students from the Faculty of Media Art, Tbilisi State Academy of Fine Arts have created video arts and animation infographics about various topics of cultural heritage.
- More than 50 visual products were created in the framework of the project.

Videos created by the students of the Tbilisi State Academy of Fine Arts with the assistance of the Ministry of Education, Science, Culture and Sport of Georgia:

- **Video #1**: ‘Petre Otskheli – Georgian Theatrical Heritage’
- **Video #2**: ‘Restored tradition and regained popularity of Georgian Blue tablecloths’

Montenegro: Activities overview



Activities overview		
Events	Events organised	173
	Participants	5,000
Labelling	Labelled initiatives	16
Website	Link	http://www.mku.gov.me/rubrike/EvrGod
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Local and national institutions from the field of cultural heritage• EU Info Centre in Montenegro
Media relations	Media reports	2
Social media	Posts published	10 (Instagram)
	Impressions	286

Montenegro: Campaign highlights (Events & Media)



Events

- [Days of European Film](#)
- [Week of Archives](#)
- [Museum Day and Night](#)
- [Europe Day](#)
- [World Book Day](#)
- [International Day for Monuments and Sites](#)
- [Photo competition 'Our heritage – where past meets the future'](#)

Media reports

- **Two guest appearances on national TV that covered the opening of six events**
- **Analitika:** [Obilježen Međunarodni dan spomenika i spomeničkih cjelina](#)
- **Antena M:** [Obilježeno 270 godina od rođenja Petra I Petrovića Njegoša](#)
- **CDM:** [Otvorena izložba Izrada Bihorskog čilima](#)
- **RTCG:** [Dan i Noć muzeja 2018](#)

Norway: Activities overview



Activities overview (1/2)

Events	Events organised	169
	Participants	22,703
Labelling	Labelled initiatives	61
Website	Link	<ul style="list-style-type: none">• https://www.arkivverket.no/utforsk-arkivene/kulturarvaret-2018• https://kulturarv2018.no
Stakeholder engagement	Main stakeholders	Ministry of Culture; Ministry of Climate and Environment; Embassies; Cultural organisations (Domkirkeodden Museum, Norwegian Railway Museum, Museene: Norwegian Wind Ensemble, Literature House in Fredrikstad); National Archives of Norway; Arts Council of Norway; National Library; Directorate for Cultural Heritage; Norwegian Federation of Cultural Heritage Organisations; Norwegian Crafts Institute; Museums in Østfold County; Cathedral Ruin Museum in Hamar; Norwegian Folk Art and Crafts Association; Norwegian Cultural Heritage Foundation; Norwegian Railway Museum in Hamar; Sarpsborg Municipality; Aero Film Festival

Norway: Activities overview



Activities overview (2/2)

Media relations	Media reports	121
Social media	Posts published	209 (Facebook and Instagram)
	Impressions	105,831
Media buying	<ul style="list-style-type: none">• Bus advertising in Oslo for two weeks• Advertising on TV screens in airports (Oslo and Bergen)• Advertising in media and newspaper	



Norway: Campaign highlights (Events – 1/3)

- Official launch of the EYCH in Norway
- Volunteer conference held at the Directorate for Cultural Heritage
- Presentation from the Norwegian Crafts Institute ('*New inspiration from old crafts*')
- Church seminar
- Seminar on issues related to cultural heritage and diversity, representation and inclusion of minorities
- 60 years since the closing of Kongsberg Silver Mine
- Lecture on the Silver Mine Archives
- Ballads without borders. Concert. Medieval ballads.
- Katharina's voices: Play about Katharina von Bora
- [Europeeren og opplysningsmann Jakob Nikolai Wilse](#)
- [Udstillingsåpning af 'Det store fallet'](#)
- [Setra – fra næring til hyttetomt](#)
- 'Kvenar i Nord-Noreg og skottar på Vestlandet'
- 'Brødskivens dag på Almåsgårdene'
- 'Kulturarvtur til Fjelberg med veteranbåt'
- 'Blant konger og mus på Akershus'
- 'Norske ødegårder'
- Ivarbedari Concert (20 April)
- Kunstbygda Balestrand – EuroArt 2018 (31 May-3 June)
- Saint George's Guilds in Smaalenene (3 June)

Norway: Campaign highlights (Events – 2/3)

- The Hjerleid Exhibition Clever Hands (15-17 June)
- Riddu-Riddu Festival (13 July)
- The Arendal Week (political gathering): The role of cultural heritage in our time (13 August)
- The Arendal Week (political gathering): How Norwegian is the national costume? (16 August)
- Guided City Tour at Hamar (16 September)
- Nordic Craft Camp for Youth (8-12 August)
- Conference on national costumes (27-28 August)
- The Aero Film Festival (14-15 September)
- Ships and vessels (15 September)
- 4Dig where you stad! – local cultural heritage at Arstadvollen (12-22 September)
- Guided tour in the German fortifications
- The Museums in Ostfold County
 - The Children's Museum Relay (July-August)
 - Saint Olav's Memorial Days (26-29 July)
 - Protection by law of the big Quarry at Store Raholmen, Krakeroy (14 August)
 - Numedal Medieval Festival (21-29 July)
- [The Literature Week in Sarpsborg](#) (5-10 November)
- Celebrating restoration of Steam Locomotive, Nord Museum (17-18 October)
- Lecture on Kongsberg's first city orchestra, SAKo (3 November)
- [German airplanes over Dombaas](#), Cultural HeriTech (12 December)



Norway: Campaign highlights (Events – 3/3)

- Several events for children in the Askoy Library
- 300 years anniversary of the Swedish attack on Trondheim, SAT (25 October)
- Ships, Seamen and Spies: Maritime History from the Great War, SAT (1 & 10 November)
- Poster exhibition in the Aurland Library and café
- Notching for children at Folkenborg Museum and Visit to the Trollull Felle Magasin, Ostfold Museum (4 October)
- Rock Carvings Tour in the dark, Ostfold Museum (24 October)
- Traditional Vessels in Ostfold County, Ostfold Museum (31 October)
- 100 year anniversary of the Great War - Commemorating fallen soldiers at the War Cemetery in Fredrikstad, Ostfold Museum (11 November)
- The significance of the reformation to the churches furnishing in the County of Hedmark, Anno Museum (12 December)
- Refugees and detainees during WWII, SAH (10 November)
- What is the purpose of Crafts?, Norwegian Crafts Institute (11 October)

Norway: Campaign highlights in pictures



Advertisement on bus



Poster exhibition

**TYPISK NORSK
- IKKE BARE
NORSK**

2018 DET EUROPEISKE
ÅR FOR KULTUR
#EuropeForCulture

Mekaniske ur ble først produsert i Tyskland, Storbritannia og Frankrike.

Tallkener er som regel produsert av porselein og fajanse, som er en kinesisk og nederlandsk oppfinnelse.

Latting lærte vikingene av est-europeerne.

Hulrokken kom til Norge på slutten av 1500-tallet fra Nord-Italia og Tyskland.

Fleyel, silkesetning og brokade ble importert fra England, Skottland, Nederland og Frankrike.

Dette bildet er et eksempel på norsk nasjonalromantikk. Mot slutten av 1800-tallet jakket man på det ikke norske. Ved første øyekast ser vi en rotmorsk bondestue. Men som så mange andre ting er ikke typisk norsk bare norsk. De fine stoffene i bunadene, for eksempel fleyel, silkesetning og brokade, ble importert fra England, Skottland, Nederland og Frankrike. Mekaniske ur, som den rosemalte klokken, ble først produsert i Tyskland, Storbritannia og Frankrike, og rankornamentikk i rosemalingen har utgangspunkt i italiensk og fransk kunst. Tallkenerne er som regel produsert av porselein og fajanse, som er en kinesisk og nederlandsk oppfinnelse. Hulrokken kom til Norge på slutten av 1500-tallet fra Nord-Italia og Tyskland. Selv ikke de laftede veggene er bare norske. Den måten å bygge på laftede veggene er av est-europeerne.

Nasjonalbiblioteket

KULTURÅRET
Art Events Norway

Kulturvern
forsvaret

ARKIVVERKET

Serbia: Activities overview

Activities overview		
Events	Events organised	119
	Participants	151,700
Labelling	Labelled initiatives	117
Website	Links	<ul style="list-style-type: none">• http://www.kultura.gov.rs/cyr/aktuelnosti/evropska-godina-kulturnog-nasledja-2018• https://europa.rs/eu-support-for-preservation-of-cultural-heritage-in-serbia/?lang=en• https://europa.rs/tag/european-year-of-cultural-heritage/?lang=en
Stakeholder engagement	Main stakeholders	Ministry of Culture and Media; EU info Centar in Belgrade; Europa Nostra Serbia; Gallery of Matica Srpska; ICOM Serbia; Foundation Novi Sad – European Capital of Culture 2021; Museums of Serbia – ‘Museums for 10’
Media relations	Media reports	17
Social media	Posts published	31 (Instagram)



Serbia: Campaign highlights (Events – 1/2)

- [Exhibition: European Phenomena in the Collection of the Gallery of Matica Srpska](#)
- [The Manifestation Museums of Serbia, Museums for 10](#) (14-20 May 2018)
- Cultural Stations: Socio-Cultural Centres (June-September 2018)
- ‘[Conference 20:21 – Building Partnerships](#)’ (11 July-16 September)
- ‘[Cultural Stations: Socio-Cultural Centres](#)’ (June-September)
- ‘[Management of Industrial Heritage](#)’ (9-11 September)
- International Museum Day, European Night of Museums and National Museum Week in unique event [Museums for 10](#)
- ‘[Our Educational Heritage](#)’ (15-30 September)
- ‘[Adopt a Household in Gostuša](#)’ within the European Heritage Volunteers project (12-26 August)
- ‘[Summer School of Traditional Crafts](#)’ in Ravna 2018 (1-10 August)
- ‘[Case Petrovaradin: Managing Historic Urban Landscapes](#)’, Europa Nostra Serbia (March-December)
- ‘[Monuments to Heroes of the First World War](#)’, The Association of the Descendants of Serbian Warriors from 1912 to 1920 (11 November 2018-11 November 2020)
- ‘[Cultural Stations: Socio-Cultural Centres](#)’, Svilara Cultural Station, Foundation Novi Sad 2021 – European Capital of Culture (October)



Serbia: Campaign highlights (Events – 2/2)

- Migration in the Arts and Sciences, The National Library of Serbia – within the Europeana project (1 September 2017-28 February 2019)
- ‘My Artistic Adventure’, The Gallery of Matica Srpska (October 2018-May 2019)
- Exhibition ‘European Year of Cultural Heritage 2018 – Where the Past Meets the Future’, Cultural Station Svilara, Novi Sad (12-19 December)
- Exhibition ‘European Year of Cultural Heritage 2018 – Where the Past Meets the Future’, National Museum of Serbia, Belgrade (21-28 December)
- Conference on the EYCH projects presentation in National Museum in Belgrade on the day of the exhibition opening: The most relevant projects and organisations were presented with discussion on challenges within the realisation of their projects in the context of the EYCH 2018.

Contact with Stakeholder Committees

- Stakeholder Committees were contacted with emails and reminders sent by ICF Mostra and via individual phone calls with the request to fill in and provide the monitoring templates.
- The report covers activities of **28 Stakeholder Committees** (details on slide 140 and 141).
- Activities of CIVILSCAPE, Culture Action Europe, ECTP-CEU European Council of Spatial Planners, European Federation of Associations of Industrial and Technical Heritage, European Confederation of Conservator-Restorers' Organisations, European Cultural Tourism Network, European Heritage Label / Burghauptmannschaft Österreich, European Museum Forum and Interpret Europe – European Association for Heritage Interpretation are not covered in this report as the reports have not been provided.
- Monitoring template covers:
 - Events organised
 - Labelling of initiatives (Q1 + Q2 + Q3 + Q4 combined)
 - Website/webpage statistics
 - Stakeholder relations
 - Media relations
 - Social media
 - Media buying



Stakeholder Committees: Overview of received reports (1/2)

Stakeholder Committee	Q1	Q2	Q3	Q4
Architects' Council of Europe	No	No	No	Yes
Council of Europe	No	Yes	No	Yes
ENCATC	Yes	Yes	Yes	Yes
ETC and Pearle*	Yes	No	No	No
EUNIC	No	Yes	No	No
EUROCITIES	No	Yes	Yes	Yes
Europa Nostra	Yes	Yes	Yes	No
Europeana	Yes	Yes	Yes	Yes
European Association of Archaeologists	No	Yes	Yes	Yes
European Heritage Days	-	-	-	Yes
European Historic Houses	Yes	Yes	No	Yes
European Institute of Cultural Routes	No		No	Yes
European Music Council	No	Yes	No	No
European Route of Industrial Heritage	No	Yes	No	No
European Theatre Convention	No	Yes	Yes	Yes

In Q1, ETC and Pearle* submitted a joint report. In the next quarters (Q2, Q3 and Q4), individual reports were submitted.



Stakeholder Committees: Overview of received reports (2/2)

Stakeholder Committee	Q1	Q2	Q3	Q4
FARO	No	Yes	No	Yes
Federation for European Storytelling	No	Yes	No	No
Fondazione Matera Basilicata 2019	No	No	Yes	No
Future for Religious Heritage	Yes	Yes	Yes	Yes
House of European History	No	Yes	No	Yes
ICCROM	Yes	Yes	Yes	Yes
ICOM Europe	No	Yes	No	Yes
ICOMOS	Yes	No	No	No
ISCEC ICOMOS	Yes	Yes	Yes	Yes
Michael Culture Association	Yes	No	Yes	No
NEMO	Yes	Yes	Yes	Yes
Pearle* Live Performance Europe	No	Yes	No	Yes
Regional Centre for the Safeguarding of intangible Cultural Heritage in South-Eastern Europe	Yes	No	No	Yes
UNESCO Liaison Office in Brussels	Yes	Yes	No	No

Architects' Council of Europe: Activities overview



Activities overview		
Events	Events organised	1
	Participants	130
	Major events	Conference 'Adaptive Re-Use and Transition of the Built Heritage' – Adoption of the Leeuwarden Declaration: Preserving and enhancing the values of our built heritage for future generations
Website	Link	https://www.ace-cae.eu/activities/events/2018/built-heritage-conference/
Social media	Posts published	38 (Facebook, Twitter and LinkedIn)
	Impressions	22,224
Newsletter	Subscribers	3,542 subscribers to the newsletter

Council of Europe: Activities overview



Activities overview		
Events	Events organised	1
	Participants	35
	Major events	<p>European Commission/Council of Europe joint programme 'The Faro Way: enhanced participation in cultural heritage'</p> <ul style="list-style-type: none">• <u>First Regional Seminar</u>: Launch event of the JP in Madrid (13-14 December)

Joint project on the promotion of the Faro Convention (Council of Europe and European Commission): in July 2018, the Council of Europe and the European Commission launched a new joint project: 'The Faro Way'. The project aims to promote the principles of the Council of Europe's Framework Convention on the value of cultural heritage for society. The project will further encourage the role of civil society and communities in heritage governance in Europe. It is also to increase the number of signatories and ratifications of the Faro Convention. The initiative comprises several seminars, publications, audio-visual materials and networking opportunities and will come to an end in 2019.

ENCATC: Activities overview



Activities overview (1/2)

Events	Events organised	8
	Participants	294
Labelling	Labelled initiatives	14
Website	Link	https://www.encatc.org/en/events/eych-2018/
Stakeholder engagement	Main stakeholders	Burgundy School of Business; Espronceda Centre for Art and Culture; University Cergy-Pontoise; Prokultura Association - Observatory of Cultural Policy; National Institute for Cultural Research and Training (NIRCT); Association of Arts Administration Educators; Taiwan Association of Cultural Studies; Humak University of Applied Sciences; Janacek Academy of Music and Performing Arts; Academy of Performing Arts in Prague; Academy of Performing Arts in Bratislava; Erasmus Student Network; BOZAR Centre for Fine Arts Brussels; BRAFA

ENCATC: Activities overview



Activities overview (2/2)

Media relations	Media reports	105
Social media	Posts published	123 (Facebook, Twitter, Instagram and LinkedIn)
	Impressions	100,537
Media buying	Facebook campaign to boost visibility of the 2018 ENCATC Congress: 20,429 impressions	
Other	Email campaign	19 email campaigns with 16,602 opens

ENCATC: Campaign highlights (Events, Media & Other)



Events

- [2nd ENCATC Capacity Building Days and Youth in Action Day](#) (17-19 May 2018)
- [44th ENCATC Cultural Happy Hour at the Prague Creative Centre](#) (17 May 2018)
- [45th ENCATC Cultural Happy Hour at the House of European History](#) (12 June 2018)
- [5th ENCATC Working Group on Evaluation](#) (19 June 2018)
- [26th ENCATC Congress 'Beyond EYCH2018. What is the cultural horizon? Opening up perspectives to face ongoing transformations'](#) (26-29 September)
- ENCATC Cultural Happy Hour at the Bruno Lussato Institute
- 2018 ENCATC International Study Tour

Media reports

- [RFI Romania](#)
- **Culture Agora:** [26th ENCATC congress on cultural management and policy](#)

Newsletter

- 16 email campaigns sent with a total opens of 18,529

ETC and PEARLE* (On stage 2018: Joint campaign): Activities overview

Activities overview		
Events	Events organised	33
	Participants	15,000
Website	Link	www.onstage2018.eu
Social media	Posts published	31 (Facebook and Twitter)
	Impressions	6,407 (Facebook and Twitter)

EUROCITIES: Activities overview



Activities overview		
Events	Events organised	3
	Participants	381
	Highlights	<ul style="list-style-type: none">• EUROCITIES culture forum in Lisbon• EUROCITIES Culture Forum in Dresden (27-29 April) – Topic: Culture opening spaces for dialogue
Labelling	Labelled initiatives	2
Social media	Posts published	5 (Twitter)
Website	2 articles published on the website	

EUNIC: Activities overview



Activities overview		
Social media	Posts published	5 (Facebook)

Europa Nostra: Activities overview



Activities overview		
Events	Events organised	31
	Participants	2,312
Labelling	Labelled initiatives	6
Website	Link	<ul style="list-style-type: none">http://www.europanostra.org/our-work/policy/european-year-cultural-heritage/http://europeanheritagealliance.eu/eych-2018/
Partner relations	Main partners	Country representations; Members of the European Heritage Alliance 3.3 which is coordinated by Europa Nostra; German Cultural Heritage Committee (DNK); Slow Food; EIB Institute; Laureates of the 2018 EU Prize for Cultural Heritage/Europa Nostra Awards; Contributors to the #Ode2Joy Challenge (more than 100)
Media relations	Media reports	770
Social media	Posts published	846 (Facebook, Twitter, LinkedIn and Instagram)
	Impressions	2,048,520
Other	Newsletter	15,071 subscribers

Europa Nostra: Activities overview (Events – 1/2)

- Meetings of the juries for the EU Prize for Cultural Heritage / Europa Nostra Awards 2018 (February and March 2018)
- [Meeting of the European Heritage Alliance 3.3](#) to discuss the EYCH state of play of EYCH (8 March 2018)
- [World Heritage Workshop](#) (March 2018)
- Board meeting of EN in Canisy (May)
- Event for #Ode2Joy Challenge in Bougival on Europe Day (May)
- Council meeting of Europa Nostra in Paris (May)
- Session on heritage during the European Business Summit (May)
- Session on heritage during the Sharing Heritage Congress of the EMI (May)
- Session on heritage during Philanthropy Week of the European Foundation Centre (May)
- Local award ceremony (Kilic Ali Pasa Hamam)
- Expert mission in the context of the 7 Most Endangered programme to the Constanta Casino in Romania
- Board meeting of Europa Nostra in The Hague (10 September)
- 7ME mission to Albania
- The Best in Heritage Conference 2018 in Dubrovnik (26-27 September)
- 7ME mission to Bulgaria
- Local Award Ceremony for St. Wenceslas Rotunda in Prague (28 September 2018)
- Local Award Ceremony for Paul Egede's House (24 September)
- Local Award Ceremony for the Botanical Garden of Queluz (7 July)
- Local Award Ceremony for CultLab3D (30 August)
- Local Award Ceremony for the Association of International Private Committees for the Safeguarding of Venice (13 September)

Europa Nostra: Activities overview (Events – 2/2)

▪ European Cultural Heritage Summit 2018

- Co-hosted by Europa Nostra, German Cultural Heritage Committee and Prussian Cultural Heritage Foundation.
- Main events (co)organised by Europa Nostra:
 - Creative Session on Communicating Heritage (20 June)
 - Open Heritage Evening on Museum Island (21 June)
 - Heritage Excellence Fair (21 June)
 - European Policy Debate
 - Concluding Session of the European Policy Debate (22 June) with presentation of Berlin Call
 - [European Heritage Awards Ceremony 2018](#)
 - Ceremony for handing over manuscript and Europa Nostra General Assembly
- In addition, more than 60 side events were organised.

Europa Nostra: Activities overview (Media – 1/3)



225 reports about the winners of the EU Prize for Cultural Heritage / Europa Nostra Awards
2018

Selection:

- **Der Tagesspiegel** (Germany): [Europas emotionale Seiten](#)
- **RNE** (Spain): [Europa abierta - Minicumbre en Bruselas. La UE partida por la inmigración - 22/06/18](#)
- **TSF** (Portugal): [Jardim Botânico do Palácio de Queluz, "um estudo de caso para a Europa"](#)
- **Politika** (Serbia): [Европски Гран при за Тврђаву Бач](#)

45 articles about the European Cultural Heritage Summit in Berlin

Selection:

- **Standart** (Bulgaria): [ЕВРОПЕЙСКИ ОСКАР ЗА "СТАНДАРТ"](#)
- **N1** (Croatia): [Muzej Sinske alke dobio nagradu EU za kulturnu baštinu](#)
- **Ceska televize** (Czech Republic): [Toulavá kamera - Neděle 3. června](#)
- **Licitationen** (Denmark): [Realdania modtager europæisk pris for restaureringen af fredede, grønlandske huse](#)
- **Rustavi 2** (Georgia): [ხელოვნების სასახლის სამეცნიერო კვლევამ ევროპის უმაღლესი ჯილდო მოიპოვა](#)
- **Der Tagesspiegel** (Germany): [EU-Preis für Projekt Winzerberg](#)
- **ANT 1** (Greece): [Διάκριση Europa Nostra 2018 για τον βυζαντινό ναό της Αγίας Κυριακής στη Νάξο\(βίντεο\)](#)
- **KNR** (Greenland): [Fornem europæisk kulturarvspris til Ililamaaq](#)
- **Corriere della Sera** (Italy): [Il mosaico che unisce le religioni](#)
- **Dagsavisen** (Norway): [Får EU-prestisjepris](#)
- **Público** (Portugal): [Jardim Botânico do Palácio de Queluz distinguido com Prémio Europa Nostra](#)
- **RTS** (Serbia): [Визија](#)
- **RTV Slovenija** (Slovenia): [Podeljene osrednje EU-nagrade za projekte kulturne dediščine](#)
- **El País** (Spain): [Europa premia a la Universidad de Alcalá por la rehabilitación de su fachada](#)

Europa Nostra: Activities overview (Media – 2/3)



Coverage of the 7 Most Endangered Programmes 2018 (updates on the Prinkipo Greek Orphanage in Turkey and expert mission to the Buzludzha Monument in Bulgaria)

- **The New York Times**: [Bulgaria's Crumbling Buzludzha Monument Draws Call for a Rescue](#)
- **Reuters**: [Bulgaria's crumbling Buzludzha Monument draws call for a rescue](#)
- **Euronews**: [Push to save historic orphanage in Turkey](#)
- **BNT**: [Експерти от организацията "Европа Ностра" посетиха паметника на връх Бузлуджа](#)
- **BNR**: [Експерти от Europa Nostra планират посещение днес на паметника на Бузлуджа](#)
- **24 Chasa**: [Канят Пласидо Доминго да пее в "чинията" на Бузлуджа](#)
- **Monitor**: [Експертите на Пласидо Доминго: ЮНЕСКО може да закрия Чинията](#)

Coverage of the European Union Prize for Cultural Heritage/Europa Nostra Awards 2018

- **Ceska televize**: [Události v kultuře](#)
- **RAI News**: ["Europa Nostra Award" ai Comitati Privati Internazionali per Venezia](#)

Coverage of the Ode to Joy Challenge

- **Focus**: [Carillon im Roten Turm erklingt zum Internationalen Friedenstag](#)

Coverage of the Bougival Campaign

- **AFP**: [Loto du patrimoine: la villa Viardot à Bougival, coeur du futur Centre européen de musique](#)

Europa Nostra: Campaign highlights (Media – 3/3)

- **EYCH & Summit in Berlin**
 - Die Welt: [Europas Reichtum](#)
- **EYCH & EU Conference in Plovdiv**
 - BNT: [Излъчване от Пловдив – 27.03.2018г.](#)
- **7 Most Endangered programme 2018**
 - **Euronews**
 - [Europe's largest wooden building at risk of collapse](#)
 - [See them before they vanish: Europe's most under-threat heritage sites](#)
 - **The Guardian**: [From Georgia to Grimsby: campaign seeks to save Europe's neglected heritage sites](#)
 - **Lonely Planet**: [Europe's most endangered heritage sites are in the spotlight](#)
 - **Ora News**: [Gjirokastra, kandidate në listën e 7 vendeve më të rezikuara të vitit 2018](#)
 - **Kurier**: [Wien unter zwölf am meisten gefährdeten Kulturstätten Europas](#)
 - **VRT**: [Mijngebouwen Beringen kandidaat meest bedreigde erfgoed](#)
 - **BNT**: [Бузлуджа е сред 12-те най-застрашени обекта на културното наследство в Европа](#)
 - **1 TV**: [ევროპა ნოსტრა - დავით გარეჯის სამონასტრო კომპლექსი და ჭიათურის საბაგირო გზების ქსელი](#)
 - **Epoch Times**: [Weltkulturerbe in Gefahr: Das historische Zentrum Wiens steht auf der „roten Liste“](#)
 - **RAI**: [Sammezzano tra i monumenti più a rischio d'Europa](#)
 - **Diário de Notícias**: [Grutas pré-históricas espanholas entre candidatos aos monumentos mais ameaçados](#)
 - **Pro TV**: [Cazinoul din Constanța ar putea ajunge pe lista celor mai periclitate monumente europene](#)
 - **ABC**: [Estos son los enclaves patrimoniales europeos con mayor riesgo de desaparecer](#)
 - **Hurriyet Daily**: [Büyükkada Greek Orthodox Orphanage on most endangered shortlist](#)
 - **BBC News**: [Grimsby Ice Factory on Europe's 'most at risk' list](#)

Europeana: Activities overview



Activities overview		
Events	Events organised	19
	Participants	2,840
Labelling	Labelled initiatives	9
Website	Link	<ul style="list-style-type: none">• https://pro.europeana.eu/tags/migration• https://www.europeana.eu/portal/en/collectio ns/migration• https://www.europeana.eu/portal/en/exhibitio ns/people-on-the-move
Media relations	Media reports	32
Social media	Posts published	159 (Facebook and Twitter)
	Impressions	1,130,240
Newsletter	Subscribers	52,000

Europeana: Campaign highlights (Events)

- Europeana Network MC meeting (6 December)
- Europeana Collection Day: Test-run (4 February)
- House of European History, Brussels (15-17 March)
- REACH Conference, Budapest (10-11 May)
- Welcome Home, EPIC Irish Emigration Museum, Dublin (25-26 May)
- Instituto Cervantes, Utrecht (23 June)
- Europeana Migration Collection Day, Cardiff (6-7 July)
- Roads of Remembrance, Sibiu, (13-14 July)
- New Irish Communities, EPIC, Dublin, (18-19 August)
- Europeana Collection Day Zagreb (12 September)
- Graphics Museum, Pisa, Italy (12 October)
- National Library of Serbia, Belgrade, Serbia (19-20 October)
- National Day of Genealogy and Local History, Centre Culturel An der Eech, Leudelange, Luxembourg (21 October)
- Centre de documentation sur les migrations humaines, Luxembourg (26-27 October)
- National Library of Latvia, Riga, Latvia: with partners Latvians Abroad Museum (9-10 November)
- National Library of Greece, Athens, Greece: with partners Music Library of Greece and National Library of Greece) (10 November)
- EPIC The Irish Emigration Museum, Dublin, Ireland (24-25 November)
- Community House Eton Rd., Newport, Wales: with partners People's Collection Wales and National Library of Wales (27 November)
- The Hunt Museum, Limerick, Ireland (30 November & 1-2 December)
- National Library of the Netherlands, The Hague, Netherlands (18 December)

Europeana: Campaign highlights (Media & Other)



Media relations

- **HRT:** [Europeana - priča o Europi i ljudima koji ovdje žive](#)
- **La Region Internacional:** [Europeana, el Instituto Cervantes y el CRE de los Países Bajos recogen el relato de la emigración](#)
- **The Irish Times:** [How treasured objects help us create a home away from home](#)
- **Brussels Times:** [Memories from WW1 discussed and exhibited in Brussels](#)
- **Den Haag FM:** [Migranten vertellen hun verhaal op Internationale Migranten Dag](#)
- **RTBF:** [L'info culturelle 17h](#)

Other

- [Special presentation template](#) branded with the EYCH used for all Europeana external (and internal) presentations throughout the year and available for partners
- [Europeana's annual colouring book](#) as part of #ColourOurCollections was branded and themed around the EYCH and proved very popular across Europe and elsewhere

European Association of Archaeologists: Activities overview



Activities overview		
Events	Events organised	3
	Participants	8,500
Labelling	Labelled initiatives	6
Website	Link	https://www.e-a-a.org/EAA2018/EYCH
Media relations	Media reports	8
	Highlights	<ul style="list-style-type: none">• Entre Rayas• Tectonica Blog• Top Cultural• Primacía

European Association of Archaeologists: Campaign highlights (Events)



- [International conference 'The Archaeology of Woodlands'](#) (19-21 April)
- [Forum 2018 EYCH](#): An Opportunity for Archaeology and Archaeological Heritage Public Policies at the SAA 83rd Annual Meeting (11-15 April)
- [24th Annual Meeting of the European Association of Archaeologists](#) (5-8 September)

European Heritage Days: Activities overview



Activities overview		
Labelling	Labelled initiatives	2
Website	Link	www.europeanheritagedays.com
Partner relations	Main partners	<ul style="list-style-type: none">• Europa Nostra• European Heritage Label• Erasmus+• Cultural Routes• Interpret Europe• ENCACT
Social media	Posts published	551 (Facebook, Twitter and Instagram)
	Impressions	438,260
Media buying	A small number of locally-targeted Facebook and Instagram promotions were purchased to reach out to a wider audience on relevant local events.	

European Heritage Days: Campaign highlights (Events)



- [2018 European Heritage Days Assembly](#), Council of Europe, Strasbourg: 'European Year of Cultural Heritage: The Art of Sharing and Beyond: The Future of European Cultural Heritage' (17-19 October)
- [2018 European Heritage Stories Awards Ceremony](#), Palais de l'Europe, Strasbourg (17 October)
- [Hosting of a stand and organisation of round table discussions at the Salon International du Patrimoine Culturel](#), Paris (25-28 October)
- [European Heritage Makers Week](#), European Youth Centre, Strasbourg (25-28 November)

European Historic Houses: Activities overview



Activities overview		
Events	Events organised	8
	Participants	314,075
Labelling	Labelled initiatives	4
Website	Link	<ul style="list-style-type: none">• http://www.europeanhistorichouses.eu/eych-2018/• http://heritagephotos.eu/events/european-historic-housing-association/
Partner relations	Main partners	Alliance 3.3 members; Vieilles Maisons Françaises; Asociace majitelů hradů a zámků; Historiske Huse; 22 national associations of the European Historic Houses Association (List)
Media relations	Media reports	15
	Highlights	Articles in the magazine l'Eventail & Lobby; Domus Antiqua Helvetica Review; Countryside Magazine; Revue Demeures historiques et jardins de Belgique; Revue Irish Historic Houses Association; Revue La Demeure Historique; Magazine Le Cri; Historic Houses Magazine & Series in the International Union of Property Owners magazine
Social media	Posts published	292 (Facebook, Twitter and Instagram)
	Impressions	73,284

European Historic Houses: Campaign highlights (Events)



- [Next Generation Conference](#) (2-4 March)
- Conference 'Patrimoine culturel immobilier et propriétaires privés: une histoire en tandem' (9 March 2018)
- [Concert with Le Dimore del Quartetto](#) (17 May)
- [European Private Heritage Week](#) (24-27 May)
- [European Heritage Photographer of the Year](#) (as of 24 May)
- [Annual Conference](#) in Brussels organised at the European Committee of Regions – Theme: 'Enhancing sustainable entrepreneurship for private historic houses' (6 November)
 - Exhibition of the winning photos from the [photo contest](#)
 - First workshop of the project 'Heritage Houses for Europe'

European Institute of Cultural Routes: Activities overview



Activities overview		
Labelling	Labelled initiatives	2 <ul style="list-style-type: none">• Conference co-organised with the Creative Europe Desk Culture – Luxembourg: 'Heritage for future' (3-4 December)• Labelled publication: Roadmap for the Adriatic-Ionian Region (October)

European Music Council: Activities overview



Activities overview		
Events	Events organised	1
	Participants	120
Website	Link	https://www.emc-imc.org/cultural-policy/european-year-of-cultural-heritage/
Social media	Posts published	61 (Facebook and Twitter) 2 newsletters disseminated
	Impressions	24,218

Events

- **European Forum on Music** (7-10 June): Oslo, Norway
 - 'Looking Back - Looking Forward. The Future of Europe's Musical Roots': Annual conference of the European Music Council
 - Focus on the importance and the value of musical heritage for future European society as well as on showcasing traditional music from Poland, Roma people from Hungary, Estonia, Sami people and French Occitan culture.
 - Another important aspect was to stress the importance of keeping musical heritage alive today and creating new heritage for the future.
 - Materials: [Video](#), [Photos](#), [Programme](#)
- **#Ode2JoyChallenge** (as of April)
 - EMC became an ambassador of the #Ode2JoyChallenge coordinated by Europa Nostra.

European Route of Industrial Heritage: Activities overview



Activities overview		
Events	Events organised	1
	Participants	4,000
	Major events	Work-it-Out European Dance event
Labelling	Labelled initiatives	1
Website	Link	https://sharingheritage.de/projekte/work-it-out/
Partner relations	Main partners	<ul style="list-style-type: none">• UNESCO World Heritage Site Voelklingen Ironworks• Europa Nostra• European Heritage Alliance 3.3• Sharing Heritage Platform
Media relations	Media reports	30
Social media	Posts published	80 (Facebook and Instagram)
	Impressions	4,346,976
	In addition: 1,007,038 impressions thanks to Google AdWords and YouTube.	
Media buying	Reach of 5.3 million impressions and more than 1 million Europeans between 14 and 45 years.	

European Theatre Convention (On Stage): Activities overview



Activities overview		
Events	Events organised	209
	Major events	The largest part of events held were operas. Half of them were streamed later on OperaVision to be available for all.
Website	Link	www.onstage2018.eu
Partner relations	Main partners	<ul style="list-style-type: none">• Opera Europa• Pearle*
Social media	Posts published	33 (Facebook and Twitter)
	Impressions	21,570

Fondazione Matera Basilicata 2019

2 major events organised

- People, Places and Purposes
- Patrimonio in Gioco

FARO: Activities overview



Activities overview		
Events	Events organised	59
	Participants	2,750
Labelling	Labelled initiatives	53
Website	Link	<ul style="list-style-type: none">• https://faro.be/node/53556• https://faro.be/blogs/faro/2018-europees-jaar-van-het-cultureel-erfgoed• http://www.kunstenenerfgoed.be/nl/beleid/europees-unie/europees-jaar-van-het-cultureel-erfgoed
Partner relations	Main partners	Herita; Huis van Alijn; Brussels Department CJM; VUB UNESCO Chair on Critical Heritage Studies and the Safeguarding Intangible Heritage; Erfgoeddag
Media relations	Media reports	50
Social media	Posts published	57 (Twitter)
Other	Newsletter	5,000 subscribers



FARO: Campaign highlights (Events)

- Europe, heritage policies and practices and international law; Faro-Convention | Lauso Zagato (30 April 2018)
- 'Out on the Streets'. Heritage for All, in Theory and Practice | John Schofield (28 May 2018)
- Cultural heritage contributes to local development | Koen Van Balen (25 June 2018)
- 'Heritage and Participation' with special attention on the 2005 Faro Convention (9 November)
- [International Conference 'Participation in cultural heritage for mental health recovery'](#) (28-30 November)
- FARO: Final Conference for the Heritage Sector in Flanders on the EYCH (19 November)

Federation for European Storytelling: Activities overview



Activities overview		
Events	Events organised	5
	Major events	<ul style="list-style-type: none">• 'Roots and roads' (spring 2018)• Storytelling project at Leeuwarden-Friesland Capital of Culture 2018• A European Story Ship.• 'Storytelling: Bond, Craft and Art' (4-6 May)• ROOTS (as of October 2017)
Labelling	Labelled initiatives	15

Future for Religious Heritage: Activities overview



Activities overview		
Events	Events organised	24
	Participants	25,650
Labelling	Labelled initiatives	49
Website	Link	https://www.frh-europe.org
Partner relations	Main partners	ENCATC; FRH Members; Confraria Portugal; CCT; Svenska Kirka; Jewish Heritage Foundation; Heritage Alliance Partners such as Europa Nostra; Centro de Estudios Lebaniegos; Civilscape; NEMO; Open Churches; Ministry of Culture of France; ICOMOS International Scientific Committee on Places of Religion and Ritual (PRERICO); La Sauvegarde de l'Art Français foundation; Belgian French-speaking and German-speaking Commission for UNESCO; Flemish Commission for UNESCO; VMF Patrimoine; Architects' Council of Europe; European Federation of Fortified Sites
Media relations	Media reports	66
Social media	Posts published	744 (Facebook and Twitter)
	Impressions	509,271

Future for Religious Heritage: Campaign highlights (Events & Media)



Events

- [FRH 'Torch of Heritage and Culture' initiative](#)
- [FRH Biennial Conference in Paris](#) (11-13 October)
- Launch meeting for Erasmus+ project SKIVRE (5 November)
- Final EYCH stakeholder and national coordinator meeting (8 November)
- [Conference on the Adaptive Re-Use and Transition of the Built Heritage in Leeuwarden](#) (23 November)

Media reports

- [Media coverage](#)
- **Toekomst Religieus Erfgoed:** [Toorts van cultuur en erfgoed gelanceerd](#)
- **Omrop Fryslân:** [Europese organisatie zoekt anekdotes over Friese kerken](#)
- **Alde Fryske Tsjerken:** [FRH lanceert toorts initiatief in Dorpskerk Huizum](#)

House of European History: Activities overview



Activities overview		
Events	Events organised	5
	Participants	1,330
	Major events	<ul style="list-style-type: none">• Food history debate (8 May 2018)• European Institutions Open Day: Focus on cultural heritage at the HEH (5 May 2018)• 1914-1918 Centenary Tour Finale: Event organised by Europeana and the House of European History (28 November)• European Story Series #3: Event organised by the House of European History in partnership with the European Union Prize for Literature (25 October)
Labelling	Labelled initiatives	3
Partner relations	Main partners	<ul style="list-style-type: none">• Europeana• European Parliament
Social media	Posts published	40 (Facebook, Twitter and Instagram)
	Impressions	10,000

ICOM Europe: Activities overview



Launch of the '[Funchal Declaration](#)' by ICOM Europe and WFFM: A policy maker document explicitly linked to the EYCH.

[Joint Statement](#) by ICOM EUROPE and ICOM Germany on preserving the autonomy of museums on the occasion of the 100th anniversary of the end of the First World War

ICCROM: Activities overview



Activities overview		
Events	Events organised	1
	Participants	24
	Major events	Rescuing heritage in a disaster – #CultureCannotWait training course with ICCROM, Prince Claus, UNESCO NL and Smithsonian (6-24 August)
Labelling	Labelled initiatives	1
Social media	Posts published	24 (Facebook and Twitter)
	Impressions	35,046 (Twitter)
Other	<ul style="list-style-type: none">• Article on EYCH 2018 in ICCROM's Annual Report 2017 (pages 38 and 39) <p>Various articles on EYCH and ICCROM's involvement:</p> <ul style="list-style-type: none">• Launch of the European Year of Cultural Heritage 2018• Davos 2018 Conference of European Ministries of Culture• European Cultural Heritage Summit – Sharing Heritage, Sharing Values	

ICOMOS: Activities overview



Activities overview		
Events	Events organised	1
	Major events	Symposium: Perspectives and challenges of industrial heritage revitalization – Innovative Cultural Tourism in Slovenia
Labelling	Labelled initiatives	10
Website	Link	https://www.icomos.org/en/network/national-committees/regional-activities-europe/39374-upcoming-events-save-the-dates
Social media	Posts published	3 (Facebook and Twitter)
	Impressions	6,176

ISCEC ICOMOS: Activities overview



Activities overview		
Events	Events organised	12
	Participants	5,500
Labelling	Labelled initiatives	7
Partner relations	Main partners	CNR IRISS Naples; University of Uppsala; ICHEC Brussels; BOZAR Centre for fine arts; ICOMOS Italy; Pakhuis de Zwijger; University of Naples Federico II
Media relations	Media reports	150
Social media	Posts published	240 (Twitter)
	Impressions	70,000

ISCEC ICOMOS: Activities overview (Events)



- Horizon 2020 CLIC Kick-off meeting and public event in Naples
- 3 carnival events
- Horizon 2020 CLIC – Historic Urban Landscape workshop in Amsterdam
- Horizon 2020 CLIC – Academic Laboratory at the University of Eindhoven
- Horizon 2020 CLIC - Heritage Innovation Partnerships meetings in 4 CLIC cities: Amsterdam, Salerno, Rijeka, Västra Götaland region
- Horizon 2020 CLIC – Historic Urban Landscape workshop in Salerno, Italy
- Horizon 2020 CLIC – Peer Review meeting between cities, Salerno, Italy
- Creative Europe - Artists in Architecture Kick off meeting
- ISCEC Conference in Matera, December 2018
- Presentation of Scientific book on European Carnival traditions

Michael Culture Association: Activities overview

Activities overview		
Labelling	Labelled initiatives	4
Website	Link	http://www.michael-culture.eu/eych-2018
Partner relations	Main partners	Michael Culture's members

Events

Inaugural Conference of 'Heritage Dot'

- The University of Lincoln launched the 'Heritage Dot' initiative which explores digital horizons in relation to cultural heritage. The initiative created a platform for sharing, challenging, disrupting and asking what digital heritage is and does, across professional, academic and community sectors with interests in heritage. The initiative is organised with the support of the Michael Culture Association, the Imperial War Museums and the Heritage Lottery Fund. It has been recognised as a European Year of Cultural Heritage event and the Michael Culture Association has granted it the EYCH Label (5 September).
- The main conference took place on 3-5 June 2019.

NEMO: Activities overview



Activities overview		
Events	Events organised	17
	Participants	1,600
Labelling	Labelled initiatives	33
Website	Link	http://www.ne-mo.org/our-topics/eych2018.html
Media relations	Media reports	1
	Highlights	TVM: Delegates from many European countries confer at MUŽA to discuss future of museums
Partner relations	Main partners	Association of European Jewish Museums; Balkan Museum Network; Jamtli Foundation; European Museum Academy; German Museums Association; Creative Europe
Social media	Posts published	296 (Facebook and Twitter)
	Impressions	325,856
	Best practice	Project Slam to encourage people to apply for the label & to promote the project: e.g. gif creation
Newsletter	Subscribers	6,000

NEMO: Activities overview (Events)



- [NEMO Webinar](#): The NL Factor - A journey in the educational world of Dutch museums
- [NEMO Learning Exchange](#) is about social impact in Spanish Museums
- ['A Museum Night Out – Dance at the Museum'](#) in Berlin, Germany (19 June)
- NEMO Working Group Meeting 'Advocacy' (28 September)
- [NEMO 26th Annual Conference 2018](#)
- [NEMO Learning Exchange 'Museums Change Lives – How the Museums Association works to promote museums with purpose'](#)

Pearle* Live Performance Europe: Activities overview



Activities overview		
Events	Events organised	4
	Participants	215
	Major events	<ul style="list-style-type: none">• Workshop on online archives in the live performance sector (25 May 2018)• Panel debate 'Creating a Shared Heritage in the Live Performance with Audiences of Today and Tomorrow' (21 June 2018)• Award for innovative approach to heritage by a performing arts organisation, Bozar, Brussels (22 November)• Workshop 'Facing the digital challenge: Creating archives with audio-visual material of the live performance', Elzenveld, Antwerp (24 November)
Website	Link	http://onstage2018.eu/
Partner relations	Main partners	Deutscher Bühnenverein; Tanzfonds Erbe; EMC; Opera Europa; ETC
Social media	Posts published	57 (Facebook and Twitter)
	Impressions	50,748

Regional Centre for the Safeguarding of intangible Cultural Heritage in South-Eastern Europe: Activities overview

Activities overview		
Events	Events organised	4
	Participants	1,380
Labelling	Labelled initiatives	1
Partner relations	Main partners	New Bulgarian University; Regional History Museum – Ruse; Regional History Museum – Smolyan; International festival of ethnological film (Serbia); Slovenian Ethnographic Museum; UNESCO Regional Bureau for Science and Culture in Europe; Sofia Region Government
Media relations	Media reports	1
Website	Link	http://www.unesco-centerbg.org/en/
Social media	Posts published	6 (Facebook)
	Impressions	576

Regional Centre for the Safeguarding of intangible Cultural Heritage in South-Eastern Europe: Campaign highlights (Events & Media)

Events

- Filming ICH – the 1st professional pitching forum for documentary projects regarding intangible cultural heritage in Belgrade, Serbia
- 12th annual meeting of the South-East European Experts Network on Intangible Cultural Heritage in Ljubljana, Slovenia (25-26 October)
- Capacity building workshop on ‘Implementing the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage’ in Tbilisi, Georgia (5-9 November)
- Round Table on the topic ‘Intangible cultural heritage – between educational programs, communication and interactive sharing during the Fair of the Museum Exhibitions in Rousse
- The Intangible Cultural Heritage of Slovenia – open exhibition in Sofia

Media

- Arenamedia.net: [MEF: Нематериално културно наследство и музеи](#)

UNESCO Liaison Office in Brussels: Activities overview

Activities overview		
Events	Events organised	4
	Participants	300
	Major events	<ul style="list-style-type: none">• EU-UNESCO Conference: Engaging the European art market in the fight against illicit trafficking• Europe Day 2018 Discussion: 'The European Year of Cultural Heritage – Where the past meets the future: What does it mean for Europe and the world?' (15 May 2018)• Regional Workshop on the implementation of the UNESCO Culture for Development Indicators in South-East Europe (17 May 2018)• Creativity and Cultural Heritage through Women's lens: Special event at the European Development Days 2018 (6 June 2018)
Labelling	Labelled initiatives	1
Partner relations	Main partners	Spanish Ministry of Education, Culture and Sport
Social media	Posts published	167 (Facebook, Twitter and Instagram)



Thank you for your attention!





Co-funded by the
Europe for Citizens Programme
of the European Union



ECHOES

NETWORK OF TOWNS

GUADELOUPE NOV 2019

"2018 European Year of Cultural Heritage: National Initiatives in Italy and their local impact in Apulia Region»

Mr. Evangelista Leuzzi
ECHOES Coordinator



Co-funded by the
Europe for Citizens Programme
of the European Union

Questionnaire: 2018 EYCH

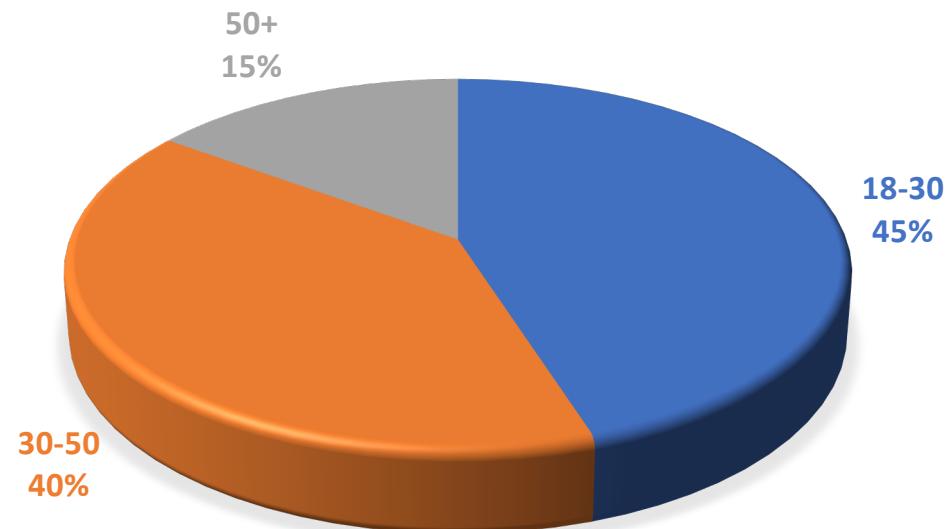
Launched in October 2019

Through our FB page and with newsletters

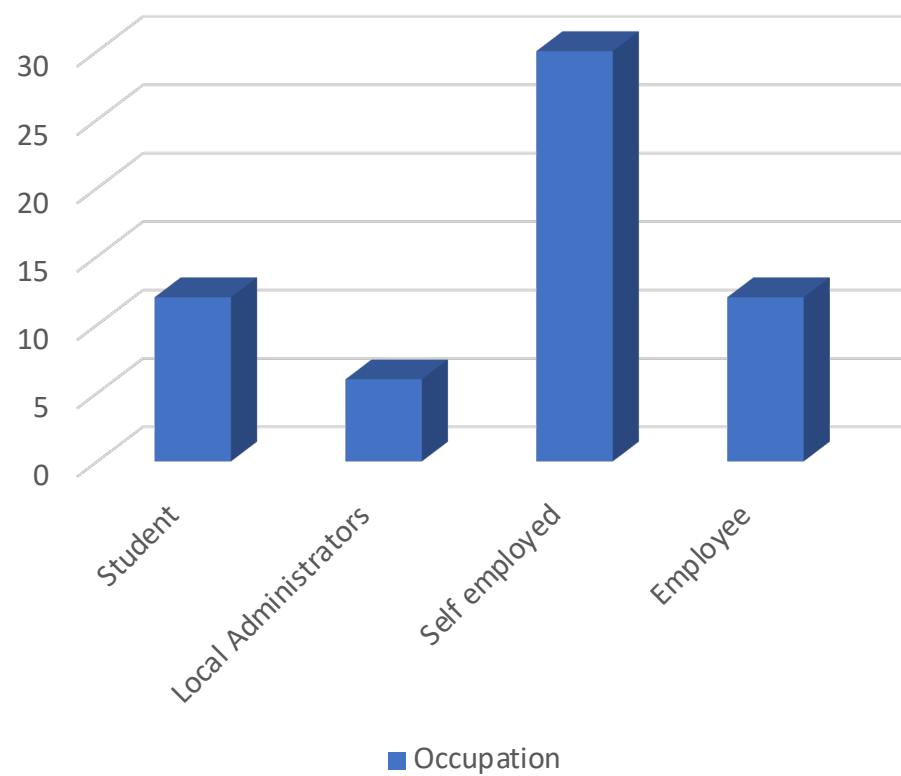
60 answers

From Salento Area in Apulia Region

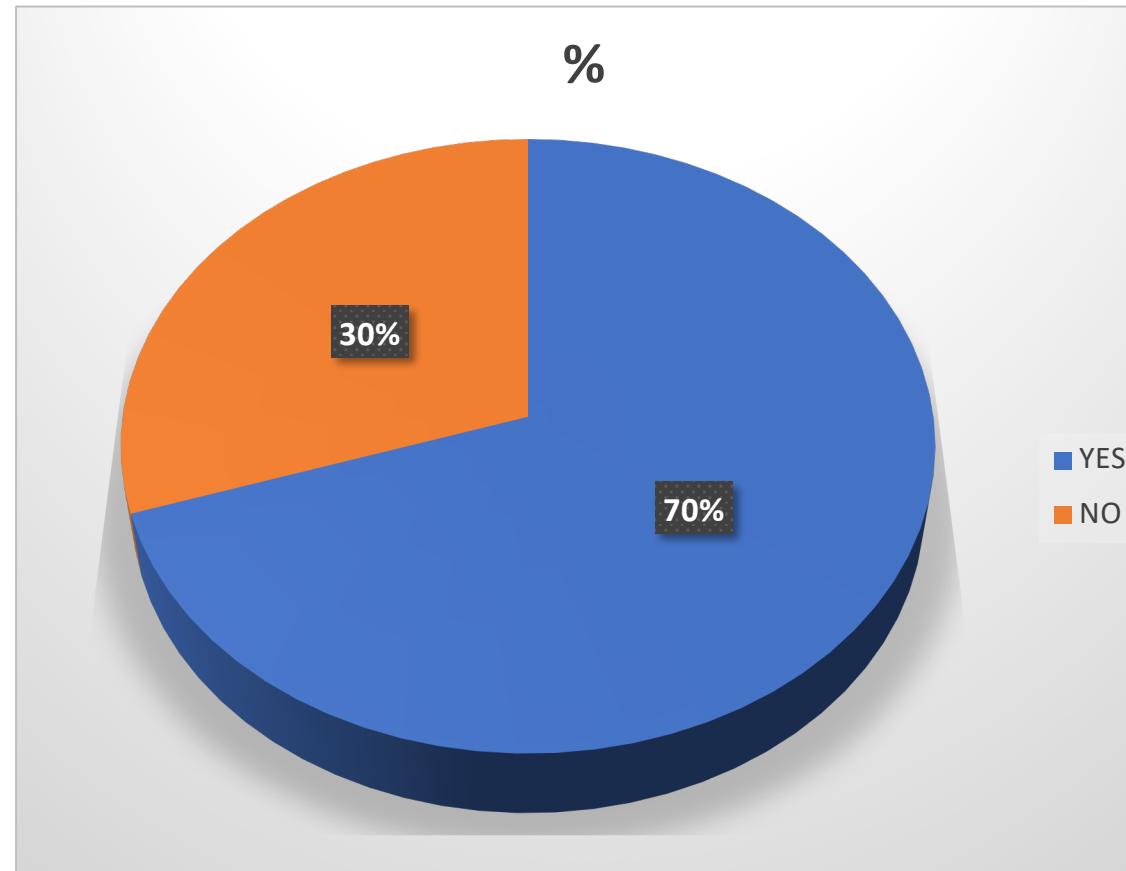
AGE RANGE



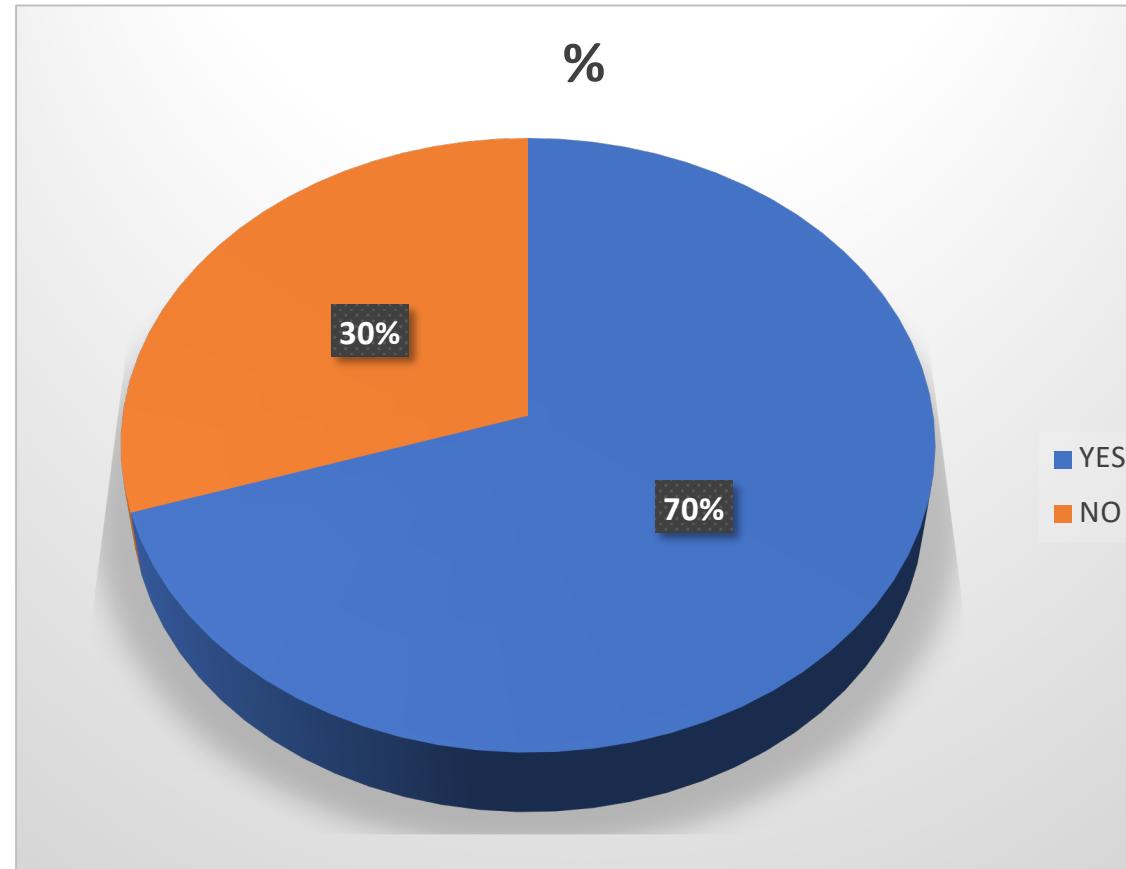
Occupation



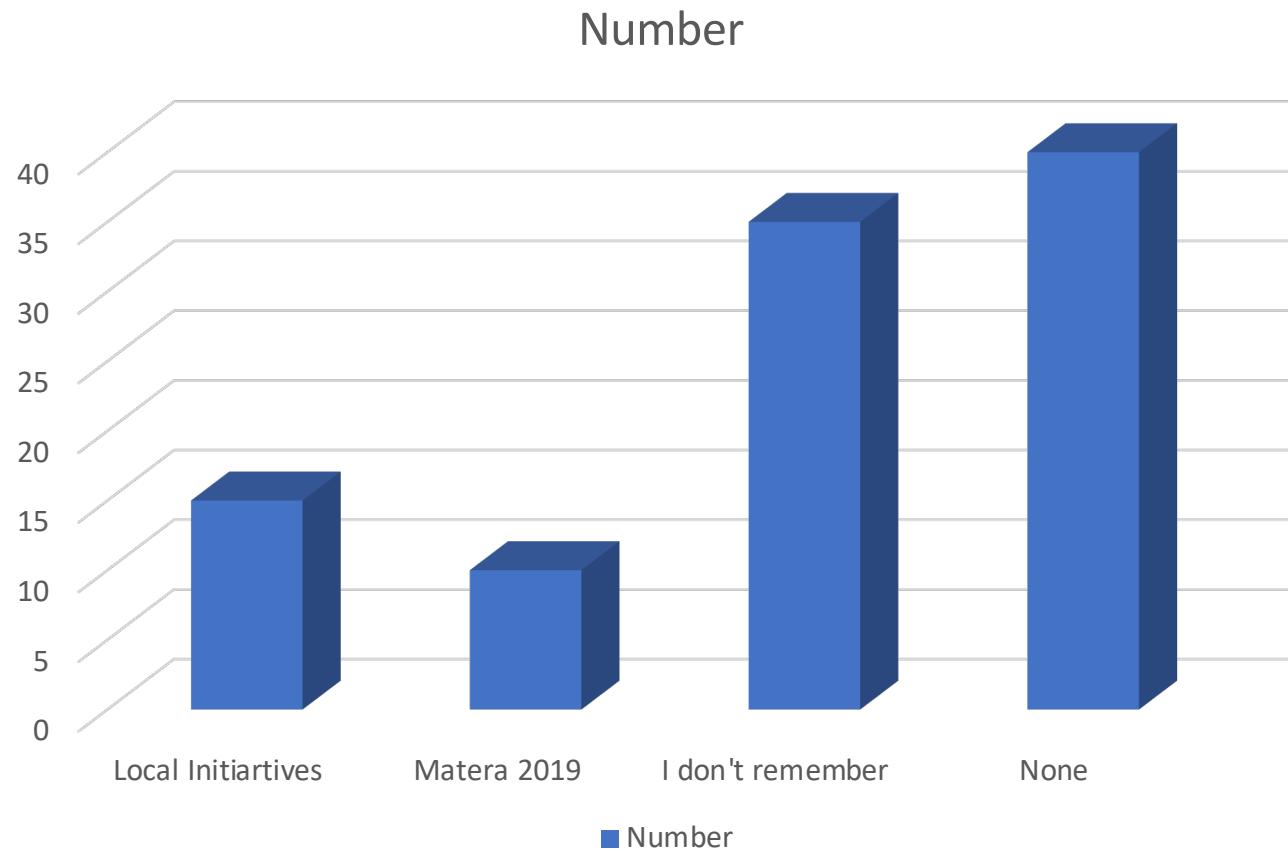
Did you know the European Commission almost every year launches a "European Year of...", so as to raising citizens' awareness on specific themes, issues and initiatives?



Have you ever heard about "2018 European Year of Cultural Heritage" (EYCH)?



Which initiative have you been involved/participated in, linked with the 2018 EYCH?





Co-funded by the
Europe for Citizens Programme
of the European Union

Do you think the EYCH affected somehow your community?

YES 90% - NO 10%

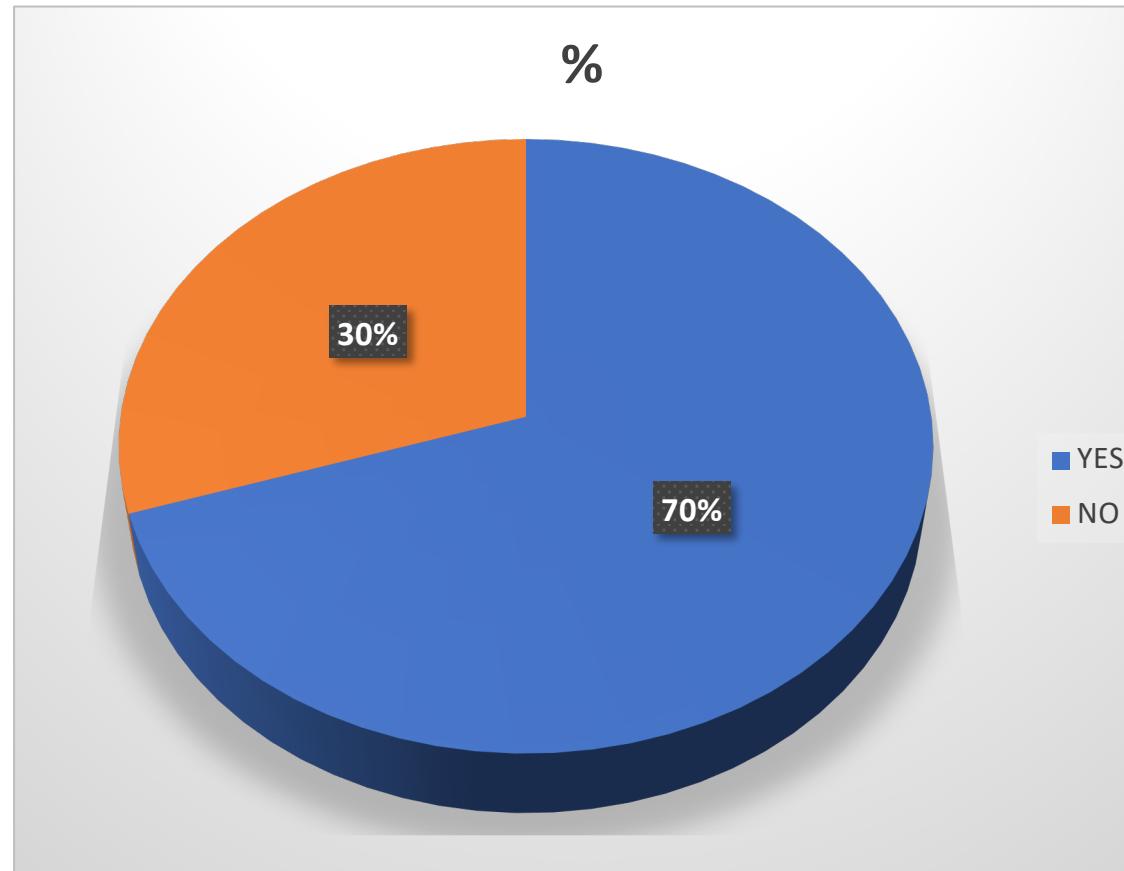
Do you think the EYCH affected somehow yourself?

YES 65% - NO 35%



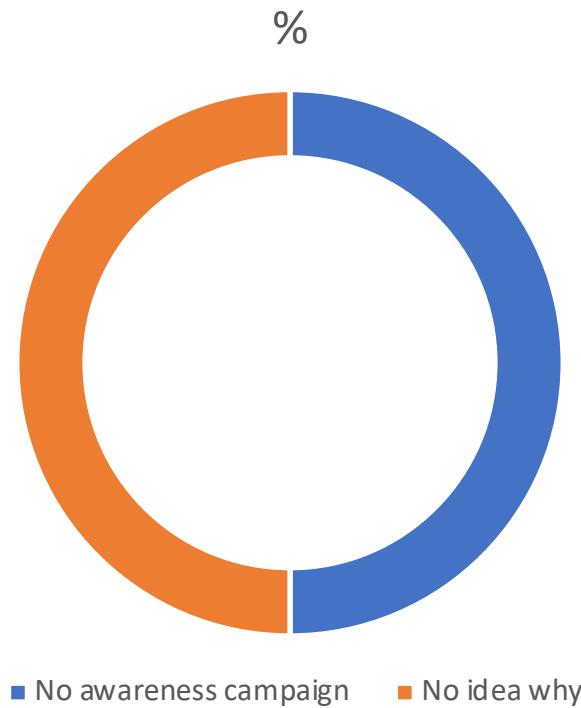
Co-funded by the
Europe for Citizens Programme
of the European Union

Have you ever heard about "2018 European Year of Cultural Heritage" (EYCH)?



To those who answered NO, we asked:

During 2018 EYCH, 6 million citizens took part to 11.200 initiatives organized in 36 Countries. Which could be the reasons why you didn't know about it?





Co-funded by the
Europe for Citizens Programme
of the European Union

Please write your suggestions for the initiatives the European Institutions will take in the near future, in order to have an adequate impact at every level, especially at your community level.

Reach peripheral areas

Campaigns in Schools

ADEQUATE AWARENESS CAMPAIGN

More Info Days

Use more the Social Media

Deeper involvement of the civil society organizations



Co-funded by the
Europe for Citizens Programme
of the European Union

THANK YOU!

Mr. Evangelista Leuzzi
INTEGRA ONLUS
FATTORIA PUGLIESE DIFFUSA