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

***HANDBOOK ON THE EUROPEAN HERITAGE DAYS***  
***- A PRACTICAL GUIDE -***

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## INTRODUCTION

The European Heritage Days are a joint action of the Council of Europe and the European Commission. Both institutions are responsible for the programme at European level and, in the last year, they decided to reorient and revitalise the Days to give a stronger European dimension to the programme.

In order to ensure the European dimension, the Council of Europe and the European Commission organised a joint press conference in Brussels at the time of the annual European Heritage Days. Following that, the first European Heritage Forum on “Heritage and Dialogue” (Brussels, 23-24 October 2008) was organised, with the support of the Belgium regions and the King Baudouin Foundation, as a contribution to the 2008 European Year of Intercultural Dialogue and on the occasion of the 20<sup>th</sup> Anniversary of the European Heritage Days in Belgium.

However, the European Heritage Days continue to be very popular in all the 49 States parties to the Council of Europe’s European Cultural Convention<sup>1</sup>. The annual Days are organised mainly at the end of September each year around a theme selected at national level in the member States.

The aim of the present Practical Guide is to give advice and make suggestions to the coordinators about the organisation of the Days. A number of member States from Central and Eastern Europe have started organising a programme in their countries and this Guide aims to facilitate their work. The Council of Europe asked Michel Kneubühler, who has been involved in the European Heritage Days for a number of years, to prepare the Guide. It was submitted to all the coordinators in the member States for their comments. In general, those who replied indicated their satisfaction at the text and found it useful.

This Guide will be published in the new European Heritage Days series of publications now being developed.

It is hoped that the coordinators will find this Guide useful and ensure that it reaches those involved at local level in the organisation of the Days. It will also be available on the European Heritage Days website: <http://www.coe.int/culture>.

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<sup>1</sup> Albania, Andorra, Armenia, Austria, Azerbaijan, Belgium, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Holy See, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, "the former Yugoslav Republic of Macedonia", Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.



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## **1. THE EUROPEAN HERITAGE DAYS**

## 1.1 The heritage concept

The “European Heritage Days” are no doubt one of the most relevant indicators of the evolution that has been going on in the heritage concept over the last few decades. We might even posit that, in a dialectical swing between the event and public opinion, the European Heritage Days themselves have helped change the perception of this complex concept among large sections of the general public. The study of the concept relates back to etymology, political history and also anthropology.

### TAKING ACCOUNT OF THE HERITAGE

In Roman law, the *patrimonium* referred to that proportion of the heritage of the *paterfamilias* that had to be transmitted to the subsequent generations. *Patrimony* and *heritage* are therefore two etymologically related terms, and we might consider that in the two titles of the event, the French “Journées européennes du patrimoine” and the English “European Heritage Days”, the choice of the two words was particularly pertinent. Moreover, the same paradoxical semantic shift can be seen in both languages: words which originally emphatically referred to the private field (indeed the intimate sphere: we speak of the “genetic heritage”, for instance) have come to refer also to all aspects of the “shared assets”, in nature and in human production ... at the level of a specific region, nation, or indeed the whole of humankind, as witnessed by the UNESCO “World Heritage List”.

### CONSERVING IN ORDER TO TRANSMIT

In order to understand this shift of meaning, we should take a brief look at history. Without going back to the treasures preserved in ancient temples, the collections kept in medieval churches (most notably the holy relics) already bore witness to a collective asset which had to be protected and handed down to posterity. The Renaissance amplified this phenomenon, transposing it into the secular sphere – curio rooms, humanist libraries, painting and sculpture collections, etc – as well as into civic life (the first protective measures ordered by the Papacy or the Italian princes). The subsequent centuries saw the creation of the first public museums – the Ashmolean in Oxford dates back to 1683 – and the increasing interest in Graeco-Roman antiquities attested by the work of François-Roger de Gaignières (1642-1715) and Johann Joachim Winckelmann (1717-1768), as well as the discovery of Herculaneum and Pompeii at the beginning of the 18<sup>th</sup> century.

With the Enlightenment and the political upheaval after the French Revolution, the conservation and transmission of the heritage became an “*ardente obligation*” for the States: the purpose was now unambiguously political: *breathing new life into all these riches* inherited from the *Ancien Régime* in order to *animate them, even for the benefit of the ignorant who despise them* (Jean-Baptiste Mathieu, President of the Committee of Public Instruction, 1793). Throughout Europe, in the endeavour to develop a national sentiment, legislation was thus drafted and organisations set up to inventory, study, protect, conserve and transmit information on “historical monuments” and “fine arts”.

### FROM “HISTORICAL MONUMENTS” TO “SHARED ASSETS”

Nevertheless, for over half a century, the heritage concept continued to develop, now prioritising an approach that was more anthropological than political: heritage production was from then on considered as a constantly evolving symbolic construction, *a social process with a democratic horizon, capable of providing the community investing in it with a form of economic and cultural development, and especially a spatio/temporal understanding of itself and others* (Dominique Poulot). This explains the extreme diversity of the items recognised as forming part of the heritage by specific social groups and, sometimes, legitimated by the whole community: to the lists of archaeological remains, churches and castles were added items bearing witness to ancient rural society, industrial installations, sites of remembrance, skills, the intangible heritage, etc. While not everything is heritage, anything can potentially become heritage if a community sees a “shared asset” in this legacy of the past – however modest it might be.

Coming some 15 years after the 1975 European Architectural Heritage Year, the introduction in 1991 of the European Heritage Days provided, at an unprecedented level, a common chronological and institutional framework for the expectations voiced by many Europeans: the challenge today is therefore to develop awareness of a common heritage, from Yerevan to Dublin and from Palermo to Helsinki, without negating the feeling of belonging to a specific region or country. In short, we must ensure that, in the words of Jean-Michel Leniaud, the European heritage is *the combined expression of a search for diversity and a quest for unity*.

## 1.2 Some history

The European Heritage Days were born in Granada, Spain, on 3 October 1985. On that date, as part of the Second European Conference of Ministers responsible for the Architectural Heritage meeting in the Andalusian city at the Council of Europe's initiative, the French Minister Jack Lang submitted to his colleagues a proposal to extend Europe-wide the Historical Monument Open Day that had been successfully introduced the previous year in France. A resolution was adopted *on the promotion of the architectural heritage in socio-cultural life and as a factor in the quality of life*. It recommended that the states *implement, in their conservation policies, the current broadening of the concept of architectural heritage and promote the general public's awareness of and access to its heritage*.

### 1985-1991: THE FIRST INITIATIVES

In the following years, a number of pioneering countries followed France in this adventure: the Netherlands (1987), Sweden and Malta (1988), Belgium (1989), Denmark, Scotland and Turkey (1990). In 1991, the development of these initiatives prompted the Council of Europe, with financial support from the Commission of the European Community, the European Cultural Foundation and the Dutch Government, to set up a "coordination office" responsible for helping countries wishing to introduce their own "Heritage Days", collecting data on the various events, encouraging the organisers, and facilitating information circulation and the sharing of experience, etc. In Strasbourg, an initial conference was attended by the representatives of the various partner countries.

### 1992-2008: A TIME OF EXPANSION

From then on, the initiative started to gain ground throughout Europe: 18 countries in 1992, 23 the following year, 40 in 1996 and 46 in 1999. In 1999, the European Heritage Days became a joint Council of Europe/European Commission initiative, with both institutions deciding that new impetus should be imparted to the event. The very title of the international colloquy which was held that year in Brussels in cooperation with the King Baudouin Foundation (which had been responsible for coordinating the European Heritage Days (from 1994) and attended by 250 participants from 42 countries, was indicative of the challenges now facing the event: *The European Heritage Days: the keys to success and tomorrow's challenges*. The same year the European Heritage Days gained a slogan in the form of a manifesto: "Europe, a common heritage". Less than 10 years on, 49 states parties to the European Cultural Convention now organise their European Heritage Days every September.

### EUROPEAN HERITAGE DAYS: AN EVENT AND A PROJECT

Almost 25 years after the Granada Conference, the success of the activities now being organised at the European, national, regional and local levels under the European Heritage Days is impressive. Every year, tens of thousands of sites in the 49 States are visited by tens of millions of citizens. This is why, thanks to this success, the Council of Europe and the European Commission are now, with the support of the national coordinators and players involved in the European Heritage Days in the various countries, giving a new impetus to the event. Beyond raising public – especially youth – awareness of the local heritage, the project consists in developing consciousness of multiple cultural belonging, encouraging intercultural dialogue and facilitating dissemination of a "transverse" conception of the heritage taking account not only of monuments and the architectural environment but also of knowledge, practical know-how and intangible heritage. It is a case, in other words, in line with the Framework Convention on the Value of Cultural Heritage for Society adopted in Faro, Portugal, on 27 October 2005, of affirming that *"cultural heritages are resources on which to develop dialogue, democratic debate and openness between cultures"*.

### 1.3 The aims

*Blowing a breath of life over our heritage*: this was the slogan adopted by the French Ministry of Culture for the first Historical Monument Open Days in 1984. In countries which experimented with their first “European Heritage Days” in the ensuing years, the aim was first of all to arouse the interest of as many people as possible in the conservation of monuments in their local environment, buildings which are part of the everyday landscape but which often fail to attract visitors.

FROM LOCAL HERITAGE...

The aim in introducing such an event is also to alert the citizens of a given country to the beauty and variety of the heritage bequeathed by past centuries, stressing the analogies or specificities of the various buildings as compared with those in neighbouring regions or countries. Another aim was to improve knowledge of the policies, programmes and know-how implemented in order to protect the heritage, taking care to give due credit to all those who are involved in this huge collective undertaking on a professional or voluntary basis.

... TO INTERCULTURAL DIALOGUE AND SUSTAINABLE DEVELOPMENT

A quarter of a century on from the original French event, while these aims are still valid, some new objectives have come in. Thanks to the impact which the European Heritage Days have had on the community at large, they are now also geared to:

- heightening public awareness of specific heritage types which do not necessarily correspond to the traditional representations of significant political and religious sites – cathedrals, abbeys, castles and town halls, etc;
- drawing citizens’ attention to the complexity of specific aspects of the protection, conservation and reuse of certain buildings;
- bringing together a number of possibly very different partners around a common project, thanks to the organisation of the European Heritage Days in all the countries of the continent during the same period;
- using the event to create permanent tools for reinforcing public awareness throughout the year.

The essential goal is to draw on the renown of the European Heritage Days and the influence which they now wield in order to give concrete expression to the principles affirmed Europe-wide by the Faro Framework Convention (Portugal, 27 October 2005):

- developing the feeling of a “heritage community” in Europe based on recognition of a specific heritage and a commitment to promoting it;
- encouraging European citizens to lay claim to multiple cultural belonging, encouraging them to identify with both the specific heritage of their region or community and the common heritage of Europe;
- lastly, encouraging a conception of the heritage as an added value for intercultural dialogue and sustainable development for individuals and society.

The European Heritage Days can therefore provide a valuable means of securing an integrated approach to managing the cultural heritage at all levels in the various countries. This approach takes account of the need for the public to participate in the “heritagisation” process, from the identification of heritage items to their enhancement, through their protection and restoration (if necessary).

## 1.4 The principles

Coherency and flexibility: these have been the two underlying concepts in developing the European Heritage Days over the years. Coherency, because such an event can only be “consistent” continent-wide if the organisers comply with a number of common principles; and flexibility because, clearly, the historical, geographical, demographic, economic, social and other contexts, attitudes, and the political and administrative systems are so different from one end of Europe to the other that an overly rigid proposal could never have established itself.

### COMMON PRINCIPLES

In this context, the European Heritage Days must be organised in accordance with the following common principles in each of the 49 member countries of the European Cultural Convention:

- the European Heritage Days take place annually during a weekend in September;
- the European Heritage Days prioritise the opening of buildings and sites that are usually closed to the public;
- the European Heritage Days may schedule visits to buildings and sites that are usually open to the public provided they propose activities different from the usual programmes (special guided tours, exhibitions, concerts, shows, conferences, games, etc);
- admission to the European Heritage Days must, as far as possible, be free of charge; otherwise, admission fess must be lower than usual and only charged to adult visitors; any request for contributions from visitors must be accompanied by explanations;
- the European Heritage Days must encourage the participation of young people of school age by organising family-oriented activities;
- the title “European Heritage Days” is compulsory for all countries or organisations wishing to be associated with the event;
- the European Heritage Days logo must be included in all promotional documents published for the event;
- the slogan “Europe, a common heritage” must be shared by all the countries;
- the flag bearing the European Heritage Days logo is supposed to be flown on all buildings or sites associated with the event.

For over 15 years now, these principles have demonstrated their adaptability to all regions and organisations. Compliance with them in future will help reinforce the international dimension of the event as well as every participant’s feeling of belonging (beyond his or her specific personal traits) to a single community of values and destiny called Europe.

## 1.5 Target groups/audiences

By definition, the European Heritage Days are geared to bringing as many people as possible together to promote the common heritage. However, this noble aim requires of all organisers at all levels a thorough knowledge of the groups making up the exceptional influxes that are often registered during the event, as well as the particular hallmarks of visitors in the specific context of the Heritage Days.

### A WIDE RANGE OF AUDIENCES

As a general rule, the European Heritage Days are characterised by an expansion of the “spectrum” of groups which usually visit heritage buildings or sites. “Regular visitors” accustomed to visiting such places who are attracted by the prospect of discovering sites which are usually closed, are joined by “occasional visitors”, who are attracted by the activities organised in their local environment, and “exceptional visitors”, who are drawn to visit specific buildings or sites by the publicity surrounding the event or indeed the mobilisation and media coverage it has attracted.

The activities proposed by the organisers must obviously take account of this audience diversity, proposing both the exceptional discovery of sites that are usually inaccessible and the unprecedented enhancement of a site which is usually open to the public. It is particularly important that the programme devised for a specific area should attract “exceptional visitors” into buildings previously unknown to them. It would probably be useful here to pay special attention to young people – particularly teenagers – who are often “by definition” reluctant to visit heritage sites. Similarly, the European Heritage Days can provide a special occasion for ushering in “newcomers”, individuals who have recently moved into the area and for whom the discovery of the local heritage in the warm and welcoming context of the European Heritage Days can facilitate integration.

### AUDIENCES ... OR PARTICIPANTS?

The small number of surveys of groups attending the European Heritage Days (see 4. “Bibliographical orientation”) have highlighted a phenomenon which sociologists refer to as “social goodwill”. Because of its Europe-wide public nature, the diversity of its programmes, the variety of the players involved, the mainly non-paying dimension and the festive or “full” aspects which it promotes, visitors tend to see the event in a positive light, which means that their behaviour is different from that of people who visit the monuments during normal weekends.

European Heritage Days audiences generally display great availability, willingness to listen, and indeed benevolence which can foster the transmission during the European Heritage Days of fairly complex “messages”: for instance, the event is an ideal opportunity for raising local public awareness of the need to conserve such and such a building which does not correspond with the conventional representation of the heritage. Similarly, it has been noted that the visitors – or “participants”? – often show great enthusiasm for dialogue and encounters with people responsible for the heritage on a professional or voluntary basis.

It is as if many of the European Heritage Days visitors behave more like “social players” than consumers. That being the case, and given that the event forges social ties and provisionally creates a “non-commercial public space”, it constitutes an exceptional opportunity for developing high-quality cultural action for a wide variety of audiences.

In other words, the European Heritage Days do not consist merely of an *ad hoc* annual ritual which the media enjoy celebrating. They can also constitute the starting - or culminating - point of a longer-term cultural action involving different types of partners. The event intrinsically possesses the requisite momentum for energising players and enlivening audiences. It is for the organisers at all levels to take account of these characteristics in responding to the aspirations of the visitors they receive.

## **2. COORDINATION OF THE EUROPEAN HERITAGE DAYS**

## 2.1 Coordination at European level

The European Heritage Days, which were first conceived in 1985 during the Second European Conference of Ministers responsible for the Architectural Heritage in Granada (Spain), became a reality in 1991 when the Council of Europe, having noted the success of the trial runs in various countries, asked the Heritage Days Foundation which had been set up in the Netherlands in 1986 (*Stichting Open Monumentdag*) to create a “coordination office” responsible for encouraging initiatives from the various countries and providing the emerging new event with the requisite coherency.

### “NOMADIC” COORDINATION

After the Dutch Foundation had co-ordinated its third European Heritage Days, expanding to cover 26 countries, and the first organisers’ *Handbook* had been published (November 1992), the King Baudouin Foundation (Belgium) took over from 1994-2000, followed by the *Centro Nacional de Cultura* (Portugal) from 2001-2005, and lastly, Europa Nostra, which is also based in the Netherlands, for 2006 and 2007. Since 2008, coordination has been directly provided for by the Council of Europe, with the cooperation, where necessary, of communication agencies or specialist service providers.

### A STRUCTURED NETWORK

European coordination has led to the following activities:

- creation of a joint title (“European Heritage Days”), accompanied by a shared logo and slogan (“Europe, a common heritage”);
- definition of common goals and principles (see chapter 1.3 and 1.4);
- organisation of annual meetings for national coordinators with an eye to information exchange and sharing of experience;
- (up to 2007) organisation of a European launching ceremony in one country, and a meeting of the national coordinators;
- (since 2008) organisation, at the time of the annual European Heritage Days, of a European Heritage Forum on one or more topical themes relating to heritage interpretation and communication; open to a large audience of heritage professionals or mediators, this Forum is preceded or followed by a meeting of the national coordinators;
- (since 2008) organisation of a joint Council of Europe/European Commission Press Conference announcing the European Heritage Days and stressing the European dimension of the programme.

Throughout the year, in addition to these actions, the European coordinating action provides support for the national coordinators and manages the European Heritage Days website ([www.jep.coe.int](http://www.jep.coe.int)); it also occasionally initiates colloquies (Brussels, Belgium, April 1999; Kazan, Russia, June 2005) or seminars (Sibiu, Romania, October 2007) on specific issues.

### NEW PROSPECTS

Lastly, in 2008, with a view to bringing the event into line with the concepts set out in the Faro Framework Convention (Portugal, October 2005), coordination at European level has considered preparing, in partnership with audiovisual programme producers and/or publishers, a series of “consumer products” geared to enhancing the feeling of belonging to Europe among as many people as possible by improving their knowledge and interpretation of the “common heritage”.

## 2.2 Coordination at national level

### A WIDE VARIETY OF CONTEXTS

In view of the extreme diversity of the 49 countries participating in the European Heritage Days in terms of political and/or administrative institutions, size, history, socio-economic aspects and public attitudes to the heritage, the event is organised in a wide variety of ways throughout the continent. In a number of countries, the cultural heritage is a matter for central government, whereas in others the decentralised authorities have this responsibility. In yet other countries, the European Heritage Days coordination is entrusted to a private body, sometimes one specially set up for the purpose.

### COORDINATION AND POOLING

In all countries, however, proper organisation of the event requires national coordination, if only in order to pass on the information from the European level or, conversely, to act as an interface between the European coordination and the local players. In the diversity of their tasks and resources, the national coordinators may have to perform the following work:

- advising regional coordinating bodies answerable to them;
- organising information meetings at the national or infra-national level;
- deciding on a national theme and providing the corresponding explanations;
- promoting the event at the national level (press relations, production and dissemination of communication facilities and tools, management of a dedicated website, etc);
- identifying national promoters and sponsors;
- fostering cooperation among regional coordinating bodies answerable to them or transfrontier or international cooperation agencies;
- creating specific products – relating eg to the theme adopted at the national level – to support the local initiatives;
- organising a national launch event;
- updating the national European Heritage Days archives;
- representing the country in the international bodies or at meetings organised by the coordinating body at the European level.

Whatever the mode of organisation adopted, experience would suggest that, if a national body is properly recognised and resourced, it can provide considerable added value for the organisation of the European Heritage Days, from the angle both of the coherency and pooling of resources and of the support provided for local players in terms of contents and tools.

## 2.3 Coordination at local and regional levels

Public authorities, private owners, heritage professionals, tourist offices, voluntary associations, companies, media, schools, social and socio-cultural bodies, etc: the European Heritage Days may involve a great number of players at the local level. This explains the importance of local and regional coordination, which, if accepted by all the partners, can increase the efficiency of the organisation of the event.

### FACILITATING ORGANISATION AT THE LOCAL LEVEL

Local and regional coordination, which is based on dialogue and consultation, can be conducted in the following fields:

- jointly establishing European Heritage Days programmes throughout the area in question;
- organising meetings on the theme adopted;
- liaising with all potential players;
- organising "circuits" or "routes" linking up several points in the area;
- harmonising the various initiatives in terms of time-tabling, content and promotion;
- producing unifying tools (publications, exhibitions, electronic files, etc);
- producing and disseminating promotional tools throughout the area (programmes/documents, posters and flyers, prospectuses, dedicated websites, radio advertisements, etc);
- making voluntary workers responsible for public reception and information available to certain owners or managers of buildings or sites;
- setting up specialist information points in different locations around the territory;
- promoting the event in the local, regional and national press;
- providing scientific and technical support for the activities organised;
- providing legal, technical or logistical support (negotiations with insurance companies, public authorities, security officials, technical services, etc);
- devising a "territorial assessment" after each European Heritage Days, to be circulated to all players.

### DEVELOPING EXCHANGES WITH OTHER REGIONS

Beyond this direct role in the area in question, local or regional coordination constitutes a potential asset for:

- developing contacts with neighbouring territories in the same country or under transfrontier or international cooperation agreements;
- facilitating exchange of information with the national coordinating body;
- centralising requests regarding any communication/information materials on offer from the national coordinating body, including European Heritage Days flags;
- establishing "shared coordination" with other local or regional coordinating bodies in order to pool certain tasks and reinforce programme coherency (see Chapter 3.9, "Communication").

### **3. ORGANISATION OF THE EUROPEAN HERITAGE DAYS**

### 3.1 Management of the activity

Since the enormous variety of European Heritage Days activities, which involve very different types of players, take place within a short period, often only two days, they require specific tight control and guidance.

#### AD HOC COMMITTEES

Accordingly, it is useful to set up steering groups at local, regional and national levels capable of creating the requisite conditions for information exchange and consultation. Such committees should be set up at the instigation of the body recognised as being responsible for coordinating the European Heritage Days in the relevant territory, and should represent the whole range of appropriate players but at the same time avoid the pitfall of indiscriminate membership, which would undermine efficiency.

#### PROSPECTIVE MEMBERS

Representatives of such bodies as those set out below might, for instance, be contacted with a view to joining such steering groups – in addition to the representatives of the body responsible for coordinating the European Heritage Days, which is responsible for inviting the prospective members:

- associations of building or owners or managers of sites;
- public authorities or administrations;
- departments, associations or companies specialising in the heritage field;
- tourist offices;
- local associations or regional federations working in the social or socio-cultural field;
- schools, universities and research bodies, etc;
- media companies and publishing houses;
- companies, etc.

#### AIMS OF THE STEERING GROUPS

As a guiding and consultative body responsible for devising the European Heritage Days strategy, the steering group constitutes a tool for developing and coordinating the network of local, regional and/or national players. It can be assigned a number of duties, eg:

- assisting local, regional or national coordinating bodies in selecting themes, defining priority audiences, identifying priority means of raising public awareness, etc – in short, providing strategic guidance;
- intensifying the event's impact by mobilising as many different backgrounds as possible, in addition to bodies specifically dealing with the heritage;
- promoting proper coordination of the activities scheduled by encouraging partners to harmonise their diaries and establishing concerted efforts or even joint activities;
- pooling technical resources and facilitating dissemination of communication materials;
- organising a local, regional or national information campaign, optimising press contacts or special relations with various networks, etc.

#### HOW TO ACHIEVE THE AIMS

In its work, the steering group should ensure that:

- the “pilot” and any “co-pilots” are well-known and recognised: they are responsible for issuing invitations, drawing up agendas, drafting and circulating minutes or conclusions of meetings, contacting (and re-contacting) those responsible for the activities adopted, and, where necessary, choosing among several proposals on offer;
- the persons responsible for implementing a given decision are clearly identified;
- not too many meetings are organised, and a timetable of meetings is drawn up in consultation with all concerned, with proper preparation of the events and minutes or conclusions drafted and systematic circulation to all members.

## 3.2 Organisers

The European Heritage Days are based on an enlarged conception of the heritage (see 1.1 “The heritage concept”) and the voluntary agreement of all building or site owners, whatever their status. Above and beyond any local, regional, national, or indeed international, coordinating bodies that may be set up, the success of the event depends directly on the involvement of the local organisers, ie the building or site owners or managers, or persons delegated to receive the visitors during the European Heritage Days. While they are entitled to different types of support from the coordinating bodies at different levels, the organisers have specific responsibilities of their own.

### WIDELY VARYING STATUSES

The main fact to note is the enormous variety of statuses covered by the word *organiser*, including:

- private owners who exceptionally agree to open their own (primary or secondary) residences to the public;
- private individuals who own buildings or sites which are regularly open to the public;
- public authorities or administrations which own buildings or sites that are exceptionally open for the European Heritage Days;
- public authorities or administrations which own buildings or sites that are regularly open to the public;
- private foundations or associations which neither own nor manage buildings or sites which are open for the European Heritage Days but are responsible for receiving the public or organising activities in them during the event;
- tourist offices or public services mandated by their umbrella authorities to receive visitors and organise activities during the event;
- private operators (tourist guides, tour organisers, coach operators, etc);
- etc.

### SPECIFIC RESPONSIBILITIES

Whatever their status, the nature and dimensions of the heritage they are proposing or the type of activities they intend to organise during the European Heritage Days, these organisers have the following responsibilities in common:

- compliance with the basic European Heritage Days principles (see 1.4 “The principles”);
- the obligation to provide information when necessary to the local, regional and/or national coordinating body(ies) to which they are answerable;
- compliance with the timetable and commitments to the above-mentioned coordinating bodies, unless unavoidably prevented;
- attendance at information and/or coordinating meetings taking place in their area;
- receiving visitors under proper material (information, signposting, agreeability of the visit, services, security, etc) and welcoming conditions (availability and competence of persons receiving visitors, responsiveness, courtesy, etc);
- organisation of specific activities, whether linked to the official theme or not, taking particular account of young people and the family dimension of the event;
- insurance in the event of accidents or other incidents;
- display and circulation of information materials supplied by the coordinating body(ies);
- decoration of the building or site with the European Heritage Days flag (where it is supplied by the national coordinating body);
- provision for press relations and local promotional activities;
- replying to surveys and questionnaires on the overall assessment or results of the event.

In order to ensure public reception facilities and activity organisation on a site, the organiser may delegate work to an operator with whom it would be useful to sign an *ad hoc* contract setting out the responsibilities of both parties. The organiser can also, if necessary, call in reinforcements from the local, regional or national coordinating body to which (s)he is answerable.

### 3.3 Timetable

In view of the scope of the event and the deadlines which have to be respected by all coordinators and organisers, the European Heritage Days follow an annual timetable, which is, necessarily, strict and must be observed by all concerned.

It is particularly desirable for the themes (see chapter 3.4 "Themes") to be defined more than a year in advance, because the earlier they are decided on the more ambitious the projects can be in terms of content (exhibitions, publications, international cooperation, etc). This also facilitates the programmed release of the requisite budgets (via specific pre-negotiated grants or by including "European Heritage Days" projects under "ordinary" appropriations).

#### TWELVE MONTHS' PREPARATION

The following ideal timetable could thus be suggested for the European Heritage Days in year "N" (each of the quarterly phases may be preceded by a steering group meeting to prepare activities – see chapter 3.1 "Steering groups"):

- end September/beginning October: letter of thanks sent to those involved in the year "N-1" European Heritage Days (or invitation to a welcome meeting) and announcement of dates and theme of the year "N" European Heritage Days; circulation of a "first assessment" press release of the year "N-1" European Heritage Days and press announcement of the dates and themes of the year "N" European Heritage Days;
- autumn "N-1": assessment of the European Heritage Days as they draw to a close; assessment meetings and initial exchanges on the theme for year "N";
- January-March: local/regional meeting days geared firstly to fuelling current or future projects, thanks to contributions from experts, and secondly to taking stock of projects linked to the theme for year "N" (in order to facilitate possible cooperation processes);
- January-March: drawing up the file of addressees of the participation questionnaire in cooperation with the various networks involved – particularly those likely to be interested in the theme adopted for the year;
- March-May: forwarding of participation questionnaire (accompanied by the order form for the communication tools) and return to co-ordinator concerned;
- April-June: computer processing of questionnaires returned to co-ordinator; recontacting of potential organisers who have not yet replied; suggestions for activities on which various organisers could cooperate or for programme harmonisation;
- June-July: preparation for sorting and mailing communication tools; finalisation of the programme and information documents; drafting and circulation of a "pre-programme" press release;
- July-August: printing of information documents; finalisation of specific products (exhibitions, publications, e-files, etc) linked to the year "N" European Heritage Days and/or the theme adopted; circulation of the various documents and communication tools; sending out of invitations to the launch event; "tailor-made" replies to questions from the press; sending of questionnaire/overall assessment to organisers;
- beginning of September: launch event (possibly several events, depending on the size of the area in question); dissemination of the press file (in hardcopy and/or electronic versions); private viewings of the exhibitions and public presentation of works created for the occasion;

European Heritage Days: organised visits with public figures and (late Sunday afternoon) first "on-the-spot" assessment with a press release; possible reception to thank the organisers, operators and voluntary workers, after the sites have closed.

### 3.4 Themes

For over 15 years – almost a quarter of a century, in some countries – the European Heritage Days have been one of the major dates on the calendar at the start of the school year. In order to counter the risk of people getting bored with the annual repetition of the event and also to take advantage of its renown and impact in society to reach out to as many as possible, some countries and areas quickly hit on the idea of exploring different facets of a specific theme each year.

#### RENEWING INTEREST AND EXPANDING THE EVENT

Such an approach is interesting in a variety of ways:

- renewing the range of activities, and therefore raising the curiosity of visitors and journalists;
- reaching out to new networks and involving new partners;
- triggering the opening of new sites;
- reaching out to new audiences;
- permitting visitors to discover specific types of heritage or issues of heritage management;
- uniting different partners around a common project;
- building up permanent tools to raise public awareness beyond the two days of the annual event.

#### MULTIFACETED THEMES

Experience shows that themes can have a wide variety of facets, including:

- a specific type of heritage of a religious, public, rural, industrial, seaside, railway, scientific/technological, military or other nature;
- a specific architectural style: Romanesque, Classical, Baroque, Neo-classical, Art Nouveau, etc;
- a given historical period: Antiquity, the Middle Ages, the Renaissance, the Modern Era, the 19<sup>th</sup> Century, the 20<sup>th</sup> Century, etc;
- issues connecting the heritage with citizenship, human rights, creation, literature, light, etc, or going further into an aspect of a heritage policy: restoration, reuse, protection, etc;
- anniversaries or celebrations: in France, the European Heritage Days have served to celebrate the bicentenary of the Republic (1992), that of the writer Prosper Mérimée, who was also one of the founders of the Historic Monument Department from 1834-1860 (2003), the centenary of the invention of the cinematograph by the Lumière brothers (1995) and that of the Law on Voluntary Associations (2001), etc.

#### A CHOICE TO BE ANTICIPATED

Given that presenting various facets of a theme requires a meticulous prior process of identifying the sites and the resource persons to be involved, and that it is desirable to back this activity up with permanent products (exhibitions, publications, e-files, etc) and interregional and even international cooperation ventures, it is advisable to anticipate on the choice of the theme by announcing it, at the very latest, at the end of the “N-1” European Heritage Days or, even better, by programming it several years in advance.

For example, in view of the (unfortunately) European, indeed global character of World War I, there is nothing to prevent us from deciding in 2009 that all the countries involved will devote the 2014 European Heritage Days to remembrance of this conflict, which was of decisive importance in European history, and the corresponding heritage sites. This approach would certainly underscore the common destiny of all European countries, highlight the benefits of the international cooperation that has been established since the end of World War II and alert the younger generations to the need for “remembrance”.

#### WHERE TO FIND THE THEMES

The list of themes appears on the European Heritage Days website and in the annual leaflet.

### 3.5 The programme

Even though the European Heritage Days cannot be reduced to a list of buildings or sites open to visitors and the activities which are organised in them, drawing up the programme for the event in the area for which they are responsible is the “hard core” of the coordinators’ mission. We might consider a number of questions about the type of sites that should be included in the programme and the various activities proposed for visitors.

#### HERITAGE ABOVE ALL

We should no doubt begin by pointing out that the inclusion of a site on the European Heritage Days programme must comply with the common principles governing the event (see 1.4, “Principles”): exceptional complete or partial public opening, or at the very least, activities differentiating the two days from an “ordinary” visit. If these criteria are respected, there is no basic reason for refusing to include sites on the list: after all, the Faro Framework Convention on the Value of Cultural Heritage for Society (Portugal, 2005) invites us to consider the heritage as “*a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions*”. Accordingly, contrary to the French approach in 1984 with the introduction of “Historic Monument Open Day” (which was replaced by the European conception in 1992), the inclusion of a site on the European Heritage Days programme cannot be made dependent on the granting of any kind of legal protection by a public authority. Yet it is vital that such inclusion be justified by the existence of a genuine heritage-oriented approach and a definite will to share the heritage item with the population.

#### DIVERSITY OF SITES...

This means that the European Heritage Days programme can potentially embrace:

- prestigious monuments bequeathed from past centuries: cathedrals, churches, abbeys, castles, palaces, stately homes, town halls, public buildings, etc;
- more modest buildings: chapels, oratories, wash houses, dovecotes, barns, etc;
- buildings used for economic or social purposes: factories, workshops, mines, collective dwellings, workers’ housing developments, etc;

Above and beyond the buildings and their architectural quality, the European Heritage Days programme may also include the following, still in line with the integrated heritage-oriented approach:

- museums or collections of outstanding items;
- educational/training institutions or places used for the dissemination of culture;
- parks and gardens;
- landscapes;
- cemeteries or remembrance sites, houses of writers or artists, etc;
- demonstrations of various skills;
- meeting based on an intangible heritage, etc.

#### ...DIVERSITY OF ACTIVITIES

Possibly just as important on the European Heritage Days programmes as the sites visited are the activities on offer. Here again, the range is wide, from guided tours – in all their forms, those led by personal guides, experts or personalities, actors, groups of children, etc, to shows, exhibitions and lectures, through presentations of restoration techniques, film projections, concerts, banquets, introductory workshops, games for young and old, etc. The main thing is to guarantee the quality of the activities organised – covering both their substance, for example the information provided, and their form, ie the mediation – and to ensure that the event consistently emphasises the meeting, exchange and sharing aspects, which are three of its main assets.

Special stress should be laid in the programme on circuits – tours based on specific themes or places, free-ranging or organised, on foot, by bicycle, bus or boat, etc: such initiatives often constitute an original way of discovering something which benefits all the associated sites, even if not all the visitors finish the whole circuit. Similarly, activities in the public environment play an essential role in stressing the unifying, and often festive, nature of the event.

### 3.5 Security

Security is an absolute imperative for any event, especially for one so large in scope as the European Heritage Days. Even though, from past experience, few serious incidents actually occur during the European Heritage Days, elementary precautions must be taken, and anticipation is probably the optimum strategy in this field.

#### CONTRASTING SITUATIONS

The first thing the organiser has to do is to assess the whole context of the event: the European Heritage Days often involves huge influxes of people (mainly families, which means large numbers of children and teenagers) into sites which are not necessarily designed for the purpose, who are welcomed mainly by voluntary staff. Furthermore, there are several different categories of sites:

- those usually open to the public are generally better equipped on the security front than sites taking in visitors on an exceptional basis;
- public buildings, again as a general rule, are better equipped to face security problems than private residences;
- some sites, eg companies, industrial sites, mines and military installations, have very strict security constraints which require stringent measures to deal with visitors (quota systems, specialist equipment, professional escorts for visitors, etc).

#### COMPULSORY INSURANCE

In any event, it is vital, before any visitor enters a site, for the owners, whatever their status, to give their written agreement. It is equally important for the various parties involved – the owner, the organiser (where these are not the same), and sometimes also the visitor – to have taken out a prior insurance policy to cover any damage resulting from incidents or accidents. The co-ordinator must liaise with specialist networks to provide the owners and organisers with the requisite information to ensure, prior to the event, that their activities during the European Heritage Days are properly insured.

#### SAFEGUARDS AND PRECAUTIONS

Beyond the requisite insurance policies, a number of precautions should be taken to guarantee the safety and security of both the visitors and the site owner or manager:

- provision, prior to the European Heritage Days, of public information on any quota systems for visits or special arrangements (visits not open to children under a specific age, special mandatory equipment, etc);
- clear and adequate signposting on the site showing emergency exits, prohibited or reserved entrances, direction of the visit and even dangerous passage ways;
- prior training for persons responsible for welcoming and informing visitors: it is important for all voluntary staff to be familiar with site layout and the programme of visits;
- systematic closure of all access points not authorised for the public;
- locking up of all fragile or valuable items;
- constant surveillance of the most sensitive areas.

In the case of sites liable to attract large numbers of visitors, site and public safety/security requires a specialist team equipped with special facilities (walkie-talkies, fluorescent jackets, etc) and clearly identifiable badges, experts who are familiar with procedure in the event of an incident or accident (evacuation routes, emergency numbers and first aid). Provisional first-aid posts can also be set up. Lastly, in the case of popular sites, it is recommended that the risk prevention efforts be extended to the area surrounding the site (eg local road traffic arrangements).

### 3.6 Budgets and partnerships

The European Heritage Days are a prime example of an event whose audience is incommensurable with the budget earmarked for it, mainly because of the wide range of contributions received and the major role played by voluntary work. And yet, such a large-scale event requires a specific budget, which partnerships of all kinds help complement or offset, sometimes substantially.

AS FAR AS THE ORGANISERS...

While, at the local level, the European Heritage Days enjoy what is often considerable help from many voluntary workers, some items require a specific separate budget: producing and circulating communication tools, hiring materials, providing the special props required for certain activities, remunerating or defraying expenses for some persons involved, defraying possible entertainment expenses, and even sometimes paying for caretaking and cleaning.

As a general rule, it is for the local organisers to find the requisite funds to run the event properly; in addition to their own funds, they can ask for subsidies from public authorities, especially local ones, or contributions from sponsors. More often than not, the national coordinating body provides organisers with the first-level communication tools (posters, bills and programmes) publicising the fact that the site is participating in the event. Lastly, in order to finance certain activities or justify specific types of expenditure, visitors may be asked to pay an entrance fee, or preferably a "contribution", but (see 3.8, "Free entrance to events") this approach should be the exception, and explanations should be provided.

...AND THE COORDINATORS ARE CONCERNED

In most countries, national, regional or local coordination is provided by a public authority or an operator appointed by such an authority. This activity gives rise to a budgetary cost, if only in order to finance item(s) linked to coordination, as well as core expenditure (premises, supplies, postage, travel, telephone, etc). Beyond such facilities, it is highly desirable for the national or territorial coordinating body to have a specific budget so that it can pay for outside services (editorial, research, communication and other services) and provide financial contributions for special, unifying initiatives launched in its region. In some cases, the European Heritage Days are accompanied by an "invitation to submit projects" backed with specific funds as incentives for the opening of sites, organisation of exceptional activities or production of permanent tools (publications, exhibitions, e-files, etc).

PARTNERSHIP RESOURCES

Due to their renown and positive public image, the European Heritage Days can attract sponsors, whose contributions may represent substantial budgetary input. This is why organisers and/or coordinators are strongly advised to look for such contributions:

- either in the economic field directly linked to the heritage sector (building or monument restoration companies, suppliers of specialised materials or equipment, professional organisations, etc);
- or in any other field (retailing and distribution industry, banks and insurance companies, small and medium-sized companies established near the site, etc).

Beyond the financial help which such sponsors can provide, assistance in kind, or "*mécénat de compétences*", can be obtained from such sectors as the press, publishing, distribution, equipment hire companies, etc. Lastly, for dissemination of information on the European Heritage Days, partnerships can be negotiated with a wide variety of professional, cultural, socio-cultural and other networks capable of reaching out to enormous numbers of new audiences.

At all events, care must be taken to provide proper information/communication facilities for all partnerships entered into: mention and/or logo of partners on all kinds of documents, quotes during interviews on radio and television, invitations from officials to press conferences or public events, etc. It is strongly recommended to send letters of thanks after the events and invitations to assessment meetings (see 3.10 "Assessment and evaluation").

### 3.7 Free entry

The question of whether entrance should be free of charge has been on the agenda ever since the beginnings of the European Heritage Days. It is a complex matter which cannot be answered with a straight “yes” or “no”. The principles governing the event (see 1.4 “The principles”) recommend, rather than require, that it should be free of charge. Nevertheless, the vast majority of people treat an invitation to discover the heritage under the European Heritage Days as a “citizens’ call”, which in their view means that the visits and activities should be free of charge (see 1.5 “Audiences”).

#### CORE EXPENDITURE

Like all public events, the European Heritage Days have a cost, and despite the input from public subsidies and private and voluntary contributions (see 3.7 “Budgets and partnerships”), part of the expenditure is ultimately payable by the owner or manager of the building or site. In the case of public or major private sites which are usually open to the public, expenditure payable by the organiser can generally be absorbed and incorporated into the annual budget as a “publicity investment”; in fact a number of studies have shown that some of the visitors to sites which are usually open to the public and also take part in the European Heritage Days come back in the ensuing weeks or months, paying admission fees, sometimes even subscribing for their families or friends.

However, some organisers, especially in the case of sites which open specifically for the European Heritage Days – particularly private properties – are unable to cope alone with the cost of catering for visitors and organising activities: expenditure on communication, caretaking, cleaning, remuneration for certain persons involved in activities, etc. This is compounded by the fact that some activities are too expensive to be run free of charge, eg shows or concerts given by professionals, the occasional on-site meals and the public transport required for some circuits.

#### A FEW RECOMMENDATIONS

This being the case, the matter of charging an entrance fee should be addressed in its whole complexity, stressing the following approaches:

- in view of the “citizens’ rendezvous” image put out by the European Heritage Days and their status as a “non-commercial public space” (see 1.5 “Target groups/audiences”), it is advisable to make as many events as possible free of charge even if this means seeking the extra resources needed from local public authorities or commercial sponsors in advance (see 3.7 “Budgets and partnerships”) – eg some sites to which entry is free during the European Heritage Days issue visitors with tickets marked “*This visit is provided free of charge by X municipality... or Y company...*”.
- where visits and activities cannot be made completely free of charge, it is recommended that visitors should be charged a lower rate of entrance fees than usual (in the case of a site that is normally open to the public) and, as far as possible, to allow in children under a certain age free of charge.
- in the case of sites opened specially for the occasion, it is better to use the “contribution to expenses” formula than the more commercial “rates” or “entrance fees” approach (some sites actually suggest that visitors make a free contribution to expenses rather than a compulsory fixed one);
- in any case, it is vital for the request for a financial contribution to be accompanied by an explanation about this appeal to the visitor’s generosity;
- lastly, care should be taken in all cases to present the fact that entrance is charged for certain visits or activities clearly and explicitly on all information and communication tools.

### 3.8 Communication

The European Heritage Days is a multi-faceted event that embraces a large number of both urban and rural sites and proposes an enormous programme comprising a multitude of specific activities. The event is capable of interesting a huge section of the population, attracting categories with very different practices in terms of access to information. Lastly, the European Heritage Days is the subject of intensive demand for information, while at the same time, in view of the large number of organisers and the fact that the event occurs just after the summer break, the precise programme is particularly difficult to finalise.

#### COMMUNICATING THE PROGRAMME

This means that information/communication is one of the key factors in the effective organisation of the event. From data gathering to document circulation (in “hardcopy” or electronic form), communication requires method, rigour and precision. This is why proper cooperation is needed at all possible coordination levels – local, regional and national – so that the public can receive reliable, full and uniform information. Experiments in “shared coordination”, involving pooling certain tasks and specialising the different levels in implementing the different stages, have produced encouraging results. These experiments are based on the following principles:

- data is collected from the organisers by one single coordination level, which saves the same organiser having to fill in several questionnaires about the same programme; in the data-gathering process the “chief co-ordinator” may ask for help from the other coordinators, who are sometimes better placed to secure a reply or complement an item of information;
- the programme is computer-processed by one single coordination level, which, on completion of this phase, transmits the duly checked, validated, complemented and uniformly organised information in electronic form to the other coordination levels;
- information dissemination under the specific responsibility of each of the coordination levels can thus vary widely in terms of both medium (websites, programme documents, press partnerships, etc) and content (programme alone or accompanied by information on sites, photographs, box displays, etc); in view of the standardisation provided in the preceding data collection and processing phases, the public is sure to find the same information, albeit in different forms, on all the communication tools.
- at any event, it is important to ensure that all the different types of documents published for the European Heritage Days incorporate the official title and the European logo (see 1.4 “Principles”) and, where possible, used a standardised graphic layout (eg using the national visuals).

Where dissemination is concerned, it is advisable to use a range of partnerships (press, professional or voluntary networks, etc) in order to maximise the territorial impact.

#### THEMATIC COMMUNICATION

Beyond disseminating information on the European Heritage Days programme, the European Heritage Days can be used for running a public information campaign, for instance on the theme adopted for the publication. It is a known fact (see 1.5, “Target groups/audiences”) that the European Heritage Days provide a key opportunity for alerting the public and eliciting all kinds of partnerships. It is therefore appropriate to use the event to bring together various scientific, financial, professional, associative and other partners around a joint thematic communication project, eg an exhibition, publication, e-file, dedicated website, etc. These partners could be asked to:

- help define the project and select the information to be included in it;
- make a financial contribution to the project, depending on their capacities;
- take charge of disseminating to their specific networks the tools produced and alerting the public.

Experience has shown that the European Heritage Days provide a particularly favourable context for implementing projects of this kind, which sometimes attain results in terms of audience and target group diversity incommensurate with initiatives launched in other contexts.

### 3.9 Results and evaluation

Like any event mobilising large numbers of partners and (relatively) large resources, and obviously responding to a major societal interest, the European Heritage Days should, every year, be the subject of a final assessment of both the quantitative and qualitative aspects of the event. Beyond this, with an eye to consolidating the event and ensuring that it comes up to public expectations, it is desirable to conduct regular evaluations based on more specific studies.

#### ANNUAL ASSESSMENT

In the weeks following the European Heritage Days every year, an assessment should be carried out based on an analysis of the programme and data directly supplied by the organisers. This will provide the steering group with quantitative data on which to base possible strategic adjustments or reorientations:

- numbers of sites open to the public;
- numbers of activities organised;
- site typology;
- percentage of sites open on an exceptional basis;
- percentage of sites open free of charge;
- percentage of sites accessible to persons with disabilities; etc.

The assessment will also provide the group with qualitative information:

- organisers' opinions on visitor uptake of the activities on offer;
- organisers' opinions on the visitors;
- organisers' opinions on coordinating activities;
- organisers' opinions on the theme adopted for that year, communication, visuals, media partnerships, etc;

The following minimum action is recommended in order to collect such data: during the summer, when the information/communication tools (posters, bills, programme document, etc) are being sent out to the organisers, a simple questionnaire (one A4 page maximum) should be enclosed, to be returned to the co-ordinator by the end of the event: experience shows that almost half the organisers in fact return this questionnaire. In order to complement the information thus collected, the co-ordinator – or his/her partners in the case of “shared coordination” (see 3.9 “Communication”) may select sites on which no data is available and recontact those responsible and ask them to supply the missing information.

After this data-collecting phase, the co-ordinator should draw up a detailed assessment of the year's European Heritage Days and transmit it, together with a summary, to the steering group. In order to provide all the organisers with feedback on this work, the assessment, or at least the summary, should be made available on Internet and, better still, a meeting organised to discuss the main results (this meeting can also be used to launch the European Heritage Days for year “N+1” – see 3.3 “Timetable”).

Beyond the inherent usefulness of such an annual assessment to the co-ordinator, its production clearly represents a valuable tool for mobilising the various organisers, negotiating the resources for the European Heritage Days in year “N+1” with the supervisory authorities, and even pinpointing new partners or sponsors.

#### SPECIALISED STUDIES

Nevertheless, however painstaking and accurate this annual work of assessment may be, it is insufficient to guarantee full information on the event and its development. This suggests the preparation of a more detailed evaluation at regular intervals (eg every four or five years) on the basis of studies geared to improving knowledge of European Heritage Days audiences, their expectations, the uses they make of the event, their criticisms, etc. Recourse to specialists is vital for such studies, whether from universities, anthropological or sociological research laboratories or polling organisations. There are various possible approaches used, from sample surveys at site exits during the European Heritage Days to personal interviews with selected visitors, or setting up a group of users responsible for providing collective answers to questions.

Even if the implementation of and follow-up to such studies impose a substantial extra workload on the co-ordinator, the results attained are indispensable and can considerably improve the assessment of the effects of the European Heritage Days. Public feedback on these studies, and indeed their dissemination on Internet or in “hardcopy”, can be a valuable asset in eliciting new contributions and partnerships for the event.

## **4. APPENDIX**

## Bibliographical orientation

### COUNCIL OF EUROPE PUBLICATONS

*Faro Framework Convention on the value of cultural heritage for society*

*Dividing lines, connecting lines – Europe's cross-border heritage* - Council of Europe publishing 2004

*Report of the First European Heritage Forum in the new European Heritage Days series of publications* - Council of Europe publishing 2009

### EUROPEAN HERITAGE DAYS<sup>2</sup>

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<sup>2</sup> N. B. : sont recensées ici quelques références bibliographiques, en langue française, concernant les Journées européennes du patrimoine ainsi que les liens entre patrimoine et société ; les textes normatifs – conventions, chartes ou déclarations – élaborés par les organismes internationaux tels que l'UNESCO, l'ICOM ou le Conseil de l'Europe sont disponibles sur les sites correspondants.

<sup>3</sup> La DRAC Rhône-Alpes a publié en août 2000 un résumé de six pages de cette enquête, également disponible sur le site [www.culture.gouv.fr/rhone-alpes](http://www.culture.gouv.fr/rhone-alpes)

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## **Useful addresses**

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[www.europa.eu](http://www.europa.eu)

### **NATIONAL COORDINATORS**

[N. B. : the updated list of addresses of the national coordinators of the European Heritage Days in the 49 countries participating is available on the website of the Council of Europe :  
[http://www.coe.int/t/dg4/cultureheritage/aware/ehd/partners\\_EN.asp](http://www.coe.int/t/dg4/cultureheritage/aware/ehd/partners_EN.asp)]