



101 Event Ideas

European Heritage Days 2018



European Year of Cultural Heritage
the **art of sharing**





European Heritage Days
Journées européennes du
patrimoine

The **European Heritage Days (EHDs)**, a joint initiative of the Council of Europe and the European Commission, are the most widely celebrated participatory cultural events shared by the citizens of Europe. The pan-European nature of the events contributes to bringing citizens together and highlighting the European dimension and the value of cultural heritage in the 50 signatory States of the **European Cultural Convention**. Over 70 000 events are organised every year in order to help raise awareness of Europe's common heritage and the continuous need for its protection, as well as to create shared cultural heritage experiences, promote inclusiveness and foster creativity and imagination.

In this year's edition of the #EHDs we are celebrating the **European Year of Cultural Heritage: The Art of Sharing**. The aim of the **European Year of Cultural Heritage** is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space.



The European Heritage Days are proud to present **101 event ideas** that you can bring to your local communities in order to highlight a shared European heritage, show how Europeans connect through different surroundings and highlight the importance of shared cultural values of Europe and its citizens.



101 Event Ideas

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



Apart from tours, talks and exhibitions here is a list of creative ideas that can help you make your event engaging, interesting, inclusive and enlightening. Remember that your events should:

- Have the elements of learning, exploring and fun.
- Encompass, if possible, different forms of heritage: tangible, intangible and digital.
- Target a broad spectrum of audiences – children, young and elderly people, vulnerable groups, locals, migrants and tourists.
- Engage the curiosity of people to find connections and links and to situate their own personal story of cultural heritage in the site they are visiting/ enjoying. Curiosity and shared experience leads to learning more about the diversity all around us and differences stop being divisive, and instead they unite us.
- Be rewarding in the sense that people will find out things they didn't know, in places they didn't expect and have ideas they wouldn't have otherwise had.

These ideas offer a starting point for exploring the cultural ties that your country/region/community has with Europe, as for hundreds of years, there has been a continuing exchange of ideas and innovations among Europeans.



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1. Join the **European Heritage Makers Week** from 18 April to 9 May. Encourage children and young people under 18 to play a game: **explore** their cultural surroundings and find the European dimension in it. They can then take a photo and send it to EHD portal to be presented to the rest of the Europe. The selected young **#HeritageMakers** will visit Strasbourg!



2. Are you an organiser of a project involving European cultural heritage, with a mission to share your experience with the rest of Europe? Do you have an idea for a new project to further develop your story? In 2018, for the first time in the history of the #EHDs, and within the framework of the **European Year of Cultural Heritage**, we are organising a

“Call for European Heritage Stories”

open to EHD communities, EHL sites and EU Prize for Cultural Heritage/Europa Nostra Award winners. The goal of the Call is to empower communities and **invite**

storytellers to outline their own

vision of European Dimension. You can

tell up to three stories of your heritage site/work (deadline: 20 May 2018) and submit one project proposal with the potential to receive **a grant**. A European Panel will select a minimum of 10 European Heritage Stories to be awarded in 2018. For more details, visit the **EHD Portal**.

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3. European Heritage Days (#EHDs) is celebrated in 50 countries. Connect with heritage groups in other countries and see if there is scope to work together on projects - from shared history and traditions to common vision of European values represented in your local cultural heritage.



4. Think about people in your community, town or village, especially women, who deserve to be recognised and celebrated. Celebrate their legacy of women by putting a **spotlight on their stories**. Connect with **Bizkaia** and **England** where they are focusing on extraordinary women for 2018 #EHDs.

5. Dance your way through Europe! Partner with local dance clubs and schools to organise themed dance nights of different traditional European dances.

6. Involve children in building their own vision of Europe by organising an exhibition of **local buildings made out of building bricks**. Hashtag your masterpiece with #EHDs and #EuropeForCulture and join in on the “Art of Sharing”.

7. Nature doesn't care much about borders (e.g. the migration-routes of birds and other animals). A wonderful way of working **across borderlines** with other countries is to organise guided routes through woods or other landscapes and explore how nature connects us.

8. Focus on the diversity of different rituals such as greeting and eating, birthday and wedding traditions in different European countries. Invite people to bring along photos to share in a **memory café**.

9. Do you live near a **European Heritage Label** site? There are now 38 in Europe, each one with a rich historical background - and a unique story to tell about European ideals, values, history and integration.

10. Use the **#EHDs** to transform European citizens into guides to their stories of Europe. Organise a ‘Be a European Tour Guide Day’ and encourage people to come up with their own guided tours.



11. Explore the designs and patterns of traditional dress and costumes. Try to find out if similar costumes exist in neighbouring countries and compare them.

12. How about organising a fashion show? A **catwalk** with models wearing a piece of clothes from the past added to a wardrobe of today's men and women may be just what we need!





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13. Some historical building materials have travelled a long way before they were used in your local monuments (e.g. Italian marble, Norwegian or German wood and lumber etc.). **Draw a map of their journey** and show it to the world via **#EHDs**.

14. Find buildings in your country and other countries where the same materials are used and organise a **'Spot the similarities/differences game'**.



15. Be like Germany and **discover what connects us** during the **#EuropeForCulture** edition of **#EHDs**.

16. Lights! Camera! Action! Check out the list of **award-winning Eurimages-funded films** and celebrate cinema by holding a European film festival in your local theatre.

17. Is Europe hiding in your local museum? Invite communities, children and tourists to discuss which object in the collections represents the most interesting in terms of European values.

18. Discover local history by visiting cultural historical monuments and tell your story about them with a **selfie** and hashtags **#EHDs**. Romania has already done it – check out the example on the **EHD Portal**.

19. Organise workshops where people are able to **exchange crafted objects** instead of buying them with money. It's called bartering, and it is actually in Europe that this tradition came to an end.

20. Invite local crafters to organise workshops in schools to **pass on their skills** to younger generations, alongside the story of their tradition.

21. Let's play! Organise a day for all ages to come together to share and play games. Discuss what kind of games children play today. What has changed? Why?

22. Partner with your local art school and **make replicas of the most famous buildings** around you. Involve the students in creating a **city of replicas of famous European heritage** (Eiffel Tower, London Bridge, Saint Basil's Cathedral, La Sagrada Família, the Colosseum, Belém Tower, Hagia Sophia, Ducal Castle).

23. Take part in creating a large **'European herbarium'**. Discover gardening cultures around cultural heritage sites i.e. monastery herb gardens, landscape parks, home gardening and vegetable growing. Share your local plant map to the rest of Europe by tagging **#EHDs**.



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24. Have you heard Beethoven's '**European Anthem**'? Did you know it is the official anthem of the Council of Europe and the European Union, and that it has been recorded in several different versions, including techno, trance and hip-hop? Plácido Domingo, President of Europa Nostra, has invited us to join in the **#Ode2Joy Challenge** and "perform the original score or create your own version and do this at a heritage site that matters to you."

25. Visit your nearest **European Cultural Route**.

There are now 31 recognised routes to choose from stretching across the whole continent, from Iceland to Azerbaijan.



26. Explore **different dialects** in your language and search for their roots through a language exchange evening.

27. Get people to join drop-in **language** sessions, explore fun dictionaries or word trees to trace the roots of words and phrases. How many of them originate in **Europe**?

28. Engage local students who can speak a second language in organising a guided tour of the town. Let them focus on the parts of the culture that are connected with that language. Don't forget about the **Art of Sharing** and post photos from the tours with the hashtags #EHDs #EuropeForCulture.

29. Organise a recital of **European music** with a local orchestra or group, to celebrate beautiful music created in Europe. Consider performing it in retirement homes or special care units. Art has been proven to have therapeutic effects.

30. Organise a **heritage-themed photography** or art contest. **Montenegro** is organising one to celebrate #EuropeForCulture, and France is planning an international photographic experience this September!

31. Explore the history of a famous house or a castle through its life – who lived there over the years and what are their stories? Organise a game of **Charades**. Ask children to act out a part and role play with each other, whilst everyone else guesses who they are.

32. **Fairy tales, bajka, pohádka, παραμύθι, saga, казка** often contain a strong local, European and even universal dimension. Ask grandparents to come to your local school and tell such stories and legends.

33. Invite children to create their own fairy tales. **Challenge** them to set the fairy-tales in different European locations.



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34. Explore sites where **key events in European history** have taken place. Do you have one in your local area? If you do, tell the story as part of the Call for European Heritage Stories!

35. Discover your local **landscape** by organising a **treasure hunt**. Identify cultural marks and make maps of them. Explore landscapes around castles and palaces i.e. parks designed specifically for hunting, or landscaped gardens.

36. Create a European **cultural heritage quiz**. You could try crossword puzzles, word searches, treasure trails or I-spy trails.

37. Organise a local network of **'Friends of Monuments'**: Groups of children can be involved in various activities to take care of and maintain monuments, archaeological parks and other forms of cultural heritage.



38. How many of your heritage sites can be visited by wheelchair users? Can visually impaired people access them?

How many of them are children friendly? Encourage discussions with your local community and authorities on how to make them more **accessible**.

39. Organise a **visit to the remains of ancient European civilisations** and explore who paid a visit to your neck of the woods?

Was it the Greeks, Etruscans, Romans, Vikings, Celts, Moors, Slavs or Ottomans? Find out the story that brought them there.



40. There's a lot to be told about old nobility (kings and queens, lords and ladies, dukes and duchesses) and their **shared European roots!**

Explore their family trees, compare them to your families and find cousins who are look-alikes of royal family in your area.

41. Organise a #EuropeForCulture **board game** competition. Participants come up with a game idea where the story and characters are related to European cultural heritage. Or make a spin-off of popular games by creating a board game featuring the streets of your neighbourhood, or replacing the figures in chess with European personalities, or by making a memory card game of the famous parks and museums in Europe.

42. Collaborate with local religious leaders to organise a **guided tour of all religious places** in your community to showcase the diversity of religions in Europe.



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43. Put your explorer hat on. The archaeological sites near you are most likely to have an ancient dimension through many civilisations. Explore the history of a significant site local to your community through a **seminar** for heritage enthusiasts.

44. Encourage children to explore their own family trees for ancestors who were skilled in different crafts; ask them to discuss the **origins of the skills** and how they were passed on in their families from generation to generation.



45. What skills did a craftsman need to construct the historical buildings in your surroundings? Is there anyone around you who still uses these techniques? **Organise a demonstration of their work** for new generations and the community.

46. Encourage **migrants** to share their cultural heritage with other members of the community by telling the stories from their countries. Try to find similarities and differences in local stories and fairy tales.

47. Create models of roads and transport links to show how your area is connected to its neighbours. Make a map of **shared roads** and how they connect you with other Europeans.

48. Explore if your community had an internationally renowned **architect** and find out where their designs are located in **Europe**.

49. Investigate how musical styles, instruments and ways of listening to music have changed throughout history. This could include a treasure hunt of the local flea market for old vinyl, sheet music, or musical instruments.

50. Karaoke night! Why not have a themed night, or stage your own "Eurovision" song contest! If you make a video and share it, you might become the next viral sensation. Tag it with our official hashtag **#EHDs** and we promise to share it.

51. Ask young people to prepare a 60-second **video tour** of your community/town showing its heritage and its connection to European culture. Don't forget to share it on social media with the hashtag **#EHDs** - because we wouldn't want to miss it! We might just reward the most interesting ones with some European Heritage Days goodies!



52. Immigration and integration in Europe is not a current phenomenon in European history. Compare the importance of **migration** of people in olden times with today.





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53. Host a **research night** exploring **UNESCO heritage sites** near you. Encourage your community to discuss which other sites would they recommend for the UNESCO list.

54. Find out words that your language shares with other **European languages**: i.e. how many German/ French/ Italian/ Spanish words do you have in your everyday language. What is the story behind this?



55. Visualise your **European links** by mapping out the origin of your neighbourhood's artefacts, architectural styles or ancestry.

56. Create a **storyboard** to investigate the **landscape** around you as the result of both the action and interaction of natural and human factors. Do you know the **Landscape Award Alliance** of the Council of Europe?

57. Collect **jigsaws** and other puzzles depicting **European heritage** sites and organise a puzzle afternoon for the community.

58. Organise a **design-a-postcard** competition for younger children. Perhaps they've been to – or dream of going to – a European destination that they'd like to tell you about?

59. Do you know the origins of the European flag? The 12-star 'European Emblem' was created by the Council of Europe in 1955, and adopted by the European Communities in 1985. **Discover its fascinating origins** and try to merge the design with your national/local flag.

60. Have a **dress-up day** at school or work! Come dressed as a famous historical character or even choose a special theme, era or traditional style from anywhere in Europe.

61. Team up with a **youth theatre** or your community drama group to bring history to life. Ask residents of a local retirement home to share their favourite stories and choose one to create a sketch.

62. Explore an opera performance, ballet show or movie screening which has been directed or written by **directors or authors of European origin** and explore their work.

63. Stage a **flash mob** performing choreography of mixed European dances. Just don't forget to capture a video and share it with the hashtag #EHDs for others to enjoy as well.

64. Organise a debate on whether and how abandoned heritage sites can be **reused**, using examples of other places in Europe that have successfully achieved this mission.

65. Explore the ways in which the **industrial revolution** affected your place and community in terms of technology, transport and changes to society. Organise **tours, performances and exhibitions** based on this theme.



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66. Organise a guided tour of an **industrial heritage site** led by someone who used to work there. They will have a lot of **personal stories** to share.

67. Lunch break! Explore the use of plants in cooking or in medicine and compare with neighbouring countries. A biologist could lead a tour, taking photos of plants and herbs. You could even organise a cooking class to recreate old recipes!

68. Create a recipe book by swapping and compiling recipes about **traditional dishes** from different communities in your surrounding area.

69. Organise a meal where communities can come together to share their local food. "**Let's come together and cook our traditional dishes**" – explain/explore where these kind of dishes originated. Instagram it with the hashtag **#EHDs**.



70. Hold a **European cake festival!** Bake a cake in the shape of a historic building. Get together with your local community to make a town, country or even a whole continent of cakes!

71. Be like Slovenia and **bring heritage closer to youth** through a series of **school lessons**. It is one of the most impressive heritage education efforts in Europe.

72. 'It happened here'.

Invite children to tell the story of local heritage sites in their own words or through different artistic expressions. If they do it during **European Heritage Makers Week** they just might be one of the selected **#HeritageMakers** visiting Strasbourg in November 2018!



73. Is your community twinned with a town (or towns) in Europe? Why not arrange a **live streaming** with them to celebrate your European heritage links and get to know each other?

74. Challenge visitors to take part in a **record-breaking attempt** like a "European Bake-Off", a "European MasterChef".

75. Organise an **Olympics-style event**, where children can compete in different games popular in various European countries.

76. Organise an exhibition of images of your town/community from as far back as possible, exploring **migration and cultural influence** in the community over the years.

77. A number of philosophical movements developed through Europe and there was a wide exchange of ideas through well-known thinkers. Hold a 'living library' to **'Meet a philosopher'** and learn about their life, city, family, influences and work.



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78. Ask your **library** to organise a day-time **pyjama party** for kids. Share picture books with traditional tales, fables, legends and myths from a whole variety of European countries.

79. Ask the visitors to your event to place **pins on a map of Europe** to show where they come from.

80. Organise visits to a **war heritage site** in your town and help people interact with the site and the exhibits. Focus on the people living there before, during or after the war, rather than on the military course of the war.

81. Encourage people to get in touch with different applications used in the area of culture and cultural heritage. Discuss how the **new technologies** can help, share and preserve #CulturalHeritage in the future.

82. Organise a concert or a theatre performance or an exhibition using a **monument or historical place** in your community as the main stage.

83. Invite local artists to contribute to a **mural** depicting the community's history in **Europe**.

84. Organise an **oral history** project with a local archive, creating a collection of the history of your community in as many languages/perspectives as possible.



85. Organise a guided tour in a **graveyard** and tell the stories of its residents - especially where there are some unusual names on the tombstones.

86. Discover which European country/region/ city shares the cultural heritage of your community and organise an exhibition. Did you know **Malta and Poland have a shared cultural identity**?

87. Explore the **history of tourism** to your village/ town/city and create an exhibition of photographs or a guidebook to reflect on how it is viewed from the outside.

88. Have you ever been to a **European Capital of Culture**? If you get a chance, visit **Leeuwarden-Friesland** in the Netherlands or Malta's capital, **Valletta**, both of which have been designated European Capitals of Culture for 2018

89. Get together with a group of local musicians to co-create a **new piece of music** with the influence of different genres popular in Europe, and finish the event with a performance.

90. Do you have an area recognised as being of outstanding quality in your surroundings? We are sure you do! Investigate how the landscape (as defined by the **Council of Europe Landscape Convention**) is an essential component for your quality of life.



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91. Are you aware of any European **exchanges** of species, skills and nature know-how between your local area and other locations? Organise a talk with a conservationist, or practical workshops where people can get hands on with **nature**.

92. Regenerate a local beauty spot by holding a litter collection and clean-up day on a **forgotten heritage site**.

93. Organise a **bike tour** through important landmarks exploring the surroundings with stops for a picnic or a visit to local craftspeople.



94. Organise a **hackathon** for developers to make an app for crowd-sourcing stories of cultural heritage.

95. Be like Croatia and recognise the potential of **digital content** for **bringing cultural heritage closer to the younger generations**.

96. Organise a **cross-frontier** community exchange **visit** for children and their parents. They can host each other and learn from each other about their cultures.

97. Bring **#EHDs** events to those who cannot come to them e.g. plan events in retirement homes and special care units.

98. Have you ever heard of **'yarn bombing'**? Take your knowledge of knitting to a higher level and work with your local heritage site to add some colourful works of crafts to your community.



99. Did you know that you can see the same stars in the sky as on the other side of Europe? Why not hold a **Dark Skies astronomy night** in your community. Encourage everyone to switch off their lights and go stargazing!

100. Get to know about heritage policy in other European countries. Check out the Council of Europe's **HEREIN Knowledge Base** and involve heritage experts in your area in European collaboration.

101. If you are a museum, invite young people to come in for a day and learn about the collections and **conservation techniques**.



Our special thanks to the **European Heritage Days National Coordinators** of the 50 participating countries for their collective ideas and inspiration for this brochure.

You can get in touch with your National Coordinator by visiting our website: www.europeanheritagedays.com and clicking on **Contact Us**

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