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European Heritage Days  
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**EUROPEAN HERITAGE DAYS**  
A joint action of the Council of Europe and the European Union

**MEETING ON THE ON THE THEME OF**  
**“THE EUROPEAN DIMENSION OF HERITAGE DAYS EVENTS”**

**Strasbourg (France), 11-12 December 2011**

## **Meeting Report**

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## 1. THE “EUROPEAN DIMENSION” OF HERITAGE DAYS EVENTS

### 1.1 Context

This meeting was held on 11-12 December 2011 in the European Youth Centre, Strasbourg, The Agenda is reproduced in ANNEX 8.2 and the list of participants in ANNEX 8.3. The objective of this meeting was to respond to questions regarding the European Dimension of the EHD Programme, as well as other issues, which had been raised by the National Coordinators during the Fourth EHD Forum (10-12 October 2011, Wroclaw)<sup>1\*</sup>.

### 1.2 Meeting Preparation

The Secretariat invited participation from the National Coordinators in the selection and development of events with a ‘European dimension’ to be discussed at the December meeting. A template was developed to assist in the coordination of relevant information for the presentation of these events. A copy of this template is reproduced in ANNEX 8.4. The Secretariat would like to record its very warm thanks for the important engagement and generous contribution to the meeting on behalf of National Coordinators and to mention Jelena Mocevic, the trainee whose work contributed significantly to the success of this meeting.

### 1.3 Opening

Paulina Floranowicz, Director of the National Heritage Board of Poland, expressed her pleasure that the meeting in Strasbourg would carry forward the work begun during the meeting of the National Coordinators at the time of the 4<sup>th</sup> International EHDs Forum in Wroclaw. The subjects raised at this time, which she felt committed to responding to were:

- **The European Dimension:** the need to clarify this concept;
- **Communications platform:** the need to improve on the existing CoE platform and provide National Coordinators with the capacity to cooperate on events as well as the capacity to promote local events internationally;
- **Education and Heritage:** The need to link youth exchange and education to heritage initiatives;
- **The Faro Convention and Standard setting:** The need to more clearly link events to the Faro Convention as well as the need to develop norms and standards for the management of heritage in the context of events tourism;
- **The 5<sup>th</sup> international EHD Forum to be held in Cyprus:** The need to clarify the themes and objectives of the 5<sup>th</sup> EHD Forum to be held in Cyprus.

Ms Floranowicz stated that this meeting provided the possibility to capitalize on the new momentum established in the EHD programme since the Forum in Wroclaw. She wished the participants a very fruitful two days of work which should set the stage for 2012.

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<sup>1</sup> [The fourth EHD Forum “Value the Heritage! European Heritage and Economic Development”](#) was held 10-12 October 2011 in Wroclaw, Poland).

## 2. EUROPEAN DIMENSION EVENTS: PROPOSALS

Madelena Grossmann welcomed the participants and explained that the first session would involve the presentation and discussion of events, which the National Coordinators had identified as illustrative of the European Dimension. These same events would later be analysed for those characteristics which could identify or define the 'European Dimension' (ED).

### 2.1 The Polesje Region: place of common heritage and traditions Oksana Vasylieva (Ukraine) and Natalia Khvir (Belarus)

The Polesje Region has managed, over time, to accommodate many different linguistic traditions and cultural practices. The inhabitants of the Region have a pronounced common identity based on their shared cultural diversity.

This marshy region located predominantly between Belarus and Ukraine, also extends into Poland and Russia. The village 'Wyrki' typifies this region and is an extraordinary and valuable example of cross-frontier cultural heritage and traditions. The village lies on the border: Rus and Polish Crown and the Grand Duchy of Lithuania, Chelm and Podlasie and Polesie. It had been inhabited by people with different languages and religions, there are, for instance, speakers of Polish, Ukrainian, and the Polish Masurian dialect, as well as significant Orthodox, Catholic and Jewish populations.

The Event Proposal:

- An arts festival in and around the characteristic wooden churches. Folk groups from the different countries involved would demonstrate their music, dance, craftsmanship and paintings.
- A gathering (round table) of architects and ethnologists to take place at the same time and in the same venue, in order to discuss cultural similarities, their historical background and European roots.
- An international expert meeting with a body of experts from Poland, Ukraine, Russia and Belarus, to raise awareness and disseminate best practices on safeguarding tangible and intangible common cultural heritage and further use of it for sustainable development in the light of the UNESCO Convention of 2003.
- Cultural mapping of this region could be undertaken to establish a database of information that could enable the region to enter into partnerships around niche tourism development.
- An EHD Polesje Region cultural route could be developed.

Comments:

- This proposal is focused on activities concerning the preservation of diverse cultural heritage in rural areas. Restoration of ruined heritage should be in focus of this region and many others in Europe.
- Folk art and folk songs in this region are a mix of different languages, which represent a specific European heritage. Oksana Vasylieva mentioned that in certain parts of the Polesje Region in Belarus there are songs that Belarus people cannot understand, but Ukrainian people can, due to the fact they use an old Ukrainian dialect.
- Furthermore, when it comes to people cooperating on the European level, there is certainly a need to work with the people from the local communities, making connections first on a local and regional level and just then transforming it to a wider European arena.

- Developing this initiative will help us confront the fact that heritage in rural areas can be seen as unattractive particularly by people in the region who do not want to identify with it. New types of niche tourism can make this type of heritage more attractive and enable your people to develop pride in their own heritage.

## **2.2 Castles and Fortresses around the Baltic Sea: Common European History Helle Solnask (Estonia)**

In the past, Europe did not have the same borders between countries as we know them today. Powerful kings and families secured their authority by building fortresses and military castles everywhere in Europe. They brought along architects, craftsmen, skilled labour and engaged local people in the construction of castles. This led to an exchange of practices, knowledge and skills, and the castles that have survived until the present day are important landmarks that tell us a lot about the history of the people who lived and worked there.

The Event Proposal:

- Castles and fortresses are popular with tourists and they are equally important to the identity of the local inhabitants. Using the Baltic Sea castles and fortresses a destination identity could be developed and special cross frontier tourism initiatives could be developed.
- This type of heritage is present in all European countries; they unite and often represent the common history of countries. Similar castle /fortress routes could be developed across Europe.
- Seminars of heritage restoration of these European monuments with international experts could take place during the EHDs.

Comments:

- A beautiful belt of towns, castles and fortresses encircles the Baltic Sea, all of which are closely connected by economic and cultural ties and which share a common Baltic Sea regional and historical heritage. This heritage needs to be better identified and recorded. Cultural mapping of the area could be integrated into the tourism offer – tourists could be encouraged to 'build up a profile of places they visit along this route.
- Introducing a larger public to castles and fortresses would require very similar activities in every country: to open the doors free of charge, and organise guided walks, maintenance work, exhibitions and seminars.
- This could also be developed as a type of EHD cultural route.

## **2.3 Educate, Discover, Protect, Preserve Heritage for Common Future (EDP) Milena Antonic (Slovenia) / Nada Andonovska ("the Former Yugoslav Republic of Macedonia")**

"Educate, Discover, Protect, Preserve Heritage for Common Future" (EDP) is an event based on a local project, currently ongoing in Slovenia. It began in 2007 and has proven successful and popular among both the project participants and the general public.

The idea is to educate new generation (school children primarily) on how to understand the meaning and importance of heritage preservation. The goal is to prepare them to respect and value common cultural heritage once they are adults. The focus is on creating a positive attitude towards local, national and European heritage.

The project will also focus on the cultural heritage of other European countries and on the concept of common European heritage. This will enable children from different countries to search for common roots, cultural similarities and learn to appreciate and respect cultural diversity of European heritage. The event will attempt to answer several important questions: What is the level of awareness children have when it comes to the preservation of cultural heritage? How is the process of heritage education implemented in participating countries? What is the level of knowledge that young people have regarding the concept of European Cultural Heritage? How can young people be brought to identify with a common European Heritage?

The Event Proposal:

- This event will be taking place in three European countries at school level throughout the whole year. There will be ongoing cooperation between the schools.
- The culmination of the event would be in the EHD week, in the form of an exhibition in all the participating countries. Results of the event would be presented to visitors from the public and all other interested groups.

Comments:

- There are two important issues with respect to Heritage and education of young people. The first one is the importance of inclusion of young people and schools in the EHD event development. Heritage education works best when it involves young people in the field.
- The second issue relates to mobility. European history is one of movement and intercultural development. Our common heritage has been developed through this movement. Historical cultural routes could be used as common 'metaphor' that would make the "European dimension" more tangible /easier to relate to. Cross frontier youth experiences will contribute to this.
- Heritage education should be a part of formal education since the elementary school, which is not the case in most of the European countries. Within the framework of EHDs, there should be a strong initiative to develop the cooperation with formal educational institutions and propose heritage education as an obligatory subject in all of the EHD countries.
- The idea is also to communicate with the schools in specific countries, get them involved in the beginning of the school year and let them know which is the EHD topic for that year and that country – so that the schools are able to cooperate on the same topic throughout the year. The results of these efforts would then be presented within the final EHD week in September.
- The final proposal was regarding the poem at the end of this presentation. The poem was written by a student participating in the workshop on creative writing that was a part of heritage education in Slovenia. This song should be translated and serve as an emblem or slogan for the heritage education initiative within the EHD.

## **2.4 Heritage Education**

### **Serge Grappin (France)**

Mr Grappin presented his work on an NGO which focuses on Heritage Education and develops networks of exchanges.

His work is carried out in the spirit of the Framework Convention of the Council of Europe (Faro - 2005), particularly Article 7, the focus will be to 'encourage reflection on the ethics and methods of presentation of the cultural heritage, as well as respect for diversity of interpretations; develop knowledge of cultural heritage as a resource to facilitate peaceful co-existence by promoting trust and mutual understanding; and integrate these approaches into all aspects of lifelong education and training.

The event he proposes aims to create a network for building bridges between the various educational activities in European heritage. The opportunity here is to offer young people who participated in an activity to find others and deepen their experience through a cross-cultural journey. Rather than creating a new device, it would simply allow the organizers of existing events to liaise in order to harmonize practices, respecting the specificity of each partner and developing an intercultural dimension.

#### The Proposed Event:

- The monitored exchange of information on heritage education and restoration by groups of young people engaged at the local level in three different countries;
- The development of video products of these activities in different countries and the diffusion of the information in schools and other institutions;
- The physical exchange of a small group of young people between the heritage education sites to participate in information seminars and other EHDs events sharing their experiences of the framework of international archaeological sites and the restoration of built heritage.

#### Comments:

- The best way to get the children interested in cultural heritage is to get them actively involved in the process of heritage promotion and preservation. The most effective methods include workshops, creative activities such as drawing, painting, theatre, performance, creative writing, etc.
- In the process of heritage education on the actual heritage sites, the idea is to use local resources – staff, experts, inspirational people, volunteers, etc.
- The main idea agreed by many coordinators is that there is a need to develop an international network of teachers and heritage education experts leading the activities in the field of heritage education.
- The other idea is to develop a website where children would be able to communicate with other children from European countries, on the topic of cultural heritage, share their experiences, organize common visits or projects, etc.
- The main partners for all of the initiatives should be in the NGO sector and on the local levels. It has been proven that NGOs have much more information, human resources and are more involved in the field work than any state institution. These NGOs also have volunteers – teachers and experts that are working with them and are willing to participate in the projects like this.
- The problematic issue is that people think of heritage only as tangible heritage. Special attention should be given to the promotion of everyday heritage, which is a mix of different cultures and represents all of the complexity and cultural diversity on the local level.

## **2.5 Stećci (ancient tombstones from 14<sup>th</sup> to 16<sup>th</sup> century) Edin Veladzic (Bosnia and Herzegovina) and Milica Vusurovic (Montenegro)**

This event focuses on the development of a common event using the shared tangible cultural heritage of several neighbouring countries: Bosnia and Herzegovina, Croatia, Serbia and Montenegro.

The stećci are ancient tombstones from the 14<sup>th</sup> and 16<sup>th</sup> century, and are considered works of art in their own right. Emerging as a work of art, as sculpture, with the intention of creating a perpetual memorial to the deceased, as an organic component of European funerary practice, the medieval tombstone is a distinct phenomenon and a specific synthesis of language and script, faith and custom, history and chronology, culture, art and aesthetics.

The primary interpretative context of stećci is the region of Central and South-Eastern Europe as a transnational European cultural zone, characterized by the intermingling of cultural influences from Eastern and Western Christianity and located between the medieval European East and West.

The outstanding European Dimension of stećak arises from its triple historical context: Western European, Byzantine and Southern Slav. These medieval tombstones are a reflection of the universal importance of what they have sought to visualize artistically: the cultural meaning of death. In diversity of type, numbers, wealth of decorative motifs, the presence of various epitaphs, and the context in which they arose, stećci remain a unique phenomenon in the medieval European artistic and archaeological heritage.

Given the limited awareness of medieval tombstones' significance, the idea is to organize a set of activities, which will increase knowledge of them as a part of common European heritage.

The proposed Events:

- Transnational cooperation on activities that could focus on children in elementary schools, and students. Information packages could be developed by these young people and shared between them. Visits to the sites during EHDs.
- The promotinal materials could be circulated to other visitors and young people could give an introduction to the Stecci during the EHDs.
- Workshops, lectures, roundtables, exhibitions, research, publications, tours, organized visits and other projects. The activities themselves will take place on the locations of stećci, in schools, university faculties and municipalities during EHDs.

Comments:

- Several EHD coordinators expressed their interest in collaborating in this project.
- Since the presentation of tombstones created such an interest it became clear that many European countries have their own version of tombstones, places of memory and other elements related to customs and culture of death.
- There is a need to create an extensive database of all EHD events throughout the years. This database would enable EHD coordinators and all interested participants to find partners and similar topics for future collaboration.
- The database should also be open for public, so that the visitors and tourists have the chance to create their itinerary or upload their own experience about the EHD events.



- Regarding tombstones, there are several aspects for event/project ideas. First of them was the creation of specific cultural route – the “Way of Stecak/tombstones”, first through the South-European region and later on throughout Europe. Secondly, every tombstone has its story, one of the project ideas may focus on the local research on who lived in the areas of tombstones, who was buried there, to whom are these tombstones devoted to.
- Tombstones today are generally associated with death. The idea would be to turn it around and associate them with life or people living in these areas, tracing back their roots and personal stories. If there are no historic documents about the stories, the idea may be to organize a competition for school children where they would invent and imagine stories and be awarded for their creativity.

## **2.6 Prehistoric Pile Dwellings around the Alps: UNESCO World Heritage Daniela Schneuwly (Switzerland)**

Prehistoric pile dwellings around the Alps are found in six countries: Switzerland, Austria, France, Germany, Italy and Slovenia.

The lakeside settlements in the Alpine region count among the most important archaeological cultural assets in Europe. Because the pile-dwelling sites are shared by all Alpine nations, it was clear at the outset that candidacy for inscription in the World Heritage List must be serial and transnational.

The nomination as a UNESCO World Heritage will further increase the awareness of this extraordinary cultural heritage among the wider public. In this year's edition of the European Heritage Days, pile dwellings sites in the Swiss cantons of Geneva, Neuchâtel and Berne (archeological laboratory) were shown to a wide audience.

The Proposed Event:

- International networking and exchange between archaeological services, museums, etc. in individual countries and cantons.
- Promotion and visibility materials developed and shared by participating states.
- Visits of schools and publics organized during the EHDs.

Comments:

- Several EHD coordinators expressed their interest in taking part in both of the projects proposed.
- When it comes to dealing with heritage, there is an open question on how to keep the local communities and tourists from ruining the heritage (the example here are pile dwellings – where destruction is already present). How to save this kind of heritage? Where is the border of promotion and protection?
- The solution may be to create a museum for large public, where the copies and reconstructed versions of the heritage artefacts would be shown.

## **2.7 Places of Arrival and Departure Jan Solberg (Norway)**

This theme has already been developed in the EHDs. It addresses the topic of common heritage of Nordic countries. Working together within the European Heritage Days in 2006 on the theme of Places of Arrival and Departure marked a year of Nordic co-operation for Estonia, Finland, Iceland, Norway and Sweden. By sharing a common theme year, the participating countries were able to broaden the scope of knowledge and appreciation of the Nordic area's manifold cultural heritage sites.

Organizers focused their activities on important centres where long journeys start or end (bus and railway stations, ferry terminals, airports) and on smaller-scale meeting places as well (tram depots, wayside pubs, sleepy terminals).

This event gave an opportunity to develop and improve the work of coordinators, creating coherence and an exchange of experiences that have led to a common understanding of the heritage similarities between these countries. The project served to expand the scope of knowledge and appreciation of the diverse cultural heritage in participating countries.

The Proposed Event:

- Other states who wish to use this theme have a rich resource in those Nordic states who have already participated.

Comments:

- The themes of arrival, departure, mobility, migration are common for all of the European countries.
- The fact that special attention was given to some of the minority languages while making the brochure on Places of arrival and Departure was exemplary.
- The events within the first event proposal involved local people participating in different experiences of arrival and departure, but a question remained on who is considered to be local. It is belonging to a place; were these people settlers (native people) or also people who came later (migrants/immigrants). Do migrants consider themselves local enough to participate in the EHD events?
- It is very difficult to find a theme that will be applicable to all parts of only one country, let alone the whole Europe, but that is a value in itself as well – so many different ways and approaches to the same theme is a key element of cultural diversity.
- When we think about a common theme, there is a problem of defining whose heritage, whose history. From whose perspective are we looking at? It becomes very complicated process to depoliticize the concept of heritage. But if we focus on people, than the people are seen as carriers of history and you can see that history as valid and authentic.
- We should step away from the notion of heritage as object-oriented and focus on the heritage as people-oriented.

## **2.8 The Utrecht Treaty** **Edith den Hartigh (the Netherlands)**

The Utrecht Treaty was actually a series of individual peace treaties rather than a single document, the last of which was signed on 11 April 1713. Together, these treaties established the 'Peace of Europe' and put an end to a long period of war. For eighteen months, Utrecht had hosted intense negotiations between the diplomats and envoys that had come to this Dutch city to decide the future of the world. The outcome was a lasting peace built on diplomacy and dialogue. The Treaty of Utrecht introduced a period of peaceful coexistence within Europe.

The Proposed Event:

- The official celebrations of the 300th anniversary of the signing of the Treaty of Utrecht will take place in 2013 in the Netherlands. Different locations will be opened for the EHDs.
- The event is focused on the heritage of democracy, peace, justice and government, and is illustrated through a number of monuments such as: town halls, city halls, courts of law/justice, churches, castles, and rural estates.
- Cooperation in developing a European focus on monuments to democracy will be promoted.
- The intention is to give special attention to it throughout Europe and to invite other countries to join in this theme.
- Interesting activities such as a publication, a brochure, website-information and pictures, and an exhibition or an exchange programme can be developed as a collective effort.

Comments:

- The presentation of the film made for the promotion of this event is superb.
- Several coordinators saw this as a very interesting approach to developing a European Dimension and could imagine collaborating.
- The idea of peace and diplomacy could be promoted all around the Europe.
- Focus should be on the heritage related to negotiation rather than power.
- Special attention could be brought to the places where many of the European treaties were signed.
- All of these elements represent a common base for the involvement in a common theme of EHDs in 2013.

## **2.9 The European Wine Museum Map** **Giorgi lukuridze (Ukraine)**

The European Wine Museum Map was presented as a mechanism to draw attention to the fact that wine culture represents a common European Heritage.

The European Wine Museum Map emerged during a European Heritage Days event in the Odessa region of Ukraine. In September 2011, the Shabo winery inaugurated a wine cultural centre by opening its doors to the public in the context of the EHDs. The presence of four wine museums at the meeting supporting the idea was symbolic of the European dimension of the initiative: the L'Aigle museum in Switzerland, representing the north or Europe; the Dinastia Vivanco museum from Spain, representing the south of Europe; Beaune Museum in France, representing the west of Europe and Shabo Museum from Ukraine, representing the east of Europe.

There is an important dimension of tangible and intangible heritage in European wine culture. Originating in the Caucasus region thousands of years ago, wine culture spread throughout almost the whole of Europe, linking its history and development with that of European culture and civilization as a whole.

The Proposed Event:

- Development of an electronic map of European wine museums. A map interface will be designed for these museums to enable them to individually upload their museum onto the common platform. Invitation to wine museums across Europe to participate and enter themselves on the map.
- The map will function as an exchange platform for: network building; European wine route destination identity for tourism; promotion of exhibitions taking place throughout the year; lectures and videos developed around specific exhibitions; international promotion and marketing of local wine and wine products.
- Development of a European image bank of wine museums and wine routes across Europe.
- The map will link and promote events that will be open during EHDs.
- Cooperation between museums will enable a joint marketing of local festivals and other events being developed in the area of the wine museums.
- The European map will provide the opportunity for the museums/wine cultural centres to work together as a family with a shared interest and heritage to protect and sustain.

Comments:

- There is a clear possibility to construct relationships between different wine museums that collaborate together and develop a deep infrastructure of relationships and networks and exchanges to create an ongoing resource or event base heritage around the idea of wine culture.
- There is a clear connection between the wine, culture and tourism, which brings together positive notion of sustainability of these sectors.
- Several other elements should be included as separate layers of the map: accommodation, food industries, landscape, tourism agencies, wine festivals etc.
- The project has potential to develop much more beyond the concept of European Wine Museum Map into a European Wine Community Map. This is seen as attractive project to many participating countries that do not have wine museums but are connected to a wine as a cultural good.
- The European Wine Museum Map has the potential of becoming the quality label. If one thinks about the consumers the most important issue is the guarantee of quality.
- The map may have different layers to incorporate all of the elements within the wine community, but the priority right now must be on finding reliable partners in European countries (and this should be done through the search for European Wine Museums).

### **3. “THE EUROPEAN DIMENSION”: DEFINING CHARACTERISTICS**

- 3.1** Experts and National Coordinators agreed that the concept “European Dimension” could be defined in relation to the following characteristics. Events being promoted as having a “European Dimension” should include:

- A) **Collaboration on multiple levels** (local, regional, national and international, cross frontier, transnational initiatives). The difficulty of engaging local populations needs to be addressed. The solution might lie in the focus on the new geography of cultural exchange, which we are experiencing today; empowering local aspects of international activities to operate as a centre of the event, and to engage all participants as equal partners in an international network.
- B) **Networking and use of technology** in order to enable a broader reach for the smaller communities and provide access for all. Electronic networks enable European communities to collaborate with each other and to have a voice in event development.
- C) **A stress on cultural diversity**, according to the texts adopted by the Council of Europe, the European Commission, UNESCO. There should be a focus on accessibility in its widest sense. The terms intercultural dialogue or intercultural exchange may be used as a substitute for cultural diversity where this latter has become too politicized.
- D) Promotion of **cultural exchange of ideas, information, goods and services and the sharing of resources** between different partners in European countries.
- E) **Active participation / engagement /cooperation between visitors to the ED event and the local community.**
- F) Focus on a **people centered activity**, rather than a place or object oriented activities; it should stress the human dimension of the projects and the heritage.
- G) Focus on links **between heritage, history and culture.**
- H) Vision of **cultural heritage as a resource**, rather than an end or goal itself.
- I) **Principle of sustainable development** – not only external funding. The “European dimension” event should always assume it must anticipate developing resources from within.
- J) Attention to **inclusion of youth** in the project.
- K) **Links between the event and cross frontier cooperation between cultural and/ or educational structures.**
- L) **Cultural Cooperation** as a value.

All of the participants decided that the “European dimension” events should focus on the common European heritage. They should embrace the principles of cooperation and diversity and the vision of building a better society based on peace, cooperation and mutual respect.

These 12 elements will be circulated to all National Coordinators early in 2012 for comment. A final document, which sets out our common criteria for a European Dimension event, will be finalised and circulated shortly thereafter.

#### 4. THE “EUROPEAN DIMENSION” – FUNDING OPTIONS

Monica Urian de Sousa (European Commission) introduced this point on the agenda. She stressed that her key objective was to indicate the possibilities of applying for grants for European Dimension activities within the EHD Programme.

She underlined the economic importance of cultural heritage and in general that of cultural and creative industries, which provide 8.5 million jobs and make a 4.5% contribution to the EU GDP. There is evidence that culture is the motivation of 40% of worldwide international tourism, which is one of the reasons why Europe is the top destination in the world. What is more, for 25% of EU residents, cultural heritage becomes a key factor to choose a destination<sup>2</sup>. Finally, in 2006, 45% of EU residents visited at least one heritage site.

*How can the EU contribute to the European Dimension? What are the policy frameworks of EU actions? The main role in the field of cultural heritage belongs to Member States who are responsible for culture policy in general; the EU role is to support and supplement their actions at the European level, applying the subsidiarity principle. This is done by: encouraging cooperation between cultural operators and institutions, promoting networking, supporting cross-border mobility of art works and culture professionals; capacity-building; raising awareness, improving access to culture; stimulating exchange of good practices; and supporting education. The policy framework of EU actions is the European Agenda for Culture and EU 2020 with its goals of smart, sustainable and inclusive growth.*

The EU's Culture programme 2007-2013 has a budget of 400 million Euros. In 2010 the budget of the EU Culture programme was 51 million Euros. There were 842 applications with a 37% success rate. In 2010, about 2000 cultural organisations were involved directly or indirectly in projects supported by the Programme and heritage was one of the main sectors covered.

The main goals of the Programme are to promote cross-border mobility of those working in the cultural sector, to encourage the transnational circulation of cultural and artistic output, and to foster intercultural dialogue.

EU Culture programme is divided in 3 strands:

- Strand 1: Support for Cultural Projects consists of:
  - 1.1 – Multi-annual cooperation projects (6 partners from 6 countries, the project can last between 3 to 5 years, and maximum eligible costs are covered up to 50% and up to 500.000 Euros per year),
  - 1.2.1 - Cooperation measures (3 partners from 3 countries, the project can last a and maximum of 2 years, maximum eligible costs are covered up to 50% and between 50 up to 200.000 Euros),
  - 1.2.2 - Literary translation (between EU languages and partners from 3 countries, the project can last a maximum of 2 years, and maximum eligible costs are covered up to 50% and between 50 up to 200.000 Euros),
  - 1.3 – Special measures, (Joint actions with the Council of Europe, EU Prizes for culture, European Capitals of Culture, support to European cultural Festivals and cooperation with third countries: Mexico in 2011, South Africa in 2012, Australia and Canada in 2013).

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<sup>2</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_291\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_291_en.pdf)

- Strand 2: Support for organisations active at a European level in the field of Culture (ambassadors, networks).
- Strand 3: Support for policy analysis, collection and dissemination of information.

The European Commission co-funds Prizes for Contemporary Music - the European Border Breakers Awards, the EU Prize for Literature, the EU Prize for Architecture and, probably best known for all participants, the EU Prize for Cultural Heritage/ EUROPA NOSTRA Awards. More EU special actions are European Capitals of Culture (more than 40 cities have been rewarded so far; Guimarães and Maribor in 2012) and the European Heritage Days, a joint action with the Council of Europe.

Europa NOSTRA Awards showcases some of Europe's best achievements in heritage. There are 27 Awards and 6 Grand Prix in 4 categories: conservation, research, dedicated service by individuals and/or groups and education, training and awareness-rising. The Foundation, Europa Nostra, was selected in 2007 and is in charge of organizing the selection and the award ceremony of the EU Prize for Cultural Heritage. Next year, the Awards Gala will take place on 1<sup>st</sup> June in Lisbon.

The European Heritage Label is another European Commission initiative in the field of heritage, involving heritage sites that celebrate and symbolise European integration, ideals and history.

Numerous other EU policies and programmes support culture and particularly cultural heritage. One notorious example is the regional policy and the Structural Funds, which allocate 6 billion € for heritage protection and preservation, development of cultural infrastructure and improvement of cultural services. A Commission study shows evidence that the culture-based projects supported by the EU's Structural Funds contribute to economic and social development<sup>3</sup>.

Monica closed her intervention by encouraging National Coordinators to be creative and make applications for the relevant funds, as well as calling for synergies between the European Heritage Days and the EU Prize for cultural heritage.

## **5. THE EUROPEAN HERITAGE DAYS SOFTWARE**

### **5.1 Presentation of the European Heritage Days software**

The Council of Europe and the European Commission have agreed on a need to develop specific tools for the national coordinators to assist them in their very import work of event development, promotion etc. The two Secretariats are also committed to providing them with the technology to collaborate and enhance future common projects. Concerted effort to develop a common platform, which could respond to the needs of the National Coordinators, was a key task of the Secretariat in the months prior to the December meeting. The Secretariat presented a prototype of such platform for feedback and general evaluation.

The presentation of the prototype focused on several different aspects of the platform.

1. The presentation started with the dynamic, visual side of the front page.

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<sup>3</sup> [http://ec.europa.eu/culture/key-documents/contribution-of-culture-to-local-and-regional-development\\_en.htm](http://ec.europa.eu/culture/key-documents/contribution-of-culture-to-local-and-regional-development_en.htm)

All of the visual representation was inspired by the official EHD logos and brochures. The 'night and day' skyline images of the EHDs, including the very attractive stars create continuity in the identity of the Programme on the platform.

The National Coordinators congratulated the Secretariat on the look and feel of the front page. It was faithful to the spirit of the EHDs programme and it did encourage engagement.

2. The second thing to emphasise about the landing page was the seamless way that the national and European dimension events had been integrated and promoted on the front page of the interface.

Several Coordinators stated that this enabled them to see how the European Dimension fit into the overall programme.

3. The platform gave predominant importance to the place of the National Coordinator and the functions associated with the National Coordinator's page were discussed at length; After going through the creation of a personal profile presentation looked at:

- Collaboration functionalities – how to collaborate with other coordinators.
- Diffusion and publicity of national event.
- Display and publicity for event /entity.
- Statistics and how to practically use this feature.
- Basic steps on how to upload and create their own events.

4. The next important dimension of the map interface is the opportunity to promote the European dimension events. In this instance, the visual interface of the European Wine Museum Map was presented and explained in great detail.

5. The presentation then returned to the front page to show how a tourist or a public user would use the map interface (how to find events, how to zoom in, technical features etc.). The focus was on:

- Overview of functionalities which increases tourism capacity for the EHDs though the platform.
- Possibility of a mobile phone application developed along the road.

6. The presentation then covered the development of data and input from third users wishing to build in interesting sites and events close to or related to one of the EHD events.

7. Finally, the presentation talked about the development of statistics.

The participants brought many individual experiences to the table discussion after the prototype presentation. The themes which emerged focused on the content and on the technical features of the site, as well as the responsibilities of the coordinators and the end users. From the discussion, the following conclusions and opinions were drawn:

- The platform should focus on the particular users, which are specific to the EHD programme. During the presentation five types of users were identified:
  1. National coordinators (both as target group and as people managing the events).
  2. Local event organizers (both as people uploading the event' material and as a target group for the end interface).
  3. Public users (tourists, visitors, general public).



4. The Council of Europe and the European Commission managers involved in the project.
5. Researchers (interested in knowledge and information on the platform from an educational point of view).

- In general, **the coordinators are responsible to upload the content** of the events on the platform. They may upload the information themselves or grant access to other coordinators. When it comes to the events on local level, the coordinator can give access to the local organizers, in order to provide them with the opportunity to promote their event. However, the national coordinator should be involved in the process of monitoring the information being uploaded by their events' coordinators. The devolution of responsibility will serve to facilitate the flow of the information.
- When it comes to the language of the platform, the coordinators have agreed to start off with the **English version** of the site, following with translation on one or more European languages. The issue of language availability is characterized as essential and should be further discussed in the development of the final platform interface.
- If the coordinators are not able to provide all of the information in English language, they should make sure to link the event page to their own **national websites**.
- The notion of **social networking** is an important element to this platform. The perspective of making this platform and the information on it accessible implies the need for several share buttons which will be developed within each event page.
- There is a strategic question on how to **motivate** national coordinators, local organizers and public users to participate in this platform.
- Apart from motivating the coordinators to use this platform as a tool of promotion to an outside audience, there is a need to highlight that they can use this platform as an **intranet** in order to exchange information among each other. Information that will be corporate shared among the national coordinators only will be part of specific group-oriented interface within the platform. The platform may then be seen as an internal portal to exchange knowledge and establish relationships between people.
- It might be interesting to include the third types of users – so called **researchers**, people that would like to use the platform to generate knowledge on what different types of cultural events are happening throughout Europe looking at why they are happening and who has attended them, etc. This platform can then become the social capital that people can use later on to research on the evolution of cultural heritage in Europe.
- The result of the platform should also be a specific **event directory** for the EHD programme.
- The platform was recognized as a great potential and may represent **virtual reality** for the EHD events. It was recognized that we are coming to a Web 2.0 world and if the portal is successful, eventually, much of the content would be uploaded by the **end users**.

The overall feedback was highly enthusiastic but it was understood that implementation of the portal must be a progressive process. There are many issues to be ironed out, particularly with respect to those Coordinators that have many thousands of events to manage.

In any event, the progressive introduction of the portal would enable us not only to deal with challenges of implementation, but also to tailor its functions to more effectively serve the evolving needs of the Coordinators.

The Council of Europe and European Commission Secretariats were very grateful for the thoughtful contributions from the National Coordinators and they will study the process of keep everyone fully informed of their next steps.

## 6. HOW DO THE ED EVENTS ILLUSTRATE ARTICLES OF THE FARO CONVENTION?

Gabi Dolff-Bonekämper (Germany) and Noel Fojut (Scotland) assessed the European Dimension event proposals in light of the Faro Convention. (The Council of Europe Framework Convention on the Value of Cultural Heritage for Society in Europe). The Faro provides the organising framework for the Council of Europe's activities in field of heritage.

### Article 1

All of the presentations, without exception, clearly reflected elements of Article 1. It was perhaps natural that the first two sections, on rights and responsibilities, were recognised implicitly rather than explicitly in the majority of cases. It is worth remarking that the ethos of EHD is founded upon a view of the relationship between citizens and heritage which exactly mirrors Faro. Every presentation reflected the views of cultural heritage set out in the Faro definitions. Indeed, it would not be an exaggeration to categorise the presentations, taken as a group, as a nearly perfect illustration of the Faro concepts of how value is expressed and of the need for activity. EHD, and the specific presentations, are inherently about an active rather than a passive attitude to heritage. The presentation I Polesje region: place of common heritage and traditions illustrated this well. A beautiful film showed the older generation enacting their shared heritage of songs, dances and performances, but how are the young people to be encouraged to take up the privilege, which is also a burden, of becoming the next tradition bearers? What happens when the "responsibility" of Faro is denied, and a new generation does not share the older generation's value? A point must come, if persuasion and education fail, at which it must be accepted that a heritage tradition will pass to being a heritage memory.

### Article 2, paragraph b

*"a heritage community consist of people value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generation."*

Gabi Dolff-Bonekämper reflected on "Europeanness" suggesting that it is „*Europe as a continent and all those who were here*“, which paraphrases the second Article of Faro Convention.

A "map" of Europe can be seen as a point of reference in two different aspects. In reality as a map and in this case the continent has limits, and on the other hand it can be viewed as an "online - virtual continent" with no frontiers and no limits at all.

These two, virtual and physical spaces, should be taken into account in relation to similarities that are identified around the continent. These similarities are not to be underestimated. The similarity of castles extends far beyond their mere shape. Similarity of styles, artists, sites, sculptures, paintings, art, houses, and purpose all have a great influence and authority in shaping the European spirit and character.

The history of the continent is full of shifting borders, countries and armies. This creates a stronger cultural impact because people have left evidence of their presence. European-ness is an ongoing process of which key characteristics are both mobility and locale. Mobility is a fundament for social change and the locality is the foundation of heritage. European Heritage Days themed projects should take account of all forms of mobility, but should act locally. There is a question to be asked about: How to act locally and who are the local audience?

It is possible to use different definitions of 'locals'. There are 'former locals', those who once inhabited a specific site, but are no longer there. There are 'old locals', who have always been there, but have an 'unequal' relation to each other in terms of the locality. The 'old locals' are familiar with intangible heritage and folk songs and can constitute both a very important audience as well as actors in teaching and organizing events. The third group comprise those referred to as 'new locals' – newcomers who are not originally from the place they now inhabit, who do not (yet) belong to the particular location, and who represent other social and cultural groups, but who could become very keen EHD organizers and should be warmly and kindly welcomed by 'old locals'. The last group is new locals in the guise of short-term guests, tourists, etc. In general, this could be a sizeable heritage community.

### Article 3

There was a particular theme in a number of the presentations which reflected Article 3a, and that was the idea of shared heritage and remembrance. This was noted in II Castles and Fortresses. A powerful general theme, applicable almost anywhere in Europe, could focus around the idea of deterrence and the avoidance of war.

The theme of memories was resonant with several presentations, perhaps most notably that of VII Places of Arrival and Departure. The idea of places whose heritage subsists not so much in their physical architecture as in the memories of life-changing events – arrivals and departures, meetings and partings – is a powerful one, and once again capable of being applied anywhere in Europe. While full European, this theme is of course also universal, and potentially very rich. Appropriately, after the preceding words, the second Faro definition is explicitly about the European journey: the concept that Europe is a project in progress, learning from a past with difficult memories and working towards a future which is better for all. In this context the presentation VIII Utrecht Treaty – common European heritage, almost perfectly captured this idea of “constructing Europe.”

### Article 5

Several presentations illustrated aspects of Article 5. All had relevance for Article 5a, because a central feature of EHD events has always been the discovery of value in the unconsidered or inaccessible heritage, by opening it up to a wider audience. Articles 5b and 5f were well illustrated by presentation V Stecci, where the idea of engaging the widest possible public in the identification and study of ancient tombstones was leading almost automatically to their protection by raising public awareness of their historical significance.

## Article 7

Article 7 was illustrated in some ways by almost all presentations, and for this report one example is selected for each of the sub-Articles. Article 7a was reflected in a very challenging way in the presentation VI Prehistoric Pile Dwellings around the Alps. The methods of presentation and visitor access (real and virtual) have an obvious practical impact on the preservation needs of the authentic sites. Article 7b is well illustrated by VIII Utrecht Treaty, with a synergy between conciliation and negotiation in heritage matters reflected in the very similar processes of negotiation which take between national interests. Article 7c of Faro was drafted in the context of conflict between nations, social groups and heritage communities, but a different and powerful idea about conflict emerged in the presentation IX European Wine Museums Map. Article 7d was illustrated particularly well by the presentation IV Heritage Education, which showed how heritage topics can be used in general educational approaches, but also how innovative and particularly participative methods can enrich education about heritage. The potential in EHD activities for social inclusion through heritage-based education was a recurrent theme in several presentations.

## Article 8

Article 8 of Faro was less perfectly mirrored in the presentations, but for no particularly worrying reasons. Article 8a in particular is a very high-level ambition, and it might be said that all of the presentations were relevant to an intermediate step, that of raising awareness in all sectors of the potential of heritage to add value. The effect of EHD events in opening the eyes of decision-makers through public engagement cannot be underestimated, and here the identification and valuing of sites in projects like V Stecci offers a model for enrichment of wider processes. The integrated approach of Article 8b was illustrated in VI Prehistoric Pile Dwellings, where all environmental factors have to be considered in taking forward a programme of conservation, investigating and presentation, with the result that opportunities arise for presentations across the borders of neighbouring scientific disciplines. Article 8c is very much a “theme” article for EHD – building social cohesion through shared responsibility and action. VII Places of Arrival and Departure was one of several presentations which built upon the idea of promoting effective actions by focusing upon places in which individuals’ lives intersect in memorable ways. Article 8d was not specifically addressed as a major theme in any presentation, but was a minor theme in several, promoting some discussion about how newly-built facilities such as visitor centers can best be integrated with older buildings, and prompting thought about the authenticity of traditional intangible heritage practices when enacted in 21st century spaces. IX Wine Museums and VI Prehistoric Pile Dwellings in particular offered opportunities to reflect on these issues. The principles of sustainable use were implicit in the various presentations, but no one presentation focused specifically upon them. There appears to be a general assumption that “of course” no heritage should be damaged in any EHD activities, and that everything should be done in the best possible way according to the principles set out in Article 9.

The most explicitly economically aware presentation was IX Wine Museums, where the industry is the driver of the project. For most presentations, there seemed to be reluctance about presenting the specifics of financial and commercial aspects, with more reliance on generalised arguments about the value of increasing overall levels of economic activity. As with Article 8a, there is perhaps an argument that that EHD activities serve an intermediate purpose, that of increasing participation and identifying value, more than they directly stimulate economic growth.

## Article 11

Article 11 of Faro is about the ways in which public responsibilities are shared between actors, ranging from national governments and public authorities to non-governmental organisations, interest groups and even individuals. The integration of approaches at all levels (Article 11a) was a feature of the ambitions of V Stecci, although perhaps, as yet, more in theory than in full realisation. Articles 11b and 11c were illustrated very clearly in VI Prehistoric Pile Dwellings. Article 11d was interesting in its relation to the presentations and also EHD more generally. As for Article 11e, presentation III Educate, Discover, Protect, Preserve Heritage for Common Future offered a glimpse of a possible way forward in a period when the resources of national governments are inadequate to developing the full potential of heritage for society. Given that access to the heritage is the central theme of EHD, it was no surprise to note strong connections with the first item of Article 12a, with presentations III Educate, Discover, Protect, Preserve Heritage for Common Heritage, V Stecci and VI Prehistoric Pile Dwellings illustrating the potential of participation in the processes by which heritage is accorded recognition.

## Article 12

Presentations IV Heritage Education and I Polesje region were good illustrations for Article 12b, while presentation V Stecci was one of several where Article 12c was strongly relevant. Presentation IV Heritage Education had particularly strong resonance with Article 12d, but generally the presentations reflected a refreshing desire to expand beyond “traditional” audiences for cultural heritage, as well as encouraging groups to assign more value to their own heritage.

## Article 13

Discussion: By allowing wider audiences to become involved in cultural heritage, it can be argued that all of the presentations would automatically contribute to the goals of Article 13 of Faro, and perhaps little more needs to be said on this Article. Every presentation made considerable use of the opportunities offered by new technology, ranging from passive approaches – video recording in I Polesje region, for example – to advertising and dissemination in several projects and right up to the sophisticated multi-layered mapping partly developed and partly envisaged in IX Wine Museums. A particularly interesting aspect was the idea of virtual access, whether as a means of making information available, as a way of allowing distant participants to become involved, or as a means of viewing, without risking damage to generally inaccessible heritage remains, as in VI Prehistoric Pile Dwellings. In short, the presentations are very valuable in illustrating almost all key aspects of Faro, and none can be rejected as fundamentally “not Faro” – a most satisfactory conclusion.

## **7. OBJECTIVES AND STRUCTURE OF 2012 EHD FORUM IN CYPRUS**

Athena Aristotelous - Cleridou (Cyprus) opened her presentation with invitation to the 5<sup>th</sup> European Heritage Forum which will take place in Nicosia, during the Cyprus EU Presidency next year. Between 14 and 16 of October 2012 there will be held three very important Heritage Days Events: launch of EHD in Cyprus, the 5<sup>th</sup> European Heritage Forum and the Annual National Coordinators Meeting.

In view of the fact that no final theme was approved for next year's Forum, the host put forward the following discussion proposal: Communicating Heritage: Audience Building, Education, Public Participation and Decision Making. In the following part of her presentation the speaker developed all of the ideas incorporated in the theme and highlighted the most important Faro Convention articles appropriate to the proposition.

The most important issues were Audience Building and its "aim to convey information or argue for a particular claim". The challenge faced in Audience Building is "how do you cultivate a big audience for heritage, and how do you leverage that audience to support your heritage?". In her presentation the speaker expressed the view that "Public Participation may be regarded as a way of empowerment and as a vital part of democratic governance, seeking and facilitating the involvement of those potentially affected by, or interested in, a decision".

As a result of this presentation, a discussion took place among participants focusing on three issues: Audience Building, Public Participation, and principally on the theme in general. In the opinion of experts, not all definitions used in speech are sufficiently precise and accurate. Some of them (for example Audience Building) are still being developed for use in EU policies and programmes for heritage. Other useful expressions related to the presentation were: "Public Participation becomes education and it is learning by active engagement and by taking part", "Audience Building is a process, active strategy, set of actions that could be taken to attract and educate a new audience". One noteworthy proposal was to give the floor to young people who could be ambassadors and could share good practices.

The theme of the Forum should focus on heritage education, and should be important, not only for the European community, but also for the regional community. It should create a link between what is to be seen and what is to be thought.

Piet Jaspaert, representing Europa Nostra, invited the EHDs organisers and the National Coordinators to link the Forum activity more closely to the Europa Nostra Prize Giving activity for conservation of architectural heritage. Mr Jaspaert stated that Ms Athena Aristotelous- Cleridou could present the Europa Nostra award at the 5<sup>th</sup> Forum in Cyprus because it concerns the 2010 Nicosia Master Plan Project that enables the conservation of the architectural heritage within the buffer zone in the Walled City of Nicosia. He also suggested that every year the winners of the European Union Prizes/Europa Nostra Awards (announced in June) should be presented to the larger public through the EHDs (September) in the respective countries. Mr Jaspaert's proposals were positively received and will be discussed with the Secretariat in the context of the preparations for the 5<sup>th</sup> EHDs Forum.

Paulina Florjanowicz, who was moderator of this part of the session, indicated in her summary statement that the Faro Convention is to be taken into consideration as the basis for creating a theme. The theme should be beneficial to all participants, but primarily to Cyprus. The next step is to set a date for the preparatory meeting. It is very important that for the first time the theme of the European Heritage Forum is being broadly discussed at this meeting, thus fostering active participation.

## 8. ANNEXES

### 8.1 Capacity Building Session for the National Coordinators

Due to the warm reception by the national coordinators and the need to continue Wroclaw's training session, during Strasbourg meeting a further part of the communication and social media training took place. One of the specialists was PhD Marianna Sigala dealing with the issue of using Web 2.0 technologies in the areas of tourism and cultural heritage. Her lecture "2.0 be or not 2.0 be?" combined with practical exercises met with great interest and appreciation from the coordinators.

Marianna Sigala (Greece) started her presentation from short brief of Internet's history, the technology of Web 1.0 and Web 2.0. She pointed their differences and the main representatives in recent years.

When we talk about Web 1.0 we think about information, but when about Web 2.0 there is lot more experience, emotion and conversation. In this case very important are authenticity, trustworthiness, transparency, community, sharing and word of mouth that is equal to "word of mouse". Web 2.0 stands out the following participation motives:

- Need for transaction,
- Need for interests,
- Need for fantasy
- Need for relationship

Trainer asked the audience very essential question: Why social media and cultural heritage?

The final answer was created with the audience and stands for: *Cultural heritage it is people and it is evolving. New collaboration online stimulates the dialogue. Different people are having different roles.*

Participatory cultural institutions are created and managed with visitors. She suggested that the 2.0 cultural institutions can serve as a platform that connects different users who act as content creators, distributors-connectors, consumers, critics, collaborators – communicators. She has also specified goals designing participatory cultural institutions platforms:

- to attract and understand new audiences,
- to collect and preserve visitor-contributed content,
- to provide educational experiences and enable social learning,
- to produce appealing marketing campaigns,
- to built and enhance relations,
- to foster dialogues by becoming a town square for conversation

The following part of presentation showed numerous tools of Web 2.0.

The first one was WIKI– open and collaborative platforms to contribute content to a topic and which are engaging people. The most famous is well known around the world Wikipedia.



Next one was TAGGING which is used for saving and categorising content and for browsing others people's content:

- tagging makes website's content more accessible, understandable and appealing to its users,
- it can help and further enhance learning,
- it also enables social research whereby users can see who has tagged something,
- it helps organize and display user-generated content uploaded on websites,
- gather reliable and timely customer intelligence and feedback regarding the image of their destination, the mental maps of users,
- customer information gathered through social tagging can also be used for improving search engine optimisation campaigns.

Tagging is giving a chance to freestyle learning which is based on interpretation. No experts show the user which way to go. It is people oriented tool and cultural institution which use tags are people oriented too. Sometimes apart of tags there are mechanisms to add comments. It is also a tool which gives a chance to collaborate with audience – and this is a way to let others to become part of the project.

The next Web 2.0 tools, which were mentioned by Dr Sigala were SOCIAL MAPPING SERVICES. We can list many different providers of the technology, but the most popular are: Google Maps, Yahoo! Maps, Microsoft Virtual Earth, MapQuest, Arcweb. The main roles of geoportals are: storage, visualisation, searching, distribution, discovery/exploration of data relations and co-creation of geodata, information empowerment of users and facilitation of spatial decision-making, fostering and supporting collaboration and team working. There was suggestion to put EHD events on chosen mapping services not only to show the ED but to promote the happening.

BLOG– another Web 2.0 social medium which can be use instead newsletter and works as a communication tool, suggested to link relationships with relevant blogs and we should use the blogs in our site. However the creation of new blog is very important not only for communicating but reputation monitoring, visitor's feedback and search engine optimisation. There are five types of blogs: C2C users' personal blogs, B2B professional blogs, B2C corporate blogs, G2C and DMOs blog, E2E internal employee blogs for knowledge management, internal communication and training. In the case of blogs we have the AIDA impact. The letter "A" means Attract the attention, letter "I" is equal to create Interest to users, letter "D" develops someone's Desire to learn more, and the last means foster an Action.

Another tool combined with blog is MICROBLOGGING. It is useful for brand monitoring, service recovery, product promotions and voice of customer.

Trainer paid attention also to SOCIAL NETWORKS. Social networks consist of people who are connected by a share object. Social objects are the engines of socially networked experiences. They make interpersonal engagement more comfortable. Social platforms offer people tools to help them interpret, discuss, share and socialize around the objects. Social network allow users to detail their personal details, they can share their text, photos or videos, and they can install and use third-party applications tailored to the service – games, media viewers or survey tools. People can use forum discussions – wall post. They can also comment the reactions on their wall post. They can use like/dislike bottom to show, that they like this post or not.

In the next part of presentation Dr Sigala presented designing social participation and engagement in cultural experiences. She showed the audience the pyramids of importance. Starting from the most important:

- Culture and me – means individual reception of content
- Culture with me – individual interaction with the content
- Me & me & me & culture – individual Networked interaction with the content
- Me-to-we in culture – individual Networked social interaction with the content
- We in culture – collective Social Networked interaction with the content.

The essential questions concerning visitors 2.0, which can be treat as a summary of the lecture appeared in the end: *“From cultural consumers to cultural co-creators. Can you afford to ignore it?”*

In case of EHD the only answer to the audience replied was “NO”.

Julio Romo (United Kingdom) followed with a presentation on social channels and their characteristics. A fact of evolution is that it is human nature to share information and communicate with one other. When we consider the social media that exists today, this mission is much easier to accomplish. During his presentation, Julio covered three main areas:

- People and social networking (what it is; why people use it; what they like to share; how brand organisations and cultural events can benefit from it).
- How events within the EHD can be communicated through these social channels.
- Building promotional campaigns.

Communication today focuses on mass media, local media and the dynamic social channels that we have, such as blogs, and websites such as Facebook, Twitter and Youtube. Major media agencies are not the only ones to break news anymore; the focus has shifted and the attention is now on local media, and specifically on social networks. All media organisations regularly check social media to see what people think, what public opinion is about any given event, and how this opinion can influence future events.

The following part of presentation showed three major social channels of today’s globalized world: Facebook, Twitter and Youtube.

FACEBOOK is a social networking site which aims to connect individuals and share information. It is the first site that many individuals check, and on many occasions it has stated it wants to be the gatekeeper for the whole of the internet.

- There are over 750 million users. More than half of the users access the network every day. Over 250 million users access Facebook through a mobile phone. Users that access Facebook on mobile phones are twice as active.
- Fastest growing demographic of new users is 35+.
- Facebook is famous for its highly engaged audience. The average user spends 23.20 minutes on each visit and they visit Facebook twice a day. They spend around 50 minutes on Facebook every day.
- 48% of people check Facebook first thing in the morning, as they wake up. From the communication side – this is the perfect time to upload information so that other people can have access to it.

TWITTER is all about real time; it uses the same format as journalists and focuses on what you want to follow and how to get current information across to wider audiences.

- It is a micro-blogging tool that allows users to update each other using only 140 characters.
- With Twitter many organisations learn how to rewrite, so that each tweet is written more as a headline to grab the attention of other users. As a result, it has more chance to be re-tweeted and reach a wider audience.
- 150 million monthly users, 50% of them log on every day. Service is publically visible by default; anyone else who decides to search for you can see your tweets.
- Twitter can be integrated into Facebook or LinkedIn or linked to your own website.
- Users range from individuals, celebrities, companies, brands, government organisations, journalist and media agencies.
- If you are able to find a celebrity or a leading person to support your event, you have a higher chance to promote your event amongst a wider audience.
- Within the EHD you can advertise highlights, promote other national events, communicate with participants of the EHDs, and communicate with more people.
- What is crucial about Twitter is that you have to be a regular user, either every day or every other day.
- Twitter is about real time and engaging regularly with the wider audience.
- Twitter focuses on providing breaking news, because people do not just want information, they want to feel that they are the first to hear this information.

YOUTUBE was founded in February 2005, as a channel which allows people to share, discover and watch originally created videos. Users can access it through electronic devices, mobile phones, television channels etc.

- You are responsible for crafting the story in any uploaded video, filming and sharing it.
- If you are going to use Youtube, you must assure that your content is good quality (since competition is fierce, the content must be high quality).
- The average video is 4 minutes and 12 seconds.
- Comments are the lifeblood of channels like Youtube.
- Use regular language, not heritage jargon.
- Video gives insight, knowledge, it refers to a specific audience, and it has graphic, visual and content-related material.

In the last part of the presentation, Julio presented the most important insights into successful social media sharing:

- Research your audience and the subject they are interested in.
- Before you engage, listen.
- You have to plan what you will share and when – tweets, videos, facebook updates. Practice has shown it is best to make a calendar of social network sharing.
- Get some behind-the-scenes material that other media does not have – do not use only official material, but focus on providing atmosphere.
- Set your objectives: what you want to achieve on a specific day and with which specific social media tools.
- Provide key messages for your events.
- Find out what other EHD coordinators are promoting.
- Timescale – make sure you have enough time to create social content.
- Evaluate and follow the reactions of your audience.
- Online PR – make sure you are reaching bloggers before the event.
- Link social channels to your own website.
- Use Twitter as a voice for everyday updates on events.

- With a Facebook page, integrate videos, comments and questions.
- Youtube – make sure videos are good quality.
- Since it is not about the number of fans and followers focus on engaging people who share the content, and how many people are talking and commenting.
- Make sure you thank people for comments and their regular visits.

## 8.2 Meeting Agenda



DGIV/PAT/JEP(2011)13  
10 December 2011

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

## **The European Dimension of Heritage Days Events**

European Youth Centre  
Strasbourg, France, 11-12 December 2011

### **PROGRAMME**

## Saturday 10 December

<i>All day</i>	Arrival of participants to: European Youth Centre 30 rue Pierre de Coubertin F - 67000 Strasbourg France
19:00	Welcome drink - reception Austrian room, 3.4.
20:00	Dinner in the European Youth Centre

## Day 1 – Sunday 11 December

\*Please note that individual 'European Dimension' events which have been set out for discussion on the agenda below are subject to change. The final list will correspond to those events which, in the end, make the strongest case for their consideration.

09:30 – 09:45	<b>Welcome and presentation of Agenda</b>
09:45 – 10:00	<b>The 'European Dimension'</b>  Madelena Grossmann
10:00 – 10:30	European Dimension Event Proposal Session One  <b>(I) Polesje region: place of common heritage and traditions</b> Poland, Ukraine, Belarus and Russia  Oksana Vasylieva, Ukraine Natalia Khvir, Belarus  <b>(II) Castles and Fortresses – common European History</b> Estonia, Finland and Sweden  Helle Solnask, Estonia
10:30 - 11:00	Open Discussion  Chair: Noel Fojut Moderator: Paulina Florjanowicz  Rapporteur: Jelena Mocevic
11:00 – 11:30	Coffee break
11:30 – 12:00	European Dimension Event Proposal Session Two

**(III) Educate, Discover, Protect, Preserve Heritage for Common Future**

Milena Antonic, Slovenia  
Nada Andonovska,  
"the former Yugoslav Republic of Macedonia"

**(IV) Heritage Education**

Serge Grappin, France

12:00 – 12:30

Open Discussion

Chair: Paulina Florjanowicz  
Moderator: Noel Fojut

Rapporteur: Jelena Mocevic

12:30 – 13:00

European Dimension Event Proposal Session Three

**(V) Stećci (ancient tombstones from 14th to 16th century)**

Bosnia and Herzegovina, Croatia, Montenegro and Serbia,

Milica Vusurovic, Montenegro  
Edin Veladzic, Bosnia and Herzegovina

**(VI) Prehistoric Pile Dwellings around the Alps: UNESCO World Heritage**

Switzerland, Austria, France, Germany, Italy and Slovenia

Daniela Schneuwly, Switzerland

13:00 – 13:30

Open Discussion

Chair: Noel Fojut  
Moderator: Gabi Dolff-Bonekämper

Rapporteur: Jelena Mocevic

13:30 – 15:00

Lunch

15:00 – 15:30

European Dimension Event Proposal Session Four

**(VII) Places of Arrival and Departure**

Nordic countries

**(VIII) Utrecht Treaty – common European Heritage**

The Netherlands and...

Edith den Hartigh, The Netherlands

15:30 – 16:00

Open Discussion

	Chair: Noel Fojut Moderator: Gabi Dolff-Bonekämper
	Rapporteur: Jelena Mocevic
16:00 – 16:30	European Dimension Event Proposal Session Five  <b>(IX) The European Wine Museum Map</b> Ukraine, Switzerland, France, Moldova, Spain  Giorgi Ikuridze Oksana Vasylieva
16:30 – 17:00	Open Discussion  Chair: Paulina Florjanowicz Moderator: Gabi Dolff-Bonekämper  Rapporteur: Jelena Mocevic
17:00 – 17:30	Coffee break
17:30 – 18:00	<b>Presentation of the European Heritage Days software</b> Prototype Proposal
18:00 - 18:30	Open Discussion Madelena Grossmann Ignacio Gomez
<i>Evening</i> 19:00 – 21:00	Dinner
<b>Day 2 – Monday 12 December</b>	
09:00 – 10:00	Small group session <b>Analysis, Discussion and Response to Presentations: The defining characteristics of the ‘European Dimension’</b>  Council of Europe: Daniel Therond, Madelena Grossmann European Commission: Monica Urian de Sousa Europa Nostra: Piet Jaspert National Heritage Board of Poland: Paulina Florjanowicz
10:00 – 10:30	<b>Presentation of Conclusions to Plenary Session</b>  Rapporteur: Paulina Florjanowicz
10:30 – 10:45	Coffee break
10:45 – 11:15	Plenary session



## **The 'European Dimension' - Funding options**

Monica Urian de Sousa

11:15 – 12:15

### **Analysis, Discussion and Response to Presentations How do the ED events illustrate articles of the Faro?**

Interventions from:

Gabi Dolff-Bonekämper / Noel Fojut  
Moderator: Piet Jaspaert

### **Can the EHDs Forum Activity Frame this Relationship? General discussion**

Moderator: Paulina Florjanowicz  
Rapporteur: Jelena Mocevic

12: 15 – 13:15

### **Objectives and structure of 2012 EHD Forum in Cyprus Athena Aristotelous-Cleridou**

Open Discussion  
Chair: Paulina Florjanowicz

13:15 – 14:30

Lunch

14:30 – 17:30

### **Capacity Building Session for the National Coordinators**

16:00 – 16:15  
Coffee break

- Managing European Dimension events cooperatively
- Social Media in developing and promoting events

Trainers: Julio Romo  
Marianna Sigala

19: 00 – 22:00

Dinner and Social Event

## **Day 3 – Tuesday 13 December**

*All day*

Departure of the participants

*Morning*

Meeting of the experts (EC, CoE)

Meeting room B4.04C

### 8.3 List of participants



Education and Culture DG

Culture Programme



European Heritage Days  
Journées européennes  
du patrimoine



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

DGIV/PAT/JEP(2011)12  
10 December 2011

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

**JOURNEES EUROPEENNES DU PATRIMOINE**  
*Une action conjointe du Conseil de l'Europe et de l'Union européenne*

**Meeting on the « European Dimension »**

**11-12 December 2011**

**European Youth Centre, Council of Europe**

**30 rue Pierre de Coubertin, Strasbourg, France**

**Réunion sur la « dimension européenne »**

**11-12 décembre 2011**

**Centre européen de la Jeunesse, Conseil de l'Europe**

**30 rue Pierre de Coubertin, Strasbourg, France**

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**8.4 ED Template**

**Error! Objects cannot be created from editing field codes.**