



# European Heritage Days

A joint action of the Council of Europe and the European Union



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## European Heritage Makers Week

*#EHDs pilot initiative oriented towards children and young people*

### Rules for participation

#### WHAT IS IT?

The [European Heritage Days](#) (EHDs) are the most widely celebrated participatory cultural events shared by the citizens of Europe. With over 50 000 events organised every year in 50 European States signatory to the [European Cultural Convention](#) and more than 30 million visitors, the EHDs, as a joint action of the Council of Europe and the European Commission, represent a unique example of a grass-roots initiative organised and shared by millions of European citizens.

Children and young people play a crucial role in the future of cultural heritage protection and promotion, and are the most valuable source of creative ideas and contributions to the field of culture in general. The [European Heritage Makers Week \(EHMW\)](#) is therefore one of the key initiatives of EHDs within the [European Year of Cultural Heritage \(EYCH\) 2018](#), organised under the two slogans: “European Year of Cultural Heritage: The Art of Sharing” and “Our heritage: where the past meets the future”.

What initially started as **Heritage Makers** in Finland in 2013, and adapted as a cross-frontier activity as of 2014, has been recognised by the EHD Assembly of 50 European States as an innovative and sustainable opportunity to engage the youngest both online and in their immediate surroundings.

Its intention is to give a real and meaningful voice to children and young people by encouraging and identifying the future Heritage Makers of Europe. At the same time, the EHDs goal with this initiative is to complement the definition of European values of cultural heritage from the children's point of view. It refers to the "stories" children and young people will explore and choose to tell as their own interpretation of the heritage sites and objects around them. It is a creative opportunity for the youngest among us to actively explore and promote their local cultural and historical landmarks.

During this period, children and young people are encouraged to explore their surroundings, get to know the cultural heritage around them and come up with a story of Europe in the selected site. The stories can then be uploaded by their parents or legal guardians in the form of digital images (pictures, drawings, paintings, photographs, graphics, illustrations, and comics) to the [EHD Portal](#) with optional written stories alongside to give added insight. **Please note that** it is up to the National Coordination office to decide on the final rules that will guide you through this initiative.

The objectives of the European Heritage Makers Week are:

- (1) To inspire and encourage children and young people to observe, explore, analyse and participate in their surrounding heritage and guide them to embrace a sense of belonging to the European common space.
- (2) To collect experiences and stories of how children and young people understand the European dimension of local heritage.
- (3) To identify and promote young communities interested in heritage.
- (4) To bring into the spotlight future #HeritageMakers and connect them with their peers from other parts of Europe.

### **WHO CAN APPLY?**

If you are under 18 and interested in observing, exploring, and participating in the environment and heritage around you, then you are indeed the true #HeritageMaker we are looking for! All you have to do is ask your parent or legal guardian to send your story, along with a photo of your heritage site and some information about yourself (including your name and age) through the EHDs website and your story will be published on the EHDs portal.

We invite the submission of stories to European Heritage Makers Week from:

- (1) Children and young people under the age of 18 from the participating countries: Estonia, Finland, Iceland, Ireland, Latvia, Montenegro, Slovenia, Sweden (please note that this is a pilot initiative, and in that sense not a final number – all countries are invited to participate).

If your country is not on the list - and you really want to participate – write to us at [jep-ehd@coe.int](mailto:jep-ehd@coe.int) and we will put you in touch with your National Coordinator.

In order to have the story promoted as such, please note that stories should be submitted by the storyteller in the presence of and with the assistance of a parent or legal guardian. In view of the questions to be considered during the storytelling experience, we recommend involving children between the ages of 8 and 18. However, please note that it is up to the National Coordination office to decide on the final rules that will guide the pre-selection on their level.

## **HOW CAN HERITAGE MAKERS TELL THEIR STORY?**

The European Heritage Days invites young storytellers to outline their own vision of European Dimension<sup>1</sup>, as well as which European values are referenced in their heritage sites.

**You can submit your story through the National Event page in the Visitor Book section that will be available as of 10 April 2018. You can follow the [European Heritage Makers Week](#) page to find more information and see when the link becomes available for your country.**

We ask for stories to be submitted on the Event page of the country in which the story is based. Participants are asked to **upload an image that represents their European heritage story in the Visitor Book of the national page**. Stories must have **one digital image, the name and age of the storyteller and, optionally, a short text** describing the story of Europe in the cultural heritage they have explored (the details can be written in their native language).

Further to the publication on the EHD portal of all submitted stories, each participating country will then choose 5 stories to be highlighted and sent to a European panel.

The European panel will then choose a minimum of **10 most inspiring stories** out of the highlighted submissions and **the storytellers will be invited to visit Strasbourg!**

The European panel will consist of 7 members: two international experts appointed by the Council of Europe; two representatives appointed by the European Commission; two representatives appointed by the EHD National Coordinators and one representative appointed by the Erasmus Student Association.

## **WHAT ARE THE CRITERIA?**

### **Eligibility criteria for submitting the story**

The storyteller should:

- Be born between 2001-2011
- Submit their story in their native language or English.
- Declare that they have the right to submit the story by agreeing with the terms and conditions in the disclaimer before uploading the story.

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<sup>1</sup> We invite storytellers to define their own understanding of European heritage in line with the Council of Europe's expressed values on human rights, democracy and the rule of law.

- Submit at least one story. Keep in mind that every country has different rules. Be sure to check the national page of your country since different countries might have different variations of the rules.

The Council of Europe reserves the right to exclude any Stories and to withdraw them from the EHD website should it be discovered that those eligibility criteria are not met. The Council of Europe furthermore reserves the right to exclude any Stories and to withdraw them from the website if the submission of the Story infringes the terms and conditions on the EHD website.

### **Selection criteria for publishing stories**

All of the stories that have passed the eligibility criteria will be published as European Heritage Makers Stories and promoted at European level. The stories will be published in the language written by the storyteller.

What are we looking for in the stories?

- What story of Europe can you see in your cultural heritage environment?
- What is the most interesting feature and is it unique to your cultural environment or shared with other countries?
- What is European heritage for you?
- What does the story say about cultural diversity in Europe?
- What does the story say about shared Europe?
- How do you present the story in pictures and words?

The stories will be selected according to:

- Originality and creativity;
- How well the story addresses the questions outlined above.

### **WHAT ARE THE IMPORTANT DATES?**

This is a pilot project initiated within the framework of the [European Year of Cultural Heritage 2018](#) and set to be continued yearly from January to September.

### **9 April 2018: Launching of the European Heritage Makers Week experience**

Communities are free to join the European Heritage Makers Week in whichever creative way possible, from organising a theme day - or a theme week - in day care centres, schools, educational institutions, clubs, associations, communities, cultural institutions and centres, to working with other operators that organise activities for children and young people, or even simply with groups of friends and siblings.

As of 9 April, National Coordinators together with Local Coordinators, play an important role in 'setting the scene' for the European Heritage Makers Week. Their role in spreading the word about the #HeritageMakers Week will not only bring together the relevant stakeholders, but it will also ensure that children and young people are motivated and prepared to document their stories during the EHMW.

## **18 April – 9 May 2018: Storytelling experience, explorations and upload of the stories**

The 18 April calls for a double celebration. It is the day when we celebrate both [World Heritage Day](#) and the [International Day for Monuments and Sites](#). To coincide with these celebrations, European Heritage Makers are invited to explore their surroundings within a national/regional/local setting.

During this period, children and young people are encouraged to explore their surroundings, get to know the cultural heritage around them and come up with a story of Europe in the selected site. The stories can then be uploaded in the form of digital images (pictures, drawings, paintings, photographs, graphics, illustrations, and comics) to the [EHD Portal](#) with optional written stories alongside to give added insight.

## **5 – 9 May 2018: European Heritage Makers Week**

We complete the storytelling experience with another important celebratory week: Did you know that the Council of Europe celebrates [Europe Day on 5 May](#) and the European Union on [9 May](#)? In the [European Year of Cultural Heritage](#) we wish to celebrate the common vision of Europe by promoting children's and young people's stories of Europe in the true spirit of a 'European Heritage Makers Week'. In this way, we can showcase the knowledge, diversity, unity and shared values of young people in Europe.

## **1 June 2018: Pre-selection of #HeritageMakers at national level**

**National Coordinators** from participating countries **will pre-select five** of the most interesting stories from each country and send them to the EHD Secretariat for final selection. Please note that pre-selection at national level is carried out in accordance with the rules specified by the EHD National Coordination offices, and may vary slightly from country to country. These stories will be highlighted on the EHD portal, along with all submitted stories.

## **30 June 2018: Final selection of #HeritageMakers at European level**

**The EHD jury will select a minimum of 10 Heritage Makers** to be invited to visit Strasbourg and get to know their fellow storytellers from all over Europe. All stories will be publicised on the EHD portal, in the newsletter and through EHD social media channels. In 2018, special emphasis will be given also through the EYCH newsletter and website.

## **November: #HeritageMakers visit to Strasbourg**

Located within a 650km radius of cities such as Paris, Geneva, Luxembourg, Vaduz, Milan, Munich, Salzburg, Prague, Frankfurt, Brussels and Amsterdam, Strasbourg, which means "City of Roads", has been a meeting point for the whole of Europe for 2000 years.

Since 5 May 1949, Strasbourg has embodied a symbol of unity and shared European values represented by the European institutions: the Council of Europe, European Parliament and the European Court of Human Rights. It is a symbol of European integration, the defence of human rights, democracy and the rule of law.

Strasbourg's European District was awarded the [European Heritage Label](#), and its city centre is recognised as a [UNESCO world heritage site](#). Strasbourg is also famous for its 400-year-old Christmas market. The end of November is therefore the perfect time of the year to organise a visit for the #HeritageMakers! There will be a one-day guided visit to Strasbourg for children/young people, along with a parent or legal guardian, teacher, or any other adult person authorised by parents or legal guardians to accompany the child. This will be an exciting opportunity for the Heritage Makers to get to know each other, exchange ideas, visit the European Institutions and the city of Strasbourg, as well as the world famous Christmas market.

#### Travel and Accommodation

Travel costs from the country of origin to Strasbourg and back will be covered by the European Heritage Days programme. Accommodation for the storytellers and their companions during the visit will be provided at the European Youth Centre in the heart of the European district of Strasbourg.