



# The European

[ THE SECRET OF THEIR SUCCESS AND CHALLENGES FOR THE FUTURE ]

# Heritage Days

INTERNATIONAL COLLOQUY

AN INITIATIVE OF THE COUNCIL OF EUROPE AND THE KING BAUDOUIN FOUNDATION,  
IN COLLABORATION WITH THE BRUSSELS CAPITAL REGION, THE FLEMISH REGION AND THE WALLOON REGION  
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"EUROPE, A COMMON HERITAGE"

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# Introduction : the need to assess the impact of the European Heritage Days

**In 1999, eight years after their launch, the EHD have become the main European cultural event, the fruit of exceptional efforts on the part of government institutions, NGOs, associations and volunteers in all 47 countries falling under the European Cultural Agreement to mobilize public interest\*.**

On top of these figures, which reflect the burgeoning success of EHD, the event has certainly also ushered in a new way of fostering closer links between the public and their heritage. Moreover, they have illustrated that the conservation and promotion of heritage is no longer merely the province of specialists, but rather a shared responsibility. As the years have gone by, EHD have moved far beyond the initial principle of opening up monuments and heritage sites and have developed into a far broader cultural activity. For instance, they have provided an effective response to the legitimate call for access to a collective heritage and to aspirations to forge an identity linked to that heritage—firstly on a local or regional basis, and subsequently at European level—and to make a significant contribution towards changing the way people think about safeguarding their heritage. Having started out in the early 1980s as events documenting a fast-growing trend, both chronologically and typologically speaking, regarding what heritage is all about, EHD have gradually progressed to become one of the factors

that actually support this trend, for each year they attract attention to threatened or underrated cultural assets. Today, in these pivotal times, the EHD are having to face up to several major challenges. First of all there is the challenge of looking beyond the EHD as merely an event. Then there is the second challenge, posed by the need to accentuate the European dimension of the EHD, flying in the face of both the dilution of cultural identities in the context of globalization, and of the increasingly virulent danger of people losing their sense of cultural identity.

What steps have been taken to attain these objectives? Precisely what meaning should be given to the concept of a European identity, and how can such an identity be brought across to people in practice? What kind of people take part in the EHD and what are their expectations? What impact do the EHD have on heritage conservation policies? In short, looking back over the first 10 years, what is our qualitative assessment of the EHD on both the national and European

levels? And lastly, how do we see this major cultural event developing in the future?

These are some of the lines of questioning which the Council of Europe, the King Baudouin Foundation and the three official Regions of Belgium sought to follow, in some depth, at the first international colloquy entirely devoted to the EHD. The colloquy was organized in conjunction with the Heritage and Architecture Department of the French Ministry of Culture and the Open Monumentendag Foundation in the Netherlands, and took place in Brussels on 22-24 April 1999. In all, some 250, conservation professionals and heritage promotion experts attended the colloquy, from 42 European and non-European countries. At the colloquy, the preliminary findings of the first international survey on the EHD commissioned by the Council of Europe, with the active collaboration of the King Baudouin Foundation and the French Ministry of Culture and Communication, were presented.

This publication comprises a summary report and critique of the presentations, exchanges and discussions that took place over the three days of the meeting. The cross-disciplinary picture that emerges essentially highlights three major aspects: the concepts for which the EHD have served as a vehicle, more specifically the notions of heritage and European identity; the EHD's impact on society, highlighting the political, economic and social aspects of such an awareness-raising operation; and finally the future of the EHD. To prevent them from running out of steam, the EHD must remain innovative and try to meet visitors' needs as best they can, either by drawing inspiration from other actions of a similar type in Europe and elsewhere or by consolidating the links forged with the numerous partners within the network.

Above all, this summary report is intended to be constructive. By making some specific suggestions in its conclusion it sets out to encourage and develop initiatives by national coordinators and the large number of volunteers playing an active role in the field. Moreover, we would like to take this opportunity to pay tribute to all these people and to thank them for their enthusiasm. Our thanks also go to the speakers at the colloquy whose presentations and analyses considerably enriched the lines of thinking and discussion about the European Heritage Days.

KING BAUDOUIIN FOUNDATION  
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\* Council of Europe Convention (Paris, 1954). The States bound by this convention declare their willingness to adapt a common policy in order to safeguard European culture and to encourage its development.

## Historical perspective

In 1984 France launched its first “Journée Portes ouvertes des Monuments historiques” (Historic Monuments Open Day). That event was based on an original, effective principle, which has remained unaltered ever since, namely, the opening up to visitors free of charge of monuments and heritage sites that are normally difficult to access. The following year, at the second European conference of ministers responsible for cultural heritage, held in Granada, French minister, Jack Lang, suggested to the Council of Europe that the idea be implemented at a European level. Accordingly, several countries, like the Netherlands, the Grand Duchy of Luxembourg, Malta, Belgium, the United Kingdom (Scotland) and Sweden staged events inspired by the French Open Day.

After the conference in Granada, the Council of Europe considered the establishment of a European event devoted to heritage. In particular the event entailed identifying a certain number of principles that would be likely to bolster the coherence and international dimension of the existing initiatives. In 1991 this process ended in the official launch of the “European Heritage Days” (EHD).

Ever since, the Council of Europe has mandated a Coordination Office for a limited period to take care of the technical and practical aspects of organizing EHD. From 1991 to 1993 this mission was fulfilled by the Stichting Open Monumentendag (Open Monument Day Foundation) in the Netherlands. In 1994, it was Belgium’s King Baudouin Foundation that was placed in charge.

Since the heritage days were launched at a European level, they have seen their importance grow each year, both in terms of the number of participating countries (which has increased from 11 in 1991 to 44 in 1998) and in terms of their public success (more than 19 million visits registered to the 28,000 monuments and sites opened up in 1998).

What is more, in 1994 the European dimension of the EHD took a more

concrete form when the “European Heritage Days Awards” were introduced. Six annual grants worth a maximum of 6,000 euros each are given to enable the realization of projects requiring international or cross-border collaboration. 1999, at last, saw the adoption of a common theme : “Europe, a common heritage” – reflecting the campaign of the same name launched by the Council of Europe. The aim behind the adoption of such a theme was to portray the European nature of heritage to the citizens of the countries involved.

The European Union has duly awarded subsidies to the EHD since 1991 as part of its efforts to enhance the conservation and promotion of European cultural heritage.

# The EHD : a reflection of cultural diversity in Europe?

**Before considering the real consequences for society of the European Heritage Days event, the speakers examined the scope of some of the key concepts that guide European cultural heritage activities. The very concepts of “heritage” and “identity” are a constant source of reference for those who have been entrusted with the safeguarding and the promotion of the legacy of the past. Over-employed and over-hyped by the media, however, these two concepts risk losing much of their depth of meaning and becoming ubiquitous. They are bound by complex ties, but their unavoidable human dimension is constantly threatened by the identity issue. Moreover, with the trailing adjective “European” they attempt to reflect this shared sense of belonging that underpins the process of European integration that is promoted by the European Council and the European Union.**

## EXTENDING THE SCOPE OF HERITAGE

Cultural heritage, as RAYMOND WEBER reminded us at the opening of the colloquium, is a concept that has undergone deep-rooted change : in just a few years we have made the transition from “historic monuments” to “collections and sites”, thence to “architectural heritage”, and finally to “cultural heritage”. This semantic shift reflects the continual extension of the scope of heritage : initially centred on prestigious monuments of national history, such as castles and cathedrals, it is expanded to embrace not only historical towns and vernacular architecture, but also vestiges of our industrial and technological past as well as certain intangible aspects of our culture such as tradition and folklore. YANNIS TSIOMIS noted that by taking a more anthropological approach to heritage we can in many cases today move

beyond the traditional, physical view of heritage and talk of “cultural spaces”. According to the UNESCO definition, these are the central areas of popular and traditional cultural activities as well as a space in time generally characterized by a certain periodicity (cyclical, seasonal, calendar, etc.) or by an event. This place in time and space owes its existence to the cultural events that traditionally take place there (UNESCO statement on masterpieces of oral and intangible heritage of humanity).

Recently there have been moves to extend the notion of heritage to the landscape as a whole, looking beyond the separation of culture and nature by bringing the management of cultural heritage and general environmental management as close together as possible. In this regard, the example quoted by DAVID LOWENTHAL of Vallombrosa abbey, near

Florence, is particularly significant. This prestigious place of worship where Milton wrote his most famous poems has today become a reference site in the world of forestry. Its heritage dimension is thus fed by religious, literary, artistic and environmental values. Leaving aside its specifically cultural aspect, the concept of heritage today has other important dimensions : a political dimension, tied in with the notion of a greater Europe and based not just on geography but also on shared values; an economic dimension because of its inter-relationship with the market, regional economic development, cultural tourism and the creation of new jobs; a social dimension insofar as it is a factor enhancing know-how and social reinsertion; and an identity dimension, an anchoring point to the actual geographical territory for nations, regions and minorities. As ARACELI PEREDA pointed out, the concept is thus expanding in conjunction with a growing awareness since the 1960s of the importance of safeguarding our heritage to ensure the quality of life of the citizens.

#### WHAT ARE THE VALUES FOR HERITAGE?

The concept of cultural heritage, as stressed by DAG MYKLEBUST, is the function of a process of perception and interpretation based on the knowledge and experience of each individual. Any object manufactured by man is liable to become a cultural relic that is protected for its innate values, but it will not enter our cultural heritage until it is recognized as such. The scope of the concept of cultural heritage consequently depends on the recognition of a certain number of the inherent values of the objects in question. One of the most complex issues that heritage professionals have to explain to the general public is that there is a hierarchy of values with a corresponding set of tailored administrative instruments : thus, heritage considered to be of national

value is protected by national legislation whereas some countries apply protective measures at the regional level. Just as often, one will encounter heritage protection provisions in the town and country planning regulations managed by municipal authorities.

#### MULTIPLE IDENTITY AND CULTURAL HERITAGE : A COMPLEX INTERACTION

DAG MYKLEBUST went on to say that the second concept which often arises in this area is that of identity. This is certainly not a simple concept and must above all not be considered solely at the –simplistic and dangerous– dimension of national identity. To take that path can easily lead to excessive introspection and the kind of ethnic tension and conflict that unfortunately still exists today.

The fact is that as human beings we all carry a number of identities around with us which can be interpreted as the feeling of belonging to a group or as a series of commitments towards certain ideals. These identities express themselves in certain situations. Firstly, we identify ourselves as parts of a family unit on the basis of a set of more or less close relationships. Next we are members of a neighbourhood, a party, a professional association or some other body. These are the most commonly recognized identities we consider ourselves as having. National identity, in Europe, fortunately only comes into play on rare occasions, and mostly in the sporting arenas when we are backing our favourite team or in a country as strongly centralised politically as France. A survey on the EHD, performed by IPSOS Opinion upon the request of the French Ministry of Culture in 1997, indicated that for most of the French people, heritage is strongly linked with family and national values, as MICHEL CLÉMENT pointed out.



We often justify the need to safeguard our cultural heritage because we view this as a pillar of our own identity. It provides us with a frame of reference, underlining our feeling of belonging to a community. However, in the view of DAG MYKLEBUST the undeniable identity value of heritage must not be stressed to such an extent that it hides all other identity values which are just as important, such as age, history, instruction, art, symbolism, usage and even commercial values.

What is more, the identity value of heritage is highly dependent on the perspective in which it is viewed. If we consider the example of traditional Norwegian dress, the Norwegians themselves will easily be able to identify an article of traditional dress from the Hallingdal region. For a foreigner, on the other hand, it will be nothing more than a local interpretation of the Empire style of dress that was in vogue during the Napoleonic era.

It is this relativity and the highly polysemic nature of the notion of heritage that makes its interaction with identity an exercise that is both rich from the philosophical point of view and delicate given the many different readings and interpretations that are possible.

#### THE EMERGENCE OF A EUROPEAN CONSCIOUSNESS

In his introduction, RAYMOND WEBER also stressed the fact that these days the notion of national heritage is gradually being replaced by the concepts of regional heritage on the one hand and European heritage on the other. A more limited dimension with a high social content thus coexists alongside a broader, continental dimension, which nevertheless suffers from a lack of definition. What do we understand by “European” identity and heritage? According to DAVID LOWENTHAL, the idea of a European

entity, rooted in Greek mythology, has developed over more than 2,000 years. The first sign of this identity came in terms of opposition to the outside world, less in terms of territory and more in terms of culture and religion. Since the Middle Ages, in fact, while Christianity became the key characteristic defining what was considered to be European, it did so chiefly because it opposed Islam, which at the time represented a constant threat for the West. Then, from the 15th century onwards international trade, the conquest of new continents, migration and the spread of language all helped to export the European model of civilization and to establish a multitude of links between Europe and the outside world, while at the same time enhancing the awareness of difference. The European culture and institutions were thus at the centre of an extraordinary process of globalization that provided a model for adoption “from Vancouver to Vladivostok”.

However, DAVID LOWENTHAL points out that the feeling of belonging to a European entity had long been the exclusive realm of a small minority of political leaders, churchmen, financiers, scientists and artists. At this time Europe was marked by three characteristics : the constancy and spread of Christianity, the birth of a trading economy and the development of the arts, most notably architecture, sculpture, painting, literature and music. However, we have to wait until the end of the 17th century before a broader European consciousness starts to emerge. Paradoxically, it was the nationalist spirit engendered by the philosophy of Herder and the conquests of Napoleon that helped to develop this new transnational feeling. Defenders of lifestyle, language and vernacular culture in Germany, Scandinavia and the Slavic countries discovered that they had many things in

common. Finally, the development of the first national heritage protection programmes served as a springboard for the development of a wider view of identity related to social and political progress being made in Europe.

The specific history of Europe has helped to build a set of deeply rooted and often contradictory values. Thus it was that, having given birth to the concept of democracy, Europe also witnessed the development of fascism and Nazism. The sense of community, which was officially established some 50 years ago, today appears to have the upper hand over a number of factors of divergence such as linguistic diversity, financial, demographic and geographic disparities, the gap that exists between administrative Europe and the Europe of the citizens, etc.

In this context, the notion of cultural heritage –this sense of a historical past that is integrated with the present and conserved, used and exhibited on behalf of the collective ego– is a purely European invention. This living, breathing symbiosis with monuments and other elements of our man-made environment, plus written history that transcends national frontiers, can make a huge contribution to the consolidation of the European identity, especially if we agree to look beyond local, regional and even ethnic acceptance of this heritage. Like RAYMOND WEBER, we can define European heritage as a body of works, a shared heritage and the search for cohesion. Its European dimension is to be found not so much in its content –as broad as it is problematic– but in an approach, an attitude, a need to present a heritage or a special form of transmitting and representing the past and the collective memory. It is the way in which we present the discourse that accompanies our heritage that testifies to its specific European quality. As Jean-Marie Domenach says in *Europe, le défi culturel*: “Culture resides not so

much in our heritage as in the way that we choose to promote it; this approach assumes that we have a plan, and this in turn assumes that we have the desire”.

As we attempt to draw conclusions, it is essential that we try to define a little more accurately what we understand by these concepts which, as YANNIS TSIOMIS pointed out, have often suffered in the past from being used totally non-critically by supporters of a strictly regionalist or nationalist approach to cultural identity on the one hand, and by those who prefer to sacrifice these dimensions on an oecumenical European altar and who would rather paper over any differences and iron out any peculiarities.

In this context, DAVID LOWENTHALS comment said about the European identity being “an emerging concept” is the crux of the matter. At their own level, the EHD directly contribute to this new enterprise of defining an identity by helping to extend and refresh the notion of heritage.

So what message for identity emerges from this series of events, looking beyond the differences in content, organization and application on the ground?

DAG MYKLEBUST maintains that, as things stand, and despite the Council of Europe’s insistence on the “European dimension” of the EHD, what really encourages 19 million people to visit their heritage sites one weekend in September is not this still quite abstract dimension, but rather the fact that this is still a local, regional or, in some cases, national event. The European spirit of initiative results from the feeling that one is taking part, along with millions of other people in Europe, in an exercise of discovery of one’s local heritage, something to which people attach a certain importance and which is liable to strengthen the individual’s awareness of his identity through the perception of a set of values. It is in

this way that the EHD help promote a vision of European cultural diversity by adopting a single approach. However, this also implies being open to the rest of the world and invites us to turn our backs on a Eurocentrist view. We must avoid another “Festung Europa”, unlike other continents which have incidentally also contributed to the wealth of European heritage.

## Defusing the egocentric identity : EHD in Northern Ireland

In a society such as that of Northern Ireland which is scarred by religious conflict, any initiative that seeks to raise the identity issue quickly becomes something of a Chinese puzzle, and all the more so when the thorny issue of the multicultural dimension of heritage is tackled. The organization of an EHD event is thus an especially risky business. To avoid offending sensibilities and to avert any misunderstanding, each detail of the organization must either be kept as neutral as possible or must use symbols with which everyone can identify. PRIMROSE WILSON explained how problems can arise from the very outset, when choosing the flags, emblems and colours for the event. Progress can be painfully slow when, to use the colours orange and green –associated with loyalism and nationalism in Ulster– you have to rechristen them “terracotta” and “mustard”, and when even the Council of Europe flag could be mistaken by some as an emblem of the IRA. The choice of buildings also has to reflect the need to illus-

trate the multicultural nature of Northern Irish society : for example, a Catholic church in Armagh dedicated to Saint Patrick, is open at the same time as a Protestant church in Fermanagh dedicated to the same saint. However, the event also invites people to visit Quaker meeting houses and Presbyterian and Moravian churches. Other monuments bring back painful memories, like the workhouse in Derry, or are related to extreme Protestantism, like the Apprentice Memorial Hall in the same town.

By encouraging visitors to safely discover the monuments belonging to other communities and by placing a strong emphasis on educational initiatives in schools, the Northern Ireland EHD help, in the space of a weekend, to defuse the passions aroused by identity and present the heritage as a vector of otherness and tolerance.

## Follow-up of the events : the EHD and their continuation

**From their humble origins as a initiative to heighten heritage awareness, the EHD have now become a genuine social phenomenon. Yet what is the true extent of the general public's involvement, and what are people's views about this event? What is the role of the public authorities in organizing and promoting the days? What structure does the European dimension of the EHD take? Beyond their existence as events, do the EHD have any lasting knock-on effects on the cultural habits of Europeans and on policies for safeguarding and improving heritage?**

### THE EHD AUDIENCE : FROM CURIOSITY TO INVOLVEMENT

Quantitative estimates made in the various countries involved have shown an annual increase in attendance of between 10 to 15%. However, little information has been available at the European level about the make-up of this audience, its degree of involvement in the event, and its visiting habits. This information gap made it difficult to pinpoint any difficulties in the operation and perception of the EHD or to devise tailor-made solutions allowing the constructive development of activities in the future.

Thanks to some of the answers provided by the colloquy and to the provisional findings from the first international survey on the EHD, as conducted by the Council of Europe with the assistance of the King Baudouin Foundation and the French Ministry of Culture and Communication, we have today a clearer image of the profile displayed by these visitors who, in their millions, spill out across their region in search, consciously or otherwise, of vestiges of their own history.

The EHD attract audiences of all ages. However, according to the results of the survey presented by FABRICE DE KERCHOVE, it would appear that the age category with the highest representation is the 45-55 group. In contrast, the age group with the lowest participation is that of teenagers and young adults aged 15 to 25. This group shows more interest in the EHD in the countries of Central and Eastern Europe than in the West. In countries that have evaluated the socio-professional categories to which visitors belong, it would seem that audiences generally come from middle-ranking social categories and are educated to a fairly high level. Teachers are the most highly represented profession, along with college lecturers and heritage professionals, particularly in the countries of Central and Eastern Europe. This information has been consolidated overall by the results of a survey carried out in France in 1997 and commissioned by the French Ministry of Culture. It was commented on at the colloquy by MICHEL CLÉMENT. Generally, the growth of the EHD demonstrates that the

steady increase in attendance at sites and activities goes hand in hand with an increasingly diverse audience, in both social and cultural terms.

#### | Schools |

The EHD have also showed to be an effective means of increasing awareness in schools, as confirmed by ANNACHIARA CERRI on the basis of the study. Schools involvement covers both the arrangement of class visits as well as the organization of heritage-related activities throughout the year. Schools are also mobilized through participation in numerous competitions and special operations designed to establish a living, play-based relationship between young people and heritage.

In this respect, TIM COPELAND's account was particularly illuminating : starting out from the observation that building heritage forms a vital component of the world in which children –and adults– live, he sees it as vital for them to understand why the buildings were actually built, how they appeared in the past, and why they have evolved. This should be done while avoiding any overly technical or contemplative approach. In this respect, the EHD, by welcoming children to visit a number of buildings, can enlighten them about the specific characteristics of this heritage and the various ways of interpreting them.

#### | Heritage as a teaching aid |

According to TIM COPELAND, heritage also offers a perfect teaching aid for making certain aspects of the school curriculum more lively and understandable. In turn, these aspects are shown to be invaluable when it comes to learning about the different values that relate to this heritage. History and geography, of course, are harnessed to enhance

heritage analysis by pupils and answer their questions on this topic. Language is vital for gathering information and communicating research findings. However, subjects whose approach can be more difficult at times, such as mathematics, can also promote children's understanding of an architectural phenomenon. For example, they can be taken to a building and asked to identify shapes, proportions and symmetry, to understand how repeated motifs are used, and quantify the characteristics of rooms or specific areas of the structure in order to grasp the importance of the various spaces; it is possible to "familiarize" them with the building in question by harnessing their basic knowledge of mathematics. Similarly, suggesting to children that they interpret a building as a set of answers to human needs –such as shelter, comfort, eating, beauty and love– and compare the different ways in which the same needs are met in various countries around Europe and the world, may increase their awareness of differences, but will above all make them more aware of the common traits shared by different peoples, as expressed through architectural heritage.

#### | Audience attitudes |

Returning to the survey's findings, which here again closely reflect those from the IPSOS Opinion survey mentioned earlier, audiences in the first instance perceive heritage's "local" values by preferring to visit the monuments and sites closest to where they live, or indeed those in a neighbouring town or, in more exceptional cases, those in a different region. Only in small countries –such as Andorra, Monaco and Luxembourg– or in frontier regions is there any significant participation in the EHD of a neighbouring country.

Ultimately, as a happy mix of cultural discovery and the

conviviality of a weekend leisure pursuit, the EHD chiefly attract visitors who travel in family groups or in groups of friends rather than by themselves or as part of organized tours.

#### | A broadly positive perception... |

The general public's perceptions of heritage days are very positive. This appreciation, according to the paper by FABRICE DE KERCHOVE, is manifested chiefly in the growing demand for guided tours and more detailed information about monuments and their restoration, as well as interest in meeting heritage professionals and discovering traditional skills as well as construction and restoration techniques. Audiences want to learn, but they also want to have fun. They are proving to be increasingly keen on activities that involve making the most of monuments and sites, whether through the organization of theatre productions, dance shows, concerts, illuminations or more festive or play-oriented activities. To a lesser degree, access to neglected or unknown aspects of heritage, in the same way as comparisons between periods and a broadening of the notion of heritage, are also aspects of the appreciation that audiences display about the EHD.

Lastly, free access to monuments and the distribution of information brochures and leaflets undoubtedly contribute to the success of the EHD. In some countries as well, the European dimension of the event is perceived as a form of legitimizing action undertaken at the national or the local level.

#### | ... and some negative points |

Some of the negative points cited by participating countries stem from the very success of the event. Thus, bigger

audience numbers noticeably result in a greater risk of damage, deliberate or otherwise, caused by the influx of visitors to what are generally ill-suited venues. Secondly, in contrast to what is viewed as positive point, it would seem that the importance attributed to organized activities is perceived by some as likely to detract attention from the monument itself and its intrinsic values. Depending on the country, there is also criticism of the lack of funding (that would enable the organizational quality of the event to be enhanced and its impact consolidated), insufficient information, the fact that EHD do not last longer, or difficult access to events in some cases for the young and/or less able-bodied.

#### THE EHD ORGANIZERS : A NECESSARY COLLABORATION BETWEEN PUBLIC AUTHORITIES AND PRIVATE SECTOR

While they were often originally the result of private initiative—since only private initiative offers all the guarantees of flexibility and effectiveness crucial to the pilot phase of implementation—once the EHD became successful, as EMIL VAN BREDERODE noted, very quickly attracted the authorities responsible for safeguarding our heritage. Sensibly exploiting the huge image potential of the EHD, the authorities have invested more and more heavily in their organization, to the point where they are the main bodies in charge in most countries today. This mounting “institutionalization” of the EHD is also being accompanied, according to the initial findings of the report presented by VALÉRIE ROCHE, by a steady increase in staff numbers and budgets earmarked to these events.

Nevertheless, the role of private associations and foundations remains pivotal. The numerous volunteers working in this sector act as key partners for the public authorities during

the organization of the EHD and provide relay and vital presence on the ground.

| The role of local committees in the Netherlands and Flanders |

According to EMIL VAN BREDERODE, the tremendous success enjoyed by the EHD in the Netherlands –over 15% of the population is reported to have attended on one or more occasions– can be chiefly attributed that the role played by the local committees. They are the ones that take responsibility for the programme by selecting the monuments to be opened to the public as well as the activities to be organized to mark the occasion. They can also decide to pursue the theme established nationally or adopt a specific one of their own. Each committee's numerous other tasks include attending to contacts with the owners of monuments, recruiting volunteers, producing leaflets and brochures, arranging exhibitions and dealing with broadcasting and communication. The example of the Netherlands therefore shows the effectiveness of synergy between the relevant authorities, private heritage protection associations, local government and monument owners.

Elsewhere, a panel of local committees has provided the basis for a survey conducted by the Flemish Region after ten years of Heritage Days in Flanders. Its aim has been to probe the diversity of these committees as well as better understand their impact on policy and the debate surrounding heritage protection.

The survey's findings, presented by JOKE VANDENABEELE, highlight the potential of the EHD to revive dialogue on local policies for safeguarding and developing heritage and to stimulate creativity in this sphere. Thanks to the EHD, the local community is being encouraged to rediscover new

monuments and sites and increase its knowledge of them. At the same time, they are helping to catalogue this heritage. The extent to which experience varies on local committees often plays a driving role in this process of discovery and re-assessment, even to a point that goes beyond the EHD in the strictest sense.

Furthermore, the survey highlighted the importance of the diversity of partnerships at the local level. A committee ought to bring together actors with a wide variety of skills who can add to the heritage protection debate – non-existent in some cases owing to members' lack of experience. Three types of key actors were identified. Firstly there are the members of socio-cultural organizations or other cultural bodies who contribute on a wholly voluntary basis to the staging of EHD-related events. Then there are the members of local history clubs or tourist associations who are cultivating their interest in the region's history, folklore and architectural heritage. Thirdly there is the small category of people who are concerned with heritage in a professional capacity (architects or civil servants) or as part of their leisure activities (associations for the protection of heritage or a particular monument). At committee level it is sometimes possible to successfully bridge the gap between voluntary workers and professionals and develop a fruitful working relationship that benefits both sides. However, despite the positive impact of the EHD and the active role of the committees as mentioned above, several local organizers did express their disappointment at the lack of real progress achieved in terms of safeguarding heritage in their local districts. The absence of appropriate communication and debate forums has meant that there is little awareness on the part of local authorities. It is noticeable how committees facing this type of situation operate on a perfunctory

basis and put forward the same programme every year. Ultimately, the survey has revealed the need to establish horizontal, as opposed to hierarchical, communication between the different bodies active in organizing the EHD, notably between the regional authorities and local actors. Instead of simply being “unilateral”, which is often reflected by regional dominance over local affairs, communication should be “multilateral” and resemble more the way in which a network operates.

#### EHD AS A PHENOMENON OF SOCIETY

##### | Impact on the cultural practices of Europeans |

This picture would not be complete if we did not comment on the numerous indirect effects –hard to quantify, but clearly perceptible– that events of this kind invariably generate in the various participating countries. As emphasized by ANNACHIARA CERRI, the EHD represent a privileged vector through which to develop the population’s cultural practices. This phenomenon is visible on various levels : in most participating countries, there were higher numbers of visits to monuments and sites, cultural trips throughout the year, discovery walks and circuits focusing on a specific heritage aspect, concerts staged at monuments, historical theatre productions and exhibitions, and, finally, the creation throughout the year of events inspired directly by the EHD. In addition to these positive knock-on effects, there are those cited by EMIL VAN BREDERODE which also help improve the infrastructure welcoming the cultural tourist; the appearance of a large number of published works, not just in the press, but also in the form of multiple brochures, guides and specialist productions which have often plugged serious gaps in heritage documentation, particularly in Central and Eastern European countries. Then there is the production of nume-

rous restoration and survey projects within local committees responsible for organizing the EHD. In addition, training is given to numerous conference guides within the EHD framework, who then continue to work as guides at non-EHD events. Finally, the survey has highlighted the role of the EHD in encouraging the development of a community sector devoted to the conservation and enhancement of heritage.

##### | Impact on heritage policies |

Beyond their impact in terms of heightening public awareness, the EHD are a particularly effective lever, given the attendance levels and European significance, in convincing politicians of the need to bolster and extend actions to safeguard and improve heritage at the national or regional level. As EMIL VAN BREDERODE affirmed, the EHD have now acquired what is undeniably a political dimension, and it is rare for a speech or guideline paper on the safeguarding of heritage not to hold them up as an example.

The study in progress has also confirmed the importance of the impact of the EHD in this sphere. In most of the participating countries, they exert an influence over heritage safeguarding and enhancement policies, as reflected chiefly in increases in the available budgets and staff in charge of this matter at the national, regional and local level. This positive trend is also leaving its mark on the ground, chiefly through better site layout and maintenance, greater interest on the part of local authorities in their heritage, faster procedures for the listing of monuments covered by the themes adopted during the EHD, the production and updating of surveys, and the impact on cultural tourism.



### | The situation in Central and Eastern European countries |

This phenomenon is particularly noticeable in the countries of Central and Eastern Europe, where the EHD have made a significant contribution to drawing attention to heritage under serious threat and to supporting efforts made in the last few years to implement policies on integrated conservation. The papers by JAROSLAV KILIAN (on behalf of the EHD in Slovakia), JURIS DAMBIS (Lithuania) and YVETTE FULICEA (from the Romanian city of Sibiu) highlighted these positive effects. They thus spotlighted the beneficial effects generated by the participation of their countries in a unifying activity such as the EHD, chiefly by promoting the European integration of countries in Central and Eastern Europe. For a town such as Sibiu, the EHD event has helped heighten public awareness of the exceptional features of this multicultural centre where Germans, Romanians, colonists from the Meuse valley and Flanders have lived side by side for centuries, and have helped raise the profile of the efforts made for its protection at national and European level. The mounting success of these also helps to legitimize public authority action in such countries. To that end, the central and eastern part of the continent has seen an increase in budgets and staff numbers assigned to the EHD and, to a lesser extent, heritage conservation in general.

As was emphasized by JURIS DAMBIS, the EHD can also act as a catalyst in promoting the development of new partnerships, as demonstrated by Lithuania. Since 1995, the EHD themselves have evolved to include the active involvement of a growing number of institutional and private actors from the media or business circles, and are contributing to the emergence of the community sector. Locally, the EHD are giving rise to real emulation among Lithuania's various regions and between owners, who have, moreover, initiated

constructive dialogue with heritage specialists and with their parent authorities. Furthermore, they are contributing to effectively promoting the study and safeguarding of heritage buildings as a hundred or so sites are made the focus of special attention every year with a view to the EHD.

Finally, the impromptu presentation by Professor TODOR KRESTEV, after highlighting the potential of the EHD in Bulgaria, focused on the possible role they could have for raising awareness in the Balkans as from September 1999. The creation within the EHD framework of cultural itineraries devoted to vernacular architecture in this region would indeed contribute to re-establishing awareness of the open nature of culture and the need for dialogue and exchange between different identities. It was a welcome message of optimism and hope, which also paved the way for the declaration on Kosovo published at the end of the volume.

### INTERNATIONAL DIMENSION OF THE EHD

Since 1991, the added value that the EHD have contributed to national heritage policies has gone hand-in-hand with the event's international development. The steady rise in the number of participating countries bears witness to this : from 11 in 1991, to 44 in 1998 and 46 this year. Nevertheless, as EMIL VAN BREDERODE emphasized, it is not enough simply to stage EHD every year at the same time in every European country if they are to truly become events on a European scale.

In terms of their very organization, people are striving to inject this European dimension into the EHD, chiefly via the organization in Strasbourg of an annual assembly of national coordinators. Among other things, this assembly allows

coordinators to compare their ideas, exchange experiences and draw up common principles. The official opening ceremony for the EHD, which takes place every year in a different country, also offers a major opportunity to demonstrate international cohesion between the various initiatives put forward by the participant countries. Finally, the beneficial cooperation established for several years now between the Council of Europe as the initiator of the EHD and the European Commission, which provides them with financial support every year, is most definitely of symbolic value in this regard. The introductory speeches, as delivered by RAYMOND WEBER, SPYROS PAPPAS and LUC TAYART DE BORMS, highlighted this vital aspect, also emphasized on previous occasions by JOSÉ MARIA BALLESTER. Above all, however, concrete actions are what have allowed this transnational dimension to become established and bridges to be built between various national or regional initiatives. Today, this is embodied chiefly in two types of action presented at the colloquy by FABRICE DE KERCHOVE : cross-border and international exchanges, encouraged since 1994 by the “EHD Award”; and activities aimed at highlighting locally the diversity of a common heritage.

#### | Cross-border and international exchanges |

Cross-border exchanges account for some three quarters of local government actions implemented to mark the EHD. They are often in keeping with a tradition of cooperation between neighbouring regions or existing networks, such as EUROREGIO. In most cases, however, the EHD are the context within which specific actions are devised, and a fair number of these initiatives result in lasting cooperation. This is the case with numerous theme-based itineraries or routes that enable a region to rediscover a cultural identity

beyond its national borders. The cooperation that has been pursued these past nine years between the Lorraine and Saarland regions, Grand Duchy of Luxembourg and Wallonia provides a particularly notable example of this.

The survey has confirmed an upward trend in international collaborative action aimed at a young audience. Often initiated locally, these are progressively being opened up to partners in other countries, much like the “Experiencing monuments through international photography” (EPIM) contest coordinated by Catalonia, which brought together a dozen or so countries in 1998, or the triennial “History... of materials” project, which was the subject of a presentation during the colloquy (see zoom p21). It is worth noting how the bestowing of a “EHD Award”, as was the case for these two initiatives in respectively 1997 and 1998 very often contributes to promoting the development of these actions internationally.

Lastly, the organizing countries often report one-off collaborations, more often than not bilateral, which are organized around specific topics or within the framework of particularly important celebrations, as was the case in 1998 with the 900th anniversary of the Cîteaux abbey. These take the form of international conferences, professional exchanges, twinning programmes and even travelling exhibitions.

#### | Enhancing the diversity of cultures |

Again taking the paper by FABRICE DE KERCHOVE as the basis, over and above partnerships established within the network of EHD organizing countries, there has been a noticeable development of late in actions on a local scale that are aimed at enhancing cultural diversity in Europe. This type of initiative makes it possible to reach out to the general public beyond the borders of regions that are traditionally open to

other cultures. Whether this involves conferences and exhibitions on European heritage, the opening of embassies, or the distribution of posters and press articles containing details of EHD programmes in other countries (to mention just a few examples), these activities attempt to place the emphasis on cultural crossovers and shared influences or to pinpoint the position occupied by the culture of a country or region within a broader context. In this sense, adopting a unifying theme will serve to encourage the development of this type of initiative. Although there have been instances of convergence on specific themes in the last few years, only recently did most of the countries agree to place the 1999 EHD under the theme of “Europe, a common heritage”. This is also the title of the international campaign launched by the Council of Europe in the 47 countries that have signed the European Cultural Convention.

#### | Perception of the European character of the EHD |

The European nature of the event is shown by its promotional tools such as flags bearing the EHD logo as well as shared posters and information leaflets, distributed each year to every corner of the continent. However, developing the shared aspect of EHD still varies a great deal from one country to the next. In some cases, indeed in too many cases, a distinction is made between national days and European days whereas the activity involved is the same. Indeed, whereas a gradual increase in cultural exchanges has been noticeable, perceptions of the European nature of the EHD remain low-key : in 62% of the respondent countries, less than a quarter of the population is aware of this. In only 20% of the countries, more than one inhabitant in two is aware of the existence of EHD.

## The EHD in France under the microscope : IPSOS Opinion survey findings

In 1998, in France alone some 11 million people visited 13,000 monuments opened to mark the EHD. After 14 years, the question arises whether the somewhat outmoded image of the historical monument has been replaced by a broadened sense of heritage that each individual takes a degree of pleasure in rediscovering. Conscious of the change taking place for several years now in how heritage is perceived, with the EHD providing the most striking illustration of this, France's Ministry of Culture and Communication commissioned an IPSOS Opinion survey in December 1997. MICHEL CLÉMENT's paper presented the survey's chief findings.

### France : composition of groups taking part

If there is one event where parity between men and women is respected, it is undoubtedly the EHD. Differences show up more clearly in terms of ages and levels of education : the 35-60 group appears to be more interested in the EHD, whereas 15-25 year olds are not very involved at all. The most involved groups are senior managers, medium-level professionals and pensioners; the least represented are farmers, craftsmen, traders and company. The most interested group overwhelmingly comes from a university education background, followed fairly closely by people educated to secondary level. Those who have taken technical studies and primary education have a far more modest representation. A large number of people questioned practise cultural pursuits fairly regularly (reading, visits to museums, etc.).

Finally, it would appear that the most common form of involvement for 61% of those questioned involves attending with their partner or with their family. Trailing a long way behind are visits with friends (19%, more especially among the under 35s) and visiting alone (13%) or in a group (5%). Involvement in the EHD is therefore thought of as a local family event since 88% of people say that they visit locations close to where they live.

### Involvement of the French public

The EHD, which are now a genuine happening in society and one of the high points at the start of the school year, have expanded their cultural offer with each passing year.

Aware of the fact that one person might discover several sites, the survey highlights how historical monuments in the public domain

—churches, stately homes, etc.— remain the most visited places (58%), followed by private properties —stately homes, houses, etc.— with 36%, seats of government (20%), gardens (14%), museums (12%), archaeological sites (9%), places of work such as industrial heritage sites (7%), organized tours (2%), etc.

These choices are determined by a wide range of factors (cited in order of preference) : apart from the chosen theme and the activities on offer, the visitor above all seeks to take advantage of site openings, to learn about them, to visit them out of interest or personal taste, to explore, to get to know more about their town or region, for the sake of history or heritage, to take advantage of the free admission, for pleasure, to let their children discover the sites, to see some nice things, to discover traditions, and so on.

### French public expectations

Expectations centre on the desire for the event to last longer, with the highest response rates recorded by participants (61% as opposed to 51% on average and 44% in the case of non-participants). The primary desire here is for there to be more EHD during the year (31%) or for the duration of the event as it stands today to be lengthened (14%). Next, the shortage of information is echoed in the demand for more communication, above all from non-participants (35%).

Finally, improvements could be made to how the events are run (on average, 22% of respondents mentioned this issue). This would involve ensuring that attendance is reduced (7%) or free admission extended (5%).

## “History... of materials”

### A cross-border programme for a young audience (France, Italy, Switzerland)

The “History... of materials” programme was the result of a convergence of the interests of several bodies : the Cultural Affairs Directorate for the Rhône-Alpes region (France), the French-speaking cantons of Switzerland, the Aosta Valley autonomous regional authorities, and Moutard, a French publishing house specializing in the production and free distribution of information media for young people. Observing how the EHD, despite their considerable success, were lagging a long way behind in terms of what they had to offer young audiences and families, the specially-formed committee decided in 1996 to implement this cross-border programme on the EHD in 1997, 1998 and 1999. The intention was to open up the heritage world to young people through the history of various materials (wood in 1997, stone and earth in 1998, metal in 1999). The programme featured activities on a materials theme, wide-scale distribution of a programme outlining the range of activities, a promotional campaign targeting the media in three countries, and publication of a free issue of the *Guide du Moutard*, focusing on the chosen topic (100,000 copies distributed in 1998).

These operations are programmed each year by a steering committee made up of bodies from the three participating countries. The committee defines the strategy and direction to take, determines the various stages involved in arranging the programme of activities and, with the help of heritage experts, validates the chosen options and the contents of the *Guide du Moutard*. The initial assessment? Some difficulties, linked to transnational cooperation between very different partners, limited interest in cross-border action on the part of local authorities or companies, problems in coordinating communication due to the diversity of the chosen national topics, and difficulty in most countries of accommodating the programme in school activities. Nevertheless, the experiment has already proved to be a success com-

plete with an enthusiastic audience, numerous cross-border trips, the Guide’s adoption as an ongoing heritage discovery tool, the implementation of numerous institutional, cultural and professional partnerships, the appearance of new projects inspired by this programme, the launch of numerous training exercises ... and, last but not least, European recognition in the form of an “EHD Award” earned in 1998.

## Grand Duchy of Luxembourg, Lorraine, Saarland, Wallonia In search of a shared heritage – nine years of cross-border actions

In 1991, reported DENISE BARBASON, representatives from institutions responsible for heritage at the national, regional and local levels met in order to lay the foundations for cross-border action to mark the EHD. The representatives came from the Grand Duchy of Luxembourg, Lorraine, Rhineland-Palatinate, Saarland, the area around Trier, and Wallonia. Despite the constraints imposed by the available budgets and very tight deadlines, they succeeded in launching an inaugural joint action that same year by publishing a bilingual programme outlining the activities being organized in the various regions. In 1992, it was decided to increase public awareness of a heritage aspect under threat by organizing a cross-border organ tour. This essentially involved exploring this fragile and often neglected heritage aspect as well as 18 concerts at a similar number of venues over two weekends. It was a busy programme that had mixed success. During the next three years, in order to reach a bigger audience, the working group opted to produce video films. Each year, the emphasis was placed on a topic evoking the issues of conservation or alternative use and examples taken from the various participating regions. In 1993, *Histoires de jardin* [Garden Tales] illustrated the assorted historic points of call in order to relocate this “living” and fragile heritage within its cultural context. In 1994, *Patrimoine industriel. Mémoire et devenir* [Industrial Heritage. Memory and Evolution] highlighted issues at stake in the conservation of numerous, often abandoned sites. The film earned an “EHD Award” that year, making it possible to produce another one the following year : *Architecture publique. Un héritage en mutation* [Public Architecture. A Changing Heritage], devoted to buildings saved by the public sector and earmarked for new functions. In 1996, a very tight budget only allowed the organization of a cross-border itinerary on the trail of sites and monuments accessible on the EHD. Lastly, the

years 1997, 1998 and 1999 have seen the introduction of a new trilogy. This has retained the idea of cross-border tours with a local flavour, albeit supported by “heritage files” centred each year on a specific topic : *Abbayes. Passé et devenir* [Abbeys. Past and Future] in 1997; *Patrimoine défensif commun* [Common Defence Heritage] in 1998; and *L'Europe, un patrimoine commun : architectures du XX<sup>e</sup> siècle* [Europe, a Common Heritage : Architecture in the Twentieth Century] in 1999.

This is an exemplary initiative, backed up by a small, well-knit working group whose “can do” spirit, sense of openness to others and lively imagination have helped overcome the numerous, mainly budgetary difficulties peculiar to transnational cooperation.

# What does the future hold for the EHD?

## Directions and perspectives

**While we have drawn some generally positive conclusions regarding the EHD, we must also heed the lessons of past experiences and consider along what lines this major cultural event can develop in the future. Thus we need to look beyond the EHD as an event and seek to bring in all sectors of society to a far greater extent, promote new partnerships, underline that this is a shared activity, and open up to different cultural worlds. If we can rise to meet these challenges then we will be able to further strengthen the quality aspect of the European Heritage Days.**

The provisional findings of the survey commissioned by the Council of Europe, along with interventions by the various participants at the colloquy, confirmed and illustrated the remarkable extent to which the EHD have developed over recent years in terms of their increased geographical spread, heritage extension and ever-higher attendances.

This spectacular advance, which is borne out by impressive figures, goes hand in hand with the development of quality. This can be seen on several levels, no more so than at the organizational level with the implementation of more efficient structures and the emergence of new types of partnership. It is also apparent in terms of what is on offer, as witnessed by the efforts made to improve the way in which visitors are welcomed, the information provided and the special events organized. The aim is to encourage more

active audience participation by choosing specific themes and to heighten awareness among children and teenagers. This development of quality is also driven by demand from an increasingly motivated audience whose expectations grow with each passing year as it constantly deepens its levels of awareness and knowledge.

### **A VITAL TOOL FOR SOCIAL PARTICIPATION**

Today, the event has become truly pan-European and is a vital tool for social participation and democratization as regards culture and heritage. It is also one of the most effective contemporary vectors of citizenship and humanism. By playing its part in heightening awareness and even educating the public in the multifaceted worth of heritage, and unearthing tales relating to little-known or endangered

aspects of the past, the event is actively helping to develop public views on heritage. The trend now is away from an approach highlighting the aesthetic angle – a solidly entrenched approach, despite the fact that it is a hangover from the 19th century, that prefers to view monuments in isolation from their context– and towards a more “anthropological” approach, in the words of YANNIS TSIOMIS, one that places man and his daily environment at the focal point of concerns. The EHD therefore lie within the framework of urban policy in which the suitably informed city-dweller is able to express himself and participate in the actual development of his city. As such, the EHD events are becoming an increasingly integral part of any policy aimed at enhancing and –through the effects generated– preserving heritage.

#### ORIENTATIONS FOR THE NEXT MILLENNIUM

Furthermore, the phenomenal success of the EHD means they will never be safe from a “quality drift” –according to a concern expressed during the colloquy by BERNHARD FURRER– in our society with its great liking for spectacular figures and images. In the wake of the steady rise in attendances, the EHD communication policy could become a victim of its own success and –like some kind of heritage audience measuring device– feel obliged to produce ever more dazzling figures and statistics. Beyond the huge organizational demands that an unchecked expansion of the EHD would entail and the inevitable dangers of damage to monuments and sites, in BERNHARD FURRER’S view we should make allowances for the –more damaging– danger of pinning all our hopes on EHD and slowly whittling down the other awareness actions implemented throughout the course of the year in Europe as these become squeezed into a single event. There is another danger related to this quality drift : if

such a drift did occur then the EHD could turn into a loosely managed heritage “junk yard” in which valuable heritage and more considered awareness initiatives would be rubbing shoulders with other edifices or activities that really have no place within this framework.

Today, then, the EHD event stands at the crossroads : having noted the enormous success, the remarkable commitment of all the participating countries and some of the negative aspects revealed in the quality assessments, it is important for us to imagine how the EHD might look in the next millennium. So quality and consistency might be the buzzwords for this event in the years ahead, together with internationalization, social participation and a broader vision of heritage. In this regard, several avenues of debate and action were mapped out at the colloquy. These are reproduced below along with general comments.

#### | Reinforcing perceptions of the common dimension of the EHD |

As RAYMOND WEBER reiterated, the EHD in each of the countries involved have hitherto been aimed at making people more aware of their own heritage via open days, exhibitions and public-awareness campaigns. Furthermore, it should not be forgotten that this national or regional acceptance of the initiative is reflected in the results of the survey, which demonstrates how people’s perceptions of the European nature of EHD remain generally low across the board, with the public often drawing an artificial distinction between national and European days. As a result, major efforts are needed to ensure that the activity’s trans-national dimension –which is also a vital part of any heritage component– becomes visible in the everyday reality of the EHD. The culmination of closer ties between several countries around a particular theme –such as the choice in 1998 of



heritage professions and traditional building techniques by France, Norway, the Netherlands and Slovakia— can already contribute to joint approaches by promoting international cooperation. Above all, however, the establishment of unifying themes such as the one proposed for 1999 —“Europe, a common heritage”— ought to make it possible to move beyond any overly confined heritage teaching and reach out to touch a wider audience. This theme, particularly because it is so general in nature, nonetheless has to be interpreted correctly if it is to be implemented constructively on the ground. The discussion paper produced by the EHD steering committee in Flanders to define actions related to the theme of “Europe, a common heritage” provides a good example here. Entitled “Via Europe. Travelogues in stone”, it shows how cross-border travel and the movement of people, ideas and objects have left a lasting impression on our monuments and sites. Three associated themes, illustrating the multiple aspects of the main theme, were thus defined : “Foreign stories in the lives of our monuments”; “Another man’s domination”; and “European traces in the landscape”. A second line of action emphasized the growth of projects aimed at developing trans-national cooperation and enhancing the many cultural streams that have helped to shape our heritage. In this regard, the fifth edition of the “EHD Awards” in 1999 for which “Europe, a common heritage” was also the chosen theme, was opened not only to cross-border projects involving partners from at least two participating countries, but also to local initiatives, on the proviso that these enhance the cultural crossovers and the exchanges that have enriched European heritage in the past.

#### | Going beyond the “event” dimension of the EHD and prolonging their impact |

Held in September of each year, the EHD are the not-to-be-missed event marking the start of the new academic year. The results of a French survey conducted by IPSOS Opinion has revealed how people like to attend events with family or friends. Heritage discovery is heightened by a host of special events laid on for the Heritage Days : these are popular in most cases, but in others are seen as interfering with the discovery of a monument. Although the repeated staging of the EHD every year is progressively contributing to a deepening of awareness on the part of the general public, the authorities and the business sector, as has been highlighted in previous chapters, much still remains to be done if we are to move beyond the “event” dimension and extend the impact of the EHD by ensuring greater interaction with more permanent actions.

This would mean utilizing the multiplier effect of the EHD to encourage those involved with heritage (politicians, associations, site administrators, etc.) to focus on heritage coverage in the media and heritage events throughout the year. This is all the more valid in countries with less experience organizing the EHD and where the event still does not dovetail perfectly with heritage policies. The suggestions made during the colloquy focused chiefly on : improving communication before and after EHD; organizing events inspired by EHD over the rest of the year; and increasing the number of trans-national and national, regional or local projects that call for a longer-term commitment from the people involved. By adopting a more professional approach to the organization and management of the EHD, in particular through the active participation of the institutions responsible for heritage at the national, regional and

local levels, then this, too, would pave the way for the qualitative development of the initiative.

Moreover, deepening the effective involvement of schools –a vital point developed elsewhere in this chapter– will ensure that EHD leave a lasting impression on those who will be called upon to shoulder society’s burdens in the future. In this way the EHD may evolve, according to MICHEL CLÉMENT, “from a communication policy to one involving cultural action”.

#### | Improving public participation and involvement |

The EHD quality assessment, the IPSOS Opinion survey and some of the views expressed at the colloquy highlighted the fact that the steady increase in attendances at sites and events is being accompanied by mounting audience diversification. Nevertheless, there are still three categories of visitors whose participation and involvement leave some room for improvement : school audiences, young adults (15-25 year olds), and socially and culturally disadvantaged segments of the population.

Where schools are concerned, the survey confirmed their interest in EHD and the significant number of initiatives being organized to mark the event. However, the survey also recorded the fact that scheduling the event in September means in some countries that it takes place too early in the school year and makes proper pupil preparation for the event difficult. In any event, a great deal of potential remains untapped in this area, which is undoubtedly the most promising one in terms of the future. Several examples of activities suggested at the colloquy might boost heritage teaching and interest among school audiences. In this respect, the method for approaching heritage issues with young pupils applied by TIM COPELAND (see page 16)

provides a very stirring example of the possibilities in this sphere. Moreover, the same speaker also highlighted the need to devise communication and awareness methods adapted to the specific needs of this audience by stressing the highly beneficial interaction between heritage analysis and learning parts of the school curriculum. Adding a week-day to the weekend currently programmed as a means of encouraging the participation of schools, devising an “education pack” in order to promote correct heritage interpretation among children, and utilizing the highly extensive possibilities offered by multimedia technologies –particularly the Internet– that many schools can now access, were some of the practical suggestions made during the colloquy that might contribute to boosting the event’s impact in schools. Moreover, having school audiences participate in trans-national cooperation projects on heritage and devising specific projects aimed at young audiences –such as “History... of materials”– can but add to the message of openness and exchange behind the EHD. Other proposals also examined the more effective inclusion of heritage awareness activities in the schools curriculum and even the introduction, suggested by TIM COPELAND, of “Heritage Education Days”. Reserved for young people, these could form a link with the National Archaeology Days organized in Great Britain by the Young Archaeologist Club. Ultimately, it is clear that the effective involvement of schools in the EHD and the inclusion of heritage as a teaching tool in the schools curriculum should come about by informing teachers and giving them specific training so that they become well-versed in this type of action.

Devising targeted communication strategies is also necessary in order to ensure more extensive and dynamic participation

on the part of teenagers and young adults (15-25 year olds). Here, the use of multimedia technologies can prove to be particularly useful in allaying the “boring” image of heritage by prompting this particular audience to discover the values of heritage through play-orientated, pro-active initiatives.

The “play” aspect of the EHD can also form an attraction for a lesser educated, or less economically advantaged audience whose participation in the event is very limited today. The chief basis for this revolves around the organization at most sites of a range of special events (shows, concerts, theatre productions, historical pageants, etc.) that are designed to turn the EHD into a celebration of monuments capable of involving each and every segment of the population. A widespread policy of free admission also plays a part in this.

#### | Creating new partnerships |

The involvement of society’s various actors in the organization of the EHD is one of the conditions –and certainly one of the reasons– for their success. In most countries, the EHD have been introduced by a public body (Ministry of Culture, the Environment, Education, Regional Development, Urban and Regional Planning, Heritage, etc.), which takes charge of organizing them or delegates this to administrative bodies in charge of monuments and sites, local government, or even non-governmental organizations, associations and private foundations. This tremendous diversity among the people involved is often mirrored within the organizing committees, where it can also add to the quality of the deliberations and debates on safeguarding heritage and organizing the EHD. Diversity also characterizes the sources of funding for activities, which are notable for the ever increasing presence alongside public subsidies of backing from

sponsors. Sponsors overwhelmingly belong to business sectors linked directly or indirectly to heritage : construction, media, tourism, transport, communication, finance and insurance.

Public authorities and the private sector therefore complement one another, with the former often relying on the latter to actually implement actions on the ground. In this regard, it should be pointed out that EHD offer a highly stimulating environment for the development of the community sector, which derives great benefit from the profile and credibility obtained through this medium.

Furthermore, the diversity among the actors involved should contribute to the development of forms of trans-sectoral partnership, particularly between the heritage sector and those involving contemporary creation, education, tourism, traditional crafts, technology development, regional development, and so on. These would help anchor the EHD more firmly in society, produce more innovative initiatives, and develop dynamic heritage learning across several disciplines.

#### THE CONTRASTING OF EXPERIENCES

In order to nurture the debate on the future of the EHD, the time seemed right to establish parallels with other awareness-raising actions that pursue comparable objectives, but are organized along different lines and take place over different lengths of time. Three of these initiatives were presented at the colloquy. Regardless of whether they are known as Culture Week (Italy), Heritage Month (Tunisia) or Culture Days (Quebec, Canada), they are aimed chiefly at bringing the citizen and heritage or (according to a broader vision) culture closer together. Each event has its own individual aspects that can open up fresh perspectives in the development of the EHD. The trans-sectoral and creative approach to

culture chosen by Italy and Quebec may provide a source of inspiration for the development of initiatives aimed at establishing links between heritage and other areas of culture within the framework of the EHD. The three examples outlined below are also examples of events that last longer than the EHD. All of which further fuels the argument put forward by numerous parties –as shown chiefly by the IPSOS Opinion survey– in favour of adding one or more days to the present timetable of events.

#### | Culture Week in Italy |

Having been granted more extensive powers in 1999, the new Ministero per i Beni e le Attività culturali in Italy was anxious to mark its new-found status by organizing its first ever Culture Week, which was held from 12 to 19 April. Replacing the traditional Cultural Treasures Week, the new initiative –presented at the colloquy by ROSELLA BENNATI LENER– allowed audiences to discover different areas of culture in accordance with a cross-disciplinary approach by inviting them to attend exhibitions and concerts in museums, sporting events and theatrical and cinema productions. This initiative, which is primarily national in character, should ideally interact with the EHD organized in Italy since 1995; the latter will now be aimed at promoting European perceptions of cultural heritage in the Italian peninsula.

#### | Heritage Month in Tunisia |

Since 1992, Tunisia has been staging an annual Heritage Month between 18 April (International Heritage Site Day) and 18 May (International Museum Day). As LOTFI BOUZOUITA emphasized, coordination of the first few editions was centred in the hands of institutions responsible for heritage –the National Heritage Institute and the Tunisian

body in charge of heritage enhancement and cultural promotion– before being extended to the various provinces through regional culture commissariats. Heritage Month provides an opportunity to generate media publicity for heritage in all its forms, its diversity, and the dangers it faces. The month fosters debate and exchanges of ideas around themes relating to the safeguarding and enhancement of heritage. It is also a favoured framework for the launch of new projects such as official openings of new museums or unveilings of newly restored monuments. For several years, the choice of theme has helped to direct the attention of professionals and citizens towards the specific issues that are at stake. In 1999, for instance, Heritage Month was devoted to the 20th century. The pursued aim was not only to mark the end of the century but also, and above all, to institute an action plan to promote the safeguarding of heritage aspects that people in Tunisia are often unaware of and which are being threatened by urban development.

#### | Culture Days in Quebec (Canada) |

Staged each year over the last weekend of September, Quebec's Culture Days were launched in 1997 following the unveiling –at the Province's economy and employment summit held in the autumn of the previous year– of plans designed to place culture at the heart of Quebec's development. The gamble seems to have paid off, since 1998 saw more than 150,000 people take part and some 950 activities on offer in 246 towns and villages across the Province. The three days are designed to heighten awareness among Quebec's people about the necessity, usefulness and social value of culture. Indeed, as SIMON BRAULT indicates, the Days highlight the role and purpose of the work of creators, artists and cultural vehicles and their contribution to

individual and collective self-fulfilment. The activities scheduled within this framework are highly diverse, with inventiveness to the fore : a theatre dress rehearsal; a guided tour around a television studio; a late-night walk to view a district's architecture in a different light; the writing, composition, arrangement and recording of a song by a writer-composer with pupils in a class; the opening-up of a museum's restoration workshop; visits to a glass factory; etc. Administered by a permanent secretariat, the Culture Days receive financial support from the Quebec government. This covers some 30% of their budget, with the rest coming from assorted major companies and artists and craftspeople who finance their activities. The event can also count on cooperation from the media, which publishes and broadcasts free advertising for this event. Practising, as SIMON BRAULT put it, a form of "emotional blackmail" that urges the authorities and the private sector to become more involved in cultural action, the Culture Days do not portray themselves as a cultural product, but as an "incursion into the cultural sector".

#### | Encouraging exchanges with Mediterranean countries |

As RAYMOND WEBER reiterated, contrasts with different cultural worlds, such as those in North America or in southern Mediterranean countries, would generate additional value, underpinning the chief function of cultural heritage that the EHD strive to promote: greater openness towards others; links between different cultures; and bridge-building across geographical borders.

This is the spirit in which the King Baudouin Foundation launched a feasibility study of the possible extension of EHD to include non-European countries around the Mediterranean. Conducted in conjunction with 11 partner

countries within the framework of the European Commission's EUROMED heritage programme, this project set out to use a survey of existing awareness initiatives and the related needs expressed by Mediterranean countries. At the same time, this project seeks to identify potential partners with a view to creating a Euro-Mediterranean network for exchange and cooperation on heritage issues and the establishment of pilot schemes aimed at raising public awareness.

# Statement on Kosovo

**As a result of the tragic events that have devastated the populations and heritage sites in the Balkans and which run totally counter to the aims of openness and tolerance conveyed by European Heritage Days, on 24 April 1999 the participants at the colloquy adopted the following declaration :**

The war devastating the Balkans is the dramatic outcome of ethnic, religious and cultural antagonisms which affect the continent and are radically opposed to the construction of a wide democratic safe Europe.

We are seeing in Kosovo a human tragedy carrying immense consequences. Human beings are being killed, forced to leave and violently separated from their family, social, cultural and natural environment.

The dynamics of destruction triggered off do not come to a stop with the suppression of social communities and ethnic groups, but aim also to suppress their heritage, memory and identity, i.e., the material and spiritual values which link the past of a society to its future. In the case of Kosovo, a multicultural heritage that is part of our common heritage is being threatened.

The participants in the Brussels Colloquy, representing 42 European and non-European countries, conscious of the spirit which gives life to the European Heritage Days, and the surge of solidarity, sharing and democratic citizenship symbolised by these Days:

- appeal for an immediate cessation of any action of violence;
- express their hope of a return of all the displaced populations to their place of origin;
- ask for the respect for cultural heritage as a guarantee for the building of a sustainable and shared peace together with all the European citizens, whatever their origin, religion or culture may be.

# Programme of the Colloquy

## OPENING SPEECHES

Raymond WEBER  
DIRECTOR OF EDUCATION, CULTURE AND SPORT, COUNCIL OF EUROPE

Spyros PAPPAS  
DIRECTOR GENERAL OF THE GENERAL DIRECTION X, EUROPEAN COMMISSION

Luc TAYART de BORMS  
MANAGING DIRECTOR OF THE KING BAUDOIN FOUNDATION

## PRESENTATION OF THE RESULTS OF THE EVALUATION SURVEY CARRIED OUT IN 1998 AMONG THE COUNTRIES PARTICIPATING IN THE EHD

Annachiara CERRI  
ADMINISTRATOR AT THE COUNCIL OF EUROPE

Valérie ROCHE  
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Fabrice de KERCHOVE  
PROGRAMME OFFICER AT THE KING BAUDOIN FOUNDATION

## FIRST SESSION

### FROM CURIOSITY TO INVOLVEMENT

CHAired BY  
Araceli PEREDA  
EXECUTIVE DIRECTOR OF THE LAZARRO GALDIANO FOUNDATION (SPAIN)

**An overview of the EHD since their creation**  
Emil van BREDERODE  
CHAIRMAN OF THE OPEN MONUMENTENDAG FOUNDATION (THE NETHERLANDS)

**The EHD public in France**  
Michel CLÉMENT  
DIRECTOR OF CULTURAL AFFAIRS OF THE LOIRE REGION (FRANCE)

**Young people and their relationship with heritage**  
Tim COPELAND  
HEAD, INTERNATIONAL CENTRE FOR THE HERITAGE EDUCATION, CHELTENHAM AND  
GLOUCESTER COLLEGE OF HIGHER EDUCATION (UNITED KINGDOM)

**“History... of materials”**  
JOINT PRESENTATION BY THE FRENCH, SWISS AND ITALIAN PARTNERS  
OF THE THREE-YEAR CROSSBORDER INITIATIVE

VISIT TO BRUSSELS' GRAND-PLACE, FOLLOWED BY A DINNER GIVEN  
BY THE BRUSSELS CAPITAL REGION

## SECOND SESSION

### FOLLOW UP OF THE EVENTS : THE EHD AND THEIR CONTINUATION

CHAired BY  
Jaroslav KILIAN  
SCIENTIFIC DIRECTOR OF ARCHITECTURAL CONSERVATION STUDIES  
AT THE ACADEMIA ISTROPOLITANA NOVA (SLOVAKIA)

**The impact of the EHD on heritage conservation  
and promotion policies in Latvia**  
Juris DAMBIS  
HEAD OF THE STATE INSPECTION FOR HERITAGE PROTECTION (LATVIA),  
CHAIRMAN OF THE CC-PAT

**The future of EHD in Flanders :  
Finding a balance between conflicting interests**  
Joke VANDENABEELE  
SCIENTIFIC COLLABORATOR, CATHOLIC UNIVERSITY OF LEUVEN,  
CENTRE FOR ADULT AND CONTINUING EDUCATION (BELGIUM)

## THIRD SESSION

**THE EHD : A REFLECTION OF  
CULTURAL DIVERSITY IN EUROPE?**

CHAIRER BY  
Bernhard FURRER  
CHAIRMAN OF THE FEDERAL COMMITTEE OF HISTORIC MONUMENTS (SWITZERLAND)

**Heritage and Identity**  
Dag MYKLEBUST  
SENIOR ADVISOR ON INTERNATIONAL AFFAIRS,  
DIRECTORATE FOR CULTURAL HERITAGE (NORWAY)

**The importance of the multicultural dimension  
of heritage in Northern Ireland**  
Primrose WILSON  
CHAIRMAN OF THE HISTORIC BUILDINGS COUNCIL (UNITED KINGDOM)

**The city of Sibiu, place of European memory**  
Yvette FULICEA  
ADVISOR TO THE MINISTER OF CULTURE (ROMANIA)

**European Identity : an emerging concept**  
David LOWENTHAL  
PROFESSOR EMERITUS OF GEOGRAPHY AT THE UNIVERSITY COLLEGE LONDON  
(UNITED KINGDOM)

**An encounter with the common heritage, nine years  
of crossborder co-operation between the Grand Duchy of  
Luxembourg, Saarland, Lorraine and Wallonia**  
Denise BARBASON  
ATTACHE TO THE HERITAGE BOARD, MINISTRY OF THE WALLOON REGION (BELGIUM)

## ROUND TABLE

**AWARENESS-RAISING ACTIVITIES :  
A COMPARATIVE APPROACH**

MODERATED BY  
Frédéric EDELMANN  
JOURNALIST AT THE DAILY NEWSPAPER "LE MONDE" (FRANCE)

GUESTS :  
Rosella BENNATI LENER  
HEAD OF THE SECRETARIAT OF THE ITALIAN MINISTER FOR CULTURAL HERITAGE AND  
ACTIVITIES, IN CHARGE OF THE "WEEK OF THE CULTURAL HERITAGE" (ITALY)

Lotfi BOUZOUTTA  
TECHNICAL DIRECTOR AT THE AGENCY FOR HERITAGE AND CULTURAL PROMOTION,  
COLLABORATOR OF THE "HERITAGE MONTH" (TUNISIA)

Simon BRAULT  
DIRECTOR GENERAL OF THE NATIONAL SCHOOL OF DRAMA AND SPOKESMAN OF THE  
"DAYS OF CULTURE" IN QUEBEC (CANADA)

Annachiara CERRI  
ADMINISTRATOR IN CHARGE OF THE EHD AT THE COUNCIL OF EUROPE

**1999 "EHD AWARDS" CEREMONY**

RECEPTION GIVEN BY THE KING BAUDOIN FOUNDATION IN THE SOLVAY LIBRARY

VISIT TO THE "ASCENSEURS DU CANAL HISTORIQUE DU CENTRE" (WALLONIA)  
FOLLOWED BY A LUNCH GIVEN BY THE WALLOON REGION

**FINAL CONCLUSIONS**

Yannis TSIOMIS  
PROFESSOR, ARCHITECT (FRANCE-GREECE)

VISIT TO LEUVEN, FOLLOWED BY A DINNER AT THE FACULTY CLUB  
GIVEN BY THE FLEMISH REGION



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