



# Toolkit of Ideas for Cross-border and Local Heritage Events



European Heritage Days  
Journées européennes  
du patrimoine

Co-funded  
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EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

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**Toolkit of ideas for cross-border and local heritage events**

**3**

**Ideas for cross-border heritage events**

**4**

- Exhibitions**
- Simultaneous walks and tours**
- Competitions**
- Sports or art events**
- Modern technologies**
- Lectures and panel discussions**

**Ideas for local events**

**6**

- Food Festival**
- Storytelling**
- Music and Dance Performances**
- Language Cafés**
- Film Screenings**
- Craft Workshops**

**How to plan cross-border events**

**7**

- Network and get to know people**
- Visit other sites of your network**
- Organise joint planning**
- Promote your event together**
- Plan transport between events**
- Remember to thank and give feedback**

**Join the social media campaign**

**8**

- Template download link**

**European Heritage Days**

**9**

**The Cultural Routes of the Council of Europe**

**9**

**The project behind the toolkit**

**10**



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# Get inspired and organise your own event for European Heritage Days!

## Toolkit of ideas for cross-border and local heritage events

**PUBLIC EVENTS** are a great way to present interesting heritage sites and get people involved in nurturing their own cultural heritage. Cross-border events can present European nature and cooperation between heritage networks. Local events activate people and communities who live near a site. An activity happening at multiple sites offers the public an opportunity to get to know heritage more broadly.

This toolkit based on the ideas and examples from the Cultural Routes of the Council of Europe and European Heritage Days National Coordinators helps you to organise heritage events by offering ideas, inspirational examples and good practices. The toolkit can be used by Cultural Routes sites, European Heritage Label sites and other heritage sites, communities and enthusiasts.

Get inspired and organise your own event for European Heritage Days!



# Ideas for cross-border heritage events

**Exhibitions.** Organise an exhibition presenting the heritage of your route or network, of the same era, of an architect, etc. The exhibition can be online on a website or in the social media, a travelling exhibition presented at several locations, or it can be a slightly modified version presented at the same time at multiple sites.

The Cultural Route Le Corbusier Destinations participated in European Heritage Days in 2024 with two exhibitions on show simultaneously in nine cities across three countries. Read more on the Routes website: <https://sites-le-corbusier.org/en/2024/09/03/journees-europeennes-du-patrimoine-2024-dans-les-sites-le-corbusier/>

**Simultaneous walks and tours.** Organise guided walks at different sites at the same time. The walks can cross borders, and the event can even be a relay race, in which a baton is handed across national borders.

The project Pilgrim 4 Peace has organised group walks and walking conferences along St Olav's Road. The project highlights the importance of cultural history in the North as a unifying and peace-building factor. St James Way in Poland held 12 simultaneous walks for European Heritage Days 2024: [www.camino.net.pl](http://www.camino.net.pl)

**Competitions.** Attract people to participate in a competition where they can get to know your heritage site. In the competition, you can photograph objects, create art inspired by them or even walk and accumulate kilometres along your route. What a great way to get to know the sites!

The Via Francigena Cultural Route invites people to get to know the route in a photo contest "Share your route". The annual contest attracts pilgrims, wayfarers and tourists travelling along the Via Francigena on foot and by bicycle. The winners receive trekking equipment. Read more on the Via Francigena website: <https://www.viefrancigene.org/en/photocontest/>

**Sports or art events.** A simultaneous event doing something that people enjoy can attract a new audience to your site. Could it be computer games, sports or arts in a surprising location? You can also engage people in planning.

WORK it OUT – The European Route of Industrial Heritage's dance event premiered in 2018 as part of the European Year of Cultural Heritage. Due to its success, it became an annual event. Every year, young people experience heritage by dancing at industrial sites on the day of the event. See photos of the event on social media with the hashtag #erihworkitout and read more: <https://www.erih.net/projects/erih-dance-event-work-it-out>

**The easy way  
to start is  
to present  
your routes,  
network sites  
or members  
on social media.**

**Modern technologies.** If your network sites are separated by long distances, your joint activities can take place online. You can hold online lectures, make podcasts or create digital collections together. The easy way to start is to present your routes, network sites or members on social media.

The Cultural Route on Aalto's Architecture and Design Heritage Association coordinates and supports the sites along the route. These sites organise joint campaigns on social media regularly. Read more on the association and the route on its website: <https://visit.alvaraalto.fi/en/>

**Lectures and panel discussions.** Arrange lectures and panel discussions on the significance and impact of your route or network. Invite experts, historians and students to share their perspectives and experiences. This can contribute to a deeper understanding of the role of your Cultural Route or network in preserving and promoting local culture and history.

In 2024, Camino Podolico - St James Way of Podillya, Ukraine, held a workshop on the European Cultural Routes. The event was attended by representatives from communities, museums and NGOs, and it also featured online presentations by foreign guests. Read more about the route: <https://caminopodolico.net/en>

## Ideas for local events

**CONTACT LOCAL** historical societies, handicraft associations, residents and other relevant communities. Collaborate with them to organise local events that highlight their connection to heritage.

**Food Festival.** Organise a festival that highlights traditional dishes from various regions along the Cultural Routes. This can include local specialities and dishes from immigrants who have settled in the area. The festival can also include cooking demonstrations and tastings.

**Storytelling.** Invite local historians and community members to share stories about important events and people connected to the site. This can include both oral stories and written accounts that can be displayed or published.

**Music and Dance Performances.** Arrange performances that showcase traditional music and dance. This can include folk music, classical music and modern interpretations. Involve local musicians and dancers, as well as groups from minority and immigrant communities.

**Language Cafés.** Set up language cafés where people can meet to practise language skills related to the heritage site. This can include both local languages and languages from immigrants who have settled in the area. The language cafés can also include cultural activities such as cooking and crafts.

**Film Screenings.** Show films that deal with the cultural heritage of the site or network, including documentaries and feature films. After the screening, there can be a discussion or Q&A session with the director or experts on the topic to deepen the understanding of the film's content and message.

**Craft Workshops.** Organise workshops where participants can learn traditional craft techniques from the region of your site. This can include weaving, pottery, wood carving and other crafts. Involve local artisans and offer hands-on activities for participants.





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## How to plan cross-border events

**CROSS-BORDER EVENTS** are a good way to present the transnational nature of Cultural Routes, heritage networks, communities or sites. They can inform the public about our common European heritage and strengthen heritage networks. Here are some good practices that will make it easier for you to start planning a cross-border event.

**Network and get to know people.** It's easier to start planning a common activity or an event when you know people. Find out who maintains interesting sites and get in touch with them. Are you interested in organising an event for European Heritage Days? Find out who the national coordinator in your country is and ask them how to do this: [Countries involved | European Heritage Days](#)

**Visit other sites of your network.** It's easier to plan common activities when you know other sites and their nature. If you have the chance, you could visit other destinations and get to know their cultural heritage. During your visit, you will also get a good idea about the joint event or activity.

**Organise joint planning.** Planning a joint event could start with a joint planning meeting. You can hold the meeting online if your partners are far away. Thanks to joint planning, all parties can find out what will happen during the event.

**Promote your event together.** As your event approaches, advertise your joint event on the channels of different sites. Remember to tell about other places that have a programme during the event, so that the public can hear about interesting new sites.

**Plan transport between events.** If you organise an event happening at several sites, remember to give instructions on how people can move from one site to another. Encourage the use of public transport or organise shared transport between places.

**Remember to thank and give feedback.** After your successful event, thank all your partners and evaluate how everything went. This will help you when you start planning your next joint activity.



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On social media  
use the hashtag  
**#EuropeanHeritageDays**  
and tag **European Heritage  
Days** or your national event.

## Join the social media campaign

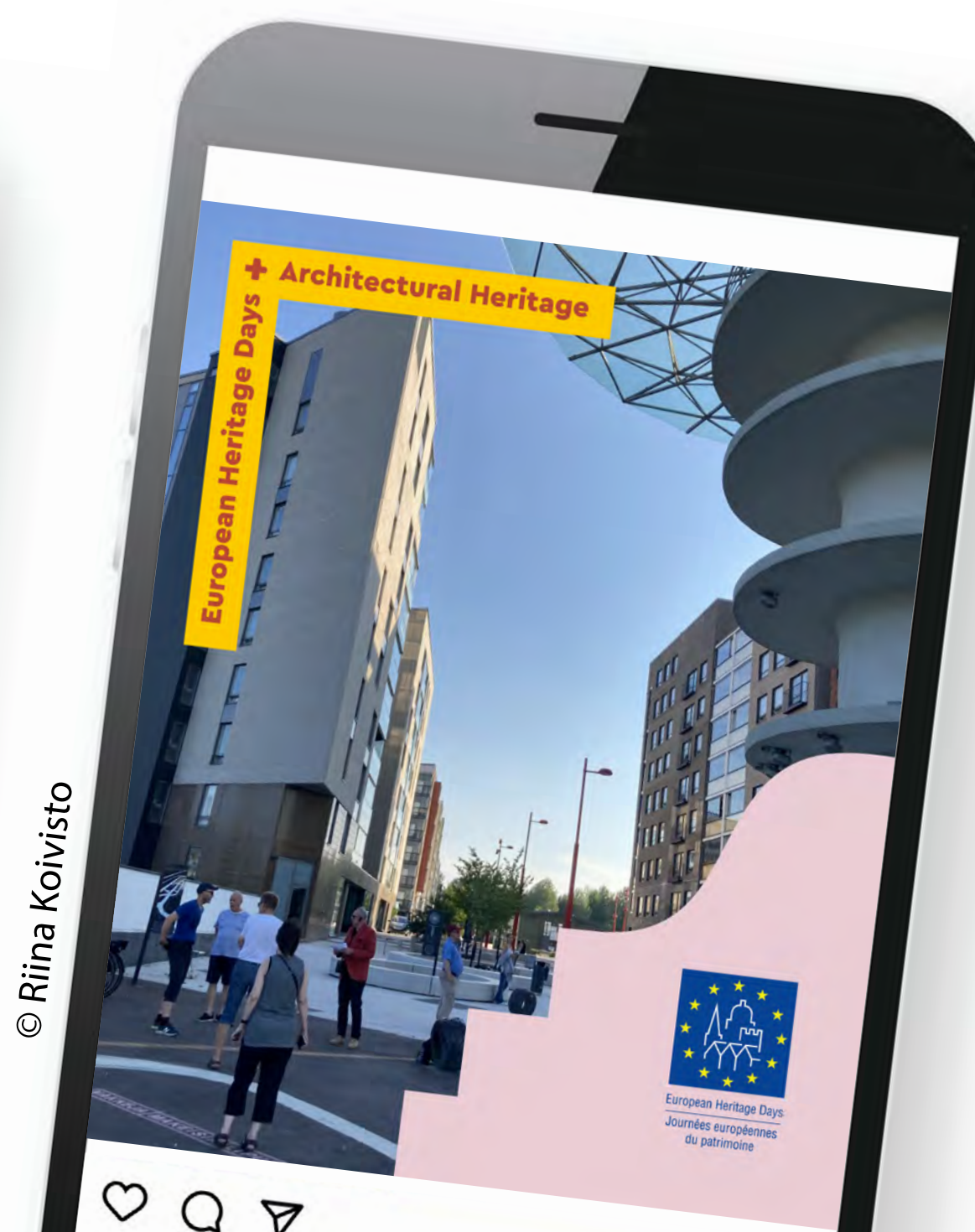
**SOCIAL MEDIA** provides a way to showcase your site widely. In 2025, European Heritage Days are being celebrated under the theme Architectural Heritage. The Cultural Route sites and other heritage sites are invited to present their site's architecture on social media and to use the following free templates.

Download the templates and place a photo of your site on it. Publish the picture on social media with a short text about the site and its architecture. Use the hashtag #EuropeanHeritageDays and you can tag European Heritage Days or your national event.

> [Link for downloading the templates](#)



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## European Heritage Days

**EUROPEAN HERITAGE DAYS** are the most widely celebrated participatory cultural event shared by the people of Europe. Every autumn, European Heritage Days events take place in the countries party to the European Cultural Convention. The aim is to raise awareness of the richness and cultural diversity of Europe, to encourage tolerance in Europe and to let people know about the need to protect our cultural heritage.

European Heritage Days are celebrated under different names in different countries. Heritage sites, monuments, museums, associations, schools and many other actors are invited to organise events and activities.

Check the European Heritage Days website to find out which countries are involved and contact your national coordinator if you are interested in organising an event: [Countries involved | European Heritage Days](#)



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## The Cultural Routes of the Council of Europe

**THE CULTURAL ROUTES** of the Council of Europe are cross-border grassroots networks linking destinations and organizations in at least three different countries. The aim of the Cultural Routes is to raise awareness of European values and diverse cultural heritage, strengthen intercultural dialogue and develop sustainable cultural tourism. In 2025, there are 48 certified Cultural Routes, and the themes range from architecture, industrial heritage, religious heritage, gastronomy and war history to art, music and literature.

Read more about the Cultural Routes of the Council of Europe: [www.coe.int/routes](http://www.coe.int/routes)



**The toolkit is based on the ideas and examples from the Cultural Routes and European Heritage Days National Coordinators.**

## **The project behind the toolkit**

**THIS TOOLKIT** was produced in a transnational project “Finding synergies in the European Heritage Days and the Cultural Routes of the Council of Europe” funded by the European Heritage Days, the joint programme of the Council of Europe and the European Union. The ideas and examples in the toolkit are based on a survey that was conducted for the Cultural Routes sites and the national coordinators of the European Heritage Days in the autumn of 2024. A big thanks to everyone who answered the survey or spread information about it.

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Cultural Routes  
of the Council of Europe  
Itinéraires culturels  
du Conseil de l'Europe

