

MONITORING REPORT – QUARTER 1
EU level campaign

European Year of Cultural Heritage 2018

7 December 2017 – March 2018

Date of submission: 25/05/2018

Periodicity: Quarterly

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

European Commission

About the report - EU level

- **Period covered: 7 December 2017 – 31 March 2018**
- Information is based on the activities **at EU level** for the European Year of Cultural Heritage 2018 (EYCH). For the implementation of the EYCH at national level, please see the '*decentralised campaign monitoring report*'.
- The covered period **starts on the 7th December 2017**, which saw launch of the EYCH at EU level on the occasion of the [European Culture Forum](#) in Milan, Italy. The EYCH Communication campaign at EU level was also launched in this occasion.
- **The following reports covers**
 - High level events – Past (organised in Q1)
 - High level events – Future (to be organised in Q2, Q3 and Q4)
 - List of high level events held in Q1
 - Labelling of initiatives
 - Website/webpage statistics
 - Stakeholder relations
 - Media partners
 - Press releases and news
 - Campaign highlights

High level events ¹

Past

	Total
High level events organised in Q1	10
Launch event	1
Participants to the events in Q1 (Estimation)	2680

Future

	Total
Future events High level events to be organised in Q2, Q3 and Q4 (Estimation)	25



¹ EU high level events considered in this report include those **organised or co-organised by the European Commission** in collaboration with other EU Institutions (*European Parliament, EESC, CoR, EU presidencies*), so as to avoid duplication with the events organised by the Stakeholders Committee and by/in Member States.

Launch event

- The launch took place on the 7 of December 2017, on occasion of the European Culture Forum in Milan, Italy
- **800 participants**
- The event was **web streamed** for further reach



Social media outreach:

- **+ 400,000** Facebook users reached
- **#EuropeForCulture trending topic** on Twitter
- Tweets generated nearly **500 000 impressions** and **3000 likes**



Maison Europe Paris @MdEuropeParis · 7 Dec 2017

L'Année européenne du [#patrimoine](#) culturel est officiellement lancée au [#CultureForumEU](#) ! Venez découvrir notre rubrique spéciale : bit.ly/2k5uzob [#EuropeForCulture](#) [#CulturalHeritage](#)



High level events in Q1– EU level

Date	Location	Title of event
07-Dec-17	IT- Milan	<u>Launch of the European Year of Cultural Heritage at the European Culture Forum</u>
31-Jan-18	BE - Brussels	<u>Belgium EYCH Launch event, Citizens' dialogue, Official visit of President Juncker to the Mayor of Brussels</u>
04-Jan-18	BG-Sofia	<u>Meeting of the European Commission members – launch of the Year by the EU Council</u>
22- 25 Feb 18	BE- Brussels	<u>la Foire du livre de Bruxelles</u>
06-Mar-18	Brussels - BE	<u>Workshop on Cultural heritage at the European Civil Protection Forum 2018</u>
20-Mar-18	Brussels - BE	<u>Innovation and Cultural Heritage Conference</u>
15-16 Mar-18	Brussels - BE	<u>Your Europe, your say! European Economic and Social Committee's annual youth event,</u>

High level events in Q1– EU level

Date	Location	Title of event
22-Mar-18	BE - Brussels	<u>EDEN Awards Ceremony</u>
26- 27 Mar-18	BG - Plovdiv	<u>Presidency conference on 'Cultural heritage: for a more reliable Europe'</u>
26- Mar-18	BG - Plovdiv	<u>European Heritage Label Award Ceremony</u>

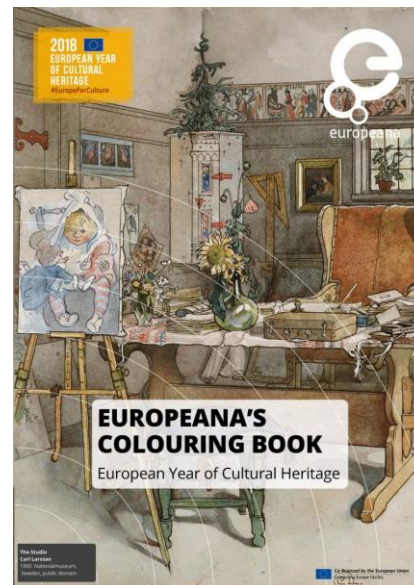
Labelling

	Total
Labelled Initiatives	312

Website in all EU languages

URL: https://europa.eu/cultural-heritage/european-year-cultural-heritage_en

	Total
Visits	144 474
Unique visits	99 970
Returning visits	50 614



Newsletter

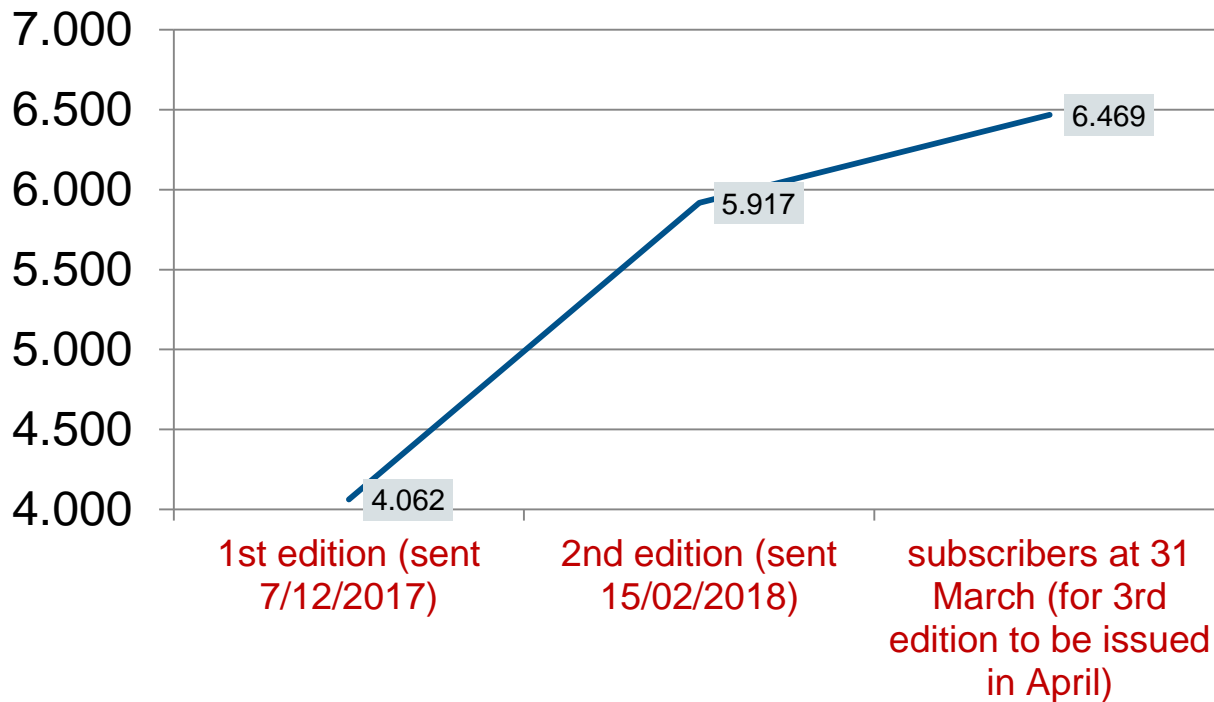
	Total
Issued editions (total of 6)	2
Number of subscribers	6,469



The European Year of Cultural Heritage is officially under way

Published on 15/02/2018

Newsletter subscribers growth



Stakeholder engagement

Main stakeholders

- 28 National Coordinators
- National Coordinators from Associated Countries
- 35 Members of the Stakeholders Committee (networks of networks)
- European Parliament
- EU Presidencies BG and AT
- European External Action Service (EEAS)
- Committee of the Regions
- European Economic and Social Committee
- EC Representations in EU MS
- EU Delegations in third countries
- Creative Europe Desks
- Erasmus + National Agencies
- European Heritage Days coordinators
- EDICS
- Media partners



Media partners

Arte TV

The screenshot shows the ARTE website interface. At the top left, there is a menu icon and the text "arte in English". On the top right, there are links for "Search", "About", a user profile icon, and "EN" with a dropdown arrow. Below the navigation is a large banner featuring a colorful abstract painting of a face. The text "2018: European Year of Cultural Heritage" is overlaid on the banner. Below the banner, there is a paragraph of text: "2018 is the European Year of Cultural Heritage, a moment to discover and celebrate 28 countries' common cultural patrimony. All year, ARTE will be offering a special selection of programmes." To the right of this text is a "Share" button. Below the text is a link: "In partnership with More information about the European Year of Cultural Heritage". At the bottom of the banner area, there are two navigation options: "Home" and "Gardens Near and Far". Below this is a row of five program thumbnails. Each thumbnail has a title and a duration:

- Kupka – Pioneer of Abstract Art** (53 min)
- Baltic Souls - Arts, Legends and Landscapes** (52 min)
- Zaragoza** (13 min)
- Gdansk - Metropolis** (14 min)
- James Joyce: 'A Shout in the Street' - With Angelica Huston**

From January 2018, **ARTE** offers a special selection of up to 20 programmes – a EYCH 2018 playlist – covering different aspects of Europe's cultural heritage like history, architecture, art, gardens, and performing arts.

The programmes are available in English, French, German, Spanish and Polish.

European Commission- Mentions in Press releases

- 7 December 2017- [The European Year of Cultural Heritage 2018 takes off](#)
- 7 December 2017- [European Commission - Fact Sheet on the European Year of Cultural Heritage 2018](#)
- 3 January 2018 - [2018 European Capitals of Culture: Leeuwarden and Valletta](#)
- 29 January 2018 [President Juncker takes part in the launch of the European Year of Cultural Heritage in Belgium](#)
- 20 March 2018 [Commission showcases how science and innovation can benefit European cultural heritage](#)



European Commission – mentions in **Daily News**

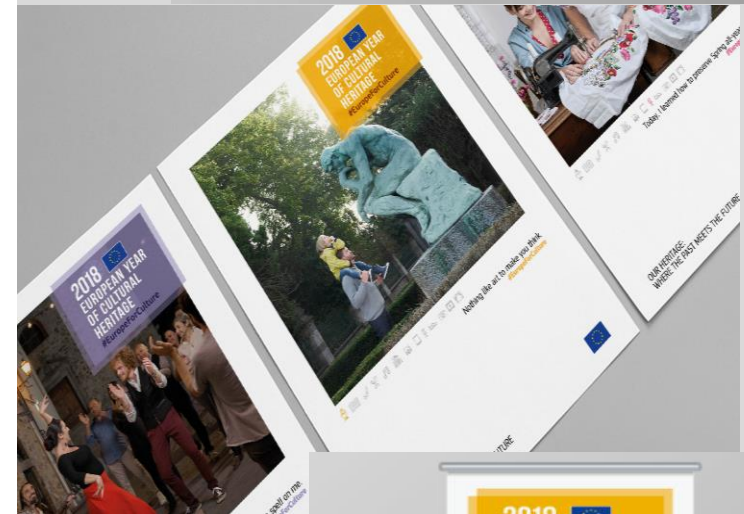
- 8 December 2017 - [€1 billion in loans for cultural and creative SMEs thanks to Cultural and Creative Sector Guarantee Facility](#)
- 12 December 2017 - [Commissioner Navracsics visits Ireland](#)
- 3 January 2018- [2018 European Capitals of Culture: Leeuwarden and Valletta](#)
- 18 January 2018 -[Launch of EU-China Tourism Year 2018](#)
- 19 January 2018 - [Commissioner Navracsics in Malta to launch Valletta's European Capital of Culture 2018](#)
- 26 January 2018- [First Vice-President Timmermans in The Netherlands for the official launch of European Capital of Culture Leeuwarden 2018](#)
- 29 January 2018- [Le Président Juncker et le Collège des Commissaires participent au lancement de l'année européenne du patrimoine culturel 2018 en Belgique](#)

European Commission - Daily News

- 6 February 2018- [Commissioner Navracsics visits Sweden](#)
- 12 February 2018- [Commissioner Navracsics launches European Year of Cultural Heritage in Spain](#)
- 27 February 2018- [Commissioner Navracsics in Sofia for Culture Ministerial meetings](#)
- 1 March 2018 - [Commission awards European Heritage Label to nine historical sites across Europe](#)
- 20 March 2018- [La Commission démontre comment la science et l'innovation peuvent bénéficier au patrimoine culturel européen](#)
- 20 March 2018- [Le commissaire Navracsics se félicite de la participation de l'Arménie au programme Europe créative](#)
- 26 March 2018- [Commissioner Navracsics travels to Bulgaria for cultural heritage events](#)

Campaign highlights

- **Visual identity:** Logo and Slogan translated into all EU languages, visual identity guidelines in English, 8 key campaign visuals
- **Digital tools:** Campaign website, promotional video in all EU languages, Power Point templates in all languages
- **Printed material:** Spotlight brochure on the EYCH in all EU languages, posters and roll ups



▪ Publications:

- Dec 2017- [Cartaditalia - the European Year of Cultural Heritage edition](#)

- Dec 2017- Publication of the [Special Eurobarometer on 'Europeans and cultural heritage'](#)- first EU-wide survey completely dedicated to cultural heritage.

- Jan 2018 - [Creative Europe brochure valorising 15 cultural heritage projects.](#)

