

MONITORING REPORT – QUARTER 1

Decentralised campaign

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

European Year of Cultural Heritage 2018

Period covered: January– March 2018

Date of submission: 25/05/2018

Periodicity: Quarterly

About the report

- **Period covered: January – March 2018**
- Information in the monitoring report is based on the monitoring templates as provided by EYCH National Coordinators, the members of the EYCH Stakeholder Committee and countries associated to the EYCH.
- Please note that not all the EYCH National Coordinators, Stakeholder Committee members and Associated Countries provided exhaustive information on all the activities implemented.
- **The following reports covers:**
 - Overview of activities and results
 - Monitoring of activities in **23 out of 28 involved countries** based on reports provided by EYCH National Coordinators
 - Monitoring of activities of **9 out of 35 involved Official members of the EYCH Stakeholders Committee** based on reports provided by the Stakeholders Committee members
 - Monitoring of activities in **1 out of 8 involved Associated Countries** based on reports provided by Associated Countries. The only associated country that provided data is Norway.

Overview of activities (1/3)

Events

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Events organised in Q1	2.562	2.478	44	40
National launch events	11	10	-	1
Participants to the events in Q1 (Estimation)	1.053.182	1.035.666	15.516	2.000

Future events

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Future events Events to be organised in Q2, Q3 and Q4 (Estimation based on available data)	9.871	9.361	210	300

Labelling

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Labelled Initiatives	3.277	3.206	47	24

Overview of activities (2/3)

Websites

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Unique monthly visitors	168.552	164.641	2.411	1.500

Media Relations

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Media reports published	752	710	17	25
Aggregated online readership (Unique monthly visitors)	1.445.648	844.100	1.041	600.507
Aggregated print circulation	3.092.969	2.659.409	-	433.560
Aggregated TV viewers/radio listeners	4.876.310	4.876.310	-	-

Media Buying

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Reach (= total number of people who see the content)	1.500.000	1.500.000	-	-

Overview of activities (3/3)

Social Media

	Total	National Coordinators	EYCH Stakeholders	Associated Countries
Facebook				
Posts published	905	779	88	38
Impressions*	1.445.136	1.368.718	46.918	29.500
Twitter				
Posts published	1.204	957	247	-
Impressions*	1.081.788	888.034	193.754	-
LinkedIn				
Posts published	10	10	-	-
Impressions*	5.501	5.501	-	-
Instagram				
Posts published	276	264	-	12
Impressions*	52.532	52.532	-	-

Some NCs and SCs are also using YouTube, Issuu and Flickr for their communication and promotional activities.

*Impressions refer to number of times content is displayed.

Contact with EYCH National Coordinators

- **EYCH National Coordinators in 28 Member States were contacted** with two emails sent by DG EAC and via individual phone calls by MOSTRA, with the request to fill in and provide the monitoring template.
- **Monitoring template covers:**
 - Events – Past (organised in Q1)
 - Events – Future (to be organised in Q2, Q3 and Q4)
 - Labelling of initiatives
 - Website/webpage statistics
 - Stakeholder relations
 - Media relations
 - Social media
 - Media buying

Outcomes: 25 reports received from 23 countries*

Country	Report
Austria	Yes
Belgium (Brussels-Capital Region)	No
Belgium (German-speaking region)	Yes
Belgium (Fédération Wallonie-Bruxelles)	Yes
Belgium (Flanders)	Yes
Bulgaria	Yes
Croatia	Yes
Cyprus	No
Czech Republic	Yes
Denmark	Yes
Estonia	Yes
Finland	Yes
France	Yes (partial info)
Germany	Yes
Greece	No
Hungary	Yes

Country	Report
Ireland	Yes
Italy	No
Latvia	No
Lithuania	Yes
Luxembourg	Yes
Malta	Yes
Netherlands	Yes
Poland	Yes
Portugal	Yes
Romania	No
Slovakia	Yes
Slovenia	Yes
Spain	Yes
Sweden	Yes
United Kingdom	Yes

*3 reports were submitted from Belgium: Belgium – German-speaking part; Belgium – Fédération Wallonie-Bruxelles; and Belgium – Flanders.

Austria: Activities overview



Activities implemented in Q1		
Events	Events organised	20
	Participants	89.000
Labelling	Labelled initiatives	71
Website	Link	www.kulturerbejahr2018.at
	Unique monthly visitors	728
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Ministry representatives • Regional representatives • Heritage institutions (The Federal Monuments Office, Danube-University Krems, Europa Nostra, ICOMOS, Austrian Commission for UNESCO, State Archive and EHL-site Burghauptmannschaft) • Civil society organisations (Österreichische Kulturdokumentation, KulturKontakt, Austrian Film Museum and Architekturstiftung Österreich)
Media relations	Media reports	15
Social media	Social media campaign will start soon on Facebook, Twitter and Instagram.	

Austria: Campaign highlights

Events

- ['Monumento'](#): International fair on preservation, conservation and restoration of monuments
- ['Klimt's Magic Garden. A Virtual Reality Experience by Frederick Baker'](#) is in the Museum of Applied Arts in Vienna: has enormous public success & the exhibition will be extended until October 2018
- ['Die Carabinieri im Einsatz - Kulturgüterschutz zwischen Organisierter Kriminalität und Naturkatastrophen'](#): Talk within 'ICOM Palmyra-Gespräche, Keynote by Brigadier General Fabrizio Parrulli and Comando Carabinieri Tutela Patrimonio Culturale on *'The Carabinieri Command for the Protection of Cultural Heritage and the Italian Task Force «Unite4Heritage»*
- ['Mosaic Connection'](#): Conference on mosaics and glass windows in Tirol and the Czech Republic
- ['Exhibition 'Beyond Klimt. New Horizons In Central Europe'](#) is in cooperation with the Museum of Fine Arts in Budapest
- ['Das Denkmalggespräch am Donnerstag'](#): Plenary discussion and presentation of the 'Wespennest' magazine's special edition on cultural heritage
- ['Vom mittelalterlichen Sozialwesen der Klöster zur modernen Versicherung'](#): Talk on the history of insurance and their roots in social services in medieval monasteries

Other highlights

- [Dedicated website](#)
- [Press release](#) was published by the Federal Chancellery on the EYCH 2018



Dedicated EYCH website

Belgium*: Activities overview



Activities implemented in Q1		
Events	Events organised	13
	Participants	2.000
Labelling	Labelled initiatives	34
Website	Link	http://www.ostbelgienkulturerbe.be/desktopdefault.aspx/tabid-5723/ www.patrimoine2018.cfwb.be www.europeeserfgoedjaar2018.be
	Unique monthly visitors	537
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Creative Europe Desk Wallonie-Bruxelles • "Europe pour les citoyens" Contact point • AEF-Europe • FARO • HERITA • Expertise Centrum Digitaal Erfgoed (Packed) • Wikimedia Belgium • All "the erfgoedcellen"
Media relations	Media reports	14
Social media	Posts published	89 (Facebook, Twitter, LinkedIn and Instagram)
	Impressions	90.428

Belgium: Campaign highlights

Events

Fédération Wallonie-Bruxelles

- [List of events](#)

Flanders

- [Open Monumentencongres](#)
- [Studiedag Participatie](#)
- [Photo contest 'Zoom on Heritage'](#)

Other highlights

Fédération Wallonie-Bruxelles

- **Media reports published on major national news outlets:**
 - **RTBF:** [2018 sera l'année du Patrimoine culturel](#)
 - **Le Soir:** [Bruxelles lance l'année européenne du patrimoine culturel avec un spectacle en 3D \(vidéo\)](#)

Bulgaria: Activities overview



Activities implemented in Q1		
Events	Events organised	22
	Participants	15.000
Labelling	Labelled initiatives	22
Website	Link	http://mc.government.bg/page.php?p=46&s=48&sp=612&t=0&z=0
	Unique monthly visitors	95.612
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Bulgarian municipalities• Regional galleries and museums• Bulgarian Academy of Sciences

Bulgaria: Campaign highlights

Events

- Seminar ‘*Safeguarding of Cultural Heritage – Analyses, Documents, Practices*’
- National Competition ‘*Saved memory*’
- Exhibition ‘*The Golden Fleece. The Quest of the Argonauts*’

Other highlights

- **Media reports published on major national news outlets:**
 - **Bulgarian National Television:** [2018 г. - Европейска година на културното наследство, Експерти обсъждат в Пловдив мерки за опазване на културното наследство](#)
 - **Focus News:** [Пловдив: В града ще се проведе конференцията „Културното наследство за една по-надеждна Европа”](#)
 - **24 Chasa:** [Вижте какви съкровища показва Васил Божков \(Снимки и видео\)](#)

Croatia: Activities overview



Activities implemented in Q1		
Events	Events organised	20
	Participants	10.000
Labelling	Labelled initiatives	20
Website	Link	http://www.eu.godina.kulturne-bastine.min-kulture.hr/en
	Unique monthly visitors	2.978
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Croatian Conservation Institute • European Commission Representation in Croatia • National Folk Dance Ensemble of Croatia LADO
Media relations	Media reports	170
Social media	Posts published	58 (Facebook, Twitter and Instagram)
	Impressions	532.278

Croatia: Campaign highlights

Events

- [Launch of the EYCH](#): Exhibition of 'Vlaho Bukovac 1/3 – Paris Period 1877 – 1893'
- [Museum night](#): 'To participate is important'
- [Opening of the Exhibition 'Europa Nostra: Sharing Heritage – Sharing Values'](#)
- [National conference](#) marking the EYCH 2018
- [Walled Cities, Open Societies](#) – Regional Network on Management of Historic Walls and Fortifications in Urban World Heritage Properties in Europe
- [Presentation of completed conservation and restoration works](#) and blessing of altar of the Church of the Blessed Virgin Mary Help of Christians
- [Exhibition 'Book Art in Croatia'](#)
- [International conference 'Sharing the Future of Cultural Heritage – Synergies between Heritage, Tourism and Digital Culture'](#)

Other highlights

- [Dedicated website](#)



Republika
Hrvatska
Ministarstvo
kulture
Republic
of Croatia
Ministry
of Culture



Czech Republic: Activities overview



Activities implemented in Q1		
Events	Events organised	16
	Participants	523.850
Labelling	Labelled initiatives	42
Website	Link	https://www.mkcr.cz/european-year-cultural-heritage-1722.html?lang=en
	Unique monthly visitors	1.501
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Pro Památky • Museum JAK • National Heritage Institute • Olomouc Museum of Art • Czech Historical Houses Association • Brno Technical Museum • Museum of Glass and Jewellery of Jablonec • National Museum • Czech Philharmonic Choir
Media relations	Media reports	3
Social media	Posts published	80 (Facebook and Twitter)
	Impressions	1.800

Czech Republic: Campaign highlights



Events

- **The myth of Europe:** Art exhibition of German painter ANTOINETTE. The exhibition focuses on the search of identity of the European continent.
- **The nobles of Czech lands in European Diplomacy**
- **Conference Valtice:** Conference focusing on transformation of cities.
- **Linden tree of the Republic – symbol of national identity:** The aim of the project is to protect linden trees and encourage people to plant new trees.

Denmark: Activities overview

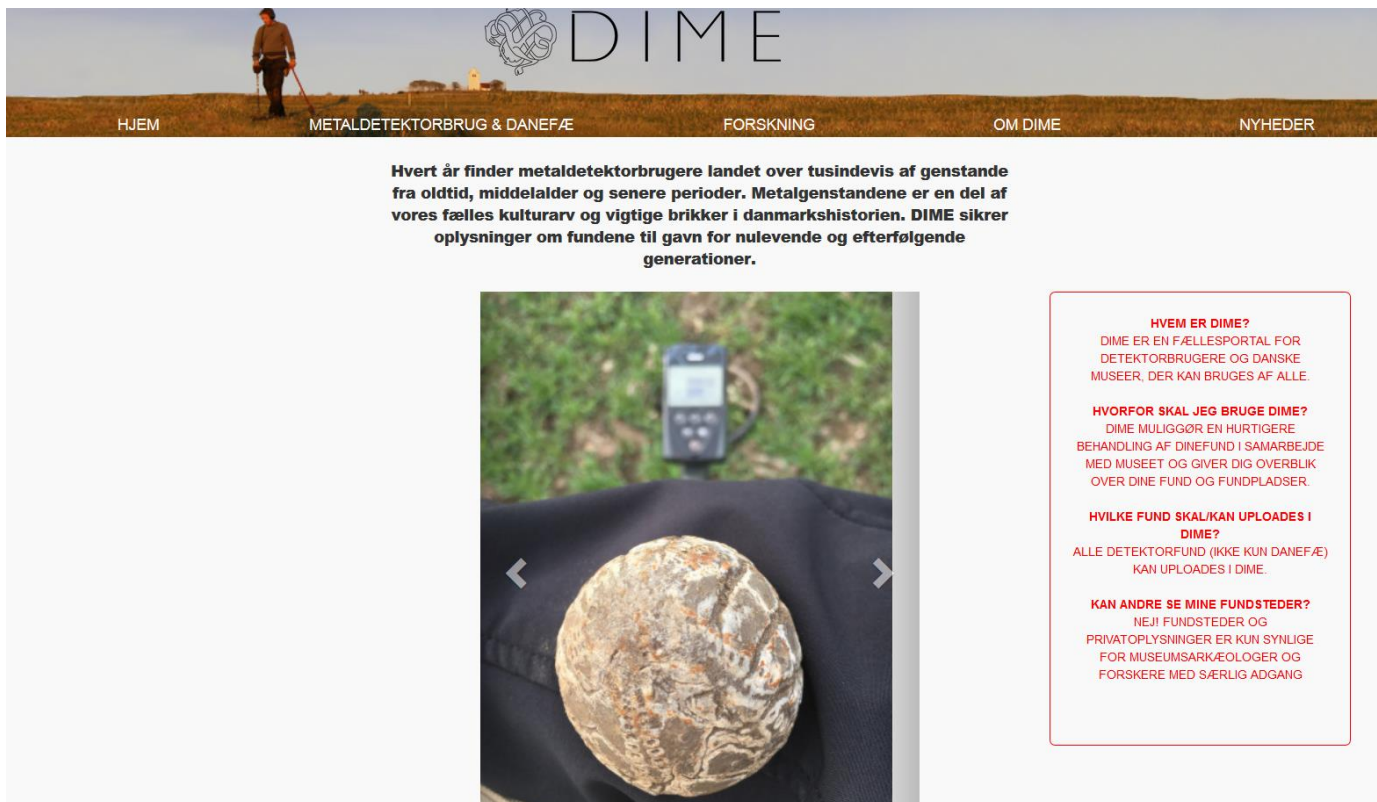


Activities implemented in Q1		
Events	Events organised	3
	Participants	12.000
Labelling	Labelled initiatives	13
Website	Link	https://slks.dk/internationalt/det-europaeiske-aar-for-kulturarv-2018/
	Unique monthly visitors	133
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• ICOMOS Denmark• Historiske Huse

Denmark: Campaign highlights

Events

- [Historic Days](#)
- [DIME – Digital Metaldetector Findings](#)



Hvert år finder metaldetektorbrugere landet over tusindevis af genstande fra oldtid, middelalder og senere perioder. Metalgenstandene er en del af vores fælles kulturarv og vigtige brikker i danmarkshistorien. DIME sikrer oplysninger om fundene til gavn for nulevende og efterfølgende generationer.

HVEM ER DIME?
DIME ER EN FÆLLESPORTAL FOR DETEKTORBRUGERE OG DANSKE MUSEER, DER KAN BRUGES AF ALLE.

HVORFOR SKAL JEG BRUGE DIME?
DIME MULIGGØR EN HURTIGERE BEHANDLING AF DINE FUND I SAMARBEJDE MED MUSEET OG GIVER DIG OVERBLIK OVER DINE FUND OG FUNDPLADSER.

HVILKE FUND SKAL/KAN UPLOADES I DIME?
ALLE DETEKTORFUND (IKKE KUN DANEFÆ) KAN UPLOADES I DIME.

KAN ANDRE SE MINE FUNDSTEDER?
NEJ! FUNDSTEDER OG PRIVATOPLYSNINGER ER KUN SYNLIGE FOR MUSEUMSARKÆOLOGER OG FORSKERE MED SÆRLIG ADGANG.

Estonia: Activities overview



Activities implemented in Q1		
Events	Events organised	20
	Participants	1.300
Labelling	Labelled initiatives	10
Website	Link	www.parandiaasta.ee
	Unique monthly visitors	3.093
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Minister of Culture Indrek Saar • Piret Hartman, Undersecretary of Cultural Diversity • European Commission Representation in Estonia • Tallinn Central Library • Estonian Literary Museum
Media relations	Media reports	152
Social media	Posts published	104 (Facebook)
	Impressions	512.432
Media buying		<ul style="list-style-type: none"> • Outdoor ads in Tallinn and other bigger cities • Facebook posts boosting

Estonia: Campaign highlights

Events

- Campaigns & actions for children on collecting heritage via digital means:
 - [The Heritage Makers Campaign](#)
 - [Collecting School Heritage](#)
 - [‘Record your Grandma’s Story’](#)
- Intangible Cultural Heritage Days in [Tartu University Pärnu College](#) and [Tallinn University](#)

Other highlights

- [Dedicated website](#)
- **Extensive media relation activities**
 - [Weekly broadcast on Vikerradio](#) on topics related to cultural heritage
 - [Dedicated articles](#) in the main children magazine *Täheke* every second month
 - [Monthly column](#) in the main cultural newspaper *Sirp*
 - [Special cartoon series](#) on TV (see the image below)
- **Media buying activities:** Outdoor campaign in Tallinn and other big cities



2018. aastat tähistatakse kogu Euroopas Euroopa kultuuripärandiaastat, et väärtustada ainelist kultuuripärandit ja innustada vaimset kultuuripärandit edasi kandma. Euroopa kultuuripärandiaasta koputas ka Vanamehe uksele ja pani teda arutlema Euroopa kultuuripärandiga seotud teemadel. Vaata liisa <https://www.pärandiaasta.ee/>

Autorid:
René Vilbre, Peeter Ritsso, Mikko Mägi, BOP Animation.

Finland: Activities overview



Activities implemented in Q1		
Events	Events organised	6
Labelling	Labelled initiatives	89
Website	Link	http://www.kulttuuriperintovuosi2018.fi/fi/
	Unique monthly visitors	1.100
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • The Association of Cultural Heritage Education in Finland • Ministry of Environment • Ministry of Education and Culture • Finnish Museums Association • Finnish Local Heritage Federation • Finnish National Agency for Education • Creative Europe Finnish Contact Point • European Commission Representation in Finland
Media relations	Media reports	30
Social media	Posts published	60 (Facebook)
	Impressions	23.000 (+ use of personal Twitter accounts)
Media buying		<ul style="list-style-type: none"> • Web advertisement • Facebook marketing

Finland: Campaign highlights

Events

- Opening ceremony of the Year in Finland
- Cultural Environment and Climate Change Seminar
- Sharing Heritage – Citizens Participating in Decision Making seminar

Other highlights

- [Dedicated website](#)

 KULTTUURIPERINNÖN EUROOPPALAINEN TEEMAVUOSI 2018

[Mistä on kyse?](#)

[Tule mukaan](#)

[Hankkeet ja tapahtumat](#)

[Ajankohtaista](#)

[Kumppanit](#)



Vuonna 2018 koko Eurooppa viettää yhteistä Kulttuuriperinnön eurooppalaista teemavuotta. Mikä on sinun perintöäsi?

2018 
KULTTUURIPERINNÖN
EUROOPPALAINEN
TEEMAVUOSI
#EuropeForCulture

KULTTUURIPERINTÖMME: KUN
MENNYT KOHTAA TULEVAN

France: Activities overview



Activities implemented in Q1		
Events	Events organised	200
Labelling	Labelled initiatives	500
Website	Link	https://patrimoineeurope2018.culture.gouv.fr/
	Unique monthly visitors	10.000
Social media	Posts published	3/week (Twitter)

France: Campaign highlights

Events

- 'Journées européennes des métiers d'art'
- 'Tous à l'opéra!'
- 'Festival Mir Redde Platt – Sarreguemines'
- 'Escale à Sète – Fête des traditions maritimes'
- 'Colloque « A quoi sert le patrimoine culturel immatériel ? » in Granville

Other highlights

- Interactive map of labelled events

ANNÉE EUROPÉENNE DU PATRIMOINE CULTUREL 2018

Rechercher

470 événements

Masquer les événements terminés

Établissement public du château, du musée et du domaine national de Versailles

Place d'Armes, 78000, Yvelines, Yvelines, Île-de-France, France

Visites du Potager de la Reine: Les petits pois

Le Lundi 14 Mai 2018

Des rencontres avec les jardiniers de Trianon sont également proposées au public. Ces visites mettent en évidence les échanges européens et non européens ayant contribué au développement de la culture et de l'utilisation de certains légumes et fruits à Versailles. Huit visites guidées soulignent

Germany: Activities overview



Activities implemented in Q1

Events	Events organised	700
	Participants	28.000
Labelling	Labelled initiatives	265
Website	Link	https://sharingheritage.de/
	Unique monthly visitors	24.319
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Ambassadors: Daniel Brühl, Herman Parzinger, Dr. Sabine Kunst, Sir David Chipperfield and Janne Teller• Patronage by Federal President Frank-Walter Steinmeier• Support currently signed by 270 institutions• Institutions, initiatives and associations registered with projects on sharingheritage.de
Social media	Posts published	682 (Facebook, Twitter and Instagram)
	Impressions	562.675



Germany: Campaign highlights

Events

- [Official Launch Event](#) with 500 guests
- [Participation to the Monumento Fair Salzburg](#)
- [Youth Project: 65th European Students Competition](#)
- [Youth Project: Lost Traces](#)
- [Exhibitions: Called by Your Name](#)
- [European Music Trail in Leipzig](#)
- [Cultural Route with several events: Hugenoet and Waldensian Trail](#)
- [Place at the Royal Table](#)
- [Digitalisation and Heritage: Coding da Vinci Hackathon](#)

Other highlights

- [Dedicated website](#)
- [Media reports published on major national news outlets](#) (ARTE TV – Media partner, ZDF, ARD, Deutsche Welle, Deutschlandfunk, [Special supplement on Die Welt](#), etc.)
- **Creative use of social media** (Christmas calendar on Twitter explaining terminology related to heritage; Outreach to public via Instagram (**#SharingHeritage**); Provocative social media campaign using memes directed to teenagers ('*Vollerbe*')



Dedicated EYCH website

Hungary: Activities overview



Activities implemented in Q1		
Events	Events organised	6
	Participants	1.650
Labelling	Labelled initiatives	63
Website	Link	https://koe2018.kormany.hu/en
	Unique monthly visitors	740
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Embassies• Ministries operating in relevant fields• European Parliament representatives• Permanent Representation of Hungary to the European Union• Europe Direct and EUNIC network• Hungarian Cultural Institutes abroad
Social media	Posts published	38 (Facebook)
	Impressions	5.900

Hungary: Campaign highlights

Events

- EYCH Launch Ceremony in the Hungarian Academy of Sciences
- EYCH 2018 Conference in cooperation with the ICOMOS Hungarian National Committee
- Pixels – Exhibition of the Work of Ottó Kaiser and Imre Kinszki
- Lenten concert series in Pannonhalma
- Petőfi Sándor Poem Recitation Competition and National Day Celebration in Szalárd
- Interpret Europe – Heritage and Identity international conference in Kőszeg
- Presentation of the presence of Szeklerland, with the help of the Internet
- Cultural and natural heritage of Kiszékely, presented in Minecraft EDU

Other highlights

- [Dedicated website](#)
- **Media reports:**
 - **RádióOrient:** [Közigazgatás Extra](#)
 - **ORIGO:** [Honlap indult a 2018-as kulturális örökség vonatkozású programok népszerűsítésére](#)
 - **Magyar Nemzet:** [Magyarországon is megkezdődött a Kulturális örökség európai éve 2018](#)



Főoldal

FŐOLDAL

Hírek

Az Év nagykövetei

Programajánló

Nemzetközi kezdeményezések

Jelentkezés a KOEE

programsorozatába

Eseménynaptár

Eseményfotó

Magyarország kulturális öröksége

képekben

Kulturális örökség kvíz

Bejelentkezés - letölthető anyagok

KOEE programok részére

GYIK

Kapcsolat

Az Európai Parlament és a Tanács a 2018-as évet a Kulturális Örökség Európai Évének nyilvánította.

Európa kulturális öröksége mindenhol körülvesz bennünket; megtalálható a városainkban, a falvainkban, a természetben és a régészeti lelőhelyeken is. Hozzátartozik szellemi és kulturális örökségünk, amely éppúgy fellelhető az irodalomban, a művészetben, a tárgyakban, mint a kézműves mesterségekben, a történetekben, az ételekben, a zenében és a filmekben. Ez a sokszínűség időben és térben is összekapcsol bennünket, európaiakat.



2018. máj. 3.

ESEMÉNYEK

A mai napon nincs kiemelt esemény

→ [Eseménynaptár](#)

2018 KULTURÁLIS ÖRÖKSÉG EURÓPAI ÉVE

#EuropeForCulture

→ [EU hivatalos honlapja - Kulturális Örökség Európai Éve](#)

Dedicated EYCH Website

Ireland: Activities overview



Activities implemented in Q1

Events	Events organised	992
	Participants	177.129
Labelling	Labelled initiatives	110
Website	Link	www.eych2018.ie
	Unique monthly visitors	1.097
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Local Authority Heritage Officers nationwide• Creative Europe – Ireland• Department of Culture, Heritage and the Gaeltacht• Creative Ireland• ICOMOS• National Cultural Institutions• The Wheel (Europe for Citizens)
Social media	Posts published	132
	Impressions	215.930

Ireland: Campaign highlights

Events

- [Exhibition: 'Caution! Fragile: Tradition in Transition'](#)
- ['Ireland's Fashion Radicals'](#)
- [National Engineers Week](#)
- [Belgrade Irish Festival](#)
- [Irish Film Institute \(IFI\) School's Programme](#)
- [The Great Hunger Exhibition](#)

Other highlights

- <https://www.eych2018.com/>



Photo shooting on the occasion of the EYCH Launch: *Pictured are Daragh Rice (16), transition year student from Coláiste Pobail Osraí, Kilkenny with a replica of a 13th century ceramic puzzle jug inspired by an archaeological find from Wood Quay; and Cian Kavanagh (16), transition year student from Grennan College, Thomastown, Co Kilkenny holding a replica bronze age spear head the original of which was found in Meath from 1000 BC.*

Additional photos available [here](#).

Lithuania: Activities overview



Activities implemented in Q1		
Events	Events organised	15
	Participants	5.000
Labelling	Labelled initiatives	15
Website	Link	http://lrkm.lrv.lt/lt/veiklos-sritys/tarptautinis-bendradarbiavimas/2018-ieji-europos-kulturos-paveldo-metai
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• All major municipalities of Lithuania• Regional galleries and museums• Associations• Universities• Non-governmental organisations

Lithuania: Campaign highlights

Events

- EYCH Launch Event at the International Vilnius Book Fair
- Coordinating meeting of the EU Information Network in Lithuania
- Meeting of the cultural events organisations '*Let's Discover the Century Heritage*'
- Seminar for heritage experts about the potential of cultural heritage by organizing European cultural heritage events
- Conference '*Year 2018 is the European Year of Cultural Heritage. Our Heritage - Past and Future Strings*'
- Conference to commemorate the International Day for the Protection of Monuments
- Discussion '*2018 - European Year of Cultural Heritage: Our Heritage, where the past agrees with the future*'

Other highlights

▪ Media reports

- **LRT:** [*Ryto allegro*](#)
- **Alkas.lt:** [*Seime vyko pokalbis skirtas Europos kultūros paveldo metams \(video\)*](#)
- **Bernardinai.lt:** [*Konferencijos Vilniuje dalyviai diskutavo apie kultūros paveldą ir jo svarbą*](#)

Luxembourg: Activities overview



Activities implemented in Q1		
Events	Events organised	29
	Participants	20.667
Labelling	Labelled initiatives	110
Website	Link	www.patrimoine2018.lu
	Unique monthly visitors	2.544
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Cultural, history and nature institutions, museums and associations • National centres • Communal and city administrations • Research institutions • Education stakeholders • EIB • Luxembourg Commission for Cooperation with UNESCO • Urban Sketchers
Media relations	Media reports	27
Social media	Posts published	48 (Facebook and Twitter)
	Impressions	43.729

Luxembourg: Campaign highlights

Events

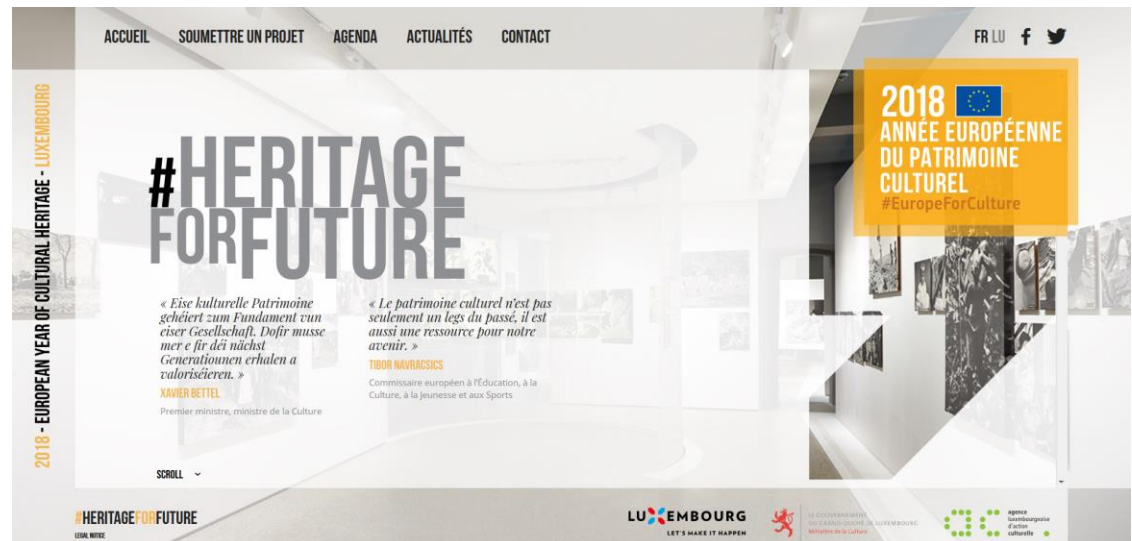
- [Kuck de Koekkoek!](#)
- [Le patrimoine industriel : Objet de nostalgie ou sujet de recherche ? – Les Rendez-Vous de l'UNESCO](#)
- [Conférence 'D'Lëtzebuerger Stolindustrie während dem Éischte Weltkrich'](#)
- [À l'assaut du Kirchberg !](#)
- [Soirée film 'The destruction of Memory'](#)
- [Être d'ailleurs en temps de guerre \(1914-1918\) : Étrangers à Dudelange / Dudelangeois à l'étranger](#)
- [Geschicht erliewen – Siegfried](#)
- [MagiCastle Nights @ Beaufort Castle](#)

Other highlights

- [Dedicated website](#)
- **Extensive media reporting:**
 - **RTL:** [De Journal vun der Télé: Fuussejuegd, GovSat 1 & 2018 ass dat europäescht Joer vum kulturellen lerven](#)
 - **Luxemburger Wort:** [Europäisches Kulturerbejahr 2018: Puzzleteile der Identität](#)
 - **Radio 100,7:** [Scho 60 Projete fir d'Joer vum Kulturierwen](#)
 - **Archiduc:** [Le passé, une ressource pour le futur](#)
 - **Journal:** [Weg mit dem Staub](#)
 - **Paperjam:** [Spectaculaire château](#)
 - **Chronicle:** [40 Options within Luxembourg Museum Days](#)



Dedicated EYCH Postage stamp



Dedicated EYCH Website

Malta: Activities overview



Activities implemented in Q1		
Events	Events organised	5
	Participants	80.000
Labelling	Labelled initiatives	31
Website	Link	www.eych2018.gov.mt
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none">• Creative Europe Desk• Arti u Kultura
Social media	Posts published	18
	Impressions	2.249

Malta: Campaign highlights

Events

- EYCH Malta Official Launch
- EYCH Malta National Photographic Competition
- Valletta 18, European City of Culture, Official Opening
- Dal-Bahar Madwarha
- EYCH Malta Schools Competition

Other highlights

▪ Media reports:

- Malta Today: [2018 European Capitals of Culture: Valletta's 'festa' and Leeuwarden's 'open community'](#)
- Times of Malta: [Students discuss ways to promote Europe's cultural heritage](#)

- **Interesting approach to social media:** featuring local artists & efforts directed to school children

- **Video** targeting young people and encouraging them to discover Malta's and Gozo's cultural heritage



Photo from an EYCH event held in Malta

Netherlands: Activities overview



Activities implemented in Q1		
Events	Events organised	4
	Participants	350
Labelling	Labelled initiatives	160
Website	Link	https://www.europeeserfgoedjaar.nl/
	Unique monthly visitors	2.296
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • The Ministry of Culture, Science and Education • Cultural associations and organisations • Museums (Science, Maritime) • Erasmus University School of History • National UNESCO Commission Netherland • ICOMOS Netherlands • Royal Dutch Touring Club • Natuurmonumenten • LF2018 • Noordelijke Lustwarande • Zuiderwaterlinie • Provinces: Utrecht, Brabant, Overijssel and Gelderland • Cities: Utrecht and Amsterdam
Social media	Posts published	175 (Twitter)
	Impressions	95.857
Media buying		Paid partnership with <i>Erfgoedstem</i> (Dutch Heritage Tribune)

Netherlands: Campaign highlights

Events: 3 types of events

1. Events organised by the heritage sector

Target audience: General public

[List of activities](#)

2. Events organised by EYCH 2018 team with partners

Target audience: Heritage field professionals (students and experts)

[Activities](#): Expert meetings on Creativity from traditions; Crafts; and Maritime heritage

3. Cooperation with big existing events such as the National Month of History, the National Museum Week, the European Heritage Days ('Open Monumentendag'), and the National Archaeology Days.



Dedicated EYCH Website



Other highlights

▪ [Dedicated website](#)

▪ **Media reports:**

- **De Telegraaf:** [Cultureel Erfgoedjaar begint](#)
- **Trouw:** [Helemaal happy tussen de Maasheggen](#)
- **Het Parool:** [Cultureel Erfgoedjaar trapt af in Scheepvaartmuseum](#)
- **Omroep Max:** [Hallo Nederland](#)
- **Monumentaal:** [Cultureel erfgoedjaar: vakmanschap in Maasheggen](#)
- **Archeologie Leeft:** [2018 Europees Jaar van het Cultureel Erfgoed](#)
- **Paid partnership with Erfgoedstem (Dutch Heritage Tribune):** ['Gemaakt landschap' maandthema april Europees Erfgoedjaar](#)

- **Social media: Monthly campaign videos** featuring personal interviews with people involved within the given topic (e.g. video on crafts featuring glass blowers); and **Crowd-sourced campaign on maritime heritage** (people sharing stories related to maritime heritage & the Cultural Heritage Agency creates a map based on people's input)

Poland: Activities overview



Activities implemented in Q1		
Events	Events organised	48
	Participants	8.970
Labelling	Labelled initiatives	123
Website	Link	www.erdk2018.pl www.mck.krakow.pl/o-programie-erdk2018
	Unique monthly visitors	3.376
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Ministry of Culture and National Heritage • ICOM Poland • Historical Monuments & Art Conservators Association • Polish National Commission for UNESCO • National Digital Archives • National Institute for Museums and Public Collections (NIMOZ) • National Heritage Board (NID) • National Centre for Culture (NCK) • Creative Europe – Poland • Citizens' Committee for the Renovation of Krakow's Monuments • European Commission Representation in Poland • AHICE - Art and Heritage in Central Europe • Head Office of the State Archives
Media relations	Media reports	165
Social media	Posts published	121 (Facebook, Twitter and Instagram)
	Impressions	135.233
Media buying		Outdoor city light campaign on display in 6 Polish cities with an estimated reach of 1.500.000

Poland: Campaign highlights

Events

- [Official launch of EYCH 2018 in Krakow](#)
- [Press conference in Warsaw](#)
- [‘Heritage with class’. Seminar on heritage education for teachers](#)
- [‘12 walks in 12 months’](#): Cycle of walks dedicated to the topic of heritage
- [‘Place at the Royal Table’](#)
- [Traditional Emaus Tree competition](#)
- [Polish Village – Heritage and Future – Award Ceremony and Seminar ‘Polish Village in 21st Century’](#)
- [Conference: ‘Heritage: imagination – senses – tools’](#)



Other highlights

- [Dedicated website](#)
- **Media reports published in major national news outlets:**
 - Rzeczpospolita: [Gdy dziedzictwo buduje przyszłość](#)
 - Gazeta Wyborcza Krakow: [Rok dziedzictwa kulturowego w Międzynarodowym Centrum Kultury](#)
 - Radio Poland: [Culture and common European values & Europejski Rok Dziedzictwa zainaugurowany](#)
 - Polskie Radio: [Rok Dziedzictwa. Kontakt z kulturą i historią sposobem na stres](#)
 - TVP Polonia: [kulturalni.pl](#)
- [Dedicated video spot](#)
- **Media buying campaign:** 5 posters exposed in 6 Polish cities (mainly at bus stops) showing different aspects of cultural heritage. The campaign has an **estimated reach of 1.500.000** (Q1).

Portugal: Activities overview



Activities implemented in Q1		
Labelling	Labelled initiatives	750
Website	Link	http://anoeuropeu.patrimoniocultural.gov.pt
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Organisations supervised by the Ministry of Culture (archives, cinema, arts, national library, Belém Cultural Centre and national theatres) • Ministry of Education • Ministry of Higher Education and Research • Universities • Municipalities • Parishes • Misericordia • Professional Associations • UNESCO National Commission • National Cultural Centre • Heritage NGOs • Cultural and environmental heritage associations
Social media	Posts published	84 (Facebook)
	Impressions	2.013
Media buying		<ul style="list-style-type: none"> • National radio and TV • Outdoor campaign (Lisbon and Porto)

Portugal: Campaign highlights

Events

- 151 meetings and conferences
- 232 heritage visits and routes
- 112 exhibitions
- 90 workshops
- 72 shows

Other highlights

▪ Media buying

- National radio (Antena 1, 2 and 3)
- TV (RTP)
- Websites
- Street advertising in major cities in Lisbon and Porto

Slovenia: Activities overview



Activities implemented in Q1		
Events	Events organised	125
	Participants	15.000
Labelling	Labelled initiatives	125
Website	Link	http://www.zvkds.si/sl/elkd
	Unique monthly visitors	4.286
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Radio Television Slovenia • National Gallery • Local museums and libraries • Cankarjev Dom (Cultural and Congress Centre)
Media relations	Media reports	6
Social media	Posts published	23 (Instagram and YouTube)
	Impressions	20.000
Media buying		TV and radio clips based on sponsorship agreement with the national public broadcaster

Slovenia: Campaign highlights

Events

- Grand opening at the National Gallery in the presence of the President of the Republic of Slovenia featuring spectacular folk dances, a concert by rap artist Trkaj and literature professor Igor Saksida

Other highlights

Media reports

- Coverage of grand opening in all national media (TV, print and digital)

Media buying

- Commercials are broadcast free of charge as part of a sponsorship deal with the national public broadcaster

Involvement of ambassadors

- **Rap artist Trkaj & Literature professor Igor Saksida** have released a video '[Lepa Vida](#)'. The video features the most spectacular heritage sites across Slovenia as well as hairy creatures *Kurenti* (their ritual of chasing winter away is on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity). The video has **more than 18.000 views on YouTube**.

Slovakia: Activities overview



Activities implemented in Q1		
Events	Events organised	26
	Participants	20.750
Labelling	Labelled initiatives	63
Website	Link	http://www.culture.gov.sk/posobnost-ministerstva/kulturne-dedicstvo-/ochrana-pamiatok/europsky-rok-kulturneho-dedicstva-31d.html
	Unique monthly visitors	5.360
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Creative Europe • European Commission Representation in Slovakia • ICOMOS Slovakia • National Trust of Slovakia • Civic association 'Save the castles'
Media relations	Media reports	45
Social media	Posts published	16 (Facebook)
	Impressions	3.785

Slovakia: Campaign highlights

Events

- [National launch of EYCH2018](#)
- [International conference – ‘Reviving of castles’](#)
- [Res Pálffyana – History of Pálffy family](#)

Other highlights

- **Media reports:**
 - **RTVS:** [Správy RTVS](#), [Správy RTVS](#) & [Ranné správy RTVS](#)
 - **Radio Slovakia:** [Rádiožurnál o 18:00](#)
 - **Aktuality.sk:** [Európa si uctí kultúrne dedičstvo. Slovensko predstaví svoju modernú tvár](#)
 - **Dobré noviny:** [V Európe i na Slovensku poukážu na potenciál kultúrneho dedičstva](#)
 - *Special press conference on ‘Reviving of castles’ was also reflected on in the media as it is an important topic not only for professionals but also of interest to media.*
- **EYCH Label applications:** Huge increase in label application requests following the press conference and reports in main media

Spain: Activities overview



Activities implemented in Q1		
Events	Events organised	62
Labelling	Labelled initiatives	326
Website	Link	http://www.mecd.gob.es/cultura/mc/a-europeo-patrimonio-cultural/presentacion.html
	Unique monthly visitors	1.145
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • State Secretariat on Education • Hispania Nostra • National Federation of Municipalities and Provinces • Com and PE offices in Madrid • Regional Governments • ICOM Spain • Spanish Federation of Museum Friends
Media relations	Media reports	27
Social media	Posts published	34 (Facebook and Twitter)
	Impressions	2.991

Spain: Campaign highlights

Events

- Eat Meet Repeat
- AEEEE León-European Students Forum
- Competition about European Culture (pasapalabra)
- [Emilianensis program 2018](#)
- [One month – One heritage](#)

Other highlights

- **Media reports in**
 - Spanish National Television
 - Spanish National Radio
 - National and regional newspapers
- **Dedicated promotional video** of the EYCH in Spain
- **Dedicated book** (44 pages)

Sweden: Activities overview



Activities implemented in Q1		
Events	Events organised	50
	Participants	25.000
Labelling	Labelled initiatives	65
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • Europa Nostra • Swedish Local Heritage Federation • Arbetsam • The European Commission Representation in Sweden • Swedish Film Institute • Swedish Arts Council
Media relations	Media reports	50
Social media	Posts published	60 (Facebook)
	Impressions	1.200
Media buying	Media campaign will start in spring/summer.	

Sweden: Campaign highlights

Events

(Examples of labelled initiatives)

- 'CHRISTA'
- 'Official launch of the European Year of Cultural Heritage' – Local heritage in an European context – Kulturarv2018 Gävle Järvsö
- ['Kulturarv2018'](#)
- 'Young experts'
- 'Folk och Kultur Eskilstuna'
- Lecture and conversation with Khazar Fatemi
- 'The Centenary of Ingmar Bergman: Bergman's Filmstaden'
- 'ASK – the Accesible Cultural Heritage'
- 'The Stories from Finnskogen'

Other highlights

▪ Media reports

- Swedish national radio SR P1
- National newspaper Dagens Nyheter

UK: Activities overview



Activities implemented in Q1		
Events	Events organised	96
Labelling	Labelled initiatives	199
Website	Link	http://european-heritage.co.uk
	Unique monthly visitors	1.602
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • National Trust • IHBC • The Architectural Heritage Fund • Europa Nostra • Heritage Lottery Fund • HeritageForFuture • Native Scientist • British Council
Media relations	Media reports	6
Social media	Posts published	154 (Facebook, Twitter, LinkedIn)
	Impressions	83.285

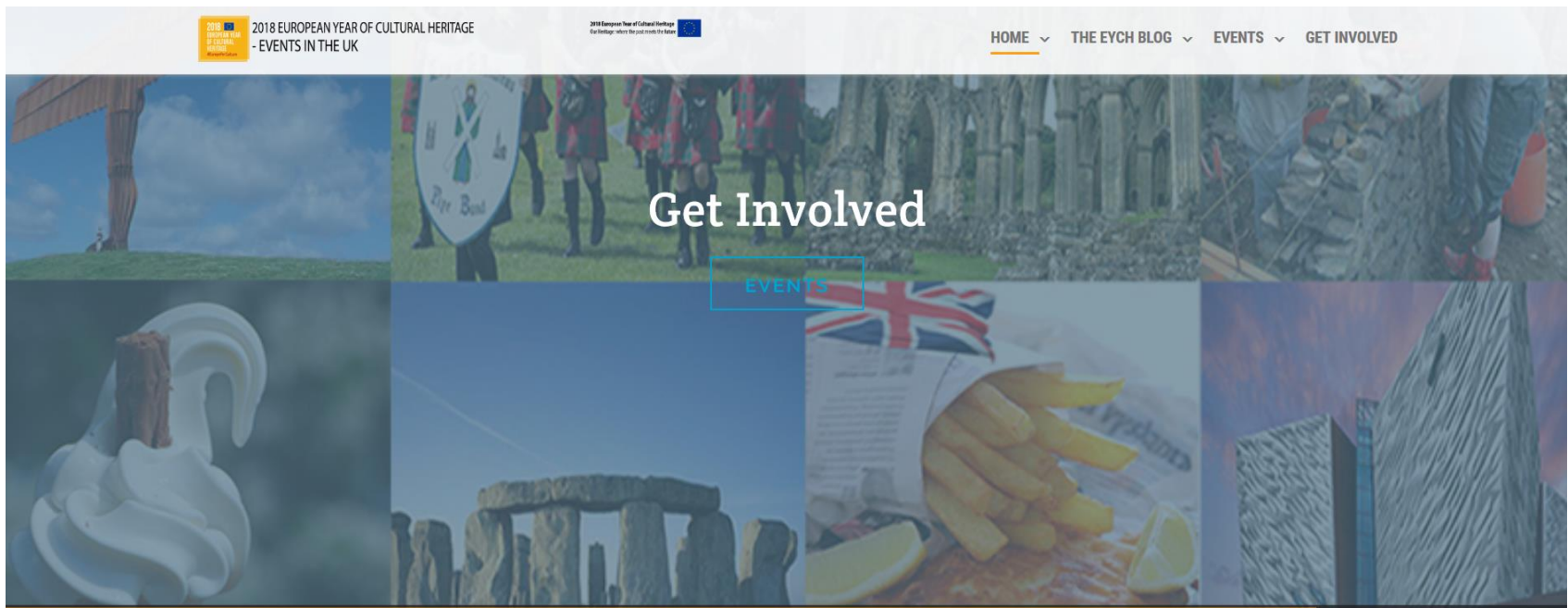
UK: Campaign highlights

Events

- [Marchland Festival](#)
- [March EFAITH Steam weekend](#)
- [Repton 200 Season](#)

Other highlights

- [Dedicated website](#)



We are taking applications for events throughout 2018!



Contact with Stakeholder Committees

- **34 Stakeholder Committees contacted** with an email sent by DG EAC and via individual phone calls with the request to fill in and provide the monitoring template.
- **9 Monitoring templates collected:**
 - ENCATC
 - ETC and PEARLE (joint campaign)
 - Future for Religious Heritage
 - ICOMOS
 - ISCEC-ICOMOS
 - Michaël Culture Association
 - NEMO
 - Regional Centre for the Safeguarding of Intangible Cultural Heritage in South-Eastern Europe
 - UNESCO Liaison Office in Brussels
- **Monitoring template covers:**
 - Events (Past and future)
 - Labelling of initiatives
 - Website/webpage statistics
 - Stakeholder relations
 - Media relations
 - Social media
 - Media buying

ENCATC: Activities overview

Activities implemented in Q1

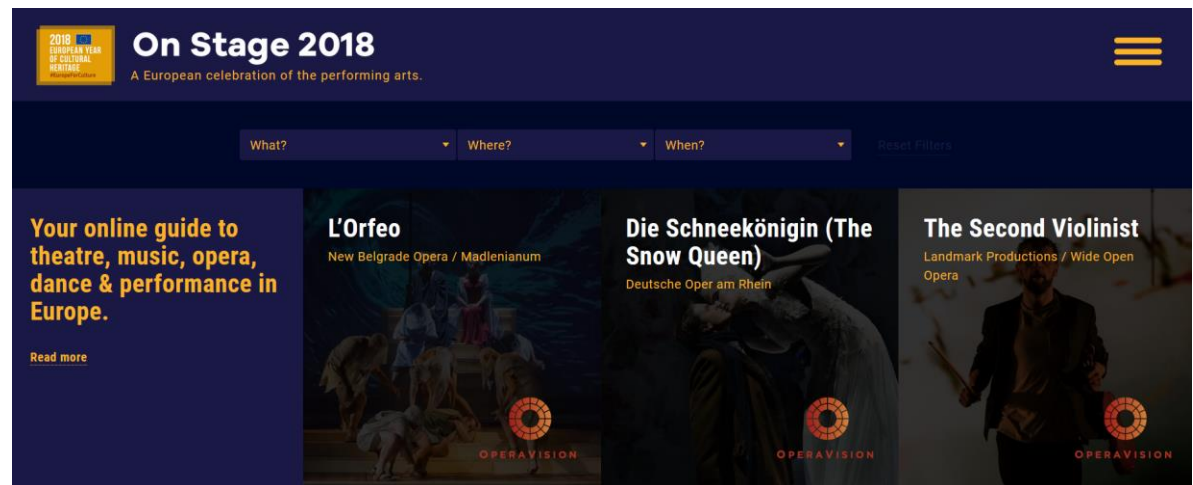
Events	Events organised	2
	Participants	46
Labelling	Labelled initiatives	4
Website	Link	https://www.encatc.org/en/events/eych-2018/
	Unique monthly visitors	331
Partner relations	Main partners	<ul style="list-style-type: none"> • BRAFA (Belgium) • Janacek Academy of Music and Performing Arts (Czech Republic) • The Academy of Performing Arts in Prague (Czech Republic) • National Institute for Cultural Research and Training (Romania) • Academy of Performing Arts in Bratislava (Slovakia) • International Exchange Erasmus Student Network
Media relations	Media reports	11
	Highlights	Culture Agora: <i>26th ENCATC congress on cultural management and policy</i>
Social media	Posts published	10 (Facebook and Twitter) In addition: special EYCH section in the monthly newsletter.
	Impressions	9.841

ETC and PEARLE* (On stage 2018: Joint campaign): Activities overview

Activities implemented in Q1		
Events	Events organised	33
	Participants	15.000
Website	Link	www.onstage2018.eu
	Unique monthly visitors	217
Social media	Posts published	34 (Facebook, Twitter and YouTube)
	Impressions	6.433

Campaign highlights

- [Dedicated website](#)



Future for Religious Heritage: Activities overview



Activities implemented in Q1		
Events	Events organised	4
	Participants	250
Labelling	Labelled initiatives	12
Website	Link	https://www.frh-europe.org/projects/eych-2018
	Unique monthly visitors	99
Partner relations	Main partners	ENCATC; Centro de Estudios Lebaniegos; Civilscape; Church of Sweden; Europa Nostra; and Open Churches - Eglises Ouvertes
Media relations	Media reports	6
	Highlights	<ul style="list-style-type: none"> • Toekomst Religieus Erfgoed: Toorts van cultuur en erfgoed gelanceerd • Omrop Fryslân: Europese organisatie zoekt anekdotes over Friese kerken • Alde Fryske Tsjerken: FRH lanceert toorts initiatief in Dorpskerk Huizum
Social media	Posts published	248 (Facebook, Twitter, YouTube and Flickr)
	Impressions	152.382

ICOMOS: Activities overview



Activities implemented in Q1		
Events	Events organised	1
	Major events	Symposium: Perspectives and challenges of industrial heritage revitalization – Innovative Cultural Tourism in Slovenia
Labelling	Labelled initiatives	10
Website	Link	https://www.icomos.org/en/network/national-committees/regional-activities-europe/39374-upcoming-events-save-the-dates
	Unique monthly visitors	80
Social media	Posts published	3 (Facebook and Twitter)
	Impressions	6.176

ISCEC-ICOMOC: Activities overview



Activities implemented in Q1		
Events	Events organised	1
	Major events	Circular models leveraging investments in cultural heritage adaptive reuse
	Participants	100
Labelling	Labelled initiatives	2
Partner relations	Main partners	IRISS CNR Naples

Michaël Culture Association: Activities overview



Activities implemented in Q1

Labelling	Labelled initiatives	4
Website	Link	http://www.michael-culture.eu/eych-2018
Partner relations	Main partners	Michaël Culture's members

NEMO: Activities overview



Activities implemented in Q1		
Events	Events organised	2
	Participants	120
	Major events	<ul style="list-style-type: none"> • NEMO Webinar: The NL Factor - A journey in the educational world of Dutch museums • NEMO Learning Exchange is about social impact in Spanish Museums
Labelling	Labelled initiatives	14
Website	Link	http://www.ne-mo.org/our-topics/eych2018.html
	Unique monthly visitors	323
Partner relations	Main partners	<ul style="list-style-type: none"> • Association of European Jewish Museums • Balkan Museum Network • Jamtli Foundation
Social media	Posts published	60
	Impressions	66.823

Regional Centre for the Safeguarding of Intangible Cultural Heritage in SEE: Activities overview

Activities implemented in Q1

Labelling	Labelled initiatives	1
Social media	Posts published	1 (Facebook)
	Impressions	354

UNESCO Liaison Office in Brussels: Activities overview



Activities implemented in Q1

Events	Events organised	1
	Major events	EU-UNESCO Conference: Engaging the European art market in the fight against illicit trafficking
Website	Link	http://www.unesco.org/new/en/brussels/eych-2018/
	Unique monthly visitors	1.361
Partner relations	Main partners	Spanish Ministry of Education, Culture and Sport
Social media	Posts published	2 (Flickr)

Norway: Activities overview



Activities implemented in Q1		
Events	Events organised	40
	Participants	2.000
Labelling	Labelled initiatives	24
Website	Link	https://kulturarv2018.no
	Unique monthly visitors	1.500
Stakeholder engagement	Main stakeholders	<ul style="list-style-type: none"> • The Ministry of Culture • The Ministry of Climate and Environment • Embassies • Cultural organisations (e.g. Domkirkeodden Museum, Norwegian Railway Museum, Norwegian Wind Ensemble, Literature House in Fredrikstad)
Media relations	Media reports	25
Social media	Posts published	50 (Facebook and Instagram)
	Impressions	29.500
Media buying		<ul style="list-style-type: none"> • Bus advertising in Oslo for two weeks • Advertising on TV screens in airports (Oslo and Bergen) • Advertising in media and newspaper

Norway: Campaign highlights

Events

- Official launch of the EYCH in Norway
- Volunteer conference held at the Directorate for Cultural Heritage
- Presentation from the Norwegian Crafts Institute ('*New inspiration from old crafts*')
- Church seminar
- Seminar on issues related to cultural heritage and diversity, representation and inclusion of minorities
- 60 years since the closing of Kongsberg Silver Mine
- Lecture on the Silver Mine Archives
- Ballads without borders. Concert. Medieval ballads.
- Katharina's voices: Play about Katharina von Bora

Other highlights

- [Dedicated website](#)



The screenshot shows a website for the 2018 European Year of Cultural Heritage. At the top left is a logo for "2018 DET EUROPÆISKE ÅRET FOR KULTURARV #Europeer2018". To the right are navigation links: "Dette har skjedd i Østfold", "Kommende arrangementer", and "Kontakt komiteen". Below the navigation is a large grey banner with a white text box containing the text: "Typisk norsk – ikke bare norsk" er slagordet når det europeiske kulturarvåret skal markeres i Norge. EU har besluttet å gjennomføre et europeisk kulturarvår i 2018. Dette markeres i Norge og hele resten av Europa med mål om å få flest mulig skal utforske, verdsette og reflektere over en rik og mangfoldig europeisk kulturarv. Her er litt om hvordan vi markerer Det europeiske kulturarvåret i Østfold.

Below the banner are two columns of content:

- Dette har skjedd i Østfold:** A photograph of a stage performance in a theater.
- Kommende arrangementer:** A list of upcoming events:
 - ONS 23** Europeer og opplysningsmann Jacob Nicolai Wibe, 23. mai @ 18:00 - 20:00
 - JUN 01** Det store fallet, 1. juni @ 13:00 - 17:00
 - JUL 20** Olavsdagene 2018 i Sarpsborg, 20. juli @ 16:00 - 29. juli @ 19:00

At the bottom right of the event list is a link "Vis mer..." and an upward arrow icon.



Thank you for your attention!

