

# EUROPEAN HERITAGE DAYS ASSEMBLY



European Heritage Days  
Journées européennes  
du patrimoine

17-19 OCTOBER 2018

Council of Europe  
Palais de l'Europe  
Strasbourg, France

Meeting Room 9, 2nd floor



European Year  
of Cultural Heritage 2018

The Art of Sharing and beyond:  
The future of European Cultural Heritage

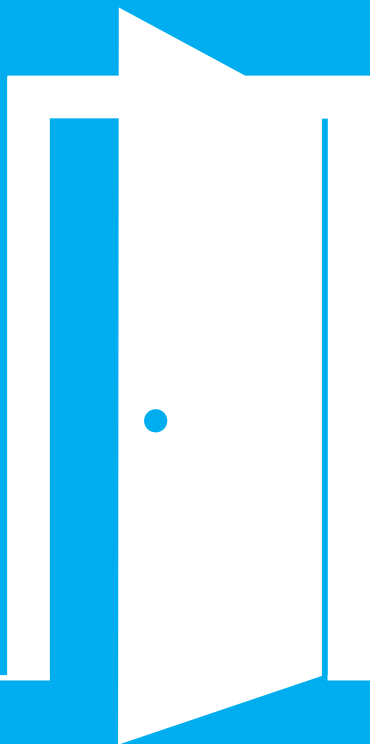


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# FOREWORD



## EUROPEAN HERITAGE AT THE FOREFRONT OF EUROPE



**Snežana Samardžić-Marković:**  
Director General of Democracy,  
Council of Europe.

Heritage is a defining feature of who we are as Europeans. It testifies to the political, cultural, artistic, scientific, spiritual, philosophical and commercial exchanges which have formed our European identity. It helps us to better understand ourselves and others.

The Faro Convention, as the 2005 Council of Europe Framework Convention on the Value of Cultural Heritage for Society is better known, puts citizens at the centre of heritage policies. Heritage is no longer limited to what is officially recognised as such – the protected heritage – but includes those elements regarded as heritage by the local population and local

authorities. This development prompts new, more participatory and more collaborative heritage management approaches.

The European Heritage Days (EHD) are one of the best grass-route examples of such approaches. Creating real access to European heritage for millions of people through more than 70 000 participating monuments and sites, the EHDs are the most widely celebrated participatory cultural event shared by the citizens of Europe. Launched in 1985 in France, the Programme has been organised as a joint initiative of the Council of Europe and the European Union since 1999.

Through access to heritage, the Council of Europe promotes diversity and dialogue, a sense of identity, collective memory and mutual understanding within and between communities. Through its Conventions on Culture and Cultural Heritage (European Cultural Convention, Valletta, Granada and Faro) and the European Cultural Heritage Strategy for the 21st century, the Council of Europe works for a Europe in which the diversity of cultures, the arts, and cultural heritage are the force which brings us together, in unity based on common values of democracy, human rights and rule of law.

# EUROPEAN HERITAGE CAN HELP TO BUILD A COMMUNITY OF COMMUNITIES



**Tibor Navracsics:** European Commissioner for Education, Culture, Youth and Sport.

Cultural heritage in all its different forms is one of Europe's most precious assets. It helps to build bridges between people and communities. It is central to our identity as Europeans and has a vital role in driving social and economic development. And it is vital in helping us build a resilient, cohesive Europe for the future.

We are celebrating this unique power throughout 2018, with the European Year of Cultural Heritage. And I am pleased to see that this year's theme for the European Heritage Days, "The art of sharing", is in essence what the European Year is all about. It conveys a universal message about our common values, our history and our aspirations for the future that we share. Along with the other initiatives taking place at local, regional and European level, the 2018

European Heritage Days are contributing to a large number of events that have attracted 2 million visitors in the first six months of the year alone.

I am convinced that discovering and experiencing our shared cultural heritage can strengthen our sense of togetherness and help build a community of communities. We therefore have to use the momentum of the European Year to keep culture and cultural heritage at the top of the EU's political agenda and build on its legacy along with Member States and stakeholders.

In line with a strong mandate received from EU Leaders, I presented in May a proposal for a **New European Agenda for Culture** which will determine our strategic cooperation at European level for the years to come. One central element

is a European Action Plan for Cultural Heritage. This Action Plan will define the policy follow-up of the European Year, and much more – it will be a roadmap for our future work in safeguarding and promoting Europe's cultural heritage. It will start from the initiatives that the European Commission is implementing during the Year with stakeholders and partners like the Council of Europe, based on the four pillars of engagement, sustainability, protection and innovation. This year's European Heritage Days Call for "European Heritage Stories" and the "European Heritage Makers Week" are good illustrations of what "engagement" at grassroots level for cultural heritage means in concrete terms.

As there can be no strong policy without proper funding, the European Commission has presented an ambitious proposal

for the **next Creative Europe** – the EU's funding programme for the cultural and creative sectors. We want to raise the budget to EUR 1.85 billion for 2021-2027. To endorse this proposal, we now need the support of the European Parliament and EU Member States.

Investing in culture is key for the future of Europe. It brings people from different backgrounds together, enabling them to recognise their shared historical and cultural experience. Through this, I hope people come to realise that there is more that unites us than divides us.

## THE EUROPEAN HERITAGE DAYS – MAKING CULTURE ACCESSIBLE TO EVERYONE FOR AT LEAST A FEW DAYS A YEAR



**Petra Kammerevert:** Chair of the European Parliament Committee on Culture and Education.

Culture is now taking on increasing significance both for and within the European Union. This is reflected, in particular, through the European Year of Cultural Heritage, which we are celebrating this year.

We have long since moved away from the view that culture is just something nice to have that swallows up tax revenues. It is recognised that culture is a real economic driving force, for instance as regards the creative sector and tourism.

A further aspect comes into play in the current climate: culture as a core element, as something which touches people emotionally, motivates them and binds them to a community.

If culture is to have this binding power, however, it must really be accessible to everyone. It must not just be something for educated elites.

It is therefore the duty of politicians, civil society and cultural organisations to promote access to culture and cultural heritage – both tangible and intangible – and make it as easy as possible.

When thousands of monuments and sites, some of which are usually closed to the public, open their doors once again this year for the European Heritage Days and can be visited free of charge, the goal of culture being accessible to everyone is achieved at least for a few days of the year.

During the Heritage Days, millions of citizens are able to experience

Europe's great cultural diversity and wealth. This helps prevent racism and xenophobia and encourages greater tolerance in Europe and across national boundaries. Against the background of rising nationalist and populist trends – including within Europe – culture therefore assumes an especially important role.

The goal of culture being accessible to everyone should accordingly be a joint, long-term aim of all cultural policy players and should not just be confined to the European Heritage Days: we need more cultural education, as cultural participation is more or less impossible without it. We need financial support, for instance through state subsidies to cultural institutions to pay for price reductions for the less well-off. And we must ensure that culture moves to the heart of public debate in the long term, as the European Union has set out to do with European Year of Cultural Heritage 2018.

# AGENDA



## ● DAY 1

**WEDNESDAY 17 OCTOBER**

**PALAIS DE L'EUROPE, ROOM 9**

**SESSION 1: EHD  
PERSPECTIVES AND STORIES**

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● **09:00 - 09:30**

**Registration and welcome coffee**

● **09:40 - 10:10**

**Official opening of the Assembly**

**Matjaž Gruden**

Director of Democratic Participation, Council of Europe

**Michel Magnier**

Director for Culture & Creativity, DG EAC, European Commission

**Maguelonne Déjeant-Pons**

Executive Secretary, European Landscape Convention - EHDs, Council of Europe

● **10:10 - 10:30**

**Introduction and objectives of the meeting**

Chair: **Liisa Lohtander**, Chair of the European Heritage Days

**Jelena Mocevic**, European Heritage Days, Council of Europe

**Gloria Lorenzo-Lerones**, European Heritage Days, European Commission

● **10:30 - 11:15**

**How to recreate the Lost Sense of Place? Community Approach to Interpretation of (In)Tangible Heritage**

**Dragana Lucija Ratkovic Aydemir**, Director, Muze/Muses, Zagreb

● **11:15 - 11:45**

**Q&A session**

- 12:00 - 13:30

**Official Lunch in the Galerie Portugaise of the Palais de l'Europe**

- 13:45 - 15:15

**The Future of European Cultural Heritage: Where are we heading?**

- Interpretation of Cultural Heritage
- European Cultural Heritage as the space for multiple narratives
- Legacy of the European Year of Cultural Heritage
- Baukultur and the Davos Declaration
- Communities and Storytelling
- Digital turn

**Panel speakers:**

**Michel Magnier**, Director for Culture & Creativity, DG EAC, European Commission

**Christina Haas**, Baukultur Specialist, Swiss Federal Office of Culture

**Taja Vovk van Gaal**, Creative Director, House of European History, DG-Communication, European Parliament

**Thorsten Ludwig**, Managing Director, Interpret Europe

**Kathrin Merkle**, Head of Culture and Cultural Heritage Division, Council of Europe

**Dragana Lucija Raktović Aydemir**, Director, Muze/Muses, Zagreb

Facilitator: **Eliza Isabella Marin**

- 15:15 - 16:15

**European Heritage Stories: Brief Presentations**

Facilitator: **Gloria Lorenzo-Lerones**, European Heritage Days and European Heritage Label, DG EAC, European Commission

**Mancomunidad Taula del Sénia (Spain)**  
"Ancient Olive Trees Territorio Sénia"

**Ephorate of Antiquities of the City of Athens (Greece)**  
"Origins"

**University of Tartu Museum (Estonia)**  
"Linking Home, Linking Europe. Virtual map of Europe in Tartu"

**Kvinnherad commune (Norway)**  
"How things have changed in our villages - a local history film workshop for children"

**The Little Museum of Dublin (Ireland)**  
"I Remember"

- 16:15 - 16:30

**Coffee break**

- 16:30 - 17:30

**European Heritage Stories: Brief Presentations**

Facilitator: **Piet Jaaspert**, Europa Nostra

**Mundaneum (Belgium)**  
"Europe starts here! The Architects of Peace"

**Herinneringscentrum Kamp Westerbork (Netherlands)**  
"Settela - the story of Sinti and Roma in Kamp Westerbork"

**Museum and Galleries of Ljubljana (Slovenia)**  
"The Ljubljana, A River that connects"

**Cultural Heritage without Borders (Albania)**  
"Don't Get Mad"

**Syros Institute (Greece)**  
"Digital Heritage as a catalyst for community engagement"

- 17:40 - 17:45

**Official group photograph**

Staircase of the Committee of Ministers

- 17:45 - 18:15

**European Heritage Stories: Awarding of the Certificates**

Foyer of the Chamber of the Parliamentary Assembly

Certificates presented by **Matjaž Gruden**, Director of Democratic Participation, Council of Europe

- 18:15 - 19:15

**Celebratory drinks reception**

*Please note: the main exit of the Palais de l'Europe will close exceptionally at 19:45 this evening*

## ● DAY 2

### THURSDAY 18 OCTOBER PALAIS DE L'EUROPE, ROOM 9 SESSION 2: EUROPEAN IDENTITY AND YOUTH ENGAGEMENT IN EUROPEAN HERITAGE

- 09:00 - 09:30

**Introduction and objectives of the day**

Chair: **Nada Andonovska**, Vice-Chair, European Heritage Days

**Jelena Mocevic**, European Heritage Days, Council of Europe

**Gloria Lorenzo-Lerones**, European Heritage Days, European Commission

- 09:30 - 12:30

(Coffee to be served outside Room 9 at 11:00)

**Parallel Workshop 1:**  
Venue - Parliamentary Bar

**Discussing the European Identity**

**Sofia Trouli**, The Museum of Contemporary Art of Crete (CCA)

**Parallel Workshop 2:**  
Venue - Palais Room 9

**"Youth engagement in European heritage – how do we know that we have got there?"**

**Ana Gaio**, Vice-President, ENCATC Board (European network on cultural management and policy)

- 12:30 - 14:00

**Break for lunch**

• 14:00 - 15:00

**European Heritage Makers Week and EHD cross-frontier collaboration**

Presentation of the European Heritage Makers Week

**Jelena Mocevic**, European Heritage Days, Council of Europe

**Itana Prljevic**, European Heritage Days, Council of Europe

**“Visiting neighbours” – Estonia, Latvia & Lithuania**

Presentation of cross-frontier collaboration project

**Alma Kaurate**, EHD National Coordinator for Latvia

**“Increasing minority participation in the EHD Programme”**

Presentation of cross-frontier collaboration project

**Godsal**, EHD National Coordinator for UK-Scotland

**Annie Reilly**, EHD National Coordinator for UK-England

• 15:00 - 15:30

**Legacy of the European Year for Cultural Heritage**

**Gloria Lorenzo-Lerones**, European Heritage Days, European Commission

• 15:30 - 16:30

**European Heritage Days and EYCH: Country presentations 1**

Brief presentations by the EHD National Coordinators (max 10 min each)

• 16:30 - 16:45

Coffee break

• 16:45 - 17:45

**European Heritage Days and EYCH: Country presentations 2**

Brief presentations by the EHD National Coordinators (continued)

• 17:45 - 17:55

**Conclusions of the day**

• 18:00 - 19:00

**Optional evening session:**

**“Increasing Minority Participation in the European Heritage Days”**

**Godsal**, EHD National Coordinator for UK-Scotland

**Jennifer Novotny**, Doors Open Days Scotland

**Annie Reilly**, EHD National Coordinator for UK-England

EHD NCs are welcome to share their ideas and experience in this optional evening session

*Please note: the main exit of the Palais de l'Europe will close at 19:00*

*After 19:00, please exit via Lift V (next to Meeting Room 9), Level -1 (rue Sforza exit)*

● DAY 3

**FRIDAY 19 OCTOBER**

**PALAIS DE L'EUROPE, ROOM 9**

**SESSION 3: WORK PROGRAMME 2019-2020**

• 09:00 - 09:30

**Introduction and objectives of the day**

Chair: **Paula Dumont**, Vice-Chair of the European Heritage Days

**Jelena Mocevic**, European Heritage Days, Council of Europe

**Gloria Lorenzo-Lerones**, European Heritage Days, European Commission

• 09:30 - 10:30

**Project Slamming Session**

Presentation of cross-frontier projects proposals by the EHD National Coordinators

• 10:30 - 10:45

**Coffee break**

• 10:45 - 11:30

**Adoption of the 2019 Work Programme and 2019 “Arts and Entertainment” as a pan-European theme**

*Pan-European themes for future years as voted in Madrid 2016:*

**2020: “Heritage and Education”**

**2021: “Inclusive Heritage” (“Heritage for Everybody”)**

• 11:30 - 12:30

**Q&A Session**

• 12:30 - 13:00

**Conclusions and end of the EHD Assembly**

**Farewell and departure of the participants**





# LOCATION & PRACTICAL INFORMATION



**PALAIS DE L'EUROPE**  
Level 2 : Room 9  
Council of Europe  
Avenue de l'Europe  
F – 67000 Strasbourg



**Bus**  
Numbers L6, 30 & 72  
Stop: Conseil de l'Europe



**Tram**  
E line  
Stop: Droits de l'Homme



**Car Park**  
Parking Relais-Tram Robertsau Boecklin  
Allée René Cassin

Distance from:



Strasbourg City Center: 2km



Main Train Station, Gare de Strasbourg-Ville: 3.7km



Strasbourg Airport: 20km

# KEY SPEAKERS



## Dragana Lucija Ratković Aydemir

Dragana Lucija Ratković Aydemir (born in 1969 in Zagreb, Croatia) completed her studies of Comparative Literature and Art History at the University in Zagreb and later obtained a European Diploma in Cultural Project Management (the Marcel Hicter Foundation from Brussels). For a decade she worked for the Croatian Ministry of Culture in Cultural Heritage protection and during that time she had a UNESCO scholarship in Poland in the field of heritage conservation. In 2005 she founded MUZE/MUSES Ltd in Zagreb, the first niche company to manage projects in culture and tourism in Croatia and the wider region.

Dragana Lucija and the Muze/Muses team are linking knowledge in the areas of

cultural heritage protection, museology and heritage interpretation, cultural policies and cultural tourism together with cultural and heritage management skills. They act as partners in the process of quality planning and professional management of projects of the interpretation and presentation of heritage and the design of heritage attractions together with local communities across Croatia and neighbouring countries.

Some of the projects developed with a professional support from the Muze/Muses laboratory made a change for better for many local communities they worked with. The Batana Ecomuseum in Rovinj and Ivana's House of Fairy Tales in Ogulin are excellent examples. The first is included on UNESCO list of the best practices in the field of safeguarding intangible heritage, and the second has won many awards in the fields of museology, museography and cultural tourism, putting this small town in the Croatian hinterland on the cultural and tourism map for the first time.

Dragana Lucija is the Vice-President of the Croatian Association for the Heritage Interpretation *Interpret Croatia*, the National Coordinator of *Interpret Europe* in Croatia and a member of several professional organisations such as ICOM and ORACLE.

[www.muze.hr](http://www.muze.hr)



## Dr Ana Gaio

I have worked and researched in the cultural and creative sector for over 25 years, in the UK and internationally. In my time as an academic at City, University of London I have taught, researched and currently lead the MA programme (MA Culture, Policy and Management) – this was a pioneer degree in this area of studies in the world (since 1974) which has ca. 3500 alumni from 100 countries who now operate in the global creative industries: from managers (all art/cultural forms, occupations, organization settings and levels), to policy makers, to culture ministers. I have a very comprehensive and deep understanding of the global cultural sector and its relevant issues.

My research focuses on policy agendas (cultural policy), how agendas emerge and the factors that shape policy development. A parallel interest are management perspectives, critical and other, that address the specificities of creative/cultural work and organisations. I have a specific interest in the evaluation of cultural organisations. I was also part of the team that developed the UK's Creative Industries Mapping for the UK's Department of Culture, Media and Sport in 2001 which provided a blueprint for creative industries development in many other parts of the world.



## Sofia Trouli

My name is Sofia Trouli and I am a resident of Rethimno on the island of Crete, Greece. As a PhD museum educator I have been creating and delivering varied, informative, amusing and dynamic programs for people of all ages in the municipal Museum of Contemporary Art of Crete since 2015. Last spring I also taught a course entitled Museum Education in the Department of Preschool Education at the University of Crete and last year worked as educator of Museology and Museum Security practices in the Public Institute for Vocational Training-Specialty of Museum and Archeological Site Guards in Rethimno.

My studies include archaeology at the University of Crete (1995-1999), a Master's Degree in Prehistoric Archaeology from the University Paris-I Pantheon Sorbonne (2001-2002) and a second Master's Degree (DEA) in Museology, Science and Society from the National Natural History Museum of Paris (2002-2003) as well as a PhD in Archaeology and Museum Education from the University of Thessaly in Greece (2007-2012).

As I am especially interested in the relation between museum visitors from different communities and museums, I have worked for years on contract or as a volunteer for The Archaeological Museum of Rethimno (Crete), and also presently as a volunteer for the KEMEIEDE (Centre for the Study and Research of the History of Education and the Teaching Profession of the Department of Primary Education at the University of Crete.

# EUROPEAN HERITAGE STORIES



## “ANCIENT OLIVE TREES OF TERRITORIO SÉNIA”

By **Mancomunidad Taula del Sénia (Spain)**

The *Mancomunidad Taula del Sénia*, formed of 27 municipalities from 3 different autonomous communities (Valencian Community, Catalonia and Aragon), works for the conservation and development of the region's ancient olive trees and their environment. These trees have natural, cultural and heritage value so it is necessary to conserve them as they contribute to sustainable development within the area. All social and economic sectors have been involved as well as public-private cooperation. The *Mancomunidad Taula del Sénia* have participated in the European Heritage Days for the last five years in order to raise awareness about the unknown and forgotten heritage that is part of our history. This heritage needs to be preserved to convey its values to future generations. European Heritage Days are celebrated across the territory and participation has increased spectacularly.

[www.tauladelsenia.org](http://www.tauladelsenia.org)



## “EUROPE STARTS HERE! THE ARCHITECTS OF PEACE”

By Mundaneum (Belgium)



The Mundaneum was created in Brussels, Belgium, in 1895 by Paul Otlet and Nobel Peace Prize winner Henri La Fontaine. Today dubbed “the paper Google”, it used to be an international documentation centre aimed at gathering, indexing and sharing knowledge. Its purpose was humanist: the founders of the Mundaneum wanted to contribute to world peace by linking people through knowledge and culture. The Mundaneum evolved as an archive center and a museum located in the heart

of Mons, the European capital of Culture in 2015. It was awarded the European Heritage Label in 2016 and its Universal Bibliographic Repertory has been recorded by the UNESCO Memory of the World program since 2013. Our project, working together with the European Heritage Label Peace Palace in The Hague, is based on the story of “The Architects of Peace.” It will tell the story of men and women who built – as architects do - peace in Europe at the beginning of the 20th century.



## “DON'T GET MAD”

By Cultural Heritage without Borders (Albania)

Cultural Heritage without Borders Albania (CHWB Albania) is an independent non-governmental organization dedicated to rescuing and preserving tangible and intangible cultural heritage affected by conflict, neglect or natural disasters. We consider heritage to be a testimony of our humanity, history and cultural identity – now and for the future.

CHWB Albania promotes and is committed to equality, social justice, non-discrimination, participation, inclusion, intercultural dialogue, accountability and transparency. Our partners are numerous and of all levels and we work with all members of society without discrimination.

**Our vision** is that everyone is able to exercise the right to enjoy, have access to and participate in cultural heritage.

**Our mission** is to promote cultural heritage as both a right in itself and a resource.

CHWB Albania works with heritage conservation and interpretation, community empowerment, education and museum development, by using cultural heritage as an active force in peace building, promoting human rights and developing a sustainable socio-economic environment, in Albania and in the Western Balkans region.

[www.chwb.org/albania/](http://www.chwb.org/albania/)

## “SETTELA - THE STORY OF SINTI AND ROMA IN KAMP WESTERBORK”

By Herinneringscentrum Kamp Westerbork (Netherlands)

The Remembrance Centre at Camp Westerbork was established in 1983. It has developed into the national Remembrance Centre dedicated to the memory of the Jews and Sinti and Roma who were persecuted in the Netherlands at the time of World War II. In addition to giving primary attention to the Holocaust, the Remembrance Centre also provides a picture of European history in the twentieth century: economic depression and a refugee problem, occupation and the persecution of Jews, the rebuilding of post-war society, dealing with decolonisation and the birth of a multicultural society. In this sense, the location has become a reflection of European history.

[www.kampwesterbork.nl](http://www.kampwesterbork.nl)



## “HOW THINGS HAVE CHANGED IN OUR VILLAGES - A LOCAL HISTORY FILM WORKSHOP FOR CHILDREN”

By Kvinnherad municipality (Norway)



The cultural department at the municipality of Kvinnherad has a long tradition of organising activities and funding projects concerning local cultural heritage. Our municipality is home to 13000 inhabitants and is located in the Hardanger fjord, on the west coast of Norway. It is a diverse area with varied nature, from high mountains in the fjord to flat islands off the coast. We have a lot of interesting history and cultural heritage in our area, both

tangible and intangible. One of our jobs is to take care of this heritage, share it and to help finance initiatives concerning its maintenance. We are happy to have a filmmaker in the municipality who specializes in making local historical documentaries and who has film workshops for children and youth. Our project will bring these two together and arrange a tour of local historical film workshops for children in schools in Kvinnherad.



## “THE LJUBLJANICA, A RIVER THAT CONNECTS”

By Museum and Galleries of Ljubljana (Slovenia)

The Museum and Galleries of Ljubljana (MGML) is a creative and modern institution with close links to its environment. By offering a diverse and accessible programme, we focus on creative approaches to developing existing professional standards in the museum field.

Due to the numerous archaeological finds, their quality, and their scientific interest, Ljubljanica river (between Vrhnika and Ljubljana), was declared a cultural monument of national importance in 2003. In 2016 collaboration between MGML and Municipality of Vrhnika established a modern, interactive and promising Ljubljanica River Exhibition in Vrhnika Cultural Centre. The first part of the exhibition presents the natural and cultural heritage of Ljubljanica river

basin, the second presents more than 300 archaeological finds, and the third demonstrates the rich modern history of Vrhnika, its economic and demographic development, as well as drawing parallels with environmental and ecological issues today.

As the river that connects, Ljubljanica River Exhibition enabled access to the cultural heritage of the area, empowered and employed young people from the local community and developed diverse programs for educational institutions, vulnerable groups and the general public to highlight the value of preserving natural and cultural heritage for our further generations.

[www.mojaljubljana.si](http://www.mojaljubljana.si)

## “LINKING HOME, LINKING EUROPE. A VIRTUAL MAP OF EUROPE IN TARTU”

By University of Tartu Museum  
(Estonia)

The University of Tartu Museum is the largest university museum in Estonia and one of the largest university museums in Northern Europe. The museum is spread across three separate buildings: the former medieval cathedral and university library (university history, science history), the old observatory (museum of astronomy) and the main building of the university (museum of art).

Although the museum is one of the oldest in Estonia – established in 1803 –, it aspires to be an innovative and attractive place for discovering the inspiring world of arts and sciences. As is written on our slogan – Ideas Create the World –, we believe that everything starts from a thought and, therefore, it is essential to share as many stories as possible and ask questions that lead to creating new ideas.

Every year the museum produces several big projects and exhibitions, many events and hundreds of educational activities. About 80,000 visits are made to the museum's locations annually.

## “I REMEMBER”

By The Little Museum of  
Dublin (Ireland)

The Irish are renowned storytellers, and the Little Museum of Dublin is a place where their stories are cherished. The museum reveals the history of Dublin in a collection created entirely by public donation. Every year, over 110,000 visitors hear amusing and moving stories about life in Dublin during the museum's guided tours. It's the power of these stories that has made this young institution the #1 museum in Ireland and #20 in Europe (TripAdvisor, 2018) and winner of a 2016 Europa Nostra Award.

Through the European Heritage Stories project, we will invite participants to record their memories as unique keepsakes that their great-great grandchildren will hopefully one day see. Starting each video with the words 'I Remember,' participants will be contributing to an invaluable online oral history of Dublin and Ireland, a collection of stories about Irish life, characters, and events, that may otherwise be lost.



## “DIGITAL HERITAGE AS A CATALYST FOR COMMUNITY ENGAGEMENT”

By Syros Institute (Greece)

Syros Institute is an independent, non-profit Organization, which aims to support, protect, disseminate and sustainably develop local cultural heritage, which is understood both historically and as a set of active, continually evolving contemporary traditions. Syros Institute offers an open platform for dialogue between scholars, researchers, practitioners and the local community, promotes the communication of ideas and provides a context for the development of new perspectives and practices in the fields of historical and cultural heritage. The organization is concerned with familiarizing and engaging the public in the protection, conservation and promotion of local heritage and cultural potential. In this frame it collaborates with Greek organisations as well as international scientific, technical, artistic and cultural institutions that are involved with issues of heritage, cultural identities and sustainable development. Read more about Syros Institute here: [www.syrosinstitute.eu](http://www.syrosinstitute.eu)

## “ORIGINS”

By Ephorate of Antiquities of the City of Athens (Greece)

“The Heart of ancient Athens: The Acropolis and its surrounding Archaeological Sites”, a European Heritage Label site since 2015, is an extensive archaeological park, enlisted and protected by the national archaeological law and international charters. The management policy and strategy of the site is implemented by the Hellenic Ministry of Culture.

The site includes:

- the Acropolis hill and its slopes, the most significant religious center of the city of Athens culminating in the unsurpassable Periclean building project
- the Ancient Agora and the Pnyx, the center of the Athenian public life that housed the institutions of the Athenian Democracy
- the Roman Agora, the center of organized commercial activity
- residential quarters with houses and workshops

- cultural buildings as the theatre of Dionysus where Greek drama flourished, Libraries (the Library of Hadrian and Pantainos') and Odeia (of Agrippa and Herodes Atticus)
- as well as the Kerameikos, the main production center of the famous attic vases and the most prestigious cemetery by the city gates

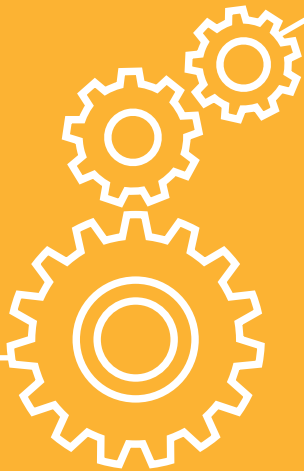
Freedom of thought and of expression, the rule of law and justice flourished in Ancient Athens and were experienced through discourse, implementation and dispute. World-known historical personalities of the Athenian city-state have interacted in the Acropolis hill and its slopes, the Pnyx -the Citizens' Assembly place-, the Agora and the Kerameikos, in ways that profoundly affected not only Greek but also European history and culture. The site is the birthplace of the greatest bequest of Greek classical Antiquity to the world, democracy - "government by the people".

[www.theheartofancientathens.gr](http://www.theheartofancientathens.gr)





# WORKSHOPS



## Parallel Workshop 1

### DISCUSSING THE EUROPEAN IDENTITY

"Discussing the European Identity" is based on the educational program: What is Europe for you?, inspired by the exhibition – critical Archives III: Identities. Europe: the faces and the territory. The workshop is divided into four stages and offers opportunities to imagine multiple narratives surrounding European identity. The idea of what Europe is for us is actively explored through the use of selected artworks from the exhibition in order to relate to our identity as citizens of Europe.

The aim of the workshop is to show how we can approach difficult issues such as the potential for a common European identity and the procedure of European transformation in easy and playful ways and how to communicate this to our local communities and audiences. The focus is on developing self-reflection and dialogue, fostering critical thinking in creative ways and eliciting new questions on the issue being discussed. With the learning-by-doing methodology, the participants will discuss issues such as the question of the complexity of a European identity by building on works of contemporary artists. With a challenge that is facing cultural heritage makers, in order to introduce identity and policy issues to young people and get them engaged, concrete examples of how familiarity with contemporary art and the various techniques of museum education will be discussed.

## Parallel Workshop 2

### YOUTH ENGAGEMENT IN EUROPEAN HERITAGE – HOW DO WE KNOW THAT WE HAVE GOT THERE?

When discussing the status of youth engagement with cultural heritage from a European perspective we need to reflect on what we mean by engagement and, furthermore, what we mean by European heritage? The workshop will provide the space to unpack these concepts and the realities and the myths surrounding engagement: dealing with questions such as: What are the main issues affecting young people's engagement in culture and heritage? Should cultural institutions work together with the education sector to promote youth engagement in European heritage? Is digital the answer and if so, to what extent is it enabling such engagement?

The participants will also have the opportunity to discuss concrete case studies and analyse different methodologies commonly deployed to research and evaluate cultural engagement and questions around their effectiveness. The participants will gain practical knowledge of the key concepts in cultural engagement evaluation: outcomes and impacts, the nature of engagement and the (not always 'measurable') 'metrics' to evaluate them.

# PARTICIPANTS



## EUROPEAN HERITAGE DAYS NATIONAL COORDINATORS

### ALBANIA

#### Ms Kozeta ANGJELIU

Director of Culture Development Programmes,  
Ministry of Culture.

[kozeta.angjeliu@kultura.gov.al](mailto:kozeta.angjeliu@kultura.gov.al)

#### Ms Eranda BEDALLI (*apologies*)

European Heritage Days National Coordinator  
for Albania, Department of Cultural Heritage -  
Ministry of Culture.

[eranda.bedalli@kultura.gov.al](mailto:eranda.bedalli@kultura.gov.al) /  
[e\\_bedalli@hotmail.com](mailto:e_bedalli@hotmail.com)

### ANDORRA

#### Ms Marta PLANAS DE LA MAZA

European Heritage Days National Coordinator  
for Andorra, Patrimoni Cultural d'Andorra -  
Ministeri d'Educació i Cultura.

[Marta\\_Planas@govern.ad](mailto:Marta_Planas@govern.ad)

### ARMENIA

#### Mr Harutyun VANYAN

European Heritage Days National Coordinator  
for Armenia, Department of Cultural Heritage  
and Folk Crafts - Ministry of Culture.

[hvmincult@gmail.com](mailto:hvmincult@gmail.com)

### AUSTRIA

#### Mr Klaus KOHOUT

European Heritage Days Coordinator for Austria  
(international aspects), Bundesdenkmalamt -  
Abteilung für Oberösterreich.

[klaus.kohout@bda.gv.at](mailto:klaus.kohout@bda.gv.at)

### AZERBAIJAN

#### Mr Gasim SHIRINLI

European Heritage Days National Coordinator  
for Azerbaijan, Ministry of Culture and Tourism  
of the Republic of Azerbaijan.

[qasimsirinli@yahoo.com](mailto:qasimsirinli@yahoo.com)

### BELARUS

#### Ms Natalia KHVIR

European Heritage Days National Coordinator  
for Belarus, Department for the Protection of  
Historical and Cultural Heritage, Ministry of  
Culture of the Republic of Belarus.

[n.khvir@gmail.com](mailto:n.khvir@gmail.com)

#### Ms Natallia MURYNA

Department of Architectural and Restoration  
Scientific Advisors, Ministry of Culture of the  
Republic of Belarus.

[n.muryna@gmail.com](mailto:n.muryna@gmail.com)

### BELGIUM - BRUSSELS

#### Ms Paula DUMONT

European Heritage Days National Coordinator  
for Brussels-Capital, Directie Monumenten en  
Landschappen.

[pdumont@gob.irisnet.be](mailto:pdumont@gob.irisnet.be)

#### Mme Brigitte VANDER BRUGGHEN

(*apologies*)

Coordinatrice des Journées européennes  
du patrimoine en région Bruxelles-Capitale,  
Direction des Monuments et des Sites.

[bvanderbrugghen@sprb.brussels](mailto:bvanderbrugghen@sprb.brussels)

### BELGIUM - FLANDERS

#### Mr Tom DORAU

European Heritage Days National Coordinator  
for Belgium - Flanders, Heritage Days Flanders.

[tom.dorau@herita.be](mailto:tom.dorau@herita.be)

#### Mr Tom VAN DE VELDE

Head of Sector Development, Heritage Days  
Flanders.

[tom.vandavelde@herita.be](mailto:tom.vandavelde@herita.be)

### BELGIUM - WALLONIA

#### Mme Madeleine BRILOT

Coordinatrice des Journées européennes du  
patrimoine, Institut du Patrimoine Wallon.

[m.brilot@journeesdupatrimoine.be](mailto:m.brilot@journeesdupatrimoine.be)

## BOSNIA AND HERZEGOVINA

### Mr Edin VELADZIC

European Heritage Days National Coordinator for Bosnia and Herzegovina, Ministry of Civil Affairs.

[edin.veladzic@mcp.gov.ba](mailto:edin.veladzic@mcp.gov.ba)

## BULGARIA

### Mr Peter MILADINOV

European Heritage Days National Coordinator for Bulgaria, Ministry of Culture.

[P.Miladinov@mc.government.bg](mailto:P.Miladinov@mc.government.bg)

### Mr Ivo STRAHILOV

International Activities Unit - Ministry of Culture.

[i.strahilov@mc.government.bg](mailto:i.strahilov@mc.government.bg)

## CROATIA

### Ms Anuška DERANJA CRNOKIĆ

European Heritage Days National Coordinator for Croatia, Ministry of Culture.

[anuska.deranja-crnokic@min-kulture.hr](mailto:anuska.deranja-crnokic@min-kulture.hr)

## CYPRUS

### Ms Irene HADJISAVVA (*apologies*)

European Heritage Days National Coordinator for Cyprus, Ministry of the Interior - Department of Town Planning and Housing.

[irenehadjisavva@gmail.com](mailto:irenehadjisavva@gmail.com)

### Ms Maria MAKRIDOU

Ministry of the Interior - Department of Town Planning and Housing.

[mmakridou\\_arch@yahoo.com](mailto:mmakridou_arch@yahoo.com)

## CZECH REPUBLIC

### Ms Květa VITVAROVÁ (*apologies*)

European Heritage Days National Coordinator for Czech Republic, Association of Historical Settlements in Bohemia, Moravia and Silesia.

[info@shscms.cz](mailto:info@shscms.cz)

## DENMARK

### To be nominated

Danish Agency for Culture and Palaces.

[post@slks.dk](mailto:post@slks.dk)

## ESTONIA

### Ms Madle LIPPUS (*apologies*)

European Heritage Days National Coordinator for Estonia, National Heritage Board Estonia.

[madle.lippus@muinsuskaitseamet.ee](mailto:madle.lippus@muinsuskaitseamet.ee)

### Ms Eve Rand

Public Relations Advisor, National Heritage Board Estonia.

[Eve.Rand@muinsuskaitseamet.ee](mailto:Eve.Rand@muinsuskaitseamet.ee)

## FINLAND

### Ms Liisa LOHTANDER

European Heritage Days National Coordinator for Finland, Suomen Kotiseutuliitto / The Finnish Local Heritage Federation.

[liisa.lohtander@kotiseutuliitto.fi](mailto:liisa.lohtander@kotiseutuliitto.fi)

## FRANCE

### Mme Jutta NACHBAUER

Coordinatrice des Journées européennes du patrimoine, Ministère de la Culture - Direction générale des patrimoines.

[jutta.nachbauer@culture.gouv.fr](mailto:jutta.nachbauer@culture.gouv.fr)

### Mme Florence BARRETO

Ministère de la Culture - Direction générale des patrimoines.

[florence.barreto@culture.gouv.fr](mailto:florence.barreto@culture.gouv.fr)

## GEORGIA

### Ms Salome JAMBURIA

European Heritage Days National Coordinator for Georgia, Ministry of Culture and Monument Protection of Georgia.

[salome.jamburia.13@alumni.ucl.ac.uk](mailto:salome.jamburia.13@alumni.ucl.ac.uk)

### Ms Teona JAKELI

EYCH2018 Coordinator for Georgia, Ministry of Culture and Monument Protection of Georgia.

[teonajakeli@yahoo.com](mailto:teonajakeli@yahoo.com)

## GERMANY

### Ms Sarah WIECHERS

Referat Tag des offenen Denkmals, Deutsche Stiftung Denkmalschutz.

[Sarah.Wiechers@denkmalschutz.de](mailto:Sarah.Wiechers@denkmalschutz.de)

## GREECE

### Ms Sofia AIDONI

European Heritage Days National Coordinator for Greece, Directorate of Museums, Exhibitions and Educational Programmes, Hellenic Ministry of Culture and Sports.

[tdams.dmeep@culture.gr](mailto:tdams.dmeep@culture.gr)

## HOLY SEE

### Mgr Carlos Alberto DE PINHO MOREIRA

#### AZEVEDO (*apologies*)

Coordinateur des Journées européennes du patrimoine, Conseil Pontifical de la Culture.

[cultura@cultura.va](mailto:cultura@cultura.va)

## HUNGARY

### Ms Gabriella GHYCYZ

European Heritage Days National Coordinator for Hungary, Prime Minister's Office, Deputy State Secretariat Responsible for Cultural Heritage.

[gabriella.ghyczy@me.gov.hu](mailto:gabriella.ghyczy@me.gov.hu)

## ICELAND

### Mr Rúnar LEIFSSON

European Heritage Days National Coordinator for Iceland, The Cultural Heritage Agency of Iceland.

[runar@minjastofnun.is](mailto:runar@minjastofnun.is)

## IRELAND

### Ms Helene O'KEEFFE (*apologies*)

European Heritage Days National Coordinator for Ireland, The Heritage Council / Áras na hOidhreachta.

[pdrohan@heritagecouncil.ie](mailto:pdrohan@heritagecouncil.ie)

### Ms Niamh DONNELLAN

Heritage Week Coordinator, The Heritage Council / Áras na hOidhreachta.

[ndonnellan@heritagecouncil.ie](mailto:ndonnellan@heritagecouncil.ie)

## ITALY

### Ms Elena CAGIANO DE AZEVEDO

Interim European Heritage Days National Coordinator for Italy, Ministry for Cultural Heritage, Cultural Activities and Tourism.

[elena.cagianodeazevedo@beniculturali.it](mailto:elena.cagianodeazevedo@beniculturali.it)

### Ms Valentina CATAGNANO (*apologies*)

European Heritage Days National Coordinator for Italy, Ministry for Cultural Heritage, Cultural Activities and Tourism.

[valentina.catagnano@beniculturali.it](mailto:valentina.catagnano@beniculturali.it)

## LATVIA

### Ms Alma KAUR TE-JAVA

European Heritage Days National Coordinator for Latvia, National Heritage Board of Latvia.

[alma.kaurate@mantojums.lv](mailto:alma.kaurate@mantojums.lv)

## LIECHTENSTEIN

### Mr Patrick BIRRER

European Heritage Days National Coordinator for Liechtenstein, Amt für Kultur / Denkmalpflege.

[Patrik.Birrer@llv.li](mailto:Patrik.Birrer@llv.li)

## LITHUANIA

### Ms Violeta LADYŠ

European Heritage Days National Coordinator for Lithuania, Department of Cultural Heritage under the Ministry of Culture.

[violeta.ladys@kpd.lt](mailto:violeta.ladys@kpd.lt)

## LUXEMBOURG

### Mme Beryl BRUCK

Coordinateur des Journées européennes du patrimoine, Ministère de la Culture.

[beryl.bruck@mc.etat.lu](mailto:beryl.bruck@mc.etat.lu)

### Mr Patrick SANAVIA

Coordinateur des Journées européennes du patrimoine, Ministère de la Culture.

[patrick.sanavia@ssmn.etat.lu](mailto:patrick.sanavia@ssmn.etat.lu)

## MALTA

### Mr Nathaniel CUTAJAR

European Heritage Days National Coordinator for Malta, The Superintendence of Cultural Heritage.

[nathaniel.cutajar@gov.mt](mailto:nathaniel.cutajar@gov.mt)

## REPUBLIC OF MOLDOVA

### Ms Mariana MISCEVCA

European Heritage Days National Coordinator for the Republic of Moldova, Ministry of Culture - Department of Culture Heritage.  
[mariana.miscevca@mecc.gov.md](mailto:mariana.miscevca@mecc.gov.md)

## MONACO

### Mr Julien CELLARIO

Coordinateur des Journées européennes du patrimoine, Institut du Patrimoine, Direction des Affaires culturelles.  
[jcellario@gouv.mc](mailto:jcellario@gouv.mc)

## MONTENEGRO

### Ms Jelena ZARIC

European Heritage Days National Coordinator for Montenegro, Ministry of Culture - Directorate for cultural heritage.  
[jelena.zaric@mku.gov.me](mailto:jelena.zaric@mku.gov.me)

## NETHERLANDS

### Ms Edith DEN HARTIGH

European Heritage Days National Coordinator for the Netherlands, Stichting Open Monumentendag.  
[denhartigh@openmonumentendag.nl](mailto:denhartigh@openmonumentendag.nl)

## NORWAY

### Ms Toril SKJETNE

European Heritage Days National Coordinator for Norway, Norges kulturvernforbund.  
[toril.skjetne@kulturvern.no](mailto:toril.skjetne@kulturvern.no)

### Ms Nora KONSTANSE HANSEN

Norges kulturvernforbund.  
[nora.hansen@kulturvern.no](mailto:nora.hansen@kulturvern.no)

## POLAND

### Ms Ewelina WARNEL

European Heritage Days National Coordinator for Poland, National Heritage Board of Poland.  
[ewarnel@nid.pl](mailto:ewarnel@nid.pl)

## PORTUGAL

### M. Manuel LACERDA MATOS (*apologies*)

European Heritage Days National Coordinator for Portugal, Direção-Geral do Património Cultural.  
[mlacerda@dgpc.pt](mailto:mlacerda@dgpc.pt)

### Ms Carla LOPES

Direção-Geral do Património Cultural.  
[calopes@dgpc.pt](mailto:calopes@dgpc.pt)

## ROMANIA

### Ms Iliana KISILEWICZ

European Heritage Days National Coordinator for Romania, Ministry of Culture - Department Cultural Patrimony.  
[ileana\\_z@yahoo.com](mailto:ileana_z@yahoo.com)

## RUSSIAN FEDERATION

### Ms Nadezhda FILATOVA

European Heritage Days National Coordinator for Russian Federation, World Heritage and International Communication Centre - Heritage Institute.  
[nv\\_filatova@rambler.ru](mailto:nv_filatova@rambler.ru)

### Ms Liudmila BUZINA (*apologies*)

World Heritage and International Communication Centre - Heritage Institute.  
[liudmila.buzina@gmail.com](mailto:liudmila.buzina@gmail.com)

## SAN MARINO

### Ms Gloria LICINI

European Heritage Days National Coordinator for San Marino, Dipartimento Turismo e Cultura.  
[direttore.turismocultura@gov.sm](mailto:direttore.turismocultura@gov.sm) /  
[gloria.licini@pa.sm](mailto:gloria.licini@pa.sm)

## SERBIA

### Ms Olivera IGNJATOVIC

European Heritage Days National Coordinator for Serbia, Ministry of Culture and Information.  
[olivera.ignjatovic@kultura.gov.rs](mailto:olivera.ignjatovic@kultura.gov.rs)

## SLOVAK REPUBLIC

### Ms Silvia PETRÁŠOVÁ

European Heritage Days National Coordinator for Slovakia, OZ ICOMOS Slovensko Fakulta architektúry STU.  
[gnosiska@gmail.com](mailto:gnosiska@gmail.com)

## SLOVENIA

### Ms Nataša GORENC

European Heritage Days National Coordinator for Slovenia, Institute for the Protection of Cultural Heritage of Slovenia.  
[natasa.gorenc@zvkds.si](mailto:natasa.gorenc@zvkds.si)

### Ms Milena ANTONIC

European Dimension Assistant, Institute for the Protection of Cultural Heritage of Slovenia.  
[milena.antonc@zvkds.si](mailto:milena.antonc@zvkds.si)

## SPAIN

### Mr Pablo JIMÉNEZ DÍAZ

European Heritage Days National Coordinator for Spain, Instituto del Patrimonio Cultural de España - Ministry of Education, Culture and Sport.  
[pablo.jimenez.d@mecd.es](mailto:pablo.jimenez.d@mecd.es)

## SWEDEN

### Ms Maria JANSSON

European Heritage Days National Coordinator for Sweden, Riksantikvarieämbetet / Swedish National Heritage Board.  
[maria.jansson@raa.se](mailto:maria.jansson@raa.se)

## SWITZERLAND

### Ms Maria CHRISTOFFEL

Kampagnenleitung Europäische Tage des Denkmals, Nationale Informationsstelle zum Kulturerbe NIKE.  
[maria.christoffel@nike-kulturerbe.ch](mailto:maria.christoffel@nike-kulturerbe.ch)

### Mr Lino GROSS (*apologies*)

Stv. Projektleitung Europäische Tage des Denkmals, Nationale Informationsstelle für Kulturgüter-Erhaltung NIKE.  
[lino.gross@nike-kulturerbe.ch](mailto:lino.gross@nike-kulturerbe.ch)

## “THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA”

### Ms Nada ANDONOVSKA

European Heritage Days National Coordinator, Museum of Macedonia.  
[nada.andonovska@gmail.com](mailto:nada.andonovska@gmail.com)

## TURKEY

### Mr Umut ÖZDEMİR

European Heritage Days National Coordinator for Turkey, Ministry of Culture and Tourism - DG Cultural Heritage and Museums.  
[umutozdemir1977@hotmail.com](mailto:umutozdemir1977@hotmail.com)

## UKRAINE

### Ms Galyna MALININA

European Heritage Days National Coordinator for Ukraine, Ministry of Culture of Ukraine - International Cooperation Department.  
[malinina@mincult.gov.ua](mailto:malinina@mincult.gov.ua)

## UNITED KINGDOM - ENGLAND

### Ms Annie REILLY

European Heritage Days National Coordinator for UK-England, Heritage Open Days.  
[annie.reilly@heritageopendays.org.uk](mailto:annie.reilly@heritageopendays.org.uk)

## UNITED KINGDOM - NORTHERN IRELAND

### Ms Amanda MILLIGAN

European Heritage Days National Coordinator for UK-Northern Ireland, Department for Communities - Historic Environment Division.  
[EHOD@communities-ni.gov.uk](mailto:EHOD@communities-ni.gov.uk) /  
[amanda.milligan@communities-ni.gov.uk](mailto:amanda.milligan@communities-ni.gov.uk)

## UNITED KINGDOM - SCOTLAND

### Mr Doug ROCKS-MACQUEEN

European Heritage Days National Coordinator for UK-Scotland, Archaeology Scotland.  
[SAM@archaeologyscotland.org.uk](mailto:SAM@archaeologyscotland.org.uk)

## GODSAL

European Heritage Days National Coordinator for UK-Scotland, Doors Open Days Scotland (UK) - The Scottish Civic Trust.

[dod@scottishcivictrust.org.uk](mailto:dod@scottishcivictrust.org.uk) /

[Nicola.Godsall@scottishcivictrust.org.uk](mailto:Nicola.Godsall@scottishcivictrust.org.uk)

## Ms Jennifer NOVOTNY

Doors Open Days Scotland (UK) - The Scottish Civic Trust.

[dod@scottishcivictrust.org.uk](mailto:dod@scottishcivictrust.org.uk) /

[Jennifer.Novotny@scottishcivictrust.org.uk](mailto:Jennifer.Novotny@scottishcivictrust.org.uk)

## UNITED KINGDOM - WALES

### Ms Sophie CLIPSTONE

European Heritage Days National Coordinator for Wales, Open Doors - Welsh Government.

[opendoors@wales.gsi.gov.uk](mailto:opendoors@wales.gsi.gov.uk)

## UNITED KINGDOM - LONDON

### Ms Jeni HOSKIN

European Heritage Days Coordinator for London, Open-City - Open House London.

[openhouse@open-city.org.uk](mailto:openhouse@open-city.org.uk) /

[jhoskin@open-city.org.uk](mailto:jhoskin@open-city.org.uk)

## EUROPEAN HERITAGE STORIES

### Mancomunidad Taula del Sénia (Spain)

Ms Maria Teresa ADELL PONS

[gerencia@tauladelsenia.org](mailto:gerencia@tauladelsenia.org)

### Ephorate of Antiquities of the City of Athens (Greece)

Ms Maria LIASKA

[mliaska@culture.gr](mailto:mliaska@culture.gr)

### University of Tartu Museum (Estonia)

Ms Mariann RAISMA

[Mariann.raisma@ut.ee](mailto:Mariann.raisma@ut.ee)

### Kvinnherad kommune (Norway)

Ms Linda ØEN

[linda.oen@kvinnherad.kommune.no](mailto:linda.oen@kvinnherad.kommune.no)

### The Little Museum of Dublin (Ireland)

Ms Sarah COSTIGAN

[sarah@littlemuseum.ie](mailto:sarah@littlemuseum.ie)

### Mundaneum (Belgium)

Ms Delphine JENART

[delphine.jenart@mundaneum.be](mailto:delphine.jenart@mundaneum.be)

### Herinneringscentrum Kamp Westerbork (Netherlands)

Ms Christel TIJENK

[christel@kampwesterbork.nl](mailto:christel@kampwesterbork.nl)

### Museum and Galleries of Ljubljana (Slovenia)

Ms Irena ŠINKOVEC

[irena.sinkovec@mgml.si](mailto:irena.sinkovec@mgml.si)

### Cultural Heritage without Borders (Albania)

Ms Lejla HADŽI

[lejla.hadzic@chwb.org](mailto:lejla.hadzic@chwb.org)

### Syros Institute (Greece)

Dr Pavlos CHATZIGRIGORIOU

[Syrosinstitute@gmail.com](mailto:Syrosinstitute@gmail.com)

## GUEST SPEAKERS AND FACILITATORS

### Ms Dragana Lucija RATKOVIĆ AYDEMIR

Director, Muze/Muses, Zagreb.

[draganalucija@muze.hr](mailto:draganalucija@muze.hr)

### Ms Taja VOVK VAN GAAL

Creative Director, House of European History, DG-Communication, European Parliament.

[taja.vovkvangaal@europarl.europa.eu](mailto:taja.vovkvangaal@europarl.europa.eu)

### Ms Sofia TROULI

The Museum of Contemporary Art of Crete (CCA).

[arisvi@hotmail.com](mailto:arisvi@hotmail.com)

### Dr Ana GAIO

Vice-President, ENCATC Board, Senior Lecturer, Department of Sociology, City, University of London.

[A.I.Gaio@city.ac.uk](mailto:A.I.Gaio@city.ac.uk)

### Mr Thorsten LUDWIG

Managing Director, Interpret Europe.

[thorsten.ludwig@interpret-europe.net](mailto:thorsten.ludwig@interpret-europe.net) Mr

Piet JASPAERT

Board Member, Europa Nostra.

[piet.jaspaert@skynet.be](mailto:piet.jaspaert@skynet.be)

### Ms Eliza Isabella MARIN

Emerging World Heritage Professional / Cultural Journalist.

[Eliza.Isabella.Marin@gmail.com](mailto:Eliza.Isabella.Marin@gmail.com)

## EUROPEAN COMMISSION

### Mr Michel MAGNIER

Director for Culture & Creativity, DG EAC, European Commission.

[Michel.MAGNIER@ec.europa.eu](mailto:Michel.MAGNIER@ec.europa.eu)

[www.ec.europa.eu/programmes/creative-europe/](http://www.ec.europa.eu/programmes/creative-europe/)

### Ms Gloria LORENZO-LERONES

European Heritage Days and European Heritage Label, DG EAC, European Commission.

[Gloria.LORENZO-LERONES@ec.europa.eu](mailto:Gloria.LORENZO-LERONES@ec.europa.eu)

[www.europa.eu/cultural-heritage/](http://www.europa.eu/cultural-heritage/)

## COUNCIL OF EUROPE

### Mr Matjaž GRUDEN

Director of Democratic Participation, Directorate General II - Democracy.

[matjaz.gruden@coe.int](mailto:matjaz.gruden@coe.int)

[www.coe.int/democracy](http://www.coe.int/democracy)

### Ms Maguelonne DÉJEANT-PONS

Head of Landscape and EHDs Division, Culture, Nature and Heritage Department, Directorate of Democratic Participation, DGII.

[maguelonne.dejeant-pons@coe.int](mailto:maguelonne.dejeant-pons@coe.int)

[www.coe.int/heritage](http://www.coe.int/heritage)

### Ms Jelena MOCEVIC

European Heritage Days Programme Manager, Landscape Division - Culture, Nature and Heritage Department, Directorate of Democratic Participation, DGII.

[jelena.mocevic@coe.int](mailto:jelena.mocevic@coe.int)

[www.europeanheritagedays.com](http://www.europeanheritagedays.com)

### **Ms Kathrin MERKLE**

Head of Culture and Cultural Heritage Division,  
Culture, Nature and Heritage Department,  
Directorate of Democratic Participation, DGII.

[kathrin.merkle@coe.int](mailto:kathrin.merkle@coe.int)  
[www.coe.int/culture](http://www.coe.int/culture)

### **Ms Ana SCHOEBEL**

Strategy 21: European Cultural Heritage  
Strategy for the 21st century, Division of  
Culture and Cultural Heritage, Culture, Nature  
and Heritage Department, Directorate of  
Democratic Participation, DGII.

[anna.schoebel@coe.int](mailto:anna.schoebel@coe.int)  
[www.coe.int/strategy21](http://www.coe.int/strategy21)

### **Ms Gillian FRENCH**

European Heritage Days, Landscape Division  
- Culture, Nature and Heritage Department,  
Directorate of Democratic Participation, DGII.

[gillian.french@coe.int](mailto:gillian.french@coe.int)

### **Ms Itana PRLJEVIC**

European Heritage Days, Landscape Division  
- Culture, Nature and Heritage Department,  
Directorate of Democratic Participation, DGII.

[itana.prljevic@coe.int](mailto:itana.prljevic@coe.int)

### **Ms Jenny MITCALF**

European Heritage Days, Landscape Division  
- Culture, Nature and Heritage Department,  
Directorate of Democratic Participation, DGII.

[jenny.mitcalf@coe.int](mailto:jenny.mitcalf@coe.int)

## **MEDIA SPECIALISTS**

### **Ms Bojana DOBRAN**

Web journalist for the European Heritage Days  
Portal.

[bojana\\_dobran@yahoo.com](mailto:bojana_dobran@yahoo.com)

### **Ms Dajana ŠIPRAGA ZLOJUTRO**

Research consultant.

[dajana.sipraga@gmail.com](mailto:dajana.sipraga@gmail.com)

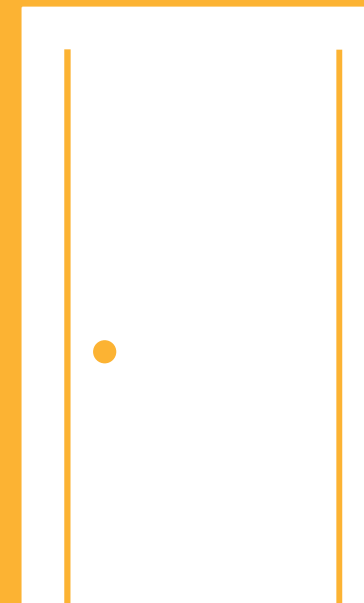
## **INTERPRETERS**

### **Wednesday 17 October 2018**

Mr Benoît MALMONTET  
Ms Zeina MOKAIESH

### **Thursday 18 October 2018**

Mr Christopher TYCZKA  
Ms Martine CARALY  
Mr Nicolas GUITTONNEA



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