



**GUIDELINES FOR
*EUROPEAN YEAR OF
CULTURAL HERITAGE 2018***

“to make our voices stronger”

⊖ GUIDELINES TO MEMBER PROPERTIES

1. **PRIVATE HERITAGE DAYS, “Our house, your heritage”:** May 24-27, 2018

- a. During this period all member countries of the European Historic Houses Association will hold Private Heritage Days, in the form of open houses – or by carrying special activities, on at least one of the days listed. Activities, uniform across Europe are suggested, such as a photo contest signature dish; awards, concerts etc...
 - i. Photo contest. Details are being worked out. Optimally a photo contest can be organized with real time interactivity via social media, accessible by mobile phones and, to the extent possible, displays on (a) local screen(s) at the property. (To be confirmed, information to follow).
 - ii. Food theme: “Signature dish”. The concept is that people congregate well around food. In the spirit of openness and hospitality, property owners may consider featuring a relevant (historic) dish, in any of the following ways (1) serving the dish (2) collaborative preparation of the dish, (3) discussion of ingredients, recipes, farming methods, etc.) (4) Demonstrations, (5) touring the farmed area, etc.
 - iii. Specific European Historic Houses Association Awards for 2018: ideally connected to stories and cultural productions in relation with the construction of Europe.
 - iv. Concerts: ideally with a European component e.g. “Ode to joy” the anthem of the EU.

2. **PUBLICITY** – publicize all EYCH events using the European Historic Houses flyer (to be circulated soon) as widely as possible by electronic or printed means.

3. **COMMUNICATION** - Please send the following information to your national association:

- a. Name and contact of the person in charge of EYCH activities in the estate
- b. Information about Private Heritage Day: date, location, description of activity, link to website
- c. Any other EYCH activities planned.

National Associations will circulate this information to the European Historic Houses Association to ensure increased visibility at the European level.

4. OTHER INITIATIVES

- a. In addition other activities are encouraged (examples below), to provide inspiration for initiatives throughout the EYCH and thereafter. All EYCH activities should use the European Historic Houses Association's EYCH flyer.
- b. All initiatives carried out during a Year should have, as much as possible, a European dimension.

OTHER SUGGESTED ACTIVITIES:

Exhibitions, tours, displays, lectures, sports contests, fairs

- free access to school children
- focus on architecture, landscape, art, people, local activities (for instance house and garden tours, sports competitions, art fairs, concerts lectures, etc.)
- exhibits of specific aspects of a property, not usually open to the public (such as collections, old books, paintings)
- display and involve visitors in activities specific to the property (e.g. honey bees, cheese making, etc)
- organize hands-on activities, such as pottery, fruit picking, etc.
- presentations and exhibits by (local) artists
- events: engage local communities in performances, fairs, markets
- feature the entrepreneurial side of a property (biological farming, hospitality, etc), encourage dialog and engagement
- engage individuals in the community (volunteer or paid): for anything from cataloguing art work to designing websites and social media presences

Incentive programs:

- award bonus points and prizes for visiting a certain number of properties during EYCH (and beyond)
- offer scholarships or prizes to schools, for instance writing or poster board contests regarding an individual property or the importance of heritage
- create "Friends of the manor/castle" circles to form an ongoing relationship and dialog with the community
- "Plant a tree" actions
- "Adopt a manor/house" – this can take many forms of mutual engagement with communities leading to exchange of information and local initiatives
- develop "treasure hunts" keyed to historic sites.