

PRIVATE HERITAGE WEEK

24-27 MAY 2018

Guidelines to private owners

In less than a month, the European Year of Cultural Heritage (EYCH) 2018 will be launched during the [European Culture Forum](#) in Milan on the 7-8 of December.

As member of the European Historic Houses Association, **you are an important ambassador of our shared private cultural heritage and we need you to make 2018 a great success!** Every contribution counts! So what's on and what can you do? Read on & find out more about the Private Heritage Week!

Slogan

Our House, Your Heritage

Narrative

(Featured at the back of the flyer)

"Appreciate the diverse nature of Europe's privately-owned heritage and celebrate its relevance in our lives, today and in the future."

Across the continent private families care for many thousands churches, chapels, historic houses, castles, manors and their surroundings: a tangible memory of our European culture that connects us with our past and provides context and guidance to inform our lives and reaffirm our identities.

The European Year of Cultural Heritage encourages people to explore Europe's rich and diverse cultural heritage; and celebrates the enormous value it brings to local communities: physically through relaxation and improved well-being; socially through community cohesion; and economically through investment, sustainable tourism and the creation of employment.

What is the Private Heritage Week?

Private owners of historic houses across Europe will open their doors and/or organize special activities, on at least one of the days between May 24 and 27.

The Private Heritage Week has 4 objectives:

- o Raise awareness on the contribution of private owners of heritage buildings to society
- o Foster exchanges between owners/managers and the public
- o Increase synergies with the living arts
- o Promote public engagement, especially the young generation

2018 is our chance to change the narrative surrounding private owners, highlight our contribution to society and achieve real political outcomes! We are counting on you!

1. ACTIVITIES

You can open your house and organize any activity you find best to highlight what matters to you most; but you will find below a list of suggested activities. Just to get inspired!

Suggested activities

European photographic competition (information to follow)

Concerts (including performing the European anthem, the Ode to Joy – information to follow)

Specialty food / Signature dish

Artistic performances

Art fair

Local market

Exclusive visits (aspects of property not usually open to the public, involve the public in activities specific to the property)

Open the gardens

School or children visits

Sport contest

Hands-on activities (fruit picking ...)

Treasure hunts

'Plant a tree' actions

Incentive programs

Award bonus points for visiting several houses

Create 'Friends of the castle' circles to maintain dialogue with visitors

'Adopt a manor' initiatives

2. COMMUNICATION

Flyer Private Heritage Week

Use the official flyer of the Private Heritage Week:

- Distribute it to your network
- Put in on display in your house
- Use the online version on your website & social media

National level

Invite local and national media and politicians to participate to your events during the Private Heritage Week to attract visibility to the initiative, and to your property.

This will highlight your contribution to the local community, and encourage further participation and visits.

Keep your National coordinator aware of any activities you are holding within the framework of the 2018 European Year of Cultural Heritage.

European level

Send the relevant information about your events (with the date, location, description of activity, person in charge) to your national association, and ask them to send it to the European Historic Houses Association.

Your National Association, as well as the European Historic Houses Association, will promote a European visibility and audience to your events.

Social media

- ❖ Use the official hashtag of the European Commission on your Facebook & Twitter accounts #EuropeForCulture
- ❖ Tag your Association & the European Historic Houses Association in all the posts tackling your activities during the Private Heritage Week.
- ❖ Follow the European Historic Houses Association for real-time updates on the 2018 EYCH!

Facebook: [European Historic Houses Association](#)

Twitter: [@EHHA2016](#)

For further information, please contact:

European Historic Houses Association

Rue de Trèves 67, B-1040 Brussels

Tel +32 (0)2 400 77 00

d.dupeux@europeanhistorichouses.eu