

EUROPEAN PRIVATE HERITAGE WEEK

SECOND EDITION | 16 – 19 MAY 2019

Guidelines to private owners

To celebrate the **2018 European Year of Cultural Heritage**, the European Historic Houses Association organized the European Private Heritage Week on May 24-27, 2018. It gathered **642 houses in 17 countries and around 313.200 visitors** under the motto 'Our House, Your Heritage'. (Read [full press release](#) on 2018 edition).

Drawing on this success the European Historic Houses has decided to carry out a second edition from May 16-19, 2019. **We need your help to make a great success of this second edition!**

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. The European Private Heritage Week was **the occasion to showcase to European citizens the essential role of private owners in the maintenance and dynamism of Europe's heritage.**

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

Slogan

Our House, Your Heritage

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 16 and 19.

The Private Heritage Week has 4 objectives:

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

The second edition is the occasion to take the European Private Heritage Week to a new level with an ever increasing number of houses and families joining the initiative. This is a great way to 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, and what embodies the most the soul of your house and family; but you will find below a list of suggested activities. Just to get inspired!

Suggested activities (non-exhaustive list)

Open the house/garden – or parts which are not usually open to the public

Exclusive visits

Photographic competition

Concerts

Specialty food / Signature dish

Artistic performances

Art fair

Local market

School or children visits

Sport contest

Hands-on activities (fruit picking ...)

Treasure hunts

'Plant a tree' actions

'Business plan contest' for students

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. TOOLBOX FOR SUCCESS

Follow the best-practices from the 2018 edition.

- Involve local/national media & politicians to attract visibility to your initiatives. This will help demonstrate your contribution to society and bring new audiences
- Work with partners (owners, associations promoting similar interests, media companies...)
- Involve children and young people in your activities
- Liaise with the European Historic Houses Association and inform us about your activities (with the date, location, description of activity, person in charge). We will promote a European visibility and audience to your events.
- Communicate widely on social media
 - ✓ Use the official hashtag #PrivateHeritageWeek #OurHouseYourHeritage
 - ✓ 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
- Facebook: [European Historic Houses Association](#)
- Twitter: [@EHHA2016](#)
- Instagram: [@europeanhistorichouses](#)
- Use and distribute the official flyer
- Make sure to keep track of the activities/participation rate for the reporting

For further information, please contact:

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