WP 6 - Online, Media and Promotional Outputs 2023
Deliverables D15

With the aim of giving high visibility to and maximising the impact of the initiatives and results of the Agora network project as well as achieving greater engagement with cultural heritage stakeholders, a wide set of communication and dissemination activities were undertaken, targeting our network, non-members of our network, media professionals and the general public.

The Europa Nostra website and social media channels were extensively used. The European Cultural Heritage Agora online platform, featuring relevant information, all the news and the main outcomes of the project, was regularly updated. Digital newsletters and special announcements were prepared and widely distributed.

Media campaigns were developed and implemented, including the preparation and dissemination of media releases in various European languages. Media articles, opinion articles and interviews were released by leading media outlets from various European countries.

A variety of promotional tools were produced and widely disseminated.

List of deliverables:

1) Online Outputs page 2
2) Media Outputs page 9
3) Promotional Outputs page 14
4) Outreach page 16
1) **Online Outputs 2023**

a) **Europa Nostra Website**

The [Europa Nostra website](#) is one of the main channels for communicating the activities and results as well as sharing knowledge and best practices related to the Agora network project. News items and events as well as relevant information and documents were regularly posted. The homepage, including the action buttons, was updated regularly, spotlighting important calls, announcements, initiatives and events related to the Agora project.

- The Europa Nostra website attracted **108,113 visitors** and obtained **250,630 page views** (until 13/12)
- The **Agora online platform** – featuring relevant information, all the news, the main outcomes and the latest developments related to the project as well as a section to interact and share information, data and best practices through social media – was regularly updated. Some 50 **Agora-related news items** were produced and published.

![Agora Platform](image1)

- A **new website section dedicated to the European Cultural Heritage Summit 2023** in Venice – including general information, the programme, the online registration and the partners of the Summit as well as detailed information about the main events of the Summit, including the programme booklets and the video recordings – was created and published on the Europa Nostra website, and regularly updated.

![Summit Website](image2)
● The **Policy section of the website** was re-signed and fully updated, featuring three new webpages dedicated to the following topics: European Heritage Hub Project; Cultural Heritage and Climate Action; and Engaging Citizens for Heritage. The European Heritage Alliance webpage and the Institutional Partners webpage were also completely updated.

![Image of the Europa Nostra website]

● The **Stand with Ukraine webpage** was created and regularly updated.

● The **Europa Nostra Milestones webpage** was regularly updated.
b) **Social Media**

Europa Nostra made extensive use of its social media (Twitter, LinkedIn, Facebook and Instagram) to ensure the wide dissemination of the Agora project’s events, activities and results.

Europa Nostra reached 22,000 followers on Facebook, 17,500 followers on Twitter, 8,000 followers on LinkedIn, and 6,000 followers on Instagram.

- The main **events** organised in the frame of the Agora were covered and widely shared on social media (before, during and after the events), namely:

  1) European Cultural Heritage Summit in Venice (#EuropeanHeritageSummit)

  - European Heritage Policy Agora: [Twitter thread](#)
  - Europa Nostra 60th Anniversary General Assembly: [Twitter thread](#)
Creative Europe Networks Meeting: [Twitter thread]

2) European Heritage Alliance Meetings in Brussels and online: [Twitter thread] - [Twitter thread]

3) #Women4Heritage Webinar: [Twitter thread]
4) #Youth4Heritage Webinar: [Twitter thread]
5) European Heritage Masterclass in Timișoara: [Twitter thread]
6) European Heritage Youth Residency in Naples: [Twitter post]
- Some **900 posts** related to the Agora project, featuring appealing photos, visuals and/or videos, were prepared and posted on social media. The majority of the posts achieved good engagement levels, while posts about the key events and activities reached high engagement levels (**see a couple of examples below**).
c) Digital Newsletters and Special Announcements

● 5 Digital Newsletters – containing varied information on the Agora network project and other related activities as well as key European and international heritage-related initiatives and developments – were produced and disseminated, reaching some 5,500 people each:

  o Autumn Newsletter (14/12/2023)
  o Venice Summit Flashback Newsletter (19/10/2023)
  o Venice Summit Registration Newsletter (1/09/2023)
  o Summer Newsletter (10/07/2023)
  o Spring Newsletter (27/04/2023)

● 11 Digital Special Announcements were produced, published on the Europa Nostra website and disseminated, reaching some 5,500 people each:

  o Baritone Jorge Chaminé, President of Centre Européen de Musique, wins Helena Vaz da Silva European Award 2023 (15/09/2023)
  o 7 Most Endangered Programme 2024: Call for nominations is open (22/06/2023)
  o The 1st Costa Carras European Citizens Award goes to the Romanian NGO “ARA” for its exemplary work to safeguard the heritage of Roşia Montană (21/04/2023)
  o Europe’s 7 Most Endangered Heritage Sites 2023 announced by Europa Nostra and EIB Institute (13/04/2023)
  o Join us on 13 April for the Live Announcement of the 7 Most Endangered Heritage Sites in Europe for 2023 (21/03/2023)
  o Costa Carras European Citizens Award for the Safeguard of Endangered Heritage just launched (07/03/2023)
  o Join us on 8 March for the virtual event #Women4Heritage – Solidarity with Ukraine (02/03/2023)
  o Europa Nostra and its partners selected to implement EU-funded pilot project European Heritage Hub (17/02/2023)
  o Join us on 28 February for the Cultural Deal for Europe policy conversation Culture is the new energy for Europe (02/02/2023)
  o 11 European heritage sites shortlisted for 7 Most Endangered Programme 2023 (25/01/2023)
  o Join the first European Heritage Youth Residency in Naples, Italy (23/01/2023)
2) Media Outputs 2023

Media campaigns to raise public visibility of the project’s core activities, in particular the European Cultural Heritage Summit and the initiatives aimed at saving heritage in danger in Europe, were developed and implemented.

d) Media Releases

- **At least 27 Media Releases** in English and other European languages related to the Agora network project were published on the Europa Nostra website and widely disseminated:
  
  - Baritone Jorge Chaminé, President of the Centre Européen de Musique, wins the Helena Vaz da Silva European Award 2023 (15/09/2023) (English - French - Portuguese)
  
  - On the Day of Memory, technical report of the Central Post Office in Skopje is unveiled by the Europa Nostra and the European Investment Bank Institute (26/07/2023)
  
  - 1st Costa Carras European Citizens Award goes to the Romanian NGO "ARA" for its exemplary work to safeguard the heritage of Roșia Montană (21/4/2023) (English - Greek - Romanian)
  
  - Europe’s 7 Most Endangered Heritage Sites 2023 announced (13/04/2023) (all the sites: English; Kortrijk Railway Station: Dutch & French; Partisan Memorial Cemetery: Bosnian; Tchakvinji Fortress: Georgian; Sisters’ House Ensemble: German; Memento Park: Hungarian; Sveti Stefan: Montenegrin; and Watermills of Bistrica: Serbian)
  
  - European experts’ report highlights the urgent need to save and rehabilitate Zogu’s Bridge in Albania (03/04/2023) (English - Albanian)
  
  - Les experts d’Europa Nostra et de l’Institut de la BEI lancent un appel urgent pour la préservation de la cité-jardin de La Butte-Rouge près de Paris (17/03/2023) (French)
  
  - Costa Carras European Citizens Award for the Safeguard of Endangered Heritage just launched (07/03/2023) (English)
  
  - Europa Nostra and its partners selected to implement EU-funded pilot project European Heritage Hub (17/02/2023) (English)
  
  - European heritage and financial experts visited endangered Neptune Baths and met stakeholders in Bucharest (16/02/2023) (English)
  
  - Culture is the new energy for Europe (14/02/2023) (English)
  
  - 11 European heritage sites shortlisted for 7 Most Endangered Programme 2023 (25/01/2023) (all the sites: English; Kortrijk Railway Station: Dutch & French; Mariemont: French; Partisan Memorial Cemetery: Bosnian; Tchakvinji Fortress: Georgian; Sisters’ House Ensemble: German; Mansion of
e) Media Articles

- At least **275 articles** related to the project’s activities were posted online, printed or broadcast across **19 countries**, namely Belgium, Bosnia and Herzegovina, Croatia, Cyprus, Czechia, France, Georgia, Germany, Greece, Hungary, Italy, Kosovo*, Montenegro, The Netherlands, Portugal, Romania, Serbia, Spain and the United Kingdom. A **non-exhaustive overview of online, printed and broadcast articles** (with best pieces highlighted) is made available [here](#) and at the end of this report.

  - The project’s activities were reported primarily by online newspapers, magazines and news websites (234 pieces). Website articles were followed by printed articles and broadcast articles.

  - Hungary (66 pieces) and Belgium (48 pieces) had the highest levels of media coverage. Serbia was third in the ranking (31 pieces), followed by Portugal (25 pieces), Bosnia and Herzegovina (22 pieces) and Italy (21 pieces).

  - **Among the main media outlets to report on the Agora project’s activities were:**

    - **UK/International newspaper** The Guardian
    
    - Protecting Bosnia and Herzegovina’s anti-fascist legacy: Mostar’s Partisan Memorial Cemetery
National media outlets

- **Belgium**’s national broadcasters RTL, RTBF and VRT, national radio station Radio 1, and national daily newspapers La Libre Belgique, Le Soir, De Standaard and Het Nieuwsblad
- **Bosnia and Herzegovina**’s national broadcaster N1, and national daily newspapers Dnevni Avaz and Oslobodjenje
- **Croatia**’s national news magazine Nacional
- **Czechia**’s largest classical music magazine Opera Plus
- **France**’s national daily newspaper L’Opinion
- **Greece**’s national TV station ERT and national daily newspaper Naftemporiki
- **Hungary**’s national daily newspapers Magyar Hírlap and Magyar Nemzet, and national edition of the international specialised magazine National Geographic
- **Italy**’s national daily newspapers Il Sole 24 Ore and La Stampa
- **Kosovo**’s national news magazine Kosovo 2.0
- **Montenegro**’s national daily newspaper Vijesti
- **Portugal**’s national TV stations RTP Noticias and SIC Notícias, national radio station Rádio Renascença, and national newspapers Expresso, Diario de Notícias and Publico
- **Serbia**’s national TV stations BBC Serbia, Euronews Serbia and N1, national radio station Radio Slobodna Evropa, national daily newspaper Danas and national news magazine CorD Magazine
a) Opinion Articles and Interviews

- At least 6 opinion articles and extended interviews were prepared and released, namely:

  o Joint opinion article by European Commissioner Mariya Gabriel and Europa Nostra's Secretary General Sneška Quaedvlieg-Mihailović calling for stronger support for cultural heritage and its vital role for our society and our future, published by the leading French daily newspaper L’Opinion (14/04/2023) (in French).

  o Exclusive interview with Europa Nostra's President Cecilia Bartoli, entitled “The quality of our lives is created and shaped by our culture”, published by the largest Czech classical music magazine Opera Plus (02/05/2023) (in Czech & English). In this interview, Cecilia Bartoli offers a personal account on what being at the helm of Europa Nostra means to her, highlighting the long-standing mission and action of Europa Nostra, and sharing some key priorities for the future. This comprehensive piece also covers topics such as funding models or policy development related to culture in Europe.

  o Extensive interview with Europa Nostra's Executive President Hermann Parzinger, entitled “Cultural Heritage – A Vector for European Integration”, published by the influential Serbian news magazine CorD Magazine (02/06/2023) (in English). In this interview, he speaks about our events held in Belgrade on 17-20 May, including the very first edition of the Belgrade Heritage Forum, and endangered heritage sites in the region, focusing on the Dečani Monastery in Kosovo* and the Belgrade Fortress in Serbia. Prof. Dr. Parzinger also reaffirms the importance of the Western Balkans to Europe as a whole and underlined the role heritage plays in bringing us closer together.
- Exclusive interview with Europa Nostra’s Secretary General Sneška Quaedvlieg-Mihailović published by the leading Montenegrin daily newspaper Vijesti (20/08/2023) (printed edition and online edition), following her meeting with the President of Montenegro, Jakov Milatović, and her visit to Sveti Stefan and Milocer Park. In this interview, Europa Nostra’s Secretary General emphasises: “Cultural and natural heritage is a public good and a strategic resource for a more sustainable, inclusive and beautiful future for every country, including Montenegro and the Western Balkans. Therefore, this treasure must not be sacrificed on the altar of private interests. Coastline and beaches are public spaces. Access to them is guaranteed by law to everyone. They cannot be privatised like it is today the case in Milocer Park. Citizens and civil society in Montenegro are rightfully campaigning against such an illegal practice.”

- Opinion article entitled “Venezia capitale mondiale del patrimonio culturale senza frontiere”, focusing on the European Cultural Heritage Summit 2023 in Venice, written by Europa Nostra’s President Cecilia Bartoli, and published by the leading Italian daily newspaper La Stampa (28/09/2023) (in Italian);

- Extensive interview with Europa Nostra’s President Cecilia Bartoli, entitled “Culture Must Be Placed at the Heart of Europe”, published by the influential Serbian news magazine CorD Magazine (22/12/2023) (in English). Among the key topics of this interview are the European Cultural Heritage Summit 2023 and The Venice Manifesto for a European Cultural Citizenship. “Today, more than ever, we need to recognise and celebrate what can bring Europe’s citizens and communities closer together. Culture – arts and heritage – are prime vectors for promoting stronger cohesion and social inclusion within our societies. We need to combat fragmentation and even hostility through solidarity and mutual support. It is for this reason that our Venice Manifesto insists that the concept of “European citizenship”, which constitutes the very foundation of the European project, cannot be reduced to its political or economic dimensions,” she emphasised.
3) **Promotional Outputs 2023**

A variety of promotional tools, such as digital roll-up banners, e-banners, podcasts, photo albums and videos, targeting at least 50,000 people, were produced.

The [visual identity of the European Cultural Heritage Summit 2023](http://example.com) was created by Radoszek Arts in close cooperation with Europa Nostra.

The Summit visual identity leverages the idea of cultural heritage serving as an indispensable rescue from defeat, crisis and danger.

The upper form in the logo can be interpreted as a surreal cloud, a refreshing mist or a scarf waving in the wind, and symbolises the intangible, quiet yet strong force that is culture. The shape appears to gently surface from the abyss of floodwaters, well preserved and flawless. Should one observe here a dove, a heart, a prima donna on her toes or even a butterfly seeking nutrients in mud, all connotations refer to the notion of peace, gentleness and hope.

The colours of the composition were inspired by the skies painted by masters like Canaletto or Belotto and the shades of the waters of the Venetian Lagoon. Both palettes create a contrasting layout, where serene blues and golds seem to light up the sky after the stormy weather.
Altogether this promising scene tells a story of the future revival, restoration and regeneration of the European way of life. It sends a message of hope, by which we will remain literally and lyrically weatherproof, emerging from every crisis under the wing of cultural heritage.

![EUROPEAN CULTURAL HERITAGE SUMMIT 2023](image)

The Summit visual identity was nicely incorporated into all the **Summit promotional material**, including printed roll up banners, media wall and badges; digital programme booklets, newsletters, and visuals for social media, websites and videos, as well as animated logos.

- **5 digital publications** were produced and published:
  - The Venice Manifesto for a European Cultural Citizenship (English - French - Italian)
  - European Heritage Summit 2023 Programme Booklet (English)
  - European Heritage Policy Agora 2023 Programme Booklet (English)
  - Creative Europe Networks Focus Meeting #2 Programme Booklet (English)
  - Europa Nostra Annual Report 2022 (English – French)

- **3 podcast episodes** Europa Nostra at 60: A look into the past, present and future
  In this podcast series, we reflect on Europa Nostra’s history and the individuals who have shaped it over time. We take a moment to explore current activities and EU-funded projects carried out by the organisation. Moreover, we peer into the future, outlining priorities for both Europa Nostra and the broader heritage sector in the coming years.
  This podcast was recorded during the European Cultural Heritage Summit 2023, and produced in collaboration with the Europa Nostra Heritage Hub in Kraków and Free Range Productions. The production and promotion of the podcast Europa Nostra at 60 received the financial support of La Fondation Hippocrène and the Creative Europe programme of the European Union.
● at least **90 e-banners** were created and disseminated via the Europa Nostra website, digital newsletters and social media channels;

● **30 photo albums** were published on Flickr and disseminated via the Europa Nostra website, digital newsletters and social media channels; and

● at least **10 videos** were produced and published both on YouTube and Vimeo, and disseminated via the Europa Nostra website, digital newsletters and social media channels.

4) **Outreach 2023**

Europa Nostra **organised and/or actively contributed to** at least **80 heritage-related events and meetings** (online, physical or hybrid format) held by stakeholders and the EU Institutions across Europe. **News items about the most important events and meetings** were prepared and published on the Europa Nostra website, including:

- ‘Group of Friends of Culture-Based Climate Action’ launched at COP 28 in response to Global Campaign by Cultural Voices

- **Paris: Europa Nostra celebrates its 60th anniversary and the French laureates of the European Heritage Awards 2023**

- **European Heritage Alliance comes together to strengthen the voice of heritage ahead of the 2024 European Elections**

- **Youth4Heritage webinar shares best practices of how heritage can act as a bridge for peace and reconciliation**

- **Europa Nostra calls for cultural heritage to hold a central place in 2024 electoral campaigns during a symposium at the European Parliament**

- **Europa Nostra contributes to international symposium on the economic and social context of illicit trafficking in archaeological artefacts**

- **Hispania Nostra organises international conference in Santiago de Compostela to mark the 60th anniversary of Europa Nostra**

- **Europa Nostra participates in international workshop on Armenian Cultural Heritage in Tsaghkunk, Armenia**

- **Hub of the Centre Européen de Musique launched in Portugal thanks to strong alliance between civil society organisations and 7 municipalities**

- **Baritone Jorge Chaminé receives Helena Vaz da Silva European Award 2023 at ceremony in Lisbon**
- Nicosia to host a new Europa Nostra Heritage Hub
- European Heritage Youth Ambassadors contribute to 2023 Summit in Venice
- Europa Nostra 60th Anniversary General Assembly held in Venice in the presence of President Cecilia Bartoli
- Creative Europe Networks praise the role of culture and heritage for a robust democracy at 2023 Summit
- 2023 European Heritage Policy Agora promotes a European Cultural Citizenship
- IMPACTOUR Project concludes with events in Madrid and Brussels to launch a management support tool for sustainable cultural tourism
- Europa Nostra contributes to meeting on cultural and creative sectors driving the green transition in Tartu, Estonia
- Europa Nostra strengthens its longstanding relationship with The National Trust at inspiring meetings and visits in and around London
- Europa Nostra joins Democracy Alive Brussels Summit countering the rise of authoritarianism in Europe
- Europa Nostra contributes to the hearing with civil society on the implementation of the Reykjavik Declaration adopted by the 4th Summit of the Council of Europe
- Europa Nostra joins the newly launched New European Bauhaus Local Chapter in Venice
- Belgrade Heritage Forum establishes a new encounter space for heritage actors across the Balkans and the rest of Europe
- Europa Nostra visits endangered heritage sites in Serbia of utmost European significance
- Europa Nostra holds Council meeting in Belgrade on the occasion of its 60th Anniversary
- Europa Nostra’s representatives from Germany, Czechia and Poland visit the Sisters’ House Ensemble in Kleinwelka
- 1st Costa Carras European Citizens Award presented to the Romanian NGO “A.R.A” in the presence of the President of the Hellenic Republic
- Masterclass “Diversity and Inclusion in the Heritage Sector” held in Timișoara, Romania
- Europa Nostra puts cultural heritage at the heart of the discussions at the Delphi Economic Forum 2023
- **ALPHA MISSION** launches climate warning in Berlin with the participation of Europa Nostra’s Executive President.

- **16 European young professionals have immersive cultural heritage experience at Residency in Naples**.

- **European Heritage Hub and European Data Space for Heritage discussed at Alliance 2023 Spring meeting in Brussels**.

- **Europa Nostra advocates for cultural heritage as a vector of peace at ALIPH Forum 2023**.

- **Increased support for Ukrainian heritage defenders mobilised with 2023 #Women4Heritage event**.

- **Culture, a common thread to guide Europe to 2024 and beyond**.

- **Europa Nostra establishes solidarity bridge following catastrophic earthquakes in Turkey and Syria**.

- **European heritage and financial experts visited endangered Neptune Baths and met stakeholders in Bucharest**.

- **Europa Nostra elected as Founding Steering Committee Member of the new Davos Baukultur Alliance**.

*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*
Belgium: Station Kortrijk op shortlist meest belangrijke erfgoedsites

Dutch: Station Kortrijk erkend als een van de zeven meest bedreigde erfgoedsites van Europa

French: La gare de Courtrai figure parmi les sept sites 2023 "les plus menacés d'Europe"

Bosnia and Herzegovina: Partizansko groblje u Mostaru među 11 najugroženijih lokaliteta kulturne baštine u Europi

Belgium: Het Laatste Nieuws - Het stationsgebouw van Kortrijk is een van de zeven meest bedreigde erfgoedlocaties in Europa

French: Les ruines du palais de Charles de Lorraine, à Mariemont, un site européen à sauvegarder et valoriser

Dutch: Het Laatste Nieuws - Het stationsgebouw van Kortrijk is een van de zeven meest bedreigde erfgoedlocaties in Europa

French: Una gara belga parmi les sept sites 2023 «les plus menacés d'Europe»

Dutch: Een gare belge parmi les sept sites 2023 «les plus menacés d'Europe»

French: La gare de Courtrai figure parmi les sept sites 2023 les plus menacés d'Europe

Dutch: Het stationsgebouw van Kortrijk is een van de zeven meest bedreigde erfgoedlocaties in Europa

French: Une gare belge classée parmi les sept sites 2023 "les plus menacés d'Europe"

Dutch: Een gare belge classée parmi les sept sites 2023 "les plus menacés d'Europe"

French: La gare de Courtrai parmi les sites 2023 "les plus menacés d'Europe"

Dutch: De Standaard: "Het stationsgebouw van Kortrijk is een van de zeven meest bedreigde erfgoedlocaties in Europa"
## EUROPA NOSTRA’S NETWORK PROJECT EUROPEAN CULTURAL HERITAGE AGORA 2023

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<td>Quand’è Vicenza era la Silicon Valley - ellentmondás az örökségtől Budatétényig</td>
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