



Fourth edition of the
European Days of Conservation-Restoration

Sunday, 10th October 2021

&

Days of Conservation-Restoration in Social Medias

4th – 10th of October 2021

Dear Members,

For the fourth time in a row E.C.C.O. calls Conservator-Restorers from all around Europe to open their (virtual) doors to the public.

We are all looking forward to the fourth **European Days of Conservation-Restoration** on Sunday, the 10th of October 2021, as well as to the social media week from the 4th of October to the 10th of October 2021.

Conservator-Restorers invite visitors to their “ virtual workplaces”: Experts from museums, ateliers, private or university studios and workshops, sites and monuments will present the **Profession of Conservation-Restoration** and their **projects** to the public. The goal of the European Day of Conservator-Restorer is to:

- raise awareness of the key role of conservation-restoration in safeguarding cultural heritage with policy makers and civil society (public);
- share knowledge of the complex activity of this discrete profession as an applied science which includes humanities, natural science and intervenes with a code of ethics in the many fields of Cultural Heritage;
- highlight the respect and discovery of the values for society through the interventions beyond artists and crafts for ensuring the integrity of the material witness to guarantee the authenticity of cultural heritage for identification process of the individual;
- to make transparent the international quality standards of the profession on this high level of competences for safeguarding Cultural Heritage through member associations in 22 European states; and
- to clarify how this expertise is of value to sustainable tourism and a catalyst for innovation in science for heritage.

What are the tools?

- Websites: National and E.C.C.O.
- Social media to spread and engage
- Virtual meetings on internet
- Letters, Statements and Press Releases: to take advantage of the celebration and contact with our demands to Politicians and Press (newspapers, radio, TV, etc.)

E.C.C.O.'s website <https://www.ecco-eu.org/european-day-of-conservation-restoration-2020/european-days-cr-2021/>

Poster European Days of Conservation-Restoration 2021 – https://www.ecco-eu.org/wp-content/uploads/2021/09/Poster_EDCR_2021.pdf

Poster Join us – *to follow*

Poster members – *to follow*

Please **share with us the links if there are special events** at your association, so that E.C.C.O. can share it on the website and with the large European Network.

Also we would like to have a **direct contact via email to your communication manager** of your association to improve the communication while this social media Week of Conservation-Restoration (and of course beyond) - and thanks to all who gave already the contact!

E.C.C.O. prepares a short statement for this European Day of Conservation-Restoration which would be great if you could share during the European Days of Conservation-Restoration with your members, with your network. Further updates will be given.

European Days of Conservation-Restoration in Social Medias

What we propose on social media?

From Monday 4th, to Sunday 10th, we propose six themes with their respective posters that we will post every day. You can find them on the website also, and we encourage you to spread it.

@ecco_eu

As most of the members will celebrate this year virtually, we recommend to participate in the social media week.

Facebook: [@ecco_eu](https://www.facebook.com/ECCO-European-Confederation-of-Conservator-Restorers-Organisations-177205748999066)

Twitter: [@ecco_eu](https://twitter.com/ecco_eu)

Thanks to the splendid #ECCOCommunity in social media we want to keep the two hashtags for this year!

#EuropeanDayConservationRestoration

#ECCOCommunity

Siège social: rue Coudenberg 70, BE-1000 Bruxelles, Belgique, Entreprise N° 0447.118.530

@ecco_eu

From Monday 4th to Sunday 10th October 2021 we propose six themes with their respective posters for the European Days of Conservation-Restoration in Social Media.

4th Monday

Sharing an Institution / Educational Center / Labs of Conservation/Restoration

Cultural Heritage Institutions are the backbone of our profession since they provide access to education, training and research. This day aims to pay tribute to all institutions and engage in sharing state of the art research and education among the E.C.C.O. and ENCoRE countries.

5th Tuesday

Sharing a relevant Conservator-Restorer

A day dedicated to the people that have significantly contributed to the field of Conservation - Restoration, whether by their involvement in the recognition of the profession or by pioneering in their work. These people deserve a special thanks and the recognition of the E.C.C.O. community.

6th Wednesday

Sharing Good Examples of Conservation-Restoration Intervention of Movable Heritage

Our everyday practice involves working with important artworks and objects, a side that is unknown to the final recipients of the work. Whether working in the private or public sector this day provides the opportunity to share good practices!

Dedicated to Movable Heritage you are invited to share exemplary work on movable objects like: sculpture, antiquities, paintings, collections etc.

7th Thursday

Sharing Good Examples of Conservation-Restoration Intervention in Immovable Heritage

Our everyday practice involves working on important monuments or landscapes, a side that is mostly unknown to the final recipients of the work. Whether working in the private or public sector this day provides the opportunity to share good practices!

Dedicated to Immovable Heritage you are invited to share exemplary work on immovable heritage objects like: listed buildings, temples, wallpainting, mosaics etc.

8th Friday

Heritage in Risk: Preservation of tangible cultural heritage in the view of Climate Change

Regardless of the efforts of the Conservation-Restoration community our Heritage is at risk. The main risk factors are identified in the effects of climate change and the lack of professional quality standards. It is important to engage the public in acknowledging the contribution of Conservation-Restoration professionals by explaining and pointing out these risks.

9th Saturday

Interdisciplinarity in Conservation-Restoration: Sustainability, Cooperation & Networking

We don't work alone! Interdisciplinarity in politics, education, training and research are pillars for the cooperation and networking of the profession leading to sustainability and development. We invite you to share your experiences from institutional corporations to personal networking.

10th Sunday

**Europe for Heritage, Society for Heritage, Preserving our Heritage/
Awareness Raising / Access to Cultural Heritage...**

A celebration of the profession! An opportunity for sharing achievements and engaging with the public!

Don't forget to share with E.C.C.O. with a short description in English. The WG for the European Days of Conservation Restoration will be ready to share your post. You can contact us by email or social media.....

1. Before #EuropeanDayConservationRestoration 2021

Inform and encourage your associates

- To open their labs
- To share with you pictures, projects or even solutions for conservation control during Pandemic times. Maybe you can have a spot for your members at the website to post them.

Internal Communication

- To create a national **working group** that would be in contact with E.C.C.O. Committee Working Group for #EuropeanDayConservationRestoration ecco.officeadm@gmail.com or ana.galan.p@gmail.com
- **Websites:** National bodies are encouraged to post both in the national language and in English. This will help in expanding their local network and will help E.C.C.O. CM WG to better disseminate the information.
- **E.C.C.O.s Logo:** Members are advised to keep the E.C.C.O. logo visible in their website to help identify the E.C.C.O. network and disseminate information in a community of certified CRs (please, ask for the logo if you don't have it yet)
- **E.C.C.O.s website** will have a specific spot for the Members, as in previous [years](#).
- **Social Media:** Members are advised to follow the themes proposed by E.C.C.O. Additionally it is requested that you also provide information in English (i.e. short summary). For better dissemination please provide E.C.C.O. with links to your dedicated SM campaigns so that they are posted in E.C.C.O.'s official SM
- We will send to you the E.C.C.O.s President Statement as soon as possible, in order to have the chance to translate it into your languages.

External Communication

- To ask the Ministry of Culture (or similar) of your country for support and a brief statement that you can share and spread.
- To prepare a Press Release with the main issues that the profession has in your country.
- To invite to Museums, Institutions and Civil Society to join the week.

2. During #EuropeanDayConservationRestoration 2021

National Associations are encourage to:

- To open the ateliers and labs, or cultural heritage sites that can allow visitors to see the Conservation-Restoration works.
- To share on social media the themes proposed by E.C.C.O.
- To encourage your associates to share pictures working at their labs or placeworks.
- To develop networks with the Conservation-Restoration Departments of Museums and Institutions of your countries, helping them to achieve visibility.
- To prepare and share Statements by your Committees.
- Is a good moment to develop virtual meetings (formal or informal) and webinars done by professionals in your country.

E.C.C.O.s WG for #EuropeanDayConservationRestoration 2021

- We will post the themes day by day and share your posts too.
- Will engage and build network

3. After #EuropeanDayConservationRestoration 2021

- Evaluation of the #EuropeanDayConservationRestoration impact in your country:
 - Number of professionals and institutions involved.
 - Communication strategy achieved, internal and external.
 - Visibility on the Press
 - Meetings with Politicians and Cultural Institutions managers
 - Meetings with your associates
 - Others
- E.C.C.O.s Survey that we will send to you in late October.

Hope these information help you to have a joyful anticipation of this important event!
Please do not hesitate to contact us, if questions may arise.

All the best,
Kind regards,

Your E.C.C.O. Committee