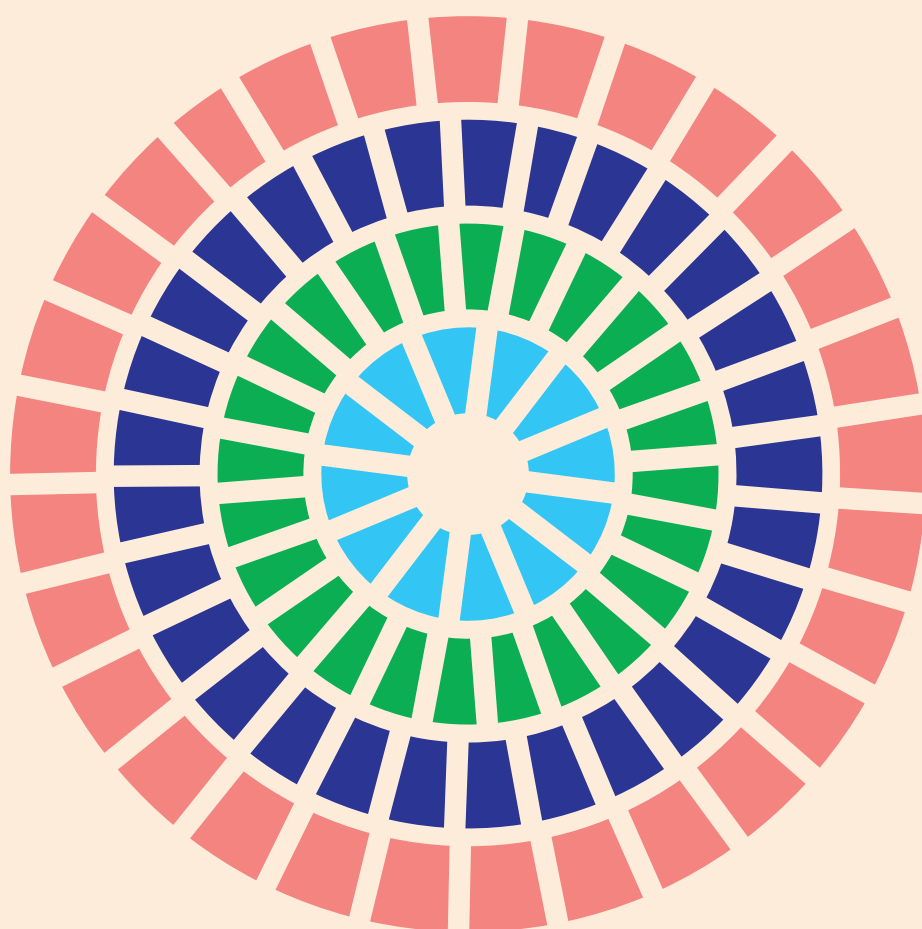




EUROPEAN ARCHAEO LOGY DAYS



Practical guide
for national coordinators
and event organisers



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Introduction

The European Archaeology Days (JEA) is an event organised under the aegis of the French Ministry of Culture and coordinated by the National Institute of Preventive Archaeological Research (INRAP).

Located at the crossroads of several scientific fields, archaeology studies the material traces of civilisations, from prehistory to modern times. By enriching knowledge of societies that have come before us, it contributes to a better understanding of the world today.

The protection, conservation and transmission of archaeological heritage is a challenge for Europe. Indeed, at a time of health, cultural and economic crises, the archaeological approach, that is perspective over the long-term, can be a source of openness, tolerance and hope: a common good to be shared.

A Europe-wide event dedicated to archaeology can therefore contribute to the development of the concept of archaeological heritage while promoting individual cultural and historical diversity.

This practical guide aims to facilitate the work of national coordinators and event organisers who play an essential role in the success of the JEA.

Dominique Garcia
President of INRAP

A handwritten signature in blue ink, consisting of a large, stylized 'D' followed by a horizontal line and a small dot.

I. BACK- GROUND TO EUROPEAN ARCHAEO- LOGY DAYS

1.1 NATIONAL ARCHAEOLOGY DAYS IN FRANCE

Since 2010, the French Ministry of Culture has entrusted INRAP with the creation of a national event dedicated to archaeology to present all types of archaeological activity, from "dig to museum", during a weekend in June. The aim is to raise public awareness of archaeological heritage and research as widely as possible by opening up activities to the lay public, unaccustomed to visiting places dedicated to archaeology. Archaeological excavation operators, research organisations, universities, museums and archaeological sites, laboratories, associations, archives and local authorities are all encouraged to organise innovative, original and interactive activities for the general public.

Around a hundred organisers took part in the first edition, a notable success, leading to the operation being extended in the following years for three days, with Fridays being focused on schools. Since then, it has been increasingly successful, both in terms of the number of participating organisations and the number of visitors. In 2018, more than 570 organisers participated in the 9th edition throughout the national territory, welcoming more than 200,000 visitors. A dedicated website, journées-archeologie.fr, allows organisers to register and publicise their programming to audiences, who can then schedule their participation thanks to activities being listed in a geolocalised map. The site plays a central role in communication and welcomed more than 150,000 visitors in the two months preceding the event.

Finally, according to the public surveys carried out, the JEA have experienced local success: three out of four visitors come from a radius of 20 kilometres.

1.2 EXTENSION TO EUROPE: EUROPEAN ARCHAEOLOGY DAYS (JEA)

For their tenth anniversary in 2019, the Days were extended to Europe: 18 countries participated and 1,160 sites opened to the public, including 14 registered as a UNESCO World Heritage Site. JEA organisers offered a variety of activities to present "archaeology in the making" and bring European citizens to know and question their past.

In 2020, the event was opened even wider in Europe: 28 countries and nearly 500 European organisers participated in the 2020 edition. Given the COVID19 epidemic, this 11th edition of the JEA did not take place in its traditional form. In addition to actions welcoming the public when the health situation allowed, #Archeorama opened up the possibility of creating digital events and promoting online resources: live meetings with archaeologists on social networks, posting unpublished videos, live conferences, virtual tours of exhibitions and more.

With nearly 1,000 initiatives, face-to-face or exclusively digital, the 2020 JEA and #Archeorama have met with great success! In total there have been over 180,000 visits to the journées-archeologie.fr site, and 15,000 visits during the three days of the event.

1.3 MINISTRY OF CULTURE IN FRANCE

The mission of the Ministry of Culture is to make the major works of France and humanity in the fields of heritage, architecture, visual arts, performing arts, cinema and communication accessible to as many people as possible. It promotes the development of artistic works in all their forms in the territories and throughout the world. It takes responsibility for artistic teaching.

The Ministry of Culture is involved in:

- the policy for preserving and promoting cultural heritage and the architecture policy;
- the definition of the policy concerning performing arts and visual arts. It also encourages the creation of works of art and intellect;
- the management of The National Centre of Cinematography and the Moving Image;
- the development of artistic and cultural education for children and young adults throughout their education.

It also contributes to the development of French culture worldwide by ensuring the influence of the French-speaking world and French artistic creation through the support of the Institut français and the Alliance française in particular.

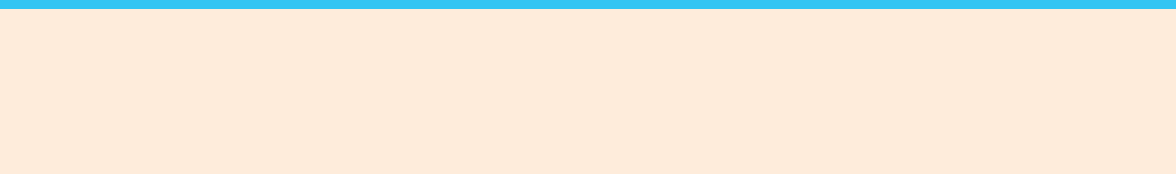
1.4 NATIONAL INSTITUTE OF PREVENTIVE ARCHAEOLOGICAL RESEARCH (INRAP)

Created by the 2001 law on preventive archaeology, The National Institute of Preventive Archaeological Research is a public establishment under the remit of the Ministries of Culture and Research.

Its 2,200 agents, spread across eight regional and interregional departments, 42 research centres and a head office in Paris, make it the largest European archaeological research operator. It identifies and examines archaeological heritage prior to land development. It deals with all periods, from prehistory to the present day, throughout the territory. It is involved in all types of sites: urban, rural, underwater, motorway and rail routes and electricity and gas networks. It carries out around 1,800 archaeological surveys and more than 200 excavations each year on behalf of private and public developers in mainland France and its overseas territories.

Once projects are finished, INRAP analyses and interprets excavation data and communicates them to the scientific community. As the leading producer of archaeological data and publications in France and Europe, the Institute makes a significant contribution to the development of archaeological and historical knowledge as well as to major contemporary issues: migration, climate, environment, health, knowledge of territories, economy etc. Its missions also extend to the communication of archaeological knowledge to the widest public. As such, it organises numerous promotional campaigns, most often in collaboration with developers: site openings, exhibitions, publications, audiovisual content, conferences etc. Every year on the third weekend in June, throughout the national territory and in the member countries of the Council of Europe, it organises European Archaeology Days under the aegis of the Ministry of Culture in partnership with public cultural and scientific institutions and local authorities.

II. JEA OBJECTIVES AND PRINCIPLES OF ACTION



2.1 OBJECTIVES

The European Archaeology Days (JEA) encourage public authorities and archaeology stakeholders to promote archaeological heritage.

They are based on a digital platform, journées-archeologie.fr, bringing to the attention of the public the multiplicity and diversity of heritage and initiatives relating to archaeology in Europe. They facilitate the creation of a network of archaeology stakeholders in all member countries of the Council of Europe.

The main objectives of the JEA are to:

- raise awareness among European citizens of the richness and cultural diversity of Europe;
- make archaeology more visible to different audiences and the media;
- make the general public and the media aware of the need to protect archaeological heritage;
- attract new audiences who are not accustomed to visiting the places where archaeology is carried out;
- promote to the public the entire archaeology operating chain, “from dig to museum”;
- promote the sharing of knowledge between archaeology professionals and European citizens.

To this end, the JEA take place every year on the third weekend of June in all member countries of the Council of Europe.

2.2 PRINCIPLES OF ACTION

To achieve these objectives, event organisers must take on board the following common principles:

- open places where archaeology is carried out;
- develop interaction between archaeology professionals and the public;
- schedule free events where possible;
- offer activities different from the usual programme to encourage audiences who are not familiar with archaeology to participate;
- develop the participation of children and young people, in particular by programming activities aimed at families;
- schedule a specific day, Friday, for schools;
- schedule specific activities for people with disabilities when possible;

National coordinators promote and encourage event organisers to implement the aforementioned principles of action.

III.

ORGANISA-
TION OF
EUROPEAN
ARCHAEO-
LOGY
DAYS

3.1 NATIONAL COORDINATORS: DEFINITION AND ROLE

The success of the European Archaeology Days is dependent on the participation of event organisers who work in close collaboration with national coordinator(s). The latter:

- mobilise all the stakeholders and all the institutions operating in the field of archaeology, “from dig to museum”;
- organise at national level the communication of the JEA to all audiences, by all means at their disposal, media relations, social networks, websites, etc.;
- encourage and promote the implementation of the aforementioned principles of action.

3.2 EVENT ORGANISERS: DEFINITION AND ROLE

They may come from different backgrounds, for example:

- communities or public administrations that manage sites, buildings or museums regularly or occasionally open to visitors;
- foundations or associations governed by private law which, without owning buildings or sites open to JEA, are responsible for welcoming the public or organising activities during the event;
- universities, laboratories or research institutes capable of organising events in venues that are regularly or occasionally open to visitors;
- educational institutions;
- tourist offices or public services authorised to welcome the public and organise activities during the event;

- cultural venues (libraries, media libraries, cinemas, etc.) likely to offer activities for JEA;
- public or private operators (guides, tour operators, coach drivers, etc.).

The organisers, whatever they are and whatever activities they intend to offer in their programme:

- organise specific activities for the JEA, in connection with the main objectives of the JEA (see above), targetting a young audience whether or not these activities are intended for schools, as well as the family and "general public" nature of the event; these are not events dedicated to professionals;
- organise free activities when possible;
- organise special activities for people with disabilities when possible;
- display and distribute the communication materials provided for the JEA;
- comply with the official dates of the JEA and the commitments made;
- make sure the event is enjoyable and accessible (information, signage, visitor comfort, services, security, disabled access, etc.);
- publicise the event using the JEA communication tools;
- manage media relations and local communication actions;
- respond to surveys assessing and evaluating the event.

IV.

JEA

COMMUNI-
CATION
STRATEGY



4.1 VISUAL IDENTITY

One of the main objectives of the JEA is to draw attention to the importance of common European heritage. The JEA have their own visual identity, which enables consistency and recognition by all. It changes every year to differentiate editions. Event organisers have access to the dedicated internet platform journées-archeologie.fr to communicate their programme in their official language and access specific communication tools. However, national coordinators can develop their own website as well as a specific organisational identity. The JEA logo must appear on all promotional documents published about the event, in particular digital ones, and the name "European Archaeology Days" is mandatory for all countries and organisations wishing to join the event.

4.2 COMMUNICATION TOOLS

Communication tools, which are adapted according to the visual identity of the JEA, are made available to national coordinators and event organisers for download in the organisers' space on journées-archeologie.fr:

- JEA logos in the official language for each country;
- generic poster in the official language for each country;
- poster template adaptable to French and English;
- items for social networks;
- media kit template;
- leaflet template adaptable to French and English;
- trailer in six languages (German, English, Spanish, French, Italian and Portuguese).

4.3 WEBSITE

The European Archaeology Days website, journées-archeologie.fr lists the programmes offered to the public. It consists of 47 pages, one for each member country of the Council of Europe, available in six languages (French, English, Spanish, Italian, German and Portuguese), identical in function. The logo(s) of the national coordinators, as well as the mention of their participation, are visible on the website page.

Each page is divided into two parts:

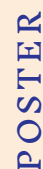
- one for the public, which includes information on the Days, consultation on the programme proposed in their country, either by a search list by theme or by a geolocalised map;
- one for event organisers, "Organisers' space", accessible by a username and code, which allows them to register and publish their programme on the site in the official language of their country.

Organisers can register at any time as soon as the site opens in the last week of February. They can also publish and modify their programme whenever they wish and as many times as they wish up until the first day of the event.

Searching by theme allows the audience to choose their event based on different criteria:

- location by municipality;
- by territory;
- by date;
- by type of site (archaeological sites, museums, etc.);
- by type of disability;
- by keyword;
- by type of audience (all audiences, adults, children, families, schools).

4.4 PRINCIPLES FOR USING THE VISUAL IDENTITY





—
Dark blue

CMYK: 100, 97, 0, 0

RVB: 65, 57, 142

#41398e



—
Red

CMYK: 0, 60, 40, 0

RVB: 240, 132, 130

#f08482



—
Green

CMYK: 85, 0, 95, 0

RVB: 113, 187, 118

#71bb76

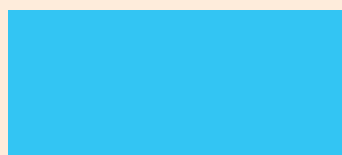


—
Yellow

CMYK: 0, 0, 72, 0

RVB: 255, 241, 95

#ff15f



—
Light blue

CMYK: 63, 0, 0, 0

RVB: 76, 194, 241

#4cc2f1



**JOURNÉES
NATIONALES
D'ARCHÉOLOGIE**
18 19 20 juin 2021



FRANCE
Pays v

FR
Langue v

 Espace organisateurs

La lettre des organisateurs



Visionnez la bande-annonce
des JEA 2020





Vous avez rendez-vous avec votre histoire !

Les Journées nationales de l'archéologie sont pilotées par l'Inrap sous l'égide du ministère de la Culture. Elles se dérouleront les 19, 20 et 21 juin 2020. Passionnés d'histoire ou simples curieux, en famille ou avec sa classe, venez découvrir les coulisses du patrimoine et de la recherche archéologique.





Cette année les journées nationales de l'archéologie deviennent européennes

CHOISIR UN PAYS

Programme 2020 en France

MOT-CLÉ :

COMMUNES :

RÉGIONS :

DATES :

DÉPARTEMENTS :

TYPE D'ACTIVITÉS :

TYPE DE LIEUX :

TYPE DE PUBLICS :

ACCESSIBILITÉ :

DÉCOUVREZ
LES ACTIVITÉS
QUI ON LIEU
PRÈS DE CHEZ
VOUS



LOCALISEZ-MOI

RECHERCHER AVEC LA CARTE

IMPRIMEZ LE PROGRAMME

RECHERCHER

Abonnez-vous à la lettre d'information

Suivez-nous

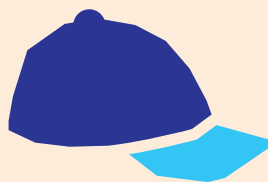
Inknut Antiqua

A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z

Æ Ä I J Æ L Ñ Ñ U U
Ü Ü í í Đ E E E E E E E
I N E L L L' L O N

ITC Avant Garde Gothic

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z



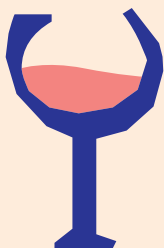
School group visits



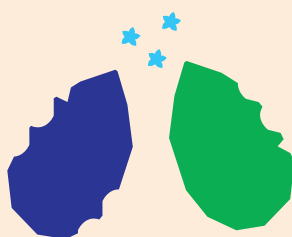
Workshops



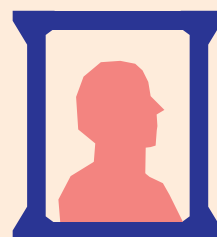
Discovery tour



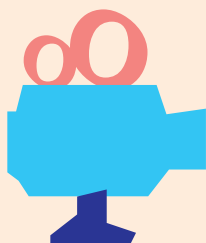
Tasting session



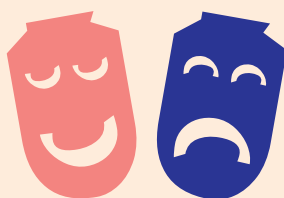
Demonstration



Exhibition



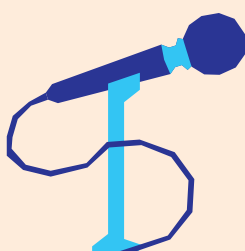
Screening



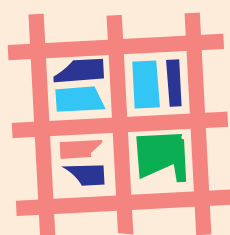
Show



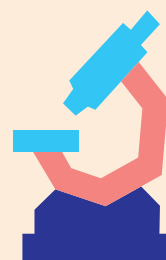
Visit in French Sign Language (LSF)



Lecture



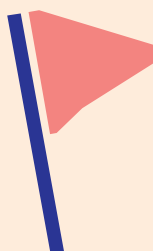
Excavation site



Research centre (depot, laboratory, workshop)



Open house



Guided tour



Archaeology village

European Archaeology Days

Archaeological heritage is a major societal challenge for Europe, whether in terms of protection, conservation, awareness or education. JEA can contribute to the sharing of cultural heritage at European level, and become an instrument of cohesion while preserving individual cultural identity. It was in this spirit that they were created in 2019, in response to strong demand from institutions and the public. Thanks to the network that is being built up and its growing influence among the member states of the Council of Europe, JEA play a decisive role day after day in raising public awareness of archaeology. It is essential to show European citizens the diversity of the discipline to raise their awareness of the need to protect this heritage.

— Pascal Ratier

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