

“Europe of the Gardens “ initiative in 2018

The "HEREIN in the Garden" network

Born in 2015 and already bringing together garden policy makers from 22 European countries, it has already launched several concrete projects:

- regular updating of the pages dedicated to this theme on the HEREIN website;
- ERASMUS + project "Sharing knowledge and know-how on the management of historic gardens" financed by the European Commission (June 2017-June 2018);
- construction of a multilingual thesaurus on the gardens (in progress: German, English, French, Hungarian).

Inspired by the "Rendez-vous aux jardins", developed in France since 2003 during the 1st weekend of June, the network hopes to extend it in 2018 into a pan-European event combining activities in other interested European countries. **The theme chosen for 2018 is "Europe of the Gardens".**

How "Rendez-vous aux jardins" works in France

This event, launched by the French Ministry of Culture and led by associations of private owners of gardens and parks, brought together in 2017 nearly 3,200 events (exceptional openings of private gardens, special visits, conferences, concerts, etc.) throughout France. A theme is defined each year (the 2017 edition was dedicated to "garden sharing"), but it is not restrictive concerning the events organized in each garden.

Participation:

All types of gardens (historical or contemporary, of vegetable, orchards, collectives, etc.) can participate, the 1st inscription being done through a form that generates a code allowing an on-line re-registration in the following years.

Means proposed:

No financial assistance is given to participants, but the Ministry provides the communication campaign: posters in various formats, dedicated website, social networks, media, etc. These communication tools can be downloaded and used by garden owners, as well as by the regional services of the Ministry of Culture and by municipalities.

Preparation:

- *January:* study day at the Ministry of Culture in Paris on the chosen theme;
- *March:* dissemination of the report of this study day (downloadable on the Internet);
- *April:* activation of the Ministry's website and dissemination of information; registration of public and private owners via the participation form;
- *May:* diffusion of communication materials and posters with the help of the services of the Ministry of Culture in the regions and municipalities.

Each region may publish its own programme on paper or on its website, with the Ministry relaying the programme on its website at national level.

Course of events

The event takes place on the 1st weekend of June and Friday is traditionally reserved for schoolchildren while Saturday and Sunday are open to the general public. However, there are no opening restrictions, as garden owners can decide to open their spaces only one or two days out of

the three. The organizers are responsible for the costs: even if the Ministry encourages free admission, they can set up a ticket office.

Participation of other countries wishing to join the initiative

In view of the theme chosen for 2018, the participation of other European countries through the implementation of specific events is encouraged by the "HEREIN in the garden" network in order to set a precedent for future editions.

As coordinator, France proposes to make the prepared visual available free of charge, which can be translated into the languages of the other participating countries and disseminated within these countries.

A map will present all the events organised on 1,2 and 3 June 2018 in Europe.

Entities interested in participating in this initiative are requested to inform the organisers (see below) and their national HEREIN network coordinator (see list here) of the planned major events in each participating country.

Contact persons for further information

For more information on this initiative, please contact the two coordinators:

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