



Third edition of the
European Day of Conservation-Restoration

Sunday, 11th October 2020

&

Days of Conservation-Restoration in Social Medias

5th – 11th of October 2020

Dear Members,

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

Despite the COVID-19 outbreak and the impact it holds at national and international level, the celebration of the **European Days of Conservation-Restoration** will take place as always in the second week of October.

We are all looking forward to the third **European Days of Conservation-Restoration** on Sunday, the 11th of October 2020, as well as to the social media week from the 5th of October to the 11th of October 2020.

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 <http://www.ecco-eu.org/european-day-of-conservation-restoration-2020/>
Poster EU Day CR 2020 http://www.ecco-eu.org/fileadmin/user_upload/EDCR_2020_Poster.png
Poster Join us http://www.ecco-eu.org/fileadmin/user_upload/EDCR_members.png
Poster members http://www.ecco-eu.org/fileadmin/user_upload/EDCR2.png

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.

EU Days of Conservation-Restoration in Social Medias

What we propose on social media?

From Monday 5th, to Sunday 11th, 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!

#EUDayConservationRestoration

#ECCOCommunity

@ecco_eu

From Monday 5th to Sunday 11th October 2020 we propose six themes with their respective posters for the EU Days of Conservation-Restoration in Social Media.
Siège social: rue Coudenberg 70, BE-1000 Bruxelles, Belgique, Entreprise N° 0447.118.530

5th Monday: Sharing an Institution / Educational Center / Labs of Conservation/Restoration

Meet the places where miracles happen, where stories are unveiled, where the past meets future technologies, where objects are revived

http://www.ecco-eu.org/fileadmin/user_upload/Day_1.png

6th Tuesday: Sharing a relevant Conservator-Restorer

Who are the people that are of significance to the Profession on Conservation-Restoration. Get to know them and their contribution to Cultural Heritage

http://www.ecco-eu.org/fileadmin/user_upload/Day_2.png

7th Wednesday: Sharing Good Examples of Conservation-Restoration Intervention in Mobile Heritage / Easel Painting / Sculpture/ Artefacts etc.. – Authenticity

Conservator - Restorers share their insights on what constitutes a proper C-R treatment. What are the secrets hidden behind the Conservation-Restoration of an object?

http://www.ecco-eu.org/fileadmin/user_upload/Day_3.png

8th Thursday: Sharing a Good Examples of Conservation-Restoration Intervention in Immobile Heritage – Monuments / Wall Paintings / Stone / Landscapes etc. – Authenticity

Conservator - Restorers share their insights on what constitutes a proper C-R treatment. What are the challenges when you have to adjust your work to an immovable object?

http://www.ecco-eu.org/fileadmin/user_upload/Day_4.png

9th Friday: This is not Conservation-Restoration, Sharing Heritage in Risk

Do you need to be an expert to apply a treatment? Find out what experts think.

http://www.ecco-eu.org/fileadmin/user_upload/Day_5.png

10th Saturday: Preservation of Cultural heritage in the Covid19 pandemic

Conservator-Restorers share their experiences from home-working during the lockdown. What is the impact of COVID-19 on Cultural Heritage and the Profession of C-R

http://www.ecco-eu.org/fileadmin/user_upload/Day_6.png

11th Sunday: Europe for Heritage, Society for Heritage, Preserving our Heritage/ Awareness Raising / Access to Cultural Heritage...

What is Conservation-Restoration? Take an extraordinary look behind the scenes!...

http://www.ecco-eu.org/fileadmin/user_upload/Day_7.png

SOME GUIDELINES BEFORE–DURING–AFTER #EuropeanDayConservationRestoration 2020

1. Before #EuropeanDayConservationRestoration 2020

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 2020

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 2020

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

3. After #EuropeanDayConservationRestoration 2020

- 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