



Annual Report Efforts : Activities 2018

The EFFORTS activities in this first year centered around establishing a presence in Europe, and with the European institutions. Also, EFFORTS worked towards recognition as the representation of European built military heritage and towards the organisation of the necessary structural funding. EFFORTS also needed and needs to grow. In order to increase the visibility of EFFORTS the European Fortress Day was set up. EFFORTS also needs to strengthen its structure and therefore the committee structure within the organisation has been organised.

The activities are organised by:

- Advocacy
- Organisation
- Communication
- Funding

Advocacy

Thanks to our office in Brussels, our board members and our EU liaison we were able to bring the interests of Efforts and its members to the attention of relevant stakeholders in Brussels and make the necessary contacts to the European heritage organisations: Heritage Alliance 3.3, DG Culture, European Committee of the Regions, Europa Nostra, affiliated European heritage organizations and Members of the European Parliament.

Despite the fact that we have only been on the European stage for a year, we are pleased that Efforts is already recognized as the representative of the European military heritage sites.

The EFFORTS position paper on EU issues in this European Year of Cultural Heritage 2018 was prepared for this year's Annual General Meeting. The position paper, called the '**Declaration of Venice**', adopted at the Annual Congress in Venice in November, will be presented to the European Parliament Members active in heritage and the European Commissioner at beginning of 2019 as part of the preparatory work for the New Agenda for Culture after 2018.

Efforts joined the European Creative Industry advisory group on built heritage of European Commission. This is the first step in becoming a representative of the professional sector like, for example, the association Future for Religious Heritage.

Other actions :

March : Two meetings and follow-up Heritage Alliance 3.3 with Europa Nostra (March and October)

April : Dubrovnik Conference HUPG

May : European Parliament European conference Year for Cultural Heritage 2018

June : EFFORTS workshop in Brussels on EU funding

June : Berlin Heritage Summit

October : Workshop on Adaptive Reuse at Week of Regions and Cities

October : Future Religious Heritage bi-annual conference in Paris.

October: Sibenik, HR of Fortress Conference / European Fortress Day action.

November : Discussion and adoption of the Declaration of Venice at the Annual Congress

November : Participation Atlantikwall Europe of Walls&Peace debate with the European Parliament and the European Commission.

Efforts participated in several online consultations for the European Commission and Committee of the regions.

Furthermore EFFORTS works, with the heritage organisations in Brussels, towards the set-up of a European House of Heritage at European Land Owners Organisation (ELO) office (together with ELO and Europa Nostra). Together with Europa Nostra we work on a registration for the European Heritage Label for built military heritage.

Organisation

This year the Statutes of the EFFORTS association were deposited with the Belgian authorities and our Brussels accommodation at the ELO office was put into use. An address façade plaque now adorns the façade of Trierstraat 67 in Brussels. EFFORTS and its members have at this address the possibility of the use of meeting facilities and office work. EFFORTS also uses the in-house ELO accounting service.

All basic administrative and financial organizational matters such as setting up a bank account, a basic membership administration and a financial administration were established.

Board

The preliminary board, appointed in 2017 in Berlin Spandau, met in in March 2018 to further shape the organization of Efforts, to divide tasks among the interim board members, organise the internal and external communication and to prepare for the annual conference in Venice.

The following **committees** were formed:

- Operations (President Frank Petter)
- Governance and Nominations (Huib van Olden)
- Finance (Andrea Bonifacio)
- Science (Tuija Lind, Karen Gysen, Andrea Bonifacio)
- Communications (Huib van Olden, Karen Gysen)
- European Fortress Day (Andrea Theissen - with Juke van Niekerk)
- Development and International Relations (Peter Ros, Andrea Thijsen, Tuija Lind, Karen Gysen en Alessio Bellin)

President and vice-president are deemed to be a member of all steering groups for the committees, the secretariat is deemed to support all committee work. Committee presidents are responsible for the advancement of the efforts on the committees and report at the annual general meeting.

EU Office Brussels

In order to be able to take part in EU funding, EFFORTS needed to have a legal status. This year the Association EFFORTS has been established under Belgian law. And because a legal address is required to register the legal status, we established an office in Brussels. Brussels was chosen so that we are very close to all the European institutions and partner Heritage organizations. From spring 2018 we are renting a flex place with use of meeting room and office support at a low rate at the same office where Europa Nostra, Future for Religious Heritage, Historic Houses, and the European Landowners Organization are seated. On March 12, 2018 the board of EFFORTS officially opened the EFFORTS office at Trierstraat 67. After one year of volunteer work for EFFORTS, the board appointed Raf Deroo as EU-Liaison at the office in Brussels.

Communication

European Fortress Day

Together with and thanks to the efforts the EU Liaison and of Juke van Niekerk's Stichting Liniebreed Ondernemen (a foundation for entrepreneurs of fortresses), EFFORTS succeeded in organising the first European Fortress Day. 70 fortress-organisations and municipalities out of 11 European countries participated for the first time in this joint event.

Web communication and social media

Thanks to the investments of 's-Hertogenbosch, the Efforts Europe website is operational since 2017 and its content is still growing. Within six months our Facebook page grew from 80 to 160 followers. We are active on our Twitter account @effortseurope and we published 6 bi-monthly Newsletters and 2 Newsflash-reports.

Other communication activities

Thanks to Bergen op Zoom we received a well-designed roll-up stand to be used at meetings and other communication opportunities. Bergen op Zoom also printed the EFFORTS and European Fortress Day flags. For all board members business cards were issued.

Funding

With 's-Hertogenbosch we prepared and submitted a proposal for Interreg Europe, entitled: Recapture the Fortress. This proposal is meant to give Efforts more structural financial basis as an official network for built heritage. The application passed the eligibility check. In January 2019 we know whether the proposal is approved.

The basis of contacts for external and structural funding is being prepared for 2019 and beyond.

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