



NEWS FLASH

Dear member,

Dear sympathiser,

In these July days, EFFORTS wishes you not only a nice summer, but sends you a last NEWS FLASH concerning actions for 2 important events and dates after the holidays:

1.) REGISTRATION for the EUROPEAN FORTRESS DAY (with 16/7 deadline if you want to send promo material)
2.) SAVE THE DATE for the ANNUAL EFFORTS CONGRESS and Annual General Meeting (scroll down)

1.) REGISTRATION and sending deadline of photo material - EFFORTS EUROPEAN FORTRESS DAY

In order to present Europe's forts and fortifications to a larger European public, international partners are forming a new Europe-wide event : 'European Fortress Day'.

EFFORTS, the European Federation of Fortified Sites and defence lines, together with the Dutch foundation Stichting Liniebreed Ondernemen will create, together with dozens of fortress and fortification sites, this new event and the edition of European Fortress Day in September 2018.

2018, the European Year of Cultural Heritage, is at the basis of this initiative. We will have a modest start in 2018. This means that we will couple European Fortress Day to the European Heritage Days. 'Days'

indeed, since not all countries organize their Heritage Day at the same Day in September. For instance : Heritage Days in the Netherlands is on 8 September in Flanders, on 9 September, and in Brussels and Hungary on 15+16 September. This way your Fortress Day activity will be easier to catch on in your city or region. This year European Heritage Day has a fitting theme : 'In Europe' ! Our goal in 2019 is to give European Fortress Day its own date.

BEFORE 16/7/2018 - SEND PHOTO MATERIAL FOR A SHORT PAN EUROPEAN FILM

In order to make a connection between the European fortress and fortified cities and sites, we are making a short film with slides / film. This will enable us to present European fortifications to each other and the public. We need therefore high quality images and a short description of the venue and your Europe-oriented activity.

Please bear in mind : we can only use your photos and texts if all material carries your site name/info.

REGISTRATION : If you are participating in EFD, send us please before 16/7/18 a mail to info@efforts-europe.eu with the following info :

Dutch participants to titia@liniebreed.nl

- the venues participating
- the official name and logo of your city / region and contact information (name, telephone, mail and postal address)
- the dates in September you are organizing your event (according to your European Heritage Day moment in your country)
- main elements of the programme put into an energetic line, inviting the public
- the website name where you will publish the programme of your EFD
- 5 or more photos (horizontal), showing your heritage, with people, activities in and around, all in high resolution (min. 300dpi)
- if possible : film material

Send photos, logo and film by wetransfer or other data transfer system.

! If you send photos and film after 16/7, they will not be included in the promotional film of EFD, but will be included on the EFD web pages.

IN SHORT - Deadline - before 16/7/18 (use this table) :

NAME ORGANISATION / CITY / REGION

VENUES OPEN FOR THE PUBLIC

CONTACT PERSON NAME and FIRST NAME

CONTACT POSTAL ADDRESS

CONTACT MAIL ADDRESS

DATE OF PARTICIPATION EFD (SEPT. 2018)

WEBSITE FOR MORE INFORMATION ABOUT THIS EVENT

DESCRIPTION OF EFD ACTIONS PLANNED

What can visitors SEE of EXPLORE ?

+ ANNEX :

- LOGO ORGANISATION jpg
- 5 PHOTOS landscape min 300 dpi jpg

How can you further participate in European Fortress Day?

(Even if you have mentioned your interest already : REGISTER - see above)

-OPEN YOUR SITE TO THE PUBLIC You are doing this anyway probably and organize a EUROPE-linked action.

-LOAD THE COMMUNITY Feed the 'Linie' community (for Dutch members of SLO) or the EFFORTS community (by sending photos to info@efforts-europe.eu). We will make sure that your activity is highlighted at the international website of European Fortress Day.

-USE THE LOGO Insert the European Fortress Day log in all communication material, like the EUROPEAN HERITAGE DAYS. This is free publicity and it is a fitting connection to the European fortress theme. Make an online flyer and present your activity in the online media. And of course, you can put up a banner on your website to highlight your European involvement.

The logo can be downloaded via www.liniebreed.nl or via www.efforts-europe.eu or requested at the mail addresses of SLO or EFFORTS.

-USE YOUR WEBSITE

-USE THE HASHTAG #europeanfortressday

-HANG THE EFD FLAG

-DISTRIBUTE THE FLYER you download from the SLO or EFFORTS websites

-TAKE PHOTOS of your events with the flag, logo, public... and send them to SLO/EFFORTS.

In this first year, EFD will have a lean and mean organisation :

- Creation of an EFD logo
- Participants will receive a flag with the logo
- Creation of a central web page europeanfortressday.eu, linked to forten.nl and efforts-europe.eu by 16/7. It will show all participating countries, cities and other partners, with logos, photos, a mobilising intro, venues and a link to your website.
- Creation of an EFD promotional film
- Creation of a digital flyer
- Social media and Google Adwords campagne in Europe
- Press communiqué

The Press communiqué, EFD webpage address, the EFD promotional film and the digital flyer can be shared, linked and printed by all participants.

You do not need to be an EFFORTS member to participate in European Fortress Day.

To become an EFFORTS member, check the EFFORTS website. If you want more information or wish to unsubscribe from EFFORTS News Flashes or Newsletters, contact : (see underneath)

If you have questions, please contact : info@efforts-europe.eu SLO members contact juke@liniebreed.nl

JOIN US IN PUTTING EUROPEAN FORTIFIED HERITAGE ON THE MAP !

2.) SAVE THE DAY - EFFORTS ANNUAL CONGRESS

EFFORTS ANNUAL CONGRESS

and ANNUAL GENERAL MEETING

“From stronghold to welcoming arms”

Sustainable Military Heritage : European challenges after EYCH2018

Thursday 8 – Friday 9 NOVEMBER 2018

FORTE MARGHERA , VENICE, Italy

“At the end of 2018, the European Year of Cultural Heritage, EFFORTS advocates that military heritage is one of the major priorities of European policy in the cultural and regional and spatial development policy. In the after-2018 period, EFFORTS wants to work constructively with all partners towards socio-cultural, economic, environmental and technologic transformations in the field of fortification heritage.

Therefore, on 8 to 9 November, we have the honour to invite you, together with our host, Forte Marghera, to Venice, at our ANNUAL CONGRESS “From stronghold to welcoming arms - Sustainable Military Heritage : European challenges after EYCH2018”

--Frank Petter, Mayor of Bergen op Zoom and EFFORTS President

The EFFORTS Annual Congress is a great opportunity to meet with EFFORTS members, military heritage associations’ representatives, representative of the European Commission, national, regional and local authority officials and policy officers, owners of museums and fortresses, and experts and professionals from fortification sites all over Europe and to discuss the future of military fortification heritage.

➔ AGENDA:

-Part 1 : Environmental, energy and climate challenges, adaptive reuse

European policy, plans, projects, case studies and benchmarking.

Connecting and visiting on-site the 2018 BIENNALE exhibition : Forte Marghera Project Reporting from Marghera and Other Waterfronts curated by the architect Stefano Recalcati at Forte Marghera (in Mestre, Venice), will analyse significant industrial port regeneration projects, thereby contributing to the debate on Porto Marghera’s changing productive use.

-Part 2: Economic and social challenges and European values

European policy, plans, projects, case studies and benchmarking.

Participants will also be presented the report of the first European Fortress Day and visits of military built heritage in and around Venice.

➔ Paying members are kindly invited to join the Annual General Assembly at the same venue (Forte Marghera). Please register for your membership at <https://www.efforts-europe.eu/>

EFFORTS believes that European cooperation is the key to obtaining its goals. Everybody engaged actively in the protection and the reuse of military heritage at European, national, regional and local level is welcomed in EFFORTS and can become a full or associate member. EFFORTS's mission is the structuring of European cooperation, and keeping military fortified heritage at the European policy agenda. Fortified heritage is a permanent sign of our common European history. Through these actions, EFFORTS wants to contribute to the promotion of European values and social, environmental and spatial development.

EFFORTS is a European professional network with more than 40 members in many European countries. EFFORTS was founded in 2017 with the primary goal to share knowledge and expertise on military fortification heritage, like walled cities, fortresses and defence lines. The basis of EFFORTS was the final conference of the AT FORT Interreg IVC project in Helsinki, Finland in 2014 and the international conference on military heritage in 's-Hertogenbosch in the Netherlands in 2016.