



## EUROPEAN BUNKER DAY QUICK GUIDE

### Guidelines for the European Bunker Day national contact points and participants - 2019 version -

European Bunker Day is the main network event of 'Atlantikwall Europe', and constitutes the platform for the communication and actions about this 'difficult' heritage that the Atlantic Wall is. Based on Dutch 'Bunkerdag' event (and also organized in 2017 on a small scale in Belgium, together with AWE partner Raversyde), Atlantikwall Europe's European Bunker Day had his try-out in 2018 and is, starting in 2019, about opening as many Atlantic Wall sites as possible once a year around June for the larger public to promote Atlantic Wall heritage through cultural actions. This will be organized through national 'Bunker Days', forming together the 'European Bunker Day' project. European Bunker Day is not restricted to bunker sites on the coast. Any interested organization in the relevance of World War II heritage around the Atlantic Wall region is invited to participate.

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## Atlantikwall Europe

‘Atlantikwall Europe’ is a European Year of Cultural Heritage 2018 cooperation project supported by the European Commission’s Culture programme ‘Creative Europe’ and by its four main partners, cultural heritage institutions from Belgium, France and the Netherlands. The latter are joined by partner-organizations from the other Atlantic Wall countries: Norway, Denmark, Germany, and the Channel Islands.

Atlantikwall Europe is active between 1 July 2018 and 30 June 2020. In this period the Atlantikwall Europe project seeks to promote cultural heritage as a source of inspiration for cultural cooperation and to develop a new sustainable network of Atlantic Wall heritage sites. The ambition of the partners in the AWE network is to link museums, places of remembrance and other interested parties in common projects aimed at preserving memory and implicating future generations, especially the young, in the common European heritage of the WWII Atlantic Wall, and today’s relevance of this heritage.

Underlying this ambition lays the conviction that through access to this heritage, a sense of common identity can be fostered based on European values and collective memory, stimulated through cultural and art expressions and dialogue. The goal of this European project is to make sure that a sustainable event of European Bunker Day, continues after 2020.

### Why participate in European Bunker Day?

All Atlantic Wall sites can participate in the common Atlantikwall Europe organization that is European Bunker Day. The power of European Bunker Day is that all communication and marketing efforts will be coordinated on a national level. In each country there will thus be a national ‘Bunker Day’ that is part of the European Bunker Day event. This is marked by corresponding guidelines and a look and feel, thus attracting more public than they normally would. On top of that, they become a partner of AWE and thus a member of a European-wide network of Atlantic Wall sites and organizations, with access to information and knowledge, and the possibility to participate in future activities of AWE.

Per country, and through the national coordinators (the Atlantikwall Europe project original members, one per country), the date (at least a common date per country) is decided. The national coordinators also are responsible for the passing of information on the organization and the communication aspects of their national Bunker Days to all participants in their country.

For the national public, Bunker Day in a country is an opportunity to visit as many sites as one might with one ticket, and experience the heritage and the activities organized by the participants. At the same time visitors see that this is a truly European event, coordinated as such. They can also enjoy the coastal landscape and the sea, or places/sites they never thought to be visiting because they might not always be accessible or open to the public. European Bunker Day gives, for people of all ages, an opportunity to reflect, but it is equally adventurous, surprising and thrilling!

A first European Bunker Day started in 2018 in three countries, but it will expand towards all Atlantikwall Europe partners by 2019 and 2020, laying the base for a post-2020 continuous European Bunker Day action, carried by all coordinators and participants. European Bunker Day will then become a sustainable European-wide happening and will combine the opening of Atlantic Wall sites as part of a network, with actions on societal relevant issues and/or art representations. See for

example the 2018 Belgium Un/Settled exhibition and the 2019 Art work exhibition on [www.atlantikwalleurope.eu](http://www.atlantikwalleurope.eu).

## 2019 schedule

Each Atlantic Wall country has its own Bunker Day. The 2019 schedule is:

- France: Saturday May 18
- Netherlands: Saturday May 25
- Channel Islands: Saturday 1 June
- Denmark : Thursday June 6
- Belgium and Norway : Sunday June 9
- Germany : June

## European Bunker Day organisers

There are three levels of European Bunker Day organisers :

- The central organization of Atlantikwall Europe
- The national contact points per country (Atlantikwall Europe member and main participating sites)
- The participants (the Atlantic Wall sites and other organisations)..

### Atlantikwall Europe & European Bunker Day

The Atlantik Wall Europe project will provide for the European Bunker Day :

- a best-practices multilingual starter information and toolkit for candidates respecting national particularities (in annex on website)
- the European Bunker Day logo (promoted with Atlantikwall Europe and Creative Europe and European Year of Cultural Heritage 2018 logos) and hashtags
- other common communication material (website, flyer, flag, poster designs, ...)
- collection of all event information, organized by the participants, passed on by the national contact points. All material is then published on [www.europeanbunkerday.eu](http://www.europeanbunkerday.eu).

### National contact & European Bunker Day

The national contact points, Atlantikwall Europe partners and the main participants in each Atlantic Wall country, activate the national network of Atlantikwall Europe sites, participating in European Bunker Day in their country and inform them on central guidelines and communication material.

They can use the operating guidelines in the European Bunker Day Handbook for this.

They are responsible for the coordination of the national Bunker Day, and will provide the participants with:

- the event name, visuals, logos, hashtags (the use of which is obligatory for all participants)
- a flag / banner to use on-site
- formats for information boards and signs (on-site or for digital use)
- your event on the [atlantikwalleurope.eu](http://atlantikwalleurope.eu) and [europeanbunkerday.eu](http://europeanbunkerday.eu) websites
- national promotion of your actions
- assist you with access to the Atlantikwall Europe - Wall&Space street art project : a cultural project on street art, linking art and the remnants of WWII's Atlantic Wall, organised with 'Wall&Space', an Atlantikwall Europe partner.

The national contact point will coordinate communication of the Bunker Day :

- to possible new European Bunker Day participants
- by coordination social media actions and posts, advertising, press releases, posterings
- by generating a national Bunker Day program to be send to Atlantikwall Europe.

The national contact points coordinate the communication actions and check the quality of the participants European Bunker Day actions (use of logo's, execution of planned events ...).

After European Bunker Day, they collect all copies of event and communication material and send it to the Atlantikwall Europe central address.

## European Bunker Day sites

What do the participating sites do for their national Bunker Day? First, the participating sites send planning, photos and planned actions and dates to the national contact point which collects them from all national participants and sends it to Atlantikwall Europe.

Besides the opening of the memorial sites and museums on a national day, supported by common communication material, logo's, website and banners, each site is invited to combine its Bunker Day action with a (cultural) action in order to underline the relevance of its heritage:

- guided tours, walks, theatre, music, exhibitions, lectures, performances, conferences, etc. (see also for inspiration the European Bunker Day Handbook)
- focus on grammar school groups and integrated activities (testimonies, arts)
- establishment of a special entrance fee (or not) on Bunker Day.

Participating in EU-subsidised activities comes understandably with certain obligations. As a participant in the European Bunker Day, you have to:

- enrich the opening of your site on Bunker Day with a cultural action reflecting on or relating to the Atlantic Wall European heritage
- inform on the day and on your website and social media accounts and all other communications before, on and around the Bunker Day date about your participation in European Bunker Day and your membership of Atlantikwall Europe (use of visuals)
- use the provided Atlantikwall Europe and European Bunker Day visuals and logos on all sites and communication material (see website for downloading), and use hashtags #europeanbunkerday #atlantikwalleurope #europeforculture
- send, within one month after your event, photo material, links, copies of brochures on your event to your national contact point.
- be respectful in the communication at and about your Atlantikwall Europe / European Bunker Day event.

Atlantikwall Europe's partner Wall&Space is a European grouping, organizing street art temporary art expressions on Atlantic Wall site. Wall&Space can be a partner for the European Bunker Day sites in organizing a cultural action on-site.

Both national contact points and participants are invited to read the **European Bunker Day Handbook** on the website, a practical step-by-step guide with operating ideas for organizing a Bunker Day in your own country together with Atlantikwall Europe.

## National contact points

**Norway:** Ole-Jacob Abraham, Museum Vest, Ole-Jacob.Abraham@museumvest.no

**Denmark:** Jens Andersen, Museumscenter Hanstholm, ja@museumscenterhanstholm.dk

**Germany:** Franz Lensink, Bunkermuseum Emden, fralen@hetnet.nl

**Netherlands:** Geert-Jan Mellink, Stichting Europees Erfgoed Atlantikwall, g.mellink@casema.nl;

**Belgium:** Mathieu de Meyer, Domein Raversyde, mathieu.de\_meyer@west-vlaanderen.be

**France:** Aurélien Marie, La Fabrique de Patrimoines, aurelien.marie@lafabriquedepatrimoines.fr

**Jersey:** Chris Addy, Jersey Heritage, chris.Addy@jerseyheritage.org

**Guernsey:** Rachel Marsh, States of Guernsey, rachel.marsh@gov.gg

**Alderney:** Christine Bonhomme (Alderney), christine.bonhomme@maisondenormandie.com

### General contact European Bunker Day:

Atlantikwall Europe network coordinator Rafaël Deroo, rafderoo@gmail.com

Partner: Walls&Space, kontakt@wallandspace.org

## Participant registration

Register the participation of sites/organizations by submitting its coordinates at your national contact point.

Your national contact point will inform you on all issues or refer you to the website [www.europeanbunkerday.eu](http://www.europeanbunkerday.eu)

We hope that you will participate in your Bunker Day and help us making European Bunker Day a successful event!

## Bunker Day national contact points: how to operate?

- Make a list of organizations/sites that might qualify to participate in in the national Bunker Day as part of the European Bunker Day, and inform them about the principles of AWE and EBD. Ask them if they would be interested in participating in the BD on [date Bunker Day]. Refer to the AWE-brochure, link to the AWE-website and the online formular that are to be included in the mail, together with a suggested date for a information meeting.
- Organize a meeting or several meetings to inform the (potentially) interested participants, preferably combined with a visit to a/your site or some other interesting Atlantic Wall location that participants would find worthwhile to come to. Maybe there are other planned meetings or events to combine with.
- You can use Dutch Bunker Day youtube-items to illustrate the meaning and purpose of Bunker Day. As most participants won't have an image of Bunker Day, these items would help to establish an image, or at least will inspire and motivate them.
- Information is offered to the participants matching the information for the participants, that will be send to them and to interested parties. You can use the added shortened version of the European Bunker Day Handbook, a more extensive practical guide for organizing a Bunker Day. This guide is based upon 6 years experience in professionally organizing the Dutch Bunker Day.

Although detailed and elaborate and maybe not quite appropriate for beginners, it might offer some useful tips and insights for partners.