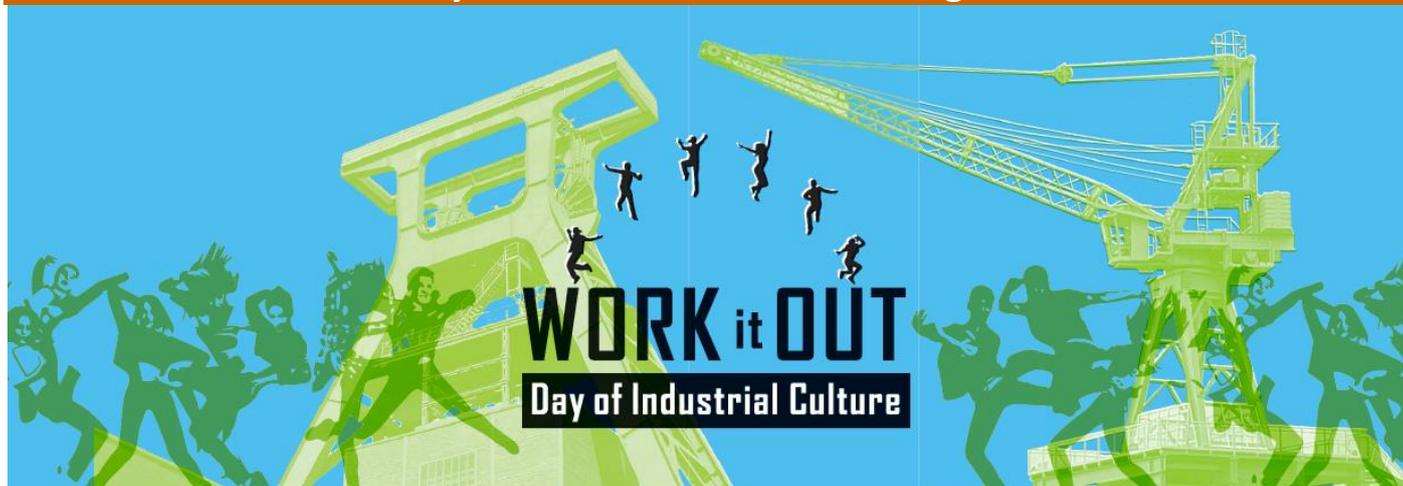




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May 1st this year was very special: the 'Work it Out' event brought together young people across Europe – to dance in celebration of our shared European industrial heritage. For ERIH, this was its main contribution to the [European Year of Cultural Heritage \(EYCH\)](#)

This newsletter provides an overview:

- Who was involved?
- What was the programme like?
- Where can I view the event on the internet?
- How was the campaign promoted?
- What else is happening?

Who was involved?

From Norway to Spain and from Belgium to Bulgaria, 32 ERIH sites in 10 countries were part of the show: One location each in Spain, Italy, Sweden, Norway, Great Britain and Bulgaria and two sites each in Belgium and the Czech Republic. As to the number of participating sites, Poland with 6 sites and Germany with 16 sites led the pack.

What was the programme like?

The day focused on the electronic dance performance 'Work it Out - Day of Industrial Heritage', composed by 17-year-old musicians Paul Fanger and Paul Ostarek – Paul & Friends – and based on Beethoven's European anthem 'Ode to Joy'. The choreography of Hai Truong, dance studio Groove Dance Classes, translated the repetitive movements of former workers into modern dance moves.



This kind of 'industrial dance' inspired children and particularly young people, who were the main





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target audience of 'Work it Out' since it's them who will take forward our shared industrial heritage to the next generation. For them the dance performance was an opportunity to experience the legacy of the industrial age in a creative way – not only as a cool location but also as part of their own culture.

In the weeks before 1 May, more than 3,000 children and young people rehearsed 'Work it Out' enthusiastically. On 1 May at 3 pm sharp, they started to dance in small or large groups, many of them dressed in black and also wearing the blue 'Work it Out' cap as an emblem and part of the performance. The participating ERIH locations combined the ERIH event with further visitor attractions.

Where can I view the event on the internet?

The actual dance only took three minutes, but now everyone can see it on the internet. On erih-workitout.eu ERIH has compiled videos and photos of the event that have been shared in the most relevant social networks.

On the ERIH website you can find a **photo gallery** and **links to all videos of the participating sites:** <https://www.erih.net/service/photo-galleries/erih-and-events/work-it-out-erih-dance-event-1-may-2018/>

If you prefer to search individual platforms, you will get the best overview on YouTube's [ERIH WORKitOUT](https://www.youtube.com/erih-workitout) and the hashtag [#erihworkitout](https://www.instagram.com/erihworkitout) on Instagram. The same hashtag also works on Facebook.

The internet clearly shows the broad variety of the event – each dance performance is unique. This is due of course to the different locations, but even more to the dancers themselves. Even though they perform the same moves – and obviously enjoy it – each setting has its very own atmosphere.

How was the campaign promoted?

Since the beginning of 2018 'Work it Out' was prominently promoted on the ERIH website – <https://www.erih.net/eych-2018/erih-dance-event-work-it-out> – and it is also integrated into the main menu via the 'EYCH 2018' button. Another way to open the 'Work it Out' page is a click on the 'European Year of Cultural Heritage' button in the ERIH website's header. Once there, the 'Work it Out' logo links to www.erih-workitout.eu countdown page and the event's social wall.

The pan-European EYCH 2018 online platform refers to 'Work it Out' as well:

https://europa.eu/cultural-heritage/dance-event-work-it-out_en.



The same applies to sharingheritage.de listing the German contribution to EYCH 2018 under <https://sharingheritage.de/projekte/work-it-out>.



Further support came from a successful social media campaign, which generated more than 5.5 million impressions (should this be 'hits' or 'likes' or 'images'. 'Impressions' doesn't seem to read correctly in English). and reached over one million Europeans, aged 14 to 45. Out of these users, 35,358 clicked on the linked home pages to learn more about 'Work it out'. The budget spent, about 4,300 euros, was comparatively small and corresponded to a cost per mille (CPM) of 81 eurocents. This is the amount needed to reach 1,000 people in the identified target group. The average CPM for Internet advertising is around four euros and thus significantly higher.





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What else is happening?

On May 9th, 'Work-it-Out' took part in the #Ode2Joy Challenge of the pan-European Federation for Cultural Heritage, Europa Nostra: <http://www.europanostra.org/ode-joy-challenge>.

The challenge collects individual settings or variations of the European anthem 'Ode to Joy'. The best entries will be included in a video to be shown on June 22 at the presentation of the European Union Prize for Cultural Heritage in Berlin.

ERIH itself is running a competition on its YouTube page ERIH_WORKitOUT: the videos with the highest number of clicks will receive an ERIH prize. So it's worthwhile promoting your favourite ERIH site.

An exciting overview of the entire 'Work it Out' event is provided by a composite promotional video **The video is on YouTube** <https://www.youtube.com/watch?v=QIshji-wL0o>



Your opinion counts

In order to evaluate the event we have created questionnaires to gather the opinion of both participants and non-participants.

It would be helpful if you could assist us by filling in the questionnaire:

Google form for Non-Participants:
<https://goo.gl/forms/UkwglpajjJbmROfK2>

Google for Participants:
<https://goo.gl/forms/XshgoObeRwqNqPr23>

We look forward to hearing from you!

We thank sincerely...

...all those who made 'Work it Out' and 1 May a festival of European industrial heritage. The stars of the events were the enthusiastic young dancers, but we would also like to thank the participating ERIH locations for their great commitment.

Special thanks go to **Elisabeth Budde and Thomas Baumgarten from TRANSPARENT Design**, who successfully led ERIH (together with **Heike Sturm in the ERIH Office**) to its first pan-European event and to **Lucien Coy, Creative Digital Strategy** and **Ralf Schulte** from the agency **pagebreaker** for the successful social media campaign.

Also to the team of **GK-Film AG, Frankfurt** for uploading all videos and producing the composite video. And of course to the composers **Paul Fanger and Paul Ostarek** for the music and **Hai Truong from Tanzstudio Groove Dance Classes** for the choreography.

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