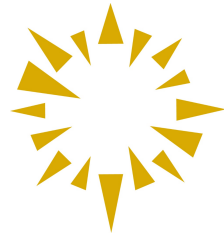




ACTIONS REPORT 2022

EUROPEAN NETWORK OF HOLY WEEK AND EASTER CELEBRATIONS





EUROPEAN NETWORK OF HOLY WEEK
AND EASTER CELEBRATIONS
RED EUROPEA DE CELEBRACIONES
DE SEMANA SANTA Y PASCUA

Actions Report 2022

Assemblies

Assembly of the European Network of Holy Week and Easter Celebrations, 5 April 2022, online.

Assembly of the European Network of Holy Week and Easter Celebrations, 27 June 2022, online.

Assembly of the European Network of Holy Week and Easter Celebrations, 12 September 2022, online.

Actions

- Presentation at the International Tourism Fair Fitur 2022 of the **Candidature of the European Network of Holy Week and Easter Celebrations as European Cultural Route**, January 19th.
- **Development of a promotional video of the Network** in Spanish <https://www.youtube.com/watch?v=BRRjEPhZLPE&t=7s>
- **Presentation of the candidature** in Luxemburg. May 5th.
- **Celebration of the II European Meeting of Brotherhoods and Confraternities**. May 19th and 20th, 2022. <https://encuentrodehermandades.eu/>
- Cooperation project of the Network of **Holy Week Museums**
 - o Communication: specialized media has received information about museum's activities and about the uniqueness of Holy Week celebrations.
 - o Meetings: February 15th.
 - o Presentation in social media of the Piece of the Quarter:

Piece of the Quarter: March-July 2022

Participant museums:

The Inquisitor's Palace – National Museum of Ethnography, Birgu, Malta.

Piece: The Volto Santo Reliquary

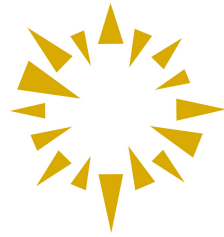
Škofja Loka Museum, Slovenia

Piece: The Cross of Hope

Brotherhood of the Ecce-Homo, Alcalá la Real, Spain

Piece: Ecce-Homo and the Signs of Passion

Religious Museum of the Brotherhood of the Good End, Cabra, Spain



Actions Report 2022

Piece: Image of Fallen Jesus
muBBla. Embroideries Museum of the White Float, Lorca, Spain
Piece: The Cloak of Queen Esther
Brotherhood and Confraternity of the Holy Christ of Love, Lucena, Spain
Piece: Olive branch of Our Mother of Peace ("Campanitas")
Brotherhood and Confraternity of Our Lord Christ at the Column and Blessed Virgin of Peace and Hope, Lucena, Spain
Piece: Procession Cape of Our Lady of Peace and Hope
Holy Week Museum of Orihuela, Spain
Piece: Cross Emblem of the Confraternity of the Ecce-Homo
Permanent Exhibition of Puente Genil's Holy Week, Spain
Piece: The Devil and Death
Permanent Exhibition of Viveiro's Holy Week, Spain
Piece: The Arrest of Jesus or Kiss of Judas

Piece of the Quarter: July-November 2022

Participant museums:

The Inquisitor's Palace – National Museum of Ethnography, Birgu, Malta
Piece: Clapper
Brotherhood of the Ecce-Homo, Alcalá la Real, Jaén
Piece: Float of the Prisoners
Religious Museum of the Brotherhood of the Good End, Cabra, Córdoba
Piece: Goldsmith Ornaments of The Brotherhood of the Good End
muBBla, Embroideries Museum of the White Float, Lorca, Murcia
Piece: Steward's Tunic, Mother of Sorrows
Brotherhood and Confraternity of the Holy Christ of Love, Lucena, Córdoba
Piece: Thistle Crown, Most Holy Christ Crucified
Brotherhood and Confraternity of Our Lord Christ at the Column and Blessed Virgin of Peace and Hope, Lucena, Spain
Piece: Canopy's Drop
Permanent Exhibition of Puente Genil's Holy Week, Córdoba
Piece: The Riffraff
Permanent Exhibition of Viveiro's Holy Week, Lugo
Piece: Dead Christ
Holy Week Museum of Orihuela, Spain
Piece: Model of The Head of Our Lord Father Jesus of Nazareth
Škofja Loka Museum, Slovenia
Piece: Passion Flags

Piece of the Quarter: November 2022-March 2023

Participant museums:

The Inquisitor's Palace – National Museum of Ethnography, Birgu, Malta
Piece: Clay Miniature of Our Lady of Sorrows
Brotherhood of the Ecce-Homo, Alcalá la Real, Spain
Piece: New Pennon of Our Lord Christ at the Column



EUROPEAN NETWORK OF HOLY WEEK
AND EASTER CELEBRATIONS
RED EUROPEA DE CELEBRACIONES
DE SEMANA SANTA Y PASCUA

Actions Report 2022

Religious Museum of the Brotherhood of the Good End, Cabra, Spain
Piece: Candlesticks or Wax

muBBla. Embroideries Museum of the White Float, Lorca, Spain
Piece: The Cloak of Judith

Brotherhood and Confraternity of the Holy Christ of Love, Lucena, Spain
Piece: Heart Reliquary of the Holy Christ of Love

Brotherhood and Confraternity of Our Lord Christ at the Column and Blessed Virgin of Peace and Hope, Spain
Piece: Centurion

Holy Week Museum of Orihuela, Alicante
Piece: Roman Quadriga

Permanent Exhibition of Puente Genil's Holy Week, Spain
Piece: First Old Lady Lent

Permanent Exhibition of Viveiro's Holy Week, Spain
Piece: Holy Christ of Piety

- **Day of the Network and Drawing contest** (October 1st and 2nd)

The Day of the Network takes place once a year in order to transmit the tangible and intangible cultural values of Holy Week all throughout the year. Such values represent a rich tourist and cultural offer for locals and for visitors.

On the occasion of the celebration of the I Day of the Network, we have organized a Children Drawing Contest to emphasize Holy Week and Easter celebrations. The goal is to present how children from different parts of Europe experience these celebrations, as well as the similarities and differences of these traditions in each of these locations.

Promotion in social networks and webpage:

<https://www.holyweekeurope.com/dia-de-la-red/>

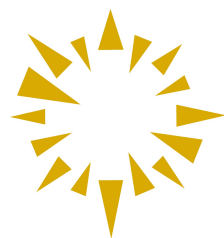
<https://www.holyweekeurope.com/concurso-de-dibujo-infantil/>

Press release

Activities program:

<https://www.holyweekeurope.com/wp-content/uploads/2022/09/Programa-de-actividades.pdf>

- **Presentation of the Project Erasmus + Paths4Crafts – Cultural and creative entrepreneurship for young people**



Encouragement of creative entrepreneurship among younger people through the promotion of artisanal crafts. Implementation: May 2023 (September)

- **International Meeting of Heritage and Cultural Routes of Ibero-America** that will be held in Quito (Ecuador) (10-11 November)

Participation in the International Meeting of Heritage and Cultural Routes of Ibero-America held in Quito (Ecuador). During the Meeting, organized by the Organization of Ibero-American States (OIE) in Ecuador and the town of Quito, there were more than 20 international experts whose goal was to assess our cultural tourism, our diverse experiences, and our challenges. We offered a conference entitled: Celebrating Cultural Diversity through our Cultural Heritage. The moderator for the occasion was Norma Campos, from the organization Visión Cultural (Bolivia) and we counted with the participation of a representative from Quito who shared his knowledge about Quito's Holy Week.

- **I Technical Cooperation Conference: Guadalupe Route and the Permanent Forum of Euro-Ibero-American Cultural Cooperation** (27 October 2022)

Participation in the I Technical Cooperation Conference: Guadalupe Route and the Permanent Forum of Euro-Ibero-American Cultural Cooperation through Cooperation Networks organized by the European and Ibero-American Academy of the Yuste Foundation, the Organization of Ibero-American States (OEI), the European Institute of Cultural Routes, and the Cooperation Network of Guadalupe Pilgrimage Historical Routes. During the Conference, that took place in Spain, we participated in the Session about Best Practices during Cultural Routes in Spain with Ángel Rafael Pacheco Rubio, on behalf of the Route Vía de la Ruta de la Plata and of the Iter Romanum Association, and José Juan Cano Delgado, a representative of the routes Rutas de la Trashumancia. The conference was moderated by Ramón Montes Barquín, technical coordinator of the Prehistorical Cultural Route Carreteras de Arte Roca.

- **II European Congress of the Network: From the Local, to the Universal**

Organization of the European Congress that will take place next year in site in Palermo. Design and creation of the webpage and of all the documentation:

<https://holyweekconference.eu/es/>

Management of attendants' registrations, as well as those of speakers, reception of documentation, communication, and issuance of press releases.

Presentation of the Congress in Palermo (14th October 2022) and in Madrid during the International tourism Fair FITUR (January 2023).

Impact on the media of the European Network of Holy Week and Easter Celebrations 2022

Press releases of the following actions were sent:

- Presentation of the European Cultural Route Candidacy at FITUR (January 2022)
- Outstanding Piece of the Museums (February 2022)
- II Meeting of Brotherhoods and Brotherhoods (May 2022)
- Ordinary General Assembly (June 2022)
- European Network Day (September 2022)
- Presentation of the European Congress in Palermo (October 2022)

In addition, an article was sent to the Museology Magazine of the Spanish Association of Museologists (March 2022).

In relation to the traditional media, the European Network had more than 50 appearances in 2022, especially in Spain in the media where our partners reside (press, radio, television, digital) and in others such as Europa Press , La Vanguardia, Cadena COPE, El Imparcial, Onda Cero or Esdiario. In addition, the press releases of the actions in which members of the Ministry of Spain have participated have also appeared in the digital media of La Moncloa and the Ministry of Culture of Spain.

Regarding social networks, the activity has been much more noticeable on Facebook, where some of our partners are very active. On this channel, we have an average post reach of 13,000 users and post engagement of 3,000 users. The outstanding publication last year was the generic video of the European Network, with more than 1,000 reproductions. On Instagram, the activity has been minor, taking into account that the followers are a third of those we have on Facebook. At LinkedIn, we have a more symbolic activity since this social network focuses more on contact for the generation of new members, rather than on the dissemination of the activity of the European Network.

It is important to mention that contacts have also been made with the Catholic Schools of Spain and with the Association of Brotherhoods and Confraternities of Spain who have published information about the European Network on their respective social media.

In conclusion, it is necessary to strengthen the international presence in the media. Despite sending the press releases in English to our partners, it is important to disseminate them to the media in their environment. From the European Network, an action was carried out together with the partners to expand our database by incorporating international media from the member countries, but the result was not optimum. The collaboration of the partners of the European Network is very important.

Regarding social networks, a lot of emphasis is being placed on the community of Instagram followers, with notable growth in the last months of 2022 and the first months of 2023. It is important to continue strengthening Facebook, with regular generic advertising campaigns. LinkedIn, for its part, does not need parallel actions to those that are currently being carried out.