



Rijksdienst voor het Cultureel Erfgoed  
Ministerie van Onderwijs, Cultuur en  
Wetenschap

## Whose business is it anyway?

***Survey on the relationship  
between archaeology, the public  
and the national government***

Marjolein Verschuur – *Cultural  
Heritage Agency of The Netherlands*

March 23, 2018



## Valletta Convention, article 9

### **Promotion of public awareness**

*Each Party undertakes:*

*i to conduct educational actions with a view to rousing and developing an awareness in public opinion of the value of the archaeological heritage for understanding the past and of the threats to this heritage;*

*ii to promote public access to important elements of its archaeological heritage, especially sites, and encourage the display to the public of suitable selections of archaeological objects.*



# Museum and community centre



# Archaeohotspots



nationale **ARCHEOLOGIE** dagen

Wat?  
De dagen waarop iedereen kennis kan maken met de fascinerende wereld van de archeologie

Waar?  
317 activiteiten op zo'n 200 locaties door heel Nederland

Wanneer?  
13, 14 en 15 oktober 2017

Wie?  
45.000 bezoekers

2017

nationale **ARCHEOLOGIE** dagen 2017

Voorwoord Provincies Tijdljn Deelnemers Live Opgravingen Digitale Archeologie Be





## Archaeology in the media

**Archaeologist find Roman coin and 4000 year old pottery at royal palace!**



De Stentor

**Unique cooperation  
archaeological sector!**



Erfgoedstem.nl

**Archaeology boring? In  
Dalfsen it's alive and  
kicking!**





## Same place, different perspective

Royal palace: “fortunately the archaeological finds do not effect the planning of the building”.

Dalfsen: “should the developer pay for this research”?

Map of archaeological values: “more transparency in archeological value is necessary”



# 4 SCENARIOS IN DUTCH ARCHAEOLOGY 2030

Developments in the physical environment are important: they are also very uncertain. The development of the public support for archaeology is also uncertain. More than ever this will translate politically in enhancement or weakening of the care for archaeology.

SMALL BUT PLEASANT



LOW

MALTA PASSÉ



HIGH

A DOUBLE FEELING



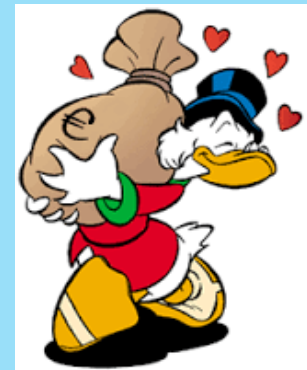
PUBLIC

SPATIAL DYNAMICS

HIGH

SUPPORT

RICH, POOR IN CULTURE



LOW



## Survey on public outreach in archaeology (1)

How is public outreach arranged in Dutch archaeology on the level of the national government and how does this relate to the way public outreach is arranged in other European countries? What could be improved?

Method:

- Questionnaire
- Mapping of relevant frameworks (legislative, policy)
- Study of literature



## Survey on public outreach in archaeology (2)

Nearch: 71% of the public thinks that archaeological results should be communicated to them in a better way and that more possibilities for cooperation should be set up.

Bottum-up, top-down, local, regional or national?

Structural approach to public outreach and degree of public interest in archaeology are related.







## Survey on public outreach in archaeology (3)

### Recommendations:

- Establish a dialogue between civilians and professionals
- Create a stimulation fund for public outreach
- Organize participation in monument designation