



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



## Guidelines for the organisation of the Hanseatic Day

The purpose of these guidelines is to ensure the high quality of the Hanseatic Day and support the host city in the planning and organisation. Any deviations from these guidelines shall be agreed upon in the Commission.

### General

- Based on the historic example the Hanseatic Day should be scheduled for June or the last weekend of May. The dates must be communicated at least two years before the event.
- Wording: Internationaler Hanse**tag** / International Hanseatic **Day**

#### The host city...

- Sets up a management team in charge of all aspects related to the organisation of the Hanseatic Day.
- Provides the meeting rooms and technical equipment for the meeting of the Commission and the Assembly of delegates as well as breakout rooms for the Board meeting and the meetings of working groups and project consortia.
- Reserves a sufficient number of rooms for the participants from HANSA member cities in all categories (ranging from youth hostels to high-end hotels). One contact person in charge of accommodation should be named.
- The programme should be finalised and approved by the Board before the autumn Commission meeting. The Commission approves the proposal presented at the meeting.
- By December of the year preceeding the year of the Hanseatic Day the invitations and registration form should be sent to all member cities. The registration form shall include different categories of participants (esp. the status as official delegate).
- At least four weeks before the Hanseatic Day the final documents (e.g. confirmations, vouchers, maps) shall be sent out. The map has to include all relevant venues including the Hanseatic market/fair and the stages.
- An effective promotion of the event needs to be ensured (e.g. event website, social media, posters, panels, brochures, programmes).
- Hashtags to be used: #Hansetag #HanseaticDay, #weareHANSA #wirsindHANSE
- The Corporate Design Guidelines of THE HANSA must be respected in all communication and marketing activities.
- Toilets should be provided free of charge for the participants of the member towns/communities.
- The festival and related places should be accessible for people with disabilities.

#### The Hansa Office...

- Supports the host city in overall questions and provides an updated contact list of the members.
- Publishes regular updates on the event on the Hansa website and provides links to the online communication channels of the host city.



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## **Fair Trade**

- In the planning and implementation of the event the host city shall take the guidelines [“Fair Hansa – Fair Trade”](#) and the handbook [“Sustainable event planning”](#) into consideration.

## **Autumn Commission**

- The autumn Commission meeting takes place on a weekend between the end of October and mid-November. The date must be coordinated with the Board.
- The host city provides meeting rooms and technical equipment free of charge for the Commission meeting, the Board meeting and working group meetings (if relevant).
- One hotel should be recommended as accommodation for the participants, if possible.
- Before the Commission meeting, the host city should offer a guided tour to all venues linked to the Hanseatic Day.

## **Hanseatic Day**

### **Programme**

The programme comprises the meetings of HANSA bodies and working/project groups, a Hanseatic market/fair, workshops, cultural events, the “Hansa party”, an ecumenical service and an opening and closing ceremony. If possible, it should also include an event/congress with an economic focus. The Youth Hansa delegates should be offered a dedicated youth programme, however also providing sufficient links to the main programme. The art exhibition HANSEartWORKS is also an obligatory part of the Hanseatic Day. In the planning, implementation and follow-up of the exhibition the host city follows the guidelines provided by the HANSEartWORKS project group.

### **Name tags**

- The host city provides name tags for all delegates and participants of the member cities, using a colour code for the different categories of participants.
- The Youth Hansa delegates shall get name tags marked with “Youth Hansa”.

### **Opening ceremony**

The opening of the Hanseatic Day should be a public event for a wide audience.

### **Assembly of delegates**

- The Assembly of delegates should start on Saturday at 9 a.m. and end at 2 p.m. at the latest.
- After the meeting a light lunch should be offered in or adjacent to the meeting venue.
- The Assembly of delegates may not interfere with other meetings or seminars.
- The Board qualifies the agenda and prepares the agenda points in the Board meeting.
- The presentation of projects should last no longer than 5-10 minutes and foresee the opportunity to ask questions.
- The host city arranges a simultaneous translation into German, English and – if possible – Russian.
- Each participating member city gets one voting card, regardless of the number of delegates.

- Agenda: Will be prepared and sent out by the Hansa Office. The members may submit items for the agenda before the meeting, using this form. The proposals will be accepted or rejected by the Hansa Office and the Board (in case of a rejection due to the lack of time alternative ways to present the issue will be offered, e.g. in a newsletter article/ mailing or an information booth next to the meeting room). To allow the delegates to prepare for the meeting, the agenda includes a brief description of each agenda item (summarising the topic, aims, specific questions or points for discussion, decisions, background information if relevant).

#### Hanseatic market/fair

At the Hanseatic market/fair the visitors shall be able to experience the special Hanseatic atmosphere. This requires:

- Central location in the town center.
- Provision of a sufficient number of market stalls/pavilions of at least 2x3 meters in size for a maximum price of 500 EUR.
- On each pavilion the name and country of the city shall be displayed.
- Access to water, electricity and other services must be available at an extra charge.
- The participating cities should be allowed to bring their own stalls (a description of these must be provided and their setup must be approved by the host city in advance). The fee for own stalls should not exceed 10 EUR per meter (terms and conditions for larger stalls can be agreed on request).

Opening hours of the Hanseatic market/fair:

- Friday and Saturday: 10 a.m. to 8 p.m.
- Sunday: 11 a.m. to 4 p.m.
- The participating cities must ensure opening and staffing of their stall until 4 p.m. on Sunday.

The following issues need to be considered:

- National and regional rules and regulations, e.g. for the sale of alcoholic beverages.
- Customs regulations.
- Special needs and requirements must be discussed with the host city in advance, as early as possible.

#### Cultural programme

- The host city provides the stages for the event: a covered main stage with a minimum size of 10x13 meters for the opening and closing ceremonies as well as a number of smaller stages.
- Electricity and loudspeakers must be available.
- A detailed cultural programme should be developed for each of the stages.
- The host city may reject performances that are not in line with the overall programme.

#### Youth Hansa

- The Youth Hansa delegates shall be offered a varied programme including joint sessions with the official delegates of the member cities to facilitate contact and exchange.
- Sufficient time for the Youth Hansa Assembly of delegates needs to be foreseen. Overlaps in time with the main Assembly of delegates of THE HANSA must be avoided.



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- The Youth Hansa delegates should be offered accommodation in guest families. If this is not possible, a joint accommodation for all Youth Hansa delegates should be arranged in a central youth hostel (or similar).
- Information about the activities of THE HANSA and the programme must be provided to the Youth Hansa delegates well in advance (regular updates after registration).

#### Cultural groups

- Basic accommodation in shared rooms should be offered at low cost (about 10 EUR per night).
- Meals should be available in a canteen at a low price.
- The groups should have a contact person (at least one per city) who speaks the language of the participants or English.

#### "Hansa Party"

- All participants and volunteers should be invited to a party with food, drinks and entertainment organised by the host city (maximum ticket price 15 EUR).
- The host city should book a venue of ample size that is easily accessible.
- Opportunities for performances by cultural groups from the member cities should be foreseen.
- The party starts on Saturday at 9 p.m.

#### Closing ceremony

- The host city provides signs displaying the names of the participating cities for the closing ceremony.
- All cities participating in the Hanseatic Day must be present at the closing ceremony.
- The final parade takes place at 4:30 p.m. on Sunday.
- The programme including the parade should last no longer than one hour.