1. Name, venue, date and organizer of the activity:

Main rituals:
- The Abraham Celebration (Abrahamdag) at various locations throughout the city of Leuven (Belgium) including the Sint-Donatus Park, took place the 31th of August 2013.
- Birth Year Day (Jaartallendag) at various locations throughout the city including the Saint-Peterschurch, took place the 8th of September 2013.
Organizers: vzw Koninklijk Verbond der Jaartallen Leuven and the Leuven Age Sets

Others:
- 9/08/2013 planting of the ‘Meyboom’ (maypole) by Birth Year 1969;
- each third Saturday of the month the town hall cellars (where part of the collection of the Leuvens Age Sets is shown) are open for visitors;
- 01/06/2013: youngest Birth Year 1973 created a new giant for Leuven, Fiere Margriet, presented in a big procession throughout various locations in the city
Organizers: vzw Koninklijk Verbond der Jaartallen Leuven and the Leuven Age Sets

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

In general these activities create visibility for the rituals and the phenomenon of the age sets in the city. Abraham Celebration: Birth Year 1963 passes on to the next generation, Birth Year 1973
- Open house of the town hall cellars each month: tourists and visitors of Leuven are introduced to Birth Year Life of Leuven via the artifacts presented there
- Youngest Birth Year 1973: created a new big event to get attention to their Birth Year and in addition to the Birth Year Life of Leuven in general

In short; they stimulate visibility, awareness-raising and dialogue.

3. Who were the audiences of the activity? (Please tick the five most relevant)

☐ UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
☐ Development agent (e.g. Intergovernmental Organizations, UN system)
☒ Policy maker (e.g. ministries, parliamentarians, local authorities)
☒ Civil Society (e.g. private persons, NGOs, companies)
☐ Scientists / researchers / academia
☐ Educators / teachers / trainers
☒ Youth / students
☐ Mass media
4. **Was there any media coverage for your activity?** (Please specify the number of features)

<table>
<thead>
<tr>
<th>Type</th>
<th>Local</th>
<th>National</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td>4 (Info Leuven, Uit in Leuven)</td>
<td>8 (Het Laatste Nieuws, Het Nieuwsblad Vlaams-Brabant)</td>
<td></td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td></td>
<td></td>
<td>1 (Radio 2 Vlaams-Brabant)</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td></td>
<td></td>
<td>2 (ROBTV)</td>
</tr>
<tr>
<td></td>
<td><a href="http://leveninleuven.be/tags/jaartallen-stoet/">http://leveninleuven.be/tags/jaartallen-stoet/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://leveninleuven.be/2013/05/08/kleur-teken-en-schrijfwedstrijd-rond-de-fiere-margriet/">http://leveninleuven.be/2013/05/08/kleur-teken-en-schrijfwedstrijd-rond-de-fiere-margriet/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://leveninleuven.be/2013/05/02/1ste-editie-reuzeleuven-op-1-juni-2013/">http://leveninleuven.be/2013/05/02/1ste-editie-reuzeleuven-op-1-juni-2013/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook:</td>
<td>Koninklijk Verbond der Jaartallen, Mannen van 73, Erfgoedel Leuven</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter: Erfgoed Leuven</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Erfgoedplus:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.erfgoedplus.be/dossier/fiere-margriet/leuven">http://www.erfgoedplus.be/dossier/fiere-margriet/leuven</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. **How many people have been reached approximately through the communication about the activity?**

250,000

6. **What was the effect of your activity for the Convention’s visibility?** (Please tick the two most relevant)

- The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
- The purposes and objectives of the 2003 Convention were made known to new audiences
- The achievements of the 2003 Convention were promoted to new audiences
- UNESCO’s publications (www.unesco.org/publishing) were promoted to new audiences
Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.
Het Jaartallenleven van LEUVEN
Het Jaartallenleven van LEUVEN
Drie auto’s botsen

Op de Drongensteenweg in Lier kwamen vrijdagmorgen om 6.30 uur drie auto’s tegen elkaar aan. In Brussel-Oost kwam een rooster open.

Mountainbiker botst tegen wagen

Na een conflict met de aanhangwagens van een enkele trein in Boechout werd een mountainbiker geblesseerd. Het ongeval is niet gevaren, maar de verzekering van de treinmaatschappij is verzekerd voor een lichamelijk beschadigd persoon.

LEUVEN

Bromfietsen omver geduwd

In de samenwerking van de politie en de brandweer is een grote praktische uitvoering gebleken. Bij de bruikleen van de politie worden bromfietsen omver geduwd. Deze praktijk heeft geleid tot de bescherming van fietser en fietser.

HULDENBERG

Wakker gebied

Een bewoner van de woning Krijgskampstraat 34 uit Hasselt raakte zwaargewond wanneer hij werd opgevliegd door een auto. Hij werd naar het hospitaal overgebracht, waar hij er nog steeds voor een lange tijd tegen moet.
Further in the park you will find Kamerood Sesteg, a statue by artist Jan Rosseels. The Men of 1960 donated it to the city in 2000. It symbolises the eternally young man full of the joy of living. The finger to his nose indicates a know-all. The terrestrial globe at his feet is a symbol of illusion, the baby of new life, the snail symbolises the slow process of growing old and the riper man with a bouquet of flowers symbolises ‘painting the town red’. Nobody knows the precise meaning of ‘kamerood sesteg’. Some claim the term originated in mediaeval archery clubs. The archery associations could have no more than 60 members. Whenever a member died, a junior member was allowed to join the association: he became the 60th member or the ‘kamerood sesteg’. In the municipal park there is also the kiosk in which the ‘Joorzangers’ (Birth Year Singers) often perform. The ‘Joorzangers’ (‘joor’ is Leuven’s dialect for ‘year’) are the own choir of the Birth Years, set up in 2005.

In the Naamsestraat, at Saint Michael’s Church, you will find another symbol of friendship: the friendship tree. This tree was planted in 2000 at the initiative of the municipal department of public parks and gardens. Since then, every celebrating Birth Year has suspended a text in the tree. The trunk is the symbol of their friendship and the branches represent the different circles of friends. A new branch grows every year, just as a new circle of friends is added each year to the Birth Years.

You have now reached the Grote Markt. Since 1974 the Leuven ‘Jaartallen’ have planted their Meyboom (Maypole) here at 5 p.m. on 9 August, as a symbol of young burgeoning life and growth. The planting of the Meyboom is a centuries old tradition. According to legend the companions of Saint Lawrence in Brussels were granted the privilege of planting the Meyboom every year in Brussels, unless the inhabitants of Leuven could capture the tree before 5 p.m. In 1974 the Men of 1929 decided to withdraw this privilege from the inhabitants of Brussels and transfer the only real Meyboom to Leuven. At night they cut down the tree of the inhabitants of Brussels and on 9 August 1974 the tree stood on the Grote Markt of Leuven before 5 p.m. Since then both Brussels and Leuven have appropriated the right to plant the ‘real’ Meyboom.

Since October the 15th of 2011, Leuven obtained a ‘Jaartallenpad’ and a ‘Marrainenplein’: two new street names with a clear reference to the ‘Jaartallen’ life of Leuven. These streets are located in the neighbourhood of the ‘Pentinteniestraat’ and the ‘Fonteinstraat’.

Would you like to join or obtain more information about Birth Year life?

Koninklijk Verbond der Jaartallen vzw
Raadsdekmakers Stadhuis
Grote Markt 9 - 3000 Leuven

0499 40 52 94
info@jaartallen.be
www.jaartallen.be

Imagine, you are a man and are about to turn forty. A whole new life awaits you thanks to a unique Leuven form of club life: the Men of the Year. Together with other men who share your birth year, you start preparing for your fiftieth birthday, during ten years. You will make a whole new group of friends. Not just for ten years, but for life. Friendship, solidarity and commitment that is what the Men stand for, beyond social and others borders.

This is the ‘Jaartallenleven’ (Birth Years) life of Leuven!
3. Some of Fonske’s ‘Jaartallen’ costumes are stored in the museum depot of M.

4. On the Herbert Hooverplein you will find the Friendship Balloon. The statue by artist Danny Tulkens was created at the request of the ‘Verbond der Jaartallen’ (Association of Birth Years) in 1988. The balloon symbolises friendship, one of the basic characteristics of Birth Year life. In September Leuven Fair is located on the Monseigneur Ladeuzeplein and the Herbert Hooverplein. Here also the ‘Jaartallen’ play a role: since 1974 together with the fair travellers they have organised a special children’s day at Leuven Fair for less fortunate children.

5. In the Saint Donatus Park or municipal park you will find another two statues that are linked to Birth Year life. At the entrance there is the statue of Abraham by artist Freddy Janssens. The statue refers to the ‘Abrahams’ of the ‘Jaartallen’: on their fiftieth birthday the Men become ‘Abraham’, a symbol of wisdom. The celebration takes place before this statue. Originally, the statue stood in the Broekstraat, but it did not receive enough attention there. That is why the Men of 1937 kidnapped the then Chairman of the Association Arthur De Wit in 1980. In exchange for his release they demanded that the statue be moved to the city centre. Burgomaster Vansina subsequently had the statue moved to the municipal park.