

Launch of *Interpret Europe*

New international association will promote the interpretation and presentation of natural and cultural heritage across Europe.

A new international association has been launched that will help people throughout Europe to appreciate and protect our heritage. 'Interpret Europe' brings together people and organisations concerned about heritage interpretation, to raise standards in explaining why heritage is important and why it should be conserved for the future.

Interpret Europe's Chair, Michael Glen from Scotland, said 'Interpret Europe's role is simple - it is to help the people of Europe to understand, enjoy and protect Europe's heritage. It will help to encourage a shared awareness of our heritage, to develop community pride and to help enhance local economies.'

Interpretation is the professional skill that helps to bring people closer to the richness of Europe's cultural and natural diversity through, for example, leaflets, websites, exhibitions and visitor centres. It helps visitors to understand why places, objects and events are important, to enjoy the heritage experience by telling stories that relate emotionally to the people and reveal the bigger picture. Interpret Europe aims to foster and further excellence in the practice of interpretation throughout Europe and to encourage research into interpretive techniques and achievement.

Interpret Europe is a membership organization for those involved with interpretation on the ground, in its management and in associated research. It is a valuable forum for exchanging experiences and for encouraging professional development in heritage interpretation. By working across national boundaries and building on the experiences of the many organisations and individuals throughout Europe who care deeply about heritage it aims to make a real difference to people's lives and to protect the treasures of our environment and our history.

Ends

Notes for editors:

Interpret Europe's new website is now launched – see www.interpret-europe.net

Interpret Europe is the European Association for Heritage Interpretation. It was formed in Slovenia in July 2010 and is registered as a charity with its headquarters in Freiburg, Germany. Its Supervisory Committee includes members from England, Italy, Germany, Croatia, Scotland, Slovenia, Spain, Ukraine and Wales. They represent varied skills from the management of protected areas to environmental education, from consultancy to the museums sector. Its Chair is Michael Glen (Scotland) and its Directors are Patrick and Bettina Lehnies in Freiburg, Germany.

Interpret Europe - European Association for Heritage Interpretation e.V.

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Interpret Europe aims to play an important role in fostering and furthering the interpretation profession. It will bring together national interpretation associations that may already exist and help interpreters in other countries to build up their own associations. It looks forward to working with a range of European governmental bodies and NGOs which have similar or related objectives.

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