



interpret europe
European Association for
Heritage Interpretation



Photo: Trina McKendrick

Newsletter

Spring 2017

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Dear members,

We have checked your paper abstracts that have been selected for our upcoming Spring Event in Prague, and we are delighted to see how the challenging policies that appear in the news provoke thinking about our own profession.

- What role does reality play when individual perceptions are promoted as 'alternative facts'?
- What exactly do we mean when we are talking about 'meaning-making'?
- How can we deal with the heritage of migrant communities?
- How much real participation is needed in interpretive processes?
- Is the word 'interpreter' appropriate if we rather aim to encourage participants to interpret?
- Do we even need a general paradigm shift in heritage interpretation?

These are just some of the thought-provoking questions arising from our 28 parallel workshops and presentations in Prague and it is nice to see how our News Team has already reacted to these issues by introducing a new 'Thoughts' section for more exchange in this newsletter.

Another thread of questions at our Spring Event entwines the reality of heritage interpretation in different European countries.

- What is the situation of heritage interpretation in Eastern Europe?
- What is European diversity – and where does inequality start?
- Where does Interpret Europe have the possibility to react?

If we claim to contribute to the future of Europe as we did last year in Mechelen, we need to start this debate, and Prague offers a perfect opportunity to do so.

But, no fear, not all our workshops and presentations will be that challenging and we have also followed suggestions asking for some insight into practical training. Go through the paper abstracts for Prague and have a look at the schedule in Parallel sessions to plan your own journey through the white water of political concerns, through the more calm water surfaces our Training Team provides – or into the third dimension where our Research Team is sounding the depths beyond heritage interpretation in higher education.

Besides the keynote addresses, parallel sessions and study visits that characterise an IE event, our Spring Event will also have a strong internal component. In 2015, we launched a significant organisational shift in order to trigger a more dynamic growth; on the one hand in membership numbers (we passed the line of 400 members at the beginning of the year!) but also by involving more members into the management of our network. During recent months, 14 coordinators signed agreements with us and are now assembling their own teams. This requires a lot of exchange to make sure our crew is working efficiently in order to achieve our shared goals and in order to keep our ship in safe waters. This is why we would like to see our coordinators and their teams come to Prague on 18 May: one day before the Spring Event starts.

We hope you are looking forward to our Spring Event as much as we are, and we are very grateful to our colleagues from SIMID, the Czech Association for Heritage Interpretation, for organising this event for us.

Thorsten Ludwig
Managing Director

Welcome to our new section

Have you been really touched by a particular interpretive method or installation somewhere and you would like to share your thoughts with the IE community? Has the turn of world events or the anniversary of a significant event given you a new perspective on our profession? Or maybe you've witnessed visitors interacting at a site in a way that particularly surprised or delighted you and you have a theory on the relevance of the experience?

If you would like to have your say on something important to you, then this new section is the place. Please submit your thoughts to news@interpret-europe.net, following the usual guidelines for authors, which can be found on the IE News page: <http://www.interpret-europe.net/top/news.html>

With thanks to our first two contributors for sharing their thoughts and giving life to this new section. We look forward to hearing from more of you in future, whatever stirs you.

Marie Banks
IE News Coordinator

Patrick Lehnes
(Germany)

Interpretation in darkening times

Populism is not just a lighter form of right-wing ideology. It's an assault against the pillars of Western civilization, the human perception of reality and human reason. Its rise poses questions to interpretation

It was an iconic moment: the just inaugurated Trump administration denied the obvious. The new White House Speaker, Sean Spicer stated that the audience attending Trump's inauguration "was the largest audience ever to witness an inauguration. Period." Defying photo and video evidence that had already gone viral.

One day later, the Counsellor to the US President, Kellyanne Conway, called Spicer's false statement "alternative facts" thus twisting the meaning of "fact" towards that of "opinion".

Both caused shock waves in the media and arguably among most heritage interpreters. Populism threatens the cornerstones of interpretation: respect for the factual reality based on empirical evidence and language based on shared concepts.

Why did the populists act like that immediately after their arrival in the White House? Was it a lack of professionalism? Or was it a deliberate demonstration of power: we can determine what is real, even if we contradict what people can perceive with their senses. Period.

This might sound strange. But Trumpian – or Johnsonian – populism is obviously based on something more powerful than factual reality and coherent reasoning. In August 2016 when hardly anybody expected Trump to win the elections, his chief strategist Steve Bannon gave hints: "Darkness is good. Dick Cheney. Darth Vader. Satan. That's power. It only helps us when they get it wrong. When they're blind to who we are and what we're doing."

But what kind of power is it, which "the establishment" of "mainstream media", civil society groups and professional politicians cannot see? Georg Seeßlen pointed out that the Trump team cannot be understood within the logic of political discourses. They and their supporters follow fundamentally different paradigms, those of popular culture. Most films, casting shows, soap operas are not about what is real, but what the

audience wants. Logic and experience, the decisive criteria of rational discourse, are not so relevant. What counts in popular mass culture – also in advertisement industry and social media – is effect and emotion. Excitement overrules reflection. Entertainment trumps truth.

The darkness which won the White House is a powerful assault against the foundations of experience-based, rational, Western thinking on which heritage interpretation is founded.

But we must ask ourselves unsettling questions. Are we so different from populism when we popularise the scholars' findings? Emotions, provocation, entertainment, excitement, customer orientation, all these are familiar concepts for interpreters, too.

Populist leaders might well embrace NAI's definition of interpretation as a "mission-based communication process that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the resource". Just imagine Steve Bannon writing a new mission statement for the National Park Service which would require interpreters to base their work on the agenda of contra-Enlightenment populism. As one of his very first actions in office, Trump pressured the National Park Service director to provide other photos that "prove" the unreal (see [Washington Post](#)).

But isn't it really a matter of perspective? Aren't meanings subjective and flexible? The populist movement demands us interpreters to think more carefully and more precisely about the philosophies which underlie our own discipline (for a start c.f. [Lehnes & Carter, 2016](#)).

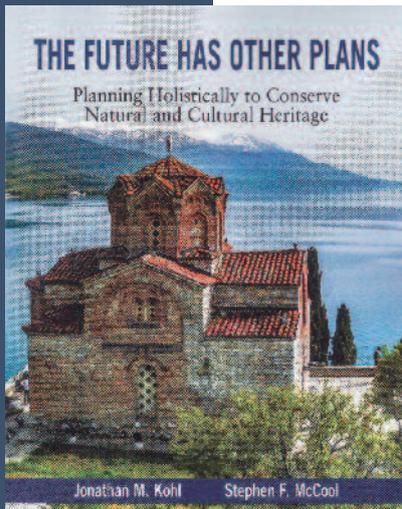
Patrick Lehnes researches the philosophical foundations of heritage interpretation at the University of Freiburg, Germany. He also works as a freelance interpretive planner and author (www.lehnes.info). Patrick initiated the founding of Interpret Europe and served as its Executive Director from 2010 to 2015. He can be contacted at: patrick@lehnes.info

An example of abundant media reaction: CBS News confronts the White House's false claims with reality (Trump and Obama inauguration crowds compared)

Image available to view on CBS News website:
<https://www.cbsnews.com/news/photos-president-trumps-inauguration-crowd-vs-president-obamas/>

Nature and cultural heritage are one and the same

There has been only one universe and one process of evolution, yet many human specialties divide it up. Interpret Europe needs clarity in its understanding of heritage to avoid erroneous assumptions



See footnote at
end of the
article
Photo: Jon
Kohl.

Buckminster Fuller said that after the Big Bang all categories are arbitrary. Indeed, the separation of natural and cultural heritage represents one major arbitrary category. That the 2017 motto for the European Heritage Days is “Heritage and Nature” lays bare a massive assumption. Given that Interpret Europe is based on heritage interpretation, this request for “interpretive methods to connect natural and cultural heritage” represents a prime opportunity to clarify its philosophical position on what heritage is.

Here is one interpretation to understand heritage. With the Big Bang, the process of evolution was unleashed. It appeared first at a galactic scale with the formation of the simplest elements (H, He, etc.) which coalesced into clouds and then suns whose heat forged heavier elements. Over time, evolution sped up to geologic time with planetary processes such as sedimentation, volcanism, tectonic plate formation, etc. Evolution continued to accelerate into biological time producing single-cell organisms and later complex multi-cellular organisms and communities. One such organism jumped into cultural evolution, much faster still, especially technological evolution.

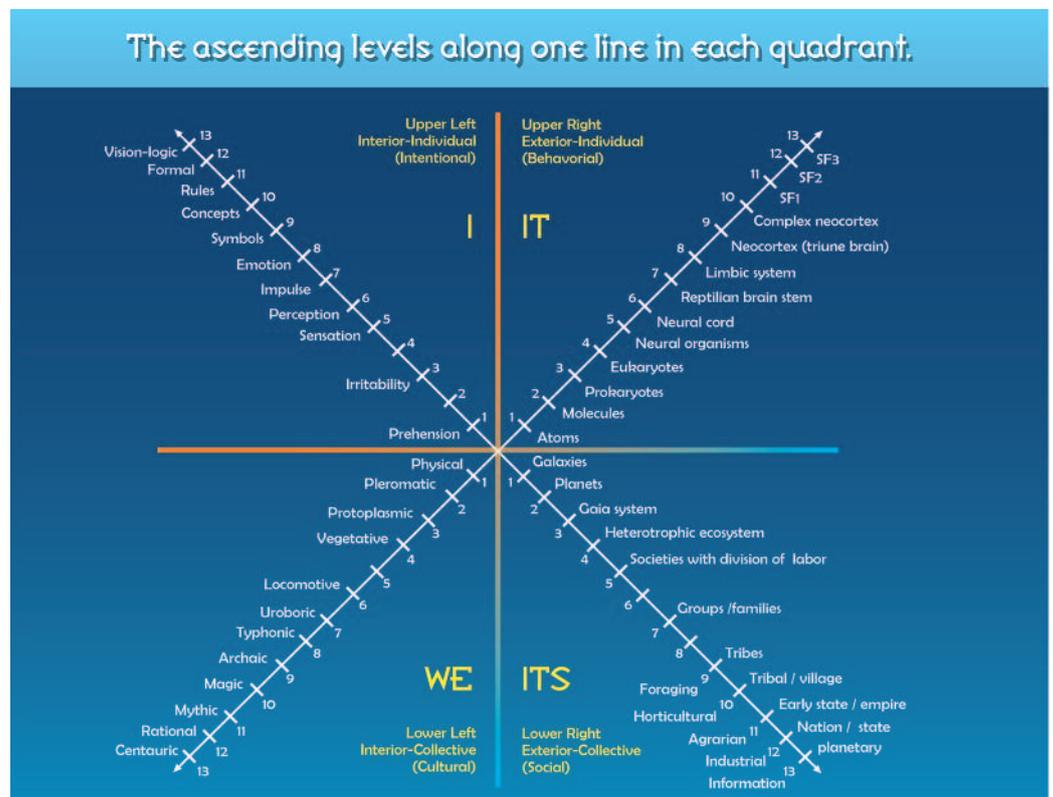
So, one process of evolution operates at all scales. In fact, Ken Wilber has identified 20 tenets of universal evolution based around the idea of a holon which is both part as well as whole, such as a cell, an organism, a community, and so on.

1. Reality as a whole is composed of 'Holons'
2. All holons display the fundamental capacity of agency or self-preservation
3. All holons display the fundamental capacity of communion or self-adaptation
4. All holons display the fundamental capacity of eros or self-transcendence
5. All holons display the fundamental capacity of thanatos or self-dissolution
6. Holons emerge
7. Holons emerge holarchically
8. Each emergent holon transcends but includes its predecessor(s)
9. A lower holon sets the possibilities of the higher and the higher holon sets the possibilities of the lower
10. The number of levels that a holarchy comprises determines whether it is 'shallow' or 'deep' and the number of holons on any level determines its 'span'
11. Each successive level of evolution produces greater depth and less span.
12. The greater the depth of a holon, the greater its degree of Consciousness
13. Destroy any holon and all the holons above are destroyed but none of the holons below
14. Holarchies co-evolve
15. The micro is in relational exchange with the macro at all levels of its depth
16. Evolution has a directionality of increasing complexity
17. Evolution has a directionality of increasing differentiation/integration
18. Evolution has a directionality of increasing organisation/structuration
19. Evolution has a directionality of increasing relative autonomy
20. Evolution has a directionality of increasing telos/destiny

It is not necessary to explain these terms to understand that only one process of evolution has created all the universe, “natural” and “cultural”. And at every step since the Big Bang, evolution has preserved traces or evidence of its work. We have, for instance, detected direct evidence of the Big Bang through quasars and expanding space as well as organisms on Earth that have long gone extinct. This evidence traces the universe’s single most important process and folds us into it. When this evolutionary evidence radiates with significance for people, we call it heritage.

Enlightenment era scientists, nonetheless, began to break up heritage into increasingly reduced fields of study. They assumed that humans were superior or apart from nature and thus our creations too stood apart from nature, called culture.

Aside from the break up, we easily find nature in all culture and in all nature, culture. All cultural heritage depends on a natural context, materials, patterns and symbols for inspiration, and of course biological organisms to author it. All nature depends on human interpretation, for example, the very concept of “nature” is a cultural idea. Today as well not a square centimetre on Earth’s surface or cubic centimetre of the atmosphere has escaped alteration by human action. Even more, “natural” and “cultural” heritage continue to evolve ever while we debate this issue.



*This graphic shows forms of evolution within different domains or perspectives of reality. The upper left quadrant shows the evolutionary stages of biological perception. The upper right tracks holons that evolved into a brain. The lower left illustrates the evolution of cultural worldviews or consciousness while the lower right the physical and social systems. All these domains co-evolve and interact; there is nothing in the universe that can be aptly labeled „natural“ and „cultural.“ Graphic from Kohl’s book, adapted from Ken Wilber’s (2007), *Integral Spirituality: A Starting Role for Religion in a Modern and Postmodern World*.*

In summary, any interpreter who supports separating nature and culture colludes in this false dichotomy. If Interpret Europe were to offer suggestions as to how “to connect natural and cultural heritage” it would replicate this archaic division. It would promulgate an erroneous understanding of heritage, slowing the integration that Modernity so needs to move onward from environmental and cultural destruction that we witness everywhere today.

These are harsh terms, I admit, but a heritage interpretation organisation should be clear about its view of heritage and its role with respect to its understanding and protection. But, then again, this is just my interpretation.

*Jon is coordinator of the PUP Global Heritage Consortium, blogger of International Heritage Interpretation (www.facebook.com/heritageinterpretation), and co-author of the new book, *The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage* (www.pupconsortium.net/the-future-has-other-plans). He admits the natural/cultural split in his title is strictly marketing.*

Footnote: Caption to book cover:

The cover of Kohl’s book features the Church at St. John at Kaneo overlooking Ohrid Lake in Ohrid, Macedonia. The city, lake, and Galicica National Park in the background have together been declared mixed World Heritage by UNESCO and imply the numerous interconnections of both cultural and natural heritage. Of course, all that appears in the photo has emerged from a single process of evolution starting with the Big Bang and continuing today. One only requires a shift in perspective to experience — as all mystics of ancient religions have long observed — that we form part of one, single universe.

Interpret Europe Activities

Elisabeth
Nuebel-Reidelbach
(Germany)

IE in Admont: Interpreting the Alps in five languages

Heritage Interpretation is an excellent method of presenting the Alps to visitors - this was the message of IE workshops at the Danilo Re Memorial in the Gesaeuse National Park, Austria, on 27th January 2017

More than 150 participants from protected Alpine areas of Austria, France, Italy, Slovenia, Switzerland and Germany came to Admont. The team of the youngest of Austria's National Parks, Gesaeuse, organised the 22nd Memorial of Danilo Re, who was an Italian ranger who died during his duties.

There were contests in different disciplines of alpine sports. But every memorial has a thematic part, too. In Admont this part focused on Heritage Interpretation, initiated by Markus Blank, who is responsible for Interpretation at the NP Gesaeuse. The Memorial was a really good opportunity to introduce and push Heritage Interpretation in the Alpine regions. Valya Stergioti and the IE Training Team had well prepared this part of the event to give all participants the same chance to learn about interpretation.

First, Thorsten Ludwig, IE Managing Director, gave a short summary about Heritage Interpretation and where it comes from. He laid a special focus on the aspect of meanings added to the facts, as one of the central characteristics of Interpretation. His presentation was simultaneously translated into French, Italian and Slovenian languages, so nearly everybody could hear about Heritage Interpretation in his or her own mother tongue.

After Thorsten's presentation, the German speaking participants received a free copy of the first German edition of Freeman Tilden's „Interpreting Our Heritage“. The translation and the free books were made possible by substantial financial support from the Republic of Austria and the European Union. The books arrived just in time for this event.

During the following workshops in German, French, Italian and Slovenian languages, all participants had the chance to experience how Heritage Interpretation can be applied in their daily work life. The exercises focused on the central role of meanings and the difference between facts and meaning in Heritage Interpretation.

Markus and his team had carefully chosen nice places in Admont for every group. My group and I were happy to go to the snow covered garden of the famous Monastery of Admont – it gave a beautiful frame for our exercises, together with a deep blue sky and the impressive panorama of the surrounding snowy Alpine mountains of Gesaeuse National Park.

IE team at the
booth
Photo: Husslein





Exercise 'Meanings in a nutshell'
Photo: Andreas Hollinger

Because participation at the workshops wasn't obligatory, several participants preferred leisure time. Others were glad about that: 'Because this means that the workshop will be more intensive for us', they explained. For me, it was a pleasure to work with them!

In the evenings, everybody met at the Alpine Buffets. Every group offered delicious samples which were typical of their regions, such as special bread, cheese, ham, beer, juice, wine, cakes or cookies. IE had a booth, too, and Marjeta had brought special bread and ham from Slovenia.

Preparing and managing such an event was a large amount of work for the Gesaeuse National Park team. Everything went smoothly, and Markus Blank and his colleagues did a great job for the participants and for interpretation. Special thanks to him and the National Park team, and also to Thorsten and Valya!

Elisabeth Nuebel-Reidelbach is a biologist. She was one of the participants of IE's first CIGT Summer Course in 2016. You can get in touch with her at wegezurnatur@web.de

IE News Team

Go for the 2017 European Heritage Days



Some weeks ago, we asked for contributions regarding the 2017 European Heritage Days. IE's recommendations on how the interpretive approach can be used to link natural aspects to cultural heritage sites have now been endorsed

After Interpret Europe was invited to compile recommendations for how to fill the theme 'Heritage and Nature' with life, more than a dozen examples came in. We would like to thank all who contributed. Meanwhile, we received an answer from the Council of Europe and from the European Commission. It says: "Congratulations to your entire task force – excellent paper and a good starting point for us". The paper has now been sent to all EHD coordinators in 50 European countries and can also be found in the Material section on our IE website.

As usual, the European Heritage Days are scheduled for September. Please check whether there are sites in your area that are involved (or encourage other sites to become involved) and use the paper to highlight what heritage interpretation has to offer them. While one advantage of interpretation is to connect natural and cultural heritage, both realms are often separated. This year's theme of the European Heritage Days is calling for a more holistic approach. It invites cultural heritage sites to approach natural heritage stakeholders and vice versa and interpreters could help to facilitate such processes.

If you have general questions regarding the European Heritage Days, please visit the EHD website and get in touch directly. If you would like to discuss single aspects, join our Spring Event in Prague and meet the EHD Programme Manager, Jelena Močević (Council of Europe), who will be one of our keynote speakers.

Interpret Europe on Wikipedia

Interpret Europe is already featured on several national Wikipedia pages. Help us reach a broader audience by submitting an article to Wikipedia in your country

Last year, some of our members were dedicated to help publish information about Interpret Europe on Wikipedia. It makes a valuable contribution because it raises our visibility online.



Wikipedia is, nowadays, a leading and widely trusted source of information. Many people turn to Wikipedia to find out about their interests. Most of the articles that are part of the platform undergo a severe check by national administrators and have to fulfil many strict conditions, which makes Wikipedia a pretty reliable source, especially in comparison with anything else you can find within the immense universe of the World Wide Web.

In addition, interpretation of heritage is not featured on many national versions of Wikipedia at all. This gives our organisation a good opportunity to start increasing the awareness of heritage interpretation in various countries through this resource.

Another convenience of having our information published on Wikipedia comes from the fact that it is a well-acknowledged source when it comes to Google and other major search engines. Links coming to our website from a hugely influential site like Wikipedia will help increase Interpret Europe's online visibility and others will have an easier time finding us online.

With all that in mind, we would like to invite you to help us spread the word even more. During the whole process, you can count on our full support.

What can you do to help?

If Wikipedia doesn't yet feature this article in a language you're fluent in, you can translate the original article from English and send it to our Wikipedia coordinators. You can find the English version on the following link:

https://en.wikipedia.org/wiki/Interpret_Europe

Furthermore, if you're willing to give it a try, you can try to upload the translated content yourself. As with any new online tool, it can seem intimidating at first. But as soon as you start using it, you will be convinced that it's not that bad. It might even inspire you to continue using Wikipedia to spread information about other causes you care for.

As you can see from the notice on our current Wikipedia page in English, we still lack secondary resources. We backed up most of the published information by references from our own sources, i.e. Interpret Europe's website. If you've ever published an article about Interpret Europe, or have noticed such a text, send us the info about it and we will include it in the references. Please, consider writing an article about Interpret Europe in the future and send us the link or the paper in PDF version.

If you can't find the time for any of the above, we would still like to ask all of you to check your national versions. If you notice that something is wrong content-wise, if there are any spelling mistakes or errors, such as broken links that don't lead to another website, please report the issue to us so we can fix it and keep our Wikipedia info updated.

Thanks to our enthusiastic members, Interpret Europe is already present on Wikipedia in English, Albanian, Croatian, Dutch, French, German, Portuguese, Slovenian, Spanish, and Ukrainian. A few other versions are already in progress.

Last but not least, we wish to thank all the members who have already helped to bring Interpret Europe to Wikipedia, namely: Ana Arango, Sandy Colvine, Nataliia Gudkova, Margarita Kaisheva, Tetiana Karpiuk, Valeria Klitsounova, Klaudija Koci, Thorsten Ludwig, Dijana Pita Costa, Iva Silla, Per Sonnvik, Lenka Strmecki, Angela Tavone, Martine Teunissen, Lydia Vroegindeweij and Aysegul Yilmaz.

Drop us an email with all the questions or concerns you might have.
Wikipedia support: Iva Silla iva@secret-zagreb.com

Iva Silla is the author of Secret Zagreb, interpretive walking tours in her hometown Zagreb (www.secret-zagreb.com), a member of a new national non-profit Interpret Croatia, and she is also a member of Interpret Europe's social media team. Contact her at iva@secret-zagreb.com

Angus Forbes
(Germany)

Question-Answers and banana skins

On the keenly awaited publication of 'Engaging your visitors: Guidelines for achieving excellence in heritage interpretation' by Michael H. Glen, with Zeljka Miklosević, Roger White and many other contributors



Front cover of Engaging your visitors: Guidelines for achieving excellence in heritage interpretation

Asking around during my first Interpret Europe Conference in Kraków for a definition of good heritage interpretation was beginning to feel like asking the proverbial Buddhist masters, "What is Zen?" The answer was either another question or a zany little story aimed, like a banana skin, at throwing a little leap into my cognitive step. The interpreters I quizzed were not being evasive; they were just trying to explain something which cannot really be pinned down.

Good interpretation seemed to exist only in a moment of time, in the space between minds of the interpreter and visitors introduced to a phenomenon for the first time. You can feel when it is occurring, but you can't dish out the same gambit somewhere else with another crowd. So what exactly is interpretation?, I asked myself. Calling it a 'discipline' made it sound too formulaic, calling it an 'art' put too much onus on an originator when the magic really occurs in the minds of the audience. A 'skill' or 'technique' neglects the crucial emotion and personality of the interpreter. I thought maybe the Guidelines, presented in draft form in Kraków would hold some answers for me.

Actually, Guidelines is not so much an elucidation of interpretation (there we go again), as a guide to creating the right conditions for the magic to take place. It's a practical checklist for management and staff of heritage sites who are already convinced of interpretation's virtues and wish to implement them to a high and professional standard in a project.

The Guidelines, now peer-reviewed and in polished form, provide a topographical overview for anyone planning an interpretation project and for revealing any blind spots. The scope is wide-ranging. Meta-considerations, such as purpose and quality-control, are joined by the nuts and bolts of staffing, financial viability, and access, along with a whole gamut of other aspects from storylines, design, service and communication to visitor-engagement and satisfaction follow on. The structure is simple and progresses naturally from establishing a project through to defining it, creating it, designing its content and sustaining it over the longer term. The clear language used in the Guidelines also provides us with a vocabulary of layman's terms for talking to others about interpretation, so no dog-eared glossary in the appendix required here! And, oh yes - the bullet points are all in the form of bullet questions. But that, as I am now having to learn, is just the way of heritage interpreters.

The Guidelines are available to download on the IE-Homepage, at www.interpret-europe.net/top/material.html and also now available in Spanish, thanks to translation by Jorge Morales Miranda.

Angus Forbes is a landscape architect based in Berlin: www.angusforbes.net He likes to take an interpretation-based approach to his projects. You can get in touch with him at: forbesberlin@yahoo.com

IE Training Programme

IE Courses

Certified Interpretive Guide (CIG) courses

Where	Trainer	Date	More info...	Language
Barcelona, Spain	Evarist March	24 March-2 April	info@naturalwalks.com	Spanish
Maribor, Slovenia	Janja Sivec	24-26 March and 1-2 April	sivecjanja@gmail.com	Slovenian
Admont, Austria	Thorsten Ludwig	7-9 April and 29-30 April	Th.Ludwig@interp.de	German
Avignon, France	Sandy Colvine	8-12 May	sandy.colvine84@googlemail.com	English
Brno, Czech Republic	Michal Medek	25-30 August	michal.medek@kapraluvmlyn.cz http://dobrainterpretace.cz/aktualne/85	English
Tschierg , Switzerland	Thorsten Ludwig	16-18 September and 28-29 October	Th.Ludwig@interp.de	German

Certified Interpretive Guide Trainer (CIGT) course for CIGs

Where	Trainer	Date	More info...	Language
Prague, Czech Republic	Valya Stergioti	16-18 May	vster@outlook.com	English

Certified Interpretive Host Trainer (CIHT) course for CIGTs

Where	Trainer	Date	More info...	Language
Prague, Czech Republic	Thorsten Ludwig	18 May	Th.Ludwig@interp.de	English

Certified Live Interpreter (CLI) pilot course

Where	Trainer	Date	More info...	Language
London & the Southeast, UK	Mark Wallis Kate Howard	1-3 September and 6-7 September	kate.howard@pastpleasures.co.uk	English

If you have any questions about the IE training programme, rather than questions about the specific courses, please contact Valya Stergioti, IE Training Coordinator, at: vster@outlook.com

Certified Interpretive Guide course in Provence, South of France: 8-12 May 2017

May is the perfect time to enjoy this setting for this Certified Interpretive Guide (CIG) course in rural Vaucluse, under the gaze of Mont Ventoux, “the Giant of Provence”

Just a short car ride from the historic town of Avignon, you’ll be out in the sunshine, among the cherry blossom, lavender and vines, not to mention wonderful examples of historic dry stone architecture.

The 40-hour training programme (over five days) will be run in English in a countryside environment but with enough variety for participants interested in natural and cultural (built) heritage. You will be introduced to a range of hands-on interpretive techniques contained in the Interpret Europe “Interpretive Guide” methodology and gain a maximum of practical experience, developing your ideas for talks and walks, each day building on your efforts to improve and fine-tune your interpretive guiding techniques in an inspiring setting. The course also focuses on the history of interpretation and some of the theories and models underpinning it.

*Enjoy a CIG course in the
French sunshine
Photo: Colvine*



The timing of the course is also convenient for those wishing to attend the “Crossing Borders” Interpret Europe Spring Event in Prague on 19-20 May and take part in the Certified Interpretive Guide Trainers (CIGT) course planned there.

For information on the course fee, accommodation and travel options, please contact the course trainer, Mr Sandy Colvine at: sandy.colvine84@gmail.com

Applicants must have some previous guiding experience and be fluent in English. Please note that all participants must be IE members at the time they take the course. Details on IE membership can be found at: <http://www.interpret-europe.net/top/join.html>

Sandy Colvine is an IE CIG trainer and member of IE’s training team. He is also studying interpretation at the University of the Highlands and Islands in Scotland. You can contact him at: sandy.colvine84@gmail.com

Join our first IE pilot course on live interpretation

Have you mastered your medieval sword skills, enjoyed sewing your costume or are the foremost exponent of a disappearing craft? This course will equip you with the tools for sharing your passion with visitors at your chosen site

How do you maximise visitor engagement with your live interpretation offer? How can you best fulfil the potential of costumed historical interpretation? If you have ever wondered how to move beyond object and function to an interpretation of the whole human story this is the course for you.

In order to develop a Certified Live Interpreter (CLI) course, Interpret Europe has started a cooperation with Past Pleasures, the world's oldest and biggest freelance contractor providing live, costumed, historical interpretation to heritage sites across the globe. 2017 sees the company celebrating 30 years working in the delivery of costumed, historical interpretation, for example in the Tower of London.

The first CLI pilot course will follow IE's CIG (Certified Interpretive Guide) format including three days of study, then a break for home study, followed by two further days including assessment. The course will take place in the UK from 1-3 September 2017 (Part 1) and from 6-7 September 2017 (Part 2). Enrollment fee is €500 (plus €30 IE membership fee for those who aren't yet members). Please note: fee is for tuition only and does not include travel, accommodation or subsistence.

To book your place, contact mark.wallis@pastpleasures.co.uk

Kate Howard is Creative Director of Past Pleasures Ltd – the UK's largest freelance provider of professional, live, costumed historical interpretation. Kate oversees the daily work of the company at the Tower of London and Hampton Court Palace. Her role means she is frequently the initiator of live interpretation projects, as well as working in costume since the 1980s. Recent projects include: provision of seventeenth century schoolmasters at Shakespeare's Schoolroom in Stratford upon Avon; Pocahontas 400 for Gravesham Borough Council (both education sessions and a family event); and first person training at Beamish Museum, among many others.

Mark Wallis founded Past Pleasures Ltd in 1987 and remains the Managing Director. Past Pleasures holds Europe's largest contract for daily costumed interpretation (with Historic Royal Palaces). The company works across the UK, while Mark travels further afield, advising museums and heritage sites around the world on the deployment of Live Interpretation.

Queen Caroline of Anspach with courtiers at Kensington Palace
(Photo: HRP/ Jensen)



The first Certified Interpretive Guide (CIG) course in Slovenia

Inventive interpretive talks, new perspective and skills, a very heterogenic group and memories of bitter cold winter are reasons I will never forget my first CIG course as a trainer

*CIG Participants in Slovenia
Photo: Sivec*



I have just finished my first CIG course held in Maribor, Slovenia between 27th and 29th January and 11th and 12th February 2017. I partnered up with Maribor development agency in promoting and organising this course for all sorts of professionals; tourist guides, trainers, people who work in education, project managers, and pedagogical staff. We were especially pleased with the attendance from the natural and cultural heritage sector. A wide range of knowledge and personalities with different professional backgrounds made our course richer, full of lively debates and analytical thinking. CIG broadens the horizon, offers a different approach to guiding and tests theory in practice. This quote from Nina Buh, a tourist guide at Spa Zreče, gives a good summary:

“Learning and socialising with other participants, who all come from their different professional fields, gives me breadth of knowledge. Breadth in a sense of thinking about facts and how to give them, when viewed from different angles, different meanings. And how to use facts and meanings to approach different individuals in a group.” (Translated by J. Sivec)

The structure of the course with some theory and a lot of practice proved, once again, to be a winning combination. Daily flashbacks proved that putting in practice what they heard in theory was one of the bigger differences of this course compared to others and what makes it so successful.

Anita Špilak Benko, a guide at The adventure park Vulkanija, said this: “The course surpassed my expectations. I liked exercises, that we did not only learn in theory but we put the knowledge in practice. I liked that we had to react very quickly in given situation and did not have a lot of time to prepare and analyse what to do. We had to react immediately, something I have to do daily at my work. I am already trying to implement

*CIG Participants in Slovenia
Photo: Sivec*



gained knowledge into my work and I am sure that this course was good for me. I would recommend the course to all who work in tourism, because they will start to see phenomena from different perspective and be better aware that in tourism you have to be very flexible, finding new solutions, being informed and educated on daily bases.” (Translated by J. Sivec)

Participants recognised some parts of the program as something they already use. Either using methods and tools knowingly or, more often unknowingly, more on a hunch. But knowing about something is totally different to strategically using it in interpretive talks.

As a mentor, it helped me enormously that I did the whole process as a candidate for becoming a CIG trainer. I was once faced with the same issues and thought processes as the participants on this course – when you think you've got it, but then somebody shifts your point of view and you are lost.

Barbara Izlakar, a local guide for Maribor, said this of her experience on the course: "A new approach to guiding, that goes "backwards". At classic guiding you usually tell beforehand what you are going to talk about and then you continue with detail information, guiding is not usually supported by theme, it is set of facts. Because of that I asked myself, from the beginning of the course, on how to incorporate all this in my usual guiding. I am not sure of what kind of guiding I will be doing in future, but if I will continue as now, I will be able to use this in a segment or two. Some elements I already use (like different props, methods), some questions, but as mentioned above there is usually not enough time or is guiding thematically too broad." (Translated by J. Sivec)

Mentoring this course was a big challenge for me. For the first time, leading different workshops and training, I was faced with such a wide and heterogenic group of participants, who had such different professional backgrounds and needs. Reservations about being able to mentor participants from the nature protection sector or professional tourist guides soon came to rest. Because interpretive guide standards work with interpreting natural and cultural heritage, intangible and nontangible heritage. This was proven by my excellent, motivated, active, analytical, innovative participants, who showed a lot of resilience and inventiveness with less than optimal work conditions in the field. But together we did it! Their words on how they are going to use these new skills in their work are most important to me. I think that is the point of lifelong learning and what I am trying to do as a mentor.

Janja Sivec is a Slovenian ethnographer, CIG Trainer, a member of the IE social media team, leader of NGO Legends and an apprentice in motherhood for the last 18 months. Her second favourite topic is youth work, which she does in different heritage sites. She hates writing reports and working with numbers, but it comes with leading an NGO. You can learn more about her and NGO Legends at: www.dlegende.com or contact her at: info@dlegende.com

Congratulations to our newly certified interpretive guides (CIG)

Kristian Bjørnstad, Norway
Marie-Pierre Guilhot, France
Tetiana Karpiuk, Ukraine
Philippe Laugrand, France
Michal Medek, Czech Republic
Josefina Sala Compte, Spain
Joan M. Vives Teixidó, Spain

Congratulations to our newly certified interpretive guide trainers (CIGT)

Kristian Bjørnstad, Norway
Alicja Fischer, Poland
Magdalena Kuś, Poland
Michal Medek, Czech Republic
Steven Richards-Price, UK
Janja Sivec, Slovenia
Helena Vičič, Slovenia

IE Member Activities

Magdalena Kuś
Alicja Fischer
(Poland)

Introducing HI to educators in Polish national parks

There are 23 national parks in Poland, however, they all cover no more than 1% of the total area of the country. Each park protects the nature, but until now heritage interpretation hasn't been used to achieve this goal



How to bring objects to life
Photo: Galus

National parks are the highest form of nature protection in Poland. Each park has its own group of employees who care about the realisation of statutory goals. Their main roles are nature protection, education, and tourism management. Each of these fields has its own issues to deal with, but among them, educational activity seems to be the most ambitious and appealing part with great importance for the future.

Over the years, we have developed skills that allow us to lead educational programs. We have been doing this successfully for years. But - what needs to be said - most of these programmes are aimed at children. We realised that there was still a gap when it came to the adult audience and that's why we have been working on 'reaching' this group. It is not an easy task, but we are aware that only in this way we can achieve our objectives - mindful protection of the environment by responsible society.

Could heritage interpretation be the answer? Two of us – educators from Polish national parks – attended a CIGT course in the Czech Republic in August 2016. We were looking for more ideas on how to encourage people to appreciate nature and this approach seemed to be the right opportunity to try. The next step was to 'replant' the ideas in our ground. This wasn't easy, but the first steps have been taken! A drop of water will eventually hollow out the rock! And the first drops fell when, in October 2016, we ran a two-day workshop for educators from five national parks situated in Lesser Poland. Twenty participants met in Ojców National Park to get to know something about HI. Two of these educators from Tatra National Park had recently attended the course of interpretation in the USA, so we were able to share our experiences.

As the ideas behind Heritage Interpretation weren't well known among the educators, our main goal, as trainers, was to make HI become alive in their minds. We managed to introduce the subject and present its value and utility for our work. The question we

This tree has its own story to tell
Photo: Maziarz



discussed the most was whether interpretation was the other way of education. Answering this question was more difficult than we expected. Can interpretation replace education or can they support each other? These questions were really important, so we invited participants to search for the answers in their first-hand experience. And yes, we made some interpretation of the interpretation for them, just to provoke the resonance, not to give the strict solutions. And it worked perfectly! After two days we were full of questions but also we were encouraged to get to know HI better. What we liked most was that we refreshed our

thinking about protected areas as natural heritage. The training encouraged us to treat our work as a mission and a very responsible one. In national parks, we must foster respect for our heritage and the discovery of another method for supporting this makes our job more and more valuable.

Magdalena Kuś is a member of IE's training team. She works as the Head of Education Department in Magura National Park, Poland. You can get in touch with her at: kus.magdalena@wp.pl

Alicja Fischer is a member of IE's training team. She works as a main educational specialist in the Department of Science and Education, Ojców National Park, Poland. You can get in touch with her at: alicja.fischer.epost@gmail.com

Ronia Anastasiadou
(Greece)

*Walking along the
dry stone walls
Photo:
Anastasiadou*



When nature and culture become the real, living story

Hilly, rocky land, little rain but surrounded by water, immortal plants, wise buildings, stories and customs combining natural and cultural events make Sifnos a great example of guiding focused on nature and cultural heritage

I live in one of the Greek paradises, Sifnos island in Cyclades; an ideal place for combining nature and cultural heritage. Here you realise that you can't have the one without the other and you can't talk for the one without talking for the other at the same time. I'd like to share with you just a few examples, but there are many more.

We live in a rocky place, with less water than we need, and more hills and mountains than we would choose, so cultivation has always been and still is a struggle. The dry-stone walls, everywhere on the island, are "just" stone on a stone, thousands of years old, and they were built in order to create flat pieces of land, keep the little soil and little rain so as to make cultivation possible, separate properties and indicate private from public land. These walls were built to last forever and this is exactly what they do.

Our houses, storehouses, dove houses - in fact, all our buildings - take weather into consideration: the kitchen to the west to be cool; openings to the north to avoid humidity; shade with grapes or jasmine plants; cisterns underground to collect the valuable rain water - that is why we have flat roofs in Cyclades; white walls (traditionally calcium carbonate, an antiseptic material people could make by burning stones) to reflect sunshine. Weather still affects many jobs, even today: agriculture, fishing, trade and transportation (no boat if it is windy), the construction industry, etc.

Local climate has been the excuse for nature to create incredible plants. In Sifnos - ok, in other islands too - there are plants that can grow without any water at all! Tomatoes, string beans, potatoes, chickpeas, fava beans, cucumber, courgette - many plants know what it takes to live without water. They are smaller than massive production products but a hundred times better!

Almost the same with herbs - very strong species grow with a very strong smell because of the lack of water. They are very effective as medicines as well. We still use herbs from the mountains to deal with different health problems.

Many of our customs and religious celebrations have roots in nature and many of them have their origin in ancient times. Christmas is connected to ancient celebrations for Dionysos and the days which start to become longer; the Carnival celebrates the end of cold, winter days; Easter is connected to the new birth for plants.

*Group
appreciation of
nature and culture
Photo:
Anastasiadou*



Our protected plant (not the only one!) in Sifnos is a kind of Cedar tree (*Juniperus juniperus*) called “immortal wood” in the local dialect. In the past, it was used a lot: the branches and leaves for the pottery kilns, the trunks for the ceilings and sometimes floors. It is a strong plant, like a bush if it is wild, but it can also become a tall tree if you prune it. We say “it never dies” and the proof is visible in Kastro village, with ceilings 800 years old!

On an island, you can't talk about nature and culture without including the sea. The water around us affects almost everything. People's character, the feeling of isolation and freedom at the same time, the food and pleasure SHE gives, the captains and sailors SHE accepts and helps, the myths, fairy tales and secrets SHE hides or reveals. There are numberless songs, poems and stories about the sea (not accidentally a female noun in Greek language!)

You see, nature affects culture and culture affects nature so when you try to make people love your place, you can't separate one from the other.

Ronia is a guide and event planner on Sifnos, Greece. She likes writing and talking about her island, and also looking for different ways to make people see inside it! She can be contacted at: roniasifnosevents.gr and also on Facebook.

Valeria Klitsounova
(Belarus)

Greenways in Belarus

The 'Greenway' concept attracts more and more attention of researchers, practitioners, planners, representatives of local administrative bodies and local communities



Belarus
Greenway walk
Photo:
Klitsounova

Greenways act as a catalyst for promoting sustainable development, the conservation of resources and provide economic benefits for rural communities through increasing livelihood chances (European Commission, 2003; Mac Nulty P., 2004).

The definition for the 'Greenway' concept largely remains internationally undefined. Originally, the 'Greenway' was a term coined by urban designers and landscape architects for 'green' connections between parks within the urban and peri-urban fringes of cities. The concept has since developed widely by name and type.

The concept started spreading at the end of 1980s/beginning of 1990 when the European Greenways Association was formed. The association now unites 35 members comprising of national organisations and associations dealing with the development and promotion of greenways. The most active are organisations from Belgium, Spain, France, Ireland and the Czech Republic.

In Central and Eastern Europe (CEE) there is an existing network of greenways developed across Poland, Czech Republic, Slovakia, Hungary and Romania. The “Central and Eastern European Greenways” Program (CEG) (<http://www.environmentalpartnership.org/regionalceg/>), supported by the association Environmental Partnership for Sustainable development, unites the CEE countries. The CEG network currently includes eight long-distance greenways and a dozen or more local trails – over 8,000km of eco-trails – that attract substantial numbers of tourists.

The Belarusian Association “Country Escape” within the framework of CEG joined the European Greenways Association in 2006. Membership in this body allows organisations to promote their national greenways within Europe and provides an opportunity to access information and experiences from Western European countries.

Within the context of Belarus, greenways are understood to be heritage trails leading along green corridors – rivers, historic trade routes, natural corridors – managed together with local people to protect their ecological function. Greenways aim to bring

tourism and recreational activities and promote healthy lifestyles by non-motorised means of transport (Klitsounova V., 2009).

Each greenway has its own identification system, including a name and logo. The name and logo of the greenways is shown on the information signs, panels, maps, guidebooks and other publications.

Every greenway project has five necessary elements:

- “backbone trail” for non-motorised transport;
- network of different thematic local trails/loops, belong to a backbone trail;
- eco-tourism product based on local resources (natural and cultural heritage);
- partnership in the region and a trail coordinator;
- local heritage initiatives (Zaręba D., 2005; Galuszka N., 2008).

The concept of greenways is becoming more and more popular in Belarus. It is based on an integrated approach and presents cultural and natural heritage as a whole phenomenon. This approach is very important for European countries where cultural landscapes dominate.

One of good examples of greenway development is “Volozhinskiye Gostincy” (Volozhin Roads). The Volozhin region has rich natural heritage (the largest forest in Europe - Nalibokskaya puscha protected area), great history and outstanding cultural (mostly intangible) heritage. We helped locals to create tourism products based on the whole heritage of the region.

For example, tourists who visit the eco-trail in Naliboky forest, discover unique biodiversity; and experience the partisans’ movement. Tourists hear stories about the old Radzivil’s glass factory and can visit glass craft shops where unique Radzivil technology has been restored. They can also visit an old traditional homestay which has been built by forester of Tyshkevich Duke. His son lives in the homestay and organises interesting trips on horseback for young people - “Following Partisans’ Trail”. His wife also cooks traditional recipes using products from the forest (intangible heritage). This experiential approach is used everywhere along on this greenway.

Dr. Valeria Klitsounova is the IE Country Coordinator for Belarus. She is Chair of the Board of the NGO “Country Escape”, and Associate Professor of the Belarusian State University. She is an author of the very first book on interpretation in Russian. She can be contacted at: lera.greenbelarus@gmail.com

Cultural heritage
on Belarus
Greenway
Photo:
Klitsounova



Townland Tales

The Ring of Gullion Landscape Partnership in South Armagh, Northern Ireland, is delivering a multi-faceted interpretation and education programme to re-instate a unique place-name system into the community



My Townland
Photo: McSherry

If we were to suggest today that with one stroke of a legislator's pen we should remove something that is unique worldwide to Ireland, would we be allowed to get away with it? Obviously not! Especially if this "something" tells the story of our history, genealogy, wildlife, geography and culture. Yet this is precisely what happened in the early 1970s in Northern Ireland when traditional townland names were replaced by rural road-names and numbers. The loss of our townlands, purely for the convenience of government, cut a very immediate link between the people and their place; slicing through stories that were the genetic DNA and lifeblood of the oral traditions which had been collated intimately in the minds of the people.

The loss of townlands and their heritage was sorely felt in South Armagh in particular and our Landscape Partnership decided to design and deliver a multi-faceted interpretation, education and structural programme to re-instate townlands in the consciousness of the people and into the infrastructure of the countryside itself.

We started by developing a teaching resource booklet, available [here](https://www.ringofgullion.org/wp-content/uploads/2015/03/The-Townlands-of-South-Armagh.pdf): <https://www.ringofgullion.org/wp-content/uploads/2015/03/The-Townlands-of-South-Armagh.pdf> and a map which showed children and teachers how to use existing online resources to look at the local history of their townlands.



Above: Stones arrived
Below: Townland stone
in place
Photos: McSherry

Each school in the area was visited and now over 800 children and their families know their townland and the names of neighbouring ones; they know their civil parish, poor law union and the barony in which they live, and examined census data locating their families living often on the same patch of land over the centuries. The children swapped stories told by their grandparents and townland reunion events were held in their communities attracting hundreds of people to tell their townland tales.

We also purchased hand-held recorders, which we loaned to the schools and communities. We asked people to tell stories of their townland and the resulting 1-2 minute excerpts were edited using the free Audacity software and then, using Google maps, were placed on an interactive map on our website. This archive not only records the story but also the local accents and dialects of the area. A fascinating example of a townland voice telling the story of Mounthill Townland can be found [here](#):

Finally, the project worked with local historians and community groups to map townland boundaries on the ground, using an intimate local knowledge of these areas to decide on locations for townland marker stones. In this on-going project, each townland is to have at least two stones within its boundaries, mainly on the main road crossing those boundaries. These stones will be carved in English and Irish showing the name of the townland that a person is entering. When the project is finished, over 300 stones will be in place and the communities will have a renewed sense of their history and heritage.

Abby McSherry is project officer for the Ring of Gullion Landscape Partnership and the townland stones project is funded by Newry Mourne and Down District council and the Heritage Lottery Fund. She can be contacted at: abby.mcsherry@nmandd.org



What's Going On Elsewhere

Herbert Wölger
(Austria)

Interpreting our Heritage – finally available in German

With his six principles, Freeman Tilden defined in 'Interpreting our Heritage' how to open visitors' minds to their cultural and natural heritage. Finally - after 60 years - this definitive book is available in German



The new German cover of Freeman Tilden's *Interpreting our Heritage*
Photo: Leitner

Every year, millions of tourists visit our national parks, nature parks, museums and cultural historic places. But how does this make a difference in their lives? How will a tree, a historic monument or an exhibit become meaningful for them? Authorised by the US National Park Service, Freeman Tilden visited many national parks and museums in the USA to find answers on these questions. He summarised his experiences in the book "Interpreting our Heritage".

Although it was written in the 1950s, it is still up-to-date and the definitive book for everybody who is involved in the field of heritage interpretation. The fourth edition was released ten years ago. Reading this book reinforced my conviction to integrate heritage interpretation much more in the activities of Nationalparks Austria.

Since the book was not available in my mother tongue, the desire to have this book in German one day grew more and more. Thanks to an initiative of Nationalparks Austria, we were able to publish the first German edition of the book that defined the structure for heritage interpretation.

Together, with Nationalparks Austria and the National Park Gesäuse, Thorsten Ludwig published the first German edition and added an extensive introduction. The translation by Daniel Fuchs is very close to the original text and remains very easy to read. The new edition includes completely new pictures to show interpretation in a contemporary and a more European light.

Nationalparks Austria represents not only six breathtaking National Parks but is also an association with the ambition to constantly improve the work of the National Parks. The publishing of the book was enabled by the Austrian Rural Development Programme. Special thanks go to the Federal Ministry of Agriculture, Forestry, Environment and Water Management of Austria and the European Union.

I am very proud that we started and completed this particular project and I would like to encourage you to do it likewise to spread Tilden's thoughts and ideas and to support the future development of heritage interpretation in Europe.

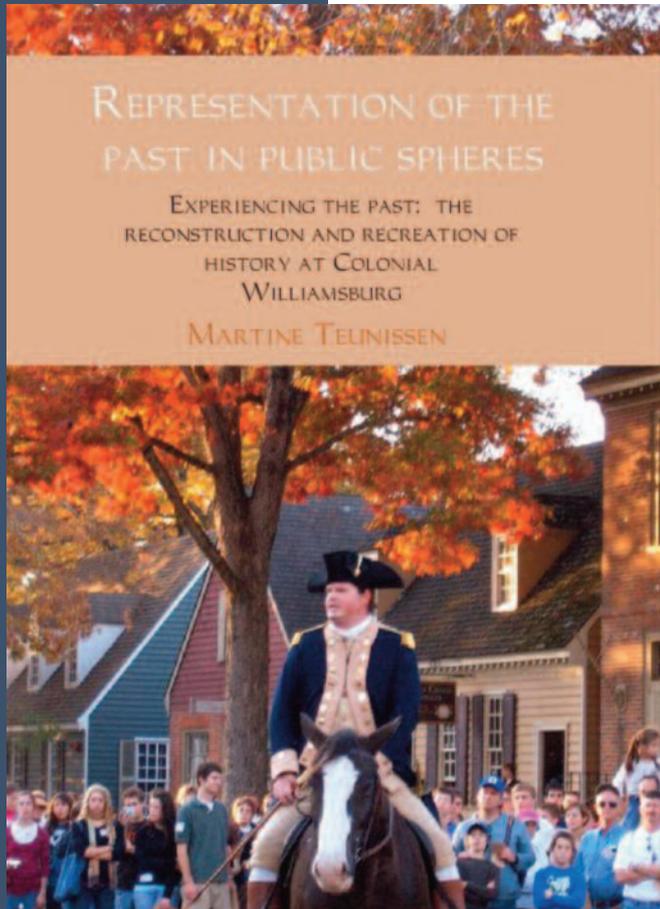
We hope for many readers of the book, but mostly for a successful implementation of interpretation in your paid or voluntary work, be it at a cultural-historic site, in a protected area or at a totally different place, wherever people encounter their heritage.

Herbert Wölger is Director of Gesäuse National Park in Austria and member of the steering committee of Nationalparks Austria. Gesäuse National Park is in charge of training for park rangers within Nationalparks Austria and other common activities related to education. You can get in touch with him at: herbert.woelger@nationalpark.co.at

Book Review of “Representations of the Past in Public Spheres” by Martine Teunissen

Helping visitors better understand Williamsburg's Revolutionary City

Williamsburg, Virginia (USA) has been helping visitors understand the events of the past for several decades. Theatrical programming is one of the latest styles to be offered, but how effective are these programmes?



Representations of the Past in Public Spheres book cover

Martine Teunissen was able to see, first hand, one of the newest interpretive programs to be offered at Historic Williamsburg in Virginia (USA) – the ‘Revolutionary City’. Williamsburg served as the original capital of the United States and was very involved in the discussions related to the split with England. The town looks, in many ways, very similar to the way it did prior to, and during, the American Revolution. While many of the buildings in Historic Williamsburg are part of the living history museum, others remain in private ownership. This mix of public and private ownership is but one challenge faced by interpreters attempting to share stories of the past.

Over the last few decades, Williamsburg, and other living history facilities, have introduced a number of new programmes. From the start, Williamsburg utilised costumed individuals to help visitors feel part of the past. Interpreters have been trained to interact with visitors on a one-to-one discussion basis. Williamsburg began seeking new ways to interact with visitors and to expand the interpretive presence at the site.

Combining the impact of live theatre and the proven effectiveness of one-to-one interpretation, Williamsburg expanded into small group interactions on the streets. Visitors are made to feel like members of the community, discussing the events of the day. The discussions are guided by the interpreters and go far to help visitors step back to the late 1700s.

Individual interpreters have also engaged visitors to determine how effective their presentations have been in bringing the past to life. I have worked with schools and museums for many years, presenting one-man shows, to a variety of audiences. Over the years I have been able to determine that theatrical interpretation is a very effective tool in an interpreter's toolkit, but only when the information to be presented guides the interpreter in building an effective persona.

Williamsburg has built a reputation for its effective training of interpretive staff members. Before new members of the community are set loose on the streets, they participate in a great deal of research and observation. Once they feel comfortable with the material, the town and in front of the visitors, they begin their journey to the past.

The Revolutionary City is one of the latest interpretive opportunities offered at Williamsburg. It involves a number of interpreters who take different sides of "current issues" that affected Colonial Williamsburg. The interpreters utilise actual discussions, writings, and printed materials from the day to help develop the narrative that is offered. As the interpreters begin their vociferous discussion on the streets, visitors gather around, much as the townspeople of the past most likely did.

The popularity of Williamsburg's presentation is due, in large part, to the training of the staff and the research that has been accomplished behind the scenes. This book details how the Revolutionary City programme was developed and what goals the museum hoped to reach through these presentations. Living history professionals will find this book helpful in the way it details how it was developed and the evaluation procedure that was used to help determine the effectiveness of large-scale theatrical interpretation presentations. The "street theatre" programmes offered at Williamsburg and other living

history museums have been shown to be popular with guests. This book answers the question "Are these programmes effective in changing visitor's attitudes and understanding of the past?"

The physical book is available here:

A PDF version is available to download here:

Douglas Weeks is the owner of Yesterday's Gentlemen, a firm he began nearly two decades ago to help bring the past to life. He has presented a wide range of living history programmes to groups and understands the potential effectiveness of this interpretive tool. He can be contacted at: doug@yesterdaysgentlemen.com



*Artwork as interpretation, long lasting investment at Bennachie, Aberdeen, UK.
Photo: Kev Theaker*

European funding opportunities

Interreg MED

The 2nd Call for Modular project proposals of the Interreg MED Programme 2011402929 is now open. It closes on 31 March 2017 at 12:00 (Paris time)

Of interest for the IE community is the Specific Objective 3.1: "To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area"

Eligible countries:

EUMS

- Croatia: the entire country
- Cyprus: the entire country
- France: 5 regions – Corse, Languedoc-Roussillon, Midi-Pyrénées, Provence Alpes Côte d'Azur, Rhône-Alpes
- Greece: the entire country
- Italy: 19 regions : Abruzzo, Apulia, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise, Piedmonte, Sardinia, Sicily, Tuscany, Umbria, Valle D'Aoste, Veneto
- Malta: the entire country
- Portugal: 3 regions: Algarve, Alentejo, Lisbonne
- Slovenia: the entire country
- Spain : 6 autonomous regions – Andalusia, Aragon, Catalonia, Balearic islands, Murcia, Valencia – and the two autonomous cities – Ceuta and Melilla
- IPA Countries
- Albania: the entire country
- Bosnia-Herzegovina: the entire country
- Montenegro: the entire country
- United-Kingdom: 1 region of the economic Programme – Gibraltar

Eligible applicants:

local public authority; regional public authority; national public authority sectoral agency; infrastructure and (public) service provider; interest groups including NGOs; higher education and research; education/training centre and schools; enterprise except SME (working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention); SME (micro, small, medium enterprise, working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention).

Two different types of project are open:

SINGLE-MODULE: open for testing (M2) and capitalising (M3) modules only

Multi-module projects M2+M3 will not be accepted for this call.

INTEGRATED PROJECTS: studying (M1) + testing (M2) + capitalising (M3)

Integrated projects have to include all these modules.

For a detailed description of contents of programme specific objectives and types of projects, including information on possible actions, beneficiaries and target groups, please refer to the Programme key documents:

- the Interreg MED Cooperation Programme:
- the Application Pack for the Specific Objective 3.1 (Single-Module-Projects):
- the Application Pack for the Specific Objective 3.1 (Integrated Projects):

Guide on EU funding for tourism sector 2014 - 2020

Despite the economic crisis of 2008, Europe remains the number one tourism destination in the world. A guide has therefore been prepared to highlight the strategic importance of tourism and its economic sector



The guide is user-friendly and easy to follow. It was created to make digesting information about programmes that support tourism easier and its 13 chapters present not only recent examples of funded actions but also the updated information on the new programmes. The main focus of the guide is to present the most important EU programmes for the tourism sector by answering to few basic questions:

- type of tourism-related actions eligible for funding;
- who can apply;
- type and level of funding; and
- how to apply and when.

It also points to concrete examples of what has been funded under previous programmes, as a possible source of inspiration.

The authors of the guide suggest it is used in five steps.

Step 1: Identify relevant programmes and financial instruments,

Step 2: Identify relevant calls for proposals / tender / applications.

Step 3: Get familiar with the call specific documentation and forms (online).

Step 4: Find partners where useful or required.

Step 5: Submit your proposal/offer/application on time.

However, when working through these steps it is important to pay attention to the different types of support available, i.e the direct (grants) and indirect ones (loans, equity financing, guarantees).

A useful feature in the guide is the Correspondence Table which links the new framework with the older programmes from the financial framework of 2007 – 2013. This table shows whether a programme has been consolidated or has changed names and can be found on pages 2-4.

You can get your copy of the Guide [here](#):

Enjoy the reading and good luck with applying for the funding!

Dijana Pita da Costa is a Slovene archaeologist and a doctoral candidate in Heritology (Heritage) Studies at the University of Ljubljana in Slovenia. She is also IE's Social Media Coordinator. You can get in touch with her at:

dijanapitacosta@gmail.com

IE Announcements

IE Management

Crossing borders in Prague: Join our Spring Event in May

Just a few days left until the end of early bird registration for our Spring Event 'Crossing Borders' from 19-21 May in Prague. The review of the paper abstracts has now been finalised. Check out what is waiting for you

The Review Committee selected 28 papers submitted by presenters from 16 countries. Papers will be delivered as workshops or presentations in four different strands:



Astronomical clock
Photo: Prague city
tourism

Developments in interpretation theory and practice
Heritage interpretation in Eastern Europe
Heritage interpretation in higher education
Interpret Europe's training programme

You can now find introductions to all workshops and presentations at [Parallel sessions](#) on our website. You can also find there the event programme, including information on our keynote speakers, an old town walk, the event venue and our Market of Ideas.

IE coordinators and their teams are invited to arrive on 18 May, one day in advance, to get into an exchange and to discuss how Interpret Europe can develop its internal structure.

IE certified trainers (CIGT) and guides (CIG) are invited to two pre-event courses in order to improve their skills:

6-17 May: Interpretive Guide Trainer Course for CIGs

18 May: Interpretive Host Trainer Course for CIGTs

Check for the [full programme](#).

Early bird registration ends soon. If you wish to register you should do this now. Registration costs €99 for Interpret Europe members registering by 31 March.

The registration fee covers the entire programme, including meals and the old town walk. Please use our [online form](#) to register for the Spring Event.

To allow for individual preferences, accommodation and one dinner are not included in the registration fee. Accommodation ranges from €10 per night (hostel with shared rooms) to €59 per night (4* hotel).

Visit our [Spring Event pages](#) and if you need more information, contact springevent@interpret-europe.net.

We are grateful to SIMID, the Czech Association for Heritage Interpretation, who is organising this event; and we are much looking forward to seeing you in Prague.

Making connections: Re-imagining landscapes

Enthusiastic support from organisations and individuals; some great keynotes and visits planned; lots of fun and traditional Scottish hospitality and conference fees that we hope will be our cheapest ever. All we need is YOU!

With our UK partner, the Association for Heritage Interpretation (AHI), planning for our annual conference, to be held in Inverness on the 3rd to 6th October, is advancing well. Ruth Coulthard, AHI's Conference Manager, and myself have been making good progress. As we work towards opening Early Bird booking on 10th April, this is a good time to update you on this progress.

Visit the [Conference Website](#) to find out all the great offerings in Scotland this autumn. We have a range of possible pre- and post-conference tours, an exciting choice of site visits and we are working on some quality keynotes to enhance a strong programme of parallel sessions. We are on course to deliver the biggest and best heritage interpretation conference in Europe for ten years.

Some key dates:

- 20th March Call for papers
- 10th April Early Bird opens
- 29th May Call for papers closes
- 15th June Programme content agreed and presenters advised
- 30th June End of Early Bird
- 31st August Final presentations submitted for conference proceedings
- 3rd October Conference opens

*View of Inverness Castle
Photo: Visit Inverness
and Loch Ness*



We have been successful in securing funding from a range of organisations which will allow us to keep conference fees lower than previous IE conferences. The Highland Council, Cairngorms National Park Authority and NAI have all committed funding support and we can expect funding from other Scottish public agencies and commercial sponsors. I want to mention colleagues from Scottish Natural Heritage (Susan Luurtsema), Historic Environment Scotland (Steve Farrar), Cairngorms National Park Authority (Jacquie Barbour and Pete Crane) and Forestry Commission Scotland (Paul Hibberd) who have done a huge amount to take forward our plans for site visits.

Peter Seccombe
(UK)

Steven Timoney, who coordinates the MSc in Heritage Interpretation at the University of the Highlands and Islands (UHI), has demonstrated strong support and we are looking forward to UHI being a great partner for the Conference. We hope to involve as many of the current Masters' students as we can. We will also be offering opportunities for individuals from across Europe to apply for a scholarship for financial assistance to attend this exciting event. Scroll down to the IE announcements section for more details on this.

This is a wonderful chance to visit the Highlands of Scotland and experience our traditional hospitality. The conference will be enhanced with music, song and dance guaranteed to enthral and entertain you. It is our aim to make this a truly memorable event for all of you who can join us in Inverness in October.

Scholarships for IE conference

Every year at the Interpret Europe conference we hold an auction to raise money for a scholarships fund. We use this money to help people on low incomes come to the next conference

We usually make enough money from the auction to offer up to five scholarships. The scholarships pay for some of the conference and accommodation fees.

If you are on a low income and want to apply for a scholarship to attend this year's conference, joint with the Association for Heritage Interpretation (AHI) in Inverness in October, this is what you need to do:

Write a short letter explaining your interest in heritage interpretation, how the conference would help you in your career, and what you could contribute to the conference.

Tell us about your experience in interpretation.

Tell us why we should choose you.

Attach your Curriculum Vitae.

Email it to scholarships@interpreteuropeconference.net by **12th May**

That's it!

We especially encourage people from eastern European countries to apply, but if you are just starting your career in interpretation in any country then you are welcome to make an application.

We will consider all the applications and let you know by 28th May.

Would you like to organise our next IE Conference?

While looking forward to our events in Prague and Inverness, we also need to think what to do in 2018. We therefore send this call to all our members asking for proposals to organise our next Interpret Europe Conference

2018 will be the European Year of Cultural Heritage. We would like to use this occasion to highlight the relevance of heritage interpretation all over Europe. Our conference shall take place in spring and it shall be planned to ensure it is accessible for members from countries with lower income. If you took part in one of our recent conferences in Kraków or in Mechelen, you know that IE Conferences consist of a lively mix of presentations, workshops and study visits and offer space for a lot of participation from many of our members.

Organising a conference for Interpret Europe means some work, but if it is done in the right way, it might not only increase the reputation but could also help to raise an income for the organising partner in the host country.

If you have some experience in organising events, if you could imagine assembling a dedicated conference team, and if you feel you would like to give it a try, please don't hesitate to send a brief letter of interest to mail@interpret-europe.net, explaining your interest and including your initial suggestions for:

- an appealing conference theme
- a place and venue for about 200 participants
- possible destinations for study visits
- potential supporting partners in the host country.

You should submit your letter **by 30 April 2017** and we will then come back to you to discuss together whether to develop an outline and what further information would be needed to take your idea forward.

Call for News Team support

If you have skills that could be useful to the News Team and are willing to give some of your valuable time in support of our efforts to bring regular news to the IE community, then we would like to hear from you!

We are particularly looking for support with the following:

- Image editing – checking image files for sufficient resolution, basic cropping, labelling and saving
- Proofreading – native English proofreading for *ad hoc* short newsmails and longer newsletter articles and conference proceedings, also includes requirements for attention to detail for formatting of documents according to our set of guidelines
- Graphic design/ print layout – ideally in Adobe Creative Suite

If you have some spare time and could see yourself supporting our team, please send an email to marie.banks@interpret-europe.net or track me down in Prague 18-21 May for a chat.

Thank you!

Marie Banks
IE News Coordinator

Welcome to our new members

Organisation members:

Schweizerischer Nationalpark,	Switzerland
Entente Interdepartementale des Causses et des Cevennes,	France
Center for Visitors Ivana's House of Fairy Tales,	Croatia

Professional members:

Göran Wallin	Sweden
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Individual members:

Emmanouil Vougioukas	Greece
Erica Gutenschwager	Greece
Diamantoula Mavrommati	Greece
Elpiniki Constantinidis	Greece
Jelena Močević	France
Anita Špilak Benko	Slovenia
Klement Kovač	Slovenia
Sandra Zvonar	Slovenia
Nina Buh	Slovenia
Janja Lužnik	Slovenia
Barbara Izlakar	Slovenia
Jurij Gulic	Slovenia
Mojca Bedjanič	Slovenia
Marija Imperl	Slovenia
Joze Prah	Slovenia
Klavdija Gornik	Slovenia
Dimitra Asimomyti	Greece
Frank Mosbacher	USA
Melanie Pilat	Austria
Carmen Granito	UK
Labrini Tsitsou	Greece
Christian Schmähl	Germany
Nikolaos Siopiros	Greece
Benjamin Mader-Bock	Austria

We currently have no members from the following countries: Bosnia and Herzegovina, Iceland, Lithuania, Luxembourg, Moldova, Montenegro, Portugal, Serbia, and Slovakia. Do you have any personal contacts in these countries who would benefit from being a part of IE? If so, introduce them!

Nataliia Gudkova
(Ukraine)



Nataliia Gudkova is IE's new Country Coordinator for Ukraine

Nataliia is an Associated Professor at the State Ecological Academy of Postgraduate Education and Management in Ukraine. She specialises in adult environmental education and protected area management and promotes ideas and principles of heritage interpretation and sustainable development in Ukraine.

She holds a PhD degree in Biology, MSc degree in protected area management (Alpen-Adria University Klagenfurt, Austria), and also graduated from Taras Shevchenko National University of Kyiv (Ukraine). She has been a scientific expert in the UNDP/GEF Project "Strengthening Governance and Financial Sustainability of the National Protected Area System in Ukraine" (2008-2011).

Her involvement in heritage interpretation started in 2012 with activities related to

conservation biology and nature interpretation within the framework of the MATRA/MAVA Project “Building capacity for biodiversity conservation in Ukraine: network and training support” of the Ukrainian Environmental Club “Green Wave”.

In 2016, she participated in Interpret Europe’s Certified Interpretive Guide (CIG) course and the CIG trainer course. In partnership with the US Forest Service and the National Association of Interpretation (NAI), she has coordinated a project on nature interpretation and organised the first CIG course in Ukraine. Her current interests also include arranging engaging heritage interpretation to facilitate pleasant and valuable visitor experiences.

Nataliia Gudkova is an Associate Professor of the State Ecological Academy of Postgraduate Education and Management (Kyiv, Ukraine). You can get in touch with her at: ngudkova@gmail.com

Further Announcements

The Alpine Network of Protected Areas (ALPARC) is recruiting

Could you cover the post of Coordinator for international European projects and communication tasks for a 12-month maternity cover period?

ALPARC is looking to recruit on a time limited work contract base (CDD - French law) – 12 months. The contract would start, if possible, from the 24th April.

Under the authority of the director, the principal mission would be the administrative management and coordination of two EU Interreg V B “Alpine Space” projects: YOUrALPS - *Educating Youth for the Alps*, and GaYA - *Governance and Youth in the Alps*.

ALPARC is the project leader of the YOUrALPS project (2016-2019) and the overall responsible institution representing all the 13 Project Partners towards the European Union. The aim of YOUrALPS is to raise youth awareness on alpine heritage, by giving a structure to the field of mountain oriented education in the Alps.

ALPARC is project partner (Work package leader) for the GaYA project (2016-2018). GaYA project focuses on participatory democracy and youth participation in the alpine territory.

The projects language is ENGLISH.

Furthermore, the coordinator has the responsibility of the organisation of the international educational event YAT2017 and participates at the animation and at the development of the communication tools of the Alpine Network.

Find out more information about the role and requirements here:

<http://www.alparc.org/jobs>

To apply, submit your documents (CV, letter of motivation) by email with the concern “ALPARC RECRUITMENT CAMPAIGN 2017”

before the 31st of March to: info@alparc.org

Upcoming events in Europe

02.04.-07.04.2017: [24th EUROCLIO annual conference “Intersections: How Can History Education Change Today?”](#), San Sebastián (Spain)

03.05.-06.05.2017: [European Museum of the Year Award](#), Zagreb (Croatia)

05.05.-10.05.2017: [Conference Federation of Museum and Touristic Railways](#), Bruges (Belgium)

09.05.-13.05.2017: [4th IRF European Ranger Congress](#), Litomerice (Czech Republic)

10.05.-11.05.2017: [Interpret Wales/AHI Conference OMG Interpretation!](#), Caerphilly (UK)

10.05.-14.05.2017: [Europa Nostra European Heritage Congress](#), Turku (Finland)

19.05.-21.05.2017: [IE Spring Event „Crossing Borders“](#), Prague (Czech Republic)

23.05.-25.05.2017: [Conference on Digital Heritage](#), Olimje (Slovenia)

24.05.2017: [European Day of Parks](#), Protected Areas all over Europe

25.05.-28.05.2017: [Conference The Archaeology of Sound](#), La Valetta (Malta)

04.09.-06.09.2017: [Conference Cultural Sustainable Tourism](#), Thessaloniki (Greece)

06.09.-10.09.2017: [Europarc Conference New Voices - new visions - new values](#), Montanhas Mágicas (Portugal)

27.09.-29.09.2017: [HTH Conference Narratives for a World in Transition](#), Pori (Finland)

28.09.-30.09.2017: [EHA Conference The Best in Heritage](#), Dubrovnik (Croatia)

28.09.-01.10.2017: [European Historic Houses Conference](#), Barcelona (Spain)

03.10.-06.10.2017: [IE-AHI Conference „Making connections: Re-imagining landscapes“](#), Inverness (UK)

05.10.-08.10.2017: [Conference The Archaeology of Sound](#), Tomar (Portugal)

09.11.-11.11.2017: [Conference European Network of Museum Organisations](#), Ghent (Belgium)

14.11.-18.11.2017: [NAI International Conference on Interpretation](#), Spokane, Washington (USA)

Thank you for your contributions.

Best greetings from your IE News Team:

Kaja Antlejš (Australia), Marie Banks (UK), Markus Blank (Austria), Anna Carlemalm (Sweden), Elena Kragulj (Spain), Dara Lynne Lenehan (Ireland), Verena Perko (Slovenia), Dijana Pita da Costa (Slovenia), Abby McSherry (Ireland), Kev Theaker (UK), Sarah Wendl (Austria) and Katja Winter (Germany).

Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send us a report and some photos for the next newsletter. Please follow the guidelines for [newsletter authors](#).

Also, keep an eye out in the next issue for a new section from our Research team. They will be providing summaries of relevant research and book reviews. If you would like to contribute an idea for a book review for future issues, please contact Nicole Deufel, Research Coordinator, at: nicole.deufel@interpret-europe.net

Deadline for all contributions: Wednesday 31 May 2017

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