



interpret europe

European Association for  
Heritage Interpretation



# Newsletter – Winter 2019



*“This is what makes us unique. Our soul,  
our culture, our diversity, our heritage.”*  
Ursula von der Leyen, President of the European Commission

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Dear members,

These last weeks have been quite busy with 'getting all our sheep in' before the year comes to an end. Pictures reached us from IE coordinators singing the Ode to Joy at Charles Bridge in Prague, and from IE trainers watching long rows of cranes moving south from the Danube. Those who follow us on [www.facebook.com/interpreteurope/](http://www.facebook.com/interpreteurope/) recognised that sometimes there were news stories from some corner of IE on every single day. Right now, our last training courses come to an end. We cannot wait to receive the reports from all our teams, before it will be time to take a deep breath again, and to enjoy that more peaceful time of the year.

Isn't this the best time for reviewing our bookshelf in order to dust off some of the pieces we couldn't really digest during those busy months? However, some went even further, informing us that the Italian and Polish translations of Freeman Tilden's 'Interpreting our heritage' have just been published. Translating the classics of interpretation is a great way to reflect upon the values and challenges they include, and to see where we stand today. Tilden's book is now available in five European languages, and we are curious which will come next. And if the long evenings help you to create fresh ideas, and you would like to share them, don't forget that [www.interpreteuropeconference.net/call-for-papers](http://www.interpreteuropeconference.net/call-for-papers) will remain open until 1 February. Drafting a paper for the next conference is something that could definitely be done during wintertime.

On 1 January, the registration for our conference 'Fostering heritage communities' will open – but there are more things happening at the turn of the year. As announced, Markus Blank will give way to Helena Vičič as our new Director, and our membership fee groups, that are aligned to the GDP in individual countries, have to be updated. 2017 will become the new year of reference with the latest data from the World Bank. This means that the fees for some countries will increase – but we should be happy for the prosperous economic development those countries took, and we hope that this will also result in an increasing recognition of mindful heritage interpretation.

Enjoy your holidays!

Thorsten Ludwig and Markus Blank  
Managing Directors

# Thoughts

Don Enright  
(Canada)

North Coast Trail,  
Vancouver Island, Canada  
(Photo: Enright)

## What makes experiential interpretation?

**What can we learn from some of my mistakes to deliver interpretation that connects people with place, providing lasting memories?**

Interpretation is experiential when the interpreter uses a recognisable activity as the structure of the programme and imposes passive listening on the audience less than 10% of the time. It uses traditional activities, like snorkelling or cooking, whisky tasting or birding, as a basis for uniting visitors with an interpretive theme.

Experiential interpretation has measurable goals: affective, behavioural, learning, satisfactions, revenue, and so on. It's the learning part that sets it apart from purely recreational tourism. And it's the learning part – getting that part right, without being didactic – that is hard. That's the nut we need to crack!

### Other qualities of experiential interpretation

Experiential interpretation often involves the acquisition of skill along with the acquisition of knowledge. It expands personal horizons for the participant, creates a sense of accomplishment and can facilitate personal transformation.

It has high memorability, which results from:

- challenge (as audience appropriate)
- agenda fulfilment (meeting the visitor's expectations completely)
- elements of surprise and delight
- social exchange among the participants and with the interpreter

It honours essence of place; it brings that essence to life through activity. It connects people to place. It is polished and professional throughout the visit cycle, from wishing to planning to execution to remembering.

It is high-yield and low-ratio, with relatively small groups, usually paying a relatively high price. This quality makes it an attractive tourism product by that industry's standards.



It is personal: the interpreter establishes a relationship with individuals, not with the group as a generic body. It often also includes meaningful encounters with the local community.

It is multi-sensory and often incorporates food or beverage as a way of facilitating group bonding and fostering an element of surprise and delight.

It may use post-activity interpretive dialogue as a means of debriefing, making meaning, and fostering interpersonal bonding.

It facilitates remembering through mementos, shared photography, and/or through a continued relationship among the participants after the event.

It is environmentally and economically sustainable; it adheres to principles of sustainable tourism.



Beautiful Bora Bora in the South Pacific  
(Photo: Enright)

### **When good interpreters make bad experiences**

In looking at the above and pondering my long career, I've started looking back at when I've succeeded and when I've failed. I can't lie: the failures are many! Where have I gone wrong and how can we learn from that?

It doesn't work when we use the activity as a tagged-on reward for sitting still and listening. School programmers are notorious for this (and I say this as a former full-time school programmer). You get the group in the great outdoors, all dressed for the weather and ready to go, and then... sit them down on a rock and talk at them for 25 minutes as if they were in a classroom. Fail. Not experiential interpretation; not good interpretation of any kind.

"But I need to get the theory across first!" Sure. But you could establish the theory in your pre-visit package. Or you could construct the activity in such a way that it illustrates your theory, without passive listening. Easy? No. Interpretive? Oh, yes! If you're imposing passive listening on your audience, you're not doing experiential work. And you're not making the most of your visitors' precious time with you in the outdoors.

It also doesn't work when your theme and your landscape work against each other. When we fail to match our landscape with our theme, we often feel the need to fill in the blanks with verbal presentation augmented by interpretive media. Another fail. And I have been so guilty of this in the past.

Does this sound familiar? Your manager assigns you a bird walk at 2pm on an August afternoon. Desperate for something, anything, to offer the visitor at this time of day when you don't expect birdlife to be present, you bring recordings, pictures, an iPad loaded with video... and you stop every few minutes on that utterly-bird-devoid trail to talk about what isn't there. The experience is essentially no different than what you could offer in an amphitheatre or in a blog post, except for the insect bites and the uncomfortable standing position that your visitors experience.

This is not experiential interpretation. It's not good interpretation in any form, but it happens all the time. We hold wildflower walks when the flowers are well past bloom; we lead history walks on nature trails that have zero evidence of history because we have history in our interpretive plan and that trail is really close to the visitor centre and it's really convenient and we've got lots of great pictures... But, nope, this isn't experiential, and it is just poor, lazy interpretation. When your landscape doesn't bring your theme to life, you either need a new theme, or you need a different landscape. You will never facilitate experiences until you reconcile the two.

Can a history walk qualify as experiential interpretation? Sure, if the landscape itself is bursting with evidence of your history, and if you come up with creative, active ways to allow your visitors to discover it. Archaeological digs, for example, can be highly memorable and satisfying (and profitable).

Can birding be experiential? Of course. Picture a morning bird walk with the birds fairly dripping off the trees, or an evening experience with thousands of geese thundering in against the sunset. Picture yourself challenging and encouraging your visitors through their observations. Picture yourself and your guests, with a cup of coffee or wine afterwards, rehashing it with them. Picture yourself sharing photos and memories with them weeks after the experience.

Experiential interpretation begins by finding the authentic touchstones in your landscape that bring your theme to life. It unites those touchstones with a compelling theme and a relevant activity. Steve van Matre (the American environmental activist and author, founder of the Earth Education movement and chair of the Institute for Earth Education) describes the interpreter as the choreographer or stage manager of a carefully-designed experience. The work of the interpreter is largely done behind the scenes, before the guests arrive. The art of the interpreter lies in the concealment of the art. For those of us with big egos it can be a hard pill to swallow – until you see your audience fully engaged with their activity and their landscape. Then you feel like a hero!

*Don Enright is a freelance interpretive planner and visitor experience advisor based in British Columbia. He works collaboratively with parks, historic sites, museums, aquariums and other organisations to help bring their stories to life. He can be contacted at: [donenright@donenright.com](mailto:donenright@donenright.com)*

[This article first appeared on Don's blog in December 2019:  
<https://www.donenright.com/blog/>]

**Send your articles inspired by global events or trends in interpretation to:  
[news@interpret-europe.net](mailto:news@interpret-europe.net)**

# IE activities

Nuria Mohedano  
(Spain)

## Culture and heritage for responsible, innovative and sustainable tourism actions

**IE took the opportunity to highlight the major challenges and opportunities for sustainable tourism development through heritage interpretation.**

The 12th ECTN (European Cultural Tourism Network) conference, 'Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions', was held in Granada, Spain, and as IE's Tourism Coordinator, I was proud to represent IE in my home country.

It was the closing conference of the CHRISTA Project (Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions) and the main outputs were channelled in the form of action plans within nine regions across Europe. The implementation and monitoring of improved policy, dissemination tools for policy learning and capacity building is a contribution to the EU policies and EU2020 targets. The expected changes in destination regions, as well as advances in relevant policy implementation and the upgrading of cultural and natural assests, were set out during the first day of the dissemination event.

During the opening session, Anne Grady, Principal Officer European Commission Directorate General Education and Culture, delivered a keynote address and pointed out the need for an inclusive Europe through cultural heritage, participation and access for all, and the concept of Sustainable Cultural Tourism. Thus in the words of CHRISTA Project Coordinator, Manos Vougioukas: "Although being about cultural heritage, half of the key findings have a direct or indirect reference to cultural tourism. That means that cultural heritage counts for tourism and thus we should bear this in mind in practice".

After that, four stakeholders from different countries presented the main results of the CHRISTA Project under the '4 I' themes: Intangible heritage; Industrial heritage; heritage Interpretation; and Innovation and digitisation. This was followed by a policy makers' panel discussion and then the first day ended with a conference dinner and the award ceremony for "Destination of Sustainable Cultural Tourism 2019 ECTN" in partnership with Europa Nostra, European Travel Commission and NECSTouR, supported by Iter Vitis Cultural Route of the Council of Europe.

IE presents one of the awards to Burgas Destination  
(Photo: Mohedano)



The following day, I moderated the parallel session focused on heritage interpretation.

Granada County shared the policy implementation and all milestones reached – an example of how the CHRISTA Project can be a useful network with practical tools to change local policy and develop rural communities through adding value to heritage. Eriberto Eulisse from Italy talked about the Water Museum of Venice and how to educate and engage larger audiences creating emotional bonds using heritage interpretation. “Read a Poem not a Post” was the motto of the innovative approach to young community engagement from Burgas, Bulgaria – another way of making heritage interpretation in a city, growing awareness amongst young people. Last, but not least, Andreas Bonde from the University College Absalon in Denmark approached ‘The seven pillars in a good heritage experience’ and how they can inspire more sustainable heritage interpretation development.

Interpret Europe took a turn again during the closing session with a short presentation about our organisation and a demonstration within the venue as a way to further explain and make the audience connect with IE and understanding of heritage interpretation. Attendees found the hidden meaning under a specific object: an earthenware water pitcher very typical from southern Spain. They agreed on the fact that appropriate techniques facilitate connections and visitor interest, and therefore reach excellence in visitor experiences and heritage engagement. I ended up making a call on the need of truly connecting culture, heritage and sustainable tourism, and suggested that we have the know-how on how to include heritage interpretation in our tourism destination strategic plans and training programmes for the tourism and hospitality sector as an indicator of the so called ‘quality in tourism’.

*Nuria Mohedano is IE’s Tourism Coordinator and is based in Puertollano, Castilla-La Mancha, Spain. She specialised in Sustainable Tourism Management at Syddansk Universitet in Denmark. She currently combines teaching in non-formal education tourism related courses and freelance work as a sustainable tourism marketing consultant. She can be contacted at: [nuria.mohedano@interpret-europe.net](mailto:nuria.mohedano@interpret-europe.net).*

Finding deeper meanings and provoking resonance with an earthenware pitcher from Spain  
(Photo: Mohedano)



Helena Vičič  
(Slovenia),  
Marie Banks (UK) &  
Abby McSherry  
(Ireland)

## Planting seeds in Prague

**What does it take for a seed to grow? IE coordinators and management met in Prague and planted seeds for next year's management plan.**

In November, as many coordinators as possible made it to Prague to meet with each other in person and with the IE management. Each of us cover different fields of responsibility, have different skills and resources, and yet, all of us are working together to move IE even further forward in 2020.

The meeting consisted of a series of activities, group discussion and individual work under the broad structure of four themes: coordinators' roles; my team; keeping the spark alive; and being an IE ambassador. The overall aim was to build capacity for coordinators to develop their goals and outcomes for their team's 2020 vision paper, whilst strengthening the working relationship and support network between all coordinators.

Annual meetings like this are like a glue, holding different pieces together and like a market place with different ideas and aspirations being aired and waiting to be captured and capitalised upon. Only after bringing all of this together can we see what seeds shall be planted in order to anticipate a fruitful harvest next year. The management plan will be written by March 2020, thanks to all coordinators.



IE coordinators negotiate the metro in Prague  
(Photo: Hvratin)

IE has currently 30 coordinators, along with their teams, which means that around 90 members are involved in the management of our association.

Country coordinators are primarily concerned with how to increase membership and develop heritage interpretation in their countries, while subject coordinators aim to develop interpretive approaches in a specific field, like natural heritage or interpretation for children. Managing coordinators on the other hand, help with the running of IE. Each coordinator is surrounded by dedicated team members who contribute to the achievement of the goals as set out in the management plan.

From Abby McSherry, Country Coordinator Ireland:

I had always felt a bit jealous of some of the other country coordinators with large memberships and actual teams to play with. Groups of people reading from the same page, willing to volunteer to help, was a concept that was light-years away from me here on the edge of Europe. (More about edges later!) Here in Ireland, the membership stands at just me and one other! However, joining in the planning workshops showed me just how much hard work is involved in organising on a country basis where there is a larger membership. It outlined some of the challenges and shared some solutions and, most importantly, gave me a tonne of ideas about how I could change my suite of problems from no members to many. I started the meeting feeling a bit of a perennial failure (Ireland's membership numbers have not changed since last year's coordinators' meeting) but this year I left with a clear targeted two-year plan and a concrete and attainable set of goals. The weekend also introduced me to some more wonderful inspiring people. So much so that the ad-hoc continuation of the IE meeting held at Prague airport (to cope with early flight departures and taxi sharing) resulted in a new casual group for us: The Edgy Working Group. We hope this group will enable those of us on the edges of Europe, from Ireland to the Azores and all the frilly bits in-between, to chat and share ideas, resources and encouragement. We are using WhatsApp and an online forum called Slack to help plan ideas and keep us engaged out on the edges. Let us know if you are also out on an edge and wish to join in our chats for more support!

Many thanks to our managing coordinators, particularly Valya Stergioti our Training Coordinator, for organising two fruitful days of workshop. We all feel more empowered to take this association forward in 2020.

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*Marie Banks is IE's News Coordinator. She can be contacted at: [marie.banks@interpret-europe.net](mailto:marie.banks@interpret-europe.net).*

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Coordinators' 'speed dating' profiles & Presenting the 'perfect coordinator'  
(Photos: Ludwig)



# Training

Vasilka Dimitrovska  
(North Macedonia)

## The first CIG course in North Macedonia

**A tight but exciting programme, diversity of interpreters, comprehensive exercises, lots of fun and sharing of knowledge and experiences.**

The first ever CIG course in North Macedonia finished on 1 November, after five busy days and 40 hours of practice! The course was hosted and organised by the Museum of the Republic of North Macedonia and it was financially supported by the Ministry of Culture within the European Heritage Days 2019. The project was run by Nada Andonovska, IE's Country Coordinator North Macedonia.

During the five-day course, the 13 participants worked with Valya Stergioti, IE's Training Coordinator, on a very extended and thorough heritage presentation with comprehensive exercises at the Museum of North Macedonia and its surrounding, Museum of the Old Bazaar, and the Archaeological museum of North Macedonia. The group of interpreters mostly came from museums, both national and local institutions around the country, national parks and a civic organisation.



Participants of the first CIG course in North Macedonia  
(Photo: Dimitrovska)

There was an excellent, almost perfect, balance between the presentation by the trainer, discussions, exchanging opinions, and the parallel working exercises carried out indoor and outdoor. We were happy that the weather served us very well. The outside space in front of the national museum was chosen as a place where we could complete some exercises outdoors. We had a great time bonding and enjoying the challenging games, rediscovering the multi-meaning of the selected phenomenon. We found out that somewhere between the unique 'Molika' tree, the original Ottoman caravansarai and marble ancient Roman artefacts, lie hidden stories that could, and should, be interpreted in a dozen different ways.

We discovered that by using a variety of props throughout different stepping stones, almost every theme can be connected with universal values. The way we choose our words can enable more inclusiveness into the interpretation, and to encourage visitors to use their own imagination about the heritage. The practical work, discussions, (self)evaluation and especially the critique of the selected and presented themes at the end of the course were highly appreciated by everybody.

If you want to be the best in heritage interpretation, then you have to learn from the best. On behalf of the whole group I would like to thank Interpret Europe for giving us the opportunity to be trained in a way we can turn our creativity into unforgettable heritage experiences.

*Vasilka Dimitrovska is a professional archaeologist, heritage consultant and a director of HAEMUS - Centre for scientific research and promotion of culture, based in Skopje. She can be contacted at: [dimitrovska@haemus.org.mk](mailto:dimitrovska@haemus.org.mk).*

## CIG course in the Swiss Alps

**Millions of people visit the earth's natural and cultural beauties each year. But how meaningful and long-lasting are their experiences?**

The participants of a five-day CIG course completed in the UNESCO World Heritage Swiss Alps Jungfrau-Aletsch in Naters dealt with this topic and other questions around it – What do glaciers, animals, traditions or museum visits trigger in visitors? How is emotion aroused and tension built in a guided tour? The aim of the course was to inspire visitors for nature, culture and landscape and to create lasting experiences.

Heritage interpretation is the 'interpretation of natural and cultural landscape'. It is a method to create a connection between visitors and objects from natural and cultural landscapes. A method that can be applied everywhere, as Thorsten Ludwig, our course leader and Managing Director of IE, proved time and again in his guided tours during the course.

But before the participants ventured into this new methodology, key concepts – such as phenomenon, themes, facts and meaning – were clarified. They later served as a tool for the new leadership methodology: away from the mere transmission of facts and towards highlighting the uniqueness of a phenomenon. With the aim of linking the phenomenon with the personality of the participants, to create a resonance in order to awaken a deeper meaning in them. This sounds very theoretical, but it is not! In order to understand the terms, various exercises were carried out in the theory room as well as outside in the environment.



How can museums link to their surroundings?  
(Photo: Ludwig)

With the familiar terms of the first day in our luggage, a short interpretation was compiled on the second day at the edge of the large Aletsch glacier. The aim of this presentation was to use the selected phenomenon to develop a suitable theme that gets under the skin and inspires the group to engage in dialogue.

On the third day of the course, the group went from Naters to Ausserberg – a small village on the Lötschberg south ramp. Today, the village centre still consists of numerous stable barns, barns and warehouses in the typical Valais style. A museum has been set up in one of these houses with the aim of giving visitors an insight into the traditional way of life in the past. The two working groups prepared, presented and discussed the interpretation processes on the basis of the main idea and theme lines. The working technique of mindmapping was also used, presented and practiced accordingly. Finally, peer coaching tested and was applied to the practical example.

The second part of the course took place one month later. In addition to dealing with open-ended questions, the focus was now on the development of main themes, roving interpretation and live interpretation. The practical application in the form of exercises, evaluation and discussion of the findings received a lot of space in this course unit. But the forms of deepening sustainable development as well as accessibility were not neglected. The guided tour through the World Nature Forum could also be classified as a practical exercise, followed by the final day – the associated examination.

The last day was devoted entirely to the final examination for certification: in addition to the theory test in the form of a written test, each participant carried out a brief interpretation in Naters. 20 examination criteria had to be taken into account and various aids had to be used. After the great tension had given way, the participants were given the opportunity to listen to the final in-depth discussions, for example on the history of the interpretation. After an exchange of personal impressions, everyone was not only interested in the certificate, but especially in the valuable methodology and many shared experiences.

World Heritage site for CIG participants & Interpreting phenomena in Naters (Photos: Ludwig)

*Alessandra Lochmatter is Head of Sustainable Development for the UNESCO World Heritage Swiss Alps Jungfrau-Aletsch. She can be contacted at: [a.lochmatter@jungfraualetsch.ch](mailto:a.lochmatter@jungfraualetsch.ch).*



Igor Ianachi (Croatia)  
& Tetiana Karpiuk  
(Ukraine)

## Looking for the partners: The first CIT course in Croatia

**The largest ever number of participants for a CIT course were blessed with incredibly warm days at the end of November in beautiful Osijek.**

Robbie Robertson once said: “You don’t stumble upon your heritage. It’s there, just waiting to be explored and shared”. This quote was probably followed by most of the 20 participants – future trainers – who met each other at Osijek, an old Croatian city on the Drava river, which dates to Neolithic times. Thanks to our host, Jesenka Ricl (CIG and museum educator) and the Museum of Slavonia staff, 20 of us from Croatia, Slovenia, Bulgaria and Ukraine felt very comfortable and inspired during the two-day Certified Interpretive Trainer (CIT) course and one-day CIG/CIW upgrade workshops. Our mentors for three days were Valya Stergioti, IE’s Training Coordinator, and Thorsten Ludwig, IE Managing Director, who trained us in the last step to become future IE trainers for Certified Interpretive Guides and Certified Interpretive Writers and share their big experience and trainers’ secrets with us.

In the beautiful surroundings of the Slavonian Museum and the old town of Osijek, we discovered not only the ‘sense of place’, but also renewed and developed our knowledge of the interpretive triangle, values and frames, and discussed the role of values. We also learned about the qualities of IE’s training, education paradigms, brain rules, share zone and everything about a partner organisation for understanding the need and the process of a partnership in organising IE courses and events. We checked out how CIT can contribute to IE goals, what motivates us, what is a managing crisis, how to select the participants, the certification process for guides and trainers and the qualities of a CIT.

During the course, we discussed, analysed, suggested and learnt to argue our point of view. Unlike the CIG and CIW courses, we received more theory and much more discussion than doing exercises, but this is the real trainer’s life behind the scenes of the courses. In addition, the programme was perfectly organised, so we had a little time to stroll through the city and happily see a flock of cranes.



Jesenka Ricl interprets the former prison  
(Photo: Ludwig)

On the final day, on the upgrading course, we focused on exercises and the practical part of CIG and CIW courses. It was a huge experience for future IE trainers to communicate with present IE trainers via Skype as well as to hear Valya and Thorsten’s personal experiences as trainers. Jesenka, our host and expert museum educator, showed and interpreted to us the former prison in the basement of the museum of Slavonia as well as clothes and fashion accessories from Rococo to Art Nouveau times as a part of an exhibition of the Split city museum in Osijek.

We also should mention the great time spent together at the end of the day in the incredible surroundings of the pre-Advent old town of Osijek, with traditional Slavonian restaurants and bars. There we shared our experiences, which is one of the main principles of IE.

*Igor Ianachi is the manager of a small hotel in Tribunj (Croatia) and founder of Sibeniktour.com. You can get in touch with him at [sibeniktour@gmail.com](mailto:sibeniktour@gmail.com).*

*Tetiana Karpiuk is a freelance interpretive guide and project officer for WWF Ukraine. She can be contact at: [tan.karpiuk@gmail.com](mailto:tan.karpiuk@gmail.com).*

The largest ever CIT course  
(Photo: Klarić Vujović)



## Congratulations to our newly certified members

### Certified Interpretive Guides (CIG):

Elizabeta Alković, Croatia  
Ana Čimin, Croatia  
Nicole Dahinden, Switzerland  
Tomislav Embreuš, Croatia  
Vesna Jelušić Nemet, Croatia  
Ksenija Jug, Croatia  
Ivana Kopajtić, Croatia  
Damjan Kovač, Croatia  
Alessandra Lochmatter, Switzerland  
Ivanka Martinčić Ferenčić, Croatia

Sendy Osmičević, Croatia  
Josipa Rasinec, Croatia  
Danijela Rešetar, Croatia  
Sanja Rupić, Croatia  
Monika Šajatović Bračika, Croatia  
Evangelia Tsitsika, Greece  
Vida Ungar, Croatia  
Cecile Widmer, Switzerland  
Adrian Zaugg, Switzerland

### Certified Interpretive Writers (CIW):

Soňa Mikulášová, Slovakia  
Anna Nemcová, Slovakia  
Barbora Šumská, Slovakia

### Certified Interpretive Hosts (CIH):

Alexandra Bruknapp, Norway  
Chris Hendriks, Norway  
Karl Jørgen Seljestad, Norway  
Runa Elisabeth Skyrud, Norway  
Ingjerd Tjelle, Norway

**Would you enjoy an enriching course with like-minded people and to gain an IE certification?**

**See below and keep an eye on the training pages of the IE website for up to date information on the next courses available near you:**

<http://www.interpret-europe.net/top/events/ie-training-courses.html>

## Upcoming courses and webinars

### Upcoming courses

Contact [training@interpret-europe.net](mailto:training@interpret-europe.net) for more information.

DATE	LANGUAGE	LOCATION	TRAINER
<b>IE Certified Interpretive Guide (CIG) course</b>			
21-25/01/2020	English	Guimarães, Portugal	Valya Stergioti
01-05/02/2020	Spanish	Accha, Paruro, Cuzco, Perú	Evarist March
18/02-01/03/2020 06-08/03/2020	Spanish	Barcelona, Spain	Evarist March
13-15/03/2020 27-29/03/2020	Spanish	Bizibiziki, Spain	Evarist March
23-28/03/2020	English	Elefsina, Greece	Valya Stergioti
04-06/09/2020 10-11/10/2020	German	Freiburg, Germany	Thorsten Ludwig
<b>IE Certified Interpretive Writer (CIW) course</b>			
04-06/02/2020 11-12/02/2020	Slovene	Slovenka Bistrica, Slovenia	Janja Sivec

### Upcoming webinars

IE webinars are free for IE members and are conducted in English. Some webinars are for professional members only. Make a note of our next webinars:

17 December 2019, 19:00-20:00 CET:

Culture, cities and citizens: Stories of transformation through community engagement (Yannis Koukmas)

21 January 2020 at 17:00 CET:

Short questions for experienced nature guides (Magdalena Kuś)

Go to <http://www.interpret-europe.net/top/events/ie-webinars/>  
or email [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net) for more information.

# IE member activities

Janja Sivec  
(Slovenia)

## To walk with Legends

**Stories are in us. They are our companions through life from the day we are born. They are as old as humanity and one of the most used inventions.**

In the latest project run by NGO Legends we collected local legends, myths, stories and gossip, connected them to natural and cultural heritage and went for a special walk. A walk on the edge of reality.

NGO Legends is a small organisation that focuses on educational activities and development of new products. In our annual 'School of heritage interpretation' we focus on methodology of different tools of heritage interpretation. This year we decided to focus on storytelling, not just as a form, but also how we can use storytelling in thematic guided tours.

First, we looked at what could be possible to achieve in two days in our local community. We were very ambitious. But we exceeded even our own expectations with the final result.

We collected local folk tales and asked around some local connoisseurs. We also asked our local library whether there was any more material from what we had already gathered. We found enough material, but were a bit disappointed that stories do not live outside the books anymore.

We also needed some more practical knowledge about storytelling. So, on the first day, one of our members and a member of a storytelling group, Teja Peperko, led a short workshop, where we gained some practical tips on how to construct a story and how to tell it in a way that leaves a mark on visitors.



Eight storytellers  
(Photo: Koštomaj)

On the second day, eight participants chose a story and went around the town to search for the best place to connect their story to. As a group we decided how the individual stories would follow on from each other and what heritage connects the stories to the landscape. Afterwards, each participant worked individually on their story and also decided through which character in the story to represent it. Participants had quite free hands and also a lot of imagination. We then together chose requisites, costumes and makeup for each storyteller.

The aim in the end was to connect the stories into a guided tour. In the evening, when it started to get a bit dark and mysterious, we invited a focus group to be our first guests and evaluators.

It is quite a challenge going into a one and a half day workshop with the aim to present a final product to the public. But we did it. A bit more than an hour-long walk with eight stories and eight storytellers, which were happy with work well done. Our visitors gave us very positive feedback on the tour being something different, not static and full of stories that even the locals didn't know before.

*Janja Sivec is IE's Country Coordinator Slovenia and works for NGO Legends – a small Slovene organisation that focuses on education and trying new things in the field of heritage and interpretation. You can reach them at: [info@dlegende.com](mailto:info@dlegende.com).*



You never know who hides  
in the bushes  
(Photo: Koštomaj)

## IE Slovenian members organise an EHD event

**Teaming up with Idrija UNESCO Global Geopark, the EHD event talked about planning visitor experiences and evaluated the brand new visitor centre.**

Besides being a UNESCO World Heritage site, due to the extraordinary industrial heritage of its mercury mine, Idrija is also a place of extraordinary geological heritage and is one of two Slovenian geoparks. The area of the Geopark Idrija has an extremely diverse morphology, featuring deep and narrow ravines and gorges, as well as vast, high-lying, karstified plateaus, which is due to its position at the meeting point of the alpine and karst worlds.

The Idrija Tourism Board, UNESCO Global Geopark Idrija, is the leading partner of the Danube GeoTour Project. The main objective of the project is to work on sustainable tourism development in eight geoparks in the Danube region. One of the results of the project is a brand new visitor centre that opened in October 2019. Interpretation in the visitor centre is also how our Slovenian IE members came in touch with the tourism organisation in Idrija, which runs geopark activities.

They supported our team in the organisation of a promotional event, 'Experiencing heritage', where Slovene IE trainers ran two workshops. In the first workshop they presented the Certified Interpretive Writer (CIW) course and in the second workshop they presented the IE training programme and did some exercises that reflect IE training philosophy and methodology.



Encouragement to visit Idrija UNESCO WHS & IE training programme tools  
(Photos: Sivec)

Some of the 40 participants attended both workshops, others took the opportunity to look around (the then not officially opened) visitor centre of the Geopark Idrija. There are not many opportunities for those who work in heritage and tourism to see the background of such a big project and talk about the execution of the activities with the project manager and coordinator.

The afternoon session was reserved for six presentations that emphasised planning and the tools of interpretation.

Our hosts from the tourism organisation presented how complex a collaboration it was to plan and execute a new visitor centre. Combining experts from geology, geography, botany, ethnology and interpretation.

A presentation from the second Slovene geopark focused on pedagogical programmes within Geopark Karavanke. They emphasised that they do not have the resources to present geology to children from the wider region, so they have focused on teachers.

A family theatre group, Kolenc, from the geographical centre of Slovenia, presented part of their performance, which is based on interpretation of Slovenian national symbols.

One of the partners in project Kras'n Krš from the Slovenian Academy of Science and Art presented on how they decided to reinforce the experience of karst heritage with developing a quiz that challenges visitors about their experience.

A ranger from Škocijan caves, another Slovenian UNESCO site, presented how have they tackled the issue of accessible heritage. They planned an exhibition about cave explorers in a way that is accessible to all visitors.

The last presenters came from the University of Primorska. The Department of Archaeology and Heritage manages an archaeological site by the sea, which is a great way for students to plan and do the interpretation on site and get practical experience during their studies.

This IE event was open to the general public but it was nice to see that the audience – composed of approximately half of IE members and half of people who are interested in interpretation – was joined in the same event talking about how to implement and improve heritage interpretation in Slovenia.

*Janja Sivec is IE's Country Coordinator Slovenia. You can reach her and other Slovene IE members through her at: [janja.sivec@interpret-europe.net](mailto:janja.sivec@interpret-europe.net).*



Geopark visitor centre visit  
(Photo: Gorjup Kavčič)

## The dark heart of Gantrisch

**Trialling night-time guided tours to help people discover more about the secrets and delights of Gantrisch Nature Park by dark.**

The project 'Nightscape' in Gantrisch Nature Park, Switzerland, aims to protect and preserve the natural night darkness of this mountain region and to sensitise people to the value of darkness. In 2007, the starry sky was declared a universal cultural asset by UNESCO, which defines starlight as a "common and cultural heritage and as an integral part of the environment perceived by humanity". Humanity has always observed the starry sky in order to interpret it and understand the physical laws that govern the universe. Astronomy has always had a profound impact on science, philosophy, customs and our general view of the world. With our project we want to make the night an experience and have therefore developed a guided tour called 'From Light into Darkness' or 'The dark heart of Gantrisch'.

Our natural and cultural area is the nocturnal landscape on the Gurnigelpass near Bern. The excursion starts at Gurnigelpass at 1600m elevation above sea level. The landscape is protected as a mire landscape of special beauty and national importance and lies in the tourist hotspot in the Gantrisch Nature Park. On beautiful weekends hundreds of cars park here, thousands of hikers explore the beautiful peaks. In the evening it gets quiet again. Then the nature park becomes a star park. You can see here thousands of stars with your naked eye. We stand in our dark heart, which beats continuously. Here, the day and night rhythm and the moon cycle may still play almost without artificial light effects.



The Gurnigel at night  
(Photo: Herbst)

We are just about to gain our first experiences with the guided tour, which starts at dusk and leads into the night. My colleague is a nature pedagogue and biology teacher and already has some very good elements in her guided tour that encourage the participants to be quiet and attentive. I have already successfully completed the guided tour, too, but I noticed that a night excursion completely differs from excursions during the daytime: I do not see the participants. A night tour also makes the participants much quieter. This means that I cannot read any reaction in their faces to the things I say, and requests to speak are much sparser. I am also not a monologue person and have a bad fact memory, so I was looking for a more interactive concept for guided tours. With this hope, I joined an IE CIG course – and expectations were exceeded.

I developed the concept for a short interpretive walk as my homework. For the first time I stood in line to look for phenomena. It is dark at night, so I cannot see anything! In November, you could not hear a single bird singing and in the cold and in the first snow you hardly smell anything. I told a colleague that I saw nothing but the lights of the city, a parking lot, the mountain range with the Milky Way above us, the dark forest entrance. She said: but that is quite a lot! Which was true. Therefore, these were my phenomena. Since the tour was booked in the middle of the two weeks between parts of the CIG course, I had the opportunity to test elements of the tour. As a theme, I chose: 'In the heart of the Star Park, on the Gurnigel, there is a nightlife of its own'. As feedback, I received an idea from Thorsten Ludwig, IE Managing Director who was leading the course: 'Where we can feel the night, we can feel the heartbeat of the earth', which, of course, fits very well to the dark heart idea and I like it even better.



Stars over Gantrisch  
(Photo: Weber)

Many people signed up for the guided tour and so with 25 people I went into the darkness. I encouraged them to walk quietly and to sharpen their hearing. After a short walk we arrived at a large flat square, with a view over the lights of Thun and up into the clear sky above us. With a thought journey to Alpha Centauri, the participants experienced the enormous distances between us and the stars. During the sea of lights, we discussed where the light comes from and its meaningfulness. Standing on the parking lot, people could tell about their experiences on the Gurnigel - and how the place turns its face when night falls. The theme was: 'This place has its own laws at night'. We slowly went up a hill and let the dark forest entrance have an effect on us, according to the theme, 'In the dark forest there is no more reliance on human eyes', or 'We always see only a part of the whole – especially in the nocturnal forest', where we among other things went into what is going on around us and how animals orient themselves. In order to sharpen the senses, we then walked through the forest in a queue of people on a rope, which the people perceived as the strongest experience, because they had to completely rely on all other senses and on the people in front of and behind them.

The feedback was very good, although the conversations could have been more lively. I am sure I will be working on it more and look forward to the next tour (with my CIG course colleagues).

Maybe some of you already have experience with night excursions – I'd be happy to have an exchange!

*Nicole Dahinden is a geographer and currently works at the Gantrisch Nature Park in the Förderverein Region Gantrisch, Bern, Switzerland ([www.gantrisch.ch](http://www.gantrisch.ch) [www.sternenpark.ch](http://www.sternenpark.ch)). She has been working in this field since 2013. Nicole can be contacted at: [Nicole.dahinden@gantrisch.ch](mailto:Nicole.dahinden@gantrisch.ch).*

# What's going on elsewhere

Thomas Cauvin  
(USA)

## Making history more public – Making public history

**We are surrounded by public history. Public history connects professional historians, cultural institutions, policy-makers, and various publics.**

In August 2020, the World Conference of Public History (<https://www.ifph2020.org>) will take place in Berlin, Germany. Organised by the International Federation for Public History (<https://ifph.hypotheses.org>) with several local and international partners, the conference will attract scholars, professionals, practitioners, and students from all over the world. In the field of the historical discipline, public history aims to democratise the process of doing and communicating history. Public history encourages the communication of history to a variety of groups of the public, moving away from small circles of peers discussing their research. Public accessibility – physically and mentally – to sources, sites, narratives, and interpretations is critical to the field. One can witness public history through various means of communication, such as exhibitions and collections, documentary films, books, blogs, guided tours, re-enactments, etc.

We are surrounded by examples of public history. If public history is sometimes built on old practices, it is also a sign of its time; it reflects a context of change in the way we preserve, research, interpret, study, communicate, use and consume the past. In doing so, public history very much connects with cultural heritage and heritage interpretation. Democratising the history-making process also relates to increased public participation.

Symbolised by citizen science and crowdsourcing projects, public participation has deeply impacted public history. Public interaction and user-generated content are some of the most exciting developments in the field, and they question issues such as co-creation, co-production, shared authority, or who owns the past.

If some of the practices – curating, collection and heritage management, oral history, or historic preservation – have been around for a long time, the field of public history started to develop in the 1970s in North America where the terms were first coined. The National Council on Public History – the main association of public history in the USA – now lists more than 200 university training programmes (<https://ncph.org/program-guide/>) in North America. Public history has, since the 1990s, also developed in other parts of the world.

Be a public historian  
(Photo: anonymous)



Created in 2011, the International Federation for Public History (IFPH) aims to connect people, projects, and discussions all over the world. The IFPH has organised conferences in Europe, Latin America, and Asia since 2014 and has encouraged the creation of projects, university programmes and even national associations. National associations of public history have been created in Brazil (Rede Brasileira de História Pública <http://historiapublica.com.br>), in Italy (Associazione Italiana di Public History, AIPH <https://aiph.hypotheses.org>), and more recently in Japan (The Public History Study Group <https://public-history9.webnode.jp>), attesting the development of the field. To accompany the spread of public history, the IFPH created International Public History, a peer-reviewed, online, and multilingual journal. These international networks attest of the need to discuss and redefine the role of history and historians in contemporary societies.

To find out more, visit our website (<https://ifph.hypotheses.org/>) or participate in our Facebook forum (<https://www.facebook.com/groups/ifphgroup/>). Contact us for further details at: [pubhisint@gmail.com](mailto:pubhisint@gmail.com).

*Thomas Cauvin is President of the International Federation for Public History. Born in France, he is Assistant Professor of History at Colorado State University. You can get in touch with him at: [Thomas.cauvin@eui.eu](mailto:Thomas.cauvin@eui.eu).*

## Recent news in cultural heritage

It's been an eventful and fruitful time for the European movement for cultural heritage! We are delighted to share some recent developments.

### Creation of an Observatory on History Teaching in Europe:

- During her intervention at the closing session of the European Policy Debate 'Cultural Heritage at the Heart of the Revival of the European Project' held on 30 October as the closing event of our Paris Summit, the French Secretary of State for European Affairs, Amélie de Montchalin, among others, announced the creation of an Observatory on History Teaching in Europe, initiated by the French Presidency of the Council of Europe.
- On 26 November, during the meeting of Ministers of Education in Paris, the creation of the Observatory was adopted by an initial group of 23 States through a Ministerial Declaration, with the aim of "providing an opportunity to promote practices encouraging history teaching in line with the values of the CoE enshrined in our conventions".



Europa Nostra Facebook  
banner image  
(Photos: Europa Nostra)

### European Parliament Plenary in Strasbourg: Climate change-related impacts on cultural heritage and the Venice Lagoon:

- In its plenary session on 26 November in Strasbourg, the European Parliament discussed the need for a joint EU response to extreme meteorological events and their impacts on urban areas and their cultural heritage. Over 30 Members of the European Parliament took the floor to address this important topic, many of them recalling the vulnerability of Venice and its Lagoon and calling for urgent EU solidarity and action.
- Laurence Farreng, one of the newly-elected Members of the European Parliament (member of the RENEW Europe Group), explicitly mentioned the Venice Lagoon as the most endangered Heritage site in Europe, as listed by Europa Nostra and the EIB Institute in 2016. Prior to the EP Plenary Meeting and upon her request, we shared with her, among other documents, the excellent document on the threats to Venice and its Lagoon which was recently published by our Italian Member organisation, Fondo Ambiente Italiano. We are delighted to count with an ally at the CULT Committee in the person of Laurence Farreng!
- The Europa Nostra 7 Most Endangered Advisory Board (7ME) met in The Hague to discuss, among other things, the alarming situation of the Venice Lagoon. In consultation with the 7ME Advisory Board the Secretariat prepared a Europa Nostra Statement urging EU leaders to take immediate action to save Venice and its Lagoon. We also urged the European Parliament to organise a large public hearing dedicated to the endangered cultural and natural heritage of Venice and its Lagoon.

**Ursula von der Leyen, President of the European Commission announced new title of EU Commissioner-designate Marya Gabriel:**

- During her impressive speech at the European Parliament Plenary Session in Strasbourg on 27 November, President of the European Commission, Ursula von der Leyen, announced that the portfolio of EU Commissioner-designate Marya Gabriel will be renamed as follows: EU Commissioner for Innovation, Research, Culture, Education and Youth. While doing so, she recalled that, “Culture and education are what link our history with our future. This is what makes us unique. Our soul, our culture, our diversity, our heritage”. This announcement was met with strong applause by members of the European Parliament.
- The announcement of the new portfolio title comes after an important mobilisation of culture and heritage stakeholders, including members of the European Heritage Alliance 3.3, who deeply regretted the omission of the word ‘culture’ in Gabriel’s important portfolio (initially entitled Commissioner for Innovation and Youth). We can be very proud of the reach and impact of our joint efforts!
- In our Paris Manifesto **RELANÇONS L’EUROPE PAR LA CULTURE ET LE PATRIMOINE CULTUREL!**, we stress the key role of cultural heritage for the revival of the European Project and launch a vibrant call to EU leaders. In this Manifesto, we also explicitly called on EU leaders to bring ‘culture’ back to the title of Gabriel’s portfolio.

We hope you find this information useful. An important new phase of our advocacy and engagement for cultural heritage in Europe is ahead of us, building new alliances and working closely with new EU leaders who seem to be committed to give culture and cultural heritage a more prominent place among the EU priorities. We very much look forward to achieving this, together.

*Lorena Aldana is the Outreach Officer for Europa Nostra – The voice for cultural heritage in Europe ([www.europanostra.org](http://www.europanostra.org), [facebook.com/europanostra](https://facebook.com/europanostra)). She can be contacted at: [lao@europanostra.org](mailto:lao@europanostra.org).*

[This article was edited from an email received by IE through the European Heritage Alliance 3.3.]



## Erasmus+ Programme Guide 2020 and call for proposals

**Cultural heritage projects could be eligible for Erasmus+ funding. Take a look at the new programme guide to see if yours fits.**

In mid-October, presentations were made to the Cultural Heritage Expert Group on the blueprint for skills and related sector skills alliances, following which the Erasmus+ Call for Proposals and the Erasmus+ Programme Guide 2020 have recently been published. You can find them both here:

[https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C\\_.2019.373.01.0012.01.ENG&toc=OJ:C:2019:373:TOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2019.373.01.0012.01.ENG&toc=OJ:C:2019:373:TOC)

[https://ec.europa.eu/programmes/erasmus-plus/resources/programme-guide\\_en](https://ec.europa.eu/programmes/erasmus-plus/resources/programme-guide_en)

Cultural heritage is one of the sectors eligible for the Sector Skills Alliances Action (Lot 2: sector skills alliances for implementing a new strategic approach (blueprint) to sectoral cooperation on skills).

All the information you need on the submission of applications is available on the EACEA website ([https://eacea.ec.europa.eu/erasmus-plus/funding/sector-skills-alliances-2020\\_en](https://eacea.ec.europa.eu/erasmus-plus/funding/sector-skills-alliances-2020_en)) and the Funding & Tenders Portal.

Cultural heritage is a horizontal priority for Strategic Partnerships under Erasmus+ 2020 annual work programme:

- Common values, civic engagement and participation: The Programme will support active citizenship and ethics in lifelong learning; it will foster the development of social and intercultural competences, critical thinking and media literacy. Priority will also be given to projects that offer opportunities for people's participation in democratic life, social and civic engagement through formal or non-formal learning activities. The focus will also be on raising awareness on and understanding the European Union context, notably as regards the common EU values, the principles of unity and diversity, as well as their social, cultural and historical heritage.
- Social and educational value of European cultural heritage, its contribution to job creation, economic growth and social cohesion: priority will be given to actions contributing to raising awareness of the importance of Europe's cultural heritage through education, lifelong learning, informal and non-formal learning, youth as well as sport, including actions to support skills development, social inclusion, critical thinking and youth engagement. New participatory and intercultural approaches to heritage, as well as educational initiatives aimed at fostering intercultural dialogue involving teachers and pupils from an early age will be promoted.

You can direct any questions regarding the call to: [EACEA-EPLUS-SSA@ec.europa.eu](mailto:EACEA-EPLUS-SSA@ec.europa.eu).



# Erasmus+

# IE announcements

## IE Management

## Welcome to our new members

### Organisation members

Institute of Education, Heritage and Tourism, Albania

### Professional members

Gail Anderson, UK

Dušan Medin, Montenegro

Sanja Pepic, Montenegro

Lena Puhar O'Grady, Croatia

Paolina Rinaldi, Italy

Marcin Słomiński, Poland

Biljana Stefanovska, North Macedonia

### Individual members

Marwa Abdel Razek, Egypt

Marianna Adamovsky, Ukraine

Kristina Andersson, Sweden

Yanina Barybina, Ukraine

Lucie Benešová, Czech Republic

Sameer Bhatti, Pakistan

Mihalj Bilbija, North Macedonia

Lucie Bláhová, Czech Republic

Zuzana Blaková, Czech Republic

Damjana Bogut, Croatia

Miljenko Bojčić, Croatia

Róża Brytan, Poland

Lucie Budířská, Czech Republic

Dragica Cekorovska, North Macedonia

Filip Chalupka, Czech Republic

Monique Chevalley, Switzerland

Bruno Clément, Switzerland

Nicole Dahinden, Switzerland

Danijela Domboš, Croatia

Taja Drobnič, Slovenia

Kateřina Dryáková, Czech Republic

Jitka Dvorská, Czech Republic

Stefanka Echeva, North Macedonia

Başak Emir, Turkey

Piotr Firlej, Poland

Jana Fischerová, Czech Republic

Roman Friedrich, Czech Republic

Sylva Geffroy, Czech Republic

Andrej Godina, Slovenia

Dubravko Halovanic, Croatia

Hana Havlůjová, Czech Republic

Marie Heczko, Czech Republic

Martin Hlaváč, Czech Republic

Vendula Hnojská, Czech Republic

Urška Hren, Slovenia

Petr Hudec, Czech Republic

Janosch Hugi, Switzerland

Miroslav Indra, Czech Republic

Nikola Indrová, Czech Republic

Martina Indrová, Czech Republic

Anita Ivkovic, Croatia

Gjuro Jovceski, North Macedonia

Sami Juola, Finland

Barbara Kalan, Slovenia

Tatyana Kalnaya-Dubinyuk, Ukraine

Marie Karbusická, Czech Republic

Marija Kolevska Dimishkovska,  
North Macedonia

Šárka Kosová, Czech Republic

Kamila Koucká, Czech Republic

Viktória Kreszivnik, Hungary

Branka Krianić, Croatia

Jiří Kupka, Czech Republic

Eva Kyšová, Czech Republic

Alessandra Lochmatter, Switzerland

Petr Locker, Czech Republic

Breda Lovšin, Slovenia

Tomáš Machourek, Czech Republic

Lilijana Mahne, Slovenia

Jana Marešová, Czech Republic

Jiří Matuška, Czech Republic

Radovan Mezera, Czech Republic

Jasmina Mihalić, Croatia

Eva Molčanová, Czech Republic

Eva Neprašová, Czech Republic

Elica Nikolova, North Macedonia

Ondřej Nitsch, Czech Republic

Dario Olrom, Croatia

Martina Palić, Croatia

Hristina Pandurska Smokovijk,

North Macedonia

Jhaydee Ann Pascual, Philippines

Matija Pievac, Croatia

Jana Pnioková, Czech Republic

Masa Poplas, Slovenia

Anja Poštrak, Slovenia

Jiri Prochazka, Czech Republic

Viola Prohászka, Hungary

Medard Pucelj, Slovenia

Marie Rajnošková, Czech Republic

Mario Repić, Croatia

Naděda Rezková Přibyllová,  
Czech Republic

Krešo Rogoz, Croatia

### Individual members (continued)

Jiri Roubinek, Czech Republic  
Jiří Šafář, Czech Republic  
Júlia Salamon, Hungary  
Bohuslava Schneiderová,  
Czech Republic  
Ikrame Selkani, Spain  
Vasilij Škrlj, Slovenia  
Jana Slezáková, Czech Republic  
Kristina Šlosar, Slovenia  
Tea Smiljanić, Croatia  
Cornelis Stal, Belgium  
Jana Svobodová, Czech Republic  
Tanja Tashkovska, North Macedonia  
Urša Telič Miler, Slovenia  
Leo Tempini, Switzerland  
Cvetanka Todorovska Mitreva,  
North Macedonia

Tatjana Tomičić Geršić, Croatia  
Bojan Trpevski, North Macedonia  
Biljana Volchevska Verbrugge,  
North Macedonia  
Cécile Wiedmer, Switzerland  
Tomáš Wizovský, Czech Republic  
Szymon Wojtyszyn, Poland  
Tina Zajc Zver, Slovenia  
Lara Zaleznik, Slovenia  
Adrian Zaugg, Switzerland  
Kateřina Zemanová, Czech Republic  
Kamil Zoladek, Poland  
Marija Zotikj-Cvetkovska,  
North Macedonia  
Antonín Zouhar, Czech Republic

**We currently have no members from the following countries: Cyprus, Iceland, Luxembourg and Moldova.**

**Do you have any personal contacts in these countries who would benefit from being a part of IE? If so, introduce them!**



## Welcome to our new coordinators

### Country Coordinator Slovakia – Michaela Kubiková

I was born in the city of Bratislava. As a child I didn't spend much time inside. With my younger sister and brother and some other kids from our street we loved to organise discovery trips to our surroundings. Our direct contact with many real phenomena outside were not always so successful but, for our further lives, more than essential. Even our parents didn't always understand our interpretation of happenings, but most of the time they were kind to let us search again for deeper meanings.

Even though I didn't have a clue about the topic of heritage interpretation, in 1999 I was invited by Chris Wood to represent Slovakia and be the speaker on this topic at the international workshop, 'Heritage presentation and interpretation in Europe', which was held at Bournemouth University, UK. At that time, 80 participants from 14 countries agreed that an international network would be created in Europe. Since then I knew that there is something with huge potential which can help me to convey the message of our organisation but also my personal beliefs. I was happy to have a chance to help to organise the first steering committee meeting for the newly-formed Interpret Europe in Bratislava, Slovakia, in 2000. Since then I have appreciated the fact that I can be in touch with people – academics or practitioners – from the heritage interpretation field from abroad.

In 2018 I became an IE Certified Interpretive Writer and in 2019 an IE Certified Interpretive Trainer. I am convinced that the majority of heritage projects in our country can benefit from the possibility to learn from the experiences of their colleagues from the countries where heritage interpretation is more developed. This is why I am very happy and honoured to act as IE's Country Coordinator Slovakia and continue to search for deeper meanings from this perspective.

I can be contacted at: [michaela.kubikova@interpret-europe.net](mailto:michaela.kubikova@interpret-europe.net).

### Read more about all of our coordinators and support staff here:

#### Country coordinators:

<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/country-coordinators/>

#### Subject coordinators:

<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/subject-coordinators/>

#### Managing coordinators:

<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/managing-coordinators/>

#### Office support staff:

<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/office/>

Bettina Lehnés  
(Germany)

## Can you hear it? Estonia is calling

Preparations for the next IE conference are in full swing and we hope you are curious enough to find out more and think about joining us in May.



Estonia is calling  
(Photos: Pixelio (left) &  
Lehnés)



Countless emails have been exchanged already and telephone connections went wild. The programme is (almost) ready, the first keynote speakers of international standing have confirmed their attendance and the wonderful Estonian people are waiting to share their experience, thoughts and enthusiasm with you.

Our study visits will take you to world famous places like Tallinn and hidden treasures on Muhu island; we will follow dedicated nature guides across the moor and watch birds or enter deep discussions with people working in different museum settings and cultural sites. And, last but not least, we will enjoy delicious Estonian food at manor houses and other places full of history.

But, of course, an Interpret Europe conference lives through your active participation. Maybe the holiday season is a good time for contemplation and creative ideas regarding your contribution - be it a presentation or interactive workshop. All requirements can be found here:

<http://interpreteuropeconference.net/call-for-papers/>

Only a short time is left until the beginning of 2020 when a detailed programme will be available online and registration opens. Be curious and visit the conference page in January: <http://interpreteuropeconference.net/>

We are looking forward to a lively, fruitful and inspiring conference 2020 in Haapsalu! See you there!

**Interpret Europe conference 2020**  
**Fostering heritage communities**  
**8-11 May 2020 in Haapsalu, Estonia**  
<http://interpreteuropeconference.net/>

**Our next members' General Assembly will take place in May in Haapsalu.**

*Bettina Lehnés is IE's Conference Coordinator working with local conference organiser, Karin Mägi. Bettina can be contacted at: [bettina.lehnés@interpret-europe.net](mailto:bettina.lehnés@interpret-europe.net).*

## Opportunities to support IE

**Do you have skills that we need? And some spare time to give to become a bigger part of IE? Don't hesitate to apply for these positions!**

In the case of office support positions, we would like to turn our volunteer office work into paid work as soon as we achieve sufficient income from membership fees. However, this should not be your main reason for joining the team. Since we intend to keep membership fees low, it may take another two or three years until we get there. What should be your driver is becoming part of our team in order to experience our community of dedicated members and to feel how IE gets better and stronger through you, day by day.

### Website Officer

Are you skilled in working with websites and enjoy creating their content? IE Website officer will:

- supervise all activities on the website
- upload and edit content on our website
- suggest improvements to the existing content
- liaise with the News Team for proofreading
- send newsletters and newsmails to members

The estimated workload is 10 hours per month.

Contact: Helena Vičič, Office Manager at [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

### Our newsletters need you!

The News Team is looking for members to help provide exciting content for our quarterly newsletter.

### Could you be a story searcher?

Either in your geographic region or a subject area of interest to you, could you help to gather stories that might be of interest to other members? We particularly want to know about:

- News from cultural and natural fields
- New developments in heritage interpretation
- Reviews of events

### Are you great at finding funding?

If you regularly search for EU funding opportunities and would be willing to share any opportunities you find with other members, please let us know. We're looking for someone to add opportunities to the funding section of the newsletter.

### How's your English?

If you're a native speaker with a good grasp of grammar and have some spare time each month, would you like to help with proofreading? We need some support proofing articles, newsmails, website content etc to support our members for whom English is a second (or third, or even fourth!) language.

If you can help with any of the above, or have any other suggestions for what you would like to see in your newsletter, please get in touch!

Contact: Marie Banks, News Coordinator at [marie.banks@interpret-europe.net](mailto:marie.banks@interpret-europe.net).

# Further announcements

News Team

## Upcoming events in Europe

15-16/01/2020

### **Heritage and Museum Gift Show**

Paris (France)

<https://10times.com/museum-heritage-giftshow>

22-26/01/2020

### **FITUR International Tourism Trade Fair**

Madrid (Spain)

<https://www.ifema.es/en/fitur>

30/01-02/02/2020

### **East Mediterranean Tourism and Travel Exhibition**

Istanbul (Turkey)

<http://emittistanbul.com/Home>

10-11/02/2020

### **Conference on Museology, Museum Studies and Heritage**

Barcelona (Spain)

<https://waset.org/museology-museum-studies-and-heritage-conference-in-february-2020-in-barcelona>

27/02-01/03/2020

### **Conference Asociación para la Interpretación del Patrimonio (AIP)**

Jaén (Spain)

<https://www.interpretaciondelpatrimonio.com/en/>

05-06/03/2020

### **REACH workshop on resilient cultural heritage**

Prague (Czech Republic)

<https://www.reach-culture.eu/events/workshops/workshop-on-resilient-cultural-heritage>

12-15/03/2020

### **Symposium Life beyond Tourism: Building Peace through Heritage**

Florence (Italy)

<https://www.lifebeyondtourism.org/events/world-forum-to-change-through-dialogue/>

13-16/03/2020

### **IMTAL Europe Training Event: It's about time!**

London (UK)

<http://www.imtal-europe.com/time.html>

23/03-25/05/2020

### **Conference MuseumNext: Europe**

Edinburgh (UK)

<https://www.museumnext.com/events/edinburgh/>

25-27/03/2020

### **EXARC Conference Documentation in Open-Air Museums**

Berlin (Germany)

<https://rockproject.eu/event-details/89>

## Upcoming events (continued)

27-28/03/2020

### **Conference Critical Digital Heritage**

Oslo (Norway)

<https://www.niku.no/prosjekter/critical-digital-heritage/>

06-08/04/2020

### **HTHI Conference: Living heritage and sustainable tourism**

Mendrisio (Switzerland)

<https://heritagetourismhospitality.org/>

29/04-03/05/2020

### **European Museum of the Year Awards**

Cardiff (UK)

<https://museum.wales/emya2020/>

05-07/05/2020

### **Adapt Northern Heritage Conference**

Edinburgh (UK)

<http://adaptnorthernheritage.interreg-npa.eu/anh-conference-2020/>

08-11/05/2020

### **Interpret Europe Conference Fostering heritage communities**

Haapsalu (Estonia)

<http://interpreteuropeconference.net/>

13-14/05/2020

### **Museums and Heritage Show**

London (UK)

<https://show.museumsandheritage.com/>

28/05/2020

### **ACE Conference on Climate Change and Heritage**

Brussels (Belgium)

<https://www.ace-cae.eu/>

11-19/06/2020

### **IUCN World Conservation Congress**

Marseille (France)

[https://alparc.org/index.php?option=com\\_k2&view=item&id=982:iucn-world-conservation-congress&Itemid=138](https://alparc.org/index.php?option=com_k2&view=item&id=982:iucn-world-conservation-congress&Itemid=138)

19-23/06/2020

### **Europa Nostra's European Cultural Heritage Summit**

Brussels (Belgium)

<https://www.europanostra.org/european-heritage-summit/>

18-22/08/2020

### **World Conference of the International Federation for Public History**

Berlin (Germany)

<https://www.ifph2020.org/>

26-30/08/2020

### **Annual Meeting European Association of Archaeologists (EAA)**

Budapest (Hungary)

<https://www.e-a-a.org/eea2020>

### Upcoming events (continued)

23-25/09/2020

**Conference The Best in Heritage**

Dubrovnik (Croatia)

<https://www.thebestinheritage.com/conference>

07-09/10/2020

**Conference European Route of Industrial Heritage (ERIH)**

Ghent (Belgium)

<https://www.erih.net/what-is-new/erih-annual-conferences/>

27-30/10/2020

**Europarc conference: Communicating in the 21st century**

Neusiedler See (Austria)

<https://www.europarc.org/europarc-conference/>

05-07/11/2020

**MUTEC Trade Fair for Museums and Exhibition Technology**

Leipzig (Germany)

<http://www.mutec.de/en/?language=en>

15-17/11/2020

**Conference Network of European Museum Organisations (NEMO)**

Rijeka (Croatia)

<https://www.ne-mo.org/about-us/european-museum-conference.html>

19-20/11/2020

**Conference European Federation of Fortified Sites (EFFORTS)**

Šibenik (Croatia)

<https://www.efforts-europe.eu/annual-congress/>

# And finally...

## News Team

Thank you for your contributions.

Season's Greetings from your IE News Team! Stay warm wherever you are!  
Marie Banks (UK) – News Coordinator  
Anna Carlemalm (Sweden), Iva Klarić Vujović (Croatia), Abby McSherry (Ireland)  
and Sarah Wendl (Austria).

Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send a report and some photos to: [news@interpret-europe.net](mailto:news@interpret-europe.net). Please follow the [guidelines for newsletter authors](http://www.interpret-europe.net/top/news/guidelines-for-authors.html).  
[<http://www.interpret-europe.net/top/news/guidelines-for-authors.html>]

If you would like to contribute an idea for a book review for future issues, please send it to: [mail@interpret-europe.net](mailto:mail@interpret-europe.net).

Deadline for all contributions for the winter edition: **Saturday 29 February 2020**.

Are you following us on social media? Please also engage with us on Facebook and LinkedIn.



<https://www.facebook.com/interpreteurope/>



<https://www.linkedin.com/company/1227939/>

As a member you can also join our closed Facebook group for more regular, informal interpretation chat.

The articles, news items and event announcements reflect the views and opinions of the individual authors and do not necessarily represent those of Interpret Europe or other organisations.

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Serving all who use first-hand experiences  
to give natural and cultural heritage a deeper meaning