Heritage Interpretation for The Future of Europe

International conference
21 – 24 May 2016
Mechelen, Belgium

Interpret Europe Conference organised by Herita

#iecon16

Interpret Europe

www.interpreteuropeconference.net
Why are we doing this? I ask myself. Why do we keep ourselves busy with heritage, and heritage interpretation in particular, while the world is on fire? While a few kilometres from Mechelen deadly terrorist attacks took place only a few months ago. While a bit further away, on the Mediterranean sea, thousands are risking their lives in tiny boats, seeking safety and a chance of a better future.

Because heritage matters, that’s why. Heritage tells us who we are. It gives us dignity, confidence, the awareness we need to know where we come from, to know what binds us. It might even help give us the self-consciousness to avoid anxiety, hate, terror.

Which gives us all the more reason to continue our fight for more heritage interpretation. To reach out to larger audiences, aim for the bigger emotions through heritage.

That is why I am so pleased to introduce to you the inspiring programme of this Interpret Europe Conference. Those who know me, know how enthusiastic I feel about heritage interpretation. I truly believe it holds the key to a stronger engagement of citizens and communities. The link with Europe and the European project is clear. Let’s put our heads together and find more opportunities to convince heritage managers of the impact of heritage interpretation.

We have been working very hard to put together a ravishing programme with visits throughout Flanders, from World War I memorials in the East to the National Park Hoge Kempen in the West. From castles, to churches, to beguinages. Flanders has it all. Heritage interpretation as such might be relatively unknown to some of us, but heritage is not. Flanders counts up to 100,000 valuable buildings, landscapes and archaeological sites. It was written in the stars that this international conference would be organized here in Mechelen one day, and that Herita, as Flanders’ Heritage Association, would host it.

One sentence in the programme brochure caught my eye. It’s mentioned within the context of the case study of the Horst Castle near Leuven. Herita has developed a wonderful guided tour for families, through an intense participatory process with guides, neighbours, visitors, volunteers. If there is one reason why we are doing what we are doing, it is that way of community building.

The sentence that caught my eye reads: ‘Are you prepared to put your community in the driver’s seat?’

Are you?

Kristl Strubbe
CEO Herita Flanders Heritage Association
It seems that the world we are living in is getting more complex with each generation entering the stage. New challenges demand for creative strategies to find better solutions. What is happening elsewhere often affects us all, no matter where we live. Thinking locally is no longer sufficient in our globalised world to secure the resources and the safety we need today and to sustain the well-being of future generations.

The idea of Europe as we confront it today is the result of a long and unique process of interaction and integration that began after the Second World War. Its mission was founded in the idea to secure peace amongst nations that were formerly enemies. The means to do so were both economical, through creating interdependence, as well as political, by transferring power from the level of the countries involved to the level of supranational institutions.

However, what is uniting us as Europeans in all our admirable diversity is not those institutions that have been created. It is not the conventions and regulations that have been agreed. The mortar that connects all of those bricks is our spirit of one shared history and environment. This sense of belonging can release solutions that are in the best interest of all of us.

It is, therefore, no surprise that heritage is becoming a major factor in the arena of contemporary politics. In 2014, for the first time in its history, the Council of the European Union acknowledged cultural heritage as "an important component of the European project" and as "a strategic choice for the 21st century". The European Commission echoed this sentiment a few months later by proclaiming Europe as "a laboratory for heritage-based innovation". Heritage begins to play an important and conscious role in how the European Union experiences itself and how it distils what it can contribute to the development of or global community.

This means to say that heritage needs to be considered when facing the most critical issues that lie at the heart of the European project. These include active citizenship, acknowledgment of natural or cultural diversity and the inclusion of conflicting views on the way to a common European identity. The need to strengthen the values behind these efforts is generally shared – but a strategy to achieve it all seems to be missing. How shall this "heritage-based innovation" be put into practice?

The qualities of heritage interpretation seem to be well suited to that demand. Heritage interpretation puts people into direct contact with the legacy of their past. It lets them tap deeply into the rich reservoir of Europe’s nature and culture. It aims to provoke reflection and, therefore, turns experiences into sources of inspiration and creativity. It encourages people to search for deeper meanings that inspire them to take ownership as citizens. And it furthers integration by embracing the exciting and challenging diversity within Europe’s heritage as a whole.

Our conference “Heritage interpretation – for the future of Europe” shall stimulate thinking on how interpretation can unleash these qualities in order to become a tool for reaching the distinguished goals that Europe has set for itself.

We are honoured that you join us in this endeavour. Share your views at the broad variety of workshops, presentations and study visits that have been prepared and get into many interesting debates to enrich yourself, support your work and advance the European idea.

Willem Derde and Thorsten Ludwig
Managing Directors of Interpret Europe

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2 See the Communication from the European Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions [COM(2014) 477 final]. Brussels, 22.07.2014.
Welcome at our final conference in Mechelen

Here in Mechelen, at the InHerit final conference, a number of workshops and presentations are set up by InHerit partners, presenting project products. All these products are elements and steps leading to validated professional development for the heritage interpreter. We hope it will offer support for a mainstreaming of competence oriented interpretation training and as such contribute to the recognition of the professionals in the field.

Professional development in heritage interpretation

Heritage interpretation is the art of helping visitors to find meaning or personal connections in the elements of the site or collection being experienced, based on the visitors’ values and frame of reference. It creates cognitive and emotional links between the visitors and what they can discover in a nature park, a historic site or a museum. Heritage interpretation also contains a structural element of learning.

Many thousands of people in Europe are involved in presenting heritage assets and offering formal and non-formal learning to visitors of nature parks, cultural sites, heritage sites, monuments and museums. In many cases guides and curators have an academic background e.g. biology, archeology, (art)history. They usually are experts in their subject but not necessarily experts in their communication to non-experts. This situation can lead to guided tours, exhibitions, posters ... focusing on facts, figures and objects, lacking any relationship with the visitor: good interpretation is missing.

Therefore, it is high time to focus on the specific qualifications of the professionals in the field of heritage interpretation: what do heritage interpreters offer and what qualifications do they need in order to offer it in a professional way?

The project

InHerit is a Grundtvig Multilateral project aiming to improve the experiences of non-captive audiences visiting heritage sites, parks and museums by developing the interpretation competencies of all relevant professionals on site. InHerit targets managers, guides, media programmers ... in heritage organisations willing to invest in a better interpretive interface with the audience.

Learning takes place everywhere; natural and cultural heritage sites, monuments and museums offer the ideal context for learning and interpretation offers ideal techniques to make this learning as meaningful as possible. So InHerit also connects heritage interpretation with European adult education approaches and with the concept of place-based learning.

A competence profile for the professional field of heritage interpretation

The basis for the creation of a curriculum for heritage interpreters is the competence profile, a reference framework for competencies in the professional field of heritage interpretation.

InHerit focuses on a competence profile and a competence oriented approach because, in the light of Europe 2020, professional development is due to be presented (and recognised) in terms of validated competence development. This is particularly important in a ‘continuous professional development’ context: in in-service training. So if we want professional development in heritage interpretation to be recognised we will have to turn it into competence development. Therefore, we start from a competence profile, proficiency levels and indicators.

The team defined areas of competencies which are relevant for the professional field as a whole. Core competence areas are: research, planning, delivery by media and personal delivery. Additional generic competence areas are: evaluation, publicity & promotion, management and training. In each area the competencies are described according to context and qualification level. These levels go along with the descriptors in the European Qualifications Framework (EQF). The profile allows those who develop or offer training and education to conceive and organise their course as a competence oriented course and present the learning outcomes in terms of competence development. It will also help relate the certificates or qualifications in heritage interpretation to the EQF.

Curriculum outline

A next step to clarify the approach and help in-service training course organisers run their course is a training curriculum outline for three selected prototypical positions/roles in heritage interpretation: a Personal Heritage Interpreter, an Interpretive Copywriter and an Interpretive Site Planner. This document is conceived as an example of how the HI competence profile can be used to build a curriculum and how a competence oriented training approach leads to competence development and opportunities for validation.
Pilot courses & training
This also means that training courses must facilitate competence development, i.e. must be conceived as a competence driven learning activity: active and reflective learning in meaningful contexts with room for initiative and creativity.
Two pilot courses were organised to test the approach: one in Eltham Palace, London (UK) and one in Circeo Park, Sabaudia (Italy). These courses act as a model for future training opportunities organised by the project partners in their respective countries.

All products will be available on the project website: www.interpretingheritage.eu

Guy Tilkin
Alden Biesen

Project partners
- Landcommanderij Alden Biesen (coordinator) (BE)
- Interpret Europe - European Association for Heritage Interpretation (DE)
- Faculty of Humanities and Social Sciences, Univ. of Zagreb (HR)
- Istituto Pangea Onlus (IT)
- Malopolski Instytut Kultury (PL)
- Platform Opleiding, Onderwijs en Organisatie (NL)
- Association for Heritage Interpretation (UK)
- English Heritage (UK)
- Swedish Center for Nature Interpretation (SE)

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About Mechelen

The city is located in the heart of Flanders, midway between Brussels and Antwerp. In Mechelen everything’s within walking distance. The people of Mechelen are very proud of their 300 listed buildings, three of which are UNESCO World Heritage Sites: St. Rombold’s Tower (prepare yourself because this giant of Mechelen is 97 metres high!), the Belfry of the Town Hall and the Large Beguinage. Also the Ommegang procession with the family of giants are on the representative List of Intangible Cultural Heritage of Humanity from UNESCO as well as the Carillon Culture: best practice in protecting intangible cultural heritage. The city centre boasts no fewer than eight historic churches, each with its own distinctive style: large or small, Gothic or baroque, paintings by Rubens or Van Dyck.

Lamot
Van Beethovenstraat

Download the ‘Visit Mechelen’ app in the Apple App Store or Google Play Store which contains the best of the image database of the municipal archives. Take a classic tour or go where the wind takes you. You will receive additional information about several of the more striking sites. All the practical information is listed on the general map.
Conference venue

The Lamot Conference and Heritage Centre
Van Beethovenstraat 8-10, 2800 Mechelen

The story of Lamot began in 1855 when the brothers Charles and Richard Lamot bought the brewery ‘De Kroon’, which was already mentioned in old writings in 1627. After a rich and flourishing brewing history, the brewery closed in 1994 and a new project began. The old brewery of Lamot was completely renovated between 2000 and 2005. Its bold architecture successfully combines the old and the new; a modern vision of the future with respect for its heritage. It is a multifunctional and integrated house with commercial conference activities, a meeting place for (international) reflection and debate within the Flemish heritage sector,...
Transport in and from Mechelen

Parking places
Free parking at the weekend and after 18.00 and cheap during week days (8.00-18.00)
- 10 minutes walk to Lamot:
  • Zandpoortvest 1 en 2, 2800 Mechelen
  • Parking Rode Kruisplein, 2800 Mechelen

More expensive parking places
  • Q-Park Lamot: Guldenstraat 18, 2800 Mechelen (next to Lamot)
  • Indigo Centerparking: Blauwe hondstraat 2, 2800 Mechelen
  • Indigo Parking Kathedraal: Sint-Romboutskerkhof 6, 2800 Mechelen
  • Indigo Parking Hoogstraat: Ganzendries 21, 2800 Mechelen

Public Transport
From the train station to Lamot:
Platform 9, bus 1 (Mechelen Station – Nekkerspoel), bus stop ‘Korenmarkt’;
There is a bus every 10 minutes on weekdays and Saturdays (in the evening every 30 minutes until 22.30)

Taxi
Hallo taxi: +32 15 26 16 10
Happy taxi: +32 492 77 77 77
Intelligent service: +32 495 21 52 73

The study visits
Assemble in front of the entrance of The Lamot Conference and Heritage Centre 10 minutes in advance of departure time. Our bus will be close by, and we will gather and leave together as one group.

Emergency
Ambulance, Fire, Police: 112
### Programme

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### Pre-conference tour | 20 May 2016

**In Flanders Fields**  
Tour to West Flanders: experiencing the traces of World War I

8.00: Departure from Mechelen  
23.00: Back in Mechelen

World War I is a significant landmark in the history of Europe. Over the entire region of ‘Westhoek’ (the western part of Flanders, near the French border) lie strongly visible traces of battle in hundreds of war-related sites, monuments and cemeteries, showing what Europe was capable of in its darkest form. Today, we reflect on this war as a universal and contemporary message of peace from which the idea of a united Europe emerged and took shape. Expert Susan Cross will help us reflect on these topics on site, where it all happened. This visit will include a reflective workshop that will introduce some of the ideas of our conference. We will think about:

- What ‘peace’ means
- The value of remembering conflicts and the value of forgetting them
- How interpretation can influence relationships between groups of people
- The relationship between interpretation and propaganda
Day 1: Saturday 21 May 2016

10.00: Registration open
13.00: Explore the city of Mechelen

Assemble at the entrance of the Lamot (7 options, see below for more details)

- Historic City Walk
- Climbing the Cathedral and Carillon Concert
- 8 historic Churches: Flemish masters
- Cycling Tour in and around Mechelen
- Historic Women’s Walk
- Boat Trip on the Inner Dyle
- Visit Brewery Het Anker

15.00: General Assembly Interpret Europe
17.00: Coffee break
17.30: Conference opening

Welcome words by Kristl Strubbe, Thorsten Ludwig, Willem Derde, Bart Somers and Guy Tilkin

Keynote by Peter Debrine, UNESCO World Heritage Centre

Think different: the changing face of tourism in Europe

Across Europe, widespread community participation in heritage activities and increased awareness of a common cultural and natural heritage has demonstrated the power of heritage in stimulating innovation, creativity, and small and medium sized business creation. More and more these trends are reflected in the transnational tourism products offered by the tourism industry, making Europe a truly unique tourism destination. In this keynote presentation, we will reflect on what makes Europe unique in terms of its heritage and how, through creativity and innovation, tourism can play a role in strengthening the identity of Europe without reducing it to a stereotype. Interpretation at all levels will be essential to ensure that the storytelling reflected in tourism products is authentic and reinforces the European narrative, thus enhancing the experience of visitors from both within and outside the continent.

Mr. DeBrine joined the UNESCO World Heritage Centre in 2011 as a Programme Specialist where he is spearheading the development of a new World Heritage and Sustainable Tourism Programme. Previously, he was the Director of the World Heritage Alliance at the United Nations Foundation—a global community of travelers, members of the travel industry, government groups, non-governmental organizations, and the United Nations working together to preserve and protect World Heritage sites while supporting local communities.

19.30: Welcome reception
20.00: Dinner at Lamot Conference and Heritage Centre
Explore the city of Mechelen

Historic City Walk
Did you know that Mechelen played an important political and economic role in the Burgundian period? Many historical buildings bear witness to this and the list is very long. There's Saint Rumbold's Cathedral, the former palaces of Margaret of Austria and Margaret of York, the Palace of the Great Council and that's just for starters. So, don't hesitate and follow the guide through 16th-century Mechelen.

Climbing the Cathedral and Carillon Concert
Discover Mechelen with your head in the clouds. St. Rumbold’s Tower is the place to go if you're looking for a full-on experience, whether on the skywalk or on the way to it. What is the crane doing in the crane room? Why is there a stack of roof tiles in the Smithy? And how come there are two carillons in the tower? Climb St. Rumbold’s Tower, explore over 500 years of city history in the heart of Mechelen and enjoy a live carillon bell concert. NB: You have to be able to climb the 514 steps of the tower, so wear comfortable shoes.

Boat Trip on the Inner Dyle
Leave by boat from Haverwerf, sail through the marina and the ‘turning dock’ and on through the historic centre, experiencing Mechelen from a different perspective. Along the way, you’ll pass (among other things) the Fish Market, the Large Bridge, the Botanical Garden and Fullers’ Mill and you’ll see how the people of Mechelen live in historic and modern waterside buildings.

Cycling Tour in and around Mechelen
Tourists always admire the magnificent heritage of Mechelen. But this picturesque town has many more assets to offer, including its central location and the beautiful river landscape around the centre. Mechelen constitutes a crossroads of rivers. Follow the car-free towpaths and you will soon find yourself in greener and more peaceful surroundings. Outside the city, the wetlands in the river valley are a haven to rare animals and plants. A fascinating city along the river with nature and tranquillity. What’s not to love?

8 Historic Churches: Flemish Masters
Mechelen has eight wonderful historic churches. During this walk, you will visit St Rumbold’s Cathedral, the Church of St Peter and St Paul and St John’s Church. Built above the altar in St John’s Church is Peter Paul Rubens’ famous baroque triptych. The beautifully executed panel in the middle depicts ‘The adoration of the three wise men’. You can admire Anthony van Dyck’s painting ‘Christ on the Cross’ in St Rumbold’s Cathedral, along with works by (among others) Michel Coxcie, Gaspar de Crayer and Abraham Janssens.

Historic Women’s Walk
This walk looks at the power of women and their influence on the city. It pays tribute to some of Mechelen’s foremost women, from the highest ranks to the lowest, from the distant past through to the present day. Among other things, you will visit Margaret of Austria’s palace and what are now the law courts, and you will have an outside view of Margaret of York’s palace, which now houses the municipal theatre.

Visit Brewery Het Anker
Founded in 1471, Het Anker brewery is one of Belgium’s oldest breweries and a Mechelen success story. It is where local beers like the Gouden Carolus (Golden Charles) and the Cuvée van de Keizer (Emperor’s Cuvée) are made which brought this small, artisanal family brewery world fame when they won a number of awards. The ‘Mechelschen Bruynen’, the favourite beer of Charles the Fifth, is a barley beer that has been brewed since 1433. ‘Gouden Carolus’ is Mechelen’s pride and joy and takes its name from the coin that was minted during Charles the Fifth’s regency. Are you ready for a taste?
Day 2: Sunday 22 May 2016

9.00: Keynote lecture by Mike Robinson, Professor at University of Birmingham, Director of the Ironbridge International Institute for Cultural Heritage, ‘Rivers of Meaning and Bridges of Context: Cross-cultural Narratives of Heritage’
To ever-changing, diverse and demanding audiences, heritage sites are in danger, at best of not fulfilling their potential as places of learning and contemporary social engagement and at worst, of being over-looked as irrelevant. The category of ‘heritage’ is not fixed in perpetuity but rather is shaped and reflexive in the face of new generations and encounters with visitors from outside of the cultural context which gives it meaning. More than ever before, heritage sites require frequent intervention to provide them with meaning. This involves re-adjusting their narratives to ensure that their wider meanings are communicated. In this presentation Mike Robinson explores the ways in which heritage sites - with new narratives - can reach out to new audiences and stimulate new journeys of meaning in a seemingly dis-engaged world.
Professor Mike Robinson is Chair of Cultural Heritage at the University of Birmingham, UK and is Director of the Ironbridge International Institute for Cultural Heritage.

10.05: Parallel Sessions 1 (see page 16 for more information)
11.00: Coffee break
11.30: Parallel Sessions 2 (see page 16 for more information)
13.00: Lunch
14.00: Study Visits in Mechelen (4 options, see below for more details)
Assemble at the entrance of the Lamot
• Kazerne Dossin: Steeped by the reason for human rights
• The European Heritage Label: giving your heritage site meaning in the European context
• An innovative approach to active citizenship & participation at the Burgundian Palace. A participatory city museum of Mechelen
• Provocative learning ideas of nuns! Visit the Ursuline School and its beautiful art-nouveau Winter Garden
17.30: Time to go to hotel
18.30: Bus leaves for dinner: Assemble at the entrance of the Lamot
19.15: Dinner at an exclusive location

Study Visits in Mechelen

Kazerne Dossin: Steeped by the reason for human rights
During World War II, the old military barracks of Kazerne Dossin turned into a huge transportation hub. More than 25,000 men, women and children passed through. They didn’t choose their destination. It was a place somewhere east whose name hardly anybody of them had ever heard before: Auschwitz. However, this modern museum is not limited to what happened in the past, it encourages you to ask questions about the role and power of the masses and to reflect on mass violence and human dignity which is omnipresent in the news today. After a visit we will discuss what current human rights issues like the refugee crisis means to heritage sites all over Europe. This study visit will move, dismay – and invite you to contemplate on how far interpretation should go to make the dark sides of European heritage become guardrails to the future. (Goswin de Stassartstraat 153, 2800 Mechelen)

The European Heritage Label: giving your heritage site meaning in the European context
Walk around one of the UNESCO World Heritage Sites of Mechelen ‘the Beguinage’ and discover how the Flemish beguines, independent and self-conscious women, organised themselves to create a way of life for their own based on a search for meaning and on social involvement. Because of their outstanding universal values, the Beguines of Flanders were recognised as UNESCO World Heritage. Alongside this, the EU is developing its own unique approach to what makes heritage sites count with its own European Heritage Label. It recognises the role and significance of heritage sites in the history of Europe, the encouragement of citizen participation and youth involvement, in particular. The significance of the label in addressing heritage on a European level, the role of heritage interpretation and much more will be explored by an expert panel. Sign up for this site visit and take part in the discussion on the importance of sites, their stories and how interpretation can help to reinforce them. (Groot Begijnhof, 2800 Mechelen)
An innovative approach to active citizenship & participation at the Burgundian Palace. A participatory city museum of Mechelen

Be inspired by the methodology of the international ‘participative models in museums’ think tank. The Burgundian Palace features the new city museum of Mechelen (due to open in 2018) and has developed an innovative pilot project which has the potential to fundamentally change our ideas and ways of involving local citizens, visitors, heritage experts as well as political stakeholders. It therefore addresses a key aspect of heritage interpretation of how to transform a participative approach into the foundation of a long term museum project. Learn more about this project, debate with the key players and discover how you can use different forms of participation in your own museum.

(Frederik de Merodestraat 65, 2800 Mechelen)

Provocative learning ideas of nuns! Visit the Ursuline School and its beautiful art-nouveau Winter Garden

Find out why and how in the early 19th century the Ursuline nuns founded an international school for girls featuring stunning elements of “l’art à l’école”. What does this mean for us as visitors from all over Europe? How can interpretation help us relate to the reference frameworks of the visitors? What does this mean in a multicultural context? Through the themes of school, art and learning we will discuss the role of interpretation in meaning making processes.

(Bosstraat 9, 2861 Onze-Lieve-Vrou-Waver)

Day 3: Monday 23 May 2016

9.00: Parallel Sessions 1 (see page 20 for more information)
11.00: Coffee break
11.30: Parallel Sessions 2 (see page 20 for more information)
12.25: Lunch
13.15: Bus leaves for study visits (5 options, see below for more details)
   Assemble at the entrance of the Lamot.
   - Rethinking the basis of sustainability at the Hoge Kempen National Park
   - Interpretive guiding for families and children at the Horst Castle, just for fun?
   - Evaluating interpretive guiding at the Grand Commandery Alden Biesen
   - ‘The museum of the future’ at Gallo-Roman Museum Tongeren
   - Interpreting Flemish masters for a European audience: Designing the new Bruegel House in Brussels

After the study visit we’ll drive directly to dinner at the Castle of Alden Biesen.

18.30: Arrival at Alden Biesen Castle
19.00: Dinner and performance at Alden Biesen Castle (Kasteelstraat 6, 3740 Bilzen)

Join a lively dinner with storytelling performance at this castle built by the legendary Knights of the Teutonic Order

Study Visits

Rethinking the basis of sustainability at the Hoge Kempen National Park

You will be surprised to realise that the most beautiful panoramic view of Flanders has been transformed from a former coal mining area into a nature paradise. On this study visit, we will discuss the relationship between human wellbeing, culture and nature; where they meet, how nature and culture could support each other, how we could better cooperate and how heritage interpretation could support people to develop ideas and shape their own environment. All of this is included in the term ‘sustainability’. Explore this unique ‘mixed continuous landscape’ of Europe (candidate for UNESCO World Heritage) at ‘Connecterra’ (the main gate) where nature, culture, residents and tourists meet.

(Zetellaan 54, 3630 Maasmechelen)

Interpretive guiding for families and children at the Horst Castle, just for fun?

Discover a medieval moated fort where the stones and walls tell you stories about the festive activities of knights and duchesses throughout the ages. Be inspired by the interpretive approach of guiding with focus on families and children. Join the discussion on the concept of heritage interpretation and what it means for an interpretive walk for families and children. Which elements and methods are used? How can you balance fun with a learning experience that is enjoyable for children as well as parents? Get ready to work with us and your co-participants! And discover how you could bring the rich stories of an empty castle alive and make them appeal to children. This session is aimed at conference participants who are relatively new to heritage interpretation or creating programmes for children & families (Horststraat 28, 3220 Holsbeek)
Evaluating interpretive guiding at the Grand Commandery Alden Biesen
Where and how do interpretive guides make a difference? How can we turn a guided tour into an interpretive guided tour? The Grand Commandery Alden Biesen is a castle built by the legendary Knights of the Teutonic Order and provides the stage for a hands-on experience of interpretive guiding. After the visit we will have a workshop and discussion session about the characteristics of personal interpretation. Get involved, participate and join the discussion at this extraordinary site.
(Kasteelstraat 6, 3740 Bilzen)

'The museum of the future' at the Tongeren Gallo-Roman Museum
Tongeren (Actuatuca Tungrorum) is Belgium’s oldest town, and just the place to explore the stories of the Celts, the Eburons, the Romans and the Germans in this European Museum Award winning museum of 2011. In this study visit we reflect on the tension between permanent and temporary exhibitions in relation to our changing society and how a museum like this can link with modern day, socially relevant issues, so that future generations engage with this topic. Be part of a discussion group on the ‘museum of the future.’
(Kielenstraat 15, 3700 Tongeren)

Interpreting Flemish masters for a European Audience: Designing the new Bruegel House in Brussels
Get an exclusive preview of the house of one of the most genius Flemish Masters, Pieter Bruegel (due to open in 2019). Discover how the curator wants to interpret the Bruegel house, how it will fit into the Bruegel path in Brussels and have the opportunity to discuss these plans with them and to provide input. In this study visit we will debate how different approaches of interpretation affect the visitor experience and the way the legacy of Bruegel is visualised in a European context. Participate at this exercise and be part of the debate which will affect future decisions.
(Regentiestraat 3, 1000 Brussel)

Day 4: Tuesday 24 May 2016

9.00: Keynote lecture by Ignace Schops, President of EUROPARC Federation, Director of the Belgian NGO Regionaal Landschap Kempen en Maasland
‘Natural heritage 3.0 - local solutions for global problems’
Europe’s natural heritage comprises a myriad of habitats, landscapes and ecosystems, sculpted by nature and shaped by man. Europe’s natural heritage is beautiful and we all want to keep it that way. However, while Europe is facing socio-economic challenges and climate change-related problems, the loss of biodiversity continues unchecked. How can solutions be found? Natural heritage can play a prominent role in finding new models for the future if we can prove and translate the benefits of its intrinsic values.
Ignace Schops is a Belgian environmentalist. He is the Director of the Belgian NGO Regionaal Landschap Kempen en Maasland (RLKM), President of EUROPARC Federation - the largest network on natural heritage in Europe - full member of the EU chapter of the Club of Rome, and council member of the largest nature conservation organization in Flanders, Natuurpunt. Ignace Schops was awarded with the Goldman Environmental Prize, better known as the Green Nobel Prize, in 2008 for his contributions to the establishment of the Hoge Kempen National Park.
10.05: Parallel Sessions 1 (see page 26 for more information)
11.30: Coffee break
12.00: Parallel Sessions 2 (see page 26 for more information)
13.30: Lunch
14.15: Market of ideas

Let’s turn the Lamot Conference and Heritage Centre into a lively marketplace where your thoughts and impressions are exchanged and where supplies are offered by providers from different countries. Join in to make sure you return back home with new ideas and contacts worldwide. Also, take part in our lively auction and help to support reduced fees for interpreters who would otherwise not be able to attend next year’s conference. Sign up for the speakers’ corner of the market and give a short presentation or call about a project you want to introduce to the conference participants. The programme with presentations will be displayed in the central hall of the conference centre on Tuesday from lunchtime onwards.

Sign up for a presentation before Monday 13.00 by addressing Liselore.

17.15: Closing of the conference
19.30: Closing dinner at Brewery Het Anker (Guido Gezellelaan 49, 2800 Mechelen)

Founded in 1471, Het Anker brewery is one of Belgium’s oldest breweries. Taste the ‘Mechelschen Bruynen’, the favourite beer of Emperor Charles the Fifth, at the spot where it was brewed back then and enjoy a typical Belgian dinner in this small, artisanal family brewery while participating at the workshop ‘beer in women’s hand’.

Post-conference tour | 25 May 2016

Belgian food trip in Bruges and its rural countryside

7.45: Departure from Mechelen
22.00: Back in Mechelen

There are places that somehow manage to get under your skin, even though you don’t really know them all that well. The countryside around Bruges is just that kind of place. A warm and friendly place in a rustic landscape environment. Join us for a boat trip and bike tour around local farms and taste some of the best local products this countryside has to offer before heading to Bruges. Arrive in Bruges in the afternoon and explore by yourself a city whose history made it great, resulting in a highly-deserved classification as a UNESCO World Heritage Site. Our tips for Bruges:

- Historium: The history of Bruges in a 3D-animation video
- Groeningen Museum: The museum offers a varied overview of the history of Belgian visual arts, the focal point of the collection is without a doubt the world famous collection of Flemish Primitive paintings, with masterpieces by Jan van Eyck, Hans Memling, Hugo van der Goes, and Gerard David.
- Belfry and market of Bruges: with an 83 metre tower and a carillon with 47 melodious bells.
- Beguinage: The ‘Princely Beguinage Ten Wijngaarde’ (founded in 1245) with its white-coloured house fronts, tranquil convent garden and beguinage museum.
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**Sunday 22 May 2016**

**Nada ANDONOVSKA**

**New approaches to heritage interpretation by respecting human rights.**

The workshop aims to explore interactively the new approaches and ways of interpretation of heritage in the light of the internationally recognized human rights. Bearing in mind the relations of heritage with the identity of peoples, minorities, ethnic groups, etc., it is important to strive to provide adequate and accurate interpretation of the evidence from the past times. This applies especially to intangible heritage as the basic element of the identity of its creators. The immanent link of intangible manifestations and expressions with the identity of communities, groups and individuals practicing it imposes the need for adhering to the communal and personal rights in the interpretation of this kind of heritage.

**Darko BABIC**

**Importance of cooperation: In-Herit experiences & heritage studies/museology programmes and training.**

Experience gained within the In-Herit project creates an important contribution, not only toward desirable development of a heritage interpretation within the European context but opens numerous new and very important questions. Among many – how heritage interpretation relates (fits) to already established Heritage Studies/Museology academia and other programmes and training as well. (e.g.) How by further cooperation with all interested partners/stakeholders it could contribute toward dominant trend within the heritage field and discussions addressing critical heritage studies. Developing a proper understanding of the roles and opportunities of heritage interpretation from our perspective is a key element here, and one where the In-Herit project made a significant contribution.

**Nicole DEUFEL**

**Re-evaluating the basics: towards a new paradigm of interpretation in a globalised, diverse world.**

Key concepts of interpretation have remained largely unchallenged since Tilden established them in 1957. In this session I argue that consequently, interpretation has failed to respond to challenges raised by other heritage disciplines (e.g. Smith 2006s, Harrison 2012), and the aspirations expressed in global, European, and national legislation and policy. From this perspective, and drawing on my doctoral research on this topic, I critically examine enduring
Heritage programme in fostering European identity.

The role of the UNESCO World Heritage programme for heritage interpretation in Europe.

It is the vision of the European Commission that 503 million Europeans advocate together for their heritage. For a common understanding of Europe’s past, reflections on its present and future collaboration beyond national borders is needed. The World Heritage programme allows the promotion of heritage among various stakeholders. The listed European sites are tangible witnesses of world culture, making heritage understandable in a global context. The honour of being listed comes with the duty to safeguard it. To fulfill this task, the related concepts and values have to be fully appreciated. Consequently, education has become one of the main pillars of the World Heritage programme. The nomination process of the Erzgebirge/Krušnohoří mining region has provided a framework for the empowerment of people and is a driving force for education and lifelong learning. It enables a reflection of the benefits and assessment of the role of the World Heritage programme in fostering European identity.

Saskia HORNIXK
Community-building with heritage in regional park Bulskampaeveld.

Landschapspark Bulskampaeveld is the largest interconnected green area of the province West- and East Flanders with many different historical and scenic elements. An initiative group of many partners is developing this area as a unified regional park. During a number of meetings, within the scope of a heritage study, the park’s common identity was found on the base of regional heritage stories. Since heritage is a common base for everyone, it is a great medium to connect people and create a shared vision. A broad range of stakeholders, including local governments, provinces, green industries and entrepreneurs, was involved in the process. The meetings resulted in a firm heritage-based identity, that is a low key framework for participation of stakeholders and even all the inhabitants of the area. Heritage as a resource for community building, it does work! This process was managed by The Missing Link. We consider heritage as a means to stimulate social cohesion and the regional identity.

Isabelle DIEPENDAELE and Marc VAN GESTEL
Holocaust, police and human rights.

Since April 2014, all police officers are to visit Kazerne Dossin Memorial, Museum and Documentation centre on Holocaust and Human Rights (Mechelen), as part of their training. In this framework, the Belgian Federal Police and Kazerne Dossin, supported by the Interfederal Centre for Equal Opportunities, have developed a special training programme that is part of the initial and continuous police training. The training describes the mechanisms that caused some of the Belgian police forces to cooperate actively with the Nazis and how group pressure and circumstances persuade some police officers to view their actions as “normal”. It wasn’t until afterwards that these officers realised what crimes against humanity they had committed. The training course focuses on these examples in order to demonstrate that the same mechanisms of racism, exclusion, breach of human rights are still very valid in our modern times; but also show that there was/is a scope for resistance.

Friederike HANSELL and Claudia GRÜNBerg
The role of the UNESCO World Heritage programme for heritage interpretation in Europe.

Since 2015, the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage programme is part of the Interfederal Centre for Equal Opportunities’ training. This training programme enables participating police officers to better understand the role of the UN in the protection of human rights. It will contribute to the development of a HERITI database that includes a wide range of different potential stakeholders; including the police, in order to enable them to participate more effectively in the protection of heritage. The HERITI database will be used to develop a new training programme that will be part of the initial and continuous police training. The training programme will be developed in cooperation with the Interfederal Centre for Equal Opportunities, the Belgian Federal Police and Kazerne Dossin, supported by the Interfederal Centre for Equal Opportunities. The training programme will be based on the HERITI database and will be used to develop a new training programme that will be part of the initial and continuous police training. The training programme will be developed in cooperation with the Interfederal Centre for Equal Opportunities, the Belgian Federal Police and Kazerne Dossin, supported by the Interfederal Centre for Equal Opportunities.

Stuart FROST
Interpreting sexuality and celebrating difference: a more inclusive future?

The Sexual Offences Act 1967 partially decriminalised homosexuality in England and Wales, and its implementation represented an important moment in the campaign for full equality in the UK. The 50th anniversary of this important legislative change falls in 2017 and will be marked by museums, galleries, libraries and archives in England and Wales. Lesbian Gay Bisexual Transgender and Queer (LGBTQ) histories, however, have often been omitted from interpretive frameworks for museums and heritage sites in the UK. Europe and around the world. It is only in recent decades that this has begun to change. This paper will highlight current initiatives at the British Museum to represent LGBTQ histories in meaningful ways. It will also briefly highlight a few key initiatives in heritage interpretation that demonstrate that museums and heritage sites can play an active role in addressing omission, promoting equality and challenging discrimination, prejudice and intolerance.

Marijeta KERŠIČ SVETEL
Saving the honor of a lake dragon - the benefits of a holistic approach to interpretive planning.

Producing an interpretive plan for a mountain farm in Slovenia in 2015 seemed a fairly simple task. But the heritage of a very large farm, owned and managed by the same family at least since 1460, is much more than presented in tourist brochures. The farm was included in a newly designed tourism product “Solčava Panoramic Road” with the leading story the visitors follow as they drive along the scenic road. The theme path along the road tells a newly invented story about a dragon who wants to eat sheep and about a small shepherd boy who rescues the fluffy, woolly
animals. This new theme path was created without coordination with the interpretive planning for the Klemenšek farm, the leaders of both projects (both co-financed by EU funds) were not even in contact. The new tourist attraction on the farm is now a large comic book like dragon, placed into a cave. During the research done for the interpretive plan, the original dragon story, carefully transmitted by the farmers from one generation to another, revealed to be much, much more than a simple, stereotype fairy tale. Putting together all the scientific and traditional knowledge about the natural and cultural heritage of the place revealed the real lake dragon of Matkov Kot. The traditional knowledge about the powerful natural force, which is very present even today, is vital for the survival of people dwelling above the Logarska valley. Messages put into public spaces as a tourism infrastructure transmit messages about an artificially created fairy tale, while traditional knowledge and its real meaning is slowly fading from the collective memory. This case illustrates the vital role heritage interpretation and interpretive planning can have for the future – but it also presents some important dilemmas about the role and responsibility of tourism in heritage places.

Anne KETZ
Interpretive planning methods and processes as an effective mechanism for community building.

Interpretive planning methods and processes can be an effective means for community building. The process in and of itself helps break down stereotypes. Examples will be drawn from two places in North America. The first is Thomas Jefferson’s plantation retreat, visited occasionally by the founding father and his grandchildren; permanent home of more than 60 enslaved workers. The process of planning the interpretation itself includes engaging descendants of those who suffered oppression and slavery, a process that can strengthen the community and offer some measure of reconciliation. The second example is the redevelopment of a park over a Native American archaeological and burial site where exhibit development planning helped overcome centuries of conflict between the local town and the Ojibwe community. Both projects serve as examples of the value of the interpretive planning process, when done with forethought: small steps in helping communities be less fearful of confronting our demons.

Viktor LINDBÄCK and Staffan GERLÖW
Platsminnen (“Place Memories”) – cultural heritage as a resource in dementia care.

The project and app Platsminnen uses cultural heritage as a resource for communication and active citizenship in dementia care, and as a means for people living with dementia to actively participate in the preservation, discussion and proliferation of cultural heritage. Through Platsminnen everyone can participate on their own terms, and add their own pieces to the endless, multi-faceted puzzle of cultural heritage. The project also aims for international co-operation with institutions and networks. Platsminnen is funded by the Swedish Inheritage Fund. The project is run in close co-operation with the Swedish National Heritage Board (RAÄ), which gives the app and its users instant access to over 1.2 million old photos and photos of objects from Swedish museums. Platsminnen is also run in close co-operation with the Swedish National Dementia Centre, to ensure a high standard of usability for both people living with dementia, their caregivers and families.

Eric MIELANTS
Heritage, belonging, and active citizenship in the United States: a role model for the EU?

I will reflect on the role that cultural institutions and heritage sites have played in the USA to construct an imagined community and to disseminate the collective imagery of an immigrant nation, in turn contributing to ‘active citizenship’. Through the use of public art, museums, public festivals that emphasize volunteerism, and the display of symbolic capital, the United States has promoted a specific rhetoric and imagery of welcoming immigrants and promoting ‘diversity’ in its society. Universities are also part of a sustained effort to promote life-long learning, active citizenship and multiculturalism. Though racism is still important, institutions and heritage sites have been used to evoke images of an open, tolerant and welcoming society in which everyone is invited to participate in the ‘American Dream’. My paper will reflect upon the strengths and weaknesses of this American project of ‘turning immigrants into citizens’ and what lessons the EU can draw from this.

Christina NTALTAGIANNI and Dimas PANAGIOTIS
Heritage interpretation as a means of social integration of refugees in the EU.

Lately, due to significant geopolitical changes, massive waves of refugees have been moving to Europe, seeking safety and stability. The disparities between the refugees’ cultural backgrounds and those of the European peoples curb the efforts of the former to social integration, causing reactions among the final resettlement countries. Despite the fact that European cultural heritage reflects an ongoing interaction of diverse cultures, what we are witnessing nowadays constitutes a singular phenomenon. Continuous population shifts reinforce the concept of multicultural society in Europe and redefine existing structures. This calls for initiatives both on a European and on a local level, one of the most important, in our opinion, being heritage utilisation. In this paper we seek to demonstrate the importance of heritage interpretation as a means of understanding and accepting diversity, and propose ways of utilising Europe’s heritage to mitigate racism and the conflicts arising from it.

Pete PETERSON and Steve R. MARK
Designing effective interpretive trails that reflect communal values.

The presenters have over 50 years’ of combined professional experience with interpretation in the U.S. They will use this experience to provoke a lively and engaged discussion among the workshop participants in using the model of the interpretive trail for 21st Century interpretation. A focus on community participation and communal values will be woven into the discussion on planning and designing an interpretive trail. Examples will be illustrated as well. An introduction to the new interpretive technique of “facilitated dialogue” and the role it plays in making civic engagement a part of an interpretive trail will be included in the presentation.
Interpretation can provide possibilities for development of personal relations to natural- and cultural heritage. It can start conversations about identity and community values. It can be an arena for democratic dialogue and civic engagement. Sometimes it is limited to entertaining provision of facts. From what ideas in relation to topic and purpose do planning of interpretive experiences start? How do different perspectives on communication influence how we plan interpretation? How does it influence visitors’ participation and experience? These are central questions in an on-going research collaboration between the Division of Environmental communication research, the Swedish Centre for Nature Interpretation at the Swedish University of Agricultural Sciences, and natural and cultural heritage sites in Sweden. In this workshop, findings from the project will be shared and different approaches to planning questions will be discussed.

Janja SIVEC
#TL;DR – combining heritage interpretation and youth work.

Using heritage interpretation in youth work workshops is based on my experiences with youth work, training for youth workers and heritage interpretation. The workshop is based on a series of activities using heritage interpretation aimed at the 13-18 age group. By playing the part of a young person visiting a heritage site, participants will gain insight into the basics of youth work, the aims of using heritage interpretation with this age group and the methodology behind each activity. Activities are based on interpretation of tangible and intangible heritage with the possibility of linking different topics that concern youth nowadays. Using heritage to develop “different” youth programs, I want to demystify this particular age group as “difficult” and show that by using an interpretative approach and youth-friendly media and topics, we can raise future heritage fans.

Per SONNVIK and Lena MALMSTRÖM
Quality criteria and success factors for heritage interpretation.

The EU project InHerit has been investigating competence and quality within the European heritage interpretation (HI) sector. This workshop shares the outcomes from the projects and discusses them with the participants. The project has produced a competence profile for HI in accordance with the European Qualification Framework; a profile that can be used as a reference work for competencies in the professional HI field. The project also created a training curriculum outline for three selected roles in HI (personal interpreter, site planner, copy writer) and relevant competencies for each role are described. Based on the training curriculum, results from two pilot courses feed into the work with a training manual with the purpose of increasing the quality of in-service training for interpreters. The project aims to deliver operational quality criteria as concrete as possible. In this workshop we invite participants in the conference to share their views and discuss the concept of a common European quality in HI.

Jaap VAN LAKERVELD and Guy TILKIN
Because learning happens everywhere...

Interpretation is also an educational activity, it facilitates and provokes learning. In the InHerit project we want to emphasise the educational goals and improve the educational/learning potential of interpretation. Learning not only takes place in schools and colleges. Heritage contexts are the ideal places for learning and interpretation is the ideal approach to facilitate this learning. Effective learning is active learning, experiential, contextualised, explorative, constructive … Can interpretation techniques help improve the narrative and/or paradigmatic thinking skills of visitors? In this workshop we will compare learning styles and teaching and learning approaches with interpretation techniques in order to improve the learning in heritage context.

Sharon VEALE
Interpreting outstanding universal value: an Australian perspective.

In an increasing connected and yet contested globe, World Heritage inscribed properties are intended to unite humanity and transcend geo-political boundaries. This paper explores some of the challenges and opportunities encountered in planning and developing interpretation at a selection of Australian World Heritage inscribed properties. This perspective from ‘down under’ may provide insight in the European context as we all strive to create interpretive experiences that transmit the significant values and meanings that connect us to places in the past and to each other.

Natasa UROSEVIC
Interpreting a common European heritage: from military architecture to cultural tourism attractions.

The paper will reflect upon the role of interpretation of the former military heritage, comparing European best practice and local experiences in the city of Pula, Croatia. We will explore how the local historic urban landscape, consisting of the historic urban core and former military zones, could contribute to sustainable development and promotion of European values. Marking the centenary of World War I was a unique opportunity for reflection on the common history, heritage and values we share with other European nations. Croatia’s accession to the EU opened up new possibilities to celebrate its European identity, multiculural history and the cosmopolitan richness of a shared cultural heritage. We were particularly interested in the valorisation of unique fortified heritage in the context of European projects aimed at transforming the former military architecture into the areas of promoting civil initiatives, cultural cooperation, peace-building and intercultural dialogue.
Monday 23 May 2016

Marie AVELLINO; George CASSAR and Noel BUTTIGIEG

The future of Festa food: lost legacy?

This study examines the extent to which food in Maltese communal gatherings is successfully staged to be understood by both the community and the tourist. Research indicates that distinctive and particular foods have typified such gatherings for centuries. Nevertheless, this characteristic is overshadowed by the commercialisation, commoditisation and alteration of traditional food and foodways for wider preference in a globalised environment. Such foods have also been adapted for easier consumption in informal settings such as the village festa. Communal gatherings serve as a platform for negotiation and renegotiation of their cultural identity. The study suggests that to achieve the fine balance between traditional cuisine and an inclusive democratised product, community involvement needs to take place? through active citizenship, stakeholder input and professional interpretation.

Tom CALLEBAUT

The generous space, a new concept to activate religious heritage for a world in motion.

The problem of abandoned religious patrimony is challenging many policy makers. At the same time, there’s a growing need for new ways of spiritual approaches. Secularisation is much
more a story of social changing rather than one of fading. I want to introduce a new concept of sacred space: the generous space, facilitating the current, human quest of spirituality. In the generous space, functionality and meaning are equally important and are falling together in the same place and at the same time. The generous space is a connecting space. The generous space can activate a space by its functionality and trigger a space by its spirituality. In religious patrimony, functionality gives the possibility, if necessary, to unload a place and to make it more open and approachable. In this conference I will focus on re-activating the religious heritage through several design interventions of my office ‘tct’ and theoretical reflections of my research by design at the KU Leuven.

James CARTER
Ethics and understanding – exploring guidelines for interpretative practice.

Interpretation has roots in the humanist, analytical philosophies of the Enlightenment, as well as in Romanticism’s emotional, even irrational, attachments to heritage. Its educational goals draw on the tradition of progressive education, in which learning is a lifelong journey of discovery. In a world seemingly characterised by increasing polarisation, intolerance and selfishness, does interpretation need an ethical code to ensure it delivers those goals? This workshop will explore what ethical principles for interpretation might involve, and what they might imply for interpreters’ work. It will build on work done by the presenters as part of the InHerit project, which has been developing a set of competencies and training mechanisms for heritage interpretation.

Lucija DRAGANA; Aydemir RATKOVIC; Mirna DRAZENOVIC; Ivana JAGIC and Iva KLARIC
Challenges and opportunities in building interpretive infrastructure in protected areas in Croatia.

Over the last three years, our professional team, consisting of interpreters and designers, has gained experience in developing 3D nature interpretation projects across Croatia’s National Ecological Network, including several national and nature parks. In a short time we created conceptual and construction documentation for eight visitor centres, five interpretative-education centres, seven thematic trails, one information centre, education centre and one mobile application. In trying to balance human impact on nature and the values of culture with the demands of recreation and exploration, we have developed outdoor interpretation and signage systems as well as comprehensive visual identity for the parks. Involving visitors, “learning while having fun”, “practice by doing” are some of the main concepts that we use in interpretive planning. Our contribution to this conference will be an honest sharing of our intense experience in telling unique stories of each protected area and its “sense of place”.

Rob BELEMANS
A tale of two cities: a cultural heritage cooperation between Louvain (Belgium) and Neuss (Germany).

At the beginning of World War I, in August 1914, the Belgian city of Louvain was the subject of mass destruction by the German army. For five consecutive days the city was burnt and looted. This resulted in the destruction of up to 20% of Louvain’s buildings. The library of ancient manuscripts was burnt and destroyed, as were many other public buildings and houses. The citizens of Louvain were subject to mass shootings, regardless of age or gender. This ransack of Louvain provoked highly critical press headlines all over the world. ‘The flames of Louvain’ became a strong symbol in the allied war propaganda against the German invader. On the German side, the army staff persisted for a long time after the ending of the war in his interpretation of the facts in Louvain as a legitimate military reaction on pretended resistance by civilian Fancs-Tireurs. Only in 1958 did a German-Belgian commission of historians conclude that this provocation of the German troops by citizens was no more than a myth and that the German army command was fully responsible for the atrocious burning of Louvain.

In 2014 the city archivist of the German city of Neuss published for the first time historical proof for the fact that it was the reserve troops of Neuss who were involved in the ransack of Louvain in August 1914. Based on this new insight, the city archives and the cultural departments of both cities decided to turn this unfortunate common history into a symbol of peace and hope. One century after the war horror that turned the former citizens of Louvain and of Neuss into the victims and the violators of each other, the recent contacts resulted in a strong and consentient will to face and to reinterpret this common war heritage. An intensive cultural cooperation for the next years will culminate on 11 November 2018 in the inauguration of a new peace carillon in Louvain as a symbol of hope and a proof of the possibility to overcome old enmity by new friendship.

Inge DE GUYTER and Barbara STRUYVS
Families & children first: co-creation. Take the lead of Horst Castle and build a heritage community.

Heritage organisations often complain about the outdated, non-interactive way their guides approach visitors. These organisations often use a top-down approach, but don’t manage to change the way their guides work by introducing new tours and
The process itself was just as important. All stakeholders—government bodies, teachers, families, volunteers and experts—were invited and the bottom-up approach revealed great support from the heritage community. The pilot project resulted in a 6-step plan to create programmes for children and families. We would be happy to present the plan to you and discuss the idea of co-creation. Are you prepared to let go of control? Are you prepared to put your community in the driver’s seat?

**Ben De Vriendt**

**Commemoration of the battle of Hoegaarden (1013-2013).**

2013 marked the 1000th anniversary of the battle of Hoegaarden. A once in a lifetime moment to remember this medieval battle. Little was known about it. We knew who was leading the fight and who won. We didn’t know where the battlefield was located nor how the battle was fought. How to remember such an event? Our aim was to mobilise the entire village of Hoegaarden. We wanted everybody to become actively involved, not only the local historians. And we succeeded, we conquered! This presentation will focus on the tools that were used to enthuse the inhabitants of Hoegaarden to participate in the commemoration of the battle.

**Wendy DEYELL**

**Creating wonder through interpretive walks: heritage as a metaphor.**

How can we help people engage with heritage at a physical level—seeing the sights and hearing the stories—yet also at a metaphorical level, so they take away lessons they can apply to their own lives? In other words, how do we create an interpretive walk as opposed to a guided tour? Imagine creating a concept that would connect people with the local sights, while helping them identify areas of their own lives where they could connect to a deeper message of personal significance beyond the heritage. This is the idea brought to life by Wondrous Wanders in Brussels. Using the River Dijle as the red thread connecting Mechelen’s past and present, Wendy will lead participants on a mini Wondrous Wander to illustrate how the river flows through the city and its history, and is also a means to interpret key themes that flow through our lives today.

**Michael H. GLEN and Tom NEVEJAN**

**A global alliance and international guidelines for excellence in interpretation – progress report.**

In Krakow, at last year’s IE conference, two informal groups were formed. The first was tasked to develop a proposal for some form of world federation of interpretation associations, the other took on the role of developing draft guidelines for excellence in heritage interpretation, based on a draft presented to the conference. Since then, the first group has drafted a proposal for a Global Alliance of interpretation associations which was presented to the NAI/INNZ Conference in Wellington NZ in April. Michael will give a report on how the proposal was received and on any next steps that are planned. The second group has worked on re-drafting the guidelines, with considerable advice from heritage and interpretation professionals, and the redraft was given to Herita which had kindly agreed to test their value and impact on its members. Tom will give a detailed report on that consultation exercise and delegates will be asked to comment on their future progress, development and use.

**Poul HJULMANN SEIDLER**

**The potential of good leadership in interpretation. An interactive workshop.**

A clear leadership of the practical nature- and heritage interpretation is of paramount importance for the outcome and value to the participants. With good leadership, important approaches, such as creating reflections, the use of different learning styles or narrative methods, will have improved value for the participants. The workshop will include a comprehensive model that shows different important elements on how to manage nature and heritage interpretation. The participants will be partly involved in filling out the model. Keywords in the model are: How to structure and organise nature and heritage interpretation; Use of appropriate theories and research; Concrete acts and methods.

**Sue HODGES**

**Interpretation first! A model for sustainable development through heritage interpretation.**

Heritage interpretation has often been placed at the end of tourism and other heritage-related development projects. Using case studies from Australia, India and Malaysia, this interactive workshop will tip the traditional model on its head to position heritage interpretation as the lead discipline for all projects. It will show how interpretation-led projects are the best way of creating long-term sustainable outcomes for natural and cultural heritage sites and their communities. Topics covered will include: placing heritage sites at the centre of tourism and development projects; creating jobs at all levels of an interpretation project; using interpretation to control visitor flows; creating lasting connections between heritage sites and communities; heritage interpretation and capacity building; heritage interpretation and environmental sustainability. One outcome of the workshop will be to establish a working group on this topic if participants think that is worthwhile.

**Valeria KLITSOUNOVA**

**Gastronomy map “Gastinia” as a tool for reviving traditional cuisine in Belarus.**

Belarus used to be a country of rich gastronomic heritage which combined local rustic and aristocratic cuisine with elements of Polish, Lithuanian, Ukrainian and Russian cuisine. Unfortunately during the last century our intangible heritage was lost because of revolutions and wars. The idea of this initiative is to revive our cuisine through the creation of a gastronomic map “Gastinia” (paper and electronic version). It will include most traditional recipes, places of tasting, local food producers and festivals, lost and forgotten recipes. We have involved youth in this process and tried to get them into direct contact with the gastronomic legacy. It is the only way to provide safe-guarding of our heritage and shape gastronomic patriotism based on deeper meaning. We hope
that in one decade we will see a kind of gastronomic renaissance in Belarus and turn our country into a destination with rich traditional food and gastronomic events. The project will enrich and diversify European heritage as a whole.

Making archaeology matter for those who don’t know they care.

Some people love historical sites and will visit them without compulsion. Others can be persuaded by innovative exhibitions, events or marketing. Beyond that there is a large body of people who will rarely visit an archaeological site or museum. How do we reach these people? How can we as heritage professionals convince them to take at least a cursory interest in the past and its management? Over the course of his presentation, Liam will describe two projects that brought archaeology directly into the paths of people. The first is the YHA building in the Rocks, Sydney. In 2009 a four storey youth hostel was constructed over some of the most important archaeological remains in Australia. Far from obliterating the site’s heritage, the building hovers over the exposed remains and uses two reinstated historical lanes. The whole hostel now pulsates with the past. The second project is a pop-up museum that, by using the attributes of a small Irish city, attracted 3,200 people in four days.

Ksenija PETRIĆ; Marko RUKAVINA and Mladen OBAD ŠĆITARIOCI
Multiple values assessment - Precondition for territorial presentation and interpretation of archaeological heritage - Case study Sesvete (Zagreb, Croatia).

This paper explores the role of archaeological heritage in the context of sustainable development of the territory and its integration in the local community through different spatial models of presentation and interpretation developed for the Sesvete administrative area (suburban district of Zagreb, the capital of Croatia) as a result of the EU project IPA SL-HR in 2015. The aim was to achieve long-term preservation, visibility and enhancement of archaeological heritage through its territorial interpretation, to strengthen local identity, to achieve social cohesion and to develop cultural tourism based on archaeological heritage assets. The authors recognise the importance of multiple values assessment of the territory as a factor that affects decisions in the process of defining the archaeological heritage models of territorial presentation and interpretation. This approach implies determination of a wider range of values by other specialists responsible for the archaeological heritage management, primarily heritage professionals and town/spatial planners. The proposed presentation models combine heritage conservation and urban and spatial planning view.

Thorsten LUDWIG; Nicole DEUFEL and Peter SECCOMBE
Trends in policy, culture and economy and what they mean for heritage interpretation.

Which political and socio-cultural, economic and technological trends provide the context for the development of heritage interpretation? How significant are they – and how relevant will they be to the future of the interpretive profession? 15 members of Interpret Europe examined these questions and identified a list of trends, suggesting which of them need our special attention. We will introduce this study, analyse the identified trends in smaller groups, discuss their impact on different heritage and learning contexts and enter into an exchange about our findings.

Nacho RUIZ ALLEN and Sara LÓPEZ ARRAIZA
Learning from las Cuencas: towards highlighting the cultural landscape of the coalfields.

Learning from las Cuencas provides a new perspective of mining cultural landscapes. Despite being focused on a local environment, the coal mining area of the Cuencas Mineras Centrales of Asturias, among its interests is to create a universal architectural story. The mining areas, after undergoing an intense process of industrialisation, have changed considerably over a brief period of time. In just a few decades, what were once natural valleys with basically rural economic and social structures came to host busy urban agglomerations of unexpected density in their very heart. This has given rise to incredibly heterodox building patterns. These are hybrid architectures, mutating artefacts which, despite the invisibility of their inevitable marginality, can offer really interesting lessons in architecture today.

Greet LUYPAERT and Cyril RUBENS
Heritage owned and exploited by a cooperation, the advantage and disadvantage.

In 2012, a group of young passionate people founded a cooperation to raise 3.5 million Euros, the money needed to buy Sint-Jansberg, a 700-year-old heritage site in Zelem. This was a different approach to heritage owned by government or a private family. Today the organisation includes 250 members. After three years, Greet Luypaert, founder and managing director of the cooperation, speaks from the heart about the advantage and disadvantage of a community-owned heritage site and project.

Ruth TAYLOR
How interpretation can support sustainable development through the use of persuasive communications.

Using interpretation in the right way can support behaviour change and create a better understanding of sustainable development issues. This presentation will show through case studies how interpretation can be used to support developing positive attitudes and behaviour towards nature conservation through framing the text using a persuasive communication and underpinning with the ‘Theory of Reasoned action’, by Ajzen and Fishbein. Three case studies from the UK will be considered. In the first case study the interpretation in an exhibition at Chelsea Physic Garden, a small Botanic Garden in London, is described to show its effect on visitors’ attitude and behaviour towards nature conservation. The second case study describes how a leaflet was used on Studland beach, Dorset, to persuade people to take their litter
home. Finally, how a leaflet was used to influence where people walked at a sensitive archaeological site, Avebury, Wiltshire, will be described. Other examples of use of persuasive communication to affect behaviour will be shared.

Evgenia STAVRAKI; Aggeliki KONSTANTINIDI and Tina ZOUBOU:
Let’s PLAyTO: designing and realising a museum of philosophy in the Athens of 2015.

«Plato’s Academy» is a neighbourhood in Athens (Greece) named after the great Plato and the school of philosophy he established there (4th C. BC). In the heart of the area lies a 130-acre archaeological park, with relics from different historical periods. The site is only a 5-min drive from Athens’ thriving downtown and the Acropolis. Although it has a strong story to tell, the place hardly receives the attention of Athenians and tourists. As part of a larger EU project promoting Plato’s old neighbourhood, we were employed to design a museum devoted to the great philosopher and his work. The purpose of this presentation is to analyse the museum-design methodology, with emphasis on the interpretive planning, the architectural proposal and the relationship with the local community. Our goal was to find fresh and meaningful practices for presenting a 2,500-year-old story so that it still provides an inspiration for modern citizens, challenging their views on political philosophy and ethics.

Monique VAN DEN DRIES
Wie schaffen wir das?

The call for papers for this conference rightly notes that heritage is becoming a major factor in European politics while ‘a strategy seems to be missing’ to meet the needs and expectations (like for heritage-based innovation and active citizenship) of these policies. So how does the heritage sector know it is doing the ‘right’ things? What are the criteria to decide on and who decides on these criteria? Moreover, how do we know our practices are actually contributing to the higher goals? Can we actually manage? In many countries there is very limited active citizenship involved in, for instance, the daily archaeological practice and interpretation. So, what is or could be the role of archaeology to contribute to subjective objectives like quality of life? In this presentation I will explore multiple examples from recent studies that were conducted at Leiden University (Faculty of Archaeology) to gather clues that may help us to find directions.

Lucy WALKER
Making sense of the present: heritage is political – it belongs to us.

I use heritage resources as a prism to explore contemporary issues and am interested in the power of things and ideas to bring people together. This presentation is a critique of the way ‘Heritage’ is often defined and packaged, and how much of it, including archaeology, historic landscapes and museum collections, may be difficult to access in meaningful ways – partly because of the interpretations offered, partly because of perceived barriers and partly because they may literally be physically difficult to access. My practice is involved in turning this around, and engaging with diverse communities to enable them to access, shed light on, and perhaps create new ‘heritages’ that are significant to them. I work with artists, musicians, writers, scientists and community groups to create innovative and imaginative projects, reaching out to new and unexpected audiences and I offer some case studies to illustrate this. My recent work has involved exploring migration and identity.
### Keynote: Ignace Schops 'Natural heritage 3.0 - local solutions for global problems'

#### Beethoven Kelder

**26 May 2016, Mechelen, Belgium**

**10.05-10.30**

**W** Guy Tilkin; Jaap Van Lakerveld

InHerit workshop on competence oriented training in heritage interpretation. 

**P** Laurence Lohers

Knowing the past versus understanding the past.

**W** Susan Cross

What does heritage interpretation have to do with peace?

**P** Marilisa Biscione; Nicola Masini

How technology can support heritage interpretation strategies. Overview and the case of PRO CULT

**W** Lydia Vroegindeweij

Johan ter Beek

Luther 500 - gamification project for schools with YourStory Gamification Framework

**P** Erle Meyer

D-Day lessons for everyday

### Parallel Sessions

#### 10.05-10.30

**W** Marc van Hasselt; Guy Tilkin

InHerit workshop on competence oriented training in heritage interpretation.

**P** Lars Wahlers

Knowing the past versus understanding the past.

**W** Susan Cross

What does heritage interpretation have to do with peace?

### Tuesday 24 May 2016

**Christian ARNET and Staffan GERLOËW**

200 films, 1,800 images and 7,200 interactive comments in a heritage quiz. How did we do it?

The challenge was to get young people interested in a topic that mostly the elderly are interested in. The key was to meet our primary target group at their own stadium with attractive incentives. Our solution was a game for the iPhone, iPad and Android, where young people spend much of their time today. An additional challenge was to make the game attract visits to the cultural heritage sites in real life. One crucial way to reach the young people is going through school. Therefore, the game is adapted to teaching in school. Additionally, the school engagement is important to reach out, not least through the media. Through the inspiring force of gaming, the children should be able to challenge themselves, their parents and their friends in a knowledge of cultural heritage. Primary target group: Children aged 10-14 years. Secondary target group: Parents and Families, history and SO-school teachers, The general public.

**Marilisa BISCIONE and Nicola MASINI**

How technology can support heritage interpretation strategies. Overview and the case of PRO CULT

Heritage Interpretation approach now involves several areas (sustainability, inclusiveness, training, bottom-up approach, citizen participation) and, in general, technologies offer good opportunities and improvements for these purposes. In this context arises the ProCult approach. The project aims to develop technologies and operating procedures in the field of security and the preservation of cultural heritage. It promotes the use of innovative low cost technologies for monitoring, protection, promotion of cultural heritage and the growth of a cultural identity of local communities. The ProCult approach integrates Preservation of Cultural Heritage and Heritage Interpretation through new technologies and paying attention to accessibility, sustainability, citizen participation.
Arpad BOCZEN and Lars WOHLERS

**Strengthening the relation of humans and nature in a Hungarian Biosphere Reserve through interpretation.**

Sustainability and the concept of Education for Sustainability (ESD) in Eastern Europe is still in its infancy. The presentation will be about efforts to introduce ESD through interpretation and education using the example of sustainable landuse in an intensively used biosphere reserve in Hungary. The data situation clearly shows a great lack of ESD in Hungary in general. The project presented will give an overview of the efforts undertaken during the last two years and provide an outlook until the end of the current project in 2017 and beyond. The project is conducted by Hungarian (KÖME) and German (KON-TIKI) partners with the aim to disseminate ESD in the official vocational training system of Hungary and also at university level. For this purpose, an environmental communication centre will be developed in the Pilis-Mountain Region, a large recreation area in the north of Budapest. Main partners of the project are the National Park administration and the Central European University.

John BOEREN and An STOFFERIS

**Building bridges: how genealogy leads Europe towards a sustainable and peaceful future.**

One way to study the intangible aspects of culture, such as folklore, traditions and knowledge, is by performing genealogical research. Modern genealogists no longer only collect names and dates; they are looking for stories about people and families. Genealogy helps us find our place in the present and the future through our own family history. Questions such as, “Who were my ancestors? Where did they live? And what did they do?” make us curious. The next step leads us to tangible cultural heritage: we want to visit the village where our ancestors lived; we want to see how wooden shoes were made: we want to see and feel how it was to fight in a battle that changed European history. But genealogy also reveals a darker side of history: stories about crimes, wars and other injustices. Questions such as, “Was this right? Would I have done the same?” make us reflect on our present and future, on our own society and on other cultures. This way we develop respect and better understanding.

Susan CROSS

**What does heritage interpretation have to do with peace?**

It can seem that beliefs about the past are more likely to contribute to conflict than to peace. Can heritage interpretation do anything to change this? This facilitated workshop will draw on the findings of Peace Studies and politics to introduce some contemporary thinking on what supports peace. These factors include justice, reconciliation, understanding and dialogue. We will consider whether heritage interpretation can realistically contribute to them. We will imagine what types of heritage interpretation can support peace. We will think about how we can avoid strengthening prejudices and stereotypes in the way we present our heritage. The workshop will draw on the experience of the rest of the conference. It will be an opportunity to reflect on what we have seen, heard and done together and how that can inform our national, organisational and personal contexts. Be prepared to listen, to contribute and to see where this takes us.

Silvia DE LOS RIOS PEREZ

**COOLTURA App: Making cultural heritage interesting and interactive.**

The COOLTURA App has been designed for mobile devices through the EU-funded TAGCLOUD project. The app allows users to access and use cultural content from the cloud-based COOLTURA platform.

The project taps into the potential of smartphones and mobile devices. The concept is that mobile features, such as geo-location and real time interaction, can be used to provide personalised up-to-date and interactive cultural heritage content, in real time. The main objective of the TAGCLOUD project has been to enable more active cultural engagement.

The COOLTURA app is currently available for smartphones and tablets and can be integrated with wearable devices (such as the Apple Watch).

Mathieu DE MEYER and Benoit STRUBBE

**Making conflict and archeological heritage ready for new audiences. The case of Raversyde.**

Raversyde is known and visited by World War enthusiasts, but less known amongst the general public. In 2011 a new masterplan was developed to pilot the museum into the future. We want to build a bridge between heritage and contemporary art, as a good understanding of the past is essential to understand the present and future. In 2014 we organised the exhibition “Atlantic Wall” by Stephan Vanfleteren and Private Shelter, a visual arts exhibition. In 2016 a new exhibition is planned in which we will reflect on the “Anthropocene” from an archaeological and maritime point of view. Meanwhile, we still organise other types of events focusing on other audiences: concerts, dance, theatre, walks, medieval events, cooking activities, movie screenings, workshops, colloquia, etc. At the same time, we are restoring the entire site. We want to let visitors experience the site whilst respecting the history by keeping it pure and simple through the use of advanced digital and 3D-techniques.

Nico de DEFUER

**Power play or power sharing: how can we move from expert to individual and communal values?**

As early as 1975, European charters noted the need to involve ‘the public’ in decisions about heritage. They acknowledged the changing interpretations by the public of that heritage. And yet, in professional practices, including interpretation, experts and their values continue to dominate processes. While the commitment to communities is strong, questions remain about the effectiveness and theoretical foundations of current community engagement practices (see e.g. Waterton & Smith 2010, Water-ton 2010). Building on previous Round Tables, we will explore with participants the challenges of moving away from expert identification and expert management of heritage toward a recognition of the reasons (the whys and hows) for which individuals and communities value heritage. We will discuss the danger of ‘professionals’ taking over, and the fact that ‘non-expert’ practices may work perfectly. The aim is to move toward resolution and achieving true power sharing in interpretation.

Sue HODGES; Nicole DEUFEL and Eva ROEELS

**ICIP (ICOMOS International Committee on Interpretation and Presentation of Cultural Heritage Sites).**

This session will look at the role of ICIP in advancing the cause of heritage interpretation. We will begin by introducing the ENAME Charter and, building on a recent public review of the Charter, discuss the ways that the Charter can assist interpreters in many aspects of their work. The second half of the presentation will look how ICIP can work with Interpret Europe and other national heritage interpretation organisations to address some of...
the key issues interpreters face today. This will include a discussion of how ICIP can link interpreters to wider heritage-based activities that ICOMOS is undertaking. The presentation will include an opportunity for questions and debate.

Andrea HÜBNER
Re-interpretation of cultural sites through literature and film tourism. The visitor’s gaze.

Cultural sites have gained new interpretation by the agency of literature and film tourists who tend to disregard the “original” meanings of buildings, sites or objects, but interpret what they see merely according to the decoding system of the given work of art. My ongoing research investigates the perception, the cognition, the remembrance and the memory of the visitors, both in cultural and in social-psychological terms. Experience is examined in terms of authenticity. If a visitor is interested in a place merely because of a best-seller book or of a blockbuster film, what is it that he/she really sees? What does traditional meaning mean, if any, and what can we say about value in terms of these works of art? This paper wishes to introduce the term of “cult tourist”. The phenomenon is examined in the framework of experience economy, cultural memory and the so-called tourist gaze.

Marc JACOBS
Between transsources, parasources and resources: disentangling the heritage interpretation paradigm.

In this paper, first an abstract model is introduced to understand the concept of heritage in the 21st Century. Next to the notion of resources, two neologisms are proposed: transsources and parasources. One needs the three elements to deconstruct the notion of heritage (processes) but also to understand heritage interpretation as a dynamic process. As I comprehend the specificity of heritage interpretation, it can refer to the liminal (on the threshold) elements connected with or projected on heritage items: parasources. This builds on the notion of paratexts of printed books but expands it even beyond the concept of metadata in multimedia contexts. Heritage interpretation also refers to performances, teaching practices and other interactions, in which (collections of) heritage items are used as resources. The aim of this contribution is to try and understand if it is possible to distinguish “heritage interpretation” from other heritage processes, brokerage, education or other forms of mediation.

Greet LUYPAERT; Erik DECOLVENAER and Cyril RUBENS
Elckerlijc’s message for 2020.

Elckerlijc is a morality play which was written in Dutch somewhere around the year 1470. The play was extremely successful and was translated into many different languages. The authorship of Elckerlijc is attributed to the Cartuzian Petrus Dorianus, who lived in the Cartuzian Monastery in Zelem, nowadays named ‘Castle Monastery Sint-Jansberg’. The play held a very clear message for humanity in the spirit of that age. We wonder if these old Middle Age plays are still relevant today? If so, what can we do with it? How can we make the message interesting and supportive for our current society? Imagine Petrus Dorlandus writing his message today, 500 years later, in our modern timeframe... What would his message be? How can we translate this historical treasure into a message for humanity today? Maybe the story uncovers a valuable message to reflect upon some of the important actual European subjects, such as sustainability, peace, lifelong learning and active citizenship. This is an active workshop. Together we dive into the questions. We create a platform and space to find out the answers together.

Erin MEYER
D-Day lessons for everyday.

A few years ago, on an annual vacation in Normandy, my children were old enough to see beyond the fun climbing possibilities of a tank and wonder why it was there. I asked myself, “What stories do I want my children to know about D-Day?” and “How can these stories help them today?” D-Day Lessons for Everyday is a program that combines history with personal development to create an innovative approach to heritage interpretation.

History is full of people doing the impossible. Examples of innovation and creativity exist across cultures and throughout time. Can the past inspire the future and provide specific lessons to apply today? Are there common steps to transform “IMPOSSIBLE” to “I’M POSSIBLE”? Learn how a change in perspective and asking good questions are used to create dynamic heritage interpretations that teach specific skills needed in society today.

David PENBERTHY
You may think it’s serious but actually it needs to be fun!

As interpreters we are asked to present our story to our visitors and often we get stuck with fact and ‘important’ information which has the danger of becoming dry and serious. For many of our visitors though, they’re on a fun day out. At castles and historic sites across Wales, the pan-Wales interpretation plan puts the visitor at the forefront of its delivery and part of this is making interpretation fun for visitors. Each historic site has a family trail and humour is integrated into our storytelling. This presentation will explain our thinking and give lots of examples of the fun things we’ve been up to in castles in Wales.

Guy TILKIN
A competence profile for the professional field of heritage interpretation.

The basis for the creation of a training curriculum for heritage interpreters is a competence profile, a reference framework for competencies in the professional field of heritage interpretation. In the InHerit project we defined areas of competencies which are relevant for the professional field of heritage interpretation as a whole, covering all positions related to heritage interpretation. Core competence areas are: research, conceptualisation & planning, delivery by media and personal delivery. Additional generic competence areas are: evaluation, publicity & promotion, management and training. In practice, an individual does not need to be competent in all these areas; it depends on the specific position an interpreter holds and which competence areas are relevant at what level in order to be able to perform a range of assigned tasks. In this workshop we look at the building blocks of the competence profile and at the opportunities this approach offers for professional development.

Guy TILKIN and Jaap VAN LAKERVELD
InHerit workshop on competence oriented training in heritage interpretation.

In the InHerit project we focus on a competence oriented training approach because, in the light of Europe 2020, professional development is due to be presented (and recognised) in terms of validated competence development. So if we want professional development in heritage interpretation to be recognised, we will have to turn it into competence development. This means the training will have to be organised in a competence oriented way as well. What are the criteria for competence oriented training? How do you organise this? How do you validate learning outcomes?

Marijke VAN EECHHAUT
Transforming rural heritage into a learning experience: the case of a heritage learning trail.

Moos, an organisation specialised in art and heritage education for young people, developed the heritage learning trail in Lubbeek, a town in the Belgian Hageland Region which obtained financial support for this project from LEADER, a European rural development program. The trail revolves around five cultural heritage sites: a mill, ice cellar, church with graveyard, chapel and presbytery. This presentation outlines how Moos employed education and learning theories to create learning experiences for children, families and school groups. The interpretation weaves threads between history and today, and between the sites and
the people who use(d) them, their lives and their stories. This provides starting points for a meaningful personal interpretation. Furthermore, texts are complemented by images, questions, assignments, games and so forth. This way, experience, information, imagination, sympathy and reflection work together to induce and sustain a powerful learning process.

Marc VAN HASSELT
Knowing the past versus understanding the past.

Live Interpretation has been established as being a powerful tool for heritage education and entertainment. While many heritage sites use re-enactments, living history or museum theatre to bring the past closer in the material sense, the immaterial or emotional side can easily be overlooked. An oft-misquoted saying by Confucius says: “Tell me, and I will forget. Show me, and I might remember. Involve me, and I will understand.” Involving the audience in historic interpretation is essential to creating understanding of the past. Instead of explaining the past through objects, activities or tours, the audience should feel a part of it. If only briefly. Various techniques used by Live Interpreters make this possible. It can be as simple as asking an audience to physically take part in the interpretation, to act as one of their ancestors would. The experience that delivers is far more memorable than simply knowing about the past – they should understand it. A concrete example of this involvement and the emotion it elicits was brought to a global stage recently. World leaders were invited to take part in a workshop where they were put in the position of being a refugee being processed. The experience brought a deeper understanding of events taking place now. Imagine the effect on being a refugee being processed. The experience brought a deeper understanding of the past. Instead of explaining the past through objects, activities or tours, the audience should feel a part of it, if only briefly. Various techniques used by Live Interpreters make this possible. It can be as simple as asking an audience to physically take part in the interpretation, to act as one of their ancestors would. The experience that delivers is far more memorable than simply knowing about the past – they should understand it. A concrete example of this involvement and the emotion it elicits was brought to a global stage recently. World leaders were invited to take part in a workshop where they were put in the position of being a refugee being processed. The experience brought a deeper understanding of events taking place now. Imagine the effect on even more distant events from a different time period.

Daniel VANDEN BROECKE and Lydia VROEGINDEWEIJ
How “Orgelkids” brings children and young people into contact with pipe organs.

Children can build this organ (with a little help of an organbuilder or organist). Different tasks can be done in groups simultaneously: constructing the frame, sorting pipes, sorting keys. Then all the parts come together in the frame: the windchest, the bellows, keys and pipes. Then … play! Children learns how a pipe organ works and next time they visit a church, they will see and hear the organ with completely different eyes. Cultural experiences at an early age promote a lifetime interest in culture, according to abundant research. Today’s children are tomorrow’s audience and are also the next generation of creative artists.

Lydia VROEGINDEWEIJ and Johan TER BEEK
Luther500 – gamification project for schools with YourStory Gamification Framework.

Luther500 is the case we want to present to you. But the real story is about a gamification framework called YourStory. This framework enables organisations to create an attractive game about a (historical) place, person or event. It’s not a simulation with virtual reality, but a game to be played in real life. Young people or students play the game on their smartphone to find the assignments. You can create different missions for the players to collect information about the topics or create content (e.g. taking a selfie at a certain place). Let them search for heritage elements and learn about culture, history and all you can put in the missions. YourStory is a platform for gamification for personal information and civil/cultural participation. We already made a Luther500 game on this framework for you to use. It contains a storyline about Luther’s life and activities and brings the relevance of the Reformation to life. Friends and foes make it a real game to play in an engaging way.

Roger WHITE and Tamara WEST
Capturing past practice: approaches to interpreting and presenting old technologies.

One of the more important challenges facing industrial museums is the problem of capturing the operation of past technologies. A number of challenges need to be overcome, depending upon what is being presented. The operation, for example of steam-powered machinery in a museum in a safe manner, is something that can be learned relatively simply using age-old training approaches based on those who operated the machinery as their living. Where, however, the work requires a degree of skill or acquired knowledge, the training becomes more difficult, and sometimes more dangerous, to pass on to heritage interpreters. This presentation seeks to explore ways in which the more difficult industrial processes might be captured digitally, using motion-capture, so that future interpretation will provide a more accurate rendition of process which can then be overlaid with oral testimony or other forms of interpretation providing the maximum amount of information without compromising safety.

Lars WOHLERS
Strengthening visitor studies to support European interpretation efforts.

Evaluation in the format of visitor studies can help a lot to develop new and improve existing interpretation on various levels. Instead of just evaluating the outcome of a given interpretive service it is important to consider the whole range of evaluation options. This starts with a. evaluating e.g. naive notions, attitudes, perceptions or pre-knowledge of the targeted audience, then b. helps to improve during the development-phase by testing exhibitions, media, texts, layouts, and finally c. checks whether the outcomes of a particular interpretive service do the job it is intended to do. Furthermore, a rather blank but important part of visitor studies is that evaluation can try to evaluate the impact interpretation has, not just on the individual but also at the societal, political and economic level. In order to fully grasp and demonstrate the potential of interpretation we need to develop a research agenda that helps to do so.
Herita, Flanders Heritage Organisation
Oude Beurs 27, 2000 Antwerpen, Belgium.

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Conference Manager
Laila De Bruyne
laila.debruyne@interpreteuropeconference.net
+32 473 43 07 57

Market of ideas
Liselore Michils
liselore.michils@herita.be
+32 473 89 95 93

Communication & Press
Liesbeth De Maeyer
liesbeth.demaeyer@herita.be
+32 477 39 95 41
BREWING & DISTILLING
2 family traditions united

Charles Leclef, fifth generation owner of Brewery Het Anker, grows up in the brewery but also knows the former family distillery in Blaasveld, inactive since 1927, where his uncle lives.

Charles believes in a refined whisky distilled from the malt mash of his beer Gouden Carolus Tripel. In 2016 both, family traditions – brewing and distilling – are united in a new project: Distillery De Molenberg.

Brewery visit
Including tasting of 2 beers
Info & reservations - 015 287 141 or www.hetanker.be
G. Gezellelaan 49 - 2800 Mechelen

Distillery visit
Including tasting of Gouden Carolus Single Malt
Info & reservations - 015 501 82 12 or www.stokerijdemolenberg.be
Klasterstraat 1 - 2830 Blaasveld

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